## FIMC 2021 Program Schedule

**Session 1-1: Inaugural Session**  
November 26, 2021 (Day 1)  
11:45 AM -1:20 PM IST

<table>
<thead>
<tr>
<th>Time</th>
<th>Speakers</th>
<th>Details</th>
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<tbody>
<tr>
<td>11:45 AM to 11:50 AM</td>
<td>Dr. Nirmalya Bandyopadhyay, Conference Convenor, FIMC 2021; Associate Professor (Marketing), FORE School of Management, New Delhi</td>
<td>Opening Remarks</td>
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<tr>
<td>11:50 AM to 12:00 PM</td>
<td>Dr. Jitendra Das, Conference Chair, FIMC, 2021; Director FORE School of Management, New Delhi</td>
<td>Welcome Address</td>
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<tr>
<td>12:00 PM to 12:10 PM</td>
<td>Dr. Srikar K. Reddy, Joint Secretary, Department of Commerce, Ministry of Commerce and Industry, Govt. of India</td>
<td>Special Address</td>
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<tr>
<td>12:10 PM to 12:30 PM</td>
<td>Prof. Osama Khan, Pro-Vice Chancellor and Professor in Practice, University of Surrey, UK.</td>
<td>Keynote Address</td>
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<tr>
<td>12:30 PM to 12:45 PM</td>
<td>Prof. Prakash Bagri, Associate Dean - Corporate Engagements and Clinical Associate Professor of Marketing, Indian School of Business, Hyderabad</td>
<td>Keynote Address</td>
</tr>
<tr>
<td>12:45 PM to 1:00 PM</td>
<td>Mr. Falk Fuhrmann, Executive Director, Shanghai Huilue Business Consulting Company, China</td>
<td>Keynote Address</td>
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<tr>
<td>1:00 PM to 1:10 PM</td>
<td>Dr. Vinayshil Gautam, Vice-Chairman, FORE School of Management; Ex- Emeritus Chair Professor, IIT Delhi; Founder Director, IIM Kozhikode.</td>
<td>Special Address</td>
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</table>
1:10 PM to 1:15 PM  | Dr. B.B.L Madhukar, Director General, BRICS Chamber of Commerce and Industry, Chairman of the Executive Board, FORE School of Management, New Delhi.  | Special Address

1:15 PM to 1:20 PM  | Dr. Ansh Gupta, Conference Co-Convener, FIMC 2021; Associate Professor (Marketing), FORE School of Management, New Delhi  | Vote of Thanks

Session 1-2: Technical Session-Consumer Experience and Behavior

November 26, 2021 (Day 1)
1:30 PM to 3:00 PM IST

Chair: Dr. Saikat Banerjee, Professor of Marketing, IIFT Kolkata

Co-Chair: Dr. Ansh Gupta, Associate Professor of Marketing, FORE School of Management

Paper Presentations
Consumer Creativity in Post Pandemic Times: A qualitative Disclosure Analysis  
Dr Ekta Srivastava (IIM Kozhikode)

Consumer's attitude about Brand Scandal: Moderating Effects of Retailers view and Media Amplification  
Ms. Sunaina Kapoor & Dr. Saikat Banerjee (IIFT, Kolkata)

Impact of Demographic Characteristics on Loyalty Program Influence  
Dr. Ankit Mehrotra & Dr. Reeti Agarwal (Jaipuria Institute of Management, Lucknow)

Exploring the attitude-behavior gap in pre owned luxury fashion: Evidence from India  
Ms. Rubal Rathi (BML Munjal Univ), Dr. Sheetal Jain (Luxe Analytics) & Dr Ruchi Garg (BML Munjal Univ)

Green Perceived Value and Intention to purchase sustainable apparel among Gen Z: A moderated mediation model with Attitudes, Materialistic Values and Consumer knowledge  
Dr. Nupur Arora & Ms. Parul Manchanda (Vivekananda Institute of Professional Studies, New Delhi)

Customer data privacy and customer experience in Omnichannel retailing: The mediating role of trust  
Mr. Kishor Chandra Sahu (Aligarh Muslim University), Dr. Naved Khan (Aligarh Muslim University) & Dr. Krishna Dasgupta (XIM, Bhubaneswar)

Understanding Customer Experience in Digital Space through Online Diary Method  
Ms. Vandana Munjal & Dr. S.K. Dangi (Delhi University)

Q&A

Session 1-3: Technical Session-Branding and Product Strategies
November 26, 2021 (Day 1)
3:05 PM – 4:15 PM IST

