

**19th Great Lakes Nasmei International Marketing
Conference 2025**

19th & 20th December 2025

Date: 19.12.2025 - Friday - Time: 09:00 AM - 03:15 PM

Welcome Kit : 09:00 am – 09:15 am – Reception.

Time : 9:15 am - 10:15 pm - Inaugural Session

***Key Note Address: Dr. Madhu Viswanathan, Professor of Marketing,
College of Business Administration at Loyola Marymount University,
and Professor Emeritus, Gies College of Business, University of Illinois,
Urbana-Champaign***

Class : Lake Veernanam /Lake Manasarovar

**SESSION 1A - Green Marketing
10:15 am – 11:45 am (Lake Hussain Sagar)**

From Clicks to Conscience: Understanding Green Product Purchases via Mobile Apps-39

***Rakhi Thakur & Brajesh Bolia
Narsee Monjee Institute of Management Studies (NMIMS), Mumbai.***

Understanding factors affecting continuance usage intention of Mobile Shopping Apps

***Rakhi Thakur & Mala Srivastava
Narsee Monjee Institute of Management Studies (NMIMS), Mumbai.***

SESSION 1B - Artificial Intelligence
10:15 am – 11:45 am (Lake Red Hills)

Emotional Alignment: Sensory-rich AI interactions create Perceived Empathy driving Consumer engagement

Jaanhavi Tonk & Sreejesh S
Indian Institute of Management, Kozhikode.

Navigating the AI Perception–Performance Gap: A Cognitive Efficacy Perspective on Consumer Adoption

Harish Kumar & Richali Jain
Great Lakes Institute of Management, Gurgaon

Deepfake Disclosure in Travel Advertising: Consumer Responses and the Moderating Role of AI Literacy

Aakash Kamble & Ajinkya Navare
FLAME University, Pune & S P Jain Institute of Management and Research, Mumbai.

SESSION 1C - Sustainability and Responsible Consumption
09:15 am – 10:35 am (Lake Fateh Sagar)

The Conscious Plate: Evolving Diet and Food Choices of Young Consumers

Arunima Haldar & Kajori Roy
S P Jain Institute of Management and Research, Mumbai.

Unraveling Drivers of Sustainable Consumption: An Empirical Analysis of Organic Food Adoption in India

Karthikeya Gattupalli, Siva Rama Krishna J & Mohammed Ashrafunnisa
SRM University AP

Organic Identity and Organic Choices: Determinants and Effects

Preetha Menon & Rajeswari Sundararajan
FLAME University, Pune

SESSION 1D - Consumer Behaviour
10:15 am – 11:45 am (Lake Kankaria)

Comparing Co-creation and Co-product and its effect on shaping customer wellness and Purchase decisions

Himanshi Kaura, Aman Agrawal, Abhay & Sriram Dorai
Great Lakes Institute of Management, Chennai

Continued Usage of Hedonic Digital Products: Exploring the role of Psychological Factors and Wellbeing

Pawan Kumar
MDI Gurgaon

How Cultural Traits and Behavioural Nudges Shape Saving Intention: A comparison of American and Indian Consumer

Subhashini Santhanam, Bharadhwaj Sivakumaran & Asadul Haque
SRM University-AP; Great Lakes Institute of Management, Chennai

SESSION 1E - Qualitative Research
10:15 am – 11:45 am (Lake Chilika)

Bridging Tradition and Technology: Digital Grocery Shopping Among Gond Tribal Youth in Telangana

Anu C H & Jyothi Chepur
MCC Boyd Tandon School of Business, Chennai; Tribal Welfare Residential Degree College, Telangana

Barriers to the Adoption of Health Technology Innovations: Evidence from Menstrual Cup Uptake Among Married Women in Rural India

Arti Srivastava, Vidya Mahambare & Rammyaa M
Great Lakes Institute of Management, Chennai

Gen AI or Shopping Genie? An Investigation into the Potential for Conversational Retail Shopping

