

ICMIS-22

International Conference on Management and Information Systems

September 25-26, 2022



Conference General Chair

Dr. Omprakash K. Gupta
College of Business
University of Houston - Downtown, USA

Conference Co-Chairs

Shivprakash Agrawal, AIMS International, India
Sandhir Sharma, Chitkara Business School, India

Keynote Speaker

Bhuvan Unhelkar
University of South Florida, USA

Workshop

Suraj Shah
Ganpat University, India

Session Chairs

Ajit Bansal
A K S Suryavanshi
Baba Gnanakumar
Narinder Kumar Bhasin
Sandhir Sharma
Saroj Koul

KEYNOTE

1A1: Sept 25, Sunday, 10:30 a.m.-11:00 a.m.
Session Chair: Sandhir Sharma, Chitkara Business School

Speaker: Bhuvan Unhelkar
University of South Florida, USA

Impact of AI and Big Data on Digital Leadership

Digital Leadership builds on contemporary leadership but with additional capabilities. These capabilities need to consider the "soft" factors such as (a) explainability of AI systems when they are used in decision making (b) biases in data and (c) ethical and wise decision making. These soft factors require a superimposition of "Natural Intelligence (NI)" on AI. This keynote presents concepts around Digital Leadership as currently being investigated by the speaker that will be of value to strategic business leaders in the digital age.

Dr Bhuvan Unhelkar is Professor in Muma College of Business, at the Univ. South Florida; an adjunct Professor at Western Sydney University and an honorary Professor at Amity University, India. He is also Founding Consultant at MethodScience and PlatiFi, with Mastery in Business Analysis & Requirements Modeling, Software Engineering, Big Data Strategies, Agile Processes, Mobile Business and Green IT. Bhuvan is a thought-leader and a prolific author of 25 books – including Artificial Intelligence & Business Optimization; and The Art of Agile Practice (CRC Press, USA). Bhuvan is Fellow of the Australian Computer Society, IEEE Senior Member, Life member of Computer Society of India and Baroda Management Association. He is Past President of Rotary Club of Sarasota Sunrise (Florida) & multiple Paul Harris Fellow, Discovery volunteer at NSW parks and wildlife, and a previous TiE Mentor.

WORKSHOP

1P1: Sept 25, Sunday, 8:30 p.m.-9:25 p.m.
Session Chair: A K S Suryavanshi, Karnavati University

Speaker/s: Suraj Shah and Maurvi Vasavada
Ganpat University, India

Research Paper Writing – Get Published in High Quality Journals

This workshop is designed for academicians, working professionals, researchers, scholars and practioners to sharpen their skills in terms of research paper writing. It will provide valuable information to get published in high quality journals. Workshop aims to cover various aspects such as Literature Review writing, methodology, Implications along with Paper publication process and practices. Workshop will also guide researchers and practioners to select the best journal based on their research area.

Dr. Suraj Shah is educational professional with more than 9 years of teaching and research experience. He is presently associated with Ganpat University- Centre for Management Studies and Research as Program coordinator (MBA- Business Analytics, MBA- International Business). Being a passionate researcher, he has presented more than 30 research papers in various international and national conferences. He has more than 15 publications in national and international journals and 7 book chapters and one book publication to his credit. He has been awarded more than ten Best Research Paper Awards at various national and International level Conferences. He was awarded prestigious President award for staff excellence- Early career Research in the year 2019 and Learning and Teaching Category in the year 2021 at Ganpat University. He was also awarded a gold medal under “best research paper presenter category- west zone” at AIMS annual convention 2017, Pune. He has authored a book entitled “Cause Related Marketing- Insights from Consumer Behavior Perspective (ISSN- 2320- 0901). His area of interest includes Research Methodology, Consumer Behavior, Business Analytics, Marketing Analytics, Marketing Research and International business.

VIDEO PRESENTATION

1A2: Sept 25, Sunday
11:00 a.m.-12:30 p.m.
Session Chair: Ajit Bansal

2202 A Case Study from Netflix: Bridging the Gap

Kishwar Joonas, Prairie View A&M University, kajoonas@hotmail.com

Ahmed Mahfouz, Prairie View A & M University, aymahfouz@pvamu.edu

Rolanda Hayes, Prairie View A & M University, rhayes19@pvamu.edu

We present a case study from Netflix, which started in 1997 as an online DVD rental company in Scotts Valley CA, U.S.A. In 2010 Netflix was available in internet-connected with nearly 20 million subscribers. Some of the case questions we addressed: firstly, how did Netflix evolve from a DVD retailer shop to a successful online streaming platform? And secondly, how did Netflix cope with the growing competition in the U.S.A. and around the world? With the growth of Information Technology, Netflix introduced an online website with affordable packages, locking in their US users, to become the market leader.

