

# Innovations in Contemporary Marketing : Theory & Practice



International Marketing Conference, 2021

## PROGRAMME

APRIL 21 – APRIL 22, 2021,

INDIAN INSTITUTE OF MANAGEMENT SHILLONG,  
INDIA

## Welcome to iMarC 2021

We are proud to host the first Marketing conference of IIM Shillong. The Theme of the conference is 'Innovations in Contemporary Marketing: Theory & Practice'. The theme will initiate thinking and engage in discussions to all researchers about current and latest advancements in the field of contemporary marketing globally. This will also initiate exchange of ideas across scholars and practitioners.

We are hoping that the first marketing Conference will provide ample opportunities to share knowledge on contemporary marketing practices. The idea is to discuss innovative approaches to thereby gained an understanding and appreciation of the anticipated problems in the field of Marketing.

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### The Organising Committee

» *Advisory Committee*



Professor D.P Goyal,  
Director, IIM Shillong



Professor Pradip H.  
Sadarangani, IIM Shillong

» *Scientific Committee*



Prof. Bidyut  
Jyoti Gogoi  
(Chairman)



Prof. Gurpreet  
Kour, (Co-  
Chairperson)



Prof. Pratap  
Chandra Mondal  
(Co-Chairman)



Prof. Raj  
Dash  
(Member)

<b>Wednesday 21 April, 2021</b>		
<b>9:00-9:10</b>	<b>Inauguration</b> Event Brief- Conference chair	
<b>9:10-9:20</b>	<b>Welcome address</b> Prof. D. P Goyal, Director, IIM Shillong	
<b>9:20-9:30</b>	Break	
<b>9:30-10:00</b>	<b>Keynote Address</b> Challenges and opportunities in assessing digital marketing effectiveness Distinguished Speaker- Prof. Neeraj Arora Professor , Marketing, Wisconsin School of Business at UW Madison	
<b>10:00-10:30</b>	Break	
<b>10:30-11:00</b>	<b>Keynote Speaker</b> Distinguished Speaker : Prof. Prashant Mishra Professor, Marketing, IIM Calcutta	
	<b>Parallel Session 1</b>	
<b>11:00- 12:30</b>	<b>Track : Customer Service and Engagement</b>	<b>Track : Retailing &amp; Omni-Channel Management</b>
	Keynote Speaker :Dr. Prafulla Y. Agnihotri Faculty: Dr. Raj Dash	Faculty : Dr. Bidyut J. Gogoi
<b>12:30-14:00</b>	<b>Lunch Break</b>	
	<b>Parallel Session 2</b>	

<b>14:00- 15:30</b>	<b>Track : Consumer Behaviour-I</b>	<b>Track : Social Media Marketing</b>
	<b>Faculty:</b> Dr Pradip H Sadarangani	Faculty : Dr. Pratap Chandra Mandal
<b>15:30 – 16:00</b>	<b>Break</b>	
<b>16:00-16:30</b>	<b>Plenary session: Marketing Innovations and Sustainability</b> Distinguished Speaker : Prof. Bipul Kumar Associate Professor, Marketing, IIM Indore	
	<b>Parallel Session 3</b>	
<b>16:30- 18:00</b>	<b>Track : Sustainable and Crisis Marketing Strategies</b>	<b>Track : Tourism Marketing</b>
	<b>Faculty:</b> Dr Prasanta Kr.Chopdar	<b>Faculty:</b> Dr. Gurpreet Kour
<b>18:00 – 18:15</b>	<b>Break</b>	
<b>18:15 – 19:00</b>	<b>Closing Day 1</b>	
<b>Thursday 22 April, 2021</b>		
<b>9:00-9:30</b>	<b>Keynote Address</b> Distinguished Speaker: Prof. Prasad Naik, Marketing , UC Davis, USA	
<b>9:30-10:00</b>	<b>Break</b>	
<b>10:00-11:30</b>	<b>Plenary session: How to publish in a quality journal?</b> Distinguished Speaker : Prof. Subhdip Roy Associate Professor, Marketing, IIM Ahmedabad	