Sana Zehra Kamoopur &, Anita Sengar
UPES, Knowledge Acres, Dehradun

11:45am -12 Noon- Break Coffee & Tea

SESSION 2A - Tourism & Fashion Marketing
12:00 Noon – 1:00 pm (Lake Hussain Sagar)

A Decade of Passenger Priorities: Highlighting Airline Service Quality and Brand Perception Across Continents

Anirudh Mishra, Rushikesh Borse, Chiranjeev & Nishant Anand
Great Lakes Institute of Management, Chennai

Fashioning the Future: Vegan Leather, Coolness, and Gen Z

Aniket Sengupta, Chetna Chauhan & Glyn Atwal
Universidad de Los Andes, Bogota, Colombia, Burgundy Business School, Dijon, France

SESSION 2B - Healthcare Marketing
12:00 Noon– 1:00 pm (Lake Red Hills)

Impact of Zero-Price Travel for Women on Healthcare Accessibility

Vedant Thakore, Prakash Satyavageswaran & Vedha Ponnappan
Indian Institute of Management, Udaipur

Price Changes and Their Spillovers: Evidence from Within- and Cross-Category Services

Nikhil Sreenivas, Prakash Satyavageswaran, & Vedha Ponnappan
Indian Institute of Management, Udaipur

SESSION 2C - Technology Marketing/Gamification
12:00 Noon – 1:00 pm (Lake Fateh Sagar)

Immersive Technologies in Experience Marketing

Jefferin Sam Paul J
Christ University, Bangalore

Gamers, Brands, and the Battle for Attention: A Systematic Review of In Game Advertising Research

Srishti Negi & Kalpak K. Kulkarni
IIT Roorkee

SESSION 2D - Luxury Marketing
12:00 Noon – 1:45 pm (Lake Kankaria)

Thinking Beyond Luxury: How Identities and Uniqueness Shape Willingness to Pay

Joel Joy Polimetla & Nitin Soni
Indian Institute of Management, Sambalpur

Leveraging Consumer Characteristics for Maximum Impact of Sustainability Communication

Arijit Das
XLRI Jamshedpur

SESSION 2E - Sales Marketing
12:00 Noon – 1:00 pm (Lake Chilika)

Quantifying the Effect of Sleep Deprivation on Salesperson Performance: The Case of Daylight Savings Time

James Reeder & Murali Mantrala
University of Kansas

Hybrid Salesforce Capabilities for B2B Value Co-Creation in India's Industrial Marketing landscape

Suresh S & Nachiketas Nandakumar
Thiagarajar School of Management, Madurai

01:00 pm - 01:45 pm - Lunch Break

SESSION 3A - Consumer Behaviour
01:45 pm-03:15 pm (Lake Hussain Sagar)

From Vulnerability to Value: How Consumer Engagement Transforms Banking Experiences – A Mixed Methods Approach

Kartikya P. Bolar, Bindu K Nambiar & Arunima K V
T A Pai Management Institute, Manipal

Coping with Loneliness, Shopping with Impulsiveness

Priya Bhardwaj, Arti D. Kalro, Piyush Sharma & Marcela Moraes
Indian Institute of Technology Bombay & Curtin University, Australia

Why Simple Products Need Stories and Complex Products Need Facts: Arousal Fit Between Product Ingredient Complexity and Advertising Message Style

*Karishma Hentry, Vidya Mahambare, Trichy Krishnan & Shubham Upadhyay
Great Lakes Institute of Management, Chennai*

**SESSION 3B - Measurements & Methods
01:45 pm-03:15 pm (Lake Red Hills)**

The Brand Reality Check: Measuring the Expectation Performance Gap Between Firm Generated Content (FGC) and User-Generated Content (UGC) in the Hospitality Sector

*Arunima Haldar & Sambit Tripathy
S P Jain Institute of Management and Research, Mumbai*

