

11th Nasmei International Marketing Conference 2017

22nd & 23th December 2017

Welcome Kit

09:00 – 09:20 – Reception.

**Inaugural Session: 09:30– 10:40am.
(Lake Veeranam & Lake Mansarovar)**

- **Welcome address**
- **Keynote address**
- **Tea Break : 10:40 -10:45am**

Friday 22 December 2017 (10:45 - 3:30pm)

**SESSION 2A (Financial Marketing)
10:45 – 12:15 (Lake Hussain Sagar)**

Marketing of financial services: Understanding low-income segment for mobile banking services.

*Renu Aggarwal & Monica Rose
Fortune Institute of International Business, Delhi & YMCA University, Faridabad.*

Upstream Social Security Marketing: Current Exploration and Future Directions

*Saunak Bhattacharyya & Mrinalini Pandey
Indian Institute of Technology (ISM) Dhanbad*

An empiric analysis of factors influencing Mutual fund investors and risk averse behaviour in western Maharashtra

*Nitin C Mali & Ashok Kurtkoti
Shivaji University, Kolhapur & MITSOB, Pune*

SESSION 2B (Consumer Behaviour)
10:45-12:15 (Lake Chilika)

Analysis of the reasons for sale of sexual vitality supplements along with health hazards associated with it and steps to be taken to govern such sale.

Aniruddha Bhowmick
ICFAI University

Do friends influence perceived value from a consumption experience - An experimental investigation.

Diptiman Banerji, Ramendra Singh, Prashant Mishra, Rebecca G. Adams & Rajiv Kumar
Indian Institute of Management Calcutta & University of North Carolina at Greensboro

Prototypes of power: How consumption (dis)empowers consumers.

Kalyani Menon
Wilfrid Laurier University

SESSION 2C (Green Marketing)
10:45-12:15 (Lake Dal)

Examining Consumer behaviour towards toxic chemical free cosmetics: Applying TRA and Schwartz values

Sita Mishra
Institute of Management Technology, Ghaziabad

Emergence and manifestation of green consciousness and its influence on green consumption behavior

Amogh Kumbargeri
IIM Ahmedabad

Green Attitude of Women and their influence on the green behavior of the family

Selvalakshmi M & Kalpana Sai B
Thiagarajar School of Management, Madurai & Karunya School of Management, Coimbatore

SESSION 2D (Brand Management)
10:45-12:15 (Lake Pushkar)

Brand Coolness: Structure, Measurement, and Consequences

Rajeev Batra, Caleb Warren, Sandra Maria Correia Loureiro & Richard P. Bagozzi
University of Michigan

Attitude as a mediator of relevance of product attributes on perception of blended brand names

Sunny Arora, Arti D. Kalro, Dinesh Sharma
S. P. Jain Institute of Management and Research, SJMSOM, IIT Mumbai & Indian Institute of Management, Mumbai

When Branding Extends to Government Services: An Exploratory Study

Aravind R & Joshy Joseph
Indian Institute of Management, Kozhikode

SESSION 2E (E Tail & Retail)
10:45-12:15 (Lake Vembanad)

Fair or Unfair: The Persuasive Role Webcare Attributes in Handling Negative Reviews.

Tathagata Ghosh, Amar Raju G & Souvik Roy
IBS, Hyderabad

Many Roles of Private Labels: A taxonomy of store brand strategies based on customer preference distribution.

Raj Sethuraman
Southern Methodist University, Dallas

Tectonic Shift in Millennials Consumer Behaviour -Is digital payments the game changer for Indian Marketers?

Manoharan. S & Rajendra Nargundkar
BMS College of Engineering, Bangalore, IIM Indore

SESSION 2F (Communication & Customers)
10:45-12:15 (Lake Red Hills)

Drivers of Customer Engagement in Online Retail: Demand and Supply Side Analysis

Sri Ranjini, Adithya N, Sundeep Srinivasan & Sriram D
Great Lakes Institute of Management, Chennai

What People Drive is what drives them – Consumer Behavior patterns in the Automobile Industry?