<b>11:30-11:45</b>	<b>Break</b>	
	<b>Parallel Session 1</b>	
<b>11:45- 13:15</b>	<b>Track : Consumer Behaviour II</b>	<b>Track : Branding and Celebrity Endorsement</b>
	Faculty : Dr. Pratap Chandra Mandal	Faculty: Dr. Raj Dash
<b>13:15-14:00</b>	<b>Lunch Break</b>	
<b>14:00:14:30</b>	<b>Plenary session: Emerging research areas in Marketing</b> Distinguished Speaker : Prof. Varha Jain Professor , Marketing, MICA	
	<b>Parallel Session 2</b>	
<b>14:30- 16:00</b>	<b>Track : Digital Marketing</b>	<b>Track : Marketing Communications</b>
	Faculty : Dr Pradip H Sadarangani	Faculty: Dr Gurpreet Kour
<b>16:00-16:30</b>	<b>Break</b>	
	<b>Parallel Session 3</b>	
<b>16:30- 18:00</b>	<b>Track : Contemporary Issues in Marketing (I)</b>	<b>Track : Contemporary Issues in Marketing (II)</b>
	Faculty: Dr Prasanta Kr.Chopdar	Keynote Speaker: Dr. Biswajita Parida Faculty : Dr. Vibhas Amawate
<b>18:00:18:15</b>	<b>Break</b>	

<b>18:15 – 18:45</b>	<b>Plenary session: Product Marketing and Sustainability</b> <b>Guest Speaker : Dr. Rajat Panwar</b> <b>Professor , Appalachian State University,USA</b> <b>Dr. Eric Hansen</b> <b>Professor, Oregon State University</b>
<b>18:45 – 19:30</b>	<b>Plenary Session : Entrepreneurship and Marketing</b> <b>Guest Speaker :Dr. Vishal Gupta,</b> <b>Cleverhouse College of Business , The University of Alabama</b>
<b>19:30- 20:00</b>	<b>Valedictory Function and Award Ceremony</b>



**Wednesday 21<sup>st</sup> April, 2021**

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» **Parallel Session 1 - 11:30 to 13:00**

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**PS1. 01: Customer Service and Engagement**

**Zoom link**

» **Services of Co-operative Banks of Uttarakhand**

*Mayank Jindal*

» **New Normal Inspiring New Innovations in Restaurant Industry:A Study on Shifting Consumer Expectations and Preferences.**

*Frankee Kotak, Shraddha Kapadia &  
Richa Chaudhury*

» **Challenges and opportunities for Social Media Marketing in Indian banking sector- With reference to Artificial Intelligence.**

*Dr Maanish Chava*

» **Understanding Customer Engagement of Mobile Money In Asia: A Case Of Digital Technology In Rural India**

*D. Bag*

**PS1.02: Retailing and Omni- Channel Marketing**

**Zoom Link**

» **The strategy of offering “Deeply Discounted Prices” on online e-commerce platforms : Is it a “Good Cholesterol” for platforms’ profits**

*Sovik Mukherjee*

» **Online Counterfeiting: The Ignored Aspect of Online Fraud**

*Nancy Jyani, Harbhajan Bansal*

» **Does ordering of online reviews play a greater role in case of higher-priced products while influencing purchase decisions?**

*Bijit Ghosh and Spandan Chowdhury.*

» **Online Counterfeiting: The Ignored Aspect of Online Fraud**

*Pranati Paheli, Jain University, Bengaluru*

» **Examining the role of smartphone in the young generation: A qualitative study using in-depth interview'**

*Nazar Fatima Khan, Mohd Naved Khan*

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» **Parallel Session 2 - 14:00 to 15:30**

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**PS2. 01: Consumer Behaviour -I**

**Zoom Link**

» **Ethnic Marketing to Target Culturally Different Groups**

*Dr. Rupa Rathee & Ms. Pallavi Rajain*

» **Cognitive irrationality realigning purchase decisions: The constrained consumer**

*Ujwal Prakash*

» **Unfolding the Antecedents of Compulsive Buying tendencies Among Individuals: A Review Analysis**

*Ratnesh Pal Singh, Taranjeet Singh Vij*

» **Consumer's Perception In The Context Of Virtual Shopping: A Study On Varnasi City**

*Piyush Gupta\*, Shraddha Pathak,*

*Amit seth*

» **An ethnographic insight into 'Consumer Purchase Behaviour' during the lockdown owing to COVID-19 Pandemic – Study taken in Bangalore with special reference to Kirana Stores**

*Dr. Guru Basava Aradhya S, Dr. Lakshmi K S, Ms. Niveditha S B*

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**PS2.02: Social Media Marketing**

**Zoom Link**

» **Influencers on Social Media – Factors affecting antecedents and consequences of opinion leadership in the fashion industry of West Bengal, India**

