

**NICOM 2017**

**TRACK SCHEDULE**

**Thursday, January 5, 2017**

**Time: 12:30 p.m - 1:30p.m**

**Room No. 105,**

**Class Room-1, Ground floor**

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**TRACK 1 A: CONSUMER BEHAVIOUR**

**Chairperson**

**Prof. P K Chugan**

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**CB-17021 Ethnocentrism and Workplace Dynamics**

Indu Rao, Institute of Management, Nirma University

Rajwinder Kaur, Institute of Management, Nirma University

**CB-17001 Knowing Your Customer: Insight into Shopping Style of Retail Shoppers**

Shweta Dwivedi, G.H. Bhakta Management Academy

**CB-17002 Online Shopping: Kya Khayal Hai Aap Ka**

Jignesh Vidani, Rai University

**CB-17003 A Study on Buying Behavior of Women Regarding Apparel Industry In Ahemdabad**

Dr. Gurmeet Singh, N.R. Institute of Business Management

Kena Shah, N.R. Institute of Business Management

**CB-17004 Exploring Consumer Attitude and Behaviour Towards Patanjali Products In Ahemdabad**

Nishita Thakkar, United World School of Law

# NICOM 2017

## TRACK SCHEDULE

Thursday, January 5, 2017

Time: 12:30 p.m - 1:30p.m

Room No. 106,

Class Room-2,Ground floor

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### TRACK 1 B: CONSUMER BEHAVIOUR

Chairperson

Prof. K.C. Mahesh

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**CB-17005 Customers Susceptibility towards Reference Groups: An Empirical Analysis**

Sanskriti Joseph, Institute of Management, Pt Ravishanagr Shukla University

G. K. Deshmukh, Institute of Management, Pt Ravishanagr Shukla University

S. K. Indurkar, Institute of Management, Pt Ravishanagr Shukla University

**CB-17006 The Online Spending Patterns And Consumer Behaviour Of Amdavadi Youth With Rural And Urban Perspective**

Hardik Solanki, Rai University

Kanishk Shah, Kachchh University

Shital Bati, Kachchh University

**CB-17007 Online Shopping Vs. Offline Shopping**

Mayur Jaguwala, Gujarat National Law University

Hitesh Thakkar, Gujarat National Law University

**CB-17008 A Survey on 'Individual Happiness' as a parameter of buyer's decision making process**

Nirmal Chandrakant Soni, Institute of Management, Nirma University

Jahanvi Gangadia, Institute of Management, Nirma University

**CB-17009 Study of Nudge as a Marketing Tool for Improving the Marketing**

Performance in Passenger Car Market in Urban Maharashtra Pallavi Mehta, Faculty of Management, Pacific University

Gupta Manish Ishwardayal, Faculty of Management, Pacific University

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**Thursday, January 5, 2017**

**Time: 12:30 p.m - 1:30p.m**  
**Room No. 107,**  
**Class Room-3, Ground floor**

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### **TRACK 1 C: CONSUMER BEHAVIOUR**

**Chairperson**  
**Prof. Shahir Bhatt**

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**CB-17010 A Study of Consumer Behavior on Selecting Mobile Services with special Reference to the Jabalpur City**

Sourabh Jain, Rani Durgawati Vishwavidyalaya  
Sheetal Kaur Ahuja, Rani Durgawati Vishwavidyalaya  
Chandra Shekhar Aronkar, National Defense Academy

**CB-17011 Targeted Marketing and Consumer Protection in India**

Anandkumar R Shindhe, Institute of Law, Nirma University

**CB-17012 Role of Farm Equipment Dealer in Farmers' Purchase Decision Making Process**

Subrat Sahu, Institute of Management, Nirma University

**CB-17014 Impact of loyalty programs on consumer spending habits and buying behavior : A comparative study between Pantaloons and Shoppers Stop**

Hitashi Khabrani, School of Liberal Studies, PDPU Gujarat

**CRM-17004 Recent Development in Customer Engagement: A Literature Review**

Tejal K. Patel, V. N. South Gujarat University Campus

# NICOM 2017

## TRACK SCHEDULE

Thursday, January 5, 2017

Time: 12:30 p.m - 1:30p.m  
Room No. 205,  
Class Room-7, first floor

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### TRACK 1 D: CONSUMER BEHAVIOUR

Chairperson  
Prof. Ashwini Awasthi

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**CB-17015 Integrative Study of consumers Cognitive Dissonance in Congruence to Firm's Goal Deception**

Ishita Hundia, Pandit Deendayal Petroleum University

**CB-17016 Nudge for Good**

Mugdha Joshi, Institute of Management, Nirma University

Iffat Shaikh, Institute of Management, Nirma University

Harsh Vijay Wargiya, Institute of Management, Nirma University

**CB-17017 Analysis Of Service Quality Of Freight Forwarding Industry And Its Impact On Customer Satisfaction**

Belur Baxi, GLS University

Harikishan Chaurasia, GLS University

**CB-17018 A Study of Factors Influencing Consumers' Preferences Towards Shopping Malls In Central Gujarat**

Pranav Desai, Faculty of Management Studies, Charotar University of Science and Technology

Govind Dave, Faculty of Management Studies, Charotar University of Science and Technology

**CB-17019 Young Consumers' Demeanour Towards Smartphones: With A Special Reference To Gender Based Predilection For Its Features**

Gunjan Sood, Institute of Management, Nirma University

Chetan Jhaveri, Institute of Management, Nirma University

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## TRACK SCHEDULE

Thursday, January 5, 2017

Time: 12:30 p.m - 1:30p.m  
Room No.206,  
Class Room-8, floor

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### TRACK 1 E: MARKETING OF FINANCIAL SERVICE

Chairperson  
Prof. Deepak Danak

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**FSM-17001 Application Of TAM In Understanding Internet Banking Behavior Of 2 Tier Private Bank Customers**

