

15th Nasmei International Marketing Conference 2021 21 & 22 December 2021

Inaugural Session: 09:30 – 10:45am

➤ **Welcome address**

Dr. Suresh Ramanathan - Dean & Principal of Great Lakes Institute of Management, Chennai.

➤ **Keynote address**

Dr. Arvind Rangaswamy - Distinguished Professor of Marketing at Penn State University, USA.

Tuesday 21 December 2021

SESSION 2A (Luxury /Consumer Behaviour)

11:00am – 12:30pm

Amplifying the effectiveness of Luxury Brand based Influencer Marketing on Instagram in India

*Manvi Gupta, Shreya Talur & Sanaah Khurana
Shiv Nadar University, Uttar Pradesh*

Exploring The Factors Influencing Online Shopping for Luxury Products: An Empirical Study with Respect to Indian Luxury Market

*Suman Si & Rakesh Mohan Joshi
Indian Institute of Foreign Trade*

Who are they? A Segmentation study of customers of luxury in India

*Varuna Newatiya & Richa Agrawal
Indian Institute of Technology Madras*

SESSION 2B (Miscellaneous)
11:00am – 12:30pm

Minimalistic Consumption and Marketing: A Bibliometric Analysis

Shreya Jha, Vaibhav Sharma & Priyanka Singh
Delhi Technological University, New Delhi; O.P. Jindal Global University, Sonapat; University of Memphis, Memphis

Complex Network Analysis for Sales Forecasting

Janakiraman Moorthy
Purdue University, West Lafayette, USA

Income Effect of Food Subsidy in Improving Well Being

Ankit Singh, Vedha Ponnappan & Prakash Satyavageeswaran
Indian Institute of Management, Udaipur

SESSION 2C (Consumer Behaviour)
11:00am – 12:30pm

Consumer Embarrassment: Evidence from Emerging Economies

Vaishali Sangwan & Moutusi Maity
Indian Institute of Management, Lucknow

Determinants of factors of brand and channel relationship and its impact on the propagation of brand by channel: Evidence from FMCG Sector

Abhisek Anand & Suresh. A.S
Christ University, Bangalore

The Psychology of Distancing: Understanding Psychological Drivers of Social Distancing Behaviors

Priya Narayanan
Indian Institute of Management, Kozhikode

12:30pm – 01:15pm – Lunch Break

SESSION 3A (Literature Review)

01:15pm – 02:45pm

A Literature Review on Sonic Branding

Ankita Sahai

Indian Institute of Management, Indore

A Systematic Literature Review on Marketing Capabilities and its Impact on Firm Performance

Sarita Uniyal, Prakash Satyavageeswaran & Ashish S. Galande

Indian Institute of Management, Udaipur

The Power of Social Media Influence in shaping political affiliations

Shilpa Desai

Indian Institute of Technology, Mumbai

SESSION 3B (Behavioural Economics)

01:15pm – 02:45pm

Pricing Cola and Fries: Unfairness Perceptions due to Decoy Effect and Compromise Effect Pricing

Sunny Vijay Arora, Harsh Sanjay Pandita & Bhavika Vaishnavi

S. P. Jain Institute of Management and Research, Mumbai; Sardar Patel Institute of Technology, Mumbai

Pricing iPhone Variants: Effect of Extremeness Aversion and Relative Prices on Choice

Sunny Vijay Arora, Harsh Sanjay Pandita & Bhavika Vaishnavi

S. P. Jain Institute of Management and Research, Mumbai; Sardar Patel Institute of Technology, Mumbai

The impact of out-of-stock alternatives on choice of other options

Pravesh Kumar Padamwar

Indian Institute of Management, Sambalpur

SESSION 3C (Sales/B2B Marketing)

01:15pm – 02:45pm

Influence of Jilting on Sales Performance: A Conservation of Resource Theory Approach

*Aditi Sharma & Sridhar Guda
Indian Institute of Management, Kozhikode*

A study in effect of customers' gratitude on salesperson extra role behavior with respect to relationship continuance commitment

*Juhi Srivastava, Shalini Nath Tripathi
Jaipuria Institute of Management Lucknow*

Impact of Information Specificity on Crowdfunding

*Ankit Singh
Indian Institute of Management, Udaipur*

02:45pm – 03:00pm - Break

SESSION 4A (Consumer Behaviour)

03:00pm - 04:30pm

Factors influencing Adoption of Self-Help Books Among Young Adults: An Exploratory Study

*Anagha Shukre
Symbiosis Centre for Management Studies, Noida*

Cashbacks 'In the nick of time': Consumers' Sensitivity to Promotion Delays and Impact on Promotion Judgments

*Rashmi Kumari, Aruna Divya Tatavarthy & Arvind Sahay
Indian Institute of Management, Amritsar*

Smaller Becomes Cheaper? Visually De-Emphasizing Brand Information Reduces Consumers' Willingness to Pay

*Priya Narayanan & Arvind Sahay
Indian Institute of Management, Kozhikode; Indian Institute of Management, Ahmedabad*

SESSION 4B (Retailing & Marketing Strategy)
03:00pm - 04:30pm

Determinants of factors of brands and distribution channel and its combined impact on channel motivation: A perspective on ready to cook sector

Hariss. P & Suresh. A.S
Christ University, Bangalore

Factors influencing value chain efficiency and its impact on Channel conflict: A Perspective on Consumer durable industry

Suresh. A. S & Vishnupriya.P
Christ University, Bangalore

Market-based strategies

Nagasimha Balakrishna Kanagal
Indian Institute of Management, Bangalore

SESSION 4C (Travel & Tourism)
03:00pm - 04:30pm

Theoretical frame work of online travel reviews adoption factors and behavioral intentions of travelers on social media

Jasveen Kaur & Joban Jeet Kaur
Guru Nanak Dev University, Amritsar

Impact of e-WOM on Perceived Usefulness: A Study in the Context of International Tourism

Savitha Nair & N A Ponnala Harshavardhini
PSGR Krishnammal College for Women, Coimbatore, Tamil Nadu

Impact of cultural distances on online reviews

Rahul Srinivasan, Prakash Satyavageswaran, & Bharadwaj
Indian Institute of Management, Udaipur; University of Georgia

Wednesday, 22th December 2021 (09:30- 11:00am)

SESSION 1A (Meet The Editors)

09:30am- 11:00am

Naveen Donthu

Distinguished University Professor | Georgia State University Vachel Penn baker Research Chair | Robinson College of Business Kenneth L. Bernhardt Distinguished Department Head | Department of Marketing.

