

3rd International Conference on Management of MSMEs 2024, Amritsar, India

Organized by:

Indian Institute of Management Amritsar

in collaboration with

Dingman Center for Entrepreneurship, Robert H. Smith School of Business, University of Maryland

Conference Dates:

19th to 21st January, 2024

Conference Venue:

Courtyard by Marriott, Amritsar

Main Stage Events Schedule

Day 1: 19th January 2024 (Friday)

Time	Sessions
9.00 AM – 10.00 AM	Conference Registration
10.00 AM – 11.15 AM	Conference Inauguration
10.00 AM – 10.05 AM	Conference Begins
10.05 AM – 10.10 AM	Lighting of the Lamp
10.10 AM – 10.20 AM	Welcome Speech by Prof. Nagarajan Ramamoorthy, Director IIM Amritsar
10.20 AM – 10.25 AM	3 rd ICMM 2024 Conference Introduction by Prof. Sanket Vatawala, Chairperson ICMM 2024
10.25 AM – 11.10 AM	Keynote Address by Prof. Brent Goldfarb, Academic Director, Dingman Center for Entrepreneurship, USA
11.10 AM – 11.15 AM	General Announcements and Conference Instructions
11.15 AM – 11.30 AM	<i>Tea Break and Networking</i>
11.30 AM – 1.00 PM	<p>Panel Discussion on the Conference Theme: <i>Transformative Pathways for MSMEs: Shaping the Future</i></p> <p>Panel Members: Shri Vinamra Mishra, Director, Technical and Projects, Ministry of MSMEs Shri Vishav Bandhu, Joint Director, Department of Industries and Commerce, Punjab Shri Rajiv Chawla, Chairman, Integrated Association of Micro, Small & Medium Enterprises of India Shri Debajit Das, National Project Coordinator, UNIDO</p> <p>Panel Moderator: Prof. Vartika Dutta, Assistant Professor, IIM Amritsar</p>
1.00 PM – 2.00 PM	<i>Lunch Break</i>
3.30 PM – 4.00 PM	<i>Tea Break and Networking</i>
4.00 PM – 5.00 PM	<p>Session: <i>Who's Running Your Life – You or Your Monkey Brain?</i></p> <p>Speaker: Dr. Satinder Singh Rekhi, Founder/CEO of R Systems Group</p>

Day 2: 20th January 2024 (Saturday)

Time	Sessions
10.30 AM – 11.00 AM	<i>Tea Break and Networking</i>
11.00 AM – 1.00 PM	Success Stories from Academia and Industry
11.00 AM – 11.45 AM	Session: <i>Academia's Guide to Government Initiatives: Engaging with Government Committees and Funding Opportunities</i> Speaker: Prof. Kirti Sharma, Associate Professor, MDI, Gurgaon
11.45 PM – 12.00 Noon	<i>Tea Break and Networking</i>
12.00 Noon – 12.45 PM	Industry Session: <i>MSMEs' Present and the Future Prospects, Challenges, Solutions, Support System and Emerging Opportunities</i> Speaker: Mr. Rajiv Chawla, Chairman, Integrated Association of Micro, Small & Medium Enterprises of India
12.45 PM – 1.30 PM	Industry Session: <i>Technology Development and Sustainability: Unique Strengths of MSMEs</i> Speaker: Capt. D. C. Sekhar, Managing Director, AlphaMERS
1.30 PM – 2.00 PM	<i>Lunch Break</i>
Around 2.00 PM	Proceed for Attari – Wagah Border Trip
7.30 PM – 10.00 PM	<i>Gala Dinner</i>

Day 3: 21st January 2024 (Sunday)

Time	Sessions
9.00 AM – 10.50 AM	Competition Track
10.50 AM – 11.00 AM	<i>Tea Break and Networking</i>
11.00 AM – 12.00 Noon	Session: <i>The Art of Developing Business Case Study and Teaching Note</i> Speaker: Prof. N. Ravichandran, Former Director IIM Indore
12.00 Noon – 1.00 PM	Session: <i>The Art of Publishing in Top Journals</i> Speaker: Prof. Sushanta Kumar Mishra, Professor, IIM Bangalore
1.00 PM – 2.00 PM	<i>Lunch Break</i>
3.00 PM – 3.30 PM	Closing Ceremony
3.00 PM – 3.10 PM	Closing Speech by Prof. Nagarajan Ramamoorthy, Director IIM Amritsar
3.10 PM – 3.15 PM	Award Ceremony
3.15 PM – 3.20 PM	Vote of Thanks by Prof. Sanket Vatavwala, Chairperson ICMM 2024
3.20 PM – 3.30 PM	Conference Photo Session

