

ICMIS-21

International Conference on Management and Information Systems

September 25-26, 2021



Conference General Chair

Dr. Omprakash K. Gupta
College of Business
University of Houston - Downtown, USA

Conference Co-Chairs

Shivprakash Agrawal, AIMS International, India
Sandhir Sharma, Chitkara Business School, India

Keynote Speaker

Abhilasha Singh
American University in the Emirates, UAE

Workshop

Suraj Shah and Maurvi Vasavada
Ganpat University, India

Session Chairs

A K Singh Suryavanshi
Kishwar Joonas
Sandhir Sharma
Saroj Koul
T.Manjunatha

KEYNOTE

1A1: Sept 25, Saturday, 9:00 a.m.-9:30 a.m.
Session Chair: Sandhir Sharma, Chitkara Business School

Speaker: Abhilasha Singh
American University in the Emirates, UAE

Pandemic & Alienation: Impact on Higher Education in the New Normal

The evolution of people and technology plays a significant role across some aspects of the new normal in the years to come. We need to envision the new normal for digital life to be in future. Considering the changes that are being set in motion by the pandemic and the way societies are responding. Can we predict these changes will lead to a life in future which is better for most of the people, or mostly worst for most people or perhaps not too much different for most people than the life was at the time the pandemic began?

A staunch supporter of quality education with a strong commitment to academic excellence and unwavering dedication to the success of students, Prof. Abhilasha Singh is Vice President of Academic Affairs at the American University in the Emirates, Dubai, UAE. She also serves as an executive board member and country director of UAE at the International Higher Education, Teaching and Learning Association (HETL).

Throughout her distinguished career, she was engaged in a series of academic administrative positions at various institutions and have been engaged in providing strategic directives at a senior leadership role and ensuring its implementation with determination. Recipient of many awards and accolades, including amongst the most admired global Indians 2021, she is also passionate about research that resulted in many published articles in journals of high repute and in frequent invitations to numerous speaking engagements to national and international audiences.

She has a Ph.D in Psychology from Banaras Hindu University, India, and graduate certifications from IIM-C and MIT, US and she is a certified practitioner of Balance Scorecard, EQ, SHRM, CIPD, & MBTI.

WORKSHOP

1P1: Sept 25, Saturday, 6:10 p.m.-7:00 p.m.
Session Chair: Saroj Koul, Jindal Global Business School

Speaker/s: Suraj Shah and Maurvi Vasavada
Ganpat University, India

Research Paper Drafting: The Art and Science

This workshop is designed for academicians, working professionals, researchers, scholars and practitioners to sharpen their skills in terms of research paper drafting. It will be also helpful to early researchers to upgrade their drafting skills. There are various criteria to be considered to prepare a research paper and to get it published such as Relevance, Methodology, Originality, Implications, Plagiarism, and References. The workshop also aims to help those researchers who are doing high quality research but not able to publish their work in high impact factor journals due to lack of information about writing research papers and searching appropriate journals.

Suraj Shah is educational professional with vast teaching and research experience. He is presently associated with Ganpat University- Centre for Management Studies and Research, Program coordinator. Being a passionate researcher, he has presented more than 30 research papers in various international and national conferences. He has more than 15 publications in national and international journals and 7 book chapters to his credit. He has been awarded more than ten Best Research Paper Awards at various national and International level Conferences. He was awarded prestigious President award for staff excellence- Early career Research in the year 2019 and Learning and Teaching Category in the year 2021 at Ganpat University.

Maurvi Vasavada is Chairperson, Professor at Ganpat University-Centre for Management Studies and Research. She is Profound Academician and strategic leader with vast experience in Academia. She plays the Key role in designing and developing Industry oriented postgraduate Management programs to align the academic and corporate expertise globally by adopting innovative teaching pedagogy. With Doctorate degree in Agri economics, her teaching area International Marketing and Agriculture Marketing. She has three book publications and more than 30 Research papers published in journals. She believes Research oriented Practical learning is fundamental to create the employable workforce. Her area of interest includes Marketing, International Marketing, Research Methodology, Marketing Research and Agriculture Marketing.

**VIDEO
PRESENTATION**

1A2, 25 Sept, 2021
9:30 a.m.-10:50 a.m.
Session Chair: Kishwar Joonas

2153 Learning among Online Users in Mexico: An Experimental Study

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We examined how online users' behavioral outcome is affected by prior visits to a given web site, social media mode and learning style based on an online search task. Currently, little research attention is given to Mexico regarding this topic. A laboratory experiment conducted among 120 university students in Mexico. The experimental design was a randomized complete block design comprising eight block-treatment (2 x 4) effects, assigned randomly to subjects. Study analysis, results and contributions are presented and interpreted within the framework of Kolb's experiential learning theory.