*Aditya Vikram Singh, Jyoti Shah, Udit Chawla*

» **Role of social media in financial institutions – a theoretical framework**

*Upasana Gupta, Bhawna Agarwal*

» **Role of Artificial intelligence in social media marketing.**

*Ayush D Chabria*

» **Influencer Marketing: Innovation to Game Changer- A Study on its Impact on Consumer Buying Decision**

*Neha Joshi, Dr Richa*

*Chaudhar*

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» **Impact of Source Credibility on Purchase Intention and the Mediating role of Perceived EWOM Influence in case of B&B Industry**

*Sapna Sood*

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» **Parallel Session 3 - 16:30 to 16:00**

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**PS3. 01: Sustainable and Crisis Marketing Strategies**

**Zoom Link**

» **The Emergence of The Solar Energy Market: COVID-19 Challenges and Future Prospects**

*Diljeet Kaur*

» **Recent trends of the sustainable marketing strategies for startups in manufacturing sector and MSME**

*Indraja, Akhilesh, Ashutosh, Vishal and Dr. Kulkarni*

» **COVID-19 pandemic and its Impact on fast moving consumer goods (FMCG) sector**

*Gautam Mishra, Soumya Soni*

» **Understanding the recent trends in the packaging of products due to outbreak of Coronavirus (COVID-19) disease**

*S N Jha, Chandni Sharma*

» **Consumer Awareness and Purchase Behaviour Towards Green Products- A Study of Delhi & NCR**

*Mona Chaudhary & Namrata Pancholi*

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**P3.02: Tourism Marketing**

**Zoom Link**

» **Effect of Personality Characteristics on Customer Value Creation and Information Adoption on Online Travel Community and Mediating Role of Community Engagement.**

*Neha Zaidi, Mohammed Naved Khan, Vandana Ahuja*

» **An Overview of the factors that kept the traveler satisfied at an Indian airport in a COVID-19 stricken nation**

*Dr Swapna Datta Khan , Akash Trivedi ,  
Anshu Mishra , A Chandrika*

» **Assessing the impact of corona virus (covid-19) on tourism and hospitality industry in India- A perspective study**

*Dr. Jasveen Kaur, Dr. Jobanjeet Kaur*

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» **Augmented Reality & Virtual Reality in New Age Tourism**

*Hirak Roy, Souvik Saha*

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» **A Study on the Effect of OTA (online travel agencies) web service quality on customer satisfaction and revisit intention**

*Animesh Kumar Sharma, Rahul Sharma*

**Thursday 22<sup>nd</sup> April, 2021**

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» **Parallel Session 1 - 11:45 to 13:15**

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**PS1. 01: Consumer Behaviour II**

**Zoom link**

» **Rural Consumer Behaviour towards Durable Products : A Case Study of North India**  
*Rahul Kumar., Shahnawaz Abdin*

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» **Factors affecting antecedence of impulsive buying behaviour in fashion industry**  
*Madan Gowda KJ, Dr. Y Lakshman Kumar*

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» **Socio-psychological Antecedents and Consequences of Consumer Ethnocentrism: An Empirical Study**  
*Riddhish N. Joshi, Dr. Yogesh C. Joshi*

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» **Factors affecting consumer buying behaviour during a pandemic : an empirical study**  
*Mohammad Anas, Prof. Mohammed Naved Khan, Dr. Obaidur Rehman*

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» **Working Professionals Inclination Towards UPI Payments and Mobile Wallet Adoption**  
*Aayushi Singh, Roktim Sarmah*

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**PS1. 02: Branding and Celebrity Endorsement**

**Zoom link**

» **Experiential Branding in Higher Education in India**  
*Vijila Kennedy & Francis Kuriakose*

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» **Role of internal brand communities in building a strong internal brand - A conceptual model**  
*Atul Prashar*

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» **Effect of Employer Branding on Recruitment**  
*Bhaswati Jana1, Dr.Tanuja Kaushik, and Jayanta Chakraborti*

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» **A Sciento-metric Analysis- Current state of Art of Luxury Brands in 21st Century**  
*Aftab Alam, Rehan Husain, Prof.Bilal Mustafa Khan*

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» **Celebrity Endorsement and Purchase Intentions: The Role of Message Framing, Regulatory Focus, and Product Type**  
*Ragu Prasadh Rajendran, C Joe Arun*

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## Parallel Session 2- 14:30 to 16:00

