

TRACK SCHEDULE

April 7, 2017

TRACK 1 (1:15 PM TO 2:15 PM)

TRACK 1A: MARKETING MANAGEMENT

Chairperson:- Prof. Sapna Parashar

Sr. No.	Title of the Paper	Author/s
1	To study factors influencing consumer behavior in omni channel retailing	Shweta Nagar/ Kavita Saxena
2	An exploration of linkage between online comments and smartphone choice: A study from Gujarat	Neelkamal Gogna/ Margie Parikh
3	Consumer perception affecting brand and online purchase decision making –An empirical study of dairy products in India	Neelam Tandon/ Shruti Gill/ Deepak Tandon
4	Corporate social responsibility disclosures: A study of Indian tobacco manufacturing companies	Seema Bihari/ Ashwini K. Awasthi
5	Evaluation of use of behavioral science concepts of the cell phone operators (Telecom industry)	Manjari Mundanad

TRACK 1B: ECONOMICS AND FINANCIAL MANAGEMENT

Chairperson:- Prof. Nikunj Patel

Sr. No.	Title of the Paper	Author/s
1	Marketing ignorance and farmer's distress	Gauri Chaudhary Gaur/ Shefali Dani
2	Do demergers add value? A case based study in Indian context	Dipti Saraf/ Hetal Jhaveri
3	Comparative analysis of first year premium of life insurers for the period ended 30th November, 2016 of different companies in India	Komal Patel
4	Role of financial development in minimizing financial constraints – A literature review	Amandeep Kaur

TRACK 1C: HUMAN RESOURCE MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

Chairperson:- Prof. Harismita Trivedi

Sr. No.	Title of the Paper	Author/s
1	A study on preferred work values across the age groups – A step towards managing & leveraging generational diversity in work force	Radha Gandhi/ Bindiya Gupta
2	Quality of work life across university teachers of Gujarat	Tushar Panchal/ Jayanti Ravi (IAS)/ H J Jani
3	An empirical study of the relationship between HR practices, employee outcomes and SMEs performance at Vadodara district	Ranjita Banerjee
4	Cross-cultural adjustment and work engagement in self-initiated expatriates	Ritika Singh/ Indu Rao
5	Ethnocentrism is good or bad?	Rajwinder Kaur/ Indu Rao

TRACK 1D: OPERATIONS MANAGEMENT

Chairperson:- Prof. Rajesh Kumar Jain

Sr. No.	Title of the Paper	Author/s
1	E-procurement adoption determined by various factors - conceptual model base on literature review	Avinash Shukla/ Mohd Afaq Khan
2	Lean supply leading to business competitiveness	Jitendra Nenavani/ Rajesh Kumar Jain
3	Supply chain practices of Indian pharmaceutical industry	Anurodh Singh Khanuja/ Rajesh Kumar Jain
4	Aspects of supply chain management: with a reference to perishable items	Gunjan Sood/ Sapna Parashar

TRACK 2 (2:30 PM – 3:30 PM)

TRACK 2A: ECONOMICS AND FINANCIAL MANAGEMENT

Chairperson:- Prof. Amola Bhatt

Sr. No.	Title of the Paper	Author/s
1	The role of earnings management and ownership structure in signalling financial distress	Punita Rajpurohit
2	Examining Co-integration and interdependency of Indian stock market with U.S market	Apurva A Chauhan/ Vishal J Mali/ Divyesh J Gandhi
3	Impact of liquidity and asset quality ratio over economic value creation of firms: An example of Axis bank	Vaniki Joshi/ Kapil Sharma
4	Portfolio risk and return analysis using the efficient portfolio frontier - an empirical study	Riya Shah

TRACK 2B: HUMAN RESOURCE MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

Chairperson:- Prof. Nina Muncherji

Sr. No.	Title of the Paper	Author/s
1	Non-Cognitive learning from childhood: A revolutionary step for future growth	Prashanti Kothari
2	Highlights the changing context of talent management	Priti Nigam/ Purvi Chavla
3	Item modifications in Meyer and Allen's model of organizational commitment- a pilot analysis	S.R Badrinarayan/ S. Lakshminarayan/ Yogesh Pai P
4	Antecedents and consequences of workplace learning: a review of literature	Priyanka Dave
5	Role of happiness in self-efficacy among students	Smita Iyer

TRACK 2C: HUMAN RESOURCE MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

Chairperson:- Prof. Indu Rao

Sr. No.	Title of the Paper	Author/s
1	Impact of ethical business practices on organizational competitiveness	Rohit Kanda/ Harish Handa
2	Study the competency gaps among the fresh management graduates in Mumbai	Prajakta Dhuru
3	Work life balance: A glimpse of past studies	Moxda Jhala/ Neelima Ruparel
4	Identifying factors determining compensation in family owned businesses	Prakriti Soral

April 8, 2017

TRACK 3 (9:00 AM TO 10:00 AM)

TRACK 3A: GENERAL MANAGEMENT

Chairperson:- Prof. Shahir Bhatt

Sr. No.	Title of the Paper	Author/s
1	Curriculum management-a perspective in bridging the gap between academia and hotel industry-In Delhi and NCR	Sunita Badhwar/ Rachna Chandan
2	Impact of ERP courses with business simulations on decision making in management education	Bharat Narayandas Kantharia
3	Entrepreneurial inclination among family owned firms vs. Corporate decision makers	Yamini Chandra/ Kamayani Mathur
4	Crowdfunding: How women entrepreneurs are breaking the second glass ceiling	Kathak Mehta

TRACK 3B: HUMAN RESOURCE MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

Chairperson:- Prof. Sameer Pingle

Sr. No.	Title of the Paper	Author/s
1	Perception of work environment and its effect on job burnout	Akshita Patel/ Yamini Chandra/ Kamayani Mathur
2	Dual career couples: Implications for individual, family and organizations	Tanvi Paras Kothari
3	An empirical research on HRD climate prevailing in selected engineering industries of Bhavnagar district	Chirag Vyas/ Ashish Joshi
4	Innovation culture and organizational work commitment	Siddhartha Chatterjee/ Indu Rao
5	Evolution of recruitment	Pragya Thakur/ Reena Shah

TRACK 3C: ECONOMICS AND FINANCIAL MANAGEMENT

Chairperson:- Prof. Nikunj Patel

Sr. No.	Title of the Paper	Author/s
1	Post demerger performance of Indian companies : A free cash flow analysis	P. A. Padmanabham
2	Stock market efficiency in selected economies	Ritesh Patel/ Nikunj Patel
3	A comparative study of working capital management of selected large cap and small cap companies	Binny Rawat/ Mauni Sharma
4	Investigating long term relationship between public expenditure and national income of India	Dhyani Mehta

TRACK 3D: MARKETING MANAGEMENT

Chairperson:- Prof. Jayesh Aagja

Sr. No.	Title of the Paper	Author/s
1	Cognitive & attitudinal determinants of consumer heterogeneity influencing the acceptance of functional foods (foods with health claims) in India	Rajesh P. Jawajala/ Prafulla. Pawar
2	Consumer attitudes towards mobile advertising: an empirical study	Prashant Amin/ Bijal Zaveri
3	A study on importance of service quality in Gujarat's financial industry	Yash Vyas
4	User & non-users: Their behavior towards organic food products with special focus on Ahmedabad	Deepa Vyas
5	Modalities and principles of digital community	Yogesh Mungra
6	Category management and merchandising mix: A study of four retail stores in Ahmadabad	Neha Singh