Justin Paul

Professor, University of Puerto Rico and Distinguished Professor, IIM, Kozhikode, Editor in Chief, International Journal of Consumer Studies

Shrihari Sridhar

Joe Foster' 56 Chair in Business Leadership, Professor of Marketing Presidential Impact Fellow, Chancellor's EDGES Fellow, Research Director, Reynolds and Reynolds Sales Leadership Institute. Editor- in-chief Elect, Journal of Marketing

11:00am – 11:15am Break

SESSION 1B (Hotels / Restaurants)

11:15am – 12:45pm

Loyalty better than Royalty Manifestation of Restaurant Loyalty as a function of stores cape in an Indian context

*Booshnam Dinakaran & Anbumathi. R
Great Lakes Institute of Management, Chennai*

Stated Choice Behavior Regarding Green Hotels: A Stimulus-Organism-Behavior-Consequence (SOBC) Perspective

*Parvinder Arora & Sigma Soni
MICA, Ahmedabad*

Exploring incivility and voice behaviour in quick service restaurants

*Madhan Kumar, Shameem Shagirbasha, & Juman Iqbal
NSB Academy, Bangalore; Great Lakes Institute of Management, Chennai; University of Kashmir*

SESSION 1C (Internet Marketing)

11:15am – 12:45pm

Consumer Boycotts on twitter: Visualization using semantic networks

Angeline Gautami Fernando & Anu C Haridasan

Great Lakes Institute of Management, Chennai; Saint Gist Institute of Management, Kerala

The effects of discount level, rating and deal proneness on customer's purchasing intention

Manish Kumar

Indian Institute of Management, Indore

A Managers Conundrum: Changing Preferences of Consumers Online Retail Platform Selection Post-Pandemic: A Grounded Theory Approach

Robin Roy & Ateeque Shaikh

Indian Institute of Management Jammu

SESSION 1D (Services Marketing)

11:15am – 12:45pm

The Effects of Perceived Service Recovery Efforts on Consumer Behavioral Intentions

Madhan Kumar & Shameem Shagirbasha

NSB Academy, Bangalore, Great Lakes Institute of Management, Chennai

Fake News: Impact on Digital Banking Adoption and Usage

Radha Govind Indwar & Mayank Jyotsna Soni

Indian Institute of Management, Ranchi

Baby Boomers' OTT Rush-Older Customers on New Platforms

Ruby S Chanda & Tajamul Islam

Symbiosis Institute of Management Studies, Pune

12:45pm – 01:30pm – Lunch

SESSION 2A (Miscellaneous)
01:30pm – 03:00pm

Factors that influence sustainable product adoption- A Case of E-vehicles

Rammyaa. M, Rajeshwari. K & Pavithra .M
Great Lakes Institute of Management, Chennai

Factors influencing consumer adoption of e-learning systems

Shameem Shagirbasha & Juman Iqbal
Great Lakes institute of Management, Chennai, University of Kashmir

E-learning and English in India: Motivational Dynamics of Pursuing ELT

Junaid Mohammed
Shiv Nadar University

SESSION 2B (Bala and Vasantha Balachandran Research Grant)
01:30pm – 03:00pm

Tight and Eco-Unfriendly? Mindsets Shaped by Cultural Tightness Decrease Sustainable Consumption

Tanvi Gupta, Reetika Gupta & Malobi Mukherjee
Indian Institute of Management, Udaipur; ESSEC Business School, Singapore; James Cook University, Singapore

Cracking the Coupon Code: How Promo codes affect consumer behaviour?

Sanjeev Tripathi, Alisha Dhal & Sudipta Mandal
Indian Institute of Management, Indore

All for a good cause: A study of the placement of online cause-related marketing advertisements in the consumer's decision journey

Arpita Pandey
Indian Institute of Management, Bangalore

SESSION 2C (Raj Sethuraman NASMEI Research Grant)
01:30pm – 03:00pm

Impression for Expression: Artificially Intelligent Virtual Agent and Customer-Brand Intimacy

Priya Premi
Indian Institute of Management, Kozhikode

Look into My Eyes...You will Eat as I Say: Can Anthropomorphized Food Activate Nonconscious Health Goal Pursuits?

Ria Mishra & Ritu Mehta
Indian Institute of Management, Calcutta

How Vague Versus Precise Date in a Pre-Launch Advertisement Impacts Temporal Judgments and Product Evaluations

Sukriti Sekhri & Arvind Sahay
Indian Institute of Management, Ahmedabad

SESSION 2D (Consumer Behaviour)
01:30pm – 03:00pm

Power Shifts Between Couples in Household Decision Making

Ashita Aggarwal
S.P. Jain Institute of Management and Research, Mumbai

Motives for Migration from theatres to OTT: A PPM approach

Umayal Karpagam, Angeline Vilma, Booshnam Dinakaran, V. Prasanna
Great Lakes Institute of Management, Chennai