

**3rd PAN-IIM WORLD MANAGEMENT CONFERENCE
POSTER SESSION
DAY -2 (17th DECEMBER 2015) ; TIME-10:00 AM to 05:30 PM
STUDENT AIDE: Mr. Baljeet Singh Sani
VENUE: Class Room Corridor : D-101**

Sr. No.	Track Name/Area	Author(s)	Primary Submitter	Mail ids of author(s)	Title	Paper Code
1	E-Governance	1) Somayya Madakam 2) Ramaswamy R.	Somayya Madakam	somu4smart@gmail.com, ramaswamy2008@gmail.com	Smart Cities [e-Governance × Smart Governance]	WMC042
2	International Trade and Investments	1) Rashmita Barua 2) Gour Gopal Banik 3) Niranjana Agarwal	Rashmita Barua	rashb22@gmail.com, ggbanik@gmail.com, niranjanaagarwal12@gmail.com	Scope of Exports and Investments in services Sector in the State of Assam: an Empirical Study with Reference to Education Services	WMC043
3	Organisation Behavior and Human Resource Management(OBHRM)	1) K V Gopakumar	K V Gopakumar	Gopakumar gopakumar.kv@iimb.ernet.in	Employee Voice and Organizational Learning	WMC049
4	Emerging Forms of Businesses and Industries	1) Ajit Dubey	Ajit Dubey	drajitudubey@gmail.com	Stress and Emotional Mangement in The Light of Indian Wisdom	WMC090
5	Risk Management for Countries, Regions and Firms	1) Sunita Mall 2) Parita Shah 3) Prasun Ghosh	Sunita Mall	malsunita@gmail.com, Parita.shah@ymail.com, Prasung.12@gmail.com	Management of Fraud: A case of Indian Insurance Sector	WMC336

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VENUE: Class Room Corridor : D-103**

Sr. No.	Track Name/Area	Author(s)	Primary Submitter	Mail ids of author(s)	Title	Our Ref. No.
6	Strategies for Growth in an Uncertain Environment	1) Nidhi Mishra	Nidhi Mishra	nidhimishra@iimahd.ernet.in	Political Processes and Individual Stress in the context of Organizational Change	WMC102
7	Entrepreneurship & Innovation	1) Sukhjeet Kaur Matharu 2) Ravi Changle 3) Arnav Chowdhury	Sukhjeet Kaur Matharu	sukhjeet_matharu@pimrindore.ac.in, ravi_changle@pimrindore.ac.in, arnav_chowdhury@pimrindore.ac.in	A Study of Motivational Factors of Women Entrepreneurs and Their Success	WMC116
8	Strategies for Growth in an Uncertain Environment	1) Sushanta Sarma	Sushanta Sarma	sushanta.k.sarma@gmail.com	Emerging Field and Theorization of Competing Logic	WMC123

9	Competitiveness in Manufacturing and Services	1) Sangeeta Arora 2) Neha Chaudhary	Neha Chaudhary	sukhsangeet@yahoo.com, neha1406gndu@gmail.co	Customer Based Brand Equity	WMC151
10	People Management in an Uncertain World	1) Agrata Pandey 2) Ranjeet Nambudiri	Agrata Pandey	f12agratap@iimdr.ac.in, ranjeet@iimdr.ac.in	The dynamics of client-consultant relationship: A review of critical factors that enhance the effectiveness of the relationship	WMC159

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STUDENT AIDE: Ms. Jyoti Pandey
VENUE: Class Room Corridor : E-101**

