

# INTERNATIONAL CONFERENCE ON ADVANCES IN MANAGEMENT AND TECHNOLOGY IN A GLOBAL WORLD

**(ICAMT-2015)**

**(December 18-20, 2015)**



**JAYPEE BUSINESS SCHOOL**

(A Constituent of JIIT, Noida)



**UNIVERSITY OF NEBRASKA OMAHA**

COLLEGE OF INFORMATION SCIENCE & TECHNOLOGY

# JAYPEE BUSINESS SCHOOL

## Jaypee Business School, India is organizing an International Conference on Advances in Management and Technology in a Global World (ICAMT-2015)

The Jaypee Business School, India is organizing an **International Conference on Advances in Management and Technology in a Global World (ICAMT-2015)**, in association with the University of Nebraska, Omaha, USA, on December 18-20th, 2015. This Conference aims at recognizing the importance of the upcoming new age business practices and the changes technology has brought about in the way organizations function and attempts at being a platform for fostering discussion on contemporary issues. The conference aims at bringing together leading academic scientists, research scholars and members of the business community to exchange their experiences and research on diverse aspects pertaining to Business, Management and Technology. The conference also provides an inter-disciplinary and multi-disciplinary forum for researchers, industry practitioners and educators to present and discuss the most recent innovations, trends and practical challenges encountered and solutions adopted for them in implementing these technologies. The conference also provides an opportunity for renewing old acquaintances, making new contacts and networking across forums of higher education and beyond.



# SCHEDULE: DAY 1, ICAMT-2015

<b>Inaugural Session</b>	
08:30 am - 09:30 am	Registration
09:30 am	Inauguration by Vice Chancellor
09:45 am - 10:45 am	Keynote speech-Dr. Deepak Khazanchi, Associate Dean for Academic Affairs, College of IS&T, University of Nebraska, USA
10:45 am	Tea
11:00 am - 11:45 am	Keynote speech-Prof. A.D. Amar, Professor of Management, Stillman School of Business, Seton Hall University, USA
<b>Panel Discussion I: Management Education in India - Managing the Skills Gap</b>	
<b>Panelists...</b>	
11:45 am - 1:15 pm	<p><b>Shri Annurag Batra</b>, Chairman and Editor-in-Chief of BW Businessworld &amp; Exchange4Media</p> <p><b>Shri Pankaj Pachauri</b>, Director, Jaypee Business School</p> <p><b>Dr. Phani Tej Adidam</b>, Director, College of Business Administration, University of Nebraska</p> <p><b>Shri Dilip Cherian</b>, Co-Founder, Perfect Relations</p> <p><b>Shri Pramod Joshi</b>, Co-Founder and Director, The Winning Mantra</p>
<b>Panel Discussion II: Digital India-creation of digital infrastructure, delivering services digitally</b>	
<b>Panelists...</b>	
02:15 pm - 03:15 pm	<p><b>Mr. Pradeep Gupta</b>, Chairman, Cybermedia India Ltd.</p> <p><b>Mr. Rajiv Srivastava</b>, President, Printing &amp; Personal Systems at HP</p> <p><b>Shri Rajesh Uppal</b>, CIO, Maruti Suzuki India Ltd.</p> <p><b>Mr. Prashant Veer Singh</b>, Sr. V.P and CIO, Bharti Infratel Limited</p> <p><b>Dr. Yaj Medury</b>, Director, (Higher Education) Bennett Coleman and Co. Ltd.</p> <p><b>Prof. Deepak Khazanchi</b>, University of Nebraska, USA</p> <p><b>Prof. Sanjay Goel</b>, Head of Department, CS &amp; IT, JIIT</p> <p><b>Prof. M.P. Gupta</b>, Professor, IIT Delhi</p> <p><b>Prof. Ashok Wahi</b>, Professor, JBS</p>
3:15 pm - 4:00 pm	<b>Keynote Speech</b> - Prof. Phani Tej Adidam, College of Business Administration, University of Nebraska, USA
<b>Panel Discussion III: Indian Economy and Indian Stock Markets</b>	
<b>Panelists...</b>	
4:15 - 5:00 pm	<p><b>Shri M. G. Gupta</b>, Director Finance, MMTC</p> <p><b>Mr. Punish Oberoi</b>, Associate Vice President (Designate), Yes Bank</p> <p><b>Mr. Bhuvaneshwar Mishra</b>, General Manager &amp; Company Secretary, GHCL</p> <p><b>Prof. G.K. Agarwal</b>, Professor, JBS</p>
	Conference Dinner

