

IIM SHILLONG - INDAM 2024
Doctoral and Early Career Researchers' Colloquium
Theme – Emerging Paradigms in Management Research
9 - 11, July 2024

Programme Schedule

Day 1 – July 9, 2024 (Tuesday)		
Time (IST)	Particulars	Venue
08:30 AM	Registration	Reception
09:30 AM to 10:30 AM	Inauguration	Auditorium
10:30 AM to 11:00 AM	High Tea	LH - 11
11:00 AM to 12:00 PM	Plenary Session – Prof. Sumit Kundu <i>Topic: Successfully Navigating a Doctoral Program - A Personal Reflection</i>	LH - 9
12:00 PM to 01:30 PM	Plenary Session – Prof. Richa Saxena <i>Topic: Doing Qualitative Research in Early Academic Career</i>	LH - 9
01:30 PM to 02:30 PM	Lunch	Cafeteria
02:30 PM to 04:00 PM	Round-Table Sessions	LH - 6, 7, 8 & 10
04:00 PM to 04:15 PM	Tea Break	LH - 7 & 8
04:30 PM to 06:00 PM	Workshop – Prof. Abhishek Vashishth <i>Topic: Structural Equation Modelling (SEM)</i>	LH - 9

Day 2 – July 10, 2024 (Wednesday)		
Time (IST)	Particulars	Venue
09:00 AM to 10:30 AM	Round-Table Sessions	LH - 6, 7, 8 & 10
10:30 AM to 10:45 AM	Tea Break	LH - 7 & 8
10:45 AM to 12:15 PM	Workshop – Prof. Sai Chittaranjan Kalubandi <i>Topic: Meta-Analysis</i>	LH - 9
12:15 PM to 01:45 PM	Round-Table Sessions	LH - 6, 7, 8 & 10
01:45 PM to 02:45 PM	Lunch	Cafeteria
02:45 PM to 04:15 PM	Workshop – Prof. Sai Chittaranjan Kalubandi <i>Topic: Meta-Analysis</i>	LH - 9
04:15 PM to 04:30 PM	Tea Break	LH - 7 & 8
04:30 PM to 06:00 PM	Plenary Session – Prof. Suresh Bhagavatula <i>Topic: Contextual Research and Indigenous Theory Development in Entrepreneurship</i>	LH - 9
07:00 PM onwards	Director's Dinner	Cafeteria

Day 3 – July 11, 2024 (Thursday)		
Time (IST)	Particulars	Venue
09:00 AM to 10:30 AM	Workshop – Prof. Shubhabrata Basu <i>Topic: Mediation and Moderation Analysis</i>	LH - 9
10:30 AM to 10:45 AM	Tea Break	LH - 7 & 8
10:45 AM to 12:15 PM	Workshop – Prof. Parijat Upadhyay <i>Topic: Mixed Method Study</i>	LH - 9
12:15 PM to 01:45 PM	Plenary Session – Prof. Mousumi Bhattacharya <i>Topic: Responsible Research and Societal Impact</i>	LH - 9
01:45 PM to 02:30 PM	Lunch	Cafeteria
02:30 PM onwards	Valedictory	Auditorium

Workshops and Plenary Sessions

Day 1



Prof. Sumit Kundu

Florida International University

President of INDAM

**Topic: Successfully Navigating a Doctoral
Program - A Personal Reflection**



Prof. Richa Saxena

IMT Ghaziabad

**Topic: Doing Qualitative Research
in Early Academic Career**



Prof. Abhishek Vashishth

Indian Institute of Management Shillong

**Topic: Structural Equation
Modelling (SEM)**

**TUESDAY
9 JULY, 2024**

**VENUE:
LECTURE HALL 9**

Workshops and Plenary Sessions

Day 2



Prof. Sai Chittaranjan Kalubandi

Indian Institute of Management Bangalore

Topic: Meta Analysis



Prof. Suresh Bhagavatula

Indian Institute of Management Bangalore

**Topic: Contextual Research and Indigenous Theory
Development in Entrepreneurship**

**WEDNESDAY
10 JULY, 2024**

**VENUE:
LECTURE HALL 9**

Workshops and Plenary Sessions

Day 3



Prof. Shubhabrata Basu

Indian Institute of Management Indore
Topic: Mediation and Moderation Analysis



Prof. Parijat Upadhyay

Indian Institute of Management Shillong
Topic: Mixed Method Study



Prof. Mousumi Bhattacharya

Indian Institute of Management Shillong
Topic: Responsible Research and Societal Impact

