



FORE International Marketing Conference (FIMC) 2023

Marketing for Sustainability: Transformation through Innovation and Technology

15th and 16th December, 2023

Pre-Conference Workshop: 14th December, 2023

Pre-Conference Schedule 14th December, 2023

<p>FIMC 2023 Pre-Conference Workshop - 1 Date: 14.12.2023 11:00 AM- 12.30 PM (IST) Speaker: Prof. Weng Marc Lim Sunway Business School, Sunway University, Malaysia</p>
<p>Room No. – CR 18, First Floor, D Block</p>
<p>Topic - Publishing Business Research: Realities & Solutions</p>

<p>FIMC 2023 Pre-Conference Workshop - 2 Date: 14.12.2023 12:30 PM- 2:00 PM (IST) Speaker: Prof. Sumit Narula, Director Amity University, Gurgaon</p>
<p>Room No. – CR 18, First Floor, D Block</p>
<p>Topic - Decluttering the Clutter in Indian Academics and Research</p>

FIMC Conference Schedule 15th and 16th December, 2023

FIMC 2023, Date: 15.12.2023	
Venue – Pragya Hall, Ground Floor	
Time (IST)	Event
9:30 AM - 10:15 AM	Registration Kit Distribution and Breakfast

FIMC 2023, Date: 15.12.2023
Paper Presentation (Track 1)
Contemporary Indian Market Environment
10:15 AM- 11:45 AM (IST)
Session Chair: Prof. Nimit Chowdhary
Session Co-Chair: Prof. Varsha Khattri

Room No. - CR 4, Third Floor – A Block

Time (IST)	Research Title	Name of the Presenter
10:15 AM - 10:30 AM	Post-Covid Trends in B2C Digital Marketing	Mr. Sahil S. Shambharkar
10:30 AM – 10:45 AM	Exploring Market Environment for Corporate Social Responsibility (CSR) Implementation Modes: Evidence from Indian firms	Mr. Sanjeev Pathak
10:45 AM – 11:00 AM	Market Diversification Strategies for Indian Marketing Cooperatives: Lessons from Gujarat State Cooperative Marketing Federation Ltd. (GUJCOMASOL)	Dr. Sagar Kisan Wadkar
11:00 AM – 11:15 AM	Emerging Trends in Customer Engagement Literature: A Bibliometric Analysis using VOSviewer	Ms. Sana Vakeel
11:15 AM – 11:30 AM	A Systematic Literature Review on Customer Confusion	Ms. Aayushi Sharma, Dr. Rahul Pratap Singh Kaurav & Dr. Surabhi Koul
11:30 AM – 11:45 AM	Digital Orientation for High Order Internationalization	Dr. Soma Arora

FIMC 2023, Date: 15.12.2023
Paper Presentation (Track 2)
Partnership of Human Resources and Marketing for Growth
10:15 AM- 11:30 AM (IST)
Session Chair: Prof. Vibhav Singh
Session Co-Chair: Prof. Chiradeep Bandyopadhyay

Room No. – CR 5, Third Floor – A Block

Time (IST)	Research Title	Name of the Presenter
10:15 AM - 10:30 AM	An Integrative Conceptual Model to Unravel the Dynamics Between Employee Experience, Employee Engagement & Customer Experience	Dr. Aanyaa Chaudhary and Sonal Khandelwal
10:30 AM – 10:45 AM	Analyzing the difference in Perception of Organized and Unorganized Retail Sector Female Employees towards Work Culture and Store Environment.	Dr. Preeti Jain
10:45 AM – 11:00 AM	Sustainability Marketing Enablers: A Systematic Review and Future Research Directions	Ms. Golden Singh
11:00 AM – 11:15 AM	Managing Innovation and Technology in Emerging Markets- An Integrative Review	Ms. Soumya Tiwari
11:15 AM – 11:30 AM	Consumer Decision-Making Styles: Impact of Group Influence	Dr. Varinder M. Sharma

FIMC 2023, Date: 15.12.2023
Inauguration Ceremony, 12.00 Noon-2:10 PM (IST)

Venue: Virajam Auditorium, Basement

Time (IST)	Event	Name of the Speaker
12:00 Noon - 12:05 PM	Opening Remarks	Prof. Ajay Kumar Pandey, Convener
12:05 PM - 12:10 PM	Lamp Lighting & Saraswati Vandana	Ms. Anushree Banerjee and Team
12:10 PM -12:20 PM	Welcome Address	Dr. Jitendra Das, Director General, FORE Society, New Delhi
12:20 PM - 12:35 PM	Special Address	Dr. Vinayshil Gautam, Vice Chairman, FORE School of Management, New Delhi
12:35 PM - 1:15 PM	Keynote Address Broadening the Impact of Marketing: Leveraging Technology and Sustainability	Prof. K. Sivakumar, Arthur Tauck Chair & Professor of Marketing, Lehigh University, USA
1:15 PM - 1:25 PM	Special Address	Prof. Weng Marc Lim, Dean, Sunway Business School, Sunway University, Malaysia
1:25 PM - 1:35 PM	Special Address	Prof. Sudhir Rana, Gulf Medical University, UAE
1:35 PM - 1:45 PM	Special Address	Prof. Majdi Quttainah, College of Business Administration, Kuwait University, Kuwait
1:45 PM - 2:00 PM	Inaugural Address	Shri Shailesh K Pathak Chief Guest, Secretary General, Federation of Indian Chambers of Commerce & Industry (FICCI)
2:00 PM- 2:10 PM	Vote of Thanks	Dr. Subir Verma, Director, FORE School of Management, New Delhi

Lunch Break
Date: 15.12.2023
2:10 PM- 3.10 PM (IST)

Venue: Alpahaar, Fifth Floor

FIMC 2023
Date:15.12.2023
Keynote Address 3:15 PM- 4:00 PM (IST)

Venue: Virajam Auditorium, Basement

3:15 PM – 4:00 PM	Prof. Majdi Quttainah, College of Business Administration, Kuwait University, Kuwait	Changing Landscape of Corporate Governance & Business Level Strategies
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FIMC 2023, Date: 15.12.2023
Paper Presentation (Track 3)
Digital and Social Media Marketing
4:00 PM-5:30 PM (IST)
Session Chair: Prof. Puja Khatri
Session Co-Chair: Prof. Saurabh Mittal

Room No.: CR 17, Ground Floor, D – Block

Time (IST)	Research Title	Name of the Presenter
4:00 PM - 4:15 PM	Impulsive Clicks: A Comprehensive Study Instant Gratification in Online Purchase Decisions	Ms. Sushma Yadav
4:15 PM - 4:30 PM	A study of the Impact of Artificial Intelligence and Digital Marketing on Consumer Purchase Intention and Consumer Behavior	Mr. Ankit Verma
4:30 PM – 4:45 PM	Unravelling the Dynamics of Over-the-Top (OTT) Media Services: A Bibliometric Analysis and Systematic Literature Review.	Mr. Shivendra Singh Chaudhary and Dr. Diksha Panwar
4:45 PM - 5:00 PM	The Art of Memes: Analyzing Impactful Content Strategies on Instagram	Ms. Ashima Agrawal
5:00 PM – 5:15 PM	The impact of Digital and Social Media Marketing on Brand Image and Purchase Intention	Ms. Kamalpreet Kaur & Dr. Rohini Dabgotra
5:15 PM – 5:30 PM	Social Media and Marketing Ecosystem, impacting Consumer Choices for Small Businesses	Mr. Prashant Arora, Mr. Khushi Khurana, Mr. Rahul Airi & Ms. Riya Jain

FIMC 2023, Date: 15.12.2023
Paper Presentation (Track 4)
Emerging Technologies in Marketing
4:00 PM-5:30 PM (IST)
Session Chair: Prof. Umesh Bamel
Session Co-Chair: Prof. Asif Zameer

Room No. - CR 18, First Floor, D – Block

Time (IST)	Research Title	Name of the Presenter
4:00 PM - 4:15 PM	Gamifying Customer Engagement: A review through thematic analysis	Ms. Ayushi Gupta
4:15 PM - 4:30 PM	Analyzing the Impact of Perceived Risk on Online Purchase Intention: A Structural Equation Modeling Study Employing Multigroup Analysis	Ms. Vrinda Jain, Ms. Khushboo Tayal & Dr. Rajeev Sirohi
4:30 PM – 4:45 PM	Adoption of Augmented Reality Marketing- A Literature Review using TCCM Framework	Ms. Devanshi Mehra
4:45 PM - 5:00 PM	Online shopping: Personalization and Persuasion Dynamics	Ms. Aparna
5:00 PM – 5:15 PM	From Illusion to Inclusion: Enhancing Consumer Well-being through Augmented Reality Marketing	Ms. Nikhita Tuli
5:15 PM – 5:30 PM	From Sci-Fi to Reality: Service Robots in the Indian Healthcare System	Dr. Anuja Agarwal & Dr. Deepika Dixit

