



Annual Conference of Global Institute of Flexible Systems Management

GLOGIFT 21

21st GLOBAL CONFERENCE ON FLEXIBLE SYSTEMS MANAGEMENT

TECHNICAL SESSIONS SCHEDULE

April 21-23 | 2022

Organised By

Indian Institute of Management Shillong
Umsawli, Shillong, Meghalaya, India - 793018



GLOGIFT 21



Name	Date	Time	Session Link
Inauguration Ceremony	21-04-2022	10:00 AM - 11:30 AM	https://iimshillong-ac-in.zoom.us/j/91382263111
Workshop 1 Editors' Perspective On Scholarly Publications	21-04-2022	12:00 PM - 1:30 PM	https://iimshillong-ac-in.zoom.us/j/91382263111
Workshop 2 Paper Development Workshop	21-04-2022	6:00 PM - 7:00 PM	https://iimshillong-ac-in.zoom.us/j/95840313095
Workshop 3 Paper Development Including Publishing Ethics Workshop	22-04-2022	11:30 AM - 1:00 PM	https://iimshillong-ac-in.zoom.us/j/95840313095
Valedictory Session	23-04-2022	11:30 AM - 1:30 PM	https://iimshillong-ac-in.zoom.us/j/91382263111



GLOGIFT 21



Date: 21-04-2022	Venue: LH-08, 2 nd Floor, Admin Block
Parallel Session: 1.1	Session Track: Environment Management and Sustainability
Time: 2:30 PM – 4:00 PM	Zoom Link: https://iimshillong-ac-in.zoom.us/j/91382263111

Paper ID	Mode	Title	Authors
15	Online	Examine the Level of Environmental, Social and Governance Disclosure in Sustainability Report- A study of Indian Banking Sector	Pooja Mishra and Tatavarty Gurusant.
45	Online	Drivers Influencing the Incorporation of the Environmentally Sustainable Practices In SMEs Using Theory of Planned Behaviour (TPB)	Nagaraj Navalgund, Dr. P. Aranganathan P, Dr. Sanjay Hanji, Dr. Shashidhar Mahantshetti and Gururaj Patil
70	Online	Towards Environmental Sustainability- Is the adoption of Electric Vehicles the Way Forward?	Arya Rajasree Pillai, Jayasankar G and Priyadarshini R G
82	Online	Driving Sustainability Developmental Goals- Impact of Green HRM practices in Promoting Employees' pro-environmental Behaviour	Sreenidhi Raghavan, Tanvir S and Priyadarshini R G
111	Online	Clean Development Mechanism (CDM) and Sustainable Development with Special Reference to India	Bharti Singh
145	Online	Food Innovation Adoption Towards Supporting Environmental Sustainability – A Study on Green Consumerism and Organic Ready to Eat Customised Food	Sreedevi K U, Athira R Pillai and Priyadarshini R G
148	Online	Resilience of Low Middle-Income Countries in Converting Progress into Sustainability: Environment and Development Assessment Analysis	Dr. Pallabi Mukherjee, Dr. Kali Charan Modak and Dr. Vivek Kushwaha



GLOGIFT 21



Date: 21-04-2022	Venue: LH-09, 2nd Floor, Admin Block
Parallel Session: 1.2	Session Track: Marketing Flexibility
Time: 2:30 PM – 4:00 PM	Zoom Link: https://iimshillong-ac-in.zoom.us/j/95840313095

Paper ID	Mode	Title	Authors
66	Online	In Search of Value: Slow Fashion and Young Consumers	Swati Soni and Devika Trehan
67	Online	Personality and Organic Food Purchase Intention During Covid-19 Pandemic: Testing the Mediating Role of Perceived Covid Stress and Health Anxiety	Devika Trehan and Swati Soni
2	Offline	Consumer Disposition Behavior: A Bibliometric Analysis	Dr. Rachita Kashyap, Shreya Jha and Mayank Joshi
40	Offline	Sustainable Branding: A Changing Perspective	Divyanshi Pal and Kavita Srivastava
47	Offline	Exploring the Drivers of Customer Experience in Case of Online Travel Portals	Vaishali Kaushal and Rajan Yadav
166	Offline	Linking Sustainable Development Goals to Medical Tourism: A Prospective Study for India	Shruti Auplish and Kavita Chauhan



GLOGIFT 21



Date: 21-04-2022	Venue: LH-08, 2 nd Floor, Admin Block
Parallel Session: 2.1	Session Track: Organizational Flexibility/Human Resource Flexibility
Time: 4:15 PM – 5:45 PM	Zoom Link: https://iimshillong-ac-in.zoom.us/j/91382263111

