

16-Dec-23 10.30 - 11:15 am & 3.30 - 4:15 pm

Proposal Number	Proposal Title	Board Number	Track	Authors
76	An Integrative Exploration of Cyberfraud's Influence on Digital Financial Inclusion in Rural India.	1	Track 1) Technology, Innovation and Digital Transformation	Mr Mohammed Afzal, Maryam Meraj, Manpreet Kaur, Naseem Ahmad
99	Science Commercialization Capabilities: Leveraging Star Scientists for Innovation Orchestration	2	Track 1) Technology, Innovation and Digital Transformation	Dr Gaurav Tikas
122	Decoding M-wallet Adoption Intention in Indian IT Sector: Insights from SEM-ANN Approach	3	Track 1) Technology, Innovation and Digital Transformation	Ms Aishwarya Mitra, Anupam De
124	Spatial and Temporal Distribution of Public Health Facilities in Gujarat	4	Track 1) Technology, Innovation and Digital Transformation	Mr Vijay Kumar, Tulika Tripathi
156	REVOLUTIONARY MOVE FOR TRANSFORMING DIGITAL PAYMENTS BY GOVERNMENT: UPI	5	Track 1) Technology, Innovation and Digital Transformation	Ms Deepika Vijayvergiya
173	Upper Echelons Theory: Impact of CEOs Behavioural Aspects on Open Innovation Intensity	6	Track 1) Technology, Innovation and Digital Transformation	Mr Raj Mohan
175	The experience on Digital tourism for tourist revisits : A Serial Mediation Model	7	Track 1) Technology, Innovation and Digital Transformation	Dr Radhika P C, Eldho Babu, Johny Johnson, Maria Joseph
178	Understanding organisational ecology of AI through the lens of Actor Network Theory	8	Track 1) Technology, Innovation and Digital Transformation	Ms Vaishalini Singh Jamwal
182	Virtual Reality (VR) in Safety Training: A Literature Review of The Last Two Decades	9	Track 1) Technology, Innovation and Digital Transformation	Ms Sweta Bose
65	Explicating The Interaction Dynamics Between Corporate Governance and Firm Innovation	10	Track 2) Environment, Society and Governance (ESG) and Non-Market Strategy	Mr Bhuvaneashwar Subramanian
174	"Butterfly Effect" of Institutionalism: Corporate Sustainability under Environmental Upheaval	11	Track 2) Environment, Society and Governance (ESG) and Non-Market Strategy	Mr Raj Mohan
290	HUMAN-NATURE COMPLEMENTATION: A TRANSACTION COST ECONOMICS VIEW	12	Track 2) Environment, Society and Governance (ESG) and Non-Market Strategy	Mr Rishav Raj, Amit Srivastava
33	Economic Growth Model due to Innovation in Private and Public Companies	14	Track 3) Business and Corporate Strategy	Dr Lakshman Singh
43	Drivers and barriers of corporate engagements with start-ups: Fuzzy AHP and Sensitivity Analysis	15	Track 3) Business and Corporate Strategy	Ms Sonika Jha, Anil Kumar Singh, Sriparna Basu
60	Embracing Heritage and Legacy: Unravelling the Tapestry of Family Business Brands	16	Track 3) Business and Corporate Strategy	Mr Swapnil Sahoo, Arijit Das
92	Redefining agile supply chain practices in the disruptive era - A case study	17	Track 3) Business and Corporate Strategy	Mr Neelesh Kumar Mishra, Poorva Pande Sharma, Dr. Shyam Kumar Chaudhary
192	Prior Performance and Product Diversification Strategy: An Indian Perspective	18	Track 3) Business and Corporate Strategy	Mr Supratim Kundu
62	INTERNATIONALIZATION PROCESS OF INDIAN IBUSINESS FIRMS	19	Track 4) Internationalization and Global Strategy	Mr Ankit Surana, Meena Chavan, Professor Vikas Kumar, Professor Francesco Chirico