2216 Embedded Traditional Roles Vs Emergent Academic Context: Relooking the Transition

Isha Sharma, ICccR & HRM, University of Jammu, sharma.is.isha@gmail.com

The paper presents the transition that academia as a learning organization is undergoing from purely knowledge creation to transferring the knowledge with commercialization potential. The present study is defining academia as a learning organization and the Knowledge management processes inclusive of knowledge creation and transfer practices that are undergoing significant changes across globe. The review has used SECI (Socialization, Externalization, Combination, Internalization) model developed by Nonaka and Takeuchi (1994) to elaborate the knowledge transfer and creation practices across academia which is present context of exploration.

2217 Blockchain Technology: Applications in Banking and Finance

Ajit Bansal, Chitkara Business School, Punjab, ajit.bansal@chitkara.edu.in

Neeraj Anand, Chitkara Business School, Punjab, neeraj.anand@chitkara.edu.in

Sandhir Sharma, Chitkara Business School, Punjab, sandhir@chitkara.edu.in

Intent banking and innovation are inextricably linked, and technological advancements have radically altered the banking industry. The advent of money, which supplanted the barter system, was followed by the progressive replacement of wax seals with an electronic signature in the financial sector. Blockchain Technology is one such revolutionary invention that is transforming the banking industry around the world. The basic purpose of this study is to present a summary of the Blockchain Technique. Blockchain, according to results, would become a game-changer in the Indian banking industry, making banking transactions safe, speedier, visible, and economical.

1A2: Sept 25, Sunday
09:30 p.m.-10:30 p.m.
Session Chair: Baba Gnanakumar

2206 Artificial Intelligence Trending in E-learning: Case Study of Bajaj Auto Ltd

Syed Rizwan Naqvi, Amity University, rizzly171@yahoo.com

Puja Sareen, Amity University, psareen@amity.edu

Tanuja Sharma, MDI, tanujasharma@mdi.ac.in

This study sought to demonstrate how artificial intelligence might assist e-learning to address its difficulties. This study's research methodology involved a case-based analysis of Bajaj Auto. The research was divided into two stages: identifying the significant e-HRM problems and then investigating solutions. Exploratory in nature, the study makes use of secondary data. The study's findings suggest that e-learning is significantly impacted by artificial intelligence. The work advances knowledge on using artificial intelligence for e-learning through pragmatic analysis. In this study, we examined an AI-based mobile platform to demonstrate its value in the moment while resolving issues with e-learning.

2208 Spillover in Indian Crude Oil Prices during Russia-Ukraine War

Baba Gnanakumar., Kristu Jayanti College, gnanakumar12000@yahoo.com

There is a crumbling effect on crude oil prices across different countries due to the Russian-Ukraine war. The present study aims to determine whether oil prices in global markets have spillover effects on Indian prices. The first stage of our study examines the price momentum of Indian oil companies' shares on the BSE during the Russian-Ukraine war. In the second stage we examine the relationship between global crude oil prices and Indian crude oil prices. According to the results, there is spillover of 2.4%.

2219 Heritage Tourism in India: An Empirical Evidence for Sustainable Tourism

Suraj Shah, Ganpat University, sms01@ganpatuniversity.ac.in

Maurvi Vasavada, Ganpat University, chairperson.cms@ganpatuniversity.ac.in

Nikhil Patel, Ganpat University, cadetnikhil2@gmail.com

Heritage tourism is also known as historical tourism that is to travel with the primary objective to explore heritage and culture. Heritage Tourism in India contributes to sustainable development of economy by attracting the Indian and international tourists. It gives a feel of a strong culture and values. Research Objective for current study is to measure the factors contributing to heritage tourism in India from the sustainable tourism perspective. Study is based on primary data. There is a strong research gap that adds a value and provides valuable insights and Implications to Heritage, Government, society, academia and researchers.

1A2: Sept 26, Monday
10:30 a.m.-11:50 a.m.
Session Chair: Saroj Koul

2203 Adoption Framework in the Context of Artificial Intelligence

Shashi Bhushan, Chitkara University, shashi.bhushan.research@gmail.com
Sumit Sakhuja, Chitkara University, sumit.sakhuja@chitkara.edu.in

Industries are facing a disruption in terms of their sustainability and survivability due to the availability of disruptive technologies in the marketplace. Tremendous potential estimated by Industry Thought Leaders Researchers and Domain Experts the adoption of these technologies is not up to their potential. Researchers are continuously exploring to identify the right adoption framework that helps the industry to sail through these disruptions caused by disruptive technologies and achieve desired results. The paper aims to create a conceptual framework for adoption which provides a foundation for industries and researchers to increase adoption in the context of artificial.