FIMC 2023, Date: 15.12.2023
Paper Presentation (Track 5)
Green Marketing
4:00 PM-5:30 PM (IST)
Session Chair: Prof. Sudhir Rana
Session Co-Chair: Prof. Shallini Taneja

Room No.: CR 19, Second Floor, D – Block

Time (IST)	Research Title	Name of the Presenter
4:00 PM - 4:15 PM	A study of factors influencing adoption of E-20 and Higher blends (Bio-Fuel: Ethanol blended Petrol) by transport users in India	Mr. Hemant Dhamija
4:15 PM - 4:30 PM	Analysing the ESG Disclosure Effect on Firm Value: An Empirical Study of Indian Firm	Dr. Lakshmi Das
4:30 PM – 4:45 PM	Analyzing the firm value effects of ESG disclosure: Empirical study of Indian firms	Dr. Rajesh Desai
4:45 PM - 5:00 PM	Green Marketing Strategies in Cosmetic Industry	Ms. Anagha Tulaskar
5:00 PM – 5:15 PM	Envisioning green consumers through the lens of environmental habits and environmental values	Ms. Vaishali Singh
5:15 PM – 5:30 PM	Determinants of Over-the-Counter Drugs Brand Loyalty	Dr. Ashutosh Pandey & Dr. Rajarshi Debnath

High Tea
Date: 15.12.2023
5:30 PM- 6:00 PM (IST)

Venue: Pragya Hall, Ground floor

Keynote Session (Online)

6:00 PM- 7:00 PM (IST)

Venue: Virajam Auditorium, Basement

6:00 PM – 6:40 PM	Prof. Asit K. Barma Director, BIM Trichy, India	Marketing 5.0: Future Research Agenda and Corporate Priorities
6:40 PM – 7:00 PM	Prof. Dimitrios Buhalis, Bournemouth University, UK	Smart Tourism through Artificial intelligence and Metaverse

Gala Dinner

Date: 15.12.2023
7:00 PM (IST) Onwards

Venue: Pragya Hall/Court Area, Ground Floor

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***** End of Day 1*****

FIMC 2023, Date: 16.12.2023**Venue - Pragya Hall, Ground Floor****Time (IST)****9:30 AM - 10:00 AM****Event**

Registration Kit Distribution and Breakfast

Keynote Session**Date:16.12.2023****10:00 AM- 11:30 AM (IST)****Venue: Virajam Auditorium, Basement**

10:00 AM – 10:45 AM	Prof. V. Kumar, Goodman School of Business, Brock University, Canada	The Interface of Sustainability, Innovation, and Technology in the Ridesharing Industry
10:45 AM – 11:30 AM	Prof. Sudhir Rana, Gulf Medical University, UAE	Publishing Strategy and Futuristic Topics for Marketing Scholars on Technology and Sustainability

FIMC 2023**Date:16.12.2023****Editorial Panel Discussion****Theme: Insights for Emerging Scholars: A Path to Academic Excellence****Editors Meet 11:30 AM - 12:30 PM (IST)****Venue: Virajam Auditorium, Basement**

- Prof. Sudhir Rana (FIIB Business Review)
- Prof. Weng Marc Lim (Global Business and Organizational Excellence)
- Prof. Bipul Kumar (Journal of Global Marketing)
- Prof. Nirmalya Bandopadhyay (Abhigyan)

Research Workshop**Date:16.12.2023****12:30 PM- 2:00 PM (IST)****Venue: Virajam Auditorium, Basement**

12:30 PM – 2:00 PM	Prof. V. Kumar, Goodman School of Business, Brock University, Canada	Research Workshop
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FIMC 2023, Date: 16.12.2023**Lunch Break : 2:00 PM – 3:00 PM (IST)****Venue: Alpahaar, Fifth Floor**

FIMC 2023, Date: 16.12.2023
Paper Presentation (Track 6)
Consumer Behaviour & Sustainability
3:00 PM-4:30 PM (IST)
Session Chair: Prof. Nripendra Singh
Session Co-Chair: Prof. Pramod Chandra