Day 1: Paper Presentation Tracks on 19th January 2024 (Friday)**Time: 11.30 AM to 1.00 PM****Day 1: 19th January 2024 : Track 1: Economics (Time: 11.30 AM to 1.00 PM): Venue Room A**

Sr. No.	Participant's Name	Paper ID	Paper Title and Authors	Affiliation
1	Varun Mahajan	29	Efficiency Analysis And Future Growth Of MSME Sector In India: An Empirical Analysis For Economic Policies <i>Varun Mahajan</i>	IIM Tiruchirappalli
2	Renjith Ramachandran	119	Access To Finance And Spatial Pattern Of Small Firms: Evidence From India <i>Renjith Ramachandran and Subash Sasidharan</i>	IIM Ranchi
3	Kaynat Nasser	32	Identifying The Enablers And Inhibitors In The Context Of Entrepreneurial Framework Conditions In India <i>Mitali Tiwari and Kaynat Nasser</i>	Swami Vivekanand Subharti University, Meerut
	Mitali Tiwari			Dr Ram Manohar Lohia National Law University Lucknow
4	Pooja Kumari	112	Does Globalization Reduce Income Inequality? Empirical Evidence From BRICS Countries <i>Ritu Rani and Pooja Kumari</i>	Institute of Management Studies And Research, Maharshi Dayanand University, Rohtak
	Ritu Rani			Sir Chhotu Ram Government College For Women, Sampla, Rohtak

Day 1: 19th January 2024 : Track 2: Strategic Management (Time: 11.30 AM to 1.00 PM): Venue Room B

Sr No	Participant's Name	Paper ID	Paper Title and Authors	Affiliation
1	Pragya Bhawsar	105	Are Frugal and Sustainable Innovation Two Sides of the Same Coin? Case Study of Select Indian Start-ups <i>Pragya Bhawsar and Mohita G Sharma</i>	IIM Sirmaur
2	Pragya Bhawsar	103	Clusters: Is the Spell Working? A Study of SMEs Cluster of Nasik, India <i>Pragya Bhawsar</i>	IIM Sirmaur
3	Parth Ramesh Andhari	66	Internationalization strategy for MSMEs <i>Parth Andhari, Rohit Kopardekar, Siddhant Mandpe and Anvesh Madhvi</i>	University of Mumbai
	Anvesh Avinash Madhavi			University of Mumbai
	Rohit Pandit Kopardekar			University of Mumbai
4	Chinmaya Kumar Sahu	41	Analysing the effect of institutional environment on the rural-based women entrepreneurs firm <i>Chinmaya Sahu and Rajeev Panda</i>	NIT Rourkela

Day 1:19 th January 2024:Track 3:Quantitative Methods & Operations Management(Time: 11.30 AM to 1.00 PM): Venue Room C				
Sr No	Participant's Name	Paper Id	Paper Title and Authors	Affiliation
1	Bhavin J. Shah	100	The Power Of Perceived Value And Transformative Pricing In Online Food Delivery Platforms <i>Arvind Shroff and Bhavin Shah</i>	IIM Indore
	Arvind Shroff			IIM Lucknow
2	Harwinder Goyal	57	What Determines The Profitability Of MSMEs With Reference To Indian Renewable Energy Industry? <i>Harwinder Goyal and Shilpi Tyagi</i>	Thapar Institute Of Engineering And Technology, Patiala
	Shilpi Tyagi			Thapar Institute Of Engineering And Technology, Patiala
3	Nitin Koshta	138	Formalizing The Informal Sector For E-Waste Management <i>Nitin Koshta</i>	IIM Amritsar
4	Vikrant Amagounda Patil	91	Productivity Analysis Of Mango Fruit Processing Units From Konkan Region <i>Vikrant Patil and Rashmi Soni</i>	OIM, Mumbai University

Day 1: Paper Presentation Tracks on 19th January 2024 (Friday)