**Chair:** Prof. Amit Mookherjee, Professor, Delhi Technological University, New Delhi

**Co-Chair:** Dr. Ashutosh Pandey, Assistant Professor (Marketing), FORE School of Management, New Delhi

**Paper Presentations**

- Impact of Sensory Branding on Consumers  
  *Dr. Rupa Rathee & Dr. Pallavi Ranjan (DCRUST, Haryana)*

- Revisiting consumer-based brand equity during a crisis situation: An empirical investigation  
  *Dr. Subhajit Bhattacharya (XIM University, Bhubaneswar) & Mr. Arunava Dalal (University of Engineering and Management, Kolkata)*

- The Impact of Brand Extension on Brand Equity in the retail sector: The Mediating role of Brand Trust and Brand Image  
  *Dr. Charu Saxena & Dr. Pardeep Kumar (USB, Chandigarh Univ)*

- Impact of Competitive Intensity on Product Diversification choices across Technological Environments: Evidence from India  
  *Mr. Supratim Kundu & Dr. Bikramjit Ray Chaudhuri (SPJIMR, Mumbai)*

- Social Media in Organization Branding –An Employer and Employee Perspective Using Fuzzy-TOPSIS and Conjoint Analysis  
  *Ms. Monu Mishra (Independent Researcher) & Dr. Vinaytosh Mishra (FORE School of Management, New Delhi)*

Q&A

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**Session 1-4: Technical Session- Al, Data Analytics and Social Media Marketing**

November 26, 2021 (Day 1)
4:20 PM – 5:40 PM IST

**Chair:** Dr. Pooja S. Kushwaha, Associate Professor, Jaipuria Institute of Management, Indore.

**Co-Chair:** Dr Ajay Kumar Pandey, Associate Professor (Marketing), FORE School of Management, New Delhi

**Paper Presentations**

- Impact of artificial intelligence in apparel industry: Review study of Amplified Intelligence in H&M  
  *Ms. Priya Diwan, Dr. Nilima Thakur & Dr. Ashok Sharma (Jagannath International Management School, Kalkaji, New Delhi)*

- Artificial Intelligence and Machine Learning in Marketing: a bibliometric review  
  *Dr. Pooja S. Kushwaha (JIM, Indore) and Dr. Usha Badhera (JIM, Jaipur)*
Empirical evidence of the influence of big data analytics (BDA) on marketing practitioners’ enhanced performance for sustained competitive advantage  
*Dr Tareq Rasul, Dr. Sumesh Nair & Dr Samaneh Soleimani (Australian Institute of Business, Australia)*

Understanding the Dynamics of Participant Discussions in Online Sustainable Fashion Forum: A Digital Immersion  
*Ms. Neha Upadhyay (MICA, Ahmedabad)*

Understanding the Significance of User Actions on Facebook Algorithm: A Conceptual Model  
*Mr. Sunil Barsaiyan & Dr. Charu Sijoria (Jaypee Business School, Noida)*

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<th>Session 1-5: Overcoming Challenges in Marketing in a Disrupted Marketplace</th>
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| November 26, 2021 (Day 1)  
5:45 PM – 7:25 PM IST |
| **Chair:** Dr. Jitendra Das, Director, FORE School of Management, New Delhi |
| **Distinguished Speakers** |
| **Prof. Russell W. Belk**, Schulich School of Business, York Univ, Canada  
*The Death of Marketing and its possible reincarnation* |
| **Prof. Roland Rust**, Robert J Smith School of Business, University of Maryland, USA  
*Artificial Intelligence: Negotiating Marketing Challenges in the Disrupted World* |
| **Prof. Victoria Crittenden**, Babson College, USA; Editor, Journal of Marketing Education  
*The Transdisciplinary Future of Marketing Education: Teaching and Learning Disrupted* |
| **Prof. Justin Paul**, University of Reading, UK and University of Puerto Rico, USA; Editor-in-Chief, International Journal of Consumer Studies  
*Topic: Building Premium Brands among Uncertainty: The Masstige Marketing Way* |
| **Q&A** |

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<th>Session 1-6: Listening to Editors</th>
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| November 26, 2021 (Day 1)  
7:30 PM – 8:15 PM IST |
| **Co-ordinator:** Dr. Nirmalya Bandyopadhyay, Associate Professor of Marketing, FORE School of Management, New Delhi |
| **Distinguished Speakers** |
| **Prof. Raj Sethuraman** (Editor in Chief, Journal of Retailing)  
*How to Publish in Tier 1 Journals: The Do's and Don'ts* |
| **Prof. Carolyn Strong** (Editor, Journal of Strategic Marketing)  
*Winning the Heart and Mind of an Editor* |
Session 2-1: Technical Session- Wining Customers through Branding and Product Strategies

November 27, 2021 (Day 2)
10:30 AM – 12:00 PM IST

Session Chair: Dr. Ruppal Walia Sharma, Professor of Marketing, SPJIMR.

