

**ACADEMY OF INTERNATIONAL
BUSINESS (AIB) INDIA CHAPTER
CONFERENCE 2020**

&

**PAPER DEVELOPMENT WORKSHOP
(PDW)**

CONFERENCE PROGRAMME

ORGANIZER

**Indian Institute of Management
Visakhapatnam**

Andhra Bank School of Business Building
Andhra University Campus
Visakhapatnam – 530 003

Dec 20-22, 2020

Academy of International Business (AIB)

The AIB is the leading association of scholars and specialists in the field of international business. Established in 1959, AIB has 3185 members in 89 different countries around the world. Members include scholars from the leading global academic institutions as well consultants, researchers, government, and NGO representatives. The AIB also has chapters established around the world to facilitate networking as well as the exchange of knowledge at a more local level. The AIB-India chapter is one of the most active, with a strong focus on developing a thriving research community among India-based scholars with interests in the broad field of international business.

Indian Institute of Management Visakhapatnam

Indian Institute of Management Visakhapatnam is an Institution of National Importance under the IIM Act 2017. Its overarching goal is to attain standards of global excellence in management, management research and allied areas of knowledge; serving in the process, the cause of inclusive, equitable and sustainable national development goals as enshrined under the Objects of the Act.

True to this mandate, the Institute, under the mentorship of IIM Bangalore, is focusing on world-class intellectual, infrastructural and institutional resources, facilitating high-quality teaching-learning processes and research culture. With a vibrant and talented student cohort representing about 20 states of the country and a founding team of faculty with impeccable teaching and research credentials, the Institute has built a good image and identity for itself in the comity of IIMs, in a relatively short time. Leveraging its multiple strengths, the Institute is all set to scale up its activity profile in scale, scope and specialization towards greater fulfilment of its objectives, in nature and extent.

Event Summary

- AIB India Conference Inauguration (20th Dec 2020)
- Plenary Workshops, Regular Paper Presentations and Interactive Sessions (20th and 21st Dec 2020)
- Paper Development Workshop (21st and 22nd Dec 2020)

Day 1 (20th December 2020)

AIB India Conference Inaugural Plenary

09.30- 10.00 hrs	Conference Registration
10.00- 10.10 hrs	Welcome Address by Professor S. Raghunath, Chair, AIB India Chapter & Faculty, Indian Institute of Management, Bangalore
10.10- 10.25 hrs	Welcome remarks by Professor M Chandrasekhar, Director, Indian Institute of Management, Visakhapatnam
10.25- 10.40 hrs	Keynote Address by Professor Jeremy Clegg, President, Academy of International Business
10.40- 10.50 hrs	Introductory remarks to the conference by Professor G Shainesh, Conference Chair, AIB India Chapter Conference 2020 & Faculty, Indian Institute of Management, Bangalore
10.50- 11.00 hrs	Introductory remarks to Paper Development Workshop by Professor Elizabeth Rose, AIB Fellow & Faculty, University of Leeds, United Kingdom
11.00- 11.10 hrs	Closing remarks by Professor Deepika Gupta, Conference Co-Chair, Faculty, Indian Institute of Management, Visakhapatnam

11.10- 11.30 TEA BREAK

11.30 to 13.00 hrs

Day 1 (20 December 2020)

Session 1A- International Trade and IB-I

Session Chair: Professor Sonal Thukral

Time	Presenter	Title of the paper
11.30 - 11.45	Rohit Malhotra, NMIMS, Centre of Excellence in Analytics and Data Science, Mumbai	How South-Asian Economies managed their Trade-risks collaboratively? An empirical enquiry
11.45 - 12.00	Madhurima Basu, IIM Kozhikode	International Business: Glimpses from Ancient India
12.00- 12.15	Radha Raghurampatrni, GITAM (Deemed to be University)	India's future potential and prospects of trade with the SAARC regional group - A study
12.15- 12.30	Dai Jianing & Nishant Kumar Stockholm Business School	Managing Political Risks and Uncertainty in International Market by Emerging Market MNC

12.30 - 12.50 hrs- Feedback by Session Chair

12.50 - 13.00 hrs- Q & A and Discussion by Audience

13.00 -14.00 - LUNCH

11.30 to 13.00 hrs

Day 1 (20th December 2020)

