



**1st INTERNATIONAL CONFERENCE ON MANAGEMENT OF MSMEs**  
**JANUARY 22-23, 2022**

**Program Schedule - Online**

<b>DAY 1 - 22nd Jan 2022</b>	
09:00 AM - 10:20 AM	Inaugural Ceremony
10:20 AM - 10:45 AM	Tea Break
10:45 AM - 11:45 AM	Panel Discussion 1
12:00 PM - 01:30 PM	Session 1 (4 tracks)
01:30 PM - 02:30 PM	Lunch Break
02:30 PM - 04:00 PM	Session 2 (4 tracks)
04:30 PM - 06:00 PM	Session 3 (5 tracks)

<b>DAY 2 - 23rd Jan 2022</b>	
09:15 AM - 10:45 AM	Session 4 (1 track - competition)
11:00 AM - 12:00 PM	Panel Discussion 2
12:00 PM - 01:30 PM	Session 5 (4 tracks)
01:30 PM - 02:30 PM	Industry Interaction
02:30 PM - 04:00 PM	Interaction with the Professors (2 batches – 40 minutes)
04:00 PM - 04:30 PM	Valedictory Ceremony

Day 1 – 22<sup>nd</sup> January 2022

### **Inaugural Session**

09:00 AM - 09:05 AM	Program Inauguration
09:05 AM - 09:10 AM	Lighting the lamp
09:10 AM - 09:13 AM	Welcome speech by Prof Mahima Gupta, Member of BOG, Indian Institute of Management Amritsar
09:13 AM - 09:15 AM	Address by Prof Aswathy Asokan Ajitha, Chairperson – ICMM 2022, Indian Institute of Management Amritsar
09:15 AM - 09:45 AM	Keynote Address by Mr. Aniruddha Bagchi (Managing Partner & Principal Consultant at KM Finpro Consultancy/UNIDO Consultant)
09:45 AM – 10:15 AM	Address by Chief Guest, Shri. Ateesh Kumar Singh (Joint Secretary, Ministry of MSME)
10:15 AM – 10:20 AM	Vote of Thanks
10:20 AM – 10:45 AM	Tea Break

### **10:45 AM – 11:45 AM: Panel Discussion 1**

*Title:* Challenges in Conducting and Publishing Research on MSMEs – An ICT4D Perspective

*The Panel Members are:*

1. Prof Suresh Bhagavatula, Indian Institute of Management Bangalore
2. Prof Nimmi Rangaswamy, International Institute of Information Technology Hyderabad
3. Prof Abhipsa Pal, Indian Institute of Management Kozhikode
4. Prof Chetan V Chitre, Indian Institute of Management Amritsar

*Session Moderator:* Prof Sunil Reddy Kunduru, Indian Institute of Management Amritsar

### **Session 1: 12:00 PM – 01:30 PM (4 Tracks)**

#### **Track 1 – Financial Markets and Corporate Finance**

1. *ICMM-2022\_paper\_11: A Study on Analysis of Dividend Policy and Dividend Pattern of Top 5 Public Sector Undertakings (PSUs) in Power Sector*  
Vinita Ahire Kale, MIT World Peace University, Pune  
Girish Mude, MIT World Peace University, Pune

Bhushan Mehare, MIT World Peace University, Pune  
Ujwala Bairagi, MIT World Peace University Pune

2. *ICMM-2022\_paper\_20: Financing of the acquisitions by dividend paying acquiring companies: A study on Indian companies*  
Harshika Jain, International Management Institute  
Reena Nayyar, International Management Institute
3. *ICMM-2022\_paper\_49: Validating the Working Capital Management Efficiency Model through Predictive Analysis: A DEA-Neural Network Approach*  
Himanshu Seth, Jindal Global Business School, O P Jindal Global University, Sonipat, Haryana  
Saurabh Chadha, Birla Institute of Technology and Science, Pilani
4. *ICMM-2022\_paper\_69: Do institutional investors drive mergers and acquisitions? Evidence from India*  
Priya Mandleshwar, Indian Institute of Management Indore
5. *ICMM-2022\_paper\_72: Measuring minimum variance hedging effectiveness*  
Udayan Sharma, Indian Institute of Management Amritsar  
Madhusudan Karmakar, Indian Institute of Management Lucknow
6. *ICMM-2022\_paper\_91: Accounting for Asymptotic Dependence in downside risk of the hedged portfolio*  
Udayan Sharma, Indian Institute of Management Amritsar

