



5th International Conference of Marketing, Strategy & Policy

PROGRAMME OVERVIEW

8th September 2021

Please note that all timings are UK timings i.e. GMT+1

DOCTORAL COLLOQUIUM

9.00am Welcome Note

9.00-9.15am Welcome by Prof **Suraksha Gupta**

9.15-10.15am Talk by Prof **TC Melewar**

10.15-10.30am Coffee Break

10.30-11.15am Talk by Prof **Dorothy Yen**

11.30am-12.30pm **Presentations by Doctoral Students**
Distinguished Faculty: Prof Sankar Sivrajah and Dr Sharifah Alwi

12.30pm – 1.30pm Lunch Break

1.30-2.15pm Talk by **Dr Pantea Foroudi**

2.15-3.00pm Coffee Break

3.00-4.00pm **Presentations by Doctoral Students**
Distinguished Faculty: Dr Muthu Da Silva and Dr Zhongqi Jin

4.00-5.30pm **Presentations by Doctoral Students**
Distinguished Faculty: Prof Klaus Schoefer and Dr Rama Kanungo

Conference Programme

9th September 2021

10th September 2021

Please note that all timings are UK timings i.e. GMT+1

9-9.15am Welcome by Prof William Maloney, Director NUBS	<p style="text-align: center;">Track C 9-10am</p> Track Chair C1: Prof Kavita Sharma Track Chair C2: Dr Minhao Zhang Track Chair C3: Prof Natalia
9.15-10am Keynote by Prof Pawan Budhwar	<div style="display: flex; justify-content: space-around;"> <div style="background-color: #6aa84f; color: white; padding: 5px; width: 30px; text-align: center;">C1</div> <div style="background-color: #6aa84f; color: white; padding: 5px; width: 30px; text-align: center;">C2</div> <div style="background-color: #6aa84f; color: white; padding: 5px; width: 30px; text-align: center;">C3</div> </div>
10.00-10.15am Coffee Break	<p style="text-align: center;">Track D 10-11am</p> Track Chair D1: Dr Zhongqi Jin Track Chair D2: Dr Abraham Joseph Track D3: Dr Auhud Gronfula
10.15-11.00am Keynote by Prof Andrew Urquhart	<div style="display: flex; justify-content: space-around;"> <div style="background-color: #5dade2; color: white; padding: 5px; width: 30px; text-align: center;">D1</div> <div style="background-color: #5dade2; color: white; padding: 5px; width: 30px; text-align: center;">D 2</div> <div style="background-color: #5dade2; color: white; padding: 5px; width: 30px; text-align: center;">D 3</div> </div>
11.00-11.45pm Keynote by Prof Luiz Moutinho	<p style="text-align: center;">Track E 11am-12pm</p> Track Chair E1: Dr Shveta Kalra Track Chair E2: Dr YiChuan Wang Track Chair E3: Dr Saurabh Bhattacharya
<p style="text-align: center;">Track A 11.45am-1.15pm</p> Track Chair A1: Dr Sena Ozdemir Track Chair A2: Dr Parth Patel Track Chair A3: Dr Pantea Foroudi	<div style="display: flex; justify-content: space-around;"> <div style="background-color: #f1c40f; color: white; padding: 5px; width: 30px; text-align: center;">E 1</div> <div style="background-color: #f1c40f; color: white; padding: 5px; width: 30px; text-align: center;">E 2</div> <div style="background-color: #f1c40f; color: white; padding: 5px; width: 30px; text-align: center;">E 3</div> </div>
<div style="display: flex; justify-content: space-around;"> <div style="background-color: #8ebf8e; color: white; padding: 5px; width: 30px; text-align: center;">A 1</div> <div style="background-color: #8ebf8e; color: white; padding: 5px; width: 30px; text-align: center;">A 2</div> <div style="background-color: #8ebf8e; color: white; padding: 5px; width: 30px; text-align: center;">A 3</div> </div>	12 -12.45pm Keynote by Prof Suma Athreye
1.15-1.45pm Lunch	12.45-2.00pm Lunch
<p style="text-align: center;">Track B 1.45-3pm</p> Track Chair B1: Dr Prikshat Verma Track Chair B2: Dr Marwa Tourky Track Chair B3: Dr Pantea Foroudi	2.00-3.30pm Meet the editors -2 British Journal of Management Journal of Business Research Production & Operations Management Journal of Retailing International Journal of Contemporary Hospitality Management
<div style="display: flex; justify-content: space-around;"> <div style="background-color: #f1c40f; color: white; padding: 5px; width: 30px; text-align: center;">B 1</div> <div style="background-color: #f1c40f; color: white; padding: 5px; width: 30px; text-align: center;">B 2</div> <div style="background-color: #f1c40f; color: white; padding: 5px; width: 30px; text-align: center;">B 3</div> </div>	3.00-4.00pm Meet the editors -1 Journal of Asia Business Studies International Business Review Information, Technology and People Qualitative Market Research: An International Journal
3.00-4.00pm Meet the editors -1 Journal of Asia Business Studies International Business Review Information, Technology and People Qualitative Market Research: An International Journal	3.30-4.00pm Closing Ceremony TARA Awards <ul style="list-style-type: none"> - Best PhD Thesis Award - Best Paper Award - Best Conceptualisation Award - Best Methodology Award - Best Impact Paper Award <p style="color: red; text-align: center; margin-top: 5px;">Vote of Thanks</p>

Conference schedule

Day 1, Wednesday 08 September 2021

Doctoral Colloquium

Please note that all timings are UK timings i.e. GMT+1

9.00-9.15am **Welcome by Prof Suraksha Gupta**

<https://newcastleuniversity.zoom.us/j/88397080129>

9.15-10.15am **Keynote Speaker Prof TC Melewar**

The PhD Journey: A perspective

<https://newcastleuniversity.zoom.us/j/88397080129>

10.15-10.30am : **Coffee Break**

10.30-11.15am **Keynote Speaker Prof Dorothy Yen**

PhD Viva: Dos and Donts

<https://newcastleuniversity.zoom.us/j/88397080129>

11.30-12.30pm **Track A: Distinguished Faculty: Prof Sankar Sivrajah and Dr Sharifah Alwi**

<https://newcastleuniversity.zoom.us/j/88397080129>

Keyou Feng

Crowdfunding in environmental non-governmental organisations

Mingxue Wei

Literature review of affordance theory and the CX intellectual framework of AI-enabled healthcare technology

12.30-1.30pm: **Lunch**

1.30-2.15pm **Keynote Speaker Dr Pantea Foroudi**

Publication Strategy

<https://newcastleuniversity.zoom.us/j/88397080129>

2.15-3.00pm: **Coffee Break**

3.00-4.00pm **Track B: Distinguished Faculty: Dr Muthu Da Silva and Dr Zhongqi Jin**

<https://newcastleuniversity.zoom.us/j/88397080129>

Mohamed Al Shafei

Investigating the use of artificial intelligence for effective social media marketing of luxury brands

Sonali Jawa and Pranav Jawa

A study of employee behaviour and organisational response during COVID-19

4.00-5.30pm **Track C: Distinguished Faculty: Prof Klaus Schoefer and Dr Rama Kanungo**

<https://newcastleuniversity.zoom.us/j/88397080129>

Madawala Maddumage Dona Kalani Hiranthika Madawala

Examining the impact of entrepreneurial self-efficacy on firm performance: An exploratory sequential study of women entrepreneurs in Sri Lanka

Doyin Olorunfemi

Entrepreneurial learning and entrepreneurial competence development in women enacting entrepreneurial intention through Selling

Rayan Fawaz, Stephane Bourliataux- Lajoinie, Anna Rossner and Shintaro Okazaki

What can we learn from collective trauma?

Day 2: Thursday, September 09, 2021

MSP2021 Conference

Please note that all timings are UK timings i.e. GMT+1

9-9.15am	Welcome Talk: Prof William Maloney https://newcastleuniversity.zoom.us/j/86314801871
9.15-10am	Opening Talk: Prof Pawan Budhwar https://newcastleuniversity.zoom.us/j/86314801871
10-10.15am	Coffee Break
10.15-11.00am	Keynote Speaker: Prof Andrew Urquhart Bitcoin under the Microscope https://newcastleuniversity.zoom.us/j/86314801871
11.00-11.45pm	Keynote Speaker: Prof Luiz Moutinho A GLIMPSE AHEAD... (from: Planet Economy, Economics of Kindness, Benefit Corporations and Tixel... to: Sixth Sense Wearable, Quantum Computing, Micro Strategies and Machine... Earning...) https://newcastleuniversity.zoom.us/j/86314801871
11.45-13.15pm	Track A
	A1: https://newcastleuniversity.zoom.us/j/86314801871
	Track Chair: Dr Sena Ozdemir
	An Application of Voice-based Digital Assistants in the Work Context Davit Marikyan and Savvas Papagiannidis
	Effect of Covid-19 on Energy Systems: Challenges, opportunities and policy implications Mahipal Bukya and Ajay Shankar
	Addiction to the TikTok app: Motivations, flow and sense of belonging at the root of addiction Sandra Miranda, Ines Trigo, Margarida Duarte and Ricardo Rodrigues
	A2: https://newcastleuniversity.zoom.us/j/85747485401
	Track Chair: Dr Parth Patel
	Exploring the Impact of Chatbots on Users Experience in the Banking Sector Marwa Tourky, Ahmed Shaalan and Marwa Ghanem
	The impact of service ethics and service risk of artificial intelligence on banking industry during COVID-19 pandemic: A case study of Monzo Mobile Banking application Ammar Sammour and Auhud Gronfula
	Happy Campers or Happy Prisoners: How who we were pre-pandemic affected us during COVID lockdown Banwari Mittal and Arch Woodside
	A3: https://mdx-ac-zoom.us/j/93092158760?pwd=dzRvdXNKVndPWnhLNGxtRWlhCUElpQT09
	Track Chair: Dr Pantea Foroudi
	Examining an internal perspective for enabling buy-in in corporate rebranding: a qualitative analysis. Abraham Joseph and Suraksha Gupta

	Board meeting frequency and performance of public sector banks in India	Suhasini Verma and Shweta Taluka
	Flexing Capabilities: Innovation Ambidexterity and Public Innovation Intermediaries	Muthu De Silva, Jeremy Howells, Zaheer Khan and Martin Meyer
13.15-13.45pm	Lunch	
13.45-15.00pm	Track B	
	B1: https://newcastleuniversity.zoom.us/j/86314801871	Track Chair: Dr Prikshat Verma
	Cognitive dissonance in Mobile Applications (Apps) – A thematic analysis	Kavita Sharma and Shveta Kalra
	Unpacking the impact of organisational agility on customer engagement and brand satisfaction	Rui Liu
	Communicating Quality or Authenticity: The optimal strategy for business post pandemic	Sean Coary
	B2: https://newcastleuniversity.zoom.us/j/85747485401	Track Chair: Dr Marwa Tourky
	An investigation of stakeholder influences on reshoring decisions and environmental sustainability of multinational enterprises	Vania Sena, Sena Ozdemir and Rama Kanungo
	Moderating effects of health consciousness on consumer behaviour towards RTE foods	Kavita Sharma, Neha Singhal and Shveta Kalra
	Understanding the motivation to download e-books and the influence on perceived brand reputation and the purchase decision in the early stage of the pandemic	Ricardo Rodrigues, Henri de Palva Souza and Sandra Miranda
	B3: https://mdx-ac-uk.zoom.us/j/93092158760?pwd=dzRvdXNKVndPWnhLNGxtRWhCUElpQT09	Track Chair: Dr Rama Kanungo
	AI enabled healthcare technology for ageing people	Mingxue Wei, Suraksha Gupta and YiChuan Wang
	Experimental Modeling of Solar-Powered Electric Vehicle Charging Station	Mahipal Bukya, Pancham Kumar, Rajesh Kumar and Akhilesh Mathur
	Why do people visit Ecotourist places in pandemic? A behavioural reasoning theory approach	Umang Anand, Ankur Srivastava and Nishtha Rai
15.00-16.00pm	Meet the editors https://newcastleuniversity.zoom.us/j/86314801871 International Business Review Information, Technology and People Qualitative Market Research: An International Journal Journal of Asia Business Studies	

Day 3 Friday, September 10, 2021

MSP2021 Conference

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9-10.00am	Track C		
	C1		Track Chair: Dr Kavita Sharma
	https://newcastleuniversity.zoom.us/j/89618605113		
	Internal Market Orientation: A Strategic Behaviour to Reduce Blurring Boundary between Work and Life during Covid-19		Xini Hu and Qionglei Yu
	Family Business Efficacy and the Role of Dynamic Capabilities: A social cognitive approach		Wejdan Al Kayid, Zhongqi Jin, Constantinos-Vasilios Priporas and Sumeetra Ramakrishnan
	C2: https://newcastleuniversity.zoom.us/j/87687167577		Track Chair: Dr Minhao Zhang
	Intermediary Strategizing: The impact of hybridization of work on strategizing, leadership, and employee experience.		Wolfgang Kotowski Schafer, Dong Yang Meier, Benedikt Zoller-Rydzek, Fabienne Fini and Matteo Mosli
	Understanding Consumers' Online Grocery Shopping Behavior During COVID-19: An International Perspective		Yiru Wang, Merve Yanar Gruce and Tite Xu
	C3 : https://mdx-ac-uk.zoom.us/j/93092158760?pwd=dzRvdXNKVndPWnhLNGxtRWWhCUElpQT09		Track Chair: Dr Natalia Yannopoulou
	Complementarities in sustainable performance between trademarks and patents: Evidence from green innovators		Vania Sena, Karim Samshul and Sena Ozdemir
	Explicating the role of flow experience and customer satisfaction in understanding customer loyalty for mobile health and fitness app		Nishtha Rai and Ankur Srivastava
10.00-11.00am	Track D		
	D1: https://newcastleuniversity.zoom.us/j/89618605113		Track Chair: Dr Zhongqi Jin
	Certain Acculturative Stress in the Uncertain Times: Study Abroad Experience amongst International Students of Underrepresented Groups in the COVID Era		Duong Nguyen and Qionglei Yu
	The synergy of legitimacy-gaining and differentiation seeking: strategic use of corporate social responsibility reporting		Xiaolong Shui, Minhao Zhang and Palie Smart
	D2: https://newcastleuniversity.zoom.us/j/87687167577		Track Chair: Dr Abraham Joseph
	Understanding gender differences in the antecedents to consumer decision-making: Empirical evidence from Pakistan		Ahsan Siraj, Ehtisham Ali, Jiaxin Guo, Shilpa Taneja, Jingshu Cui and Yongming Zhu
	The hedonic or eudemonic way: Understanding the impact of subjective time and wellbeing motives on healthy food choice		Saadet Meltem Hut, Danae Manika, Josephine Go

