# INAUGURAL PROGRAMME SCHEDULE

<table>
<thead>
<tr>
<th>Timings</th>
<th>10&lt;sup&gt;th&lt;/sup&gt; February, 2017 (Friday) , Auditorium II</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.30 am – 10.35 am</td>
<td><strong>Lamp Lighting and Saraswati Vandana</strong></td>
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<tr>
<td>10.35 am – 10.45 am</td>
<td><strong>Welcome Address</strong>&lt;br&gt;Shri Sharad Jaipuria, Chairman, Jaipuria Institute of Management</td>
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<tr>
<td>10.45 am – 10.55 am</td>
<td><strong>Introductory Remarks</strong>&lt;br&gt;Dr. Rajiv R. Thakur, Director, Jaipuria Institute of Management, Noida</td>
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<tr>
<td>10.55 am – 11.10 am</td>
<td><strong>Key Note Speaker</strong>&lt;br&gt;Mr. Abheek Barua, Chief Economist at HDFC Bank Limited</td>
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<tr>
<td>11.10 am – 11.25 am</td>
<td><strong>Guest of Honour</strong>&lt;br&gt;Prof. Rajan Saxena, Vice-Chancellor Narsee Monjee Institute of Management Studies (NMIMS), a deemed university</td>
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<tr>
<td>11.25 am – 11.45 am</td>
<td><strong>Chief Guest</strong>&lt;br&gt;Mr. Rajiv Kumar, Senior fellow at Centre for policy research (CPR)</td>
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<tr>
<td>11.45 am – 11.50 am</td>
<td><strong>Release of Conference Proceedings</strong></td>
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<tr>
<td>11.50 am – 11.55 am</td>
<td><strong>Vote of Thanks</strong>&lt;br&gt;Shri Shredevats Jaipuria, Vice-Chairman, Jaipuria Institute of Management</td>
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<tr>
<td>11.55 am – 12.00 pm</td>
<td><strong>Group Photograph</strong>&lt;br&gt;Venue: Reception</td>
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<tr>
<td>12.00 pm – 12.30 pm</td>
<td><strong>High Tea</strong>&lt;br&gt;Venue: Institute Inner Lawn</td>
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**International Conference**  
On  
Management Practices for the  
New Economy  
**(ICMAPRANE)**  
**February 10-11, 2017**  
[http://jaipuria.ac.in/icmaprane2017/](http://jaipuria.ac.in/icmaprane2017/)

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**ASSOCIATE PARTNERS**

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<tr>
<td>9.30 am – 10.15 am</td>
<td>Registration</td>
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<tr>
<td></td>
<td>Venue: Reception</td>
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<tr>
<td>10.30 am -11.55 am</td>
<td>Inaugural Session</td>
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<td></td>
<td>Venue: Audi-II</td>
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<tr>
<td>11.55 am – 12.00 pm</td>
<td>Group Photograph</td>
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**Technical Sessions**

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<thead>
<tr>
<th>Session No. IA</th>
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<tbody>
<tr>
<td>Venue: Room No. – 101</td>
<td>Venue: Audi-I</td>
<td>Venue: Room No. - 102</td>
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**Theme: Leveraging Technology and Digitisation for New Economy**

Chairs: Prof. Chiang Kao  
Dr. Abhijit Nair  
Rapporteur: Dr. Rajesh Sharma

- **From Digital Divide to Facebook divide, reconstruct our target market segments with Facebook native and Facebook immigrant**  
  Chun Sing Yung

- **Price Deal as a Moderator in the Brand Equity of Internet Retail Brands**  
  J Ramesh Kumar

- **Evolution of Marketing Communication in the Digital Age**  
  Dr. Pradnya V. Chitrao

- **Emerging Innovations in Branding: Paradigms in Social Media Marketing through Digital Platforms**  
  Rajesh Kumar Panda

- **V: A Twist in the Tale of a Brand**  
  Surjit Kumar Kar and Munmun Samantarai

- **Eating Out- Yielding to the Impulsive Temptation**  
  Kalyani Kalita and Mrinmoy K. Sarma