Paper ID	Mode	Title	Authors
SP1	Online	Strategic Flexibility & Power of Full Engagement as Operational Requirements for Achieving Organisational Excellence	R C Pathak
SP2	Online	Organisations in an era of Uncertainty: How to promote Flexibility, Resilience and Sustainability?	Julia Connell
116	Offline	Culture Essentials for Industry 5.0	Gitanjali Saksena, Abhilasha Jha
26	Offline	Women on Top Leadership Positions in India	Ms Sunita and Shital Jhunjunwala.
29	Offline	Socially Sustainable Approaches in the Manufacturing Sector: An SME Supplier's Perspective	Neha Uttam, Pankaj Dutta and Ashish Singh
35	Offline	The Virtue of Adversity is Fortitude: A Moderated Mediation Model on the Resilient factors of Isolation	Rahul Khurana and Santosh Rangnekar
36	Offline	Participative Management Style and Learning at Work: The Moderating effect of Supervisory Communication	Nilesh Kumar Tiwari and Santosh Rangnekar



GLOGIFT 21



Date: 21-04-2022	Venue: LH-09, 2 nd Floor, Admin Block
Parallel Session: 2.2	Session Track: Financial Flexibility and Risk Management
Time: 4:15 M – 5:45 PM	Zoom Link: https://iimshillong-ac-in.zoom.us/j/95840313095

Paper ID	Mode	Title	Authors
16	Offline	An Analysis of Literature on Crowdfunding	Prattyush Roy and Anish Das
34	Offline	Diversification of Income Earning Activities: Financial Flexibility in Banks	Shweta Gupta and Dr. Rohit Bansal
164	Offline	A Study on Indian's Circular Economy Transition	Shubham Kumar and Nikhil Dhakate
165	Offline	Payment Systems Technologies in India: UPI, IMPS and NFS Transactions	Deepak Kumar
24	Offline	Investigating the Critical Factors affecting the Solvency of Indian Construction Industry: An Emperical Analysis using Multivariate Discriminant Analysis and Logistic Regression	Rakesh Kumar Sharna and Monika Barak
12	Online	Corporate Venture Capital Flexibility	S. Balasubrahmanyam
44	Online	A Study on Impact of FII activities on Stock Market Return and Volatility: A Two Decade Literature Study	Pooja Gupta and Karam Pal Narwal
59	Online	Consumer centric precursor to personal Finance planning among young professionals in India	Balasubramanian P, Gokul K and Meera M



GLOGIFT 21



Date: 21-04-2022	Venue: LH-10, 2 nd Floor, Admin Block
Parallel Session: 2.3	Session Track: Technology & Innovation Management/Firm Competitiveness
Time: 4:15 PM – 5:45 PM	Zoom Link: https://iimshillong-ac-in.zoom.us/j/96707082552

Paper ID	Mode	Title	Authors
91	Offline	Technological Innovation and Competitiveness of SMEs and Start-ups in Biotech Industry in India: A Contextual Perspective to find Critical Success Factors and Needs	Deepti Sahasrabuddhe and Kirankumar S. Momaya
102	Online	A Study of Critical Factors in Capacity Building of NGOs: A TISM Modeling in the Intellectual Disability Sector in India	Mukesh Jain and Sanjay Dhir
23	Online	Senior Star Biotech Start-ups' R & D investment at Valley of Death	Takao Fujiwara
105	Online	Glenmark Pharmaceuticals Ltd.: A case study for competitiveness attained by new product development.	Akshay Kumar and Chandni V C
109	Online	Critical Factors of Artificial Intelligence (AI) Implementation in Law Enforcement	Suvashis Choudhary and Sanjay Dhir
112	Online	Promotion of Entrepreneurship Education in National Level Colleges in India: A Case study	Neetu Neetu, Sanjay Kumar and Sunita Kumari
138	Online	Service Innovation in Health Insurance Sector: A Systems Thinking and Modelling Approach	Dr. Taruna Gautam and Shweta Nanda
19	Online	AI-applied biotech Start-ups in Bangalore	Takao Fujiwara



GLOGIFT 21



Date: 22-04-2022	Venue: LH-08, 2 nd Floor, Admin Block
Parallel Session: 3.1	Session Track: Organizational Flexibility/Human Resource Flexibility
Time: 9:30 AM – 11:00 AM	Zoom Link: https://iimshillong-ac-in.zoom.us/j/91382263111