		Jefferies and Savvas Papagiannidis
	D3 https://mdx-ac-uk.zoom.us/j/93092158760?pwd=dzRvdXNKVndPWnhLNGxtRWWhCUElpQT09	Track Chair: Dr Auhud Gronfula
	Combating fake news: Social media engagement with pro-vaccine messages	Arpita Agnihotri, Saurabh Bhattacharya and Natalia Yannopoulou
	Effective practices in pandemic management for academics – A comparative study of the pandemic and pre-pandemic pedagogical strategies	Himanshu Priyadarshi, Mahipal Bukya, Vikash Kumar Boradak, Kulwant Singh and Ashish Shrivastava
11.00-12.00pm	Track E	
	E1: https://newcastleuniversity.zoom.us/j/89618605113	Track Chair: Dr Shveta Kalra
	Do firms care about corporate social responsibility practices - An analysis of carbonex firms	Suhasini Verma, Jeevesh Sharma and Suvendu Kumar Pratihari
	Advertising for Social Good	Ayan Dastidar Ghosh, Sarang Sundar and Denish Shah
	E2: https://newcastleuniversity.zoom.us/j/87687167577	Track Chair: Dr YiChuan Wang
	On COVID-19 infections, mortality, governance quality and corruption	Bartosz Gebka and Rama Kanungo
	Imitation Game: The past, present and future of artificial intelligence in marketing	Reza Marvi, Pantea Foroudi and Charles Dennis
	E3: : https://mdx-ac-uk.zoom.us/j/93092158760?pwd=dzRvdXNKVndPWnhLNGxtRWWhCUElpQT09	Track Chair: Saurabh Bhattacharya
	Humanisation of brands through the lens of emotional intelligence	Kavita Sharma and Barkha Jamwal
	Waste to wealth route synthesized graphene-based materials for energy storage device machinability – A crisp review	Himanshu Priyadarshi, Satya Narayan Agarwal, Kulwant Singh and Ashish Shrivastava
12.00-12.45pm	Keynote speaker: Prof Suma Athreye Impact through building academic ambidexterity: policy engagement and knowledge transfer from academic research https://newcastleuniversity.zoom.us/j/89618605113	
12.45-14.00pm	Lunch	12.45-14.00pm
14.00-15.30pm	Meet the editors https://newcastleuniversity.zoom.us/j/89618605113 International Journal of Contemporary Hospitality Management	

	Journal of Business Research British Journal of Management Production & Operations Management Journal of Retailing
15.30- 16.00pm	TARA Awards, Closing Ceremony and Vote of Thanks https://newcastleuniversity.zoom.us/j/89618605113 Best PhD Thesis Award Best Paper Award Best Conceptualisation Award Best Methodology Award Best Impact Paper Award

CONFERENCE PROCEEDINGS

Date: 8th September 2021

PhD Colloquium

1) Author: Keyou Feng

Title: Crowdfunding in Environmental Non-governmental organisation

Abstract: This research aims to investigate how environmental non-governmental organisations (ENGOS) raise funds and attention for their projects in the crowdfunding. Environmental problems have posed increasing challenges to the world and there is rising public awareness on environmental issues. ENGOS is one of the major forces in environmental protection, which has developed rapidly in the past few decades in developing countries such as China. ENGOS play a growing role in the process of public environmental governance, but few existing studies focus on this in China. ENGOS are more likely to struggle to secure funds for their project due to reasons such as little track record. Based on Resource Dependence Theory, organisations rely on resources such as financial resources and recognition from the external actors to survive and grow. ENGOS as a non-profit organisation heavily depends on the financial support and attention from the crowd to achieve their final goals of environmental protection and management. Thanks to Web 2.0, the crowdfunding platform has been increasingly used and is considered as a financing mean to enhance the funding opportunities for organisations to overcome financial challenges. In this case, ENGOS can use donation-based crowdfunding platform to fundraise. However, crowdfunding is not only a financial tool but also a platform to communicate and connect with the audience. This paper will answer the research questions on how ENGOS describe their project in the crowdfunding to engage with the public to attract widespread concerns and raise funds to reach their objectives. The research will use a qualitative method through case studies approach supplemented with secondary data to explore how ENGOS in China take the advantage of a crowdfunding to increase funds for their projects and convey the green message to the public to draw their attention on the environmental issue. This study is developed through semi-structure interviews online with ENGOS in China, covering the fields such as marine garbage and water pollution. The secondary data is based on information from ENGOS annual report and project descriptions published on the crowdfunding website. From the theoretical perspective, this study will contribute to the existing literature on the use of crowdfunding in ENGOS to communicate with the public through conducting several case studies. In terms of practical implication, the finding provides suggestions on how ENGOS describe their green projects on the crowdfunding platform to achieve financial outcome and communication purpose.

2) Author: Mingxue Wei

Title: Literature review of affordance theory and the CX intellectual framework of AI-enabled healthcare technology

Abstract: Since 2019, the pandemic of COVID-19 has brought several changes for the whole world and the WHO indicated that it will become an endemic. It is asking the organizations and countries to set different coping strategies based on different situations. The most obvious change is that several services have been provided via the Internet. It makes that the online services have become a general trend for services and products. Technologies are tightly connected with organizations and affects the structure of organization and the developing direction of organization. With the development of IT/IS, the social cognition of the role of traditional IT/IS has shifted from "production paradox" into "the greater investment of IT/IS, and the better overall performance of organization". Besides, Artificial Intelligence (AI) is radically changing the process and outcomes of IT innovations based on its nature and ontology. According to the development of methods in collecting and processing information, it has also triggered several changes compared with traditional information technologies. Furthermore, it also encourages a rethinking of how users, organizations and IT and possibilities may peruse innovation endeavours. However, when IT is rapidly developing, the customer experience should also be concerned under the growth of IT innovation. It will impact the using intention of users and it will directly decide the success of IT products and related organizations. IT-related organizations should consider the different requirements of online services and product for different groups of users, besides, the customer experiences for various user groups should be concerned in different methods. Currently, IS scholars have paid attention to and utilized "Affordance Theory" in IS research as bring materiality back to the understanding of organizations. This theory was created by American ecological physiologist James J. Gibson in 1977 and was

defined as “the possibilities of action”. The relationship and interaction between IT artifacts and organizations has been investigated under the guidance of Affordance Theory to figure out how the physical properties of IT provide different modes of interaction and the relationship between IT and human actor.

3) Authors: Mohamed Al Shafei

Title: Investigating the use of artificial intelligence for effective social media marketing of luxury brands

Abstract: During the COVID-19 crisis, most of the customers had moved online out of necessity, and started spending more time on the internet. As result, most organizations relied on digital marketing to reach out to the target customer, as direct channel options have reduced or were not functional due to the pandemic. Even once all restrictions are lifted, it is expected that customer will continue shopping online out of convenience.

COVID-19 has also acted as a catalyst to the ever-increasing rise in social media adoption. Within that time, social media became the main platform to reach out to a larger audience, and through which people can not only voice their concerns, but also vent out their personal positive and negative emotions to reduce their distress. Social media platforms have now become the main source of information surpassing print and other digital media platforms. More and more people are relying on Twitter, Facebook, and Instagram to stay up-to-date. This presents a rare and unique opportunity to use social media marketing at its best; to connect and bond with customers in meaningful ways, as businesses world over grapple with drop in profits and staff well-being.

However, luxury brands have always been reluctant to use social media due to the unique marketing features of their offerings, which is in contradiction to the mass appeal of social media. Nevertheless, because of the ‘new normal’, they have no choice as social media is now the most effective marketing medium available to reach target customers. In the post Covid-19 days, luxury brands are not expecting customer to be thronging through into their show rooms as before. Therefore, luxury brands need to identify how they can use social media effectively to meet their marketing targets while maintaining their key values which differentiate them from other brands.

This research aims to establish the most effective approach to carry out social media marketing of luxury brands. Accordingly, a key challenge luxury brands need to address is how to maintain their key values such as rarity and exclusivity, which differentiate them from other brands, and which are at odds with the values of social media. So, how can luxury brands maintain ‘the perception of limited supply’ and at the same time increase their sales and exposure? Achieving such balance will be a key success factor of luxury brand social media marketing.

From the initial empirical research results, one way to achieve that is by the use of artificial intelligence (AI). The use of AI to collect and process the large amount of data available both on social media and from other sources can allow luxury brands to develop more effective customer engagement strategies on social media. However, the key challenge is to which data are most relevant for luxury brand social media marketing? How to access the relevant data required for effective operation of the AI technology? How to increase consumer confidence on data privacy? And lastly what are the most effective design factors to consider for the AI algorithm?

4) Author: Sonali Jawa and Pranav Jawa

Title: A study of employee behaviour and organisational response during COVID-19

Abstract: The Covid-19 pandemic has led to a massive shift in the way humans and organisations operate. It is vital for organisations to adapt to different positive strategies and devise Standard Operating Procedures as per the “new normal” to manage the most important resource, i.e. the human resource for their growth. This research focuses on various aspects and implications of shifting organisational policies due to Covid-19 on the workforce in multinational companies. The main objective of the study is to analyse different parameters in work-from-home scenarios including employee mental wellbeing and emotional intelligence, promotions and incentives, diversity management, retention programs, inclusivity and work-life balance. We also analyse the impact of the global pandemic on the bottom line of Fortune 100 companies operating in the USA and try to ascertain whether there is a positive correlation between employee satisfaction and company performance. Since some industries have suffered immensely due to the inherent nature of the virus (airlines, restaurants, hospitality), we also try to ascertain how the major players in these industries have helped employees to sustain their livelihood during the pandemic. We follow a mixed research methodology of both qualitative and quantitative data in order to create a comprehensive picture of the research topic. We collected primary data via questionnaire and secondary data via SEC filings of Fortune 100 companies. We use a non-random sample rather than a random sample (due to resource constraints) and correlation analysis of hard-hit industries is done by reviewing case studies and public documents (Federal Loan Program documents). This research paper is based on conducting a survey for employees working in multinational companies. 150 people from various multi-cultural organisations responded to the questionnaire¹. The bottom line analysis of the companies is done by comparing balance sheet data of Q2 2019 and Q2 2020. Case studies and records of hard-hit industries were

reviewed from popular business news outlets and journals. The main goal of this research is to identify and measure the perceived motivational factors and dimensions from the respondents. This paper also attempts to evaluate how clear messaging and removal of fear, uncertainty and doubt by employers in turbulent economic scenarios can lead to increased favourable outcomes at the workplace and help boost productivity. By developing a conceptual framework, we deduce that there is a strong positive correlation between the employers taking a positive approach and employee productivity, whereas an employer resorting to negatively motivating its employees leads to increased attrition and lesser accountability towards the company. The paper concludes that positive organisational behaviour can lead to a massive increase in productivity & organisational performance. Companies using adaptive leadership and devising successful strategies are helping to create a better working world and are making a positive impact on the society at large during the challenging times of the pandemic. There is overwhelming evidence to support the hypothesis that companies which stood by their employees during the pandemic have emerged as industry leaders and attract top talent in a time of relative manpower shortage in the labour market.