2154 Demystifying and Interpreting the Motto's of the Indian Armed Forces

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A Unifying Action Declaration UAD or the Unit Motto is in my opinion the most important rallying point for uniformed members of that Unit It is in fact the raison d'être for the existence of the Unit This paper utilises Qualitative Data Analysis tools e.g VOYANT NVIVO NUDIST to conduct a content analysis of the collated database of the Mottos of the three Services Indian Army Indian Air Force Indian Navy as also the Army Units Battalions and Regiments with an aim to obtain a sense of those intangible and tenuous characteristics.

2158 Audit Committee Forensic Expertise and Real Earnings Management

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The directors of the audit committee are responsible for providing oversight over the integrity of the financial statements by preventing fraudulent misstatement. Our study examines the relationship between female forensic expertise of the audit committee directors and the frequency of real earnings management using large firms from the S&P500 Index for the years 2010 to 2011. Findings show a negative relationship between the female directors on the audit committee and real earnings management. The findings from this study will be of interest to regulators, legislators, and the investing public.

2174 Strategic Communication for in the Digital Age

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The digital technologies remodel current markets, which become open 24/7 and are capable of responding very quickly and providing information to different users. In the digital age, we are witnessing a reinvention of the role played by strategic communication in the area of international relations. In this paper two approaches to strategic communication are analyzed: the first is specific to the North American space (UN, NATO), being more operative and less formalized; the second one is specific to the European area (EU), being more rigid, and incremental.

1P2, 25 Sept, 2021
7:00 p.m.-8:20 p.m.
Session Chair: T. Manjunatha

2156 Rebounding Retailers' Reinforcement strategy towards Online Pricing strategy during Covid 19

*Baba Gnanakumar, Kristu Jayanti School of Management,
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More online businesses have come about since Covid 19 broke out There was a 66 increase in online buyers between 2020 and 2021 Online markets have changed their differential pricing strategy significantly In this context the current research examines the heterogeneity of pricing behaviours between online and offline retailers A867 online retailers was surveyed This study investigates how differential pricing impacts people's purchasing decisions depending on when customers shop online the pricing factor among the type of product and the time of purchase The results indicate that retailers do not attempt to complicate with the online pricing strategies.

2160 Structural Equation Modelling (SEM) of Determinants of Customer Engagement, Satisfaction and Churn: A Case of Mobile Service Providers in India

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Digitization, lower data price, affordable dual SIM handset has impacted customer engagement, satisfaction and churn process.70% of the customers are still using the human-based customer engagement method despite 15% lower satisfaction against digital, The study on customer churn in Forbes 2019 by Verint® Systems Inc shows that customer retention is coming down because uniform pricing and accessibility on the digital platform, the number of unique porting requests generated by Indian mobile customers is 5.74 Million in March'2020 and growing ,this shows need to re-examine customer engagement, customer satisfaction and churn in Indian telecom industry.

2165 A Prescriptive Study of COVID-19 Situation in India

Anjan Kumar Swain, IIM Kozhikode, akswain@iimk.ac.in

Covid-19 outbreak completely shattered and exposed the health care system not only in India but world over. The preparedness of the governmental and nongovernmental system was under test. For the imminent third-wave, it is essential to have a thorough preparedness by the system to face the eventualities. For this it is essential not only to perform descriptive and predictive analysis (mostly researched and studied) of the situation rather to have a thorough prescriptive analysis of the situation. This prescriptive analysis and the reported results can possibly help the system to cope up with the immediate challenges.

2166 Study of the Obsessive Behaviour with the use of Self-Monitoring Devices

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In recent years, the human society has been undergoing a substantial change in their attitude towards their personal healthcare and wellbeing. Personal healthcare system has been immensely impacted by the advent of self-monitoring, wearable digital devices such as smart watches, mobile phones, social networks, etc. Increasingly more studies have been conducted to assess their role in improving the health behaviour or human wellbeing. This study is concerned with a thorough analysis of the use and misuse of the self-monitoring devices, and the obsession thereof on the human behaviour and their wellbeing.

2A1, 26 Sept, 2021

9:00 a.m.-11:00 a.m.

Session Chair: A K Singh Suryavanshi

**2161 Predicting Online Purchase Intention in Cause-Related Marketing:
Investigating the role of CSR, Cause Involvement, Perceived Value**

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Considering growing public awareness and attention on social problems, Cause related marketing has become the dominant strategic marketing employed by many different types of companies. In the context of CRM, consumer purchases of fast-moving consumer items are on the rise, especially online, making it important to analyse customer trust and its effect on online buy intention Flipkart, BigBasket, Amazon, Grofers, Snapdeal, JioMart, Tata Cliq, and Star Quik are just a few of the online merchants that have emerged in India during the past decade. In the context of Indian rapid moving consumer items, there have been very few research that have looked at online CRM purchase intentions. From a CRM perspective, this study investigates the effect of CSR, cause involvement, and perceived value on the antecedents of online trust. The second part of this study examines the influence of online trust on purchase intention for fast-moving consumer goods items using cause-related marketing strategies. According to the conclusions of this study, corporate social responsibility, cause engagement, and perceived value all have a positive effect on internet trust.