Rachna Sharma, Prema Ramchandran & Madhavi Garikaparthi
IBS Mumbai, Indus Business School, Bengaluru & IBS Hyderabad

How Much Is an Image Worth? Airbnb Property Demand Estimation Leveraging Large Scale Image Analytics

Kannan Srinivasan
Carnegie Mellon University

12:15 – 12:20 – Tea Break

SESSION 3A (Travel & Tourism)
12:20 – 01:20 (Lake Hussain Sagar)

Antecedents to Channel Choice in Travel Industry: A Qualitative Study

Sahil Jasrotia, H.G Mishra, Surabhi Koul
SMVD University, Jammu, BITS Pilani

Segmenting the Indian Domestic Tourists on the Basis of Travel Motivations

T.K. Chatterjee & Bikramjit Rishi
Institute of Management Technology, Ghaziabad

SESSION 3B (Selfie Marketing)
12:20 – 01:20 (Lake Chilika)

The New G Kin of brand equity - Selfie Marketing

Mansurali. A & Swamynathan. R
PSG Institute of Management, Coimbatore

Selfies : A dramaturgical revelation of the self

*Bhupesh Manoharan & Krishanu Rakshit
Indian Institute of Management Calcutta*

**SESSION 3C (Facebook & Marketing)
12:20 – 01:20 (Lake Dal)**

*Effect of WOM Credibility on consumer Purchase intention in Social networking sites (SNSs):
A study of select Facebook fan pages of online retail sites.*

*Kunja Sambashiva Rao & G.V.R.K Acharyulu
University of Hyderabad*

*Facebook as a Medium for Consumer Advocacy: An Investigation using Uses &
Gratifications (U&G) Perspective*

*Jayasimha K.R
Indian Institute of Management, Indore,*

**SESSION 3D (Services Marketing)
12:20 – 01:20 (Lake Pushkar)**

*Understanding third party customers justice perceptions and behavioral reactions to service
failure and recovery*

*Niharika Gupta & Harsh V. Verma
University of Delhi*

*EXQ (Customer Experience quality): Exploring manifestations across services and customer
types*

*Subhadip Roy & Sunita Mall
IIM Udaipur & MICA Ahmedabad*

**SESSION 3E (Miscellaneous)
12:20 – 01:20 (Lake Vembanad)**

The Role of Customer and Frontline Employee Interaction in Service Value Co-Creation

*Brijesh Kumar Awasthi & Navneet Bhatnagar
ISB Hyderabad*

The Role of Authenticity in Marketing Kerala Village Tourism

*Jyotsna J H & Upendra Kumar Maurya
Indian Institute of Technology, Madras*

01:20 – 02:00pm (Lunch Break)

***02:00-03:30: Plenary: Research Grant Short Listed
Presentations (Lake Veeranam)***

***The Need for Continuous Improvement in Supplier Performance: The Mediating Effect of
Commitment Constructs***

*Baliga.J Ashwin & Upendra Kumar Maurya
Indian Institute of Technology, Madras*

Web care quality: Conceptualization scale development and Validation

*Ghosh Tathagata
ICFAI Business, Hyderabad*

The Role of Authenticity in Marketing Kerala Village Tourism

*J H Jyotsna & Upendra Kumar Maurya
Indian Institute of Technology, Madras*

Cozying up to the Kardashians: A Theory for Consumers' Affinity towards Celebrity Gossip

*Nasa Jayant, Tanuka Ghoshal & Rajagopal Raghunathan
Indian School of Business, Hyderabad*

***Is Nostalgia Always Salutary? Effects of Post-crisis Nostalgia-themed Advertisements on
Brand Affect and Brand Trust***

*Xavier Catherine, Raj Raghunathan & Tanuka Ghoshal
Indian School of Business, Hyderabad*

03:40-07:30 Mahabalipuram Trip

Saturday, 23 December 2017 (09:00 - 04:30pm)

**SESSION 1A (Special Session)
09:00 -11:00 am (Lake Hussain Sagar)**

Exploring the Impact of Self-Service Technologies on Retail Shoppers: A Multi-national Investigation in UK and Australia

*Akiko Ueno; Piyush Sharma; Russel Kingshott
Middlesex University, UK; Curtin University, Australia*

Role of Customer-Acquiescence in Business-to-Business Markets: Exploring the Antecedents and Consequences

*Liane W.Y. Lee, Leslie S.C. Yip & Xubing Zhang
Technological and Higher Education Institute of Hong Kong & Hong Kong Polytechnic University*

Examining Psychological Engagement, Empowerment and Entitlement on Co-Creation in Virtual Communities

*Leo Cheryl, Chou Cindy Yunhsin & Chen Tom
Murdoch University, Australia, University of Newcastle, Australia*

The Changing Role of Salespeople and the Unchanging Feeling toward Selling: Implications for Pursuit of Sales Careers by Business Graduates