A New Method for Asynchronous Time Series Analysis with Marketing Applications

*Edlira Shehu, Daniel Zantedeschi & Prasad A. Naik
University of Groningen; University of South Florida; University of California Davis*

From Greenwashing to Green Trust: Quantifying the Authenticity of Sustainability Communication in Brand Marketing

*Indrajeet Shashikant Rajeshirke, Tejas Yogesh Shinde & Prakash Kumar Singh
Prin. L. N. Welingkar Institute of Management Development and Research, Mumbai.*

**SESSION 3C - Consumer Behaviour
01:45 pm-03:15 pm (Lake Fateh Sagar)**

Inclusive Metaverse Advertising for Differently-Abled Users

*Shafali Sharma, Srishti Saluja, Milan Chandarana, Rajeshwari Krishnamurthy & Rushikesh Borse
Great Lakes Institute of Management, Chennai .*

Exploring the role of Augmented Reality based Virtual Try On in mitigating online product returns and inducing Environmental Impact Reducing Behaviour

*Sunil Kumar Chokkandla, Venkata Srinivas & Kumar Daruri
University of Hyderabad*

The Big Screen Comeback Why are Young Adult Audiences Flocking to Movie Halls for Re-releases?

*Anoushka Anoop & Poornima Singh
Shiv Nadar University, Greater Nodia*

**SESSION 3D - Measurements & Methods
01:45 pm-03:15 pm (Lake Kankaria)**

Exploring overprotective parenting in the gaming world: outcomes and unintended consequences

*Ambika Prasad Nanda
TAPMI, Manipal*

Impact of Prohibition of Alcohol on Consumer Leisure and Spending: Evidence from Bihar's 2016 Ban

*Aradhya Chakraborti Paul, Prakash Satyavageswaran & Vedha Ponnappan
Indian Institute of Management Udaipur*

Living with Less: Exploring Anti-Consumption Narratives in Online Communities

*Shahana Mol, K.A. Zakkariya & Afeef Abdul Sathar
Cochin University of Science and Technology, Kalamassery, Ernakulam*

**SESSION 3E - Measurements & Methods
01:45 pm-03:15 pm (Lake Chilika)**

Digital Fashion Usage and Ownership: Awareness, Perceptions and Adoption Trends

*Anandita Karak & Jyotika Das
Indian Institute of Management, Ahmedabad*

The Amplification Effect: A Comparative Analysis of E-commerce and Q-commerce Consumer Behavior Under Dynamic Pricing and Product Stockout Stress

*Ayush Bhotika & Devanshi
Prin. L. N. Welingkar Institute of Management Development and Research, Mumbai*

The Impact of Passive Hearing of Smartphones in Shaping Consumer Preferences and Purchase Decisions

Shekhar Kumar, Jasraj Singh, Kirti Datwani & Nikhil Mishra

Prin. L. N. Welingkar Institute of Management Development and Research, Mumbai.

03: 15pm -03:45 pm - Break Coffee & Tea

Time : 03:45pm -07:00pm - Mahabalipuram Trip

Saturday, 20th December 2025 (08:45 am- 05:15 pm)

SESSION 1A - Consumer Behaviour
08:45 am- 10:15am (Lake Hussain Sagar)

Personalised Referral Links and Self-Determined Motivation: How Personalisation Enhances Referral Intention through Self-Determined Motivation

Vineet Goyal
Indian Institute of Management, Ahmedabad

Behavioural Framing and the Last Mile: Experimental Evidence on Parcel Locker Adoption Decisions

Ramesh Krishnan, Jagon Jacob, Bharadhwaj Sivakumaran & Rohit G
Indian Institute of Management Kozhikode, Xavier University, Cincinnati, Great Lakes Institute of Management Chennai, Institute of Management Technology Hyderabad

Bridging the "Say-Do" Gap Through Mobile Ethnography: A Hybrid Methodological Approach to Capturing Authentic Consumer Experiences

Sweta Chaturvedi Thota
University of San Francisco, San Francisco

SESSION 1B - Literature Review
08:45 am- 10:15am (Lake Red Hills)