107	Understanding the role of digital media in strategic communication	20	Track 4) Internationalization and Global Strategy	Mr Mitrajit Biswas
139	Robotics, Wages, and Developing Countries: Not a Duel, but a Dual Advantage	21	Track 4) Internationalization and Global Strategy	Mr Pavan Kulkarni, Snehal Awate, Amit Jain Chauradia
45	The Wind Beneath Her Wings: An Action Research Study on Motivation of Women Entrepreneurs	22	Track 5) Family Business and Entrepreneurship	Ms Shikha Khurana
159	Correlation and regression analysis between entrepreneurship activity and income inequality	23	Track 5) Family Business and Entrepreneurship	Ms sandhya rani, Deepak Vinod Kesarwani, Rajesh Kumar Shastri
238	Managing Diversity, Inclusion, and Socio-economic Mobility Challenges in Family Firm	24	Track 5) Family Business and Entrepreneurship	Ms Gitishna Prasad, Arup Roy
258	Exploring the Impact of Social Identity and Role Ambiguity on Harmony in Family in Family Businesses	25	Track 5) Family Business and Entrepreneurship	Ms Yashvi Pancholi, Prachi Bhatt
280	Employment relations system in two business communities of India: Baniya and Sindhi	26	Track 5) Family Business and Entrepreneurship	Ms Vartika Varyani
283	Sustainable Business Model Innovation of an Indian Startup: An Imprinting Theory Perspective	27	Track 5) Family Business and Entrepreneurship	Mr Ravi Roshan
308	Frontiers of Resilience in Family Business Research	28	Track 5) Family Business and Entrepreneurship	Dr Nupur Pavan Bang, Tajuddin Malik, Sougata Ray
419	Unveiling Organizational Dynamics of SEs: The Triumph of Aravind in Delivering Affordable Eye Care	29	Track 5) Family Business and Entrepreneurship	Mr Diwakar Singh, Richa Awasthy
420	Social Entrepreneurial Strategy in developing and developed economy: A text mining based approach	30	Track 5) Family Business and Entrepreneurship	Mr Vineet Kaushik
26	National Human Resource Development and Skill Development: A Capability Building Framework	31	Track 6) Leadership and Human Capital	Ms RITU SHARMA, ISHA SHARMA
31	Did Human Capital Offer A Measure of Competitive Advantage To Banks In Pre And During COVID Times?	32	Track 6) Leadership and Human Capital	Ms Shruti Bansal, Narinder Kaur
52	Building a Trustworthy Foundation: Unravelling the Role of Human Capital and Organizational Citizens	33	Track 6) Leadership and Human Capital	Mr Swapnil Sahoo, Pooja Yadav