*Silvio Cardinali, Graziella Pacelli & Luca Ballestra
Università Politecnica delle Marche, Italy*

**SESSION 1B (Consumer Behaviour)
09:00 -11:00 am (Lake Chilika)**

The Impact of Multifactorial Gender on the Evaluation of de-gendered Brand offerings

*Nivedita Bhanja & Ritu Mehta
Indian Institute of Management, Calcutta*

Impact of Affective Intensity of Online Reviews on Decision Comfort

*Nitin Soni, Sana Ansari & Jagrook Dawra
Indian Institute of Management Raipur*

What makes consumers buy organic products: Determinants of purchase of organic milk

*Vivek K .Dubey
IFMR, Chennai*

The impact of range extension on attraction effect: validation of the relative advantage model and the reference dependent model

*Pravesh Kumar Padamwar & Jagrook Dawra
Indian Institute of Management, Raipur*

**SESSION 1C (Services Marketing)
09:00 -11:00 am (Lake Dal)**

Frontline Employees Job Satisfaction and Intentions to Stay with the Star Hotels: A Serial Mediation Model

*U. Madhan Rajan, Jayanth Jacob & Murugan Pattusamy
Anna University; Australian Council for Educational Research India, New Delhi*

A real world application of optimal pricing under three-part tariff

*Manish Gangwar & Rajesh Gaurav
Indian School of Business, Hyderabad*

Service Recommendation and Antecedents: A Panel Data Exploration

*Pravat Surya Kar
GIM, Goa*

Power Matters: Cultural Influence on Consumer's Response to Service Failure

*Himanshu Shekhar Srivastava, Gurbir Singh & Deepak Ranjan
IIM Indore*

**SESSION 1D (Brand Management)
09:00 -11:00 (Lake Pushkar)**

Brand advocacy and its antecedents - An inquiry

*Susobhan Goswami
TSM Madurai*

Is Nostalgia Only for Legacy Brands: Is Old Always Gold?

*Catherine Xavier
The Indian School of Business, Hyderabad*

Brand Trust & Students Loyalty: Modeling a path analytic approach

*Anish Yousaf, Harnoor Kaur Sandhu & Ravinder Dogra
Rajalakshmi School of Business; Mittal School of Business & IITTM, Gwalior*

Customer Brand Engagement Fosters Brand Loyalty with special reference to App based Cab services

*Neena Prasad & Preran Prasad J M
Global academy of Technology, Bengaluru; M S Ramaiah Institute of Technology, Bengaluru*

**SESSION 1E (Services Marketing)
09:00-11:00 (Lake Vembanad)**

Services Outsourcing and Performance: Evidence from US Hospitals

*Saurabh Mishra, Sachin B. Modi & Peter A. Salzarulo
McGill University; Wayne State University & Miami University*

A comparative study of preferred purchase media for fashion apparels

*Mallika Srivastava , Semila Fernande, Vidyasaga. A & Tanay Singh & Janhavi Kanthak
SIBM Bengaluru*

The Fragility of Market Leadership : Insights from a Historiographical Approach

*Debanjan Mitra & Peter Golder
University of Florida; Dartmouth College*

Through the Looking Glass: Role of Construal Level on Description-Intensive Reviews

*Swagato Chatterjee & Aruna Divya T.
International Management Institute, Kolkata, Indian Institute of Management, Ahmedabad*

11:00- 11:15 Tea Break

**SESSION 2A (Intl and Social Marketing)
11:15 -12:45 (Lake Hussain Sagar)**

Marketing's role in Sustainability

*Ravi Parameswaran , Krishna Parameswaran, Steven Kooy & Susan Kuzee
Oakland University*

Strategies for US Business in the India Market: Ethnocentrism and Country-of-Origin

*Nabarun Ghose
The University of Findlay, Ohio, USA*

Product Adaptation in International Marketing: A Hype, Hope or Necessity

*Megha Kandoi & Sunita Kumar
Christ University, Bangalore*

**SESSION 2B (Quali Research)
11:15 -12:45 (Lake Chilika)**

Comparing online and in store motivational factors for hedonic and utilitarian products

*Anu C H & Angeline Gautami Fernando
VIT University, Chennai*

Sustainable Consumption: Role of Habits

*Narasimhan Ramesh & Nattuvayikkal Barnabas
SVKM's NMIMS University, Bangalore*

Service-Dominant Logic and Value Co-Creation :“(How) does ‘phenomenological hermeneutic’ matter?

