



**CHITKARA**  
UNIVERSITY

**CHITKARA BUSINESS SCHOOL**

**International Conference  
on**

# **Marketing 5.0**

**RELATIONSHIPS, PERSONALIZATION  
AND DATA HERALD**

**6-7 June, 2020**

[marcon@chitkara.edu.in](mailto:marcon@chitkara.edu.in)  
[www.chitkara.edu.in](http://www.chitkara.edu.in)

## **IMPORTANT DATES**

Submission of Extended abstract  
**31<sup>ST</sup> MARCH 2020**

Submission of full-length paper  
**30<sup>TH</sup> APRIL 2020**

Last Date of Registration  
**31<sup>ST</sup> MAY 2020**

## **MARCON 5.0 at Chitkara University, Punjab 6<sup>th</sup> and 7<sup>th</sup> June, 2020 (Virtua)**

### **OVERVIEW**

Marketing has become one of the cornerstones for growing a successful business. Our era is responsible for Marketing 4.0: the world of mobile technology and global social interaction that can reach a customer anytime, anywhere. The benefit goes both ways: Brands have unprecedented access to customer data and insights to guide their efforts, while customers have the power of choice and can use social media to amplify their voices. However, the future holds more promise. Customers want a new level of satisfaction—products and services that not only meet their basic needs, but also complement their creativity and values by offering something more. Customers want a new level of satisfaction — products and services that not only meet their basic needs, but also complement their creativity and values by offering something more. The result is Marketing 5.0, had delivered personalized experiences The result is Marketing 5.0, which has delivered personalized experiences. The conference had covered the upcoming and important topics in the marketing 5.0.

### **INTRODUCTION**

It was in the year 2020, participants got the chance the present their papers in the conference and the opportunity to get the paper published in SCOPUS indexed journals and UGC approved journals. The benefits of the conference are as follows

- Opportunity to expand the knowledge base.
- Opportunity to get an expert opinion on your research work
- Opportunity to expand professional network
- Opportunity to position you as an expert or as a co-chairperson in one the conference tracks.
- Opportunity to expand your resources.
- Opportunity to create for Best paper Award in each track of the conference.

## THEMES OF THE CONFERENCE:

The conference covered the upcoming and important topics in the marketing 5.0. The following were the proposed theme for the conference:

Themes	Themes
Personalization & Marketing	Omni channel and Marketing Communication
Relationships and Marketing	Geomarketing
Role of Data Herald in Marketing	Marketing Automation and Marketing In bound
Integrating Traditional and Digital Marketing	Machine Learning Applied to Marketing
Marketing Science and Technology	Geomarketing
Artificial Intelligence Applied in Marketing	Marketing Automation and Marketing Inbound
Virtual and Augmented Reality in Marketing	Machine Learning Applied to Marketing
Business Intelligence Databases and Marketing	Marketing and Internet of Things(IOT)
Data Mining and Big Data-Marketing Data Science	Technology in Supply Chain Management
Web Marketing, E-commerce and V-commerce	Marketing and Digital Economy
Social Media and Networking	E-Governance
Neuro marketing Technologies	Role of finance in Marketing
Customer Data Management and CRM	Impacting Supply Chain Management

## Other papers were also invited related to the themes:

- The original manuscript was submitted, typewritten doