

# **13th Nasmei International Marketing Conference 2019**

## **19<sup>th</sup> & 20<sup>th</sup> 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*  
*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)**

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

*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***

*Raghu 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)**

***Manufacturer's optimal reaction to food regulation and its impact on social welfare***

*Vedha Ponnappan, Sreelata Jonnalagedda & Srinivas Prakhya*

*Indian Institute of Management Udaipur; Indian Institute of Management, Bangalore*

***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 Sular 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*