2205 Transformational Leadership and Globalization

Shivani Inder, Chitkara Business School Chitkara University Punjab,
shivani.chopra@chitkara.edu.in
Priya Jindal, Chitkara Business School Chitkara University Punjab,
priya.jindal@chitkara.edu.in

Political borders are becoming less relevant, economic interdependencies are expanding, and country disparities resulting from cultural differences are major commercial concerns. Global leaders require the leadership abilities and methods required for leading successfully in a globalised environment in order to contribute to the resolution of many of the problems brought on by globalisation. It was determined that transformational leadership has the ability to bridge cultural barriers in order to improve organisational performance and promote change in global settings. This study sought out to look at the relationship between transformational leadership and levels or mindsets of globalisation.

2209 A Study to Measure Impact of Social Media on Buyers Intention Towards Luxury Brand

Rathod Yuvraj, Rai University, yuvrajrathod9393@gmail.com
Ashish Rami, Rai University, ashish.rami@raiuniversity.edu

Luxury fashion apparel brands have focused more over the social media that gives brands an opportunity of direct connect with customers (Kelly, Kerr, & Drennan, 2010). Social media plays a vital role and affects purchase intention in case of luxury fashion apparel brands (Phan et al., 2011). Research Objective is to Measure Impact of Social Media on Buyers Intention towards Luxury Fashion Apparel Brands. Study provides many practical

implications. Considering a strong research gap, this is a value addition in the field of luxury brands.

2211 Phygitalisation

Akshita Nahata, ITM Business School, akshitan.2123k@itm.edu

Shiva Kanchula, ITM Business School, kanchulas.2123k@itm.edu

Raghuveer Anartham, ITM Business School, anarthamr.2123k@itm.edu

The words physical and digital are combined to form the phrase 'phygital.' At the height of Covid-19, the phrase rose to fame. It connects the physical and digital worlds. The online experience is merely a component of the overall consumer experience; it is dependent on the efficiency of the store's back end. These two are joined to produce something fresh and give the customer a better experience. The majority of the time, physical encounters are interactive and dynamic, providing quick transactions or engagement. The future and potential of digital marketing are discussed in this study report.

1A2: Sept 26, Monday
11:50 a.m.-12:50 p.m.
Session Chair: Narinder Kumar Bhasin

2210 I-deals and Reciprocation: Moderation of Organizational Career Management

Chun Hui, University of Hong Kong, chunhui@hku.hk

Cynthia Lee, Northeastern University, c.lee@northeastern.edu

Xingwen Chen, Fudan University, chenxingwen@fudan.edu.cn

Xudong Ke, University Of Hong Kong, stanleyke007@gmail.com

Idiosyncratic deals (i-deals) — individually based employment agreements and work arrangements — are supposedly mutually beneficial to employers and employees as it promotes a social exchange relationship (Rousseau, 2005). Employees function in the bigger context of the organization, however. Organizations that grant i-deals may have negative impact on employee reciprocation without a supportive career management system (Gutteridge, 1986). I-deals may set up the expectation that organizations should provide for recipients and when this fails at the systems level, employees may develop negative reactions. We propose a conceptual model of how organizational career management moderates the relationship between i-deals and reciprocation.

2215 Developing Responsible Corporate Citizen in Light of Sustainability Development

Renu Singh, ISM, PUNDAG, renusinghs00@rediffmail.com

The Human Resource Department develops proactive nerves of the organization to generate responsibility for the changing requirements practices policies and philosophy of the Corporate Environment Each individual associated with the organization has parameter on which awareness can be generated after managing the perception attitude EQ and SQ of individual Education and Learning interest of individual Economic Growth of individual Health Safety and Welfare of individual Sociocultural background of individual. HR can work on to create the sense of responsibility and accountability to understand the demand of the Sustainability Development Goals.

2218 Indian Demographic Conditions Affecting Consumer Behavior and Marketing Strategies

Pratik Gaikwad, ITM Business School, Kharghar, 2022.pratikg@itm.edu

Simran Agrawal, ITM Business School, Kharghar, 2022.simrana@itm.edu

India is a diverse country with 29 states each having its own culture, language, history, and demographic conditions and most importantly huge variation in the mindset of people. So, in this variation situation, it's not just the uniqueness of the product but the advertisements and marketing strategies that affect the sales. But to survive in the forever fluctuating Indian market, each marketing strategy should be specifically designed to suit the requirements and convenience of consumers in the area. The demographic factor (1) Age (2) Gender (3) Marital status (4) Financial Status (5) Family background (6) Education