Sanjeev Ingalagi, Gujarat State University

**FSM-17002 A Study On Customer's Awareness And Preferences Of Specific E-Banking Services At Ahmedabad City**

Ritesh Patel, Institute of Management, Nirma University

**FSM-17003 A Study On New Entrants And Innovations In Financial Services Marketing**

Jelsy Joseph, College of Business Management, Economics and Commerce

**FSM-17004 Financial Services Marketing**

Ambika Viswanathan, Institute of Management, Nirma University

**FSM-17005 Fama French Three Factor Model In Selected Indian Stocks And NIFTY Sectorial Indices**

Akhil Nayak, Institute of Management, Nirma University

Amit Mukherjee, Institute of Management, Nirma University

Nilesh Singh Kunwar, Institute of Management, Nirma University

**FSM-17019 Segment Reporting: A Study of Banking Sector in India**

Punita Rajpurohit, Institute of Management, Nirma University

Deepak Danak, Institute of Management, Nirma University

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### TRACK SCHEDULE

Thursday, January 5, 2017

Time: 12:30 p.m - 1:30p.m  
Room No. 207,

Class Room-9, First floor

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#### TRACK 1 F: MARKETING OF FINANCIAL SERVICE

Chairperson

**Prof. Dhiren Jotwani**

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##### **FSM-17006 An Analysis on Home Equity Conversion Mortgage in Ahmedabad**

Binny Rawat, Amrut Mody School of Management

Madhuri Jha, Amrut Mody School of Management

##### **FSM-17007 Investigating SERVPERF of Financial Institutions: A Study**

S. K. Indurkar, Institute of Management, Pt Ravishanagr Shukla University

Sanskriti Joseph, Institute of Management, Pt Ravishanagr Shukla University

G. K. Deshmukh, Institute of Management, Pt Ravishanagr Shukla University

##### **FSM-17008 Risk Based Evaluation of Information Technology Investments**

Balakrishnan Unny Raghavan, Institute of Management, Nirma University

Gaurav Mishra, Institute of Management, Nirma University

##### **FSM-17010 Evaluation Of Servqual In Banks - A Gap Analysis**

Sunita Jatav, IBMR IPS Academy

Sopnamayee Acharya, IBMR IPS Academy

##### **FSM-17013 The Role of Market-based Economic Systems in Financial Development**

Dhiren Jotwani, Institute of Management, Nirma University

## NICOM 2017

### TRACK SCHEDULE

Thursday, January 5, 2017

Time: 04:00 p.m - 5:15p.m  
Room No. 105,

Class Room-1, Ground floor

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#### TRACK 2 A: MARKETING OF FINANCIAL SERVICE

Chairperson  
Prof. Shantanu Mehta

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**FSM-17011 Complexities of Selling Costs and Total Business of Brick and Click Marketing**

Sunita Sharma, Maniben Nanavati Women's College

**FSM-17012 Digital Marketing and Service Revolution: Bank or no bank, Banking Grows**

Niyati Dave, Institute of Management, Nirma University

**FSM-17014 Valuation of Equity Using EVA Model**

Sujata Dalai, Institute of Management, Nirma University

**FSM-17015 Role Of Payment Banks On Financial Inclusion**

Sharvi Sachan, Institute of Management, Nirma University

**FSM-17016 Financial Innovations in Banking in India: Issues, Challenges and Current Practices with special focus on Mobile Banking**

Minakshi Singla, B.K. School of Management, Ahmedabad University

Nilam Panchal, B.K. School of Management, Ahmedabad University

**FSM-17017 Informal Finance: A Study On Borrowing Behavior Of LIG Consumers In Ahmedabad District**

Aney Rawat, Institute of Management, Nirma University

Tripura sundari Joshi, Institute of Management, Nirma University

## NICOM 2017

### TRACK SCHEDULE

Thursday, January 5, 2017

Time: 04:00 p.m - 5:15p.m  
Room No. 106,  
Class Room-2, Ground floor

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#### TRACK 2 B: MARKETING OF EMERGING ECONOMIES

Chairperson

**Prof. Rasananda Panda**

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##### **MEE-17001 The importance of marketing in today's economy**

Rajnandiniba Gohil, Maharaja Krishnakumarsinhji Bhavnagar University  
Trishala Madhani, Maharaja Krishnakumarsinhji Bhavnagar University

##### **MEE-17002 A Holistic View of Employee Performance-360° Performance Appraisal**

Janki Mistry, Veer Narmad South Gujarat University  
Dhruvi R. Shah, Veer Narmad South Gujarat University

##### **MEE-17003 A Study of Employee Engagement among the Employees of Organized Retail Stores**

Manish V. Sidhpuria, V. N. South Gujarat University  
Payal M. Mahida, V. N. South Gujarat University

##### **MEE-17004 Employer Branding**

Madhuri Jha, Ahmedabad University  
Ekta Sharma, Ahmedabad University

##### **MEE-17005 A Conceptual Study on the Role of Superiors in Front Line Sales Employee Engagement in an Organization**

Monaz Zubin Parekh, Institute of Management, Nirma University

##### **MEE-17006 Marketing and Employee Engagement: The New Stratagem for Enhancing Global Competitiveness**

Richa Srivastava, Jai Narain Vyas University

##### **MEE-17007 An Economic Outlook: Employer Branding on Attracting and Retaining Talent**

Moxda Jhala, MICA – The School Of Ideas  
Pooja Bhatia, MICA – The School Of Ideas  
Rasananda Panda, MICA – The School Of Ideas

##### **MC-17001 Trend Analysis of Advertisement Expenditure in India**

Hatim Kayumi, IMSCD&R



**NICOM 2017**  
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**Time: 04:00 p.m - 05:15p.m**  
**Room No. 107,**  
**Class Room-3, Ground floor**

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**TRACK 2 C: MARKETING OF EMERGING ECONOMIES**

**Chairperson**

**Prof. Sameer Pingle**

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**MEE-17008 Employer Branding: Marketing of HR**

Dhruti Pandya, GLS University

Setu Parikh, GLS University

**MEE-17009 A Study On The Economies Of Oligopoly Market In India: Problems Relating To Cartel And Role Of The Competition Act, 2002**