**2164 Panel Data Estimation of Liquidity Risk Drivers: a Case of Indian Scheduled
Comm**

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Since the financial turmoil 2008 Liquidity risk in banks has become prime focus of researchers policy makers as it is the main challenge exposed to banks in maintaining financial soundness The present research is performed to identify the determinants influencing the liquidity in Indian banking sector for duration of seventeen years from 2000-2016 for which data for bank specific determinants was obtained from PROWESS database CMIE The interpretation is done through pooled regression model and inferences are drawn accordingly

**2167 Impact of critical success factors of e-learning on learning outcome and student
satisfaction in Graduate Aptitude Test using DEMATEL**

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The current research is unique in that it establishes a link between important success elements for e-learning and learning outcomes and student satisfaction from the expert perspective. The study gathered data from industry professionals involved in the development of online learning products. The primary data acquired in this manner is analysed using a widely used MCDM technique called DEMATEL. These specialists are able to demonstrate, based on their extensive expertise, how numerous aspects such as instructor, course design, motivation, discourse, and self-regulation all have a substantial impact on learning outcomes and student satisfaction. The study's findings are intriguing and have ramifications for a wide range of stakeholders.

2168 Benchmarking Efficient Units of Energy Index in India using DEA and TOPSIS

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The connotation of energy sector is perpetual in human development and economic development both. The current study is intended to assign efficiency score and then ranking the Indian companies (constituents of NSE Energy index) known for best practices to control carbon-emission in environment. The current research is unique as it has attempted to identify efficient and benchmark unit in energy sector in India through an integrated model based on DEA-TOPSIS. The findings of the study have extensive implications for all these stakeholders along with companies belong to energy sector, investors and academia. The managers taking strategic financial decisions in the target units need to consider the practices followed by benchmark company for improving their financial viability.

2169 Board Structure and Financial Statement Frauds: A Systematic Review and Research Agenda

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Frauds in Financial Statements is a crime that is committed by the most trusted ones in an organisation. The regulations related to Corporate Governance that are imposed time and again by the regulatory bodies are not enough where the insiders bend the procedures as per their own conveniences and benefits resulting in the loss of Agency theory. The present paper focuses on the structure of the board as the most important factor in controlling financial statements' fraud.

2172 The H-Theory Framework: A Systematic Review of Happiness Through Cross-Cultural Perspectives

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Sowmya Kshatriya

The H-Theory framework highlights an equifinality developmental model for happiness and an integrated framework through which happiness can be universally conceptualized across cultures, countries, or diverse backgrounds. A comprehensive literature search was done using five different databases, APA PsycNet, EBSCO-Academic, EBSCO-Business, Project MUSE, and Google Scholar, including grey literature and in-text references from relevant review articles. One hundred and fifty-five articles were shortlisted. Based on the review findings, happiness can be described as a function of the sub-categories of health, hope, and harmony, each of which entails specific variables that were empirically supported across the studies and diverse cultures.

ABSENTIA PAPERS

S2152 Terrorism and the Nigerian Economy: An Analysis of the Boko Haram Group
Abdulmalik Sadiq, Cracow University of Economics, cidix05@gmail.com

Although, the Nigerian government had embark on a massive increase of the budget on security yearly amidst her effort towards realizing a stable economy and restoring peace in the country. However, the economic condition of Nigeria especially Poverty and unemployment have not lessened proportionate with Nigeria's economic development. This research aims to find the relationship between poor economic conditions and terrorism in Nigeria using Spearman's rho correlation coefficient. Data on terrorist activities and economic indicators of Population (POP), Poverty (PO), unemployment GDP per capita (GDPp), and inflation rate(INFL) for the period 1980-2017 was analyzed.

S2170 Crisis Management in Modern Organisations
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A sudden and unexpected event leading to major unrest amongst the individuals at the workplace is called as organization crisis. In other words, crisis is defined as any emergency situation which disturbs the employees as well as leads to instability in the organization. Crisis affects an individual, group, organization or society on the whole. The art of dealing with sudden and unexpected events which disturbs the employees, organization as well as external clients refers to Crisis Management. The process of handling unexpected and sudden changes in organization culture is called as Crisis Management.

S2171 Adding Relations between the Top and Three Members in a Pyramid Organization
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This study proposes a model of adding relations between the top and three members of the same level in a pyramid organization structure of a complete ternary tree. When three edges are added between the root and three nodes with the same depth N in a complete ternary tree of height H , the total shortening distance which is the sum of shortening lengths of shortest paths between every pair of all nodes by adding edges is formulated and an optimal depth N is obtained by maximizing the total shortening distance.