Session 1B- International Trade and IB -II

Session Chair: Professor Deepika Gupta

Time	Presenter	Title of the paper
11.30- 11.45	Abhisek Banerjee, IIM Calcutta	Why Business Group Affiliates are more Effective in Ensuring Stability And Fair Distribution Of The Gains In An International Joint Venture?
11.45- 12.00	Bhawna Sahu & Siddhartha K Rastogi, IIM Indore	India's Trade Linkages with Africa: A Gravity Model Approach
12.00- 12.15	Shan-Huei Wang, Tunghai University; Chung-Jen Chen & Andy Ruey-Shan Guo, National Taiwan University	Geographic Diversification, Organizational Slack, Industry Munificence and Firm performance: A Multilevel Study

12.15 - 12.30 hrs- Feedback by Session Chair

12.30 -12.40 hrs- Q & A and Discussion by Audience

13.00-14.00 - LUNCH

11.30 to 13.00 hrs

Day 1 (20th December 2020)

Session 1C- International Marketing

Session Chair : Professor Shainesh

Time	Presenter	Title of the paper
11.30 - 11.45	Srivalli Jandhyala, Mallareddy Institute of Management	An Empirical Study on Change in Buying Pattern with Reference to Food Service Industry
11.45 - 12.00	Viraj Trivedi, Soumya Sarangi, Himanshu Yadav & Karthik Prasad K, IIM Visakhapatnam	Factors Affecting Online Merchandise Purchase
12.00- 12.15	Rona Elizabeth Kurian, Madhurima Basu, Rai Siddhant Sinha & Labeeba; IIM Kozhikode	Impulse Buying Behaviour: An Exploratory Study into the Antecedents and Post Purchase Experience of Consumers
12.15- 12.30	Vishal Goyal & Anita Goyal, IIM Lucknow	Co-Creation as a Tool to Develop Portfolio of Customers and Portfolio of Solutions

12.30 - 12.50 hrs- Feedback by Session Chair

12.50 - 13.00 hrs- Q & A and Discussion by Audience

13.00-14.00 - LUNCH

11.30 to 13.00 hrs

Day 1 (20th December 2020)

Session 1D- International Entrepreneurship

Session Chair : Professor Khushboo Aggarwal

Time	Presenter	Title of the paper
11.30-11.45	Anuradha Saikia, Deepak Kumar & Keya Sengupta, IIM Shillong	Entrepreneurship in Food Processing Sector: Review of Challenges and Opportunities
11.45-12.00	Nilofer Hussaini & Budha Anuradha, Christ(deemed to be) University	Linkage between Entrepreneurial Orientation and Export Performance of South Asian countries: Panel Data Study
12.00-12.15	Abhijeet Sharma, Dakshita Bhagat, Hilal Mohammed & Sachu S, IIM Visakhapatnam	Factors affecting CrossFit Adoption in India: A Moderated Mediation Analysis
12.15-12.30	Deepa Raju, Mahatma Gandhi Government Arts College; Denila Jinny, IIT Madras	Internationalization and Institutional Investment in Indian SMEs

12.30 - 12.50 hrs- Feedback by Session Chair

12.50 -13.00 hrs- Q & A and Discussion by Audience

13.00-14.00 - LUNCH

Day 1 (20th Dec 2020) AIB India Conference Inaugural Plenary

‘Leading in an Uncertain, Physi-Digital World’

Chair: Professor G Shainesh,
Conference Chair, AIB India Chapter Conference 2020
Faculty, Indian Institute of Management, Bangalore

Time	Presenter
14.00- 15.00 hrs	Mr. Dipak Mane, Advisor – Executive Board & former CHRO - Buhler Group, Switzerland
15.00 – 15.30 hrs	Tea Break

15.30 to 17.00 hrs

Day 1 (20th December 2020)

Session 2A- Banking and taxation

Session Chair: Professor Nenavath Sreenu

Time	Presenter	Title of the paper
15.30- 15.50	Sandeep Yadav, IIM Kozhikode	Impact of Institutional Investors Ownership on R&D Investments in Emerging Economy Multinational Firms: Evidence from India
15.50- 16.10	Taviti Naidu Gongada, Andhra University; Sandya Snehasri Seera, NIST	Impact of E-Banking service quality on customer satisfaction: A Case study of ICICI Bank, Visakhapatnam
16.10- 16.30	Sameer Chinchankar, University of Antwerp	Nuances of Bank-Fintech-Bigtech Coopetition in European Banking and Financial Services

16.30-16.50 hrs- Feedback by Session Chair

16.50-17.00 hrs- Q & A and Discussion by Audience

17.00-17.30 - TEA BREAK

15.30 to 17.00 hrs
Day 1 (20th December 2020)
Session 2B- Interactive Session

Session Chair: Professor Deepika Gupta

Time	Presenter	Title of the paper
15.30- 15.40	Taviti Naidu Gongada & Kiran Kumar Seepana, Andhra University	Water Management in India And Recycling Techniques
15.40- 15.50	V Ramana Murthy Kudumula & Ramakrishna Dasiga , Andhra University	Influence of Fragrance on Customer Shopping Experience
15.50- 16.00	Rashad Pp & Satheesh Ek, University of Calicut	The use of derivatives, corporate governance, and firm value: What have we learned?
16.00- 16.10	Kabila RM, Selvalakshmi M & Nataraj B, Thiagarajar School of Management	Influence of Mobile Marketing on Consumption and Buying Behaviour of Rural India
16.10- 16.20	Jessica Thacker & Debdatta Saha, South Asian University	The “Missing Middle” Problem and Firm Fragility: The Case of Food Processing in India

16.20 - 16.50 hrs- Feedback by Session Chair

16.50 - 17.00 hrs- Q & A and Discussion by Audience

17.00-17.30 - TEA BREAK

15.30 to 17.00 hrs

Day 1 (20th December 2020)

Session 2C- Interactive Session

Session Chair: Professor Elizabeth Rose

Time	Presenter	Title of the paper
15.30- 15.40	Saurabh Kumar, IIHMR University	Immunization Supply Chain Management- Gap Analysis and Framework Design for Mitigating the Intricacies in Vaccine Supply Chain
15.40- 15.50	Kameshwar Rao Modekurti & Kishore Rathi, Xavier Institute of Management & Research	Does Currency Exposure of Indian Firms depict Moral Hazard?
15.50- 16.00	Pragya Shankar, Delhi University	Trade for Developed India: Forging Links from East Asian Experience.
16.00- 16.10	Sunayana & Anam Aslam, Jamia Millia Islamia	Knowledge Transfer on Return by the Repatriates in the Indian IT Industry

16.20 - 16.40 hrs- Feedback by Session Chair

16.40 -17.00 hrs- Q & A and Discussion by Audience

17.00-17.30 - TEA BREAK

Day 1 (20th December 2020) AIB India Conference Plenary

Digitalization and International Business - Evidence from Latin America and Asia Pacific

Chair: Professor Deepika Gupta,

Conference Co-chair, AIB India Chapter Conference 2020

Faculty, Indian Institute of Management, Visakhapatnam

Time	Presenter
17.30 – 18.30	Professor Sumit Kundu Associate Dean, International Programs James K. Batten Eminent Scholar Chair in International Business Florida International University Fellow, Academy of International Business



Day 2 (21st December 2020) AIB India Conference Plenary

Globalization in the Post-Pandemic Years

Chair: Professor G Shainesh,

Conference Chair, AIB India Chapter Conference 2020

Faculty, Indian Institute of Management, Bangalore

Time	Presenter
09.00 – 09.45 hrs	Dr. Farok Contractor Distinguished Professor, Executive Education / Management & Global Business, Rutgers Business School Fellow, Academy of International Business

10.00 to 11.30 hrs

Day 2 (21st December 2020)

**Session 3A- Internationalization and Human
Resource Management**

Session Chair : Professor Srivalli Jandhyala

Time	Presenter	Title of the paper
10.00 - 10.15	Gudivada Venkat Rao , Andhra University	A Review of Skill Requirements for Human Resource Management in New Age Dynamic Environment
10.15 - 10.30	Taviti Naidu Gongada , Andhra University; Divya Krishna Kumari Selamsetty , Dr. L. Bullayya Colleges	Shaping Talent Towards Agile Mindset through Scrum Methodology
10.30- 10.45	Moumita Acharyya , Faculty of Management Studies, University of Delhi	CSR Focused HRM Practices as a Tool to Achieve Organizational Pride: A Study in Select Indian Organizations.
10.45- 11.00	Pallavi Tyagi and Selvan Dorairaj , Capgemini Technology Services	Understanding the Role of HR in Prioritizing and Focusing on Specific Practices that Enable Shifting Employee Sentiment from Fear to Trust During COVID Times – A Live Practical Study at a Large MNE With India Operations

11.00 - 11.20 hrs- Feedback by Session Chair

11.20 - 11.30 hrs- Q & A and Discussion by Audience

11.30-12.00 - TEA BREAK

10.00 to 11.30 hrs

Day 2 (21st December 2020)

Session 3B- Economic Outlook - I

Session Chair: Professor Rohit Malhotra

Time	Presenter	Title of the paper
10.00 - 10.15	Swapnil Soni & Bala Subrahmanya Mungila Hillemane, IISc; Puranjay Bhattacharya, Infosys Limited	Investigation of labour intensity, productivity and employment in a labour-surplus economy
10.15- 10.30	Komal Chhikara, Delhi School of Economics; Vipin Negi, University of Delhi	The Impact of Doing Business Indicators on Economic Growth in Emerging Market Economies
10.30- 10.45	Deepak Kumar, Anuradha Saikia, & Keya Sengupta, IIM Shillong	The Interrelationship between Announcements of Domestic and Cross-border Mergers and Acquisitions: Granger Causality Approach
10.45- 11.00	Genith George, Mohith George, Althaf S & Sreejith S S, NIT Calicut	Thinking beyond Gold and Real Estate: Understanding Indian Household's Choice for Financial Assets

11.00 - 11.20 hrs- Feedback by Session Chair

11.20 - 11.30 hrs- Q & A and Discussion by Audience

11.30-12.00 - TEA BREAK

10.00 to 11.30 hrs

Day 2 (21st December 2020)

Session 3C- Economic Outlook -II

Session Chair: Professor Radha Raghurampatruni

Time	Presenter	Title of the paper
10.00 - 10.15	Nenavath Sreenu, NIT Bhopal; Suresh Naik V, Institute of Insurance and Risk Management	Effects of Exchange Rate and Inflation Rate on Stock Market Returns Volatility in India
10.15 - 10.30	Khushboo Aggarwal & Mithilesh Kumar Jha, P.G.D.A.V. College	The Day of the Week Anomaly: Evidence from Stock Markets in BRICS Countries
10.30- 10.45	Vandana Goswami, Satyawati College, University of Delhi	Causality between FDI Inflow and State-wise Economic Growth
10.45- 11.00	Sonal Thukral & Apoorva Jain, Delhi Technological University	What Causes Outward Foreign Direct Investment (OFDI) from India into Least Developed Countries (LDCs)?

11.00-11.20 hrs- Feedback by Session Chair

11.20-11.30 hrs- Q & A and Discussion by Audience

11.30-12.00 - TEA BREAK

Day 2 (21st December 2020)

12.00- 13.00 hrs: Valedictory Session of AIB India Chapter Conference

12.00- 12.20hrs	Industry Talk by Mr. Siva Ganapathi, Managing Director, Gokaldas Exports Limited
12.20- 12.30 hrs	“Reflections from the Conference” Professor G Shainesh, Conference Chair, AIB India Chapter Conference 2020 & Faculty, Indian Institute of Management, Bangalore
12.30 – 12.40 hrs	AIB India 2020: Awards 1. AIB INDIA 2020: PROMISING DOCTORAL RESEARCH AWARD - HONOURABLE MENTION 2. AIB INDIA 2020: BEST PAPER AWARD- HONORABLE MENTION 3. AIB INDIA 2020: BEST REVIEWER AWARD
12.40-12.50 hrs	Concluding Remarks and AIB India Chapter Meeting by Professor S. Raghunath, Chair, AIB India Chapter & Faculty, Indian Institute of Management, Bangalore
12.50-13.00 hrs	Vote of Thanks by Professor Deepika Gupta, Conference Co-Chair, Faculty, Indian Institute of Management, Visakhapatnam

13.00-14.00 - LUNCH

Day 2 (21st December 2020)

Paper Development Workshop (PDW)

14:00-14:15 hrs	Brief Introduction to PDW: PDW Facilitator- Prof Elizabeth Rose, AIB Fellow and Faculty, University of Leeds, United Kingdom
14:15-15:30 hrs	IBS Case Workshop by Professor Debapratim Purkayastha, Director- Case Research Centre, IBS Hyderabad
15:30-16:00 hrs	Tea Break
16:00-17:30 hrs	IBS Case Workshop by Professor Debapratim Purkayastha, Director- Case Research Centre, IBS Hyderabad

Day 3 (22nd December 2020)

Paper Development Workshop

Facilitators:

Professor Elizabeth Rose, AIB Fellow and Faculty, University of Leeds, United Kingdom

Professor Rajesh S Upadhyayula, Faculty, Indian Institute of Management, Kozhikode

10.00- 11.30 hrs	Paper Development Session
11.30-11.45 hrs	Tea Break
11:45- 13.00 hrs	Paper Development Session
13.00- 14.00 hrs	Lunch Break
14.00- 15.30 hrs	Paper Development Session
15:30-15.45 hrs	Closing Remarks by Professor S Raghunath, Chair, AIB India Chapter & Faculty, Indian Institute of Management, Bangalore