Ankit Srivastava, Amity Law School, Amity University

Divyansha Kumar, Jaipuria Institute of Management

**MEE-17010 Recruitment Process: Does Employer Attractiveness Matter?**

**Anubha Jain, Idea Cellular Limited**

Sameer Pingle, Institute of Management, Nirma University

**MEE-17011 Employer Branding - Source of Marketing in the employees market**

Manisha Ajara, KPB Hinduja College

**MEE-17012 The Importance Of Employer Branding In Talent Acquisition In E-Commerce Industry In India**

Kapil Mittal, Institute of Management, Nirma University

Naveen Jain, Institute of Management, Nirma University

**MEE-17013 Talent Gap Experienced In Information Technology Organization**

Pragya Thakur, Institute of Management, Nirma University

Reena Shah, Institute of Management, Nirma University

**MEE-17014 DNA of Centurian Indian Companies**

Bindi Mehta, Institute of Management, Nirma University

Rajesh Kikani, Institute of Mnaagement, Nirma University

**MEE- 17016 BRICS: A Theoretical Perspective**

Deepak K Shrivastav, Institute of Management, Nirma University

# NICOM 2017

## TRACK SCHEDULE

Thursday, January 5, 2017

Time: 04:00 p.m - 05:15p.m  
Room No. 205,  
Class Room-7, First floor

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### TRACK 2 D: DIGITAL MARKETING

Chairperson

Prof. Nityesh Bhatt

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#### DM-17001 Strategic Study on Intention Of Youth Towards Use Of Social Networking Sites

Hari sundar, Sree Narayana Gurukulam College of Engineering  
M. V. Subha, Anna University  
Jithin Benedict, KUFOS

#### DM-17002 Online Buying Behavior of Working Women of Indore: With Reference to Clothing & Apparel Sector

Dhanashree Nagar, Shri Vaishnav Institute of Management  
Kshama Ganjiwale, Shri Vaishnav Institute of Management

#### DM-17003 Consumers' Motivations to Follow Brands on Facebook and Twitter: A Study

Vipul Patel, Shanti Business School

#### DM-17004 Digital Marketing- Revolutionizing Traditional Marketing

Sweta Jain, IDEA Institute of Management and Technology

#### DM-17005 Brand Communications On Social Media For Building Brand Equity

Sree Lakshmi K. R, SCMS School of Technology and Management  
C. Sengottuvelu, SCMS School of Technology and Management

#### DM-17009 Indian E-Commerce and Department of Post: A win-win combination

Nityesh Bhatt, Institute of Management, Nirma University  
Yogesh Mungra, Institute of Management, Nirma University

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### TRACK SCHEDULE

Thursday, January 5, 2017

Time: 04:00 p.m - 05:15p.m

Room No. 206,

Class Room-8, First floor

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#### TRACK 2 E: DIGITAL MARKETING

Chairperson

Prof. VV Nath

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#### **DM-17007 Social Media Marketing – A Game Changer of Modern Marketing**

Dhruti Pandya, Faculty of Management, GLS University

Mr. Nirav Bhatt, Tracelink

Ms. Mrudangi Kshirsagar, Faculty of Management, GLS University

#### **DM-17008 Usage of Social Media by Housewives**

Palak Gadhiya, MICA - The School of Ideas

Nilam Panchal B.K.School of Business Management

#### **DM- 17011 Perceived Risks In Online Shopping Within Specific Product Categories**

Yash Rathi, Institute of Management, Nirma University

Harsh Jhaveri, Institute of Management, Nirma University

Arth Ganatra, Institute of Management, Nirma University

#### **DM-17012 Features Exploration: Analysis Of Literature On Search Engine Optimization**

Sunita Guru, Institute of Management, Nirma University

Riya shah, Institute of Management, Nirma University

#### **DM-17013 Digital Marketing Strategies: Understand The Scope, Impact And Identifying The Tools To Optimize Its Return On Investment For Industries**

Aashish Janardhanan, Institute of Management, Nirma University

Akhil Nayak, Institute of Management, Nirma University

Amit Mukherjee, Institute of Management, Nirma University

#### **DM-17014 Challenges And Strategies Of Digital Marketing**

Pooja Bhatia, Institute of Management, Nirma University

#### **NPM-17001 A study on Emerging market of Smartphone in Younger Generation: Perspective of college going students**

Vani Dwivedi , Ahmedabad University

Manjari Agarwal , Ahmedabad University

Jinal Parikh, Ahmedabad University

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### TRACK SCHEDULE

Thursday, January 5, 2015

Time: 04:00 p.m - 05:15p.m  
Room No. 207,  
Class Room-9, First floor

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#### TRACK 2 F: BRAND MANAGEMENT

Chairperson  
Prof. Meeta Munshi

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**BM-17001 Boys and Their Bikes: Studying the Relationship Using Brand Romance, Brand Attitude and Brand Loyalty**

Navaneethakrishnan K, VIT Business School  
Dr. Sathish A.S, VIT Business School

**BM-17002 Impact of Contemporary Marketing on Towards Brand India: With Special Reference to Make In India Campaign**

Ambika Yadav, Mody University of Science and Technology

**BM-17003 Alternate branding strategies for food delivery websites**

Aditya Gopal Kovvali, Symbiosis Centre for Management Studies  
Priya Kotwal, Symbiosis Centre for Management Studies

**BM-17004 Paid Advertisement for Brand Building of Academic Institutions: Productive or Counter-productive?**

Satya Ranjan Mishra, Gujarat National Law University

**BM-17005 Brands, Brand Management and Brand Manager System: A Critical evolution of Coca Cola**

Shashank Tiwari, United World School of Law  
Devrshi Upadhyay, United World School of Law

**BM-17006 Royal Enfield: A Religion in Making**

Aarushi Girdhar  
Nafeesah Nasreen

**DM-17015 Understanding Reactions Of Youth Towards Social Marketing Campaign**

Meeta Munshi, IMNU, Nirma University

## NICOM 2017

### TRACK SCHEDULE

Friday, January 6, 2017

Time: 11:45 a.m - 01:00 p.m  
Room No. 112,  
Class Room-1, Ground floor

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#### TRACK 3 A: -Consumer Behaviour & Brand Management

Chairperson  
Prof. Sanjay Jain

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##### **BM-17007 Patanjali Ayurved: The Edifice Of A Winning Brand**