# DAY 2, ICAMT-2015

## Research Paper Presentations in parallel tracks

Technical Session I- Prof. Matt Germonprez,  
Technical Session II-Prof. Doug Derrick,  
Technical Session III- Prof. Abhishekh Parakh

### New Technologies and Business

---

#### Chairs

Prof. Deepak Khazanchi,  
Prof. Yong Shi, Prof. Matt Germonprez,  
Prof. Doug Derrick, Prof. Abhishekh Parakh

---

#### 09:30 am - 1:00 pm

---

Online Behavior Prediction through Sampling and Modeling  
[Wei Deng](#), [Zheng Xin Chen](#), [Yong Shi](#)

---

TopK-SVD Model: A Hybrid Approach to Recommendation System  
[Wei Deng](#), [Yong Shi](#), [Lottollah Najjar](#)

---

Evaluating the Competitiveness of Indian Metro Cities: In the Smart cities Context  
[Harish Kumar](#), [Manoj Kumar Singh](#), [M.P. Gupta](#)

---

The Internet of Things-New Value Streams for Customers  
[Ashok Wahi](#), [Vandana Ahuja](#)

---

Big Data Analytics for Exploratory Social Network Analysis  
[Chetna Dabas](#)

---

On Behavioral Responses and Different Shades of Flaming in Social Media and Computer Mediated Communication  
[Ruchi Verma](#), [Amit Srivastava](#), [Nitin Chanderwal](#)

---

Provocation & Obstacles in QoS of Web Services  
[Amandeep Bhullar](#)

---

Implementing Web 2.0: Exploring the State and Determinants of Success in Indian Businesses  
[Ashok Wahi](#), [Rajnish Misra](#)

---

Computational Stochastic Modeling to Handle the Crisis Occurred During Community Epidemic  
[Ruchi Verma](#), [Vivek Singhal](#), [Nitin Chanderwal](#)

---

Provocation & Obstacles in QoS of Web Services  
[Amandeep Bhullar](#)

---

Computational Stochastic Modeling to Handle the Crisis Occurred During Community Epidemic  
[Ruchi Verma](#), [Vivek Singhal](#), [Nitin Chanderwal](#)

---

Communicating Sustainability across the Hierarchy of the Organisation: A Framework for the Indian ITES Sector  
[Shiv Shankar](#), [Asit Bandyopadhyay](#)

---

### Presentation of Certificates by Track Chairs



## New Age Marketing

### Chairs

Prof. Phani Tej Adidam,  
Prof. Ivan Coste Maniere, Dr. Neena Sondhi,  
Prof. Birud Sindhav

**09:30 am - 1:00 pm**

Consumption of Organic Food products-An Emerging market perspective  
**Neena Sondhi**

Incorporating Emerging Markets in Business Curriculum:A Case of China  
**Birud Sindhav, Phani Tej Adidam**

Understanding Indian Consumers' Stock Investment Behavior-An Empirical Study  
**Chhavi Mehta, Neena Sondhi**

Underlying Factors that determine mobile-payment adoption using smartphone among young Indian consumers  
**Asraar Ahmed, A.S. Sathish**

Functionality of Turnover Intention and Management Strategies for Sales Force: An Empirical investigation  
**M.A. Sanjeev , A.V.Surya, Naseem Abidi**

Dawn of the Digital Age and Evolution of the Marketing Mix  
**Graham Jackson & Vandana Ahuja**

Grofers' 90 Minute Delivery: A Bumpy Road ahead  
**Gaurav Tomar, Kumar Mayank, Prashant Sharma, Tushar Sajwan, Asit Bandyopadhyay**