*Sudeep Rohit & Mayank Kumar
Indian Institute of Management, Trichy*

**SESSION 2C (Sales and Channel Management)
11:15 -12:45 (Lake Dal)**

Implication of Brand Strength for the Choice of Group versus Individual Sales Incentives

*Wenshu Zhang & Subramanian Balachander
Silberman College of Business, Fairleigh Dickinson University*

Developing promotional support as a new construct and examining its influence on customer orientation and selling skills

*Harindranath R M
Anna University, Chennai*

Multi-Channel Marketing and its impact on Customer Satisfaction

*Chetan Srivastava & Raja Debashis
University of Hyderabad, Hyderabad.*

**SESSION 2D (Net Marketing)
11:15 -12:45 (Lake Pushkar)**

Moderation Effect of Gender on Consumer Adoption Intention towards Mobile Banking

*Monica Rose & Renu Aggarwal
Fortune Institute of International Business, Delhi & YMCA University, Faridabad*

Customer Engagement in Cause Related Online Brand Communities: A Conceptual Framework

*Shilpi Saxena
IIT Madras*

Exploring antecedents of payment options in online retail

*Deepak Ranjan, Manoj Motiani & Himanshu Shekhar Srivastava
IIM Indore*

**SESSION 2E (Consumer Behaviour)
11:15-12:45 (Lake Vembanad)**

Cozying up to the Kardashians: A Theory for Consumers' Affinity towards Celebrity Gossip

*Jayant Nasa, Tanuka Ghoshal & Rajagopal Raghunathan
Indian School of Business, Hyderabad & McCombs School of Business, UT Austin*

Scarcity Promotions Customers' Negative Experiential Journey

*Harikrishnan.P.K & Prem P Dewani
IIM Lucknow*

Role of Social media marketing in Indian Business Retail: Current Research and Implications

*Gursimranjit Singh, Priyanka Singh & Maninder Singh
Indian Institute of Management, Udaipur; Amritsar College of Engineering & Technology,
Amritsar; IKG Punjab Technical University*

12:45- 01:20 Lunch Break

**SESSION 3A (Social Marketing)
01:20 -02:50 (Lake Hussain Sagar)**

Handling Student Depression in Indian College Campuses:

*Paromita Goswami, Anindita Chaudhuri & Himadri Roy Chaudhuri
Shiv Nadar University; University of Calcutta; International Management Institute, Kolkata*

Role of Anthropomorphization on Pro-Social Behavior: Exploring Moderating Effect of Need for Cognition

*Archit Vinod Tapar, Ashish Sadh, Aditya Billore & Abhishek Mishra
Indian Institute of Management Indore*

Emergence of rural periodic markets in subsistence economies: An exploratory study

*Satyam & Rajesh K. Aithal
Jindal Global Business School; Indian Institute of management, Lucknow*

**SESSION 3B (Modeling)
01:20 -02:50 (Lake Chilika)**

Effect of intra-household heterogeneity and communal consumption on household demand

*Vedha Ponnappan, Avadhoot Jathar, Srinivas Prakhya
Indian Institute of Management Bangalore*

A Simple Procedure to Correct for Measurement Error in Two-Group Mean Comparison Studies

*Srinivas Durvasula, Subhash Sharma & Manoj Malhotra
Marquette University; University of South Carolina; Western Reserve University*

Changing the Power Equation: A Structural Analysis of the Impact of Used Cars on the Automobile Distribution

*Dinakar Jayarajan , S. Siddarth & Jorge Silva-Risso
IIT Stuart School of Business, Chicago, University of Southern California*

**SESSION 3C (Impulse Buying)
01:20 -02:50 (Lake Dal)**

The Multidimensional Nature of Social Environment and its Impact on Customer Shopping Experience and Impulse Buying

*Priyanka Singh · Maninder Singh & Gursimranjit Singh
IKG Punjab Technical University; Indian Institute of Management, Udaipur; Amritsar College of Engineering & Technology, Amritsar*

Forecasting Shopping Apps based Impulsive Buying Behavior among Shoppers Using Neural Network Technique

*Priyanka Gupta & Sanjeev Prashar
Indian Institute of Management Raipur*

The Impact of Sales Promotions on Impulse Buying: An Empirical Investigation

*Nirmalya Bandypadhyay & Bharadhwaj Sivakumaran
IIM, Rohtak ; Great Lakes Institute of Management, Chennai*