## **Track 2 – Retail Services & Services Marketing**

1. *ICMM-2022\_paper\_21: A Research Note: Effects of Showrooming on Retail and MSME Sector and uncovering the techniques to cope it*  
Pavleen Soni, University Business School, Guru Nanak Dev University, Amritsar  
Paramjit Singh, University Business School, Guru Nanak Dev University, Amritsar
2. *ICMM-2022\_paper\_25: Impact of culture on Internal Marketing and Employee Satisfaction relationship*  
Jeganathan Gomathi Sankar, Saveetha School of Management  
S Priya Dharshini, Saveetha School of Management
3. *ICMM-2022\_paper\_33: Service Quality and Tourist Satisfaction in Hospitality Sector- Evidences from Arunachal Pradesh*  
Mudang Tagiya, Rajiv Gandhi University, Arunachal Pradesh  
Odang Mara, Rajiv Gandhi University, Arunachal Pradesh
4. *ICMM-2022\_paper-70: Leveraging E-Commerce to Accelerate the Growth of MSMEs in India – A Conceptual Study*  
Tanveen Kaur, School of Business Studies, Punjab Agricultural University, Ludhiana

Lalit Mohan Kathuria, School of Business Studies, Punjab Agricultural University, Ludhiana

5. *ICMM-2022\_paper-75: Too Many Cooks Spoil the Broth? Number of Promotional Gifts and Impact on Consumer Choice*

Rashmi Kumari, Indian Institute of Management Amritsar

Aruna Divya Tatavarthy, NHH Norwegian School of Economics

Aravind Sahay, Indian Institute of Management Ahmedabad

6. *ICMM-2022\_paper\_83: Countering one of the market disruptions caused by wholesalers in pharmaceutical retail business*

Aditya Prabhakar, Indian Institute of Management Indore

Vishakha Jaiswal, Indian Institute of Management Indore

Ankita Prabhakar, Indian Institute of Management Ranchi

### **Track 3 – Human Resource Practices & Processes**

1. *ICMM-2022\_paper\_60: Drivers leading to the Performance of Intellectuals in Education Sector*

Sarika Keswani, Symbiosis International University, Nagpur

Vippa Dhingra, SVKM's NMIMS, Indore

2. *ICMM-2022\_paper\_3: Review of studies on the Application of gamification in Different Human Resource Management Functions*

Andrew Thoppil, St Josephs Institute of Hotel Management and Catering Technology, Kerala

Sheri Kurian, St Josephs Institute of Hotel Management and Catering Technology, Kerala

3. *ICMM-2022\_paper\_17: E-Training programs effectiveness in building Workforce Agility and Resilience – A case study on Public Hydroelectric Powe Plants located in Himachal Pradesh*

A Dushyanth Kumar, Mittal School of Business, Lovely Professional University

Sunil Kumar, Mittal School of Business, Lovely Professional University

4. *ICMM-2022\_paper\_42: An Investigation of the Factors influencing performance of Micro, Small and Medium Enterprises (MSMEs)*

Shubham Kumar, Institute of Management Studies, Banaras Hindu University, Varanasi

Abhijeet Singh, Institute of Management Studies, Banaras Hindu University, Varanasi

Ashish Kumar Gautam, Institute of Management Studies, Banaras Hindu University, Varanasi

5. *ICMM-2022\_paper\_66: Impact of Factors determining the Organization Citizenship Behavior on Individual Performance of Females with Reference to Large and Medium Scale Manufacturing firms*

Aman Preet, Indus International University  
Raj Kumar Gupta, Indus International University

6. *ICMM-2022\_paper\_84: An Empirical Study on Strategies for Employee Retention and Reducing Attrition – With special reference to MSMEs in Coimbatore*  
G Delina, Kalasalingam Academy of Research and Education  
S Benny John, Waycool Foods and Products Private Limited