Time: 2.00 PM to 3.30 PM

Day 1: 19 th January 2024:Track 1:Organizational Behaviour and Human Resources (Time: 2.00 PM to 3.30 PM): Venue Room A				
Sr No	Participant's Name	Paper ID	Paper Title and Authors	Affiliation
1	Ananya Syal	117	Inclusive Leadership and Employee Wellbeing in MSMEs <i>Ananya Syal</i>	IIM Amritsar
2	Ananya Syal	113	Fostering Innovation through Inclusivity in Micro Small and Medium Enterprises <i>Ananya Syal</i>	IIM Amritsar
3	Varsha	78	Charting the Employee Well-Being Research: A Bibliometric Analysis <i>Varsha and Chandra Sekhar</i>	NIT Kurukshetra
4	Rishabh Shah	18	Understanding the Role of HR Practices in the improvement of MSMEs of India <i>Rishabh Shah and Sneha Chandna</i>	Christ University
	Sneha Chandna			Christ University

Day 1: 19 th January 2024: Track 2: Marketing Management (Time: 2.00 PM to 3.30 PM): Venue Room B				
Sr No	Participant's Name	Paper ID	Paper Title and Authors	Affiliation
1	Arun Kumar Kaushik	98	Does corporate sustainability performance influence sales performance? Empirical evidence from Indian MSME firms <i>Arun Kumar Kaushik</i>	IIM Amritsar
2	Muskan Bhatnagar	24	The Dynamics of Trust Building in E-commerce: A Multistage Analysis on Purchase Intention, Actual Purchase and Customer Satisfaction <i>Muskan Bhatnagar and Bhawna Agarwal</i>	Amity University
3	Abdul Kayum	38	Innovative 5G Small Cell Deployment Architecture: Pioneering Opportunities for MSMEs <i>Abdul Kayum, Md. Shahnawaz Abdin, Brajesh Mishra and Amaan Kayum</i>	Department of Telecommunication, Government of India And Jamia Hamdard University
	Amaan Kayum			University of Massachusetts, USA
	Md. Shahnawaz Abdin			SMBS Jamia Hamdard New Delhi
4	Shilpa Arora	13	Effective Doctor-Patient Communication: An Imperative for Patient Satisfaction <i>Shilpa Arora</i>	Manav Rachna International Institute of Research and Studies

Day 1: 19 th January 2024: Track 3: IT and Computational Systems (Time: 2.00 PM to 3.30 PM): Venue Room C				
Sr No	Participant's Name	Paper ID	Paper Title and Authors	Affiliation
1	Reena Paul Thengilan	75	Microexpressions Unveiled: Exploring Ad Effectiveness and Purchase Decisions through Emotional Metrics, Attitude towards Advertisements and Brand along with Ad likeability <i>Reena Paul Thengilan and Dr. Priyanka Kacker</i>	National Forensic Sciences University, Gandhinagar
2	Satwinder Singh	120	Ground Analytics Impact on IPL Player Auction Pricing Using Machine Learning <i>Satwinder Singh and Aarushi Jain</i>	IIM Amritsar
	Aarushi Jain			IIM Amritsar
3	Sandeep Vij	36	Perception of MSMEs about eProcurement Ecosystem in India <i>Parneet Singh and Sandeep Vij</i>	DAV University, Jalandhar
	Parneet Singh			DAV University, Mohali
4	Vivek Gupta	71	Zero Trust Network Access (ZTNA) Roadmap for Enhancing Trust and Security <i>Akhil John Mampilly, Vivek Gupta, Divya Midhunchakkaravarthy and Chithirai Pon Selvan</i>	IIM Lucknow
	Akhil John Mampilly			Lincoln University College, Dubai

Day 2: Paper Presentation Tracks on 20th January 2024 (Saturday)**Time: 9.00 AM to 10.30 AM****Day 2: 20th January 2024: Track 1: Economics (Time: 9.00 AM to 10.30 AM): Venue Room A**

Sr No	Participant's Name	Paper ID	Paper Title and Authors	Affiliation
1	Naresh Kumar	110	Entrepreneurship Contribution to Economic, Social and Environmental Development: Empirical Evidence from BRICS Economies <i>Naresh Kumar and Nidhi Singhal</i>	Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak
	Nidhi Singhal			Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak
2	Arun Kumar Bairwa	101	Unskilled workforce and the Indian service industries: seeking a labour market equilibrium <i>Arun Kmar Bairwa</i>	IIM Ranchi
3	Pavneet Singh	129	Green Nudges and Waste Management in India <i>Pavneet Singh</i>	IIM Amritsar
4	Anshul Aggarwal	141	Beyond Borders, Beyond Paychecks: Unravelling the Impact of Internationalisation on SME Wages <i>Anshul Aggarwal and Chandan Sharma</i>	Goa Institute of Management, Goa