Room No. – CR 16, Fourth Floor, C - Block

Time (IST)	Research Title	Name of the Presenter
3:00 PM - 3:15 PM	Assessing the Interplay Between Hotel Environmental Practices, Paying Willingness, and the Influence of Mediating and Moderating Factors	Dr. Semele Jatin Sardesai
3:15 PM - 3:30 PM	Factors Impacting Customer Satisfaction in Health Insurance A Comprehensive Study in Bengaluru City.	Mr. Chyavana Kondapally
3:30 PM – 3:45 PM	A study of Consumer Behavior Models in the context of milk packet consumption	Dr. Pramod Hanmantra Patil
3:45 PM – 4:00 PM	Assessing the Interplay Between Hotel Environmental Practices, Paying Willingness, and the Influence of Mediating and Moderating Factors	Dr. Surabhi Gore
4:00 PM – 4:15 PM	Determinants of Satisfaction and Loyalty for Users of Digital Wallet: An Empirical Study of Indian Consumers	Prof. Amarnath Mitra
4:15 PM – 4:30 PM	Identifying Barriers and Developing Strategies for Higher Education Branding via Action Research Model	Mr. R Suraj

FIMC 2023, Date: 16.12.2023
Paper Presentation (Track 7)
Crossroads of Finance and Marketing
3:00 PM-4:00 PM (IST)
Session Chair: Prof. Deepak Tandon
Session Co-Chair: Prof. Vandana Bhama

Room No. – CR 5, Third Floor, A- Block

Time (IST)	Research Title	Name of the Presenter
3:00 PM - 3:15 PM	Conceptualisation and Measurement of Integrated Marketing Communication (IMC): A Study on North Indian Banking Sector	Dr. Nipun Aggarwal
3:15 PM - 3:30 PM	A Study on Investment Trends of Banking Officials in Delhi NCR	Mr. Pranav Sharma
3:30 PM – 3:45 PM	Marketing of financially engineered insurance products and the role of big data and data analytics	Ms. Meenakshi Chakravaram
3:45 PM – 4:00 PM	Determinants of Leverage, Cash Holdings and Debt Maturity - Do R&D intensity and analyst coverage matter?	Dr. Himanshu Joshi

FIMC 2023, Date: 16.12.2023 Paper Presentation (Track 8) Marketing Models and Analytics 3:00 PM-4:15 PM (IST) Session Chair: Prof. Pinaki Dasgupta Session Co-Chair: Prof. Nirmalaya Bandyopadhyay		
Room No. – CR 17, Ground Floor, D - Block		
Time (IST)	Research Title	Name of the Presenter
3:00 PM - 3:15 PM	Business Implications of ML-Enhanced Stroke Risk Prediction using ECG and PPG Signals: Healthcare Analytics and Risk Management Perspectives	Mr. Rajkumar Bhola
3:15 PM - 3:30 PM	In the Shopper's mind: Unveiling the influence of Perceived risk and Habit on Buy one Get One Deals using an extended TPB	Ms. Neha Pandey
3:30 PM – 3:45 PM	Developing Markets for part load transportation: a study of SME sector in India	Mr. Vikash Khatri
3:45 PM – 4:00 PM	Impact of marketing mix on firm profitability: Moderating Role of Firms R&D Intensity	Dr. Tarun Kumar Soni
4:00 PM – 4:15 PM	Unravelling the Dynamics of Over-the-Top (OTT) Media Services: A Bibliometric Analysis and Systematic Literature Review.	Mr. Shivendra Singh Chaudhary and Dr. Diksha Panwar

FIMC 2023, Date: 16.12.2023 Paper Presentation (Track 9) Services and Circular Economy- A Path to Achieve Sustainability 3:00 PM-4:15 PM (IST) Session Chair: Prof. Ritu Srivastava, Prof. Vibha Arora Nagpal Session Co-Chair: Prof. Surabhi Koul		
Room No. – CR 4, Third Floor, A - Block		
Time (IST)	Research Title	Name of the Presenter
3:00 PM - 3:15 PM	Assessing the Role of Community Involvement on Community Support for Ecotourism: A Structural Model	Ms. Mrigakshi Borthakur
3:15 PM - 3:30 PM	Investigating Circular-Oriented Innovation (COI) in the Packaging Industry: The potential enablers and inhibitors in circular transformation.	Mr. Ansuman Mishra
3:30 PM – 3:45 PM	Antecedents of Revisit Intention of Tourists; An Empirical Study in the Context of Varanasi	Dr. Shyju P J
3:45 PM – 4:00 PM	Are We Ready for Virtual Tourism of Heritage Sites? An Application of Symmetric and Asymmetric Modeling Techniques	Mr. Laxman Pokhrel & Mr. Bishnu Giri
4:00 PM – 4:15 PM	Knowledge-Assisted selling to business customer for relationship gains: A case of medical device industry	Dr. Ankit Anand