5) Author: Madawala Maddumage Dona Kalani Hiranthika Madawala

Title: Examining the impact of entrepreneurial self-efficacy on firm performance: An exploratory sequential study of women entrepreneurs in Sri Lanka

Abstract: This study aims to identify the elements of entrepreneurial self-efficacy among women entrepreneurs, explore its antecedents and determine how entrepreneurial self-efficacy contributes to building individual entrepreneurial orientation, entrepreneurial persistence behaviours, and firm performance within the context of a small and medium online business setting in Sri Lanka; in addition, this thesis aims to explore the relationships among the above constructs. The development of measurement scales and a structural model for the constructs were considered the other objective of the study. Few scholars are researching the cognitive aspects of women entrepreneurship, and it is the salient area to be investigated. Two paradigms of positivism and idealism have been embodied in two ways, first 'qualitative' and then 'quantitative'; hence, the exploratory sequential method was used. First, in-depth interviews had been carried out with fourteen key informants (i.e., Women entrepreneurs in the tourism business). For data analysis, thematic analysis was employed; a manual system and NVivo software were used to code and extract data from the interviews. The second phase used self-administered online questionnaires to measure each of the constructs of the study; questionnaires were established based on the review of the literature, information of the qualitative research, and general knowledge of the researcher. A panel of academics checked the questionnaire for face validity; they removed and reworded some items where necessary. The questionnaire was collected from 53 respondents initially as the pilot survey. The central survey was included 330 respondents, and the response rate was about 30%. The collected quantitative data were checked with the assumptions first; next, the exploratory factor analysis was conducted using SPSS to reduce the number of items in the measurement scale. The Smart PLS software was used in three stages of the analysis. It was used to confirm the measurement quality of the model initially. The model had only reflective measurement items; hence, this was done in five steps, i.e., an estimate of loadings and significance, indicator reliability (items), composite reliability (construct), average variance extracted (AVE), discriminant validity, and predictive validity. Next, the structural model evaluation was conducted; this involves six steps, i.e., evaluate structural model collinearity, examine size and significance of path coefficients, in-sample prediction with R² of endogenous variables, f² effect size, predictive relevance Q², and out-of-sample prediction using PLS predict. Finally, the mediation results were generated and presented. The study identified and confirmed key constructs in entrepreneurial self-efficacy, i.e., entrepreneurial passion, entrepreneurial role models, and social media. The education was not supported as an antecedent of entrepreneurial self-efficacy. Though mastery experience was supported, the effect of mastery experience on entrepreneurial self-efficacy was not significant. The education system in Sri Lanka does not support entrepreneurial culture so that the entrepreneurs do not value education as a tool to build up their entrepreneurial confidence. Most of the respondents were doing businesses in clothing, cakes and catering, and baby clothing, baby toys, and baby items; the skills and knowledge needed for these types of businesses are developed by women in Sri Lanka at a younger age, under the guidance of their grandmothers and mothers. Therefore, the education and work experience will not be essential in their journey of becoming successful entrepreneurs. Entrepreneurial self-efficacy influences firm performance, entrepreneurial persistence behaviours and individual entrepreneurial orientation among women entrepreneurs. However, the researcher found that firm performance would be influenced only through entrepreneurial persistence behaviours. Individual entrepreneurial orientation is not an influencer of firm performance. The limitations, implications, and future research avenues had been presented in the final chapter. Research implications were discussed mainly in three aspects, i.e., theoretical, methodological, and managerial. The critical contribution of the study is to extend the knowledge in entrepreneurial self-efficacy in the women entrepreneurship perspective. This research provides a validated model of entrepreneurial self-efficacy, enhancing its usage during the adversity or growth stages of the business. This study provides a clear

understanding of partial least squares structural equation modelling (PLS-SEM). The primary issue concerning small firms would be the entrepreneurial persistence during adverse situations, which would trigger the issues in developing countries. Women entrepreneurs will be treated bias in Asian countries; this would be a significant barrier for their entrepreneurial persistence; they would learn the importance of entrepreneurial self-efficacy, individual entrepreneurial orientation, and entrepreneurial persistence behaviours regarding the firm performance. Finally, future research avenues were identified regarding the methodology, sample, and findings of the study. Key words: Mastery experience, education, entrepreneurial passion, entrepreneurial role models, and social media, individual entrepreneurial orientation, entrepreneurial persistence behaviours, and firm performance.

6) Author: Rayan Fawaz, Stephane Bourliataux-Lajoinie, Anna Roessner and Shintaro Okazaki

Title: What can we learn from collective trauma?

Abstract: Collective traumas often occur unexpectedly, disrupt peoples' routines, and threaten their wellbeing (Masten & Motti-Stefanidi, 2020; Walsh, 2007). In their aftermath, individuals suffer to reinstil a sense of normalcy and cope with the accompanying threats. These collective traumas differ from individual ones in that their perils are not limited to few individuals but rather extend to and affect society as a whole, whether directly or indirectly. In recent times, the two major traumas in Europe have been recurrent terrorist attacks and the global coronavirus pandemic. This study aims to understand how consumers cope with such traumas, what behaviours they adopt to mitigate these occurrences, their associated uncertainty, and potential psychological scars. To obtain further insights, this study conducted 33 focus groups in three countries: England, Germany, and France, across two phases: the pre-pandemic era and during the pandemic. Focus groups of the pre-pandemic era were conducted in person, whereas those of phase two were conducted online via Zoom during the pandemic. During each phase, relevant questions addressed the particular prevalent threat. The researchers adopted the thematic analysis method to scrutinize the transcripts. This method was chosen since it allows researchers to identify, analyze, and report patterns or themes from the data corpus (Braun & Clarke, 2006). Findings show that when the collective trauma was localized and short-term, such as during terrorist attacks, concern for oneself and personal well-being was more prevalent. In contrast, during the pandemic, an ongoing global event with a widespread impact, a heightened worry about others' well-being was more common. A second theme that prevailed was little moments of luxury, in which individuals escape from their mundane routines. In the pre-pandemic era, individuals often treated themselves to materialistic or experiential purchases to cope with threats. However, this was not the case during the pandemic. Discussants focused less on making purchases and more on engaging in various small activities that they would not have had the time for in the pre-pandemic era. Such activities allowed them to enjoy the moment and what they were doing and appreciate the little things. These findings can be explained through the lens of terror management theory (TMT; Greenberg et al., 1986). TMT explains how the unconscious fear of death drives individuals' behaviours. Most studies on TMT have investigated the momentary effects of mortality salience, which confirm some of the findings of phase one, such as materialistic consumption and concern for oneself. Nonetheless, as Lykins et al. (2007) suggested, individuals exposed to prolonged reminders of death may exhibit contradictory behaviours to those who experience momentary mortality salience. The ongoing pandemic has undoubtedly subjected people to prolonged reminders of death, suggesting that they become intrinsically oriented, possibly explaining the findings of phase two. Future research should investigate the preliminary findings of phase two in greater depth and provide a more explicit definition of what little moments of luxury mean to individuals during such strenuous times. Moreover, empirical support for the effects of prolonged reminders of death is warranted, given that this concept remains largely unexplored.

7) Author: Doyin Olorunfemi

Title: Entrepreneurial learning and entrepreneurial competence development in women enacting entrepreneurial intention through Selling

Abstract: The literature that has responded to the question: "who becomes an entrepreneur....?" suggests that having: 'certain traits' (Baron, 2004), past experience (Rauch and Rijsdijk, 2013; Walter and Heinrichs, 2015), entrepreneurial families (Schoon and Duckworth, 2012), a role model in a previous job (Krueger, 1993) and of course a desire for uncapped earnings (Levine and Rubinstein, 2017) increases the likelihood of becoming an entrepreneur. It has been extensively discussed that entrepreneurship can be learnt (Nogueira, 2019) and (Politis, 2005) suggests a conceptual framework through which this can occur. One of the key objectives of entrepreneurial learning is to learn to spot opportunities (Matthews et al., 2018; Walter and Heinrichs, 2015). In this context, Sarasvathy (2001) argues that the art of selling offers more advantages in the enactment of opportunity than extant literature has alluded to. Selling, in addition to being the first critical obstacle essential for every firm to overcome (Gatewood et al., 1995), requires engagement with customers and provides an avenue for the 'seller' to co-create with potential customers, as well as fine-tune opportunity for future exploitation (Matthews et al., 2018). Despite the significance of selling in the entrepreneurial journey, we have a lack of understanding of the effect of the selling experience on entrepreneurial learning. This thesis nexuses between selling and entrepreneurship, and specifically investigates the effect of competence in selling on entrepreneurial learning. In addition, entrepreneurial self-efficacy (ESE) has been shown to impact the translation of entrepreneurial intention to action (Newman et al., 2019) and the mastery of selling and its impact on the development of ESE allows the study to explore the part this plays in the entrepreneurial founding journey for women. The choice of the Direct selling industry, as a research context is justified by the predominant activity being the selling (Brodie et al., 2002; Peterson and Wotruba, 1996). Direct sellers engage in the sales of the products offered by their company in B2C interactions, predicated on building social networks, without the additional responsibility of creating a new service or product as is the case with most new ventures, while being mentored by their sponsors (Brodie, 1999). Success in this industry is dependent on how skilled and motivated these agents are and their ability to sell. Furthermore, the direct selling industry has 90% of its agents being female (Gough, 2017), which gives the additional possibility of exploring this context along gender lines. The focus of this study goes beyond understanding what entrepreneurial skills are learnt and developed in this direct selling experience and focuses in particular on direct selling exits that have resulted in the start of a new venture. My methodology uses interviews of novice direct sellers to understand how learning takes place as well as interviews with women entrepreneurs with direct selling exit to understand how skill and needed efficacy is developed to found future ventures. In all, this research seeks to proffer an additional answer to the question of "who becomes an entrepreneur..." with possibly, sales competent individuals as a response.

CONFERENCE PROCEEDINGS

Date: 9th and 10th September 2021

Track A1

Authors: Davit Marikyan, Savvas Papagiannidis, Rajiv Ranjan and Omar Rana

Title: An application of voice-based digital assistants in the work context

Abstract: A voice-based digital assistant (VBDA) is an AI-powered technology that can refer to a standalone device, such as Alexa, Facebook and Google Home, as well as a voice-controlled application embedded in smart technology (e.g. mobile phones, personal computers, watches, TV), such as Siri and Cortana (Liao et al., 2019, Balakrishnan and Dwivedi, 2021). The uniqueness of digital assistants is human-like features supporting voice conversation with their users, and constantly evolving intelligence, enabling the technology to improve its services based on past interactions with users (McLean and Osei-Frimpong, 2019). The intuitive interface, voice control and intelligent capabilities of the technology have made it widely appealing for the general public, who seek to enjoy an unprecedented level of experience personalisation and the efficiency of tasks, such as grocery ordering, booking, appointment scheduling, digital content retrieval and management (McLean and Osei-Frimpong, 2019). The application of the technology has recently gone beyond personal use. In light of the impact of the Coronavirus (COVID-19) pandemic, many organisations were forced to shift to the work-from-home pattern to ensure business continuity (Carroll and Conboy, 2020, Papagiannidis et al., 2020). This new reality encouraged utilizing information and communication technologies to support remote working. Given the availability of digital assistants in smart home settings (Marikyan et al., 2019), working from home meant that digital assistants could also be used for work-related tasks, such as arranging calls, meetings, retrieving information and other activities. Such a potential spill over application of voice controlled digital assistants requires an empirical insight into the determinants and the outcomes of the use of the technology for work purposes. Therefore, this study pursues two objectives. The first objective is to explore the factors affecting the utilisation of digital assistants for work purposes. The second objective is to explore the work-related outcomes of the use of digital assistants. Specifically, the paper conceptualises and examines the correlation between use satisfaction, job engagement and productivity.

Track A1

Authors: Mahipal Bukya and Ajay Shankar

Title: Effect of COVID-19 on energy systems: Challenges, opportunities and policy implications

Abstract: The COVID-19 epidemic has stolen many lives, threatened livelihoods and enterprises throughout the world during the pandemic. In particular, the energy business has been under significant strain from the epidemic. The renewable energy sector has been heavily impacted by the COVID-19 pandemic in comparison with conventional energy. The reduction in global energy demand as a result of the pandemic-induced lockdowns has taken a big toll on renewable energy utilization in educational institutions, airports and commercial buildings. Distributed renewable energy sources (RES) are the economic and sustainable solution to prevent blackouts and minimize transmission and distribution losses in the existing power grid. However, due to the abrupt rise in cases of COVID-19 and lockdowns across the globe, the pattern of energy flow has changed significantly. This paper highlights the challenges that arose from COVID-19 on the existing energy infrastructure. Moreover, the opportunities and policies to achieve sustainable development based on a novel framework of energy trilemma (security, affordability, and carbon neutrality) are presented. Further, the role of the building integrated photovoltaic (BIPV) module in achieving sustainable development in an urban environment is discussed with its economic analysis.

Track A1

Authors: Sandra Miranda, Ines Trigo, Margarida Duarte and Ricardo Rodrigues

Title: Addiction to the TikTok App: Motivations, flow and sense of belonging at the root of addiction

Abstract: This paper explores the phenomenon of TikTok app addiction a year and a half into the Covid-19 pandemic by identifying predictors of problematic TikTok use, linked to an induced psychological state of flow during which an individual is intensely engaged in an activity to the exclusion of all other thoughts. We hypothesized that the flow state induced by using the TikTok app and the sense of belonging are two mediators of the influence of user's motivations and the development of TikTok addiction. Data were obtained from an online survey of Portuguese TikTok users (n=650) and were analyzed using structural equation modelling. The

development of TikTok addiction occurs through different mechanisms depending on the user's motivation fulfilled by the app. TikTok users fulfilling their needs for self-expression and escapism develop an addiction to TikTok, either directly or through the application-induced flow state and sense of belonging. The state of addiction in users who satisfy social interaction needs is developed either directly or through the sense of belonging to the TikTok community, triggered by the application. This research brings new insights to the social media addiction literature by identifying some of the antecedents of the TikTok addiction. Specifically, it presents one new alternative mechanism – via the sense of belonging - by which addiction to social networks can develop. Finally, this investigation demonstrates that different addiction mechanisms are associated with different motivations to remain in the social network. In the context of a global pandemic, in which the relevance of social interaction is heightened, it is of utmost importance to understand which factors potentiate the addiction to social media and its consequences to the wellness of users. Understanding how different types of motivations influence the addiction to a social network site helps advance our theoretical understanding of the online addiction process. This study provides evidence of the positive relationship between social media gratifications and their influence on the psychological state of flow and sense of belonging, leading to problematic use of a social network. Such knowledge may help to inform social network providers and organizations of the triggers of social media users' engagement. It also helps to inform public health officials on how to help users to overcome addictive behaviours on social media.