A Study of factors for Private label brand's Success in Food & Grocery and Apparels  
**Ajay Singh, Debdeep De**

New Paradigm of Digital Marketing in Emerging Markets: From Social Media to Social Customer Relationship Management  
**Shirin Alavi**

The Onslaught of Digital Marketing in impacting Consumer Behaviour  
**Keshav Bhatia**

How to sell your brand in the digital era-From WOM to Snapchat and Instagram  
**Marc Augier, Ivan Coste Manière**

What drives sustainable luxury consumption in a status driven society like India?  
**Mukta Ramchandani, Ivan Coste Manière**

Role of Pop-up Concept in Modern Merchandising  
**Surbhi Bhasker, Mathilde Casanova, Emilie Crouzet, Lina Djoudi, Mathilde Gleize, Yanni Zhang, Ivan Coste Manière**

Wine Industries in France, India, China: A Comparative Analysis  
**Maxime Pellier, Peter Spier, Ivan Coste Manière**

Luxury Accessories-Seduction: From Toes and Nails to Eyes; Step into a New landscape within the Luxury Industry  
**Azan Warren, Cabaud Mailys, Charrier Mathilde, Falk Alexandre, Izdinke Michal, Meret Claire, Milleliri Marine, Ternon Jessica, Ivan Coste Manière**

Giorgio Armani-The Marine of Luxury  
**Guerquin-Kern, D. Madacova, Sudeep Chabra, Ivan Coste-Manière**



Luxury's Brick and Click Paradox: Can a Luxury Brand Replicate the Store Atmosphere to the Web?

**Chloé Felicity AMOS, Axelle CARROY, Camille LEBON, Ivan Coste-Manière, Hamdi Guezguez**

The Advantage of Duty Free When Building Global Brand Equity for Luxury Goods.

**Hazal Apaydin, Siying Chen, Marie Gabrielsson, Xiaoyuan Liu, Ni Ou, Ivan Coste Manière**

Advocacy Advertising in Fashion: consumers' perception regarding controversial ads

**Céline Audisio, Amina Diaw, Raphaëla Rivoire, Remy Aybaly, Ivan Coste Manière**

Fast Fashion: How far are we willing to go?

**Alicia Boutet, Joanna Fernandez, Clemence Fabrizi, Alexandra Slove, Laura Ward, Ivan Coste Manière Sudeep Chabra**

When Motels are more luxury than Star Hotels-Motels in Taiwan

**Jidi ZHAO, Zhuo CHEN, Ni NI, Xinhe XIA, Ning LIAN, Ivan COSTE MANIERE, Payal CALLA**

Duty-Free shops: Are luxury brands being democratized?

**Svetlana THUBERT; Leslie FRANCOULON; Laura WEBER; Ivan COSTE MANIERE; Fabien BOYAVAL**

Men Luxury toys: When women will let us decide and buy on our own?

**Marion Amirouche, François Arnault, Candice Salomé, Fabien Boyaval, Ivan Coste-Manière.**

Online Luxury: The code breakers of a traditional sector

**Castillan Laurie, Chheang Carole, Denoux Caroline, Ferrenbach Céline, Gérard Caroline, Hua Evelyne, Fabien Boyaval, Rémy Aybaly**

Neuromarketing-A Savior for Branding  
**Brishti Panna, Utpal Baul**





## Research Track-Advances in Operations Management

---

### Chairs

Prof. A.D. Amar,  
Prof. Saroj Kaul and Dr. Naseem Abidi

---

**02:00 pm - 5:00 pm**

---

Learning in Organizations-Some Observations from Practice

**A.D.Amar, Cathal Walsh**

---

Enhancing BRICS Integration-A Cloud Based Green Supply Chain Concept

**Saroj Kaul**

---

A Two-warehouse Inventory Model for deteriorating items with a Linear Trend in Demand and Shortages under FIFO dispatch Policy

**Mamta Gupta**

---

Theoretical Literature Review on Software Project Risk Management and Project Performance

**Nimisha Singh, Rahul Singh**

---

Construct Architecture for an Indian MSME-Strategising Entrepreneurship in Service Sector