#### **Track 4 – Operations Management**

1. *ICMM-2022\_paper\_48: Optimization of Public Transport Management System*  
Suresh P K, Lead Auditor – Integrated Management Systems
2. *ICMM-2022\_paper\_88: A Comparative Study of Indian States based on their Efforts in Minimizing the Post-Harvest Losses*  
Arun Pratap Singh, Indian Institute of Management Amritsar  
Ramanujam Tiwari, Indian Institute of Management Amritsar  
Prashanth V Anand, Indian Institute of Management Amritsar
3. *ICMM-2022\_paper\_93: Modelling Sustainability and Resilience in Post Pandemic Supplier Evaluation and Order Allocation Framework*  
Sourabh Goyal, Indian Institute of Management Amritsar  
Harpreet Kaur, Indian Institute of Management Amritsar
4. *ICMM-2022\_paper\_98: Modelling and Analysis of Enablers for Resilient O&G Industry*  
Rahul Sindhwani, Indian Institute of Management Amritsar  
Shuvabrata Chakraborty, Indian Institute of Management Amritsar
5. *ICMM-2022\_paper\_103: Structural Supply Chain Complexity Index and Construct Validity: An Empirical from India*  
Pushpesh Pant, Indian Institute of Technology Kharagpur  
Shantanu Dutta, University of Ottawa  
S P Sarmah, Indian Institute of Technology Kharagpur

#### **Session 2: 02:30 PM – 04:00 PM (4 Tracks)**

##### **Track 1 – Behavioural Finance**

1. *ICMM-2022\_paper\_4: Impact of Intellectual Capital on Financial Performance: Panel Data Analysis of Indian Firms*  
Suman, Deenbandhu Chhotu Ram University of Science and Technology, Sonapat  
Satpal, Deenbandhu Chhotu Ram University of Science and Technology, Sonapat
2. *ICMM-2022\_paper\_59: Financial knowledge, Financial Literacy and Financial Behavior – Studying the Mediation Role using JAMOVI*  
Mamta Sharma, University of Jammu

Parikshat Manhas, University of Jammu  
Rupesh Singh, Lovely Professional University

3. *ICMM-2022\_paper\_62: Extending the theory of planned behavior by incorporating personality traits and financial literacy – A study on Indian stock market*  
Yogita Singh, Aligarh Muslim University  
Mohd Adil, Aligarh Muslim University  
Mohd Shamim Ansari, Aligarh Muslim University  
S M Imamul Haque, Aligarh Muslim University
4. *ICMM-2022\_paper\_76: Balancing “Heart & Minds” leads to Balance “Risk & Returns” in Financial Markets”: A trilogy of 3M- “Meditation, Mindfulness and Money Management”*  
Nitin Kulshrestha, Christ Deemed to be University
5. *ICMM-2022\_paper\_87: Financial Literacy and Financial Well being: Mediation Analysis Using PLS-SEM*  
Mamta Sharma, University of Jammu  
Parikshat Manhas, University of Jammu  
Rupesh Singh, Lovely Professional University
6. *ICMM-2022\_paper\_111: Social Stock Exchange – A proposed tool for Resource Mobilization in Sustenance of Social Enterprises in India*  
Jayanthi L, College of Management, SRM Institute of Science and Technology  
Kumar G, College of Management, SRM Institute of Science and Technology

## **Track 2 – Consumer Behaviour**

1. *ICMM-2022\_paper\_22: Analyzing Farmers’ Pesticide Usage Behavior: An Empirical Study of Rural Punjab*  
Prabhjot Kaur, Guru Nanak Dev University, Amritsar  
Amanpreet Kaur, Guru Nanak Dev University, Amritsar
2. *ICMM-2022\_paper\_8: Experiential Consumption in the Context of Watching Movies on Over-the-Top (OTT) Platforms*  
Nishka Bhadrish, Indian Institute of Management Siramur  
Devika Vashisht, Indian Institute of Management Siramur
3. *ICMM-2022\_paper\_44: Examining Push-Pull Mooring framework to understand Customers’ Switching Intentions towards Solar Rooftop Panels in India*  
Vikas Kumar, Indian Institute of Management Amritsar  
Arun Kumar Kaushik, Indian Institute of Management Amritsar  
Gurbir Singh, Indian Institute of Management Amritsar
4. *ICMM-2022\_paper\_50: Green Consumption Behavior with the Moderating Effect of Emotional Intelligence*



Jenifer Arokia, Loyola Institute of Business Administration  
B Aiswarya, Loyola Institute of Business Administration  
M Geetha, Indian Institute of Management Kozhikode