Paper ID	Mode	Title	Authors
37	Offline	Measuring Individual Readiness for Change: The Role of Planfulness and Learning through Experimentation	Mohit Pahwa and Prof Santosh Rangnekar
39	Offline	Co-worker support for Human Resource Flexibility and Resilience: A Literature Review and Direction for Future Research	Anjali Dutta and Santosh Rangnekar
30	Offline	Anthropocentricity on resilient business neuro - leadership	Col Prof Dr Jyotirmaya Satpathy, Prof Dr. Kalpana Sahoo, Dr Madhubrata Satpathy and Prof Dr Lidija Weiss
38	Online	Human resource flexibility and employee engagement: Investigation from software companies of Delhi NCR	Komal Goyal, Prof. Ashutosh Nigam and Dr. Neha Goyal
42	Online	Why Some Clusters Fail? An Exploratory study on the role of Trust and Power in SME Cluster performance	Suresh S, Suganthi T and Dr. Rahul Sukumaran
61	Online	Flexibility in Recruitment Marketing	Himanshu Singh and Deep Shree



GLOGIFT 21



Date: 22-04-2022	Venue: LH-09, 2 nd Floor, Admin Block
Parallel Session: 3.2	Session Track: Marketing Flexibility
Time: 9:30 AM – 11:00 AM	Zoom Link: https://iimshillong-ac-in.zoom.us/j/95840313095

Paper ID	Mode	Title	Authors
73	Offline	Does app atmosphere determine revisit intentions: Role of emotions	Sushant Kumar and Anjail Verma
137	Offline	Impact of Internet Marketing on Consumer Behavior: A Study Related to Sports Brands	Jins George
25	Offline	Discriminating customers' attitude towards online shopping based on selected demographic variables: An empirical study using multivariate discriminant analysis	Savita Gupta, Rakesh Kumar Sharma and Ravi Kiran
98	Online	Customers' Satisfaction and Awareness on Digital Banking - A Case Study of Puri District in Odisha	Dr. Elina Kanungo
101	Online	Marketization as Strategy: A Case of Indian Higher Education System	Jan E Alam and Sanjay Dhir
114	Online	Influence of Responsiveness on Customer Satisfaction: Role of Retail Store Environment	Deepika Sharma and Sunali Bindra
79	Online	Effect of Brand and Product Design in Product as a Service: An Automotive Practice Evaluation of Customer Lease versus Buy Decision	Pradeep Kesavapanikkar
108	Online	Consumer Behavior in Digital Context: A Bibliometric Analysis using TCCM Framework	Purari Kumar and Sanjay Kumar



GLOGIFT 21



Date: 22-04-2022	Venue: LH-10, 2nd Floor, Admin Block
Parallel Session: 3.3	Session Track: Information System Flexibility / Flexibility & Agility in Technology
Time: 9:30 AM – 11:00 AM	Zoom Link: https://iimshillong-ac-in.zoom.us/j/96707082552

Paper ID	Mode	Title	Authors
136	Online	Robo advisory and its advantages and disadvantages over Human Advisory -A Systematic Literature Review	Ramesh K P, Nelson Mathew and Dr Amudha R
7	Online	Big data analytics for improving performance of supply chains : A bibliometric analysis	Narender Kumar, Girish Kumar and Rajesh Kumar Singh
85	Online	The importance of implementing effective Cyber Security Controls for active Cyber Security Risk Management	Abhinay Shukla and P.K. Suri
119	Online	A Systematic Review and Bibliometric Analysis of Blockchain Application in Banking sector	Bhawna Parewa and Priya Gupta
62	Online	Predicting the symmetric volatility of energy market: An evidence from post COVID Outbreak in India	Kajal Panwar and Dr. Miklesh Prasad Yadav



GLOGIFT 21



Date: 22-04-2022	Venue: LH-08, 2 nd Floor, Admin Block
Parallel Session: 4.1	Session Track: Information System Flexibility / Flexibility & Agility in Technology
Time: 2:00 PM – 3:30 PM	Zoom Link: https://iimshillong-ac-in.zoom.us/j/91382263111

Paper ID	Mode	Title	Authors
3	Offline	Driving Student engagement in Online education	Monica Rose and Kanika Gupta
97	Offline	A Study on the Influence of Factors associated with Technology Management and Sustainable Development Goals: A M-TISM Modeling Approach	Rishabh Rajan, Sanjay Dhir and Prof. Sushil
78	Offline	Success Factors and challenges of Analytics projects in eGovernance	Ashutosh Prasad Maurya and Pradeep Kumar Suri
18	Online	A Study on Digital Recruitment as a New Normal During and Beyond Covid-19 Pandemic in Thailand IT Sector	Shruthi T R and Neetha Mahadev.
32	Online	A Study on Individual Perception and Challenges towards E-Banking in Mumbai	Dr.Pankaj Natu, Dr. Leena Gadkari and Dr. Shebazbano Khan