**Shruti Aprajita, Hima Gupta**

---

In Pursuit of a Sustainable Traffic and Transportation System-A Case study of Kolkata

**Asit Bandyopadhyay, Ashim Banerjee**

---

Antecedents for Success of E-Commerce Platforms : An Investigative Approach

**Asif Ali, Anjali Pathania, Gowhar Rasool**

---

Empirical Study of Identifying Gaps between User Expectations and Experience in the Projects of Semiconductor Industry

**Hima Gupta**

## Organisational Practices in Human Resources and Financial Management

### Chairs

Prof. Mamta Mohapatra,  
Prof. Paula Alexander and Dr. Rajnish Mishra

### 02:00 pm - 5:00 pm

Gendered Tapes: A Study into Vocational Choice Influencers and Impactors  
[Kshitija Wason & Mamta Mohapatra](#)

Knowledge Management and Organisational Performance: A Study in the Context of Indian software companies  
[Ruchi Payal](#)

Two Factor Theory of Motivation - An Empirical Investigation  
[M.A. Sanjeev, A.V.Surya, Naseem Abidi](#)

Employee Profile Configurator: A Tool to Improve Effectiveness of a Virtual Team  
[Swati Kaul Bhat, Neerja Pande, Vandana Ahuja](#)

Employer Value Proposition: Identifying the Dimensions and Development of a Measure for Indian Information Technology Professionals  
[Salila Kumar Patnaik, Rajnish Kumar Misra](#)

Mediating Role of Positive Affect in the Relationship between Emotional Intelligence and Creativity  
[Ragini Gupta, Badri Bajaj](#)

The Impact of Job Resources and Personal Resources on Work Engagement: A Comprehensive study of the Indian Shipping Industry  
[Aarti Sharma, Santoshi Sengupta, Shrdha Banga](#)

Toxicity in Leadership-Exploring its dimensions in the Indian Context  
[Nivedita Singh, Santoshi Sengupta, Santosh Dev](#)

Empathy and Mindfulness-Potential Antecedents to authentic Leadership  
[Aishwarya Singh, Santoshi Sengupta, Swati Sharma](#)

A Paradigm shift in the concept of Corporate Social Responsibility to Individual Social Responsibility-The Changing Trend  
[Saloni Sinha, Shanti Dahal](#)

A Study of Capital Structure Dynamics on the Value of Indian Firms using Panel Threshold Regression Model  
[Sakshi Khanna, Amit Srivastava, Y. Medury](#)

Do the BRIC Countries' Equity Markets C-move in the long run  
[Amanjot Sudha](#)

Creating Shareholders' Value Utilising Capital in Post-Merger and Acquisition Scenario  
[Neha Verma, Rahul Sharma](#)

Redefining Virtual Team Collaboration Through Social Media: An Empirical Study  
[Nidhi Natrajan](#)

Entrepreneurial Attitude orientation and Employability : A Mediating Role of Entrepreneurial Personality  
[Prachee Misra, Rajnish Misra](#)

### 5:00 pm

Valedictory and Presentation of Emerald Best Paper Award by Director, JBS



# Day 3, ICAMT-2015- Exploring Indian Culture and Heritage

## Visit to Agra

### Registration Fee-

#### Participants

Corporate Participants  
Academicians  
Research Scholars

#### Indian Participants (for 2 days)

Rs. 10,000  
Rs. 9,000  
Rs. 5,000

#### International Participants (for 2 days)

175 USD  
150 USD  
100 USD

#### International Participants (for 3 days)

275 USD  
250 USD  
200 USD

**CONFERENCE SPONSOR:**



**ASSOCIATE SPONSORS:**



**Dr. Vandana Ahuja**

**Conference Convenor-ICAMT2015**

Jaypee Business School, A-10, Sector-62, Noida, India

[www.jbs.ac.in](http://www.jbs.ac.in)

**Cell: +91-9818221913**

**email: [vandana.ahuja@jiit.ac.in](mailto:vandana.ahuja@jiit.ac.in)**