THURSDAY, JULY 21, 2016

6:00-8:00 PM Welcome Reception

FRIDAY, JULY 22, 2016

REGISTRATION: 8:15-8:45 AM

WELCOME/INTRODUCTION: 8:45-9:00 AM

SESSION ONE - 9:00 AM -10:15 AM

9:00 – 9:35 AM “How do successful for-profit entrepreneurs impact society? Indian commercial entrepreneurs’ involvement in social change”
Balagopal Vissa, INSEAD

9:35 – 10:15 AM “Building Evidence from Multiple Studies: The Response to Incentive Pay”
Greg Fischer, London School of Economics

BREAK - 10:15 AM -10:30 AM

SESSION TWO - 10:30 AM -12:15 PM

10:30 – 11:05 AM “Retail Format and the Indian Customer”
Nancy Puccinelli (Saïd Business School, Oxford), Dhruv Grewal (Babson College), Malobi Mukherjee (Saïd Business School, Oxford), Richard Cuthbertson (Saïd Business School, Oxford)

11:05 – 11:40 AM “Altruism Pays: Spillover Benefits of Marketing Exclusively to Free Patients”
Sachin Gupta (Cornell University), Omkar Palsule-Desai (IIM Indore), C. Gnanasekaran (Aravind Eye Care System), Thulasiraj Ravilla (Aravind Eye Care System)

11:40 – 12:15 PM “Returns to Marketing during Liberalization”
Nandini Ramani (University of Texas, Austin), Raji Srinivasan (University of Texas, Austin)

LUNCH – 12:15 PM -1:15 PM
SESSION THREE – 1:15 PM -2:25 PM

1:15 – 1:50 PM  “The Economic Environment and the Demand for Bollywood Movies”
Anirban Mukherjee (Singapore Management University), Ping Xiao (National University of Singapore)

1:50 – 2:25 PM  “Getting Ahead or Getting Along? Evidence from a Sales Contest”
Mengze Shi (University of Toronto)

BREAK – 2:25 PM -2:40 PM

SESSION FOUR (PARALLEL PRESENTATIONS) – 2:40 PM -3:55PM

TRACK 1

2:40 – 3:05 PM  “Is Pressure from Shareholders Really Bad?”
Sourindra Banerjee (University of Warwick), Jaideep Prabhu (University of Cambridge), Gerard Tellis (University of Southern California)

3:05 – 3:30 PM  “ICT for Developing Countries: m-Pesa Case Study from India and Kenya”
Baidyanath Biswas (IIM Lucknow)

3:30 – 3:55 PM  “How Does Network Configuration Affect the Relationship between Interorganizational Learning and Firm Performance?”
Dhirenda Shukla (IIM Lucknow), Amita Mital (IIM Lucknow)

TRACK 2

2:40 – 3:05 PM  “Investigating the Psychological Underpinnings of the Fair Skin Bias in the Indian Subcontinent”
Tanuka Ghoshal (Indian School of Business, Hyderabad), Tripat Gill (Wilfred Laurier University)

3:05 – 3:30 PM  “Do Parents Spend More on Boys? An Empirical Examination on Gender Discrimination in China”
Chen Lin (CEIBS), Yuxin Chen (NYU Shanghai), Jeongwen Chiang (CEIBS)

Arpita Mukherjee (Indian Council for Research on International Economic Relations), Souvik Dutta (IIM Bangalore), Suvi Agrawal (Indian Council for Research on International Economic Relations)

BREAK - 3:55 PM - 4:10 PM

SESSION FIVE (PARALLEL PRESENTATIONS) - 4:10 PM -5:00 PM

TRACK 1

4:10 – 4:35 PM  “The Need for Touch as a Differentiator in Perceived Risk of Online Shopping”
Jyoti Pandey (IIM Indore)

4:35 – 5:00 PM  “Impact of Retail Crowding on Shopper Satisfaction and Behavior”
Duraipandian Israel (Xavier School of Management), Kiran Pedada (Texas Tech University), Debasis Pradhan (Xavier School of Management)

TRACK 2

4:10 – 4:35 PM  “Examining the Role of Moderators in Online Trust-Customer Retention Relationship”  Rakesh Niraj (Case Western Reserve University), Anand Jaiswal (IIM Ahmedabad)

4:35 – 5:00 PM  “From Tweet to Chatter: A Dyadic Study on Customer-Customer Interaction post-Online Service Failure”  Khadija Vakeel (IIM Indore), Shubhamoy Dey (IIM Indore)

5:45 PM – 6:30 PM  TRANSPORTATION TO DINNER

6:30 – 9:30 PM  DINNER – CINNAMON KITCHEN

SATURDAY, JULY 23, 2016

REGISTRATION - 8:30 AM -9:00 AM

SESSION SIX – 9:00 AM -10:10 AM

9:00 – 9:35 AM  “Clicks and Editorial Decisions: How Does Popularity Shape Online News Coverage?”  Ananya Sen (Toulouse School of Economics), Pinar Yildirim (The Wharton School)

9:35 – 10:10 AM  Culturally-relevant Frames Increase Indian Consumers’ Willingness to Purchase Carbon Offsets  Aneeta Rattan (London Business School), Krishna Savani (Nanyang Technological University), and Rainer Romero-Canyas (Columbia University).

SESSION SEVEN - 10:10 AM -11:10 PM

10:10 – 10:35 AM  “Commute Costs and Labor Supply: Evidence from a Satellite Campus”  Shihe Fu (Southwestern University of Finance and Economics), V. Brian Viard (CKGSB)


BREAK- 11:10 AM -11:25AM

SESSION EIGHT – 11:25 PM - 12:15 PM

TRACK 1

11:25 – 11:50 AM  “Getting By or Getting Ahead? The Variation of Corporate Social Responsibility Strategies of Public Firms in China, 2008-2013”  Yanlong Zhang (Peking University), Xiaoyu Zhou (ShanghaiTech University), Heli Wang (Singapore Management University), Marjorie Lyles (Indiana University)

11:50 – 12:15 PM  “Anthropomorphization of Brands in Emerging Markets”  Archit Vinod Tapar (IIM Indore)
TRACK 2

Saurabh Kumar (IIM Lucknow)

11:50 – 12:15 PM   “Open Innovation and Technological Adoption in Emerging Markets: The Case of China”
Jun Hou (Overseas Development Institute)

12:15 – 12:30 PM   Closing Remarks

LUNCH - 12:30 - 1:00PM

Conference Adjourns: 1:00 PM