The Influence of Online Customer Reviews on Brand Image Formation: A Comprehensive Review & Future Research Agenda Using TCCM Framework

Aradhana Raj, Mahanish Panda
Indian Institute of Management Indore, IMI Kolkata

Anticipated Emotions in Consumer Behaviour: Review, Future Directions and Implications

Barsha Ghosh, Anirban Chakraborty
IIM Lucknow

Responsible Innovation in Business: A Systematic Review and a Research Agenda

Yuyan Wei, Devashish Pujari, Nuree Ha
Concordia University, Canada; McMaster University, Canada

SESSION 1C - Tourism
08:45 am- 10:15am (Lake Fateh Sagar)

From Reviews to Insights: A Data-driven Marketing Analytics study of Indian tourist perceptions

Nilanjan Ghosh, Rushikesh Borse, Shubhajit Saha & Tirthabrata Dutta
Great Lakes Institute of Management, Chennai

Rethinking Solo Women Bleisure Travel in Indian Urban Context: A Qualitative Enquiry

Swetarupa Chatterjee & Gowri Vijayan
NL Dalmia Institute of Management Studies and Research, Mumbai; Rajagiri Business School, Kochi

Destination Competitiveness of the Colonial Forts: Impacts on the Travel Intention of Domestic Tourists using a Moderated-Mediation Analysis

Arputha Arockiaraj Vanathaiyan & Kirubaharan Boobalan
Sri Sivasubramaniya Nadar College, Chennai

Session 1D - Brand Management
08:45 am- 10:15am (Lake Kanakaria)

“That One’s Better”: Political Ideology, Meritocratic Beliefs, Attributions, and Brand Quality Perceptions

Ajmal Basheer, Sajeev Nair & Ahreum Maeng
University of Kansas, US

Atypicality Pays off only for Masculine Brands: How Brand Gender Shapes Consumer Responses to Atypical Origin Stories

Mohammed Murtuza Soofi & Srividya Raghavan
MICA- Mumbai, Narsee Monjee Institute of Management Studies (NMIMS), Mumbai.

Cool by Connection? Exploring Consumer Reactions to Celebrity Brand Ownership

Radhika K R
Kirloskar Institute of Management, Pune

Session 1E - Gamification
08:45 am- 10:15am (Lake Chilika)

Gamifying Gold Savings Unlocking Customer Engagement and Savings Behavior in Thangamayil Jewellery's DigiGold Application

Vimalan Vijith Kumar & Nataraj Balasubramanian
Thiagarajar School of Business, Madurai

Influence of game narratives on in-game purchase intentions of video gamers

Chethan Kumar, Mukta Srivastava & Shivan S. Patel
MS Ramaiah University of Applied Sciences Bangalore, T A Pai Management Institute, Manipal

Mapping Bias and Misrepresentation in Digital Game Advertising

Pragadeesh M, Mansurali A & Gowsika B
Central University of Tamil Nadu, Thiruvarur

10:15 am - 10:30 am - Break Coffee & Tea

SESSION 2A - NASMEI Research Grant
10:30 am -11:30 am (Lake Vembanad)

Role of Content diversity, Visual Complexity and Brand Gender in Marketer-Generated Content: A Cross-Platform Comparison of Healthy vs. Unhealthy Food Brands on social media

Christy Maria T. S & Varisha Rehman
Indian Institute of Technology, Madras

Too much to process? The Impact of salesperson credibility and sales pressure on future interaction

Sidharth Tripathi & Sridhar Guda
Indian Institute of Management, Kozhikode

Navigating Category Transitions: Why Premiumization Struggles in Everyday Markets

Riya Wadhvani, Rajesh Nanarpuzha & Kushagra Bhatnagar
Indian Institute of Management, Udaipur

**SESSION 2B - Bala and Vasantha Balachandran Research Grant
10:30 am -11:30 am (Lake Chilika)**

When Dalit User Stigma Looms Large for Brands in Marketplace: An Investigation into Higher Caste Group Consumers' Reactions and Underlying Psychological Mechanisms

*Jitender Kumar & Trivikramarao Lagadapati
Indian Institute of Technology Kanpur*

Ready Too Soon? The Paradoxical Effects of Premature Consumption Cues on Consumer Satisfaction

*Tathagata Ghosh
T A Pai Management Institute, Manipal*

Brand Representations in Large Language Models: Developing Benchmarks for Generative Engine Optimization

*Vishnu Prasad V, Meta Prasad Murthy & Rishika Jain
Jio Institute, Mumbai , Indian Institute of Management, Sambalpur, Indian Institute of Management, Kozhikode*

**SESSION – 3A – PLENARY SESSION
11:30 am - 12:15 pm - Lake Chilika**

Using AI for Research in Marketing

*K Sudhir
Yale School of Management
Yale University*

12:15 am - 12:30 pm – Break Coffee Tea

**SESSION 4A - “Washing” in Marketing
12:30 pm – 1:30 pm (Lake Hussain Sagar)**

Beyond the Buzzword: How AI-Washing Erodes Consumer Trust in AI-Enabled Marketing

*Chinmay Khare & Kartikeya Bolar Pramoda
T A Pai Management Institute, Manipal*

Greenwashing and Corporate Reputation: A Multi-Stakeholder Synthesis of Authenticity, Trust, and Generational Dynamics

*Laxmi Kant, Saurabh Didi & Anita Goyal
Indian Institute of Management, Lucknow*

**SESSION 4B - Dark Side of Marketing
12:30 pm – 01:30 pm (Lake Red Hills)**

The Echo Chamber's Embrace: Dark Personality, AI Sycophancy, and the Path to Habitual Use and Social Isolation

*Rajyavardhan
National Institute of Technology, Kurukshetra*

Navigating the Fog: Independent and Interactive Roles of Ambiguity and Uncertainty in Shaping (Dis)Honest Behaviour

*Bhuwandeep & Mitra Amini
Bennett University, Greater Noida, Uttar Pradesh*

**SESSION 4C - Retailing and Supply Chain
12:30 pm – 1:30 pm (Lake Fateh Sagar)**

Phygital Interfusion Zones: How Hybrid Retail Spaces Fuse Interface, Identity, and Sustainability

*Mayank Shukla & Sridhar Guda
Indian Institute of Management Kozhikode*

Digital Marketing Resilience in Maharashtra's E-Commerce Supply Chains

*Pruthvi Gunananda Hegde
Prin. L. N. Welingkar Institute of Management Development and Research, Mumbai*

**SESSION 4D - Internet Marketing
12:30 pm – 01:30 pm (Lake Kankaria)**

Virtual Influencers and Social Media Engagement: Examining the Role of Content Type and Anthropomorphism

*Simran Kaur, Kalpak K. Kulkarni
IIT Roorkee*

Visual Aesthetics and Viewer Engagement in Lo-Fi Hip Hop YouTube Videos: An Examination within the Indian Context

*Subhadip Nath, Shampa Nandi
University of Mysore, ISME Research Centre Bangalore*

**SESSION 4E - Consumer Marketing
12:30 pm – 01:30 pm (Lake Chilika)**

When Less Speaks More (and When It Doesn't): The Role of Minimal Aesthetics and Product Type in Consumer Color Preferences

*Karishma Hentry, Bharadhwaj Sivakumaran, Arti Srivastava
Great Lakes Institute of Management, Chennai*

What Catches the Green Eye? Decoding Consumer Reactions to Eco-Labels

*Preeti Viridi, Manav Jain, Megha Pande, Arti D. Kalro
Indian Institute of Management Visakhapatnam, Indian Institute of Technology Bombay*