Track A2

Authors: Marwa Tourky, Ahmed Shaalan, Marwa Ghanem, Rashik I Rahman and Thanachat Niymrsrisakool

Title: Exploring the Impact of Chatbots on Users experience in banking sector

Abstract: Artificial intelligence (AI) has revolutionised how organisations do business. It enables the creation of advanced tools that can improve both customer experience (Bhatti, 2019) and overall organisational performance (Heald, 2019). The variety of emerging AI applications and their increasing adoption in different fields have made AI deployment a central topic of recent research. Banks have been at the forefront of adopting AI applications and have pioneered service digitalisation (Komulainen and Saraniemi, 2019). Chatbots are among the innovative AI applications deployed by banks to improve the conversational interface with customers (Bhatti, 2019). They enable customers to hold digital conversations with banks via mobile devices, websites or social media platforms such as Facebook and Telegram (Lu, 2019). With the help of AI and machine learning, advanced versions of chatbots can handle complex enquiries and provide customers with more human-like conversations (Rouse, 2019). However, although these developments seem promising for the banking sector, the effectiveness of deploying chatbots in customer service roles is questionable. Some researchers have argued that the sensitivity of banking services raises concerns over privacy (Cui et al., 2017) and security (Zumstein and Hundertmark, 2017), hindering customers' willingness to share data, especially with chatbots they have accessed via social media platforms. Since increasing numbers of banks are deploying chatbots to increase their competitiveness in the fin-tech market (Trivedi, 2019), decision-makers need to understand how to effectively design and introduce chatbots, what issues might be encountered, and how these challenges can be tackled. It is also important that the needs and expectations of chatbot users (customers and employees) should be comprehensively researched to ensure that positive customer and workplace experiences are provided. Failure to do so could result in less natural and even disrupted communications processes (Zamora, 2017), as well as financial losses for banks. This study aims to fill the clearly identifiable gap in research into users' experience of chatbots, including in the banking sector. It seeks to provide a better overall understanding of chatbot adoption in banking by investigating the actual experiences of three stakeholder groups – customers, bank personnel and fin-tech vendors. The field evidence was gathered in three countries at different stages of economic and technological development were selected for the research: Singapore, Thailand and Bangladesh. 3 By drawing on the perspectives of these multiple stakeholder groups, this study identifies the attributes of effective chatbot adoption. A total of 39 critical attributes are highlighted, all of which fall into four dimensions: creating value for banks and customers; technical qualities; acceptance by customers and personnel; and capability and trust issues. The study argues that banks need to consider these attributes when designing and introducing chatbots, in order to improve the experience of customers and employees. The results also suggest that the potential of this relatively new AI-based technology has not yet been fully realised in the three countries studied.

Track A2

Authors: Ammar Sammour and Auhud Gronfula

Title: The impact of service ethics and service risk of artificial intelligence on banking industry during COVID-19 pandemic: A case study of Monzo Mobile banking application

Abstract: Artificial intelligence (AI) banking service innovation has a significant impact on Y-generation customers' lifestyles. The AI banking applications (Fin-tech) have attracted large demand for mobile banking users targeting the youth generation by using smartphone apps banking services. financial technology (FinTech) applications have attracted a large following due to the socially influenced increase in functionality and capacity when compared with traditional banking institutions. This research focuses on the banking service innovation using AI and its impact on mobile banking customers, young generation customers in particular. The financial service innovation makes life easier and convenient for customers, but it helps several companies to monitor the youth generation interest and data. There is an urgent requirement to understand this AI risk and ethics phenomenon's and improve its standard for such sensitive customer data. The study considered artificial intelligence service ethics and risk as a moderator for these relationships. Monzo financial technology platform is considered as a case study for this paper. The study looks to the impact of the Covid-19 pandemic on enhancing customer attraction toward financial technology platforms to complete their purchases. A research framework was developed based upon a thorough literature review on artificial intelligence and banking service innovations. The Data of this study will be targeting over 8000 banking service users in the United Kingdom using social media platforms. A total of 783 surveys were collected to test the main themes of this study within a period of 9 months. The project data collection took place between the period March 2020 till December 2020. A percentage of 74% of youth users participate in this study. The results reveal how AI platforms controlled the youth generation lifestyle by attracting them to use such financial wallets. The results reflect the impact of AI security for customer data through having data protection. UK consumers have significant options when it comes to utilisation of Financial Technology regarding challenger online banking institutions. Innovation has generated Artificial Intelligence industrial development regarding risk and ethics through mobile payments and wallets implementations. The study reflects how Y-generation AI users are emotionally attracted to use fintech applications and how government bodies need to control artificial intelligence security to protect customer lifestyles and personal information especially within the pandemic of Covid19. The study also represents a flourishing movement of literature in the domain of Financial Technology, providing insightful value to the emergence of a banking revolution and its impact on customer demand accepting technology.

Track A2

Authors: Banwari Mittal and Arch Woodside

Title: Happy customers or unhappy prisoners: How who we were pre-pandemic affected us during the covid-lockdown

Abstract: As the world progressively reopens (hopefully someday soon), how shall we lead our post-Covid lives as individual consumers? A critical input into our choice of new paths in our personal and individual lives should be our experiences during COVID-19. Could we learn any lessons from our experiences during this historic catastrophe? COVID-19 presented a double threat: risk of getting infected and loss of job or reduction in wages. In addition, we were restrained from meeting people face-to-face and confined to staying at home. In our roles as consumers, the source of most pain was the closure of marketplaces so the opportunity of visiting our favorite malls, stores, and even places of entertainment was snatched away from us? While the infection and job loss happened selectively, the lockdown affected everyone. We considered it important, therefore, that we understand how the lockdown affected people/consumers, psychologically speaking. The purpose of this research was to understand consumers' subjective experience of the life under lockdown and drivers of individual differences in this subjective experience. We hypothesized that not everyone will experience (subjectively) their life in the same way. We hypothesized further that individual differences in this subjective experience will occur due to (a) one's demographics, (b) enduring life-at-large conditions, (c) the degree of upheaval and coping mechanism employed by individuals. Of even greater interest to us from marketing and consumer behavior standpoint is the role the lifestyle factor of consumption might have played in mitigating or exacerbating the stress of the lockdown.

Track A3

Authors: Abraham Joseph and Suraksha Gupta

Title: Examining an internal perspective for enabling buy-in in corporate rebranding: a qualitative analysis.

Abstract: Corporate rebranding involves the modification or change of the logo, tagline and the corporate brand name and is a common phenomenon in various industries such as telecom and an emerging strategic trend in the higher education (HE) sector. Corporate rebranding strategy enables an organisation to become more relevant to its target market and improve its positioning (Vallaster and Lindgreen, 2011; Melewar, Gotsi and Andriopoulos, 2012; Miller, Merrilees and Yakimova, 2014). Employees play a vital role in, representing the brand values and fulfilling the brand promise to an organisation's customers (Harris and de Chernatony, 2001; Balmer and Gray, 2003; Gotsi, Andriopoulos and Wilson, 2008). The purpose of this study is to examine how the corporate rebranding strategy is implemented internally and report on how buy-in from employees is achieved. Corporate rebranding studies in the HE sector are sparse in extant literature. Current research on higher education institutions focuses on the nuances of corporate branding and its impact on its stakeholders (Chapleo, 2015; Frandsen et al., 2018; Clark, Chapleo and Suomi, 2020). To fill this gap, a multiple case study of four UK universities was conducted to explore the complexity of the phenomenon in the HE sector. Semi-structured in-depth interviews were conducted to establish the relevance of major themes uncovered by an extensive literature review. This was followed by thematic analysis of the data. Findings of the study emphasized upon the role of internal brand communication in facilitating employees to accept the new corporate brand and their buy-in. The involvement of employees and the role of leadership in the corporate rebranding process were significant in gaining employee support. Employees who identified with the new corporate brand and who were engaged and committed to their roles expressed a greater degree of buy-in post rebranding. Practitioners and managers should, evaluate an employee's knowledge and understanding of the corporate brand, utilise multiple internal brand communication activities and augment those messages by living the brand. This is especially important in uncertain times such as post Covid. Further research is recommended to measure existing levels of employee engagement and employee identification.

Track A3

Authors: Suhasini Verma and Shweta Taluka

Title: Board meeting frequency and performance of public sector banks in India

Abstract: The purpose of this paper to analyze the effect of frequency of board meetings on the performance of public sector banks in India. According to agency theory, frequent board meetings may lead to more concentrated monitoring, lowers the agency cost, contributes to more exchange of ideas among the board of directors and assist them to be more equipped with the information which ensures better financial performance. This paper investigates this assumption of agency theory on the performance of public sector banks in India. Number of committees, frequency of meetings and attendance of directors in those meetings are taken as proxy of board meeting and Return of Asset (RoA) is taken as proxy of financial performance. The duration of study is 2015-2019 and secondary data is used. Panel regression is employed to analyzes the impact of variables of corporate governance mechanism on the performance of public sector banks. Our results find no significant impact of any governance variables used in the study on the ROA of the banks. The study tries to make original contribution by providing a comprehensive study related to the process and activity of board and its impact on performance of banks. The findings of this paper will help to examine the process of board and leads to improvement in this concerned.

Track A3

Authors: Muthu De Silva, Jeremy Howells, Zaheer Khan and Martin Meyer

Title: Flexing Capabilities: Innovation ambidexterity and public innovation intermediaries

Abstract: We lack our knowledge on how different roles played by public innovation intermediaries during their engagement in collaborative projects enable them to generate ambidexterity. By adopting a sequential mixed methods research design to gather data from Research and Technology Organizations (RTOs) operating in Europe, the paper finds that two different roles performed by public innovation intermediaries in collaborative projects, namely knowledge integration and network building, have a differential impact on the generation of distinct types of in-house innovation. The knowledge integration role is conducive to exploratory innovation, whereas network building role contributes to exploitative innovation. Importantly, relational, and internal functional, capabilities mediate between the role and innovation. Yet, this mediation effect varies depending on the nature of the public innovation intermediary's role and innovation profile. Practical implications as to how public innovation intermediaries should utilise their key roles to generate in-house innovation are crucial to

amplify impact of public funding.

Track B1

Authors: Kavita Sharma and Shveta Kalra

Title: Cognitive dissonance in the mobile applications (Apps) – A thematic analysis

Abstract: Nearly 83% of the total number of iPhone apps were deleted by users pretty quickly after being installed (Tecsmobile, 2016). The app retention rate for android are even lower with the aggregate uninstallation percent turning 90%. Even a latest study by Clevertap.com (2019) envisage that no app is safe. It's a M-app exodus, a mass app-odus. On the other hand, usage of some apps is like drug abuse (ncbnews.com). We investigated into mobile app uninstallation and/or continued use intention in the backdrop of users' experience of cognitive dissonance having specific dissonance feelings. An exhaustive insight into the occurrences of cognitive dissonance and resultant dissonance feelings since is lacking, we used qualitative interviews and conducted thematic analysis with the help of NVIVO to explore users' experiences of cognitive dissonance across wide array of mobile apps used for diverse purposes. The study finds that uninstallation of apps happens when dissonance occurrence involve some specific instances of app usage like, addiction, conflict with normal life, security issues, privacy and multiple app usage. The study used respondents' transcripts and analysed them to draw interesting insights both for future researchers and marketers who are using mobile apps to support their business models.

Track B1

Author: Rui Liu

Title: Unpacking the impact of organisational agility on customer engagement and brand satisfaction

Abstract: In today's increasingly turbulent digitized business conditions, organizations invest more in information technologies to achieve a competitive advantage to be agile in sensing, decision making and acting in response to market opportunities and threats (Park et al., 2016). Competition and constant changes, such as product/technological innovations, decreasing product lifestyles and product proliferation, induce pressures to organizations (Dehgani & Navimipour, 2019). Many organizations tend to apply IT services to reduce costs and provide timely services to compete with other organizations. Organizational agility increases process optimization from internal to external, customer satisfaction and optimal quality in the production, supply and distribution of products.

Agility is a relatively new concept. Many researchers agree that agility refers to detecting and responding to opportunities and threats and organizations are required to adapt quickly to new market conditions and the risks from failing to react in a timely basis by flexibly assembling resources, processed, knowledge and capabilities (Ghasemaghaei et al., 2017; Tallon et al., 2019). The driving forces for changes are new technology, new types of competition, economic uncertainty, evolving customer needs, deregulation, globalization and fragmentation of markets as well as their unpredictable breadth, depth and duration, leading to a downward spiral of poor performance. Refusing to adapt to changes comes at the much higher price of certain failure risks but it does not mean that organizations should embark on change for the sake of change, nor stray from their core competencies (Appelbaum et al., 2017). This study involves the role of organizational agility, and customer engagement as contributors to brand performance. In addition, this research will examine the control variables of industry type and firm size in facilitating organizational agility and brand performance.

Track B1

Author: Sean Coary

Title: Communicating Quality or Authenticity: The optimal strategy for business post-pandemic

Abstract: Whether it is dining at an ethnic food restaurant (Lu and Fine, 1995) or experiencing a fantasy outdoor event in a natural setting (Belk and Costa, 1998), consumers desire an authentic experience as they seek natural, untouched settings, free from the reach of the outside, marketed culture. This desire for authentic products and experiences has been amplified due to the covid-19 pandemic as consumers search for products that remind them of the pre-pandemic world. Although product claims of authenticity -- oftentimes false -- engulf consumers, they still seek authenticity in personal possessions (Grayson and Shulman, 2000), brands (Holt, 2002), consumer goods (Goldman and Papson, 1996), and retail settings (Wallendorf et al., 1998); moreover, consumers demand authenticity from brand marketers (Beverland, 2005, Gilmore and Pine, 2007). This goal is heightened as consumers sift through the claims of authenticity associated with numerous products. In today's marketing setting, a central theme is this tension between the authentic and inauthentic (Brown, 2001).