Day 2: 20th January 2024: Track 2: Finance, Accounting, and Control (Time: 9.00 AM to 10.30 AM): Venue Room B

Sr No	Participant's Name	Paper ID	Paper Title and Authors	Affiliation
1	Arunima Haldar	94	Elevating Financial Integrity: Predictive Analytics for Corporate Fraud Identification <i>Atharav Bhagwat and Arunima Haldar</i>	SP Jain Institute of Management & Research (SPJIMR), Mumbai
2	Shyam Sunder Agrawal	125	Investigations on improvement of Financial Literacy on MSMEs : A Post COVID Analysis <i>Shyam Sunder Agrawal</i>	Shri Vaishnav Institute of Management Indore
3	Abhinav Baweja	121	Roles of HR competency and Fintech knowledge in SME's financial technology adoption <i>Abhinav Baweja and Chandra Sekhar</i>	NIT, Kurukshetra

4	Saumya Singh	43	Adoption of Fintech in MSMEs and their contribution towards growth of MSMEs in the Eastern Region of India <i>Antora Dutta and Saumya Singh</i>	IIT (ISM) Dhanbad
	Antora Dutta			IIT (ISM) Dhanbad

**Day 2: 20th January 2024: Track 3: Quantitative Methods & Operations Management
(Time: 9.00 AM to 10.30 AM): Venue Room C**

Sr No	Participant's Name	Paper ID	Paper Title and Authors	Affiliation
1	Ankit Sharma	115	Investigating The Effectiveness Of Vehicle Scrappage Policy In India: A Comprehensive Study <i>Ankit Sharma</i>	IIM Amritsar
2	Preshni Shrivastava	40	Empowering Sustainable Growth: Green Supply Chain Management for MSMEs <i>Preshni Srivastva and Tanu Manocha</i>	Institute of Marketing Management, New Delhi
	Tanu Manocha			Institute of Marketing Management, New Delhi
3	Ankit Sharma	116	Does carbon footprint matter? A duopoly multi-objective approach to hub network design under CORSIA <i>Ankit Sharma</i>	IIM Amritsar
4	Vivek Gupta	139	Technology-driven Collaborative Transformation of Public Sector Technical Project <i>Vivek Gupta and Anuj Kumar</i>	IIM Lucknow

Day 2: Paper Presentation Tracks on 20th January 2024 (Saturday)**Time: 12.00 Noon to 1.30 PM**

Day 2: 20th January 2024: Track 1: Marketing Management (Time: 12.00 Noon to 1.30 PM): Venue Room A				
Sr No	Participant's Name	Paper ID	Paper Title and Authors	Affiliation
1	Payal Mehra	124	Exploring the MSME pathway from 2003-2023: A Bibliometric Analysis of Usage of Social Medi as a communication tool by MSME <i>Rishab Chauhan and Payal Mehra</i>	IIM Lucknow
	Rishab Chauhan			IIM Lucknow
2	Priya Nath	123	Understanding the Role of Conversational AI in MSME Customer Support <i>Priya Nath and Rajeev Verma</i>	Chandragupt Institute of Management Patna
3	Omkar Ganesh Darekar	86	Green Marketing Strategies in Cosmetic Industry <i>Anagha Tulaskar, Mitali Daga, Omkar Darekar and Yashvi Shah</i>	University of Mumbai
	Anagha Tulaskar			University of Mumbai
	Mitali Rajendra Daga			University of Mumbai
	Yashvi Shah			University of Mumbai
4	Jyoti Rani	81	Bridging Neuromarketing and Entrepreneurship: A Systematic Literature Review and Bibliometric Analysis <i>Jyoti Rani, Sourav Mondal and Saumya Singh</i>	IIT(ISM) Dhanbad
5	Kulwinder Kaur	104	Analysing the Perception and Adoption Intention of Surat Textile Industry Stakeholders towards Alternative Fuel Vehicle (AFV) Options <i>Kulwinder Kaur, Gautam Dua, Gautam Bapat and Namrata Chindarkar</i>	IIM Jammu
	Gautam Bapat			Dr. Vishwanath Karad MIT World Peace University, Pune
	Gautam Gopal Dua			Agarwal Vidya Vihar English Medium College, Surat

**Day 2: 20th January 2024: Track 2: Organizational Behaviour and Human Resources
(Time: 12.00 Noon to 1.30 PM): Venue Room B**