Co-Chair: Dr. Ansh Gupta, Associate Professor of Marketing, FORE School of Management, New Delhi

Paper Presentations

What hurts more-I don’t perform or I don't behave” : Competence and Integrity Violations and Role of Integrity-Perceptions about Human Brands
Ms. Surabhi Jain (SPJIMR, Mumbai), Dr. Ranjan Banerjee (BITSoM, Mumbai) and Dr. Ruppal Walia Sharma (SPJIMR)

Brand Love, Brand Trust, Purchase Intention and Positive Word of Mouth: An empirical investigation
Mr. Mayank Saluja (FORE School of Management, New Delhi)

Human Values, Sustainability and Intentions for Branded Organic Products: A SDG Perspective
Dr. Pradeep Kautish (Nirma Univ), Dr. Arpita Khare & Dr. Anshuman Khare (Athabasca University, Canada)

Cluster Branding in India: An Emerging Market Perspectives and Theoretical Framework
Ms. Manmeet Bhamra & Dr. Kaushal Kishore (School of Petroleum Management, Pandit Deendayal Energy University, Gujarat)

Investigating the brand elements essential during a crisis to generate brand loyalty: A PLS-SEM approach
Mr. Arunava Dalal (UEM, Kolkata) & Dr. Subhajit Bhattacharya (XIM University)

Barriers and Facilitators of B2B Degree of Digital Use and Brand Engagement: An integration of Operational and Behavioral perspective
Mr. Deviprasad Ghosh & Dr. Satyabhusan Dash (IIM Lucknow)

Q&A

Session 2-2: Technical Session-Consumers, Society and Sustainability

Saturday, November 27, 2021 (Day 2)
12:00 PM – 1:30 PM IST

Chair: Prof. Satya Bhushan Dash, Professor, IIM Lucknow

Co-chair: Dr. Ajay Kumar Pandey, Associate Professor of Marketing, FORE School of Management, New Delhi
**Paper Presentations**

A study on personality traits of university students in India towards their likeliness on Social Entrepreneurship  
*Dr. Rashmi Rastogi & Dr Pragya Singh (Symbiosis, Noida)*

Sustainable Transportation in the context of diffusion of innovation  
*Dr. Neena Sinha & Ms. Varnika Jain (USMS, GGSIP Univ)*

Adoption of augmented reality based try-on technology  
*Dr. Neena Sinha & Ms. Ritu Sehrawat (USMS, GGSIP Univ)*

A Study of Covid-19 cognition on Likelihood to Share Again: A Pro-environment behavior  
*Mr. Gautam Agarwal (BML Munjal Univ), Dr. Savita Kaur Sodhi (Quantum Univ) & Dr. Ritu Chhikara (BML Munjal Univ)*

Wisdom of Crowds: New Era of Election Studies in India  
*M. Avinash Jain and Dr. Satya Bhusan Dash (IIM Lucknow)*

Exploring the ‘Intention-action gap’ of consumers towards handmade and sustainable products  
*Mr. Shikhar Garg & Dr. Nanda Choudhuri (FORE School of Management, New Delhi)*

Q&A

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**Session 2-3: Panel Discussion- Marketing in a Disrupted World**

Saturday, November 27, 2021 (Day 2)  
1:30 PM – 3:00 PM IST

**Participants:**

- **Mr. Cherish Jacob,**  *GM-Movodo Group, Europe and SE Asia*
- **Mr. Kapil Grover,**  *Chief Marketing and Digital Officer, Burger King, India*
- **Mr. Kush Mehra,**  *CBO, Pine Labs, India*
- **Mr. Sangram Sinha,**  *Commercial Director- Pernod Ricard, Asia (Seagram’s Myanmar)*
- **Dr. Nancy Richmond,**  *Assistant Teaching Professor, Florida International University, USA*

Q&A

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**Session 2-4: Technical Session- Consumers, Product and Technology**

Saturday, November 27, 2021 (Day 2)  
3:05 PM – 4:40 PM IST

**Chair:**  *Dr Bharadhwaj Sivakumaran,*  *Professor, Great Lakes Institute of Management, Chennai*

**Co-chair:**  *Dr. Ashutosh Pandey,*  *Assistant Professor of Marketing, FORE School of Management, New Delhi*

**Paper Presentations**
In search of congruent meaning for an innovated artifact/product: using semiotic square approach
Dr. Aby K Abraham (Rajagiri College of Social Sciences, Kerala)