Consumers look for food that is made from an original recipe, relies on traditional cooking methods, or incorporates key ingredients local to certain parts of the world to fulfil their need for authenticity as they seek authenticity in restaurants (Lu and Fine, 1995). Due to these claims, consumers must constantly evaluate marketing messages in their quest for a truly authentic good, service, or experience. However, consumers are also on a quest for quality products in their consumption experiences, especially in their food consumption. Quality plays an important role in the food decision process (Calvo-Porrall and Lévy-Mangin, 2017) for both individual products and food retailers. For some consumers, quality is the default attribute they utilize for judgement and decision making (Dawar and Parker, 1994). Though consumers seek both authenticity and quality in their food products, not all products may be able to deliver on both attributes. As many consumers face tougher economic conditions due to the covid-19 pandemic, they often face a trade-off between a quality product and an authentic product. Similarly, with some consumers facing a limited budget, they wish to spend their money on products of higher quality so the products either last longer or function better. This leads us to the following research questions: When a product is not high in both authenticity and quality, one must ask which attribute is more important in the post pandemic world? Do consumers prefer a high quality product which lacks authenticity or a highly authentic product which is low in quality? Does a low quality product present an opportunity to engage in an authentic story-telling strategy? As the covid-19 pandemic shut down most indoor restaurants, consumers were forced to order takeout/delivery. With limited budgets for many consumers, ordering takeout or delivery from a restaurant became a special event and deserved more attention from the consumer. Thus food is an ideal category to investigate the choice between quality and authenticity. Consumers derive food quality perceptions from a variety of intrinsic and extrinsic cues such as product brand, appearance, and labelling (Van Rijswijk and Frewer, 2008, Nelson, 1970, Krystallis and Chryssohoidis, 2005). Food quality is viewed in terms of safety, taste, product goodness, organic status, and freshness (Krystallis and Chryssohoidis, 2005, Van Rijswijk and Frewer, 2008). Perceptions of product quality have the ability to impact a variety of key consumer outcomes whether or not consumers actually possess the expertise to make quality assessments (Giacalone, Fosgaard, Steen and Münchow, 2016). When consumers lack the experience, expertise or ability to make assessments of quality they rely on quality signals (Dawar and Parker, 1994, Rao and Monroe, 1988) which may include factors such as price, brand names, product features, reputation, and warranties (Dawar and Parker, 1994). When consumers lack knowledge of the product, can a story-telling technique focusing on a brand's authenticity be a successful strategy? Does the lack of product knowledge interfere with a brand communicating their authenticity? This research addresses the conditions in which a brand can benefit from authenticity by engaging in a story-telling strategy. Specifically, brands which are lower in quality may benefit from communicating their authentic characteristics through telling their product's story. Additionally, previous product knowledge is investigated as a boundary condition for successful story-telling. Three studies investigate the conditions where story-telling a brand's authenticity leads to increased consumer preference.

Track B2

Authors: Vania Sena, Sena Ozdemir and Rama Kanungo

Title: An investigation of stakeholder influences on reshoring decisions and environmental sustainability of multinational corporations

Abstract: In the last years, reshoring has become the centre of attention in international business phenomenon. Many multinational corporations (MNCs) from the western economies have decided to reshore their offshore activities in host countries, i.e. emerging economies, back into their home countries (Albertoni et al., 2017). Among the predominant reasons for reshoring are the need to address production related quality problems and growing labour and manufacturing costs in emerging economies, and declining operational and labour costs in advanced economies (Albertoni et al., 2017; Srai & Ané, 2016). MNCs also reshore their operations in order to optimize the speed and flexibility in operations and subsequent logistics processes (Srai & Ané, 2016). Despite recently increasing academic interest in reshoring decisions, relatively less is known about the extent to which stakeholders influence the reshoring decision (Albertoni et al., 2017; Srai & Ané, 2016) and what firm-level relevance a reshoring decision carries for sustainability (Barbieri et al., 2020). Particularly, the causality and interdependencies between reshoring decisions and stakeholders remain much of a fuzzy concept. While a continuing debate surrounds reshoring, it would be blithe to ignore the uncertainty created by several geopolitical and pandemic induced shifts. Such interventions have created increased volatility, uncertainty, complexity and ambiguity in international business environments, and intensified pressure on the global supply chains (Buckley, 2020). In order to adapt to the changing global scenario, firms have started to redesign their international business strategies, and retrench their production and manufacturing operations. Though some firms undertaking reshoring decisions have been accused of their decision as undeserving and held responsible for impeding sustainability, there are indications that environmental sustainability implications of reshoring decisions may be contingent on regulative influences. In addition, closer proximity to home company through

reshoring can enable better control over environmental implications of manufacturing processes and diminish environmental harms with optimal transportation decisions (Barbieri et al., 2020). Drawing on the stakeholder theory perspective, we examine the implications of stakeholders on country-level institutional sustainability, as to how internal and external stakeholders affect the choice of multinational firms to reshore their operations from the host countries back into the home countries and the effects of such stakeholder influences on environmental sustainability. This study builds on previous research which has shown the role of stakeholders in motivating firms to engage in improved sustainability practices (Tang & Tang, 2018) by also taking the diverse stakeholder and environmental influences into account. Our findings suggest that a large proportion of internal and external stakeholders increases the likelihood of leaving the country. However, institutional characteristics may moderate the relationship, such as firms pursuing sustainability make reshoring less likely even if there is a large number of internal stakeholders. Since the direction of the impact of reshoring decisions on stakeholders cannot be determined a priori, we test our hypothesis using an unbalanced panel of subsidiaries controlled by British multinationals located in 39 countries. Our results further reveal a conditional and time variant link between environmental sustainability as well as standard corporate governance rules. Particularly, at the level of country-rules around the environmental disclosure and we highlight the impact of these firms on the likelihood of reshoring.

Track B2

Authors: Kavita Sharma, Neha Singhal and Shveta Kalra

Title: Moderating effects of health consciousness on consumer behaviour towards RTE foods

Abstract: With growing environmentalism and health concerns, people have become more conscious of the type of food they consume and the way they are processed. The principle of the present research paper is to explore behaviour of consumers towards RTE foods and the moderating role of health consciousness. The rationale behind the present study is to find the factors that influence consumption of RTE foods such as longer shelf life, taste, convenience both in terms of time and availability, and dual income families. Methodology- This quantitative study employed the exploratory research design. Data was collected from 632 respondents from Delhi and NCR with the help of a structured questionnaire and focus groups. Findings –The key purpose of the study is to explore the influence of health consciousness of consumers in moderating consumer attitude towards their behavior in context of RTE food products. The results suggest that consumption of RTE foods is more in case of dual income families and those who are less concerned about their health. Practical implications- The findings suggest that, the marketer should revolve advertisement and marketing strategies around the factors that they can be transported long distances as they have an increased resistance to spoilage with better shelf life and offer convenience both in terms of time and efforts. . Originality/value – This is one of the primary study to examine the moderating effect of a health consciousness that bears on RTE foods. Its empirical findings are projected to benefit the sustained expansion of RTE foods.

Track B2

Authors: Ricardo Rodrigues, Henri de Paiva Souza and Sandra Miranda Oliveira

Title: Understanding the motivations to download eBooks and the influence on perceived brand reputation and the purchase decision in the early stage of the pandemic

Abstract: This research focuses on the gratification of eBooks (including, for instance, tutorials or technical information about a specific topic) as an inbound marketing strategy that allows companies to get access to potential customers' contacts (leads) and other information, strengthen their image, and get the opportunity to approach potential customers. In this context, the purpose is to understand the consumers' motivations to look for and accept the gratification of an eBook and how those motivations influence the perceived brand reputation and consumer purchase decision in an emerging economy during the early stage of the pandemic. The data for this research results from a questionnaire answered by 589 consumers in Brazil, one of the largest emerging economies, from May 7th to June 8th, 2020. After a descriptive analysis of the data, we also performed multivariate analysis and resorted to Structural Equations Modelling (SEM) to identify the motivations leading consumers to download eBooks and how those motivations influence the perceived brand reputation and purchase decision. The results reveal that companies need to be aware that requiring personal data and lengthy forms may refrain users from downloading eBooks. Users wish to download eBooks, mainly for their usefulness, knowledge, or solve problems. Furthermore, the motivations to download eBooks may be grouped on professional and recreational motivations. Both groups of motivations influence the brand reputation, and brand reputation influences the purchase intention. However, professional motivations have a higher impact on reputation than recreational motivations, but these end up having a stronger effect on purchase decisions. From those that downloaded eBooks, 65.7% haven't bought any product or service from companies that offered them eBooks and those that bought, most have done it only once (24.2%) and did it almost immediately (less than 3

months), which reveals the existence of an important opportunity for companies to improve their performance. The eBooks are found through searches on google, digital ads and companies' websites, and, after downloading an eBook, 63% of the users feel that the probability of purchasing something from the company increased. Aside from confirming the importance of motivations and brand reputation towards purchase intention, this research identifies the most important motivations and clarifies what may hinder potential consumers from accepting an eBook gratification in exchange for personal information. Focusing on an emerging economy, where internet use is still growing rapidly, may reveal interesting insights for companies operating in similar economies. Finally, considering that the data was gathered during the pandemic reveals some tendencies when online purchases were growing in a reaction to the pandemic risks and limitations. Based on the results of this research, companies interested in implementing an inbound marketing strategy by offering eBooks will be able to identify the factors that can turn that strategy successful or unsuccessful.

Track B3

Authors: Mingxue Wei, Suraksha Gupta and YiChuan Wang

Title: AI enabled healthcare technology for ageing people

Abstract: Older people are a group of users who are inexperienced with IT and lack confidence in using IT to support their lives. The IT innovations (e.g., Smart devices, AI-enabled devices) have brought a serious using barriers for them and impact their intention in adopting new technologies due to the innovative development of IT and older people's degeneration of physical performance. Besides, these impact factors will impact the customer experiences of IT innovation for older people and result in the limited customer experiences outcomes, especially in healthcare perspective. Both COVID-19 and IT innovation have brought several challenges for older people in their daily lives such as fewer offline hospital visit changes and limited healthcare consultation channels. However, there are fewer IT-related and healthcare-related products and research focus on the requirements of older people. Thus, this paper is aimed in building up a framework based on affordance theory to explain how AI-enabled healthcare technology afford customer experience outcomes for older people. The relationship within IT innovation, actor, organization, customer experience and customer experience outcomes will be discussed in this framework.

Track B3

Authors: Mahipal Bukya, Pancham Kumar, Rajesh Kumar and Akhilesh Mathur

Title: Experimental Modeling of Solar-Powered Electric Vehicle Charging Station

Abstract: India's energy sector is currently the country's largest CO₂ emitter, as followed by the transportation sector. The photovoltaic-powered electric vehicle has become an environmentally friendly transportation solution as it emits no harmful gases like carbon dioxide, sulphur dioxide, nitrogen oxides, etc. This article offers a concept for charging stations for solar-powered electric vehicles that would tackle the problems of Indian renewable energy usage as well as meet the increased energy demand for electric vehicles in the near future. The suggested concept is being tested in Jaipur City to prove its technical and economic viability. This study proposes a model of solar electric charging station that consumes approximately 562392 units yearly to meet the electricity demand of all electric vehicles present at the Manipal University Jaipur campus. There have also been investigations into the expense connected with electricity consumption which is Rs 26,71,362 and the benefits in terms of environmental saving from polluting gases.

Track B3

Authors: Umang Anand, Ankur Srivastava and Nishtha Rai

Title: Why do people visit Ecotourist places in pandemic? A behavioural reasoning theory approach

Abstract: The tourism industry has witnessed a boom lately, and Ecotourism seems to be the new norm for travelling. From a holiday in the woods to the new workcation in the hills, ecotourism is propelling individuals around the world to go for authentic destination experiences. To understand Ecotourism, we turn to The International Ecotourism Society (TIES), which defines ecotourism as "responsible travel to natural areas that conserve the environment, sustains the well-being of the local people and involves interpretation and education". The primary appeal of ecotourism lies in its ability to let people interact with nature and enable active participation in nature-oriented as well as new cultural learning experiences. In view of this growing interest among tourists opting for such places to travel, we intend to analyse reasons for and reasons against this behaviour. Drawing from the Behavioural Reasoning Theory, we examine the value of hedonism as a belief that motivates people for ecotourism. Behavioural Reasoning Theory is a new theory of behaviour. This theory suggests that reasons are an important link between beliefs, global motives (e.g., attitudes, subjective norms,

and perceived control), intentions, and behaviour. A theoretical assumption in this framework is that reasons can help individuals to justify and to defend their actions, thus they impact global motives and intentions. According to Behavioural Reasoning Theory beliefs and values are strong predictors of reasons. Reasons for the performance of a behaviour are those subjective probabilities that will positively drive the attitude of an individual towards the behaviour intention in the context, and Reasons against the performance of a behaviour are those subjective probabilities that will drive this attitude negatively towards that particular behaviour intention. The current pandemic situation has clearly impacted every walk of life, and tourism is no different. We explicate our reasons in the framework considering the global pandemic situation and tend to integrate our understanding of the consequences of the covid-19 scenario for tourism from the literature which has been extensively researched. The study aims at understanding the behavioural aspects during and post-pandemic times pertaining to the tourism industry with a special focus on eco-friendly tourist places and distant places which are close to nature. The study, thus, examines the relative influence of 'reasons for' and 'reasons against' in predicting attitude and intentions within the context of ecotourism by using a single framework. This model is further tested using Structural Equation Modelling. We would conduct the study in the Indian context with samples based out of different geographical areas and different cultures within the country. We take Age, Gender, Income as control variables. The data for the study would be collected through a consumer survey and further the data would be analysed through Structural Equation Modelling. Lastly, we discuss the future research directions and conclude by a discussion of managerial and theoretical implications pertaining to Behavioural Intentions for Ecotourism with respect to hedonism.