Sr No	Participant's Name	Paper ID	Paper Title and Authors	Affiliation
1	Divya Tripathi	130	Talent Management and Employer Branding <i>Divya Tripathi</i>	IIM Amritsar
2	Harold Andrew Patrick	56	Unlocking the potential of Job Crafting and its effects on workplace Flourishing <i>Harold Andrew Patrick, Anub Geo, Nepoleon Prabakaran and Jacqueline Kareem</i>	CMS Business School, Jain University
	Nepoleon Prabakaran			Acharya Bengaluru Business School, Andrahalli, Bengaluru
3	P A Anand	53	Employee Mental Health During COVID-19: Role of Mindfulness, Financial Well-being, and Contextual Variables <i>Nishit Sinha and P A Anand</i>	Graphic Era Hill University, Dehradun
4	Jyoti M	33	Women in leadership roles <i>Jyoti M</i>	IIM Indore
5	Aaradhana Rukadikar	15	Towards Smart Performance Management: Leveraging AI for Better Results <i>Aaradhana Rukadikar, Dr.Komal Khandelwal and Dr. Ashwani Kumar Upadhyay</i>	Symbiosis Law School, Symbiosis International, Pune

Day 2: 20th January 2024: Track 3: IT and Computational Systems (Time: 12.00 Noon to 1.30 PM): Venue Room C

Sr No	Participant's Name	Paper ID	Paper Title and Authors	Affiliation
1	Kalpita Sharma	140	Cyber-risk Management Framework for MSMEs: A topic modelling approach <i>Kalpita Sharma</i>	IIM Amritsar
2	Sachin Kumar Jain	65	Digital Keiretsu: Leveraging AI and Blockchain for MSME Ascendancy <i>Syed Wasif Ali Subzwari, Sachin Jain and Anu Dahiya</i>	Industry Participant, Mumbai
	Syed Wasif Ali Subzwari			Industry Participant, Hyderabad
3	Lekshmi Krishna S	135	Potential Impact of Adoption of Current ICT Innovations for Sustainable Business Practices: A case-based approach on Manufacturing MSMEs of Kerala <i>Lekshmi Krishna, Dr. Nizar Hussain M and Dr. Jayasankar Prasad C</i>	DC School Of Management And Technology, Trivandrum
4	Satwinder Singh	69	Random State Impact on accuracy with various Datasets and Different Machines: Supervised Machine Learning Exploration <i>Satwinder Singh</i>	IIM Amritsar

5	Manojit Chattopadhyay	114	Identifying antecedent rules influencing the status of superhost: evidence from Singapore Airbnb listing to become superhost	IIM Raipur
---	-----------------------	-----	--	------------

Day 3: Paper Presentation Tracks on 21st January 2024 (Sunday)

Time: 9.00 AM to 10.50 AM

Day 3: 21st January 2024: Track 1: Finance, Accounting, and Control (Time: 9.00 AM to 10.50 AM): Venue Room A

Sr No	Participant's Name	Paper ID	Paper Title and Authors	Affiliation
1	Amandeep Kaur	42	Financial Inclusion for Sustainable development: Empowering through Financial Literacy among women in Bihar <i>Shampy Akhilesh Dubey, Amandeep Kaur, Nancy Sahni and Dr. Veer P. Gangwar</i>	Lovely Professional University, Phagwara
2	Ravi Khadotra	137	Future Economic downturn and liquidity adjusted value at risk <i>Ravi Khadotra</i>	IIM Amritsar
3	Arun Kumar	111	Empowering Growth: Unraveling the Role of Banking and Financial Institutions in Nurturing Indian MSMEs <i>Arun Kumar and Mahesh Kumar Sarva</i>	Lovely Professional University, Phagwara
4	Priyanka Koundal	39	Impact of Accounting Information System on Decision Making and organizational Performance: Empirical Evidence in SMEs <i>Priyanka Koundal and Dr. Minie Bhalla</i>	Mittal School of Business, Lovely Professional University
5	Kajal Mittal	59	Wealth Creation Through Merger and Acquisitions: Evidence From Indian Financial Service Sector <i>Kajal Mittal, Sandeep Singh Viridi and Inu Kumari</i>	School Of Management Studies, Punjabi University, Patiala
6	Sonal Thukral	97	Is SME Stock Index Vulnerable to the Volatility of National Stock Exchange Index? An Empirical Investigation <i>Silky Vigg Kushwah and Sonal Thukral</i>	Department of Finance and Business Economics, University of Delhi, Delhi

