

13th Nasmei International Marketing Conference 2019

19th & 20th December 2019

Welcome Kit

09:00 – 09:20 – Reception.

**Inaugural Session: 09:30– 10:40am.
(Lake Veeranam & Lake Mansarovar)**

- **Welcome address**
- **Keynote address**

Thursday 19 December 2019 (10:45 - 3:30pm)

**SESSION 2A (Consumer Incivility)
10:45 – 12:15 (Lake Hussain Sagar)**

Consumer Incivility: A Control Restoration Mechanism

*Gurbir Singh
Indian Institute of Management, Indore*

Misbehavior Contagion in Access-based Services: Exploring Factors for Immunity to Contagion

*Himanshu Shekhar Srivastava & Jayasimha K.R.
Indian Institute of Management, Indore*

The value of customer's profanity scores in target - marketing and improving impulses purchase

*Shameem, Jasmine & Krishna
Great Lakes Institute of Management, Chennai*

SESSION 2B (Qualitative Research)
10:45 – 12:15 (Lake Chilika)

A Curious Case of Masculinity: Dravidian Ideology and Linguistic Consumption in the Jallikattu Spectacle

Bhupesh Manoharan & Krishanu Rakshit
Indian Institute of Management, Calcutta

I believe, but I don't follow Religious Deviance: Causes, Consequences, and Coping Mechanisms

Arti Srivastava, Rajesh Nanarpuzha & Prakash Satyavageeswaran
Indian Institute of Management, Udaipur

Brand Purpose: An investigation

Jayasimha K.R & Sakshi Aggrawal
Indian Institute of Management, Indore

SESSION 2C (Digital Marketing)
10:45 – 12:15 (Lake Dal)

A Push pull mooring approach to examine consumers cross channel switching intentions

Anu C H, Angeline Gautami Fernando & Saju B
Vellore Institute of Technology, Chennai; Great Lakes Institute of Management, Chennai

Factors that Improve Sales of Lowest Repetitive Purchase Segments Through Online

Sriram Rajagopalan & M.Rammyaa
Great Lakes Institute of Management, Chennai

The Distinctive Inference of Digital Media Advertisement on Brand Awareness and Brand Personality

Sakthirama. V & Chitra R
PSG College of Technology, Coimbatore;

SESSION 2D (Retailing)
10:45 – 12:15 (Lake Pushkar)

Indian consumers Purchase Intention of Store Brands in the context of Apparel and Fashion Retail

Aradhana Gandhi & Sonali Bhattacharya
Symbiosis Centre for Management & Human Resource Development, Pune

Prevalence of retail therapy behavior among Indian women: A scale validation

Jasveen Kaur & Chandandeep Kaur
Guru Nanak Dev University, Amritsar

Building Trust in Online Retailers- Payment Options or Loyalty Card

Deepak Ranjan, Manoj Motiani & Charles Jebarajakirthy
Indian Institute of Management, Indore; Griffith University, Australia

SESSION 2E (Research Grant)
10:45 – 12:15 (Lake Vembanad)

Raj Sethuraman Research Grant

The Impact of Voice Command Device Anthropomorphism on Privacy Concerns and Voice-Shopping Intentions

Amogh Kumbarger, Sanjeev Tripathi & Arvind Sahay
Indian Institute of Management, Ahmedabad

An Investigation into the Methods to Estimate Bass Model Parameters: Cases from Subsistence and Emerging Markets

Suddhachit Mitra
Institute of Rural Management Anand (IRMA)

Moderating Effect of Game Mechanics on Customer Engagement: An Experimental Approach on Over the Top (OTT) users

Abhishek Bhel, Pankaj Dutta & Pratima Sheorey
Indian Institute of Technology, Bombay; SCMHRD, Symbiosis International (Deemed) University

SESSION 2F (Miscellaneous)
10:45 – 12:15 (Lake Red Hills)

Inculcating healthy food choices in India: Role of type of unfamiliarity and information

Sujatha Manohar, Varisha Rehman & Bharadhwaj Sivakumaran
Indian Institute of Technology, Madras, Great Lakes Institute of Management, Chennai

More Power to Brand Communities: Brand Engagement in Sponsorship

Debashree Roy, Debasis Pradhan & Tapas Ranjan Moharana
XLRI Xavier School of Management, Jamshedpur

Influence of fake news on identity perceptions, information diffusion, and behavioral intentions