5. *ICMM-2022\_paper\_55: Understanding E-marketing and its Implications on Consumer Perception*  
Satinder Kumar, School of Management Studies, Punjabi University, Patiala  
Supreet Kaur, Zakir Husain Delhi College, University of Delhi  
Meenal Sharma, National Institute of Labour Economics Research & Development
6. *ICMM-2022\_paper\_81: Consumer Decision Making under Information Uncertainty*  
Abhijeet Kumar Gaurav, Indian Institute of Management Indore  
Abhishek Kumar Jha, Indian Institute of Management Indore  
Kreena Shah, Mithibai College
7. *ICMM-2022\_paper\_82: Importance of Augmented Reality towards consumer purchase behaviour in gaming industry*  
Kiran L Maney, Center for Management Studies, JAIN University, Bangalore  
C G Accamma, Center for Management Studies, JAIN University, Bangalore  
Sunil Hegde, Center for Management Studies, JAIN University, Bangalore

### **Track 3 – Work, Home & Career 1**

1. *ICMM-2022\_paper\_5: The Buffering Effect of Community Motivation in relationship between Online Social Network and Counter Productive Work Behaviour – A study based on MSMEs Employees*  
Gayathri Giri, College of Engineering Guindy, Anna University, Chennai  
Hansa Lysander Manohar, College of Engineering Guindy, Anna University, Chennai
2. *ICMM-2022\_paper\_24: The Future of Hybrid Model of Working in India: Prospects & Problems*  
Smruti Rekha Sahoo, Samanta Chandra Sekhar (A) College
3. *ICMM-2022\_paper\_31: The mediating role of eWOM in communicating the Employer Brand in MSME's and Increasing Attraction and Retention of Employees: A Conceptual Model*  
Poonam Pratap Dev, XIM University  
Mousumi Padhi, XIM University
4. *ICMM-2022\_paper\_35: Work Family Imbalance: The Challenges of Indian Working Mothers during Covid-19 Lockdown*  
Mousumi Padhi, School of Human Resource Management, XIM University, Bhubaneswar  
Subhra Pattnaik, School of Human Resource Management, XIM University, Bhubaneswar

5. *ICMM-2022\_paper\_51: A study on observable determinants of E-working (Remote Working) among academicians – A reflective Confirmatory Factor Analysis approach*  
Elizabeth Chacko, Jain University – CMS  
Priya Makhija, Jain University – CMS  
Megha Kukreja, Jain University – CMS
6. *ICMM-2022\_paper\_109: Analysis of Internal Brand Building Process on the Commitment of Employees*  
Aravinder Kour Mehta, Yeshwantrao Chavan College of Engineering  
Shiny Chib, Datta Meghe Institute of Management Studies

#### **Track 4 – Technology and Public Policy**

1. *ICMM-2022\_paper\_43: AI-based Digital Nudges and Customer Experience*  
Mahesh Balan Umaithanu, PayPal  
Venkat Subramanian Selvaraj, PayPal
2. *ICMM-2022\_paper\_63: Impact of Covid-19 on Digitization of Micro, Small, and Medium Enterprises (MSMEs) in India*  
Divya Dwivedi, Indian Institute of Management Bangalore  
Rajendra K Bandi, Indian Institute of Management Bangalore
3. *ICMM-2022\_paper\_99: Taking Cognizance of Technology Affordance while Formulating Public Policy: A Case of NEP 2020*  
Sunil Reddy Kunduru, Indian Institute of Management Amritsar
4. *ICMM-2022\_paper\_94: Information Technology Systems in business units – What constitute value addition and sustainability?*  
Navneet Joshi, Jagan Institute of Management Studies, New Delhi  
Sanjive Saxena, Jagan Institute of Management Studies, New Delhi  
Ankita Chopra, Jagan Institute of Management Studies, New Delhi  
Shalini Gupta, Jagan Institute of Management Studies, New Delhi
5. *ICMM-2022\_paper\_100: Challenges facing MSMEs in the IT Industry in India*  
Sunil Reddy Kunduru, Indian Institute of Management Amritsar

#### **Session 3: 04:30 PM – 06:00 PM (5 Tracks)**

##### **Track 1 – MSME and Financial Inclusion**

1. *ICMM-2022\_paper\_2: Changing Scenario of Indian MSME Sector in Fintech Era*  
Upasana Gupta, Amity University  
Bhawna Agarwal, Amity University  
Neeraj Nautiyal, Graphic Era Hill University