Hemaprabha Purohit, Jai Narain Vyas University  
Neelam Kalla, Jai Narain Vyas University

##### **BM-17008 Brand Management: Understanding how customers perceive a Brand and improving the factors influencing Brand equity**

Akhil Nayak, IMNU, Nirma University  
Aashish Janardhanan, IMNU, Nirma University

##### **BM-17009 “Fuzzy Logic Application to Brand Assessment for Smartphones in India”**

Vivek Bhatt, AMSOM, Ahmedabad University,  
Shriram Kadiya, Institute of Management, Nirma University, Ahmedabad

##### **BM-17010 A Study of Relationship between Country Image and Brand Image in Mobile Phone**

Sanjay Jain, Institute of Management, Nirma University, Ahmedabad  
Sapna Parashar, , Institute of Management, Nirma University, Ahmedabad

##### **BM-17011 Relationship Between Internal Branding and Organisational Citizenship Behaviour Amongst Employees**

Nina Muncherji, IMNU, Nirma University  
Smita Iyer , IMNU, Nirma University

##### **CB-17023 The Emerging Trend of Online grocery shopping and Consumer Intentions: Literature Review**

Neha Singh, Institute of Management, Nirma University  
Sanjay Jain, Institute of Management, Nirma University

##### **CB-17022, Reaping the benefits of Publicity and Marketing on Gujarat tourism**

Avani Shah, Institute of Management, Nirma University

##### **CB-17020 Evolving Base to Assess Benefit-Impacts Generated by International Marketing: A Study of GAMBIT Construct**

Sudhir Rana, Fortune Institute of International Business, Delhi  
Somesh kr. Sharma, National Institute of Technology, Hamirpur

# NICOM 2017

## TRACK SCHEDULE

Friday, January 6, 2017

Time: 11:45 a.m - 01:00p.m  
Room No. 106,  
Class Room-2, Ground floor

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### TRACK 3 B: SOCIETAL MARKETING

Chairperson

Prof. Nikunj Patel

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#### **SOCM-17001 CSR Activities of Insurance Companies in Bangladesh**

Quazi Sagota Samina, East West University

#### **SOCM-17002 The Marketing Of Faith: Patanjali Captures The Hearts And Minds Of Indians**

Rajan Handa, FCMS, Jai Narain Vyas University, Jodhpur  
Ashish Mathur, FCMS, Jai Narain Vyas University, Jodhpur  
Richa Srivastav, FCMS, Jai Narain Vyas University, Jodhpur

#### **SOCM-17006 Study On Television Viewing Habits Among Urban Children**

Hari Sundar.G, Sree Narayana Gurukulam College of Engineering, Kolenchery  
Jithin Benedict, Kerala University of Fisheries and Ocean Studies

#### **SOCM-17004 Marketing to Delight: A Stakeholders' Approach for Sustainability**

Mrinmoy Bhattacharjee, Alliance School of Business

#### **SOCM-17005 Realities of women violation, "Case study of women of Jharkhand ,India**

Swati Minz, Birla Institute of Technology  
Pradeep Munda, Birla Institute of Technology

#### **SOCM-17003 Sustainable Development: Redefining Marketing Strategies**

Sheetal Soni, Jai Narain Vyas University  
Abhishek Soni, JIET Group of Institutions

#### **SOCM-17011 Extending the concept of Dynamic Capabilities to Marketing – A Taxonomy of Dynamic Marketing Capability**

Khyati Desai, Institute of Management, Nirma University  
Prabhat Kumar Yadav, Institute of Management, Nirma University

#### **FSM-17018 The Dynamic Relationship between Macroeconomic Factors and the Bombay Stock Exchange**

Rushil Garg, Institute of Management, Nirma University  
Nikunj Patel, Institute of Management, Nirma University

## NICOM 2017

### TRACK SCHEDULE

Friday, January 6, 2017

Time: 11:45 a.m - 01:00p.m  
Room No. 107,  
Class Room-3, Ground floor

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#### TRACK 3 C: RETAIL MARKETING

Chairperson  
Prof. Anand Deo

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**RMKT-17001 "Examining footprints of Modern Retailing in Indian Market Place and evaluating its effects on Distribution, Procurement Network and Changing Consumer Patterns**

Sujo Thomas, AMSoM, Ahmedabad University  
P. K. Sinha, AMSoM, Ahmedabad University  
Srikant Gokhle, Indian Institute of Management  
Sanket Vatawala, Indian Institute of Management

**RMKT-17002 Effect of Visual Merchandising Tools on Buying Behavior of Youths for Branded Apparels Sold Through Selected Organized Retail Outlets at Vadodara.**

Sandip G. Prajapati, The Maharaja Sayajirao University of Baroda,

**RMKT-17003 How Much Baba Should Stretch – A Case Of Patanjali**

Manu Kumari, Management Institute for Leadership and Excellence,Pune  
Neha Gupta, Management Institute for Leadership and Excellence,Pune  
Chhabi Sinha, Management Institute for Leadership and Excellence,Pune

**RMKT-17004, Studying the shopping orientation (work shoppers and fun shoppers) in the evolving Grocery Retail Industry in small towns of Haryana**

Vikas Daryal, Tilak Raj Chadha Institute of Management and Technology

**RMKT-17005 Exploring Crucial Determinant Factors of Modern Retailing from Coexistence Perspective in India**

Mohit Maurya, SRMS – International Business School

**RMKT-17006 Patanjali Ayurved Limited(PAL)- Just a newer player or Tsunami in making**

Vineet Kumar , IMNU, Nirma University  
Ashwini Awasthi, IMNU, Nirma University

## NICOM 2017

### TRACK SCHEDULE

Friday, January 6, 2017

Time: 11:45 a.m - 01:00p.m

Room No. 205,

Class Room 7-, first floor

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#### TRACK 3 D: RURAL AND RETAIL MARKETING

Chairperson

Prof. Subrat Sahu

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**RURM-17001 To Study the Effect of Marketing on Awareness and the use of Contraceptive pills in the Rural Area with Special Reference to Ahmedabad District**