Track C1

Authors: Xini Hu and Qionglei Yu

Title: Internal market orientation: A strategic behaviour to reduce blurring boundary between work and life during COVID-19

Abstract: Due to the COVID-19 pandemic, the lockdown enforces the utilisation of remote working, working from home, and home-based telework (Deirdre and Clare, 2020). Although various studies have found that flexible work arrangement (e.g., flexitime, compressed workweek, and telework) benefits to enhanced job satisfaction (McNall et al., 2009), improved work productivity (Chung and Horst, 2018), and work-life balance (Liu and Zhou, 2019), the policy "stay at home" intensified work-home integration (Schieman et al., 2021). With and long-term working from home and work-home integration, the home domain has a blurred boundary with work which challenges individuals to maintain and create the temporal, physical, and psychological work-life boundaries (Gupta, 2020). For example, work activities are interrupted to deal with home responsibilities during working hours, such as childcare, home-schooling, house care, and other responsibilities. At the same time, family is intruded by work responsibilities such as replying to work-related emails, messages, phone calls, and virtual meetings. The blurring boundary between work and non-work life both physically and psychologically has been identified as the most common hazards for employees, which causes issues in employees' health and psychological well-being (Delanoëije et al., 2019; Anderson and Kelliher, 2020; Schieman et al., 2021). Based on boundary theory, role transition enables either decrease or increase work-life conflicts, which depends on the flexibility and permeability of a given role boundary (Ashforth et al., 2000). Although the technologies contribute to business continuity through working from home, the experience of a mix of work and home life cause troubles for both management and employees in terms of social isolation and "Zoom exhaustion". People as border-crossers inevitably make daily transitions between work and family domains (Clark, 2000). These lead to reduced psychological well-being, unhealthy lifestyle, enhanced emotional exhaustion, stress, and work-life conflicts (Anderson and Kelliher, 2020; Gigauri, 2020; Pluut and Wonders, 2020). To echo the challenges taken by Covid-19, based on work-family border theory and boundary theory, this study attempts to apply internal market orientation (hereafter IMO) as a strategic behaviour to look after employees' psychological well-being and life satisfaction (see Figure 1). Through a set of initial activities including internal information generation, internal communication, and the responsiveness to the internal information relating to both life and work domains (Lings and Greenley, 2005), this study is expected to contribute to a more effective application of IMO. With systematised and valuable employee-employer exchange to entail a better understanding and responsiveness of internal customers' (employees') needs and wants (Gounaris, 2006), there is the ultimate expectation of lower emotional exhaustion and anxiety and higher life satisfaction. This study will apply a quantitative survey to collect data from universities in the UK which is severely affected by Covid-19 and the staffs across the various department including instructors and administration staffs would be accessed for data.

Track C1

Authors: Wejdan Saeed Al-Kayid, Zhongqi Jin, Constantinos-Vasilios Priporas and Sumeetra Ramakrishnan

Title: Family business efficacy and the role of dynamic capabilities: A social cognitive approach

Abstract: Family businesses represent the most dominant form of business structure across all economies. While confronting the same challenges as non-family firms and requiring high-level competitiveness and responsiveness, their survival and performance is also subject to unique problems and advantages. The main aim of this study is to apply a socio-cognitive perspective to provide new theoretical and empirical insight into family firm performance. A new Family Business Efficacy (FBE) construct is posited as a distinct form of collective efficacy in family firms and a critical causal factor for family firm performance. Empirical analysis is undertaken to evaluate FBE and identify its role in firm performance and interaction with key variables. The research employed a mixed method sequential approach consisting of two phases: the development and validation of the concept of FBE and empirical analysis and verification. Phase 1 employed a qualitative inductive design to conceptualise and operationalise the concept of Family Business Efficacy, drawing on a sample of founders and CEOs of family businesses (n=24) in Saudi Arabia and the UK. Phase 2 employed a quantitative deductive approach using a multi-informant survey method to gather quantitative data on key variables: family relation, family culture, family governance, dynamic managerial capabilities, reward, ambiguity, family business efficacy and firm performance. The sample (n=4,165) of top management team and employees was drawn from 503 family firms in Saudi Arabia. Structural equation modelling (SEM) was used to test and verify the relationship between the variables to address the research questions. The findings confirmed all proposed hypotheses and verified FBE as a significant predictor of family firm performance and family relationships as a significant source of FBE. Further, the relationship between FBE and firm performance is mediated by dynamic capabilities and moderated by reward and ambiguity. This research makes a novel contribution to family business research in applying a socio-cognitive perspective to conceptualise and validate a family business efficacy scale, and confirms FBE as a major causal factor influencing variations in performance. This conceptualisation of FBE can be used to identify and understand domains of efficacy and contribute to the identification of strengths and characteristics that influence the functioning and performance of family businesses.

Track C2

Authors: Wolfgang Schafer, Dong Yang Meier, Benedikt Zoller-Rydzek, Fabienne Fini and Matteo Mosli

Title: Intermediary Strategizing: The impact of hybridization of work on strategizing, leadership, and employee experience

Abstract: Meetings are a manifestation of strategic management in organizations (Jarzabkowski and Seidl 2008). The COVID-19 pandemic required a hybridization of meetings as they couldn't take place physically on site anymore, but just online or simultaneously online and physically. However, primary effects of this abrupt change of meetings for participants such as "Zoom Fatigue" (Bailenson 2021) raise the question of the extent to which previous findings on strategizing and meetings are also valid for hybrid meetings. In response, this conceptual paper proposes the model of "Intermediary Strategizing" (Fig. 1). Following previous research on strategizing and meetings, interviews about meetings during the pandemic suggest new practices from a practice theory perspective (Reckwitz 2002). Therefore, the sample consists of eight semi-structured interviews (Klein and Myers 1999) with employees and managers of four different companies and industries. The interviews last 30-60 minutes. The coding follows the thematic qualitative analysis (Corbin and Strauss 2008) allowing the development of the model. Intermediary Strategizing 2 The model is visually characterized by its three corners, the three edges, the centre of "Hybridization," and multiple double arrows. Strategizing, leadership, and employee experience as corners represent related theoretical concepts following the request for integrated models of strategic practice (Jarzabkowski et al. 2016). The concept of strategizing captures the regular practices of strategy development, such as strategy meetings (Bolland 2020). Research has investigated dynamic environments. However, an abrupt hybridization, such as the move to a home office, has not yet been studied (Netz, Svensson and Brundin 2020). Moreover, digitalization and globalization have already been a complex challenge for managers. International work groups are generally dependent on online communication, as regular face-to-face meetings are often not feasible. Now, the COVID-19 pandemic fosters the need to manage distributed workgroups when employees need to work at home (Kauppila et al. 2021; Wong and Berntzen 2019). Finally, employee experience has an impact on employees' interaction with each other. This creates value for an organization as they can be more engaged (Duan et al. 2021; Lauterbach et al. 2020; Plaskoff 2017; Yohn 2016). The edges Strategic Sensemaking (Glynn and Watkiss 2020; Jalonen, Schildt and Vaara 2018; Kieran, MacMahon

and MacCurtain 2020), Governance (Anand 2017; Othman and Rahman 2014), and Strategy Implementation (MacKay, Chia and Nair 2020; Merkus, Willems and Veenswijk 2019) refer to practices situated between the respective corners, such as sense-making when presenting a new strategy. What emerged from the interviews was that the design of practices at edges and corners is already challenging, but that the pandemic-induced hybridization of meetings evokes lasting change and even new practices of strategizing. Finally, the double arrows represent these new and lasting practices that modify or complement existing ones, such as a practice of sense-making that anticipates the hybrid circumstances. ³ Accordingly, "Intermediary Strategizing" derives from characteristics of those new practices that are characterized by intermediary services. The paper discusses them in depth. Finally, it concludes with recommendations for managers and a research outlook.

Track C2

Authors: Yiru Wang, Merve Yanar Gruce and Tite Xu

Title: Understanding consumers' online grocery shopping behaviour during COVID-19: An internal perspective

Abstract: COVID-19 has reshaped the retailing industry (Roggeveen and Sethuraman, 2020), especially, the food retailing industry. Various stay-at-home orders and lockdowns have limited individuals' access to offline grocery supplies and moved consumers' grocery shopping to online (Redman 2020; Kenney and Zysman 2020). World widely, grocery retailers have dedicated to online grocery shopping to address the increasing demand (Martin-Neuning and Ruby 2020), while they also wondering if the consumers will continue grocery shopping online post-pandemic (Sorvino 2020). While the retention intention is directly impacted by consumer satisfaction (Khalifa and Liu 2007) and consumers perceptions of the e-service's according to the Diffusion of Innovation theory (DOI; Rogers 2003). The groceries bear relatively short shelving time and need premium logistic service, including refrigerated storage, careful packaging, and fast delivery, which hinders consumer satisfaction. While the consumers may tolerate higher expenses and risks per grocery freshness for self-protection purposes during the pandemic, their post-pandemic behaviour is undetermined. Noting such concerns, this paper aims at understanding consumers' online grocery shopping satisfaction and retention intention among three countries: China (CHN), Turkey (TUK), and the United States (U.S.). First, we explored the relationship between platform types, consumers' satisfaction on retention intention post-pandemic. Then, we acknowledged how consumers' past online grocery shopping experience reshapes consumers' satisfaction and retention intention. 1,076 consumers from China (CHN), Turkey (TUK), and the U.S. (US) were surveyed in February 2021 regarding their online retail grocery shopping behaviours during the pandemic. 989 respondents completed the survey and passed the attention check questions, and 656 respondents have online grocery shopping experiences during the pandemic. To understand the relationship between platform type, satisfaction, and retention intention post-pandemic, a mediation analysis was employed using Generalized Structural Equation Modelling (GSEM) using STATA. As Table 2 indicates, after controlling for gender, age, education, and employment status, the results support the mediation relationship overall (China: Indirect effect = .20, CI: [.0068, .4010]; Turkey: Indirect effect = .54, CI: [.1385, .9441]; U.S.: Indirect effect = .22, CI: [.0490, .3985]), so did the total effects (China: Total effect = .90, CI: [.3557, 1.4407]; Turkey: Total effect = 1.30, CI: [.3585, 2.2351]; U.S.: Total effect = .51, CI: [.1796, .8365]). The grocery shoppers from three countries reported satisfying online grocery shopping experiences on different platforms, resulting in higher retention intention post-pandemic. Specifically, the Chinese and American grocery shoppers enjoy national-dependent platforms more, while the Turkish grocery shoppers enjoy regional-dependent platforms more. Their satisfaction induced retention post-pandemic. Then, a moderated mediation analysis is performed to examine the moderating effect of consumer experience on the relationship between platform type and consumer shopping satisfaction. As Table 3 indicates, after controlling for gender, age, education, and employment status, the results suggest that the moderated mediation effect is marginally significant among the Turkish and the American respondents (TUK: Moderated mediation effect = -.67, p-value=0.09, CI: [-1.4356, .0953]; U.S.: Moderated mediation effect = -.32, p-value=0.06, CI: [-.6517, .0115]). But not the total effects (Turkey: Total effect = .09, CI: [-1.3342, 1.5050]; U.S.: Total effect = -.04, CI: [.4709, .3991]). The Turkish and American grocery shoppers with more experience achieve lower level of satisfaction in online grocery shopping during the pandemic. The counterintuitive finding may be explained by several reasons. For example, the raising delivery time, delivery cost, and product price (Kang 2021) during the pandemic. Also, the grocery supply chain crisis due to hoarding, stockpiling (Wang 2020), and panic buying during the breakout times (Querolo and Patton 2020).

Theoretically, this paper advanced the extant literature by analyzing the consumer behaviour in a new context of online grocery shopping among three countries: China, Turkey, and the U.S. It enriches DOI in the new online grocery context as well as the cross-country context. Managerially, the results of this study guide the practitioners in many ways. First, online grocery shopping is a trend with wide acceptance across country borders. Capable grocery retailers should consider extending their business online to offer more flexibility and

alternatives in case of crises that limit food access. Also, we confirmed that the grocery shoppers with satisfying experiences are more likely to adopt it in the long run (Singh and Söderlund 2020). The managers should take advantage of the shoppers' data collected including consumer preferences per shopping time, platform shop ability, product, price, and service from sales records and online reviews collected. With the corresponding adjustments, the platforms may cultivate consumer satisfaction and maintain higher consumer retention. Moreover, since consumer experience have a negative effect boosting the satisfaction, it becomes more important for the platforms to attract new shoppers post-pandemic. The platforms could extend to rural areas, especially "food deserts," where people do not have many alternatives for groceries. Such expansion can be a collaboration between the platforms/retailers and the governments for social responsibility concerns. Also, the platforms may think about educating potential consumers regarding online grocery shopping, especially to the handicapped and senior population who have special needs towards such services. Finally, more advertising per online grocery shopping should be implemented to introduce the benefits of it. For example, online grocery shopping helps consumers gain and sustain healthy eating habits because it reduces impulsive buying, which can trigger easier in-store shopping visits (Huyghe et al. 2017).