01:30 pm – 02:00 pm - Lunch Break

**SESSION 5A - Green Marketing
02:00 pm – 03:30 (Lake Hussain Sagar)**

From Engagement to Sustainability: How Digital Brand Engagement drive Circular Consumption among GenZ Consumers

*Shubham Goswami, Shweta Swami
Institute of Management, Nirma University, Ahmedabad; SD Government College Beawar,
Rajasthan*

Evolution of Research on Consumption of Millet – A Literature Review

*Nivedita Bhanja
Indian Institute of Management Kozhikode*

Can Technology Build Trust? The Role of Digital Transparency in Overcoming Greenwashing Skepticism

*Chinu Patro D, Meta Dev Prasad Murthy, Vishnu Prasad V
Indian Institute of Management Sambalpur, Jio Institute, Navi Mumbai*

SESSION 5B - Qualitative Research
02:00 pm – 03:30 (Lake Red Hills)

The civilizing consumption etiquettes: Understanding internalization of stigma in a stigmatized-wellbeing consumption context

*Arti Srivastava, Prakash Satyavageswaran, Rajesh Nanrpuzha, & Chris Dubelaar
Great Lakes Institute of Management, Chennai, Indian Institute of Management Udaipur, &
Deakin Business School, Deakin University*

Behind the Camera, Inside the Organization: A Framework for Understanding Influencer Marketing Campaign

*Kiran Gandhi, Rashmi Ranjan Parida
IIM Jammu*

An Exploratory Research on Pilgrims Motivations and Experiences: The Role of Religiosity Orientation

*Shivaram Prabhala, Satish S Maheswarappa
Indian Institute of Management Tiruchirappalli*

SESSION 5C - Consumer Behaviour
02:00 pm – 03:30 pm (Lake Fateh Sagar)

Service Robot Ethics: Exploring Appearance, Interaction, and Moral Disengagement

*Nivin Vinoi & Amit Shankar
Indian Institute of Management Visakhapatnam*

Brand Name Fluency and Consumer Credibility Judgments: Understanding the Consequences of Spelling Deviations

*Satyam Tiwari & Gurbir Singh
Indian Institute of Management, Amritsar*

'More Is Less?' Exploring Boundary Conditions of Moral Identity and Ethical Salience in Regulating the Green Gap'

*Swapnil Tawde & Renuka Kamath
FLAME University, Pune; S.P. Jain Institute of Management and Research, Mumbai*

SESSION 5D - Literature Reviews
02:00 pm – 03:30 pm (Lake Kankaria)

Explainable AI in Healthcare: A Systematic Literature Review and Future Agenda

Murali Ramachandran, Anu C H & Suganya Sampat
MCC Boyd Tandon School of Business, Chennai

Consumer well-being and artificial intelligence: a comprehensive literature review employing the TCCM Framework

Siby M Yohannan
Rajagiri Business School

Why Consumer Delays? Understanding the Antecedents and Consequences of Consumer Procrastination

Vineet S. Ramteke & Deepak S. Kumar
Indian Institute of Management Kozhikode

SESSION 5E - Services Marketing
02:00 pm – 03:30 pm (Lake Chilika)

Service Over Self: A Dyadic Perspective on Customer Stewardship Control in Frontline Service Encounters

Rashid Mushtaq, Baljeet Singh & Bharadwaj Sivakumaran
Great Lakes Institute of Management, Chennai; Indian Institute of Management Jammu

Effect of Service Failure on consumer emotions and Recovery strategies in Online Food Delivery Platforms

Shrivar Todi, Tanishka Sahu, Vamsi Krishna, Kalpana Chandrasekhar & Sriram Dorai
Great Lakes Institute of Management, Chennai

When Every Rating is a Five: Extracting Signals of Expert Service Quality from Real Estate Agent Reviews

Sachin Sridhar & Rex Yuxing Du
Indian Institute of Management Bangalore; University of Texas

03:30 pm – 03:45 pm – Break Coffee & Tea

SESSION 6A - Consumer Behaviour
03:45 pm – 05:15 pm (Lake Hussain Sagar)

Deconstructing Ad Appeals in EV SUV Commercial: A Survey-Based Analysis

Gauri Sarjoshi, Siddhartha Sarkar & Suman Kumar
Indian Institute of Technology Jodhpur; Tata Consultancy Services, Pune

Do Family, Peers and Media promote Consumer Literacy Knowledge among Children?