Jignesh N. Vidani, Rai University

Pradeep Kumar Singh ,Rai University

**RURM-17002 Analyses of Selling Techniques in today's customer centric marketing environment for Private life insurance providers operating in rural area of nashik district**

Umesh Sakharam Kasar, SNJB's Late. Sau K.B.Jain College of Engineering, Chandwad  
Subhash Wadekar, MSG College, Malegaon

**RURM-17003 Factors Influencing Use of Telecentre based Services in Rural Areas: A Case of Akshaya Project, Kerala**

Gaurav Mishra, Institute of Management, Nirma University

Balakrishnan Unny Raghavan, Institute of Management, Nirma University

**RMKT-17007 Using customer lifetime value to create newer products and increase return on investment. A case study on Happily Unmarried.**

Rudraksha Upadhaya, Institute of Management, Nirma University, Ahmedabad

**RMKT-17008 Retail Store Image of Departmental Stores : An Emperical Study**

Debadatta Ratha, Institute of Management, Nirma University, Ahmedabad

Indumallika Bohra, Institute of Management, Nirma University, Ahmedabad

Sapna Parashar, Institute of Management, Nirma University, Ahmedabad

**RMKT-17009 Shopping Experience & Mall Patronage: An Exploratory Study**

Subrat Sahu, Institute of Management, Nirma University



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Friday, January 6, 2017

Time: 11:45 a.m - 01:00p.m  
Room No. 206,  
Class Room 8 -, First floor

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#### TRACK 3 E: MARKETING COMMUNICATION AND CHANNEL MANAGEMENT

Chairperson  
Prof. Renuka Garg

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**MC-17002 Supply Chain Management Practices and its implications on Firm's Strategy**

Jitendra Nenwani, Institute of Management, Nirma University

**MC-17006 Distribution Channel in FMCG Sector**

Anurag Mehta, IMNU, Nirma University

**MC-17004 Interpersonal Relationship with intermediaries: A strategic advantage to beat Competition.**

Kriti Sharma, Faculty of Management, Pacific University

**MC-17003 The Impact of Persuasive Communication in Social Media**

Monali Chatterjee, IMNU, Nirma University

**MC-17007, The Deceptive Advertisement: concern remedies and Control by Advertising Standards Council of India (ASCI)**

Ruhi Naik, SVIM Indore

Mamta Shah Joshi, SVIM Indore

**CCM-17003 Convergence of culture and social -enterprises—a multiple case study of social enterprises in boosting the hand-embroidery creative sector of Gujarat.**

Vaishali Padhiar, Gujarat University

Renuka Garg, Veer Narmad South Gujarat University

**FSM-17009 Marketing Of Financial Services To Micro, Small And Medium Enterprises In India**

Bhoomi Parekh, B. K. School of Business Management

## NICOM 2017

### TRACK SCHEDULE

Friday, January 6, 2017

Time: 11:45 a.m - 01:00p.m  
Room No. 207,  
Class Room 9 -, First floor

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#### TRACK 3 F: TECHNOLOGY MANAGEMENT

Chairperson

Prof. Mory Shankar Mukharjee

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**TM-17001 Application of Learning theories to Mobile Learning in India: An empirical study**

Jayendra Bharati V, Hindustan Institute of Technology and Science, Chennai  
R. Srikanth, Hindustan Institute of Technology and Science, Chennai

**TM-17003, Is Virtual Shopping Market Changing The Behavior Of Youth?**

Vinamra Nayak, Gyan Ganga Institute of Technology & Sciences  
Poonam Kushwaha, Gyan Ganga Institute of Technology & Sciences

**TM-17004 Dynamics of Internet Marketing**

Ankita Gupta, IMNU, Nirma University  
Esha Raste, IMNU, Nirma University  
Nakul Shah, IMNU, Nirma University

**TM-17005 Antecedents of Website Recommendation: The Mediating influence of E-Satisfaction and E-Loyalty in Fashion Products online Shopping**

D. Goutam, School of Management,NITK, Surathkal  
Gopalakrishna. B. V, School of Management,NITK, Surathkal

**TM-17006, A Study On The Factors Influencing The Adoption Of Cloud Computing With Special Reference To Selected Industrial Clusters**

Nalini Palaniswamy, KCT Business School, Coimbatore,

**TM-17007 CRM Information Technology Solutions: An industry perspective**

Hory Sankar Mukerjee, Infosys Limited,  
U Devi Prasad, Hyderabad Business School,GITAM University

## NICOM 2017

### TRACK SCHEDULE

Friday, January 6, 2017

Time: 03:45 p.m - 05:00p.m  
Room No. 105,  
Class Room 1-, Ground floor

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#### **TRACK 4 A: CROSS FUNCTIONAL ISSUES IN MARKETING**

**Chairperson**

**Prof. Indu Rao**

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#### **CFIM-17001 Stay Interview as an intervention for Employee Engagement to ensure Long innings of Key Marketing Personnel**

Kalagi Shah, School of Management, RK University

Chetna Parmar, School of Management, RK University

Nisarg Nenuji, Faculty of Management, GLS UNIVERSITY

#### **CFIM-17002 Corporate Financing Pattern and Capital Structure Analysis of leading Automobile companies in India: A Panel Data Regression**

Vibha Tripathi, H.L. Institute of Commerce

#### **CFIM-17003 Collaboration in Multi Stakeholder Large Scale Processions -A Case of an Indian Festival**

Vinisha Prakash, Institute of Management, Nirma University, Ahmedabad

Indu Rao, Institute of Management, Nirma University, Ahmedabad

#### **CFIM-17004 Testing Assumptions of Economics on female consumers - Pink Economics**

Nirmal Soni, Institute of Management, Nirma University, Ahmedabad

Mansi Parikh, Institute of Management, Nirma University, Ahmedabad

Dhwani Rathod, Institute of Management, Nirma University, Ahmedabad

#### **CFIM-17005 A study on Long term and short term effects of Demonetisation on the Retail Business in India**

Nirmal Soni, Institute of Management, Nirma University, Ahmedabad

Yash Shah, Institute of Management, Nirma University, Ahmedabad

# NICOM 2017

## TRACK SCHEDULE

Friday, January 6, 2017

Time: 03:45 p.m - 05:00p.m  
Room No. 106,  
Class Room 2-, Ground floor

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### TRACK 4 B: CUSTOMER RELATIONSHIP MARKETING