FIMC 2023, Date: 16.12.2023
Paper Presentation (Track 10)
Strategic Marketing
3:00 PM-4:30 PM (IST)
Session Chair: Prof. Majdi Quttainah
Session Co-Chair: Prof. Anil Singh

Room No. – CR 19, Second Floor, D - Block

Time (IST)	Research Title	Name of the Presenter
3:00 PM - 3:15 PM	Customer experience & customer engagement during customer journey: Literature review	Mr. JayaBharath Reddy & Mr. Umesh Kumar Roy
3:15 PM - 3:30 PM	Qualitative insights into retail attributes and their impact on consumer choice	Mr. Shuvam Chatterjee
3:30 PM – 3:45 PM	Strategic corporate social responsibility (SCSR) in action: evidence from a non-profit organization	Dr. Hui-Ling Wang
3:45 PM – 4:00 PM	Accessibility of Digital Payments Methods and Challenges faced by users in Rural Areas of NCR	Ms. Ritu Rana
4:00 PM – 4:15 PM	Strategies for Sustainable Tourism: Integrating Destination Marketing and Competitiveness Development	Ms. Aditi Nag
4:15 PM – 4:30 PM	Initial Franchisee Investments: A Comparative Examination of Franchising in India And USA	Dr. Manish Kacker

FIMC 2023, Date: 16.12.2023
Paper Presentation (Track 11)
Sustainable Marketing: Issue, Challenges and Opportunities
3:00 PM-4:30 PM (IST)
Session Chair: Prof. Weng Marc Lim
Session Co-Chair: Prof. Ayushi Sharma

Room No. – CR 18, First Floor, D - Block

Time (IST)	Research Title	Name of the Presenter
3:00 PM - 3:15 PM	Methodology of evolutionary and progressive development of proactive marketing	Prof. Krasnyuk Irina
3:15 PM - 3:30 PM	Best Practices in Pursuit of Sustainable Consumption: Evidence from the Retail Industry	Mr. Tarinmoy Das
3:30 PM – 3:45 PM	The Future of Sustainable Development: How Green Marketing is Driving Change	Ms. Ridhika Chatterjee, Dr. Suchita Vishwakarma & Dr. Sheetal Sharma
3:45 PM – 4:00 PM	Food wastage and behavioral transformation in the social practice of food consumption: an experimental study from Sweden	Dr. Soniya Billore
4:00 PM – 4:15 PM	Sustainable Customer Relationship Management: Dynamic Capability of the most sustainable firm in India's Real Estate Industry	Mr. Amit Kumar Sharma
4:15 PM – 4:30 PM	Recommendation Engine to influence Customer Engagement: A Case of Pixstory	Dr. Ridhima Bhanot Sharma

FIMC 2023, Date: 16.12.2023
Valedictory session
5:00 PM-6:00 PM (IST)

Venue : Virajam

Time (IST)	Event	Name of the Speaker
5:00 PM - 5:05 PM	Valedictory Remarks	Prof. Rajarshi Debnath
5:05 PM - 5:20 PM	Valedictory Address	Dr. Pankaj Sharma, Chief Guest Additional Director, Ministry of PNG
5:20 PM - 5:30 PM	Special Address	Prof. Bipul Kumar, IIM Indore
5:30 PM - 5:40 PM	Special Address	Prof. Weng Marc Lim, Sunway Business School, Sunway University, Malaysia
5:40 PM - 5:50 PM	Award Distribution	Dr. Pankaj Sharma, Chief Guest Additional Director, Ministry of PNG
5:50 PM – 6:00 PM	Vote of Thanks	Prof. Ajay Kumar Pandey, Convener

FIMC 2023, Date: 16.11.2023
High Tea : 6:00 PM – 6:30 PM (IST)
Room: Pragya Hall, Ground Floor

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