A study of consumer behavior of mobile gaming applications using PACMAD model
Dr. M. Prasanna Mohan Raj (ASC, Alliance Univ, Bengaluru)

Proposing an extended TAM: The Dual effect of Perceived Trust and Subjective Norm in driving customers' usage to mobile banking
Mr. Samuel Mitra, Mr. Peter Arockiam and Ms. Payal Sharma (St. Xavier's College, Kolkata)

Organic Food Marketing: What is Best for East and West?
Dr Kirubaharan Boobalan & Dr Bharadhwaj Sivakumaran (Great Lakes Inst of Mgt, Chennai)

Trust in Online Shopping: A Bibliographic Analysis
Mr. Arun Saxena (JGBS, O.P. Jindal Global Univ, Haryana)

An Early Stage Research to Explore the Factors Driving Adoption of Pro-Social and Environmental Behaviour in Lag Markets in the Context of Diffusion Theories- With Emphasis to Electric Cars
Dr. Mrinmoy Bhattacharjee (ASB, Alliance Univ), Dr. Sanchita Choudhury (IFIM, Bangalore)

Q&A

Session 2-5: Technical Session- Sales, Distribution and Services

Saturday, November 27, 2021 (Day 2)
4:45 PM – 6:45 PM IST

Chair: Dr. Gautam Dutta, Professor, IIFT Kolkata

Co-chair: Dr Mallika Srivastava, Associate Professor, SVKM's Narsee Monjee Institute of Management Studies, Bangalore

Paper Presentations

Role of Customer-Salesperson value co-creation in enhancing subjective well-being of the salesperson
Ms. Aditi Sharma & Dr. Sridhar Guda (IIM Kozhikode)

WhatsApp: For Better Customer Engagement in Sales and Marketing
Mr. Sai Srinivas Allu (Balmer Lawrie & Co. Ltd)

A Gender based Comparative Evaluation of O2O Food Delivery Characteristics: A Requirements Prioritization Approach
Mr. Vaibhav Agarwal (IIITM, Gwalior), Dr. Ashutosh Pandey (FSM, New Delhi) & Dr Rajendra Sahu (IIITM, Gwalior)

How customer incivility affects service-sector employees: A systematic literature review and a bibliometric analysis.
Ms. Apoorva & Dr. Ranjan Chaudhuri (NITIE, Mumbai)
Modeling the determinants of Hotel Service booking during COVID-19  
*Ms. Garima Pal and Dr. Ashutosh Pandey (FSM, New Delhi)*

Retailers Treated Like Showrooms: The Impact of Logistic Service Quality Dimensions on Showrooming Behavior  
*Ms. Mandy Kasprzyk (University of South Alabama, USA)*

Sustainability Practices in Indian Retail vis. a vis. Practices of International retailers  
*Dr. Shalini Singh & Dr. Himanshu Misra (Jaipuria Institute of Management, Lucknow)*

Determinants of Continuance intention to use game based pedagogy post Covid 19: Moderating effect of flow experience  
*Dr Mallika Srivastava (NMIMS, Bengaluru) & Dr. Mudita Sinha (Christ Univ, Bengaluru)*

Q&A

### Session 2-6: Valedictory Session

Saturday, November 27, 2021 (Day 2)  
6:50 PM – 7:45 PM IST

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<th>Role/Title</th>
<th>Session Details</th>
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<td>6:50 PM to 7:05 PM</td>
<td><strong>Prof. Gautam Mahajan</strong>, President, <em>Foundation of Customer Value; Editor, Journal of Creating Value</em></td>
<td>Valedictory Address</td>
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<td>7:05 PM to 7:20 PM</td>
<td><strong>Ms. Bhuvana Subramanyan</strong>, Chief Marketing Officer, Randstad India</td>
<td>Special Address</td>
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<td>7:20 PM to 7:30 PM</td>
<td><strong>Mr. Rahul Raizada</strong>, Exec Director, PWC</td>
<td>Special Address</td>
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<td>7:30 PM to 7:40 PM</td>
<td><strong>Prof. Mithileswar Jha</strong>, Author and Ex-Professor of Marketing at IIM Bangalore</td>
<td>Special Address</td>
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<td>7:40 PM to 7:45 PM</td>
<td><strong>Prof. Nirmalya Bandyopadhyay</strong>, Convenor, FIMC 2021, Associate Professor (Marketing), FORE School of Management</td>
<td>Vote of Thanks</td>
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