GLOGIFT 21



Date: 22-04-2022	Venue: LH-09, 2 nd Floor, Admin Block
Parallel Session: 4.2	Session Track: Organizational Flexibility/Human Resource Flexibility
Time: 2:00 PM – 3:30 PM	Zoom Link: https://iimshillong-ac-in.zoom.us/j/95840313095

Paper ID	Mode	Title	Authors
68	Offline	The relationship between Vividness of future self and Joyous exploration: Mediating role of Perseverance of efforts	Aakash Khindri and Santosh Rangnekar
160	Offline	Human-Centric approach for implementing Industry 4.0 in Indian MSMEs	Siddharth Prajapati and Ramesh Anbanandam
72	Online	Resilience In Managing Crisis – Managing Mental Health of Women Street Vendors During Covid-19	Nidhumithra D, Geerthana M S and Priyadarshini R G
76	Online	HR analytics: Employee attrition analysis using Machine learning	Shobhanam Krishna and Sumati Sidharth
52	Online	Menstrual Hygiene Management: Assessment of Knowledge, Attitude and Practices Among Adolescent Girls	Ankita Mishra and Avantika Singh
121	Online	Agile Competency: A key strategy to managing Talent for Organization’s Agility	Dr. Priti Nigam and Purvi Chavla



GLOGIFT 21



Date: 22-04-2022	Venue: LH-08, 2 nd Floor, Admin Block
Parallel Session: 5.1	Session Track: Financial Flexibility and Risk Management
Time: 4:00 PM – 5:30 PM	Zoom Link: https://iimshillong-ac-in.zoom.us/j/91382263111

Paper ID	Mode	Title	Authors
58	Online	COVID-19's Impact on Financial Risk and Systemic Change in the Indian Stock Market: Hotels, Airlines, Recreation, and Entertainment (Tourism and Travel Industry)	Sreelakshmi M and Shavanth R
54	Online	Exploring the effect of intellectual capital on financial performance: Evidence from Panel Data	Suman and Dr. Satpal
64	Online	Commodity market flexibility Commodity financialization & mechanism of price discovery	Neeti Jain and Dr Niti Nandini Chatnani
115	Online	Potential of Green Bond Investment: Issues and Challenges	Ravi Manish Reddy and Dr. Archana Rathore
55	Online	Post COVID19 Risk management and behavioral bias on Investors decision making in Indian stock market	Nikitha M, Arun Roshan D and Dr. Balasubramanian P
69	Online	Chasing Behind Stale Coin at the Cost of Real Currency	Satya Sekhar Gudimetla
21	Online	Financial Literacy and Sustainability of Business	Manisha Goyal, Renu Aggarwal and Savita Bhagat



GLOGIFT 21



Date: 22-04-2022	Venue: LH-09, 2 nd Floor, Admin Block
Parallel Session: 5.2	Session Track: Flexible Logistics/Sustainable Operation & Logistics/Flexible Supply Chain/Sustainable Supply Chain
Time: 4:00 PM – 5:30 PM	Zoom Link: https://iimshillong-ac-in.zoom.us/j/95840313095

Paper ID	Mode	Title	Authors
122	Offline	Integrating Lean Six Sigma and Industry 4.0: Systematic Literature Review	Maharshi Samanta, Dr Naveen Virmani and Nadimul Haque
147	Offline	Artificial Intelligence in Supply Chain Risk Management: Identifying use cases for implementation	Souma Kanti Paul, Sadia Riaz and Suchismita Das
159	Offline	A review on Supply Chain Revenue Optimization: Methods, Techniques and Research Prospects	Aakash Kale and Ramesh Anbanandam
77	Online	Covid-19 Outbreak Effect on Jawaharlal Nehru Port Trust (JNPT), India: A Study with reference to Port and Maritime Transport System	Dr. Ravi H Chourasiya and Dr Sushant V Patil
126	Online	The Role of Meta-organisation in Environmental Sustainability for Emerging Markets	Harchitwan Kaur Lamba and Sanjay Dhir
95	Online	Model Based Framework: Key to Flexibility, Sustainability and Resilience of Higher Educational Institutions	Sanjive Saxena, Dr. Navneet Joshi, Dr. Deepika Saxena and Ankita Chopra
163	Online	Analyzing the Determinants of Sustainability and Financial Performance in Automotive Supply Chains: A Delphi Approach	Mohit Saxena and Nitin Seth
13	Online	Strategic Flexibility in the Management of Inventory	S. Balasubrahmanyam