Chairperson

Prof. Rajesh Kikani

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#### CRM-17003 Profiling Social Customer: A Study

G. K. Deshmukh, Institute of Management, Pt Ravishanagr Shukla University  
Sanskriti Joseph , Institute of Management, Pt Ravishanagr Shukla University  
S. K. Indurkar, Institute of Management, Pt Ravishanagr Shukla University

#### CRM-17001 The Advent Of Relationship Marketing In India

S. Chaturvedi, Ranchi University, Ranchi  
Nirmala Khess, Ranchi University, Ranchi

#### CRM-17005 Contemporary Challenges in Implementing CRM in E-business: A Literature Review

Gaurav Mishra, Institute of Management, Nirma University  
Balakrishnan Unny Raghavan, Institute of Management, Nirma University

#### CRM-17006 Impact of Supplier's Flexibility, Promise and Willingness to support on Buyer Satisfaction

Yogesh Mungra , Institute of Management, Nirma University  
Jayesh Aagja , Institute of Management, Nirma University

#### CRM-17007 Strategic Study On Customer Service Quality Perception Of Internet Banking And Customer Retention

Hari Sundar.G, Sree Narayana Gurukulam College of Engg  
Jithin Benedict, KUFOS  
Shino Mathew , KUFOS

#### CB-17013 A study on Customer Buying Preferences towards Smartphone in Jaipur City

Punam Mishra, Institute of management, JK Lakshmiapat University

# NICOM 2017

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Room No. 107,  
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### TRACK 4 C: ENTREPRENEURIAL MARKETING

Chairperson  
Prof. Satish Nair

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**EOM-17001 Entrepreneurial Marketing: A Strategy and Process toward Dynamic Marketing Environment**

Priyanka(acharya) Tripathi

**EOM-17002, Entrepreneurial scope in direct selling industry**

Vikas Choudhary, SVIM, Indore

Shweta Patel, SVIM, Indore

Kshama Ganjiwale, SVIM, Indore

**EOM-17003 E-Commerce Challenges: A Case Study on Buzz**

Shahir Bhatt, Institute of Management, Nirma University

Amola Bhatt, Institute of Management, Nirma University

**EOM-17004 Technology's Enabling Role In Marketing Strategy At An Early-Stage Social Venture, Indiavaale.Com**

Satish K Nair, Adani Institute of Education & Research

Tanvi Sangal, Indiavaale.com

**EOM-17005 The Construct Of Entrepreneurial Orientation - Literature Review Presenting Context, Content And Scope**

Khyati Desai, Institute of Management, Nirma University

**BM-17012 Branding and Firm's Financial Performance: A Study of Consumer Goods Industry in India**

Deepak Danak, Institute of Management, Nirma University

Punita Rajpurohit, Institute of Management, Nirma University

## NICOM 2017

### TRACK SCHEDULE

Friday, January 6, 2017

Time: 03:45 p.m - 05:00p.m  
Room No. 205,  
Class Room 7-, first floor

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#### **TRACK 4 D: EFFECTIVE COMMUNICATION**

**Chairperson**

**Prof. Nina Muncherji**

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**MCOM-17001 Determinants of Language in Effective Advertising and Marketing**  
Monali Chatterjee, IMNU, Nirma University

**MCOM-17002 Does emotional advertising help a brand?**

Ananya Shah, IMNU, Nirma University

Manchana Sinha, IMNU, Nirma University

Manushi Sharma, IMNU, Nirma University

**MCOM-17005 Comparative analysis of advertisements of Berger Paints India Limited**

Mihir Maniar, Bhavnagar University

Umesh Raval, Bhavnagar University

**MCOM-17004 “Reaction to MGNREGA’s Advertisement Stimuli:A Fuzzy Perspective”.**

Vivek Bhatt, AMSOM, Ahmedabad University,

Shriram Kadiya, Institute of Management, Nirma University, Ahmedabad

Sapna Parashar, Institute of Management, Nirma University, Ahmedabad

**MCOM-17003 Communications Skills Essential for Frontline Sales Executives - A literature review**

Monali Chatterjee, Institute of Management, Nirma University

Monaz Parekh, Institute of Management, Nirma University

## NICOM 2017

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Room No. 206,  
Class Room 8 -, First floor

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#### TRACK 4 E: CROSS CULTURAL ISSUES IN MARKETING

Chairperson

Prof. Baba Gnanakumar P

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**CI-17001 Innovative marketing strategies – There is always a lot to learn**

Dhiraj Jain, Symbiosis Centre for Management Studies, Pune  
Madhav Mahajan, Symbiosis Centre for Management Studies, Pune

**CCM-17001 Animosity of Indian Consumer towards Foreign Products**

Om Jee Gupta, Institute of Management Studies, BHU  
Anurag Singh, Institute of Management Studies, BHU

**CI-17002 Administrative Marketing -Searching a new theory**

ABM Shahidul Islam, Faculty of Business Studies University of Dhaka  
Ali Akkas, Faculty of Business Studies University of Dhaka

**CCM-17002 Cross Cultural Issues in Marketing**

Shrawan Kumar Singh , School of Social Sciences, IGNOU (Retd.)