Benison B & Malar Mathi K
Jansons School of Business, Coimbatore, Bharathiar University, Coimbatore

Display Positive at the Top’ but ‘Display Negative at the Bottom’? Examining the Role of Recommendation Display Position in Online Reviews

Subhash Jha, M. S. Balaji, Abhijit Guha, Abhijit Biswas, Eric W. K. See-To & Prashanth Ravula
University of Memphis, RMIT, Australia, Florida Atlantic University, State University, Lingnan University, Hong Kong, Morgan State University

SESSION 6B - AI and Marketing
03:45 pm – 05:15 pm (Lake Red Hills)

Real-Time Personalization and Customer Experience: An S–O–R Perspective on Emotional, Cognitive, and Behavioral Outcomes

Keshav Rao
Indian Institute of Management, Lucknow

Unpacking Automated Social Presence in Human–Chatbot Interactions: A Multi-Study Experimental Investigation

Neeraj Sudhakar
T A Pai Management Institute, Manipal

Neuro-AI Model for Predicting the Customer Decision in Marketing- Systematic Review

Sivaranjan Murugesan & Keerthika Kumar
SRM University-AP; Nethaji Subash Chandra Bose college of Arts & Science, Thiruvwarur

SESSION 6C - Digital and Technology Marketing
03:45 pm – 05:15 pm (Lake Fateh Sagar)

Navigating the uncanny valley: How Authenticity Moderates the Dual Effects of Avatar Realism on Brand Advocacy

Reuben Thomas & Aakash Kamble
FLAME University, Pune

Transforming Customer Experience through Next-Generation Digital Technologies A Review and Research Agenda

Rupali Anand Shirsat, Dinesh Sharma & Arti D. Kalro
Indian Institute of Technology Bombay

The Mediating Role of Satisfaction and Delight between IS Quality and Four Loyalties in OTT Services

Hima Bindu Pagidimarri, Pankaj Singh & Ramana Madupalli
IBS, Hyderabad; SIUE USA

SESSION 6D -Consumer Behaviour
03:45 pm – 05:15 pm (Lake Kankaria)

Operations and Supply-Chain Framing in Advertising: Effects on Consumers' Purchase Intentions for Sustainable Products

Ramesh Krishnan, Bharadhwaj Sivakumaran, Jagan Jacob & Manisha PS
Indian Institute of Management Kozhikode; Xavier University, Cincinnati; Great Lakes Institute of Management, Chennai; Institute of Management Technology Hyderabad

Becoming and Remaining Permanently Dispossessed: A Journey to Anti-consumerism

Riya Wadhvani, Tanvi Gupta & Rajesh Nanarpuzha
Indian Institute of Management, Udaipur, Indian Institute of Management, Ahmedabad

Multipolarity over Globalization: A Commentary on Renewing Enabling Lenses

Riya Wadhvani & Rajesh Nanarpuzha
Indian Institute of Management, Udaipur

SESSION 6E -Miscellaneous
3:45 pm – 5:15 pm (Lake Chilika)

Eyes that Buy: Neuromarketing Perspectives on FMCG Visual Advertising

Nancyprabha Pushparaj, Swetha K, Manoraj N.
Thiagarajar School of Management, Madurai

Nudging for Good: Behavioral Insights into Child Immunization in India

Manasa Chintalapati, Abhinaya Gopu, Lasya, Sandhya Banda, Jose Manu M A.
Mahindra University, Hyderabad

From Sustainability to Loyalty: The Marketing Payoffs of University Environmental Stewardship (UES)

Archana Shrivastava
Birla Inst. of Management Technology, UP