THURSDAY
11 JULY, 2024

VENUE:
LECTURE HALL 9

Technical Session Schedule

Session 1.1
July 9, 2024 (Tuesday)
02:30 PM to 04:00 PM (IST)
Venue: Lecture Hall - 10

Paper ID:	DC-1108
Title:	Investors risk-taking behaviour and emotional intelligence: An empirical analysis
Author/s:	Md Rahber Alam, Asrar Ahmad
Paper ID:	DC-1176
Title:	Exploratory study of social stock exchanges in India: An institutional analysis and development (IAD) approach
Author/s:	Mohammed Wakif Amin Hussain
Paper ID:	DC-1206
Title:	Evolution from traditional currency to digital transactions: Delving into central bank digital currency acceptance
Author/s:	Anuj Mishra, Arunabha Mukhopadhyay
Paper ID:	DC-1229
Title:	Designing payments for ecosystem services: A bibliometric analysis and future research direction
Author/s:	Lavanya, Kushankur Dey

Session 1.2
July 9, 2024 (Tuesday)
02:30 PM to 04:00 PM (IST)
Venue: Lecture Hall - 8

Paper ID:	DC-1102
Title:	Whispers of sustainability: A customer engagement framework for driving solar adoption via word-of-mouth communication
Author/s:	Shashank Shaurya Dubey, Harish Chaudhry
Paper ID:	DC-1123
Title:	Psychosocial antecedents and consequences of green purchase behavior in context of skincare products
Author/s:	Harshita Jha, Seep Sethi, Nishi Misra
Paper ID:	DC-1154
Title:	Purchase behavior of urban consumers towards organic food products: A study in Kamrup (metropolitan) district of Assam, India
Author/s:	Manalisha Das
Paper ID:	DC-1188
Title:	Challenges & suggestions in implementation of digital agricultural marketing initiative (e-NAM) in India
Author/s:	Sagarika Paul, Chidanand Patil
Paper ID:	DC-1199
Title:	Consumer behaviour towards packaged food in Agartala
Author/s:	Sneha Bhowmik, Gokul Acharjee

Session 1.3
July 9, 2024 (Tuesday)
02:30 PM to 04:00 PM (IST)
Venue: Lecture Hall - 7

Paper ID:	DC-1113
Title:	Understanding the challenges of hybrid workplace
Author/s:	Ritika Khurana
Paper ID:	DC-1150
Title:	Emotion regulation, resilience, and prosocial intentions at workplace: Semi-systematic literature review and bibliometric analysis
Author/s:	Aditi Yadav, Natashaa Kaul
Paper ID:	DC-1177
Title:	Malevolent effects of organization based self esteem in fostering unethical behavior in Indian context
Author/s:	Varun Sharma, Vivek Mishra
Paper ID:	DC-1207
Title:	Exploring career sustainability: A CAQDA-based literature review
Author/s:	Akshay Sharma, Sushmita Bordoloi
Paper ID:	DC-1215
Title:	Personality congruence and leader-member exchange: Implications for work engagement and employee well-being
Author/s:	Veer Pratap Singh Rana

Session 1.4
July 9, 2024 (Tuesday)
02:30 PM to 04:00 PM (IST)
Venue: Lecture Hall - 6

Paper ID:	DC-1167
Title:	The interplay of econometrics and AI in enabling social decisions and its impact on sustainability
Author/s:	Prabal Mahanta, Manish Kumar
Paper ID:	DC-1185
Title:	Do welfare firms prioritize growth over profitability during post-crisis fiscal expansion?
Author/s:	Vishal Tyagi
Paper ID:	DC-1202
Title:	Crime, gender, and employment: A district-level analysis of Indian women
Author/s:	Rayees Ahmad Sheikh, Deepa Halder
Paper ID:	DC-1234
Title:	Navigating Algorithmic-Induced Biases: An Exploration of Source and Ethical Control via the Sociomaterial Lens
Author/s:	Shruti Tandon