**CCM-17004 Socio – Cultural Differences Between Rural & Urban Women**

**Entrepreneurs**

Yash Rathi, Institute of Management, Nirma University

**CI-17003, ‘Perception of customers regarding Adoption and Awareness of wearable devices in India’**

Mihir Dholakiya, IBS Business School,  
Aadit Dhruv, IBS Business School  
Neha Parashar, IBS Business School,

**CI-17005, A Case Study On ‘Seva Setu’ – A Contemporary Marketing Campaign By Vadodara Municipal Corporation**

Mr. Kunal Diyalbhai Mojidra, Parul University  
Nilam Panchal

**MC-17005 Devising the Pricing Strategy for Nested Markets during festival season – A study conducted during the Onam festival in Kerala**

Baba Gnanakumar P, Sri Krishna Arts & Science College Coimbatore

NICOM 2017

## TRACK SCHEDULE

Friday, January 6, 2017

Time: 03:45 p.m - 05:00p.m  
Room No. 207,  
Class Room 9 -, First floor

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### TRACK 4 F: GREEN MARKETING PRACTICES AND GAMIFICATION

**Chairperson**

**Prof. Parag Rizwani**

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#### **GRM-17001 Consumers' Perception Of Green Products And Their Willingness To Engage In Green Behaviour**

Manish V. Sidhpuria, V. N. South Gujarat University Campus

#### **GRM-17002 Green Marketing: Go Green**

Kutub Jhabuawala, Institute of Management, Nirma University

#### **GM-17001, Analysing The Relationship Between Marketing And Psychological Capital**

Hemaprabha Purohit, Jai Narain Vyas University and Neelam Kalla, Jai Narain Vyas University

#### **GRM-17003 Green Marketing: Comparative Study of Financial Product Development between India and Worldwide**

Aashish Janardhanan, Institute of Management, Nirma University

Amit Mukherjee, Institute of Management, Nirma University

#### **GAM-17001 Pokémon Go: Leveraging the game by marketers**

Vinay Sharma, Vinod M Lakhwani and Aditi Malaiya, IBS Business School

#### **GAM-17003 Use Of Gamification In Weight Management**

Vinaytosh Mishra Indian Institute of Technology (BHU), Varanasi

Sapna Parashar, Institute of Management, Nirma University, Ahmedabad

#### **GM- 17002 Challenges and Policy Implications for Marketing Green Bonds**

Pawan Kumar Chugan, Institute of Management, Nirma University

Yogesh Mungra and Kathak Mehta, Institute of Management, Nirma University

#### **GM-17003 Pricing: The Interface with Advertising, Marketing and Transfer Promotions**

Pawan Kumar Chugan, Institute of Management, Nirma University

Jitendra Nenwani, Institute of Management, Nirma University

#### **GM-17004 Evaluation of the Integration-Responsiveness Framework at Subsidiary level**

Deepak K Shrivastva, Institute of Management, Nirma University



## NICOM 2017

### TRACK SCHEDULE

Saturday, January 7, 2017

Time: 11:00 a.m - 12:15 p.m  
Room No. 105,  
Class Room 1 -, Ground floor

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#### **TRACK 5 A: MEASUREMENT IN MARKETING**

**Chairperson**

**Prof. Rajesh Jain**

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#### **IMC-17001 A study on quality management tools as per preference by operation and supply chain managers**

Sopnamayee Acharya, IBMR IPS Academy  
Tarika Nandedkar, IBMR IPS Academy

#### **IMC-17002 Consumer awareness about health foods, and impact of promotional activities on creating awareness**

Deval Patel , Anand Agricultural University

#### **ME-17001 Happiness Report Card of MBA students**

Heet Joshi, Maharaja Krishnakumarsinhji University  
Arti Jamba, Maharaja Krishnakumarsinhji University  
Rajesh Bhatt, Maharaja Krishnakumarsinhji University

#### **ME-17002 Which Is Better a Language of Instruction in Primary Education English or Mother Tongue**

Kirtika Chhetia, MICA - The School of Ideas  
Falguni Vasavada Oza, MICA - The School of Ideas

#### **ME-17003 A study on relationship between Leadership Traits and Academic Performance of Youth**

Amit Kumar, IBMR IPS Academy  
Gunjan Anand, IBMR IPS Academy

#### **MRA-17001 Role of Market Research Industry in Contemporary Marketing**

Mrigendra Nath Mishra

#### **MRA-17002 Marketing strategies of E-commerce giants in India during festive season and the subsequent impact on their long term standing**

Divya Ahuja, Lady Shri Ram College for Women, University of Delhi

#### **CFIM-17006 Lean supply leading to business excellence**

Jitendra Nenwani, Institute of Management, Nirma University, Ahmedabad  
Rajesh Jain, Institute of Management, Nirma University, Ahmedabad

# NICOM 2017

## TRACK SCHEDULE

Saturday, January 7, 2017

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Room No. 106,  
Class Room 2 -, Ground floor

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### TRACK 5 B: HOLISTIC MARKETING PRACTICES

Chairperson  
Prof. P K Yadav

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**AIM-17001 Artificial Intelligence: The next technology frontier in marketing**  
Sweta Jain, IDEA Institute of Management and Technology

**B2BM-17001 5 major strategies to respond to consumer behavior in B2B marketing**  
Rishab Gupta

**B2BM-17002 B2B Customer Satisfaction**  
Anjali Mohapatra, Institute of Management, Nirma University

**HM-17002 Healthcare Financing: Strategic Choices for gaining Competitive Advantage**  
Rohit Kumar, Indian Institute of Management, Ranchi

**HM-17003 The influences of eWOM on hotel online bookings: A Case of Maurya Hotel, Patna**  
Purnima Pandey, Impact College (Aryabhata Knowledge University)  
Chandan Singh, Impact College (Aryabhata Knowledge University)

**MSME-17001 Marketing in SME's**  
Siddhartha Chatterjee, Institute of Management, Nirma University

**MSME-17002 To study the challenges facing by Small- Scale Women Entrepreneurs: A case study of Madhya Pradesh**  
Sopnamayee Acharya, IBMR IPS Academy  
Arpan Shrivastava

**MSME-17004 Holistic Globalization and Management of Finance by SMEs : Views of SME Promoters**  
Mr. Kunal Diyalbhai Mojindra, Parul University  
Dr. Nilam Panchal

## NICOM 2017

### TRACK SCHEDULE

**Saturday, January 7, 2017**

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**Room No. 107,**  
**Class Room 3 -, Ground floor**

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#### **TRACK 5 C: HOLISTIC MARKETING PRACTICES**

**Chairperson**

**Prof. Harismita Trivedi**

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**PM-17001 An Integrated Approach To Evaluate And Refine Organization Performance With Reference To Pharmaceutical Industry In Gujarat**  
Manasi Parikh Shah, Gujarat Technological University

**SPM-17001 Adidas; Leveraging the sports market through different strategies**  
Rajat Walia, IBS Business School,  
Shailendra Kumar, IBS Business School,  
Vinod M Lakhwani, IBS Business School,