Anubhav Mishra & Sridhar Samu
Indian Institute of Management, Ranchi; Great Lakes Institute of Management, Chennai

12:15 -12:30 Tea Break

SESSION 3A (Co Creation)
12:30 – 01:30 (Lake Hussain Sagar)

Co creation as tool to develop portfolio of customers and products in technology marketing

Vishal Goyal & Bharath Mohan
Indian Institute of Management, Lucknow

Value of co creation process in B2B E- Commerce

Brijesh Kumar Awasthi, Rushikesh Pandya
ISB, Hyderabad

SESSION 3B (Nostalgia and Marketing)
12:30 – 01:30 (Lake Chilika)

Predicting role of Nostalgia in Bollywood movie success, using Machine Learning Models

Vinish Kathuria & Jishnu Changkakoti
Indian Institute of Management, Lucknow

Nostalgia: A Literature Review and Way Forward

*Ekta Srivastava, Satish S M & Bharadhwaj Sivakumaran
IMT, Ghaziabad; Great Lakes Institute of Management, Chennai*

**SESSION 3C (Interdisciplinary Research)
12:30 – 01:30 (Lake Dal)**

Exploring the influence of role stressors, job-related affective well-being and affective job satisfaction on service managers' performance

*Piyush Sharma, Russel PJ Kingshott & Peter J Hosie
Curtin University, Australia; Central Queensland University, Australia*

How is organizational culture in a startup different from that of an established organization, in the context of NPD?

*Rajeshwari. K & Shameem. S
Great Lakes Institute of Management, Chennai*

**SESSION 3D (Online Gaming)
12:30 – 01:30 (Lake Pushkar)**

Responsible Online Game Consumption among Adolescents: Role of Family

*Ambika Prasad Nanda & Anjali Mallick
S. P. Jain Institute of Management and Research, Mumbai*

Shopping gets gamified: A content analysis of different gamification types across E-Commerce websites

*Kriti Krishna, Bharadhwaj Sivakumaran, Satish Maheswarappa & Ashish Dubey
Great Lakes Institute of Management, Chennai*

**SESSION 3E (Miscellaneous)
12:30 – 01:30 (Lake Vembanad)**

Consumer Transformation towards Substantive Action: Performative Role of a Transformative Platform

*Bhupesh Manoharan & Krishanu Rakshit
Indian Institute of Management, Calcutta*

Conceptualization and exploratory analysis of service constellation

*Sriram D & Anbumathi.R
Great Lakes Institute of Management, Chennai*

01:30- 02:15 – Lunch

**SESSION 4A (Consumer Behaviour)
02:15-03:45 (Lake Hussain Sagar)**

Cashbacks: Buying more or less?

*Shweta Jha & Sanjeev Tripathi
Indian Institute of Management, Indore*

Mind Readers Give Great Gifts: How perspective-taking decreases preference mispredictions

*Parvathy. B
Indian Institute of Management, Bangalore*

The Effect of Internet, Processing Style and Computational Correctness on Relative Thinking

*Sweta Chaturvedi Thota & Ritwik Kinra
San Francisco, California, USA*

**SESSION 4B (Social Subsistence Marketing)
02:15-03:45 (Lake Chilika)**

Well-Being through Negotiated Agency: A Study of Women Entrepreneurs in Subsistence Contexts

*Srinivas Venugopal
University of Vermont*

Intervention Strategy of Social Marketing in Child Health Care - An Indian Scenario

*Ragu Prasad R
Loyola Institute of Business Administration, Chennai*

From Receiving to Giving: The role of Prosocial Signaling Interactions at Point-of-Sales

*Soumya Singh & Prakash Satyavageswaran
University of Hyderabad; Indian Institute of Management, Udaipur*

SESSION 4C (Miscellaneous)
02:15-03:45 (Lake Dal)

Consumer motives of Fantasy Sports among Millennials in India- A case of Dream 11

Sivaraman Manoharan & Rajendra Nargundkar
BMS College of Engineering, Bangalore

Employer Brand Equity and its impact on the application intent of the Millennials in the digital age

Dipali Dalvi & Vidya Naik
Indian Institute of Science Education and Research, Pune

What drives initial dropout in MOOCs?