Session 2.1
July 10, 2024 (Wednesday)
09:00 AM to 10:30 AM (IST)
Venue: Lecture Hall - 10

Paper ID:	DC-1128
Title:	Corporate irresponsible behavior and innovation: An institutional logics perspective
Author/s:	Varun Murthy
Paper ID:	DC-1143
Title:	Sustainable development through indigenous industries: A case study on Bhramyoman theatre industry of Assam
Author/s:	Panchamrita Sarma
Paper ID:	DC-1156
Title:	Exploring the influence of business group membership and internationalization on firm innovation
Author/s:	Vineet Kumar
Paper ID:	DC-1169
Title:	Why 'they' fail? - Thematic analysis from failed startups in valley of death
Author/s:	Amanpreet Singh Chopra, Sridhar Manohar
Paper ID:	DC-1210
Title:	Exploring aggregate governance forms in orchestrated ecosystems
Author/s:	Anu Nandal, Shubhabrata Basu

Session 2.2
July 10, 2024 (Wednesday)
09:00 AM to 10:30 AM (IST)
Venue: Lecture Hall - 8

Paper ID:	DC-1161
Title:	Efficacy of integrated marketing communication in the cultural tourism sector: Evidence from Tripura
Author/s:	Sudip Bhattacharjee
Paper ID:	DC-1194
Title:	From reality to virtuality: Tourist behavior in post-visit VR experiences
Author/s:	Sabita Dutta, Saumya Dixit
Paper ID:	DC-1195
Title:	Shaping travelers' information-seeking behaviour with personalized travel recommendations
Author/s:	Soumyajit Das, Saumya Dixit
Paper ID:	DC-1224
Title:	Do we have an 'akshaypatra'? A systematic literature review exploring responsible consumption in the hospitality industry
Author/s:	Jyoti Raju, Pankaj Sharma
Paper ID:	DC-1241
Title:	User proficiency as a bridge to memorable experiences: Investigating the impact of smart tourism technologies and the mediating role of user proficiency on memorable experience in religious destinations.
Author/s:	Rashmi R, Shivakami Rajan, Sweety Jamgade

Session 2.3
July 10, 2024 (Wednesday)
09:00 AM to 10:30 AM (IST)
Venue: Lecture Hall - 7

Paper ID:	DC-1190
Title:	Understanding epistemic empathy: Developing and validating the construct in the context of higher educational setting
Author/s:	Pratisha Baruah
Paper ID:	DC-1216
Title:	Leveraging digital marketing to enhance university enrolment: A multi-theoretical framework
Author/s:	Ali Ansari, Harish Chaudhry
Paper ID:	DC-1236
Title:	Digital marketing framework for schools in India
Author/s:	Deepshikha Sharma, Harish Chaudhry
Paper ID:	DC-1186
Title:	Artisanal cluster formalization: Dimensions, findings, and implications
Author/s:	Sukriti Tripathi, Kushankur Dey

Session 2.4
July 10, 2024 (Wednesday)
09:00 AM to 10:30 AM (IST)
Venue: Lecture Hall - 6

Paper ID:	DC-1107
Title:	Emerging paradigm in management research: Exploring the integration of digital technologies and human factors
Author/s:	Latika Singh
Paper ID:	DC-1198
Title:	Causal impact of noncognitive abilities on cognitive abilities: Evidence from India
Author/s:	Vanshika Chaudhary, Ajay Sharma
Paper ID:	DC-1209
Title:	Investigating the relationship between employee engagement, psychological capital and employee retention among the employees of the classified hotels in Rajasthan
Author/s:	Juhie Tak
Paper ID:	DC-1223
Title:	Academic leadership: Myth or must?
Author/s:	Kirti Saroha
Paper ID:	DC-1230
Title:	AI-driven HR analytics: Insights, trends in modern HRM
Author/s:	Anita Choudhary, Shobhanam Krishna