- **Impact of Advertising on Consumer Behavior: A Special reference to Sarovar Hotels**  
  Rupali Singh and Nidhi Singh

- **Service Quality Expectations and Perception Gaps of State Bank of India, Rohtak Haryana (India)**  
  Rajesh Kumar

- **Branding Intangibles for Organisational Performance**  
  Shipra Sharma and Shalini Garg

**Theme: Emerging Marketing Practices**

Chairs: Prof. MS Kumar  
Dr. Poonam Sharma  
Rapporteur: Prof. Ajay Bansal

- **From Digital Divide to Facebook divide, reconstruct our target market segments with Facebook native and Facebook immigrant**  
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**Theme: Dynamics of Managing Human Resource in the New Economy**

Chairs: Dr. Suresh K. Bhatt  
Dr. Swati Agrawal  
Rapporteur: Prof. Abdul Qadir

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- **Branding Intangibles for Organisational Performance**  
  Shipra Sharma and Shalini Garg
• Comparative Analysis of Selected E-Commerce Companies in Car Trade
  Kajal Aggarwal
• An Empirical Analysis: Awareness of E-Commerce’s Regulatory Framework
  Parveen Kumari
• Exploring Distributed Agile Software Development Practices: A Complex Adaptive Systems Perspective
  Ashay Saxena
• Organization sustainability through emerging technology - (SMAC)
  Nidhi S Natrajan
• Organization sustainability through eDigital Addiction amongst Indian Youth: A Boon or Bane
  Banasree Dey and Vinita Srivastava

Meenakshi Gupta
• Do marketing mix strategies influence sensory behavior of Indian Consumers?
  Manvi, Ashok Sharma, Amit Kumar Pandey and Vinamra Jain
• Effect of Advertisement on Brand Awareness A Study on Mobile Users of India
  Taikhoom Maluki, Nishtha Trivedi and Shalini Srivastava
• Consumer Perception of Herbal/Ayurvedic Products in India
  Manisha Singh and Vinita Srivastava

• Coping Organizational Stress through Work-Life Balance
  Sujit Kumar and Anil Singh
• Impact of Professionalism on Employee Outcome: A Study in Arunachal Pradesh
  Millo Yasung and Papori Baruah
• Neo-dynamics of New Economy: Woman Participation in Top Leadership in an Indian Perspective
  Beyat Pragnya Rath and Biswajit Das
• Understanding the concept Employee Disengagement through Employee Engagement
  Anubhav Agarwal and M.S. Kumar
• Job Satisfaction and Motivation among Coal India Employees: A Comparative Study between Executives and Non-executives
  Bornita Das
• Linking Personality Type to Personal Effectiveness: A study on B- School Students
  Tanu Goel and Shalini Srivastava

2.30 pm – 3.30 pm
Lunch
Venue: Institute Inner Lawn

Technical Sessions

3.30 pm – 5.30 pm
Technical Sessions IIA, IIB and IIC

Session No. IIA
Venue: Room No. – 101
Theme: Social Sustainability and Management Practices
Chairs: Dr. Harold Patrick
Dr. Richa Misra
Rapporteur: Prof. Lalit Sharma
• Social Entrepreneurship in the Eurasian Economic Union
  Stanislau Krasnahir
• Corporate Social Responsibility in India: A journey towards Social Transformation
  Purnima Singh and Ajai Pal Sharma
• JAM Trinity: Transforming the Rural Landscape through Financial Inclusion
  Priya Samant, Anurupa B. Singh and Ritesh Dwivedi
• A CSR Strategy - Inclusion of Differently Abled People in the Manufacturing Process of a Footwear Organization
  Rina Gupta and Neeti Kasliwal

Session No. IIB
Venue: Room No. – 103
Theme: Social Sustainability and Management Practices - II
Chairs: Dr. Surjit Kumar Kar
Dr. Shalini Verma
Rapporteur: Dr. Moid Ahmad
• Evaluation of ‘Swachcha Bharat Abhiyan and its Toilet Drive’ with Respect to Awareness, Acceptability, and Receptivity among Females: A Cross-sectional Study
  Priya Chinchwadkar, Kirti Udaya and Jasmine Pattanayak
• Managing Education at Bottom of Pyramid: Role of Inclusive Business Models in empowering Edupreneurs in India
  Deepak Singh and Durgansh Sharma
• A Short Review of India’s Economic Growth, A Management Education Approach
  Suresh K. Bhatt