2. *ICMM-2022\_paper\_7: Impact Investment in Indian MSMEs – An Alternative Funding Source in the COVID Pandemic Scenario*  
Sushma Verma, Vivekanand Education Society's Institute of Management Studies and Research, Mumbai  
Samik Shome, Institute of Management, Nirma University  
Aakruti Patel, Institute of Management, Nirma University
3. *ICMM-2022\_paper\_36: Tackling the Transition: The Road Ahead for "Micro" Enterprises in India*  
Ojasvi Goyal, Economic Regulation Division, Ministry of Civil Aviation, Govt of India
4. *ICMM-2022\_paper\_38: Access to finance for women-led MSMEs: A literature review*  
Priyanka Roy, National Institute of Technology Silchar  
Binoti Patro, National Institute of Technology Silchar
5. *ICMM-2022\_paper\_53: A review on Challenges faced by MSME Industries*  
Anish Das, IBS Hyderabad  
Prattyush Roy, IBS Hyderabad
6. *ICMM-2022\_paper\_74: Use of financial inclusion and payment system in electronic national agriculture market to doubling the farmers income*  
Sarat Kumar Samantaray, Lovely Professional University  
Mohd Farhan, Lovely Professional University
7. *ICMM-2022\_paper\_78: MSMEs Financing Challenges in India*  
Rajendra K Sinha, Jagdish Sheth School of Management

## **Track 2 – Technology Adoption and Use**

1. *ICMM-2022\_paper\_19: Role of Technology Awareness & Industry Influence on Blockchain adoption intention in MSMEs- A conceptual framework*  
Sreeranjini V, School of Management Studies, Cochin University of Science & Technology  
Jagathy Raj V P, School of Management Studies, Cochin University of Science & Technology
2. *ICMM-2022\_paper\_34: Factors influencing adoption of Internet of Things (IOT) Technology – An Empirical study of Smart Manufacturing services among MSMEs in Northern India*  
Rini, University Business School, Panjab University, Chandigarh  
Sanjeev Kumar Sharma, University of Applied Management Sciences, Panjab University, Chandigarh
3. *ICMM-2022\_paper\_41: Industry 4.0 Technology Implementation in MSMEs – A Systematic Literature Review Using PRISMA Protocol*

Poonam Sahoo, National Institute of Technology Karnataka  
S Pavan Kumar, National Institute of Technology Karnataka  
Rashmi Uchil, National Institute of Technology Karnataka

4. *ICMM-2022\_paper\_56: Identification of Criteria and Enablers for Industry 5.0 – A PRISMA approach*  
Rahul Sindhwani, Indian Institute of Management Amritsar  
Gurdit Singh, Amity University Uttar Pradesh  
Shayan Afridi, Amity University Uttar Pradesh
5. *ICMM-2022\_paper\_64: Technological Innovation: Patterns, Strategies, and its Impact on the Performance of Micro, Small and Medium Enterprises (MSMEs)*  
Divya Dwivedi, Indian Institute of Management Bangalore
6. *ICMM-2022\_paper\_89: AI Implementation in MSME Industrial Sectors*  
Subhasis Patra, Indian Institute of Management Amritsar  
Sushmit Bagchi, Indian Institute of Management Amritsar

### **Track 3 – Work, Home & Career 2**

1. *ICMM-2022\_paper\_67: Labor or Leisure – Towards a New Psychological Contract with Gig Workers on YouTube*  
Rimleena Boro, Indian Institute of Management Indore
2. *ICMM-2022\_paper\_77: Social Exchange Relationships at Work and Job Embeddedness – A Proposed Framework in the context of delivery agents*  
Priyam Kukreja, Indian Institute of Management Indore
3. *ICMM-2022\_paper\_80: Prospect Theory: Analysing Career Breaks for Higher Education*  
Hari Charan Dorbala, Indian Institute of Management Indore  
Minali Grover, Indian Institute of Management Indore
4. *ICMM-2022\_paper\_95: The relationship between Career Decision Making Difficulty and Self Perceived Employability: The role of Parental Support*  
Sweta Singh, Indian Institute of Management Amritsar
5. *ICMM-2022\_paper\_107: Gender Inclusivity in private enterprises with special reference to MSMEs in India – Can the vacuum be filled?*  
Saranya J, SRM Institute of Science & Technology  
Kumar G, SRM Institute of Science & Technology  
Anbu A, SRM Institute of Science & Technology