Sr. No.	Track Name/Area	Author(s)	Primary Submitter	Mail ids of author(s)	Title	Our Ref. No.
11	Competitiveness in Manufacturing and Services	1) Sonali Sandipta Sahoo 2) Kailash B L Srivastava	Sonali Sandipta Sahoo	sonalismail@gmail.com, kbls@hss.iitkgp.ernet.in	Competitiveness Through Successful Strategic Changes	WMC166
12	Marketing Management	1) Johney Johnson 2) Tijo Thomas	Johney Johnson	j.johney@gmail.com, tijoathomaschal@gmail.com	An Evaluation of Source Credibility Model in Celebrity Endorsement Context	WMC172
13	Economic Growth, Development & Inclusiveness	1) Brijesh Mishra	Brijesh Mishra	brijeshkmishra@gmail.com	Drain Theory Revisited: its Causes and Consequences	WMC184
14	Engaging with the Consumer in a Digital World (ECDW)	1) Suhel Ahmad 2) Naseem Khan	Suhel Ahmad	ahmad.suhel85@gmail.com, naseem.bioinfo@gmail.com	Customer Attrition in Telecom: Peeping Through Data	WMC195
15	Strategies for Growth in an Uncertain Environment	1) Malay Biswas	Malay Biswas	malay.biswas@iimrohtak.ac.in	Coopetition On Rugged Landscape: Locating The Role of Creative Search Routines	WMC207

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16	Ethical Business Practices and Corporate Governance	1) Lakhwinder Singh Kang 2) Payal Nanda	Payal Nanda	lakhwinder_gndu@yahoo.com, payal.asr@gmail.com	Excess Managerial Remuneration and Future Company Performance: A Dynamic Panel Study	WMC232
17	People Management in an Uncertain World	1) Shubha Dubey 2) Sarvesh Satija	Shubha Dubey	shubha2488@gmail.com, sarveshsatija@gmail.com	Psychological Capital in relation with Organizational Virtuousness and Performance: Paradigm for the Next Decade	WMC241
18	Economics	1) Rima Mondal	Rima Mondal	f12rimam@iimidr.ac.in	Does Institutional Quality Foster Financial Development: Case of india	WMC253
19	Economics	1) Sushrut Risbud 2) Sushil Khanna	Sushrut Risbud	sushrutsr13@email.iimcal.ac.in, sushil@iimcal.ac.in	Whether Indian firms experience the process of financialization? An empirical analysis	WMC268
20	Information Systems	1) Vamsi Vallurupall	Vamsi Vallurupall	vallurupalliv13@email.iimcal.ac.in	Towards an integrated model of the adoption of analytics in organizations	WMC275

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STUDENT AIDE: Mr. Sudipendra Nath Roy
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Sr. No.	Track Name/Area	Author(s)	Primary Submitter	Mail ids of author(s)	Title	Our Ref. No.
21	Strategies for Growth in an Uncertain Environment	1) Sandeep Sivakumar 2) Sreevas Sahasranamam	Sandeep Sivakumar	sandeeps07fpm@iimk.ac.in , mailsreevas@gmail.com	Diamond Model of Competitive Advantage of the Firm: A Multitheoretical Perspective	WMC278
22	Global Operations and Sustainability	1) Nivisha Singh	Nivisha Singh	f12nivishas@iimidr.ac.in	Sustaining Competitiveness - How Emerging Economy Firms Plug In Resource Gap-A Business Model Approach	WMC280
23	Leadership for the Enterprise of Tomorrow	1) Abhishek Singhal	Abhishek Singhal	abhisheksinghal@aol.in	Coded Leadership In The Growing Information Economy	WMC289
24	E-Governance	1) Ambuj Anand	Ambuj Anand	ambujba10@email.iimcal.ac.in	Role of Project Owner in e-Government Project Sustainability	WMC290
25	Economic Growth, Development & Inclusiveness	1) Suman Sarmah	Suman Sarmah	sumansarmah@yahoo.com	An Exploratory Study of Financial Inclusion, Financial Literacy and Savings Mobilization in Two Upper Assam Districts of North East India	WMC298