Pavankumar Gurazada & Moutusy Maity
Indian Institute of Management, Lucknow

SESSION 4D (Hospitality & Tourism)
02:15-03:45 (Lake Pushkar)

Shopping at the airports: A study of the antecedents of traveler's shopping behavior at the airport

Ankita Sahai
Indian Institute of Management, Indore

How Social Media Influences Millennials' Tourism Behaviour: An Empirical Study

Rajendra Nargundkar, Jai Patil & Shivangi Sahu
Indian Institute of Management, Indore

SESSION 4E (Faculty Research Grant)
02:15-03:45 (Lake Vembanad)

Bala and Vasantha Balachandran Research Grant Award

Impact of Buyer Legitimacy on Supplier Fairness Perceptions and Relationship Outcomes

Alok Kumar, Vaidyanathan Jayaraman & Vivek Kumar Dubey
*University of Nebraska-Lincoln, Nebraska, USA; Great Lakes Institute of Management ,
Chennai; Amrita School of Business, Bangalore*

Emergence of Institutional Logic due to Changing Consumption Practices: The Real Story of Fake News

*Krishanu Rakshit; Bhupesh Manoharan; Akshay Narayanan & Vipin Sreekumar
Indian Institute of Management, Calcutta*

Understanding EMNE's Market Entry into Foreign Emerging Markets

*Prakash Satyavageswaran, Rishiraj Kashyap & Elizabeth Rose
Indian Institute of Management, Udaipur; Leeds University Business School, UK*

***Date : 19.12.2019 - Thursday
Time : 04:00-07:00pm - Mahabalipuram Trip***

Friday, 20th December 2019 (09:00- 10:30am)

SESSION 1A (Pricing)
09:00 -10:30am (Lake Hussain Sagar)

Treating Customers Fairly – A perspective from the Indian E-commerce Industry

Jensolin Abitha Kumari J & Preeti R Gotmare
Central University of Tamil Nadu, India

Selling Price Parity in an Environment of Price Ceiling

Sunny Arora , Krishna Nimesh Mehta & Jaswant Singh Ravindra Pardeshi
S. P. Jain Institute of Management and Research, Pune

Impact of product related and ethical information on purchasing decisions of consumers

Naman Sreen, Swetarupa Chatterjee, Pradip Sadarangani & Jyoti Rana
Indian Institute of Management, Shillong

SESSION 1B (Temple Festival Marketing)
09:00 -10:30 am (Lake Chilika)

Evolution of a temple festival: An anthropological study

Jossin Shaji
Indian Institute of Management, Udaipur

Branding of Temple Festival

Sridhar Samu
Great Lakes Institute of Management, Chennai

Itinerant Retailers

Prakash Satyavageeswaran
Indian Institute of Management, Udaipur

Consumption of festival experience

Rajesh Nanarpuzha
Indian Institute of Management, Udaipur

**SESSION 1C (Consumer Behaviour)
09:00 -10:30 am (Lake Dal)**

The role of rasa in consumption behaviour: developing a conceptual model

*Aishwarya Ramasundaram
Indian Institute of Management, Kozhikode*

A Case of Double Negatives: Can Negative Appeal in Stigmatized Contexts Improve Well-being?

*Arti Srivastava, Rajesh Nanarpuzha & Prakash Satyavageeswaran
Indian Institute of Management, Udaipur*

Marketing for the greater good: Mortality salience and materialism

*Kalyani Menon
Wilfrid Laurier University, Canada*

**SESSION 1D (AI /Machine Learning)
09:00 -10:30 (Lake Pushkar)**

How Consumer Decision Making takes place in the Digital World with Artificial Intelligence Enabled Model?

*Anupama Ambika & Varsha Jain
Mudra Institute of Communications, Ahmedabad*

New Methods for Rich Insights on Consumer Behavior

*Gopal Krishnan R. Iyer
Florida Atlantic University, USA*

Using the Deep Learning Framework to Examine the Relationship between Product Involvement and Purchase Intention

*Srinivas Durvasula
Marquette University*

SESSION 1E (Digital Marketing)
09:00-10:30 (Lake Vembanad)

Smart Customers in the Digital Age: Exploring the Impact of and Need for Ad Disclosure Regulations for Social Media Influencers

Aman Soni, Jayant Nasa & Prakash Satyavageswaran
Indian Institute of Management, Udaipur; Indian School of Business, Hyderabad

Cohesive Social Media and Traditional Media impacting Brand Equity among Millennial

Chitra R, Sakthirama.V & M.Sathish
PSG College of Technology Coimbatore; Chinmaya Vishwavidyapeeth Adi Sankara Nilayam