#### **Track 4 – Business Strategy and Communication**

1. *ICMM-2022\_paper\_15: Challenges and Revital Strategies of MSME sector for Covid-19 – Special reference to India*  
Ansumalini Panda, MIT World Peace University  
Dhanashree Thakurde, MIT World Peace University
2. *ICMM-2022\_paper\_18: Business Communication During Pandemic*  
Aditi Mukherjee, Indian Institute of Management Ranchi  
Abhishek Mukherjee, Indian Institute of Management Ranchi  
Abhishek Kumar Singh, Indian Institute of Management Ranchi  
Aayush Anand, Indian Institute of Management Ranchi
3. *ICMM-2022\_paper\_23: The effect of the COVID-19 induced disruptions on small business units in the Jammu region in Jammu & Kashmir – Challenges and Policy Options*  
Tapas Sudan, School of Business, SMVD University, Jammu & Kashmir  
Rashi Taggar, School of Business, SMVD University, Jammu & Kashmir
4. *ICMM-2022\_paper\_58: Entrepreneurship in Business Group: An Empirical Study in Indian Context*  
Santhosh Kumar Tiwari, Indian Institute of Management Amritsar
5. *ICMM-2022\_paper\_79: Improving the Ease of Doing Business for India's MSME's – A Critical Analysis of the Udyam Initiative*  
Aayush Anand, Indian Institute of Management Ranchi  
Amarendu Nandy, Indian Institute of Management Ranchi
6. *ICMM-2022\_paper\_86: Government spending and Brand Building – Measuring relationship with reference to MSME*  
Sanket Shekhar, Faculty of Management Studies, Delhi

#### **Track 5 – Marketing Strategy**

1. *ICMM-2022\_paper\_92: Managing Digital Communication Hotspots in Reverse Offshoring: Evidences from Indian MSME BPO Providers*  
Ranjan Kumar, Indian Institute of Management Amritsar
2. *ICMM-2022\_paper\_102: From Theatres to OTT: Accelerators of Migration*  
Umayal Karpagam, Great Lakes Institute of Management, Chennai  
Angelin Vilma, Great Lakes Institute of Management, Chennai  
Booshnan Dinakaran, Great Lakes Institute of Management, Chennai  
V Prasanna, Great Lakes Institute of Management, Chennai
3. *ICMM-2022\_paper\_104: The effect of Managerial Ability on Advertisement Spending and Firm Value*  
Akanksha Chadha, Indian Institute of Management Indore

4. *ICMM-2022\_paper\_105: The Effectiveness of Celebrity Endorsements – An Experimental Study*  
Sivaranjan Murugesan, Gnanam School of Business  
Sundaramoorthy Marimuthu, Gnanam School of Business  
Subash Gunasekaran, Gnanam School of Business
5. *ICMM-2022\_paper\_108: Implementing Experiential Marketing Dimensions to Build Brands*  
Punam Mishra, JK Lakshmi Pat University, Jaipur  
Ashwini Sharma, JK Lakshmi Pat University, Jaipur
6. *ICMM-2022\_paper\_110: Dynamic inter-relationship between advertising spending and firm performance – MSME context*  
Navjot Kaur, Guru Nanak Dev University  
Balwinder Singh, Guru Nanak Dev University
7. *ICMM-2022\_paper\_112: Sustainability among Small Hotel Accommodations – Insights from Homestays in India*  
Sahil Singh Jasrotia, Jaipuria Institute of Management, Indore  
Siddharth Shankar Rai, Jaipuria Institute of Management, Indore

**Day 2 – 23<sup>rd</sup> January 2022**

**Session 4: 09:15 AM – 10:45 AM (1 Track)**

**Track 1 – Competition Track**

1. *ICMM-2022\_paper\_6: Fintech: A Catalyst for Financial Inclusion*  
Deepanshu Verma, Indian Institute of Management Rohtak  
Lakshay Mehla, SP Jain Institute of Management and Research
2. *ICMM-2022\_paper\_12: Banking Relationship and Ownership Concentration as Determinants of Corporate Cash Holdings: A Study of Indian MSMEs*  
Vedika Saxena, Indian Institute of Management Lucknow  
Seshadev Sahoo, Indian Institute of Management Lucknow
3. *ICMM-2022\_paper\_13: Walking on a Thin Line! Empirical Examination of Work-Home Boundary Violations Faced by Employees During Forced Work from Home*  
Ramya S M, Indian Institute of Technology Madras  
Jasmine Banu, Indian Institute of Technology Madras  
Aswathy Asokan Ajitha, Indian Institute of Management Amritsar  
Rupashree Baral, Indian Institute of Technology Madras