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26	Entrepreneurship & Innovation	1) Suman Sarmah	Suman Sarmah	sumansarmah@yahoo.com	An Exploratory Study among Prospective Entrepreneurs in Dibrugarh and Tinsukia Districts of Upper Assam (India)	WMC299
27	Engaging with the Consumer in a Digital World (ECDW)	1) Neha Soni 2) Sushil Punwatkar 3) Manoj Verghese	Neha Soni	nehasoni1979@gmail.com, sushilpunwatkar24@gmail.com, manojverghese@yahoo.com	Assessing Brand Trust Associated With Online Shopping Among Metropolitans	WMC311
28	The Aviation Industry	1) Manish Yadav 2) Tarun Dhingra	Manish Yadav	myadav@ddn.upes.ac.in, tdhingra@ddn.upes.ac.in	Recent developments in “Low Cost Carrier” Research: A review of top Air Transport Journals	WMC367
29	People Management in an Uncertain World	1) Jyoti Pant 2) Vijaya V	Jyoti Pant	jyoti.j.pant@gmail.com, vijaya@iimtrichy.ac.in	Multiple Psychological Contract and Diversity in Vuca Times: A Conceptual Framework Based On an Exploratory Study	WMC394

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Sr. No.	Track Name/Area	Author(s)	Primary Submitter	Mail ids of author(s)	Title	Our Ref. No.
30	Communication Challenges in Multicultural Organizations	1) Anchal Luthra 2) Kavita Dahiya	Anchal Luthra	anchal_vkn@yahoo.co.in, kavita.s@srmuniversity.ac.in	Bridging the Gap Incurred As A Result Of Communication in Multicultural Organizations: A Review of Multicultural Communication in Multicultural Organization	WMC406
31	People Management in an Uncertain World	1) Manu Prasad 2) Abhishek Totawar 3) Ranjeet Nambudiri	Manu Prasad	manu.f140206@iimtrichy.ac.in, abhishek@iimtrichy.ac.in, ranjeet.nambudiri3@gmail.com	What’s in the Name? Probably More than What Meets the Eye	WMC415
32	People Management in an Uncertain World	1) Priyanka Bhattacharya 2) Sarvesh Satija 3) Rajen K. Gupta	Priyanka Bhattacharya	priyanka.bhattacharya@pilani.bits-pilani.ac.in, sarvesh.satija@pilani.bits-pilani.ac.in, rgupta@mdi.ac.in	Envisioning India towards Next Decade through a Positive Lense	WMC418
33	People Management in an Uncertain World	1) Animesh Bahadur 2) Kunal Kamal Kumar	Animesh Bahadur	animeshbahadur@gmail.com , kumarkunalkamal@gmail.com	Negotiating Identity in the Absence of Diversity Policy: Experience of a Transman in a Small Service Organisation	WMC448
34	Rejuvenating MSMEs	1) Bishakha Majumdar	Bishakha Majumdar	f11bishakham@iimidr.ac.in	The Concept of Bleak House: A Review of Its Genesis and Its Relevance in the Twenty-First Century	WMC457

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35	The Aviation Industry	1) Roopak Gupta 2) Ekta Sikarwar	Roopak Gupta	f11roopakk@iimidr.ac.in , f10ektas@iimidr.ac.in	Passengers' satisfaction perceptions with Airline service quality in Indian domestic aviation: Role of relational benefits	WMC460
36	People Management in an Uncertain World	1) P Padmavathy Dhillon 2) P Shivram Dhillon	P Padmavathy Dhillon	padmavathyd11@email.iimcal.ac.in , shivramdhillon.ubs@gmail.com	Self- Directed Work Teams – A Double Edged Sword ?	WMC464
37	People Management in an Uncertain World	1) P Padmavathy Dhillon 2) P Shivram Dhillon	P Padmavathy Dhillon	padmavathyd11@email.iimcal.ac.in , shivramdhillon.ubs@gmail.com	How much freedom does one need ?	WMC479
38		1) Arvind Shatdal	Arvind Shatdal	arvind.shatdal@snu.edu.in	Individual: Bridge for learning between groups	WMC491