**NM-17001, Neuromarketing: Inside The Mind Of Consumer In India**  
Geeta Sankhala, Jai Narain Vyas University, Jodhpur  
Ashish Mathur, Jai Narain Vyas University, Jodhpur

**IM-17001 An assessment of the role of Students Satisfaction in Internal Marketing**  
Manisha Singh, Faculty of SBM, Indus International University

**VM-17001 The Message: Viral content marketing lessons for the new age**  
Aditya Gopal Kovvali, Symbiosis Centre for Management Studies, Pune

**NM-17002 Exploring the Advent of Neuromarketing into Mainstream Marketing: A Case Study Approach**  
Prakriti Soral , Institute of Management, Nirma University  
Khayati Desai, Institute of Management, Nirma University

**DM-17006 Digital Marketing: A Case Study on Tarla Dalal**  
Shilpa Sawant, Narsee Monjee Institute of Management Studies  
Madhavi Mundada, Narsee Monjee Institute of Management Studies  
Ritu Mishra, Narsee Monjee Institute of Management Studies

## NICOM 2017

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Saturday, January 7, 2017

Time: 11:00 a.m – 12:15 p.m  
Room No. 205,  
Class Room 7 -, First floor

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#### **TRACK 5 D: CONTEMPERORY ISSUES IN MARKETING**

**Chairperson**

**Prof. Reena Shah**

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#### **ENTM-17001 “Developing Marketable content in Bollywood”**

Neeraj Parikh , IMNU, Nirma University

Prakriti Dutta , IMNU, Nirma University

#### **HM-17001 Motivation for solo leisure travel: A conceptual study**

Bharti Godbole, SNDT Women’s University

#### **EM-17001 Sustainable Tourism**

Puja Gehlot, Jai Narain University University, Jodhpur

#### **ENTM-17002 Effect Of Children On Advertisements**

Heema Joshi Institute of Management, Nirma University, Ahmedabad

Shubham Mittal , Institute of Management, Nirma University, Ahmedabad

Akanksha Chauhan, Institute of Management, Nirma University, Ahmedabad

#### **TM-17002 Leaving On A Jet Plane: Travel Blogging To Improve Sales**

Shilpa Sawant, NMIMS Mumbai

Urvi Talaty, NMIMS Mumbai

#### **Effect Of Demographics On Materialism: An Empirical Study**

Sapna Parashar, IMNU, Nirma University

Sanjay Jain, IMNU, Nirma University

# NICOM 2017

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Saturday, January 7, 2017

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Room No. 206,  
Class Room 8, First floor

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### TRACK 5 E: SOCIAL AND SERVICE MARKETING

**Chairperson**

**Prof. Chetan Jhaveri**

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#### **SERM-17003 Selling Gold Sans The Old**

Vashambhi Joshi, Pranjal Dixit and Monali Gupta ,IMNU, Nirma University

#### **SOCM-17007 A case study on Swachh Bharat Abhiyaan: A Social Marketing Experience in Gujarat**

Litty Denis , Centre for Studies in Social Management, Central University of Gujarat

#### **SOCM-17008, The role of ICT Policy for community development: Case Study Huye District, Rwanda**

Dr .BAIG College of Business,University of Rwanda  
Hitimana Jean , GIC, University of Rwanda

#### **SM-17001 Analyzing emotional impact of sales promotion on FMCG products purchase**

Kaushikkumar Amrutlal Patel, B K School of Business Management,  
Tejas Shah, Shanti Business School,

#### **SOCM-17009, Perceptions and Predictors of Consumers' Purchase Intentions for Super market and Traditional market: Evidence from Gujarat**

Chetan Jhaveri, Institute of Management, Nirma University  
Niharika Arora, Institute of Management, Nirma University

#### **SOCM-17010, Marketing Communications Campaign: Taking the Societal Marketing Route**

Meeta Munshi, Institute of Management, Nirma University

#### **SERM-17001 Application Of Service Quality Models In Primary Health Centers**

Siddhartha Chatterjee, Institute of Management, Nirma University  
Prof Tripura Sundari Joshi, Institute of Management, Nirma University

#### **SERM-17002 Problems and prospects of single specialty nursing homes for meeting customers' (Patients') expectations with special reference to Ahmedabad City**

Vasudev Modi, B K School of Business Management, Gujarat University  
Nehal Shah, Gandhinagar Institute of Technology, Gujarat

# NICOM 2017

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Room No. 207,  
Class Room 9, First floor

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### TRACK 5 F: EMERGING ISSUES IN MARKETING

**Chairperson**

**Prof. Deepak Shrivastav**

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#### **EOM-17006 Inbound Marketing: Strategies for start-ups for success and sustainable growth**

Chitral P. Patel, Kadi Sarva Vishwavidhyalaya

Pawan Kumar Chugan, Institute of Management, Nirma University

#### **CI-17004 Emergence and Evolution of Marketing**

Rajnish Jain, Institute of Management Studies, Devi Ahilya University

Deepak K. Srivastava, Institute of Management, Nirma University

#### **PM-17002 Marketing and Licensing Opportunities of Molecules in Non-alcoholic steatohepatitis (NASH) Segment**

Binu Thomas, Institute of Management, Nirma University

Pawan Kumar Chugan, Institute of Management, Nirma University

Deepak K. Srivastava, Institute of Management, Nirma University

#### **MEE-17015 Bureaucracy and Challenges Faced For Organisational Change: A Case Study of Power Sector in Gujarat**

Nilam Panchal, B.K. School of Business Management

P.K.Chugan, Institute of Management, Nirma University

#### **GAM-17002 Fostering entrepreneurship and strategic thinking using Gamification as a pedagogical tool**

Ashish Rochwani, Institute of Management, Nirma University

Khyati Desai, Institute of Management, Nirma University

Sumedh Menon, Institute of Management, Nirma University

#### **MSME-17003 Interplay of dynamic capabilities and market environment effects: Explicating impact on competition in SME**

Khyati Desai, Institute of Management, Nirma University

Prabhat Kumar Yadav, Institute of Management, Nirma University