4. *ICMM-2022\_paper\_71: Uncovering the secrets of small family businesses in an emerging economy: the unsuspected role of social capital and household income interactions*

Saravana Jaikumar, Indian Institute of Management Calcutta

Rashmi Kumari, Indian Institute of Management Amritsar

5. *ICMM-2022\_paper\_73: Cashbacks 'In the nick of time': Consumers' Sensitivity to Promotion Delays and Impact on Promotion Judgments*

Rashmi Kumari, Indian Institute of Management Amritsar

Aruna Divya Tatavarthy, NHH Norwegian School of Economics

Aravind Sahay, Indian Institute of Management Ahmedabad

### **11:00 AM – 12:00 PM: Panel Discussion 2**

*Title:* Is small really beautiful? What lies ahead for SME exchanges?

*The Panel Members are:*

1. Mr Amit Kumar, Founder & CEO, MSMEEx
2. Prof Arnab Bhattacharya, Indian Institute of Management Calcutta
3. Mr Jayesh Taori, National Stock Exchange (NSE)
4. Mr. Mahavir Lunawat, Group Founder, Pantomath Capital

*Session Moderator:* Prof Priyesh V Purayil, Indian Institute of Management Amritsar

### **Session 5 – 12:00 PM – 01:30 PM (4 Tracks)**

#### **Track1 – MSME, Banking and Finance**

1. *ICMM-2022\_paper\_14: Corporate Governance Failure in Banking Sector – A special study on Sri Aloka Rural Co-operative Bank*

Namith B G, PES University Bangalore

Surya M R, PES University Bangalore

Rupasi M Krishnamurthy, PES University Bangalore

Kartikey Koti, PES University Bangalore

2. *ICMM-2022\_paper\_26: Financial factors and the probabilistic prediction of bankruptcy: Evidence from Central Public Sector Enterprises in India*

Bhushan Pardeshi, S B Patil Institute of Management, Pune

Padmalochana Bisoyi, S B Patil Institute of Management, Pune

Pranita Burbure, S B Patil Institute of Management, Pune

Dipti Vashisht Sharma, Sunshine Group of Institutions

3. *ICMM-2022\_paper\_29: An Analysis on The Impact of Technological Innovations in Banking Sector on the Financial Performance of Banks in India: - Case Study of HDFC And AXIS Bank*



Sonalika Pati, Utkal University  
Elina Kanungo, SCS(A) College Puri

4. *ICMM-2022\_paper\_32: Performance Evaluation of Banks through CAMEL*  
Surabhi Srivastava, M B Govt P G College, Uttarakhand  
Mayank Jindal, Institute of Management, Bundelkhand University, Uttar Pradesh
5. *ICMM-2022\_paper\_39: A Study on Technology Adoption of Mobile Banking Applications by Consumers*  
D Susana, Kumaraguru College of Technology  
K Supriha, Kumaraguru College of Technology
6. *ICMM-2022\_paper\_40: Microfinance industry in India: Towards a convergence with the mainstream?*  
Pradeep Mishra, XIM University

## **Track 2 – Customer Centric Marketing**

1. *ICMM-2022\_paper\_16: CRM and Customer Centricity- Investigating the role of AI in MSMEs*  
Jivanjot Singh, University Business School, Guru Nanak Dev University, Amritsar  
Rishiraj Sharma, Guru Nanak Dev University, RC Gurdaspur  
Amanjot Singh, Lovely Professional University
2. *ICMM-2022\_paper\_30: A Proposal of a Platform to Address the Painpoints of D2C Consumer Electronics Segment*  
Prattyush Roy, IBS Hyderabad
3. *ICMM-2022\_paper\_46: Modelling the Role of Antecedents Determining Bank's Performance on Digital Platforms in the New Normal: A SEM Approach*  
Aastha Sawhney, Amity Business School, Amity University, Uttar Pradesh  
Vandana Ahuja, Amity Business School, Amity University, Uttar Pradesh  
Poonam Sharma, Jaipuria Institute of Management, Noida, Uttar Pradesh
4. *ICMM-2022\_paper\_54: Customer Satisfaction and Digital Innovation in Banks – A Case Study of Puri District in Odisha*  
Elina Kanungo, Utkal University
5. *ICMM-2022\_paper\_101: Analyzing the Impact of Omni-channel Customer Delight on Repurchase Intention*  
Rajeev Gupta, TMIMT, Teerthanker Mahaveer University, Moradabad
6. *ICMM-2022\_paper\_106: Influence of Social Media Influencers on Brands and Consumers in Food Blogging*  
Megha Sharma, Gurukula Kangri Deemed University  
Prachi Sahai, Gurukula Kangri Deemed University