Factors influencing customer satisfaction in online video streaming services

Nataraj.B & Shameem.S
Great Lakes Institute of Management, Chennai

10:30-10:45 Tea Break

SESSION 2A (Marketing Strategy)
10:45 -12:15 (Lake Hussain Sagar)

Understanding EMNE's Market Entry into Foreign Emerging Markets

Rishiraj Kashyap, Prakash Satyavageswaran & Elizabeth Rose
Indian Institute of Management, Udaipur

Measuring Marketing Capabilities Intent from Textual Data

Sarita Uniyal & Ashish S. Galande
Indian Institute of Management, Udaipur

Design Allure vs. Service Quality Assurance: Analysis of Firms' and Consumers' Trade-offs in Indian Automobile Industry

Vedha Ponnappan, Sreelata Jonnalagedda & Srinivas Prakhya
Indian Institute of Management Udaipur; Indian Institute of Management Bangalore

SESSION 2B (IMC)
10:45 -12:15 (Lake Chilika)

Celeb or Deleb? A Preliminary Exploration in India

Subhodip Roy & Nikita Matta

Indian Institute of Management, Ahmedabad; Mohanlal Sukhadia University, Udaipur

Effect of social media brand advertisement on consumers' behavioral intention: an experimental investigation

Subidita Pattanaik & Tapas Ranjan Moharana

Government college of Engineering, Kalahandi, Odisha; XLRI, Jamshedpur

Advertising in the digital era from multichannel to omni channel approach

Sonik Sourabh, Vipul Gupta & Rupsa Sarkar

Management Development Institute, Murshidabad

SESSION 2C (Food Marketing)
10:45 -12:15 (Lake Dal)

From Share of Market to Share of Wallet to Share of Palate! Shifting from Consumerist View to Palatist View of Marketing

Raj Sethuraman

SMU Cox School of Business, Dallas, Texas

Understanding the variations in organic consumerism: A cross-cultural Examination

Kiruba Haran & Geetha Sulur Nachimuthu

Anna University, Chennai

SESSION 2D (Modelling)
10:45 -12:15 (Lake Pushkar)

Bayesian Structural Equation Modelling for Research in Fashion Management

Harindranath R M & Bharadhwaj Sivakumaran
Great Lakes Institute of Management, Chennai

Modeling heterogeneity in choice models, household vs customer level heterogeneity: Should managers care about intra- household heterogeneity

Nanda Kumar
University of Texas, Dallas

Exploring the antecedents and consequences of farmers' loyalty, measuring tractor brand efficiency using two-stage DEA model

Pradeep Mohanty & Archana Patro
Institute of Management Technology, Hyderabad

SESSION 2E (Digital Marketing)
10:45-12:15 (Lake Vembanad)

Barriers to Adoption of Midwifery in Maternal Health in Emerging Economies and Use of Social Marketing to Overcome the Barriers

Swati Sisodia & Prakash Satyavageeswaran
NMIMS Mumbai; Indian Institute of Management Udaipur

Marketing of Financial Products to the Bottom of the Pyramid: Gaps between Service Providers and the Consumers

Namrata Babel & Prakash Satyavageeswaran
Indian Institute of Management Udaipur

Reducing food waste through digital platforms: A quantification of cross-side network effects

Shantanu Mullick, Néomie Raassens, Hans Haans & Edwin J. Nijssen
Eindhoven University of Technology

12:15-13:00 Lunch

SESSION 3A (IMC)
13:00 -14:30 (Lake Hussain Sagar)

Puffery used in advertising by the Food and Wellness Industry and its effect on Consumer Attitude

Shivani Dorge & Surbhi Jain
Savitribai Phule Pune University

The Effect of Hijacked Advertising and Ad Source on Brand Attitude

Sweta Chaturvedi Thota & Ricardo Villarreal
San Francisco, California, USA

Changing roles of online review attributes during scarcity promotion

Rahul. R & Anandakuttan.B.Unnithan
Indian Institute of Management, Kozhikode

SESSION 3B (Miscellaneous)
13:00 -14:30 (Lake Chilika)

Exploring Healthcare Industry from a Well-Being Perspective

Gargi Rawat & Dewani
Indian Institute of Management, Lucknow

The Role of Career Related Competencies in Creating Student Superstars

Ramar Veluchamy
SRM Institute of Science and Technology, Kattankulathur

Investigation on factors influencing Online Information Search on Information Searching Behaviour of Doctors with reference to Medical equipment