GLOGIFT 21



Date: 22-04-2022	Venue: LH-10, 2 nd Floor, Admin Block
Parallel Session: 5.3	Session Track: Organizational Flexibility/Human Resource Flexibility
Time: 4:00 PM – 5:30 PM	Zoom Link: https://iimshillong-ac-in.zoom.us/j/96707082552

Paper ID	Mode	Title	Authors
53	Offline	Innovation factors and Industry 4.0 implementation: A Systematic literature review using PRISMA Protocol	Poonam Sahoo, S.Pavan Kumar and Rashmi Uchil
90	Offline	Emergence of Gig Talent ecosystem in India and its implication on future of Work, Workforce & Workplace in the post COVID Business landscape	Amit Das and Shradha Padhi
46	Offline	Resilience, Proactive personality, Employee empowerment and business performance: The mediating role of talent retention	Neha Jain and Dr. Pratibha Verma
113	Online	Service Orientation of Employees and its determinants: Variable Identification from SLR	Bandhu Singh and Dr. Archana Rathore
11	Online	Building sustainable workplaces - Resilience and Organizational support to cope with Psycho-social issues faced by Migrant workers during Covid Crisis	Ashika S, Thulasi Kumar K N and Priyadarshini R G.
93	Online	Integrity in Public Procurement- A risk management approach	Garima Bhagat and Kumar Neeraj Jha



GLOGIFT 21



Date: 23-04-2022	Venue: LH-08, 2 nd Floor, Admin Block
Parallel Session: 6.1	Session Track: Marketing Flexibility
Time: 9:30 AM – 11:00 AM	Zoom Link: https://iimshillong-ac-in.zoom.us/j/91382263111

Paper ID	Mode	Title	Authors
132	Offline	Fast fashion businesses infiltrate the sustainable purchasing habits of Gen Z customers. A review	Purabee Mishra and Nihar Mishra
48	Online	Post- COVID Effect of Green Concept in Marketing Strategy of FMCG Sector	Aarti Singh and Navjot Singh
106	Online	Adoption of Electric Vehicles in India: Empirical Investigation of Consumer Adoption Intentions	Faiz Hasan, Danish Kirmani and Asad Rehman
120	Online	Consumer behavior from base of the pyramid: TCCM framework based systematic literature review.	K Uttam and T Rahul
104	Online	A Bibliometric Analysis of evaluation the importance and impact of the articles that have been published with the title Ecommerce adoption and sustainability with the SME's (Small Medium Scale Enterprises) during the period of 2002 to 2021.	Suraj Kumar and K Francis Sudhakar
143	Online	Flexibility marketing strategies in enhancing sustainability in Higher Education	Girish C G, Hari Krishnan S and Priyadarshini R G
124	Online	Channel switching behaviour: how does dimensions of perceived risk drive consumers' showrooming intention?	Gopi Rajendra Kumar and Dr. K. Francis Sudhakar
127	Online	Disrupt Fast or Perish Slow: New Mantra for the Entertainment Industry	Rashmi Dyondi, Arunima Haldar and Niraj Mankad



GLOGIFT 21



Date: 23-04-2022	Venue: LH-09, 2 nd Floor, Admin Block
Parallel Session: 6.2	Session Track: Strategic Alliances/Flexibility in Business Excellence
Time: 9:30 AM – 11:00 AM	Zoom Link: https://iimshillong-ac-in.zoom.us/j/95840313095

Paper ID	Mode	Title	Authors
99	Offline	A Study of the Antecedents of Organizational Innovation through Strategic Alliance: A Modified TISM (M-TISM) Approach	Priyanka, Rishabh Rajan, Sanjay Dhir and Prof. Sushil
100	Offline	Perceived risks in strategic innovation	Kamala Kannan Dinesh and Prof. Sushil
139	Offline	Strategic Entrepreneurship and International Competitiveness: A case of Sun pharmaceuticals	Vibhuti Yadav
89	Online	Early Competitiveness Diagnostics of OLA Electric Mobility: A Case Focusing on Sustainability of Advantages	Arpit Singh, Divyashree Tambade and Padmanav Adhikari
134	Online	A TISM Modeling of Critical Success Factors for Implementation of Make in India in Defence Sector	Shrish Khare, Sumati Sidharth and Shobhanam Krishna
14	Online	Strategic Flexibility towards Industry Attractiveness	S. Balasubrahmanyam
107	Online	Triangulation and Multiple Case Study Approach in Understanding Coopetition: Evidence from Indian Pharmaceutical Industry	Abhilasha Meena, Sanjay Dhir and Prof. Sushil