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)
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

## Inaugural Session

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:30 am - 09:30 am</td>
<td>Registration</td>
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<tr>
<td>09:30 am</td>
<td>Inauguration by Vice Chancellor</td>
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<tr>
<td>09:45 am - 10:45 am</td>
<td>Keynote speech-Dr. Deepak Khashachi, Associate Dean for Academic Affairs, College of IS&amp;T, University of Nebraska, USA</td>
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<tr>
<td>10:45 am</td>
<td>Tea</td>
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<tr>
<td>11:00 am - 11:45 am</td>
<td>Keynote speech-Prof. A.D. Amar, Professor of Management, Stillman School of Business, Seton Hall University, USA</td>
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## Panel Discussion I: Management Education in India - Managing the Skills Gap

**Panelists...**

<table>
<thead>
<tr>
<th>Time</th>
<th>Panelists</th>
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<tbody>
<tr>
<td>11:45 am - 1:15 pm</td>
<td>Shri Annurag Batra, Chairman and Editor-in-Chief of BW Businessworld &amp; Exchange4Media</td>
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<td>Shri Pankaj Pachauri, Director, Jaypee Business School</td>
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<td></td>
<td>Dr. Phani Tej Adidam, Director, College of Business Administration, University of Nebraska</td>
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<td>Shri Dilip Cherian, Co-Founder, Perfect Relations</td>
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<td>Shri Pramod Joshi, Co-Founder and Director, The Winning Mantra</td>
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## Panel Discussion II: Digital India - creation of digital infrastructure, delivering services digitally

**Panelists...**

<table>
<thead>
<tr>
<th>Time</th>
<th>Panelists</th>
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<tbody>
<tr>
<td>02:15 pm - 03:15 pm</td>
<td>Mr. Pradeep Gupta, Chairman, Cybermedia India Ltd.</td>
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<td>Mr. Rajiv Srivastava, President, Printing &amp; Personal Systems at HP</td>
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<td>Shri Rajesh Uppal, CIO, Maruti Suzuki India Ltd.</td>
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<td>Mr. Prashant Veer Singh, Sr. V.P and CIO, Bhardi Infrate Limited</td>
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<td>Dr. Yaj Medury, Director, (Higher Education) Bennett Coleman and Co. Ltd.</td>
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<td>Prof. Deepak Khashachi, University of Nebraska, USA</td>
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<td>Prof. Sanjay Goel, Head of Department, CSE&amp;IT, IITJ</td>
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<td>Prof. M.P. Gupta, Professor, IIT Delhi</td>
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<td>Prof. Ashok Wahi, Professor, IJS</td>
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<tr>
<td>3:15 pm - 4:00 pm</td>
<td>Keynote Speech - Prof. Phani Tej Adidam, College of Business Administration, University of Nebraska, USA</td>
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## Panel Discussion III: Indian Economy and Indian Stock Markets

**Panelists...**

<table>
<thead>
<tr>
<th>Time</th>
<th>Panelists</th>
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<tbody>
<tr>
<td>4:15 - 5:00 pm</td>
<td>Shri M. G. Gupta, Director Finance, MMTC</td>
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<td>Mr. Punish Oberoi, Associate Vice President (Designate), Yes Bank</td>
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<td>Mr. Bhuvaneshwar Mishra, General Manager &amp; Company Secretary, GHCL</td>
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<td></td>
<td>Prof. G.K. Agarwal, Professor, IJS</td>
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<td></td>
<td>Conference Dinner</td>
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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. Abhishek Parakh

New Technologies and Business

Chairs
Prof. Deepak Khazanchi,
Prof. Yong Shi, Prof. Matt Germonprez,
Prof. Doug Derrick, Prof. Abhishek 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, Lotfollah 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 Manière, 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
Asraa 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 Apparel
Ajay Singh, Debeep 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 Bhalla

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, Emile Crouzet, Lina Djoudi, Mathilde Gleize, Yanni Zhang, Ivan Coste Manière

Wine Industries in France, India, China: A Comparative Analysis
Maxime Pellen, 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 Maiys, Charrier Mathilde, Falk Alexandre, Izdkiné Michel, Meret Claire, Milléllire 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

Hazel Apyadin, Siying Chen, Marie Gabriëlsen, Xiaoyuan Liu, Ni Oui, Ivan Coste Manière

Advocacy Advertising in Fashion: consumers' perception regarding controversial ads
Céline Audisio, Amina Diaw, RaphaëlleRivière, Remy Aybaly, Ivan Coste Manière

Fast Fashion: How far are we willing to go?
Alicia Boute, Jeanne 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?
Swellas 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 Amrouche, François Arnault, Candice Salmon, Fabien Boyaval, Ivan Coste-Manière

Online Luxury: The code breakers of a traditional sector
Castillan Laurie, Cheang Carole, Denoux Caroline, Ferencbach Céline, Gérard Caroline, Hua Evelyne, Fabien Boyaval, Rémy Aybaly

Neuromarketing-A Savior for Branding
Brishti Panna, Utpal Baul

Chief Guest: Respected Shri Rajnath Singh Honorable Minister of Home Affairs Government of India
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 Bandyopadhayay, 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 Nathajan

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