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### PS2. 01: Digital Marketing

#### Zoom link

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- » **A critical review of new trends in digital marketing.**  
*Monali N. Musale*
  - » **The Impact of Digital marketing in empowering women**  
*Sneha.R*
  - » **Digital Advertising , Internet Advertising, Online Marketing , Web Advertising, Online Advertising, Internet Marketing, Web Marketing**  
*Ajay Kumar yadav*
  - » **Digital marketing in pre and post-era of covid-19 pandemic in india in Heckscher-Ohlin framework**  
*R. Bidisha Mukhopadhyay, Ishan Chatterjee, Rhitaban Nag*
  - » **Digital Marketing Adaptation for Self-Promotion: An Application of Do-It-Yourself and Technology Acceptance Model**  
*Dr. Manisha & Shagun*
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### PS2. 02: Marketing Communications

#### Zoom link

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- » **Symbolism in Advertising: Role of Social Identity and Contextual Relevance**  
*Priyanka Singh, Venkata Rajasekhar Moturu*
- » **Cause-Related Video Advertising: Cutting a Long Story Short**  
*Ajeet Sharma*
- » **A study on factors that impact more on skippable youtube advertisement among viewers**  
*Amutha Bharathi*
- » **Consumer Perception of Virtual Reality in the gaming industry**  
*Samiksha Saiprakash ,Karthik GP& Kiran L Maney*
- » **Location Based Advertising- Lit review and research agenda**  
*Radhika Agarwal & Sanjay Mittal*

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## Parallel Session 3- 16:30 to 18:00

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### PS3. 01: Contemporary Issues in Marketing I

#### Zoom link

- » **Innovations in contemporary marketing: theory and practice**  
*Udit Chawla, Sonam Chaudhary, Varsha Mishra*
  - » **Anthropomorphic recommendation agents: An innovation in e-tailing**  
*Geeta Raut, Udit Taneja*
  - » **Innovative Techniques In Market Demand Repositioning And Streamlining Of Post-Harvest Imperatives Of Cardamom To Recapture Its Lost Glory As Queen Of Spices**  
*Elsa Cherian*
  - » **Implications of Contemporary Marketing Practices for Organizational Efficiency: An overview**  
*Divyam Saran*
  - » **Innovations in Contemporary Marketing through ‘Drones’**  
*Avishkar Pamnani*
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### PS3. 02: Contemporary Issues in Marketing II

#### Zoom link

- » **The Role Of Mindfulness, Self-Efficacy, And Social Support On Psychological Wellbeing: Predictors and Outcomes at workplace from the Life Insurance**  
*Tantri Keerthi Dinesh, Ankitha shetty*
  - » **Marketing Pedagogy , Teaching through Games (Launching and Marketing Gutso : A Game)**  
*Prof Gurdeep Singh, Ajuni Singh*
  - » **Is the ethical behavioural consideration for defining loyalty in an offline space**  
*Shilpa Kankonkar*
  - » **Religion and Consumer Behaviour: A Bibliometric Analysis**  
*Maj.Nupur Gupta,Dr.Gaurav Gupta, Subham Singh*
  - » **Investigating the differences in Social Networking Sites for Commerce with special reference to fashion e-tailing**  
*Dr.N.Sarulatha, Roshitha JR*
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## Distinguished Speakers

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### **Professor Neeraj Arora, Wisconsin School of Business at UW Madison**



Neeraj Arora is Arthur C. Nielsen, Jr. Chair in Marketing Research and Education at the University of Wisconsin-Madison where he also serves as the executive director of the A.C. Nielsen Center for Marketing Analytics and Insights. He currently serves as an associate editor for the Journal of Marketing Research and the Journal of Marketing. He also serves on the editorial board of Marketing Science and Quantitative Marketing and Economics. He has an undergraduate degree in engineering from Delhi University, and an MBA and Ph.D. from The Ohio State University.

Link - <https://wsb.wisc.edu/directory/faculty/neeraj-arora>

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### **Prof. Prasad Naik, Professor, University of California Davis, USA**



Prasad Naik is professor of Marketing in UC Davis. Naik holds a Ph.D. from the University of Florida, an MBA from the Indian Institute of Management, Calcutta and a B.S. in chemical engineering from the University of Bombay. Naik is a recipient of the UC Davis Chancellor's Fellowship, a Frank Bass Award, *The Journal of Interactive Marketing* Best Paper Award and an Academy of Marketing Science Doctoral Dissertation Award.