Session 3.1
July 10, 2024 (Wednesday)
12:15 PM to 01:45 PM (IST)
Venue: Lecture Hall - 10

Paper ID:	DC-1157
Title:	CSR-firm value nexus: evidence from India's CSR mandate
Author/s:	Manish Bansal
Paper ID:	DC-1183
Title:	Impact of ESG performance and its dimensions on corporate performance in India's environmentally sensitive and non-sensitive industries: A system-GMM analysis
Author/s:	Prachi Jain, Priya Malhotra
Paper ID:	DC-1191
Title:	Unveiling corporate social responsibility consciousness in East Sikkim: A comprehensive analysis
Author/s:	Prashanti Tamang, Partakson Romun Chiru Chiru
Paper ID:	DC-1218
Title:	Can environmental stringency assuage the environmental ramifications of geopolitical risk?
Author/s:	Monica Singhanian, Anisha
Paper ID:	DC-1221
Title:	Evaluating the efficiency of national oil companies in the context of climate change performance index: A narrative from the Indian energy market
Author/s:	Sudhanshu Shekhar

Session 3.2
July 10, 2024 (Wednesday)
12:15 PM to 01:45 PM (IST)
Venue: Lecture Hall - 8

Paper ID:	DC-1118
Title:	SOCCOR: Towards a comprehensive framework for online impulse buying
Author/s:	Somraj Sarkar, Shweta Sharma
Paper ID:	DC-1160
Title:	Consumer behaviour towards healthcare services: The role of public service advertising
Author/s:	Pritam Roy, Dhananjoy Datta
Paper ID:	DC-1197
Title:	The evolution of online shopping: insights from millennial and Gen-Z perspectives
Author/s:	Sreparna Dey, Dhananjoy Datta
Paper ID:	DC-1238
Title:	Shared economy and circular economy in the mobility sector
Author/s:	Wallace Jacob
Paper ID:	DC-1164
Title:	The influence of upward social comparison on impulse buying: The mediating roles of materialism and envy in the age of social media
Author/s:	Keerthana V S, Aravind J

Session 3.3
July 10, 2024 (Wednesday)
12:15 PM to 01:45 PM (IST)
Venue: Lecture Hall - 7

Paper ID:	DC-1131
Title:	Exploring Spirituality from the Insights of Samyama Participants' Experiences, Transformations, and Digital Engagement
Author/s:	Titas Bandyopadhyay
Paper ID:	DC-1155
Title:	Crowdsourcing adoption in organizations: What technological, environmental, organizational, and innovation factors influence adoption decision?
Author/s:	Divya Mishra, Nidhi Maheshwari
Paper ID:	DC-1212
Title:	Impact of communication intervention on consumption behavior and out-of-pocket expenditure of chronic patients: a cohort study of branded and Jan Aushadhi medicine consumers
Author/s:	A Venkat Raman, Deepak Kumar Vaishnav
Paper ID:	DC-1153
Title:	Adoption of Digital Lending Platforms in India: A Grounded Theory Approach
Author/s:	Neha Kukrety, Prakash Tiwari

Session 3.4
July 10, 2024 (Wednesday)
12:15 PM to 01:45 PM (IST)
Venue: Lecture Hall - 6

Paper ID:	DC-1142
Title:	Impact of sustainable supply chain management practices on firm's sustainability performance measures: A study of electronics sector in India
Author/s:	Sania Khan
Paper ID:	DC-1227
Title:	An empirical study of stock selectivity and market timing abilities of equity fund managers in Indian context
Author/s:	Preeta Varma, Chinmoy Jana
Paper ID:	DC-1225
Title:	Comparative life cycle assessment of supermarket shopping bags in the Indian context
Author/s:	Divyansh Paliwal
Paper ID:	DC-1237
Title:	Role of project management methods, principles, and environmental sustainability in overcoming Indian tech startup challenges
Author/s:	Eswar Prasad Manapuram, Truptha Shankar