### Track 3 – Organization and the Environment

1. *ICMM-2022\_paper-10: Women’s Entrepreneurial Diversity – An exploratory study in Jaipur, Rajasthan*  
Sandeep Kaur, University of Rajasthan, Jaipur  
Gitika Kapoor, University of Rajasthan, Jaipur
2. *ICMM-2022\_paper\_52: Developing Entrepreneurs – Impact of tertiary Management Education on Entrepreneurial Intention*  
Paramjit Singh Lamba, Management Development Institute, Gurgaon  
Vidhu Gaur, Management Development Institute, Gurgaon
3. *ICMM-2022\_paper\_57: Organizational Performance on HRIS implementation towards SMEs – The mediating role of Change Management*  
Angelin Vilma, Great Lakes Institute of Management, Chennai
4. *ICMM-2022\_paper\_61: Dynamic Environment and Creativity in MSME*  
Ankur Kushwaha, Indian Institute of Management Indore
5. *ICMM-2022\_paper\_97: Adaptation of the Parmaceutical Resilience Scale and Testing its Psychometric Properties for the Hospitality Sector using PLS-SEM*  
Anshika Sharma, Gurukul Kangri University Haridwar  
Patiraj Kumari, Gurukul Kangri University Haridwar

### Track 4 – Economics

1. *ICMM-2022\_paper\_9: Do Goods and Service Tax impact business performance? An empirical analysis using stepwise and logistic regression*  
Neba Bhalla, Thapar Institute of Engineering and Technology, Patiala  
Rakesh Sharma, Thapar Institute of Engineering and Technology, Patiala  
Inderjit Kaur, LM Thapar School of Management
2. *ICMM-2022\_paper\_37: Magnitude of Migrant Labour Crisis in India and the rise of Neo-colonial capitalists during Covid-19 – A failure of MSMEs? Impact and Policy Suggestion*  
Tania Rath, XIM University, Bhubaneswar  
Mousumi Padhi, XIM University, Bhubaneswar
3. *ICMM-2022\_paper\_47: The Plight of Inter-State Migrants during the COVID-19 Pandemic in India*  
Himanshu Bagdi, Sardar Vallabhbhai National Institute of Technology, Surat  
Latika Sharma, Sardar Vallabhbhai National Institute of Technology, Surat  
Hemantkumar P Bulsara, Sardar Vallabhbhai National Institute of Technology, Surat
4. *ICMM-2022\_paper\_90: Drowning the sorrow? Impact of a cyclonic disaster on consumption of intoxicants*  
Prashant Poddar, Indian Institute of Management Amritsar

5. *ICMM-2022\_paper\_96: Productivity in Indian MSMEs*  
Chetan Chitre, Indian Institute of Management Amritsar
  
6. *ICMM-2022\_paper\_113: Operational and Financial Access of MSMEs Covid-19 Lockdowns in 2020: A case of Pune Division, Maharashtra*  
Vandana Das, Symbiosis School of Economics, Symbiosis International, Pune  
Varun Miglani, Symbiosis School of Economics, Symbiosis International, Pune

**01:30 PM – 02:30 PM: Industry Interaction**

“Talk on An Entrepreneur’s Diary – Start-up to MSME” by Mr Manjunath Jyothinagar, UHP Technologies Private Limited

**02:30 PM – 04:00 PM – Interaction with the Professors**

**04:15 PM – 04:30 PM – Valedictory Ceremony**

04:15 PM - 04:17 PM	Program Welcome
04:17 PM - 04:20 PM	Address by Prof Harpreet Kaur, Member of BOG, Indian Institute of Management Amritsar
04:20 PM - 04:27 PM	Announcement of Best Paper Awards by Prof Harpreet Kaur, Indian Institute of Management Amritsar
04:27 PM - 04:30 PM	Vote of Thanks by Prof Aswathy Asokan Ajitha, Chairperson – ICMM 2022, Indian Institute of Management Amritsar
04:30 PM	Program Close

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