Session No. IIC
Venue: Room No. – 104
Theme: Contemporary Issues in Finance
Chairs: Prof. Subhrasil Basu
Dr. Pratibha Wasan
Rapporteur: Dr. Puneet Dublish
• Does Exchange Rate Uncertainty Impede Trade Flows in Transition Economies?
  A S Hasanov and S S Avazkhodjaev
• Pound Rupee Volatility – The Un-noticed Anomaly
  Ruchi Mehrotra, Dhiraj Jain and Pankaj Mehrotra
• Regulatory Capital, Competition and Risk Taking Behaviour of Indian Banks FIIs: An analytical study of pre and post 1990
  Santi Gopal Maji and Preeti Hazarika
• Does Interest Rate Causes Stock Market Movement?
Green Stress: A New Paradigm in Emerging Scenario
Saad Bin Azhar, Bushara Bano, Sara Kamal and Parvaiz Talib

Is a Nishkam Karma Yogi an Effective Manager?
Anindita S. Chatterjee

The Effects of Patent Extension and Pharmaceutical Stewardship Programs on Green Pharmacy
Tianqin (Kelly) Shi, Nicholas Petruzzi and Dilip Chhajed

Views of academicians on the role of higher education in Promoting Sustainable Change
Nidhi Singh and Teena Saharan

Efficiency analysis of garment manufacturing: In-house manufacturing versus outsourcing
Chiang Kao

Developing a Psychological Contract in the area of education through bridging the gap of Student expectation and teacher facilitation
Netra Neelam, Tushar Bhatnagar and Shreyaa Gopal

Adoption and Diffusion of Innovation amongst Textile retailers in Chhattisgarh: A Study
GK. Deshmukh and Sanskrity Joseph

Currency Demonetization – A Valiant Move to Uproot Black Money and Prevailing Corruption from Indian Economy
Manika Sharma and Praveen Kumar

Microfinance: Effect of National Rural Livelihood Mission (NRLM) on NPAs
Gurcharan Singh and Sanjay Singh

International Financial Reporting System
Chandni Bhagat

Analysis of Private Equity Investment Trends in India
Gurcharan Singh and Shikhil Munjal

Boosting SMEs through Innovative Financing: A Theoretical Assessment in Indian and Global Context
Sana Moid

Performance Analysis of Zero Debt Firms of India
Pragati Bhatnagar and Shikha Bhatia

5.45 pm – 6.15 pm Tea
Venue: Institute Inner Lawn

Timings
11th February, 2017 (Saturday)

Technical Session

10.00 am – 12.00 pm
Session No. IIIA
Venue: Audi-II
Theme: India and Global Economic Perspectives
Chairs: Dr. Ravi Kathuria
Dr. Ritika Gugnani
Rapporteur: Prof. Sonali Singh

- Competitive Priorities as Trade-offs or Mutually Supportive: A Glimpse from an Emerging Economy
  Ravi Kathuria, Narindar Kathuria and Abhishek Kathuria
- India and Belarus: The Perspective Aspects of Trade and Economic Relations
  Volga Avechkina
- Current Collaborative Economies Business Model - AIRBNB: Changing the Hospitality Industry
  José G. Vargas-Hernández and Diana Soltero Mariscal
- New economy implode transformation of business of agri-input dealers in emerging markets
  Subhrasil Basu
- Economic Performance and Interdependence among SAARC countries
  Ashish Agrawal, Vranda Jain and Surender Kumar
- Demonetization in India – A Study of Intent, Agenda, and Impact on Indian Economy
  Jitender Sharma
- A Study on Factors Influencing Customer Purchase Behavior towards Green Products in Indore City
  Minal Uprety and Sarfaraz Ansari

12.00 pm – 12.20 pm Valedictory Session

12.20 pm – 1.30 pm Lunch
Venue: Institute Inner Lawn