**SESSION 3D (Retailing)
01:20 – 02:50 (Lake Pushkar)**

Effects of online store layout on variety seeking behavior

*Aishwarya Ramasundaram & Avinash Mulky
Indian Institute of Management, Bangalore*

Agree to Disagree: Role of Values Alignment in Franchising Relationships

*Joseph Matthes & Amit Saini
Marquette University & University of Nebraska-Lincoln*

E-tailer versus Brand: The E-commerce tussle

Preetha Menon & Raman. R
Symbiosis Institute of Business Management, Pune

SESSION 3E (Marketing Strategy)
01:20 – 02:50 (Lake Vembanad)

Relational Impact of Healthcare Employee's Personal Resources on Patient's Emotion

Musarrat Shaheen, Farrah Zeba & Ritu Gupta
Indian School of Business, Hyderabad & IFHE University

Understanding the Effects of Diverse Human Capital on Firm Performance

Ruchi Galande
Indian School of Business, Hyderabad

Marketing Strategy, Decision Science, and Strategic Cognition: An Integrative Framework and Research Agenda

Sreedhar Madhavaram & Radha Appan
Cleveland State University, USA

02:50 -03:00 – Tea Break.

SESSION 4A (Net and Social Media Marketing)
03:00 -04:30 (Lake Hussain Sagar)

Manifestations of psychological contract violation influencing word of mouth intention of mobile shopping apps: Retailer reputation as moderator

Prasanta Kr Chopdar & V.J.Sivakumar
National Institute of Technology, Tiruchirappalli

Winds of change: SCRM fuelled Customer Engagement Value & Increase the Firms Profitability

Sukanya Roy
IIM Udaipur

Patterns of online grocery purchase: first and repeat buyers

*Wasimakram Binnal & Anjula Gurtoo
Indian Institute of Science, Bengaluru*

**SESSION 4B (Services Marketing)
03:00 -04:30 (Lake Chilika)**

Investigating the effect of service quality and satisfaction on consumer behavioral intentions with respect to online shopping in India.

*Habeeb Syed & Francis Sudhakar
NIT Warangal*

Service Quality and Attitudinal Loyalty: A Moderated Mediation Model of Customer Satisfaction and Customer Trust

*Mahesh Ramalingam , Murugan Pattusamy & Jyothi Chepur
Institute of Management Technology, Hyderabad; Australian Council for Educational Research,
New Delhi,*

Consumer Dissatisfaction, Causal Attributions and Complaining Behaviour: An investigation among Indian Consumers'

*Srinivasan.K
Jansons School of Business, Coimbatore*

**SESSION 4 C (Consumer Behaviour)
03:00 -04:30 (Lake Dal)**

Green Purchase Behavior (GPB): Integrating New Constructs in a New Model

*Sarita Uniyal & Subhadip
Indian Institute of Management, Udaipur*

I care but I don't buy –Analyzing factors that inhibit consumers from purchasing environmentally friendly appliances

*Gauri Joshi & Pratima Sheorey
Symbiosis centre for management and human resource development, Pune*

Demystifying the Marketing Actions for Dying Art and Culture

*Swati Sisodia, Ashish S. Galande & Seshadri .D.V. R
Indian School of Business, Hyderabad*

**SESSION 4D (Miscellaneous)
03:00 -04:30 (Lake Pushkar)**

Competitor intelligence: Inferring innovation and marketing capabilities from public data for B2B firms

*Ashish S.Galande & Sudhir Voleti
Indian School of Business, Hyderabad*

The Dominance - Prestige model can predict outcomes in buyer - seller interactions that entail status asymmetries

*Shirish Panchal & Tripat Gill
Wilfrid Laurier University*

Coalition identification for loyalty programs

*Banumathy S & Swetha Jayalakshmi J
PSG College of technology, Coimbatore*

**SESSION 4E (Miscellaneous)
03:00-04:30 (Lake Vembanad)**

The Use of Influence Strategies, Trust and Commitment to Curb Opportunism in Marketing Channels: The Moderating Effect of Relational Governance Measures

*Ashwin J. Baliga & Upendra Kumar Maurya
IIT Madras*

Unenlightened Aspects of Employer Branding

*Gurbir Singh, Himanshu Shekhar Srivastava & Arti Sharma
Indian Institute of Management Indore*

Retargeted Advertisements- An Exploratory Study

*Geetha. M
Indian Institute of Management, Ahmedabad*