Track C3

Authors: Vania Sena, Karim Shamsul and Sena Ozdemir

Title: Complementarities in sustainable performance between trademarks and patents: Evidence from green innovators

Abstract: The UN World Commission on Environment and Development defines sustainable development as "the development that meets the needs of the present without compromising the ability of future generations to meet their own needs". Sustainable development relies on the commercialization of innovations that can address environmental challenges or "green innovation". Most literature on green innovation has focused on technological innovations and on the high fixed costs attached to their development; however, very little attention has been paid to other types of innovation that are complementary to technological innovation and the impact that this has on the propensity of green innovators to develop technological innovation which can address environmental challenges. In this paper, we want to study the complementarity between informal innovation and technological innovation and quantify its impact on the sustainable innovation performance of green innovators. This way, we can identify the contribution of informal innovation to the development of technological innovation and to the sustainability goals. Informal innovation is proxied by trademarks. The protection of a trademark is often beyond conventional types of product, service or process innovations. They are mostly used to protect unconventional innovations such as innovative and distinctive brand names and aesthetics, logos, images, slogans and words, which cannot be protected through patents (Block et al., 2014; Janssen et al., 2017; Flikkema et al., 2019; Roster, 2014). Recent statistics on trademark filings across the world suggest that trademarks are more common than patents across a number of industries and firms: according to the World Intellectual Property Office (WIPO), above six millions of trademark applications were filed in 2015 while the corresponding figure for patents was around three millions. The popularity of trademarks has generated substantial research into their uses along other protection mechanisms (Amara et al., 2008; Krasnikov et al., 2009; Sandner and Block, 2011; Greenhalgh and Rogers, 2012; Gallie and Legros, 2012; Agostini et al., 2016). Several researchers have ascribed the popularity of trademarks to the fact that although they were first conceived as legal mechanisms for the protection of a firm's intellectual property, in reality they perform other roles that are equally important to firms (see Ramello, 2006; Flikkema et al., 2014; Block et al., 2015). First, trademarks contribute to solve the problem of asymmetric information between producers and consumers about the quality of the products by acting as signalling devices for consumers (Ramello, 2006). Second, they tend to complement and enhance the protection offered by patents: indeed while patents protect the technical features of an invention, trademarks protect the distinctive signs associated to the same innovation and help to differentiate it from similar offerings and thus provide sustainable economic advantage to the inventor (Landes and Posner, 1987; Economides, 1987). Last but not the least, as the novelty of the underlying invention is not a requirement for a trademark application, these can be used by innovators to capture some value from the commercialisation of products whose innovative step is not sufficiently large to justify the award of a patent. The popularity of trademarks as well as the variety of functions they perform have sparked an interest into how trademarks are used in conjunction with other appropriability mechanisms. While early research on trademarks has mostly focused on the economic benefits firms can draw from their use in comparison with other appropriability mechanisms (mainly patents), subsequent research has found evidence that trademarks tend to be used in conjunction with other formal appropriability mechanisms (Amara et al., 2008; Gallie and Legros, 2012). With hindsight, these findings are hardly surprising. First, in line with Teece (1986), the value an innovator can extract from a patent depends very much on the complementary assets - like trademarks - that are required for the commercialization of the invention. Second, a variety of appropriability

mechanisms can be used at different stages of development of an innovation (Gaillie and Legros, 2012). For instance, a firm may use secrecy to protect an innovation during development and rely on patents and trademarks when the invention is ready to be commercialised (Hussinger, 2006) and as a result a positive correlation among different appropriability mechanisms can be observed once the level of analysis moves from the individual invention to the whole firm (Graham and Somaya, 2004). Existing empirical evidence on whether combining trademarks and patents contributes to the sustainable firm-level innovation performance (i.e. whether they are complementary in performance) is somehow lacking (Teece, 2006; Thomä, 2015; Dosso and Vezzani, 2017; Munari and Santoni, 2018). First, it is limited to specific industries and types of firms (mostly manufacturing and small and medium size enterprises - SMEs). Second, the existing empirical literature does not provide any evidence on whether the sustainable economic benefit of using both patents and trademarks is conditioned by the behavior of competitors in the same industry who may adopt a similar combination of mechanisms. Since the simultaneous use of trademarks and patents may be a source of sustainable competitive advantage as long as they shield products (and subsequent profits) from rival offerings (Lancaster, 1990; Appelt, 2009), the benefit of adopting such a mechanism such as sustainable firm level performance may be easily eroded if competitors do the same and the offerings are not sufficiently novel and/or distinct. In this context, an important research issue is to identify the typology of innovators which may still benefit from adopting such a combination of mechanisms in industries where this is common practice. 3 The limited evidence on complementarities in performance between trademarks and patents may be problematic on several fronts: first, it makes difficult for managers to assess the sustainable economic benefit of using patents and trademarks simultaneously with the result that some may miss the opportunity to maximize the commercial success of their innovations. Second, whether patents and trademarks are complementary in ensuring sustainable performance across a wide spectrum of industries is important to policy-makers as well: indeed the joint adoption of trademarks and patents may create entry barriers and affect the market structure in ways that may impact negatively social welfare. If so, an important task for policymakers is to assess how the industrial structure is affected by the innovator's preference for specific combinations of protection mechanisms and eventually stop the integration of the two mechanisms if social welfare is harmed. Given these gaps in the literature, the purpose of the paper is three-fold. First, it wants to test for the presence of complementarity in sustainable performance between patents and trademarks in a large cross-section of innovators based in the UK. Second, while establishing whether complementarity in sustainable performance exists, it identifies the types of innovators that benefit from the simultaneous use of trademarks and patents. Finally, the paper provides some initial evidence on how complementarities in sustainable performance between patents and trademarks are conditioned by the competitors' choice of protection mechanisms.

Track C3

Authors: Nishtha Rai and Ankur Srivastava

Title: Explicating the role of flow experience and customer satisfaction in understanding customer loyalty for mobile health and fitness app

Abstract: In recent times, finding the right time to work out or learning a new health routine is found to be challenging. With the advent of the Internet of Things, it is now somewhat easier to adopt a healthy lifestyle or develop new fitness routines. The desire to stay fit is not subject to age, gender, income, or culture, and it is because of which health and fitness apps are viewed more of a necessity than just a trend. The growing subscription and popularity of health apps have attracted many researchers' attention. In view of a growing spread of Mobile Health and Fitness Apps, this study is aimed at establishing an understanding of customer loyalty towards fitness apps. Prior research examined the behavioural outcomes of health app usage and what drives users to adopt a particular app and whether or not it helps them to keep fit. Especially during the pandemic, there had been a surge in the health and fitness apps usage and subscription that made it quite apparent the desire to stay fit among people at large. In this study, we explicate the role of social drivers in influencing customer loyalty phenomenon in the case of mobile health and fitness apps. We base our model on the understanding of IS Continuance Model and Customer Satisfaction Theory and hypothesize the role of social drivers viz. Perceived Critical Mass, Online Community Involvement, Social Influence, and Habit with User Satisfaction and the Flow Experience. Further, we also examine the moderating effects of Privacy Concerns and Health Consciousness. Most studies focus on understanding the psychological factors and benefits perceived by users while using an app, our research specifically aims to study the repetitive usage behaviour displayed by a user based on social factors. The purpose of the current work, thus is to understand how the previously mentioned social drivers influence flow experience and satisfaction to enhance customer loyalty. Consequently, we will analyse the effects of these social drivers by introducing the aspects of health consciousness and privacy concerns that may moderate the influence of variable on customer satisfaction, flow experience, and customer loyalty. The data for the study would be collected through a consumer survey and further would be analysed

through Structural Equation Modelling. The paper will be organised as follows. The next section will present a brief literature review of the relevant studies in related areas, followed by a discussion of the proposed methodology and data analysis techniques. Lastly, we discuss the future research directions and conclude by a discussion of implications pertaining to mobile health and fitness apps.

Track D1

Authors: Duong Nguyen and Qionglei Yu

Title: Certain acculturative stress in the uncertain times: Study abroad experience

Abstract: Since March 2020, Covid-19 pandemic has massively affected the operation of organisations of various sectors, including higher education. With campuses forced to close, online learning is no longer a supplementary approach for remote students, but rather, the only way to sustain during the pandemic. In the UK, it is expected that universities may reopen in the coming academic year, but the manner in which classrooms will be organised is still unclear (Coughlan, 2021). As such, study experience in the post pandemic may not be the same as before. Even after reopening, social distancing measures may still be maintained in physical classrooms. Furthermore, there are concerns about the students' willingness to attend face-to-face classes and social events at school. This makes one of the main purposes of study abroad – to explore the world and make friends with people of different cultures – unfulfilled. As a result, aspects of acculturative stress may emerge amongst international students, especially those of underrepresented groups. In response to the current circumstances, a number of research have studied international students' experiences during the Covid-19 pandemic. The body of conceptual and empirical studies shows that the predominant focus is on students' unfavourable experiences in online learning and cross-border travelling (e.g., Coffey et al., 2021; Van de Velde et al., 2021; etc.), motivation to study abroad (e.g., Singh et al., 2021; Mok et al., 2021, etc.) and coping strategies to deal with Covid-19 disruption (e.g., Baloch, 2021). However, the impact of Covid19 pandemic on cultural adjustment of international students has been overlooked. Furthermore, even before Covid-19, no researcher has been paid attention to international students of underrepresented groups, leaving those groups under-researched, while they may be the ones who suffer from acculturative stress the most. This also highlights the imbalanced power dynamics in social science research which needs to be solved. Our research aims to fill up those gaps by investigating acculturative stress that international students of underrepresented groups experience during the uncertainty times of Covid-19 pandemic; and how those difficulties affect their academic performance and well-being. To obtain these objectives, semi-structured interviews are conducted, and the collected data is analysed by utilising thematic analysis method. The research has been conducted, and preliminary results will be available to present in the conference in September. Theoretically, the study sheds light on aspects of acculturative stress in a multicultural context and under uncertainty times. Whilst it may be too early to assume a clear post-COVID effects on study abroad experience, this study provides insights into the current acculturative stress that international students of minority groups suffer from. Findings from this study will help higher education institutions to better their policy on equality, diversity and inclusion and international students' experience in the 'new normal' time. By having a more comprehensive policy on international students, the UK – as a study destination – will become more friendly environment and appealing option for students of different backgrounds and from different countries around the world.

Track D1

Authors: Xiaolong Shui, Minhao Zhang and Palie Smart

Title: The synergy of legitimacy-gaining and differentiation-seeking: Strategic use of corporate social responsibility reporting

Abstract: Prior literature on corporate social responsibility (CSR) reporting either adopts a conformity or differentiation perspective to investigate its effects on organisational financial performance. Drawing on the theory of optimal distinctiveness, this study posits that it is possible for firms to seek for both legitimacy and differentiation in the highly institutionalised field of CSR reporting. The legitimacy and differentiation are both subject to stakeholder group's perceptions. By using fuzzy-set Qualitative Comparative Analysis, the study focuses on GRI orientated S&P 500 firms and explores the investors' response to their CSR reporting strategies which aim to legitimate and differentiate themselves, respectively. Different configurations in gaining favourable investors responses in different visible situations are presented. Our findings highlight the multiple CSR reporting strategy combinations linking to favourable responses from the capital market.

Track D2

Authors: Ahsan Siraj, Ehtisham Ali, Jiaxin Guo, Shilpa Taneja, Jingshu Cui and Yongming Zhu

Title: Understanding gender differences in the antecedents to consumer decision-making: Empirical evidence from Pakistan.

Abstract: In the recent era, the marketing strategy formulation is increasingly focused on how the consumers tend to make their decisions. Among the various market strategies, market segmentation is an important way to cater to rapidly changing customer needs. Gender difference is one of the reference features in the process of market segmentation for marketers. The purpose of this research is to examine what factors stimulate consumer purchase decision-making and what are the differences between male and female consumers in making shopping and purchase decisions with special reference to Pakistan. Using a cross-sectional sample of 367 Pakistani men and women, the current research adopted Sproles and Kendall's (1986) Consumer Style Inventory (CSI) to understand the decision styles of both genders. Exploratory and confirmatory factor analysis followed by structural equation modelling is employed for conducting data analysis. The outcomes of the study revealed that all the exogenous variables, i.e. brand consciousness, price consciousness, fashion consciousness, and confusion by over-choice except quality consciousness, were found to be significant determinants of consumer purchase decision-making. Moreover, fashion consciousness and price consciousness were found to be significantly different across both genders with respect to purchase decision-making. Based on the unique cultural characteristics of Pakistan, we conducted in-depth research on purchasing behaviours of Pakistani male and female consumers and summarized the decision-making characteristics of customers of different genders. The results are expected to contribute significantly to the field of gender-oriented marketing efforts by the companies. The findings will contribute to providing practical guidance to the businesses in general and the Pakistani companies in particular. It will assist them in gaining deeper insights into consumer's perceptions and in making strategies concerning consumer decision-making in purchasing.

Track D2

Authors: Saadet Meltem Hut, Danae Manika, Josephine Go Jefferies and Savvas Papagiannidis

Title: The hedonic or eudemonic way: Understanding the impact of subjective time and wellbeing motives on healthy food choice

Abstract: The personal, societal and environmental implications of consumption behaviours have long been an interest of academic marketing research. Transformative Consumer Research (TCR) movement studies behaviours that can enhance consumer wellbeing by specifically encouraging research on consumption problems. Food constitutes one of these areas of research as decisions surrounding its production and consumption can lead to global crises such as malnutrition, overconsumption and waste. More recent trends highlight that the outbreak of Coronavirus Disease (COVID-19) made the health implications of food consumption more noticeable. Faced with what is primarily a health crisis, many consumers reflected into their life choices including how and what they eat. Consumers used the increased time spent at home as an opportunity to try new food practices. Driven by these changes in daily lives, the current research asks a key question "How does subjective time impact healthy food choices and satisfaction with food-related life? How is this relationship influenced by wellbeing motives?"

Extrinsic incentives and constraints (such subjective time) can be detrimental for intrinsic pursuits that affect food choices. As such, consumers get impacted in their healthy food decision-making due to their subjective time experience. This in turn results in changes to the experience of food wellbeing which is measured by satisfaction with food-related life. However, the current research hypothesises that this relationship will be influenced by consumers' wellbeing motives as these are related to deliberative and automatic paths to food choices. The current research uses experimental design to answer the research question. Our conceptualisation aims to provide the TCR and FWB literature with the evidence that subjective time experience is critical to the understanding of healthy food choices and food wellbeing. Understanding the role of wellbeing motives help literature identify affective and cognitive components that moderate the relationship between subjective time, healthy food choices and wellbeing outcomes in terms of satisfaction with food-related life. Furthermore, this research also makes practical contributions. With food marketers becoming increasingly interested in meeting consumers' health and wellbeing related demands from their products, the current study is an important step toward identifying the relationship between food choice and wellbeing in relation to temporalities in daily life. Food marketers can use this theoretical basis to design their products targeting increasingly health conscious consumers.