Day 3: 21st January 2024: Track 2: Strategic Management (Time: 9.00 AM to 10.50 AM): Venue Room B

Sr No	Participant's Name	Paper ID	Paper Title and Authors	Affiliation
1	Jyoti M	30	Strong ties and weak ties in Entrepreneurship <i>Jyoti M</i>	IIM Indore
2	Sandeep Vij	35	Enhancing Family Business Performance through Strategic Entrepreneurship: The Role of Entrepreneurial Culture and Leadership <i>Shahzada Irfan Bashir and Sandeep Vij</i>	DAV University, Jalandhar
3	Kulwinder Kaur	09	SMEs Crafting Global Footprints: A Comprehensive Review of Resource-Based Approaches to SME Internationalization <i>Kulwinder Kaur and Sunil Kumar</i>	Jammu University, Jammu
4	Sirisha Nag A P	80	Role of Personal Branding for Startup Entrepreneurs in the Lifestyle Industry <i>Sirisha Nag A P and Kavitha Iyer</i>	Symbiosis Centre for Media and Communication, Pune
5	Deepika Mittal	82	IPO process in an SME: legitimization strategy for resource access, and evolution of board and organization <i>Deepika Mittal and Sabyasachi Sinha</i>	IIM Lucknow
6	Vartika Dutta	136	Sustainability under fire-Insights and Implications for MSME <i>Vartika Dutta and R Rathish Bhatt</i>	IIM Amritsar
	R Rathish Bhatt			Goa Institute of Management, Goa

Day 3: 21st January 2024: Track 3: Organizational Behaviour and Human Resources
(Time: 9.00 AM to 10.50 AM): Venue Room C

Sr No	Participant's Name	Paper ID	Paper Title and Authors	Affiliation
1	Rya Ray	89	Organizations' concerns with multiple jobholding and what can be done? The moderating role of perceived organizational support <i>Rya Ray and Neharika Vohra</i>	IIM Ahmedabad
2	Anushree Saxena	126	Impact of Women-Led Development of MSMEs on Workplace Incivility <i>Anushree Saxena and Dr. Sapna Parihar</i>	Devi Ahilya Vishwavidyalaya, Indore
3	Shalu Shukla	90	Learning to Manage Talent with Civility: Empirical evaluation of the dimensionality of Relational Civility in the Indian context <i>Atul Shiva, Shalu Shukla, Vidushi Dabas, Puja Khatri</i>	Guru Gobind Singh Indraprastha University, New Delhi
4	Sai Hrishabh Dohalia	44	Do You Feel Left Out: Review and Research Agenda of Workplace Ostracism <i>Sai Hrishabh Dohalia, Puja Khatri and Sumedha Dutta</i>	Guru Gobind Singh Indraprastha University, New Delhi

Day 3: Competition Track on 21st January 2024 (Sunday)

Time: 9.00 AM to 10.50 AM

Venue: Main Stage

Day 3: 21st January 2024: Competition Track: Time: 9.00 AM to 10.50 AM

Sr No	Participant's Name	Paper ID	Paper Title and Authors	Affiliation
1	Swati Alok	5	Priorities Do Matter: Strategies Adopted by Indian Women Entrepreneurs During COVID-19 <i>Tanaji Pavani Prabha, Swati Alok and Rishi Kumar</i>	BITS Pilani Hyderabad Campus
2	Aneesha M A	34	The Impact of Underwriter Reputation on Retail Demand and IPO Performance: Evidence from The Indian SME IPO Market <i>Aneesha M A, Athira A and Jijo Lukose</i>	IIM Kozhikode
3	Jayati Chatterjee	51	MSMEs, Technology Adoption, And Access to Finance <i>Jayati Chatterjee and Subash Sasidharan</i>	IIT Madras
4	Ujjal Mukherjee	70	Influence of Passion for Work, Organizational Cynicism, And Entrepreneurial Behaviour of Managers on Intrapreneurial Behaviour of Employees: A Study Among Select Indian SMES <i>Ujjal Mukherjee and Sujatha Madihalli</i>	Institute of Public Enterprise, Hyderabad
	Sujatha Madihalli			Jain University, Bangalore
5	Natasha Saqib	102	Digital Business Model Innovation: Scale Development and Validation <i>Natasha Saqib</i>	University of Kashmir

===== ICMM 2024 End of Schedule =====