Link : <https://gsm.ucdavis.edu/faculty/prasad-naik>

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## **Professor Vishal Gupta, University of Alabama**



Vishal Gupta is an experienced professor with a passion for research and teaching. Published over 50 peer-reviewed journal articles, including in the prestigious Academy of Management Review, Journal of Applied Psychology, and Journal of Management, among others. Teaches courses in strategic management and entrepreneurship at various levels from undergraduate to PhD. Global teaching experience includes United States, India, and Bahrain.

Link - <https://culverhouse.ua.edu/news/directory/vishal-gupta/>

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## **Dr. Subhdip Roy, IIM Ahmedabad, India**



Subhdip Roy is a Marketing faculty at IIM Ahmedabad. His research interest includes Celebrity Endorsements; Brand Management, Advertising, Social Media Advertising and Branding.

Link : <https://www.iima.ac.in/web/faculty/faculty-profiles/subhdip-roy>

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## **Professor Rajat Panwar, Appalachian State University, USA**



Rajat Panwar is an Associate Professor of Sustainable Business Management. Dr. Panwar has a versatile academic background that includes researching and teaching in Asia, Europe, North America, and South America. He has earned two doctoral degrees—one in the forest sector business sustainability (Oregon State University, USA), and the other in strategic Management (Grenoble École de Management, France).

Link : <https://management.appstate.edu/directory/rajat-panwar-phd>



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## **Professor Prashant Mishra , IIM Calcutta, India**



Prashant Mishra is an educator, researcher, trainer, consultant and institution builder (not necessarily in the same order) in both finest Public and Private Educational Institution in India, has been both exciting and challenging. At IIM Calcutta I am currently Dean (New Initiatives and External Relations). His research interests include Sales & Marketing Processes, Consumer Psychology, Digital Marketing and Sustainability.

Link : <https://www.iimcal.ac.in/users/prashant>

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## **Professor Varsha Jain, MICA, India**



Varsha Jain, PhD, is a Professor in Integrated Marketing Communications and the Co-chairperson, FPM (Doctoral Level Program) at the MICA (India). Prof. Jain has over 18+ years of experience in teaching and research. She has authored over 100+ publications in international, national and trade journals, book chapters and case study collections. She is visiting guest at Emory Business School, Atlanta, USA since April

Link : <https://www.mica.ac.in/varsha-jain>

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**Prof. Biswajita Parida, IIT Delhi, India**



Biswajita Parida is an Assistant Professor in Marketing at the Department of Management Studies at IIT Delhi. She is a fellow of the Indian Institute of Management Ahmedabad (IIM A). She has taught at various B-schools including XLRI Jamshedpur, IIM Sambalpur, and NMIMS Mumbai. Her research interests are in the area of Consumer Behavior, Advertising, and Branding.

Link : [https://dms.iitd.ac.in/areawise\\_faculty/prof-biswajita-parida/](https://dms.iitd.ac.in/areawise_faculty/prof-biswajita-parida/)

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**Prof. Prafulla Y. Agnihotri ,IIM Calcutta, India,**



Prafulla Agnihotri is Dean at Vijay Patil School of Management, was earlier working with IIM Calcutta. He was also the Director, IIM Tiruchirappalli from February 2011 till April 2017. Apart from teaching and research, he has been involved in corporate training, consulting and individual one-on-one coaching to managers in the areas of Marketing, CRM and Marketing Productivity.

Link : <https://www.iimcal.ac.in/users/prafulla>

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## **Dr. Bipul Kumar, IIM Indore, India**



Bipul Kumar is an Associate professor of Marketing at IIM Indore. He is a Fellow (PhD) of Indian Institute of Management Ahmedabad. He has industry experience in the oil & gas and energy sector prior to academics. His teaching and research interests are in Business-to-Business Marketing, Sustainability, and Green Marketing. He uses Meta-analysis, Text analysis and Netnography as the research methodologies. He is currently the Associate Editor of Journal of Global Marketing.

Link : <https://research.iimdr.ac.in/researcher/bipul-kumar>

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## **Dr. Eric Hansen, Oregon State University, USA**



Eric Hansen is a professor of Forest Products Marketing and Department Head at College of Forestry, Oregon State University. With Ph.D in forest product Marketing , he has numerous publications in the area of Bioeconomy transition, Corporate Responsibility and Organisational Innovation.

Link : <https://directory.forestry.oregonstate.edu/people/hansen-eric>

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