Sathya Saminadan
IFMR, Chennai

SESSION 3C (Rural and Social Marketing)
13:00 -14:30 (Lake Dal)

Ignorance hurts but silence kills: Can Social Media address Taboos to achieve Sustainable Health and Hygiene

Ekta Srivastava
IMT, Ghaziabad

Agri tourism solution to distress in rural and agricultural sector

Sourav Rauniyar & Maya Kant Awasthi
Indian Institute of Management, Lucknow

Can rural cues influence consumer behavior

Nilamadhab Mohanty
Chandragupta Institute of Management Patna

SESSION 3D (Qualitative research and Technology)
13:00 -14:30 (Lake Pushkar)

Beyond “Diversity”: Employment of Persons with Disabilities as a Sustainable Strategy

Jayant Nasa, Arti Srivastava & Prakash Satyavageeswaran & Sundar Bharadwaj
Indian School of Business, Hyderabad, Indian Institute of Management, Udaipur & University of Georgia

Usability factors driving Technology Adoption by Older Adults and Senior Citizens

Vinish Kathuria
Indian Institute of Management, Lucknow

Don’t Count Your Chickens before They Hatch: Understanding Marketing in Indian Startups

Aditya Yadandla, Mehak Sharma, Laxminarayana Yashaswy Akella & Sourav Bikash Borah
Indian Institute of Management, Ahmedabad

SESSION 3E (Miscellaneous)
13:00-14:30 (Lake Vembanad)

Deconstructing Marketing's Effects on Firm Value

Anusha Reddy Gondi, Prakash Satyavageswaran & Sundar Bharadwaj
Indian School of Business, Hyderabad, IIM Udaipur & University of Georgia

Winning Online: Impact of the Social Cognition and Psychological Distance on Social Media Engagement

Ramakrishnan, Arul Mishra & Himanshu Mishra
University of Utah

Designing a successful financial product: Learnings from chit funds

Vidya Mahambare, Sridhar Samu & Sanjoy Sircar
Great Lakes Institute of Management, Chennai

14:30-14:40 Tea Break

SESSION 4A (Hedonic Purchase behaviour)
14:40 -15:40 (Lake Hussain Sagar)

The Impact of Advertising Appeals on Impulse Buying

Bilwa Upadhye, Debasis Pradhan, Bharadhwaj Sivakumaran & Teidorlang Lyngdoh
XLRI, Jamshedpur, Great Lakes Institute of Management, Chennai

The Impact of Consumer Sales Promotion on Variety Seeking Behaviour

Bharadhwaj.Sivakuamran, Nirmalya Bandyopadhyay & Nachiketas Nandakumar
Great Lakes Institute of Management, Chennai

SESSION 4B (Miscellaneous)
14:40 -15:40 (Lake Chilika)

Investigating Smartphone Brand loyalty for Millennials and Gen Z: A Customer Value Perspective

Masood H Siddiqui & Tripti Ghosh Sharma

Jaipuria Institute of Management, Lucknow; Institute of Management Technology, Ghaziabad

Does Green Inside imply Green Outside? – Case for disposal policies for product containers of organic personal care products in India

Gauri Joshi, Pratima Sheorey, Gurudas Nulkar & Abhishek Bhel

Symbiosis Centre for Management and Human Resource Development, Pune

SESSION 4C (Retailing)
14:40 -15:40 (Lake Dal)

A study on consumer perceptions of private labels with an emphasis on price and quality

Anitha V & Krishnan A R

SRM University, Kattankulathur

Social cues in Retailing: The narrowing gaps between rural and urban consumers – A study on food and grocery retail in select districts of India

Arulsamy. S & Sriram. R

Great Lakes Institute of Management, Chennai

SESSION 4D (Sales Management)
14:40 -15:40 (Lake Pushkar)

Sales Managers' Leadership Worthiness and Salespersons' Turnover Intentions

Vishag Badrinarayanan & Aditya Gupta

Texas State University

Indian verses MNCs Salespersons: A Multi-Group Analysis of Selling Skills, Adaptive Selling on Job Satisfaction and Sales Performance

Harindranath R M & Bharadhwaj Sivakumaran

Great Lakes Institute of Management, Chennai

SESSION 4E (Miscellaneous)
14:40 -15:40 (Lake Vembanad)

Tensile Price Claims: When Less is Preferred to More

Sakshi Aggarwal & Sanjeev Tripathi
Indian Institute of Management, Indore

Sriram. D