17-Dec-23 10.30 - 11:15 am & 3.00 - 3.45 pm

PROPOSAL NUMBER	PROPOSAL_TITLE	BOARD NUMBER	Track	Authors
268	SHAPING PHARMA COMMERCIALIZATION THROUGH DIGITALIZATION: ROLE OF DYNAMIC MANAGERIAL CAPABILITIES	1	Track 1) Technology, Innovation and Digital Transformation	Mr Subodh Singh, Sabyasachi Sinha, Priyatam Anurag
276	Envisioning a Digital Strategy for Managing Software Quality Using Robotic Process Automation	2	Track 1) Technology, Innovation and Digital Transformation	Mr Rajarshi Mukherjee, Pritha Chatterjee
285	EFFECT OF AI ON FIRM'S STRATEGIC PERFORMANCE: A STUDY OF INDIAN IT/ITeS FIRMS	3	Track 1) Technology, Innovation and Digital Transformation	Mr Anurag Chaturvedi, Pallav Bose
292	Innovation in Knowledge Economy: A case of 3D Printing's Rise in Global Markets and India	4	Track 1) Technology, Innovation and Digital Transformation	Prof Rajat Agrawal, Aman Semalty
306	Can organizational focus on Responsible AI lead to improved AI adoption by employees?	5	Track 1) Technology, Innovation and Digital Transformation	Ms Seema Chokshi
328	Critical Success Factors of Industry4.0 enabled Circular Startups - A Dynamic Capability View	6	Track 1) Technology, Innovation and Digital Transformation	Ms Sagnika Datta, Krishna Balodi
348	Open Innovation 2.0: Elevating firms with digital technology tools	7	Track 1) Technology, Innovation and Digital Transformation	Mr Arpan Mondal, Kshitij Awasthi
363	Temporal dynamics of optimal distinctiveness along TLC	8	Track 1) Technology, Innovation and Digital Transformation	Ms Veethica Smriti, Sai Yayavaram
357	Quantifying the Significance of ESG Performance and its Impact on Financial Performance	10	Track 2) Environment, Society and Governance (ESG) and Non-Market Strategy	Ms Unnati Tripathi, Shweta Sharma
395	Is the BPO sector in India ready to incorporate the ESG framework or reporting in their business pol	11	Track 2) Environment, Society and Governance (ESG) and Non-Market Strategy	Dr Sadrita Deb
409	Stakeholder Pressure and Digital Transformation: Catalysts for Sustainability Outcomes	12	Track 2) Environment, Society and Governance (ESG) and Non-Market Strategy	Ms Biswapriya Saha
223	Insights into Scenario Planning Practices in Organizations in India- A qualitative study	13	Track 3) Business and Corporate Strategy	Ms Shiny Mathew, Anshu Rani
231	Does the Corporate Governance Index influence the Firm's Value : A study on Indian Perspective	14	Track 3) Business and Corporate Strategy	Mr RAJIB DHAL
242	TEMPORAL STRUCTURING AND STRATEGIC DECISION-MAKING: AN INTEGRATIVE PROCESS MODEL	15	Track 3) Business and Corporate Strategy	Mr Vikas Namadeva Prabhu
414	The role of Organizational Citizenship Behaviour towards Environment: A strategy for Indian IT secto	17	Track 3) Business and Corporate Strategy	Ms Meenakshi Bisla
425	Rule of Three and Industry Concentration Level: Recommendation for "Generalist-Firm" Managers	18	Track 3) Business and Corporate Strategy	Mr Pallav Bose, Swarup Kumar Dutta
253	Strategy for Innovation and International Competitiveness for EMNEs: Exploring drivers...	19	Track 4) Internationalization and Global Strategy	Prof Kirankumar S. Momaya, Padmanav Adhikari, Pranusha Manthri
272	Does host country institutional dynamism matter for cross-border acquisition performance?	20	Track 4) Internationalization and Global Strategy	Ms Sowmya Kannan, Manish Popli
303	Pine Labs: Redefining International Fintech with BNPL and POS	21	Track 4) Internationalization and Global Strategy	Ms Harshini Sreeram

353	How Trust as Commodity Co-creates Entrepreneurial Opportunity?	22	Track 5) Family Business and Entrepreneurship	Ms N G Yamini
366	Social Enterprises Shaping Entrepreneurial Aspirations of Poor in India: An Empirical Study	23	Track 5) Family Business and Entrepreneurship	S Bhavani Shankar, Kajari Mukherjee, Sanjay Goel
378	INDIAN MSMES' PROBLEM WITH DELAYED PAYMENTS: A RESOURCE DEPENDENCE THEORY PERSPECTIVE (RDT)	24	Track 5) Family Business and Entrepreneurship	Ms Vishnugaranya Ivaturi
397	How Women Entrepreneurs in Conflict Zones use Social Media to Overcome Challenges	25	Track 5) Family Business and Entrepreneurship	Dr Ivan Zupic, Naira Fayaz, Sujata Khandai
90	Governance Dynamics of Strategic Human Capital amid Extreme Environmental Disruption	26	Track 6) Leadership and Human Capital	Ms Sandhya Mishra, Snehal Awate, Karuna Jain
96	Surprise me with your focus: Impact of regulatory focus of the CEO on earnings surprise	27	Track 6) Leadership and Human Capital	Mr Mithira Siva, Amit Karna, Mayank Varshney
157	A Conceptual Study on Neuro Leadership and Human Capital: Mediator Role of Training and Development	29	Track 6) Leadership and Human Capital	Ms Heena Alwani, Tulsee Giri Goswami