Track D3

Authors: Arpita Agnihotri, Saurabh Bhattacharya and Natalia Yannopoulou

Title: Combating fake news: Social media engagement with pro-vaccine messages

Abstract: During the COVID-19 crisis, media and researchers have reported that anti-vax messages on social media resulted in more fake news as viewers engaged more in such messages than genuine vaccine messages (Germani and Andorno, 2021). Consequently, fake news became more viral than real vaccine news, reducing the efficacy of healthcare organizations and policymakers to reach their goal of achieving herd immunity. Given COVID-19 vaccine' efficacy and health-related concerns, it has become eminent for healthcare organizations to address vaccine information effectively. Extant research has focused on message framing of vaccines. However, their prime focus has been on willingness to take the vaccine and not the intention of social media users to engage in vaccine-related communication (see Penta and Băban, 2018 for a meta-analysis). Narrative information about (alleged) vaccine adverse effects is widely spread on the Internet by echo chambers' creation (Bruns, 2019). We propose that health organizations combat the impact of such narrative information by leveraging vaccine efficacy-related statistical information that would be more effective in engaging social media users, where engagement implies sharing, liking, and commenting on the message (Zebregs et al., 2015). The effectiveness of statistical information would be enhanced by using pictorial representations of information. Extant research on the effects of images in public health has primarily focused on traditional media, such as brochures, advertisements, or magazines (Young et al., 2016). We explore the influence of images on social media engagement, especially images about COVID-19 vaccine efficacy and health-related figures and graphics. We also explore how the national cultural background of individuals influences their engagement with gain-framed statistical information versus loss-framed statistical information (Hofstede et al., 1990). We propose that individuals from risk-conservative societies such as India are more engaged by loss-framed COVID-19 vaccine information than gain-framed information. For example, the percentage of non-vaccinated individuals who died because of COVID-19 even after hospitalization. In contrast, members of a risk-aggressive society such as the UK are more likely to be engaged with gain-framed statistical information on the COVID-19 vaccine. For example, the percentage of vaccinated individuals who recovered from COVID-19 without the need for hospitalization. Support for the study hypotheses is likely to have significant managerial implications. Studies have suggested that fake news on social media leverage more on narrative text. This may happen as statistics regarding vaccines are mainly in favor of the positive effect of vaccine than negative effects (CDC, 2021). Given that statistical figures description resulted in more engagement of users on social media, it is likely that if health organizations and public policymakers focus on promoting statistical support for the positive effect of the vaccine, such news may spread much more than fake news, resulting in the successful implementation of provaccination efforts. Similarly, understanding risk perceptions is also critical for those intending to communicate about health behaviors and health policies. The cross-cultural theory of nationality background renders an effective conception of risk that may be useful for health organizations and public policymakers to understand message effects on engagement in social media and to curb fake news by making genuine news more viral through more sharing of such news. Since health policy decisions are entangled with cultural stances, incorporating such stances may influence the effectiveness of curbing anti-vax sentiments among individuals. This study proposes a series of between-subject experimental designs with participants from the UK and India to test the study hypotheses.

Track D3

Authors: Himanshu Priyadarshi, Mahipal Bukya, Vikash Kumar Boradak, Kulwant Singh and Ashish Shrivastava

Title: Effective practices in pandemic management for academics: A comparative study of the pandemic and pre-pandemic pedagogical strategies

Abstract: The academics all over the globe has been severely affected due to the current pandemic crises with educational institutes being mandated to be operated by the apex statutory bodies in online mode. The leadership as well as teachers have to work very hard for the digital management of the academics, and in course of our experience to grapple with the challenges faced, we have humbly consolidated the effective practices, challenges and opportunities for minimizing the deviation from standard academic rigor. In this work, we present a comparative study of the challenges, strategies, and results for effective practices in teaching electromagnetic field theory before and after the pandemic situation.

Track E1

Authors: Suhasini Verma, Jeevesh Sharma and Suwendu Kumar Pratihari

Title: Do firms care about corporate social responsibility practices - An analysis of carbonex firms

Abstract: Companies in India, having a net worth of Rs. 500 crore or more; or turnover of Rs. 1000 Crore or more; or net profit of Rs. 5 crores or more are mandated under section 135 of Company's Act 2013 to engage in and fulfill Corporate Social Responsibility (CSR) practices. Our research seeks to find whether companies are performing as per the legal obligation to meaningfully contribute to the development of the specified segments or merely fulfilling the requirement. The study also seeks to find out whether the disclosure norms of the law are comprehensive enough to filter out the desired information. To answer this research problem analytical and descriptive study was conducted. The duration of the study is 2015-19. Secondary data of BSE Carbonex companies are considered to analyze the CSR schedule-wise spending and disclosure pattern. Content analysis is employed to extract information related to CSR from the company's annual reports. The study reveals that more than 60% of the CSR fund is spent on just two heads ignoring the rest. The result may help policymakers and companies to better strategize their efforts to make maximum benefits of CSR practices

Track E1

Authors: Ayan Ghosh Dastidar

Title: Advertising for social good

Abstract: The role of brands in society is increasingly becoming important to regulators, investors, and consumers alike. A report by Ipsos (2013) found that 77% of the respondents believe that companies should "do more to contribute to society" while the Edelman Trust Barometer Special Report (2019) found that for 81% of the respondents, being able to trust a brand to "do the right thing" was the deciding factor in purchasing decisions. Further, even among marketing researchers there is a growing focus on understanding how Marketing can be used to create a positive impact on society. For example, in the "Better Marketing for a Better World" special issue by Journal of Marketing the editorial board urges researchers to judge the relevancy of the problems marketing aims to solve "in the context of true life and death issues" and points out that the major challenge for businesses today is to "meet the societal needs of a changing environment" (Chandy et al. 2021). Brands generally contribute to social good through philanthropic initiatives, by adopting responsible business practices, or by developing new business models to solve societal and environmental problems (Halme and Laurila 2009). In some instances, however, the actions of brands can lead to spillover effects on society – an aspect which has been the focus of recent works in economics and marketing. For example, while the demand implications of advertising have been widely studied (e.g. Alpert, Lakdawalla, and Sood 2015; Sinkinson and Starc 2019), recent research has identified important societal and/or public health spillovers that may be caused as well (e.g., Kim and KC 2020; Shapiro 2021). In this paper, we study the role of advertising spillovers in inducing socially beneficial behaviors and focus on the COVID-19 pandemic as the empirical context. The novel coronavirus disease 2019 (COVID-19) turned into a major health and economic catastrophe with nearly 20.6 million infections and 364,071 deaths in the United States as of 31st December 2020. Cutler and Summers (2020) estimate that the economic impact of the pandemic "far exceeds conventional recessions" to the tune of \$16 trillion lost in economic productivity, health losses, etc. Most of the public health responses to slow the spread of the disease has relied on non-pharmaceutical interventions (or NPIs) such as mask mandates, stay at home orders etc. There was, however, considerable heterogeneity in the timing, extent, and implementation of NPIs by the local government agencies in different states/counties. This resulted in varying degrees of compliance with critical social distancing norms required to contain the spread of COVID-19 across the United States (Courtemanche et al. 2020; Dave et al. 2021). Given the critical role of social distancing in combating disease spread and the limited coordination in preventive efforts at the county and state levels, it may therefore be critical to explore the possibility of additional channels that could facilitate social beneficial behaviors. In this regard, we explore the possibility of brands and advertising in filling this void, even if unintended.

Track E2

Authors: Bartosz Gebka and Rama Kanungo

Title: On COVID-19 infections, mortality, governance quality and corruption

Abstract: The outbreak of COVID-19 pandemic has caused unprecedented changes to our daily lives. However, the extent to which pre-existing health conditions, availability and quality of healthcare infrastructure and services, the stringency of government responses to pandemic's outbreak, overall living standards relating to general health conditions of populations, and the level of corruption affect contagion and mortality remain less studied. Using a comprehensive country-level data set, we unveil evidence on factors which affect the infections-

mortality nexus. Firstly, we demonstrate that countries with lower governance quality suffered from more deaths per number of infections. In addition, we show that corruption in particular causes higher mortality, for a given level of infections. Pre-existing health conditions also exert a positive impact on the transition from infections to deaths. Additionally, the stringency of government responses to the pandemic, private healthcare expenditures, and lower population density coincide with a higher degree of mortality. We conclude that insufficient pre-emptive measures by ineffective governments, incongruous timeliness and lower governance quality have resulted in higher COVID-induced mortality.

Track E2

Authors: Reza Marvi, Pantea Foroudi and Charles Dennis

Title: Imitation Game: The past, present and future of artificial intelligence in marketing

Abstract: Artificial intelligence (AI) is increasingly shaping the marketing domain. The growing AI related studies in consumer behaviour shows a shift in marketing activities in the coming years. However, AI's relationship to the current marketing domain and its influence on future developments in this field has not been empirically investigated. As such, we examine the foundational research areas and evolution of the AI domain through a quantitative and systematic study by combining text mining and co-citation analysis. In our analysis, we identify three main views that have shaped the foundation of the AI domain: proxy, tool, and ensemble. Then, accordingly, we develop a managerially relevant conceptual framework for unfolding new future research directions and expanding the boundaries of the AI literature in a fruitful direction.

Track E3

Authors: Kavita Sharma and Barkha Jamwal

Title: Humanisation of brands through the lens of emotional intelligence

Abstract: Marketers often humanise the brand and vigorously use emotional appeal in their advertisements to establish their brand. A humanised brand can be seen as the one who empathizes with the customers while interacting and forming a deep connection with them, a brand whose personality is such that a particular set of consumers can connect with, a brand that is authentic, ethical and is competent to provide quality products and service hence forming long-run brand relationships with the audience (Biro, 2013). Such humanised brands can evoke senses and emotions, ensure brand recall and better involvement with the brand, maintain long term relationships with users to make sure that they remain loyal to the brand and become brand advocates. Brands are non-human, and marketers humanize the brands to make consumers feel as if they are interacting with the live personality who can fulfil their belongingness and social needs and hence form a meaningful and lasting relationship. Brands like Pillsbury, M&M are brands with animated characters, objects that resemble human form and shape (e.g., bottles) or that have features like a human face (e.g., the front of a car or a clock), are more readily seen as human. There are advertisements with human-like images – e.g., mosquitoes compete in boxing, batteries shoot at targets and dance like humans, pans and cups can speak, fruit with eyes, arms, and legs, and many spokes character created by the advertiser. Human-like form, behaviour, and character are lasting and powerful as they may get embedded in the mind of every human as anthropomorphism. But humanisation might not always lead to anthropomorphism as anthropomorphism largely depends upon the emotional connection, ideal self-integration (Alvarez & Fournier, 2016) (Sirgy M. 1982) and personal factors of individual consumers (Chen et al. 2013), (Reed II & Aquino, 2003), (Epley N. et al. 2008). This paper, therefore, aims to bring clarity to the conceptualization of humanized brand, animism and anthropomorphised brand. The research in the area of the humanisation of brands is at a very promising stage and offers us a huge opportunity to delve into this area to bring conceptual clarity to this premise. Past studies have issues in conceptualisation where humanization, animism and anthropomorphism are stated as identical constructs. The literature has used the terms Humanism and Anthropomorphism in the identical form (Chen K. J. 2017), (Beisecker & Herzog, 2019), (Chen et al. 2013), (Hsieh et al. 2013), whereas with the help of this conceptual paper we have tried to differentiate the two concepts in the context of marketing literature. The literature lacks a model to study the humanisation of brands and hence, we, in this study, aim to provide a basis to form one such humanised brand model through the lens of Emotional Intelligence dimensions. Therefore, we aim to advance the conceptual knowledge of humanised brands expressed through the perceived emotional intelligence of brands. Further, it is important to understand the complex and evolving relationships of consumers with the brands. The consumer-brand relationships are formed similarly to that of a relationship between two individuals- love, fling, partner etc (Keller, 2012). Consumer relationship with the brand is guided by her sense of self is reflected in that possession (Fournier, 1998). Developing such relationships requires trust, self-connection, and interdependence which in turn develops deep bonds like 'love'. The strong emotional relationship with brands is built based on their communication with the consumer (Schultz & Schultz, 2004) and also the humanisation of brands to enable consumers to relate themselves with it and form deep connections. Anthropomorphism has been stated to have

linkage with brand love (Rajput et al. 2020), (Sarkar et al. 2019), (Aro et al. 2018), (Stresewski, 2016), (Rauschnabel & Ahuvia, 2014), (Delgado-Ballester et al. 2017) and brand trust (Portal et al. 2018). This relationship, however, needs to be revisited because of using a subtle form of brand humanisation through the lens of the perceived emotional intelligence of a brand.

Track E3

Authors: Himanshu Priyadarshi, Satya Narayan Agarwal, Kulwant Singh and Ashish Shrivastava

Title: Waste to wealth route synthesized graphene-based materials for energy storage device machinability – a crisp review

Abstract: Energy harvesting is being facilitated through graphene, which has been reported to exhibited promising properties like unprecedented theoretical surface area, enhanced electrical conductivity, thermal conductivity, mechanical stability, flexibility, recyclability and so on. Moreover, graphene offers a very high ecological as well as economical value from a life-cycle costing vantage point. The scalability as well as device-machinability of graphene-based energy storage technology depends upon the channel through which graphene has been procured. Herein, we have attempted to present a crisp review of the prospects of facile synthesis of graphene-based energy storage materials for pertinent energy storage devices – like lithium-ion batteries, electrochemical supercapacitors, and pseudo-capacitors. The primary objective of is to present a reconciliatory perspective in terms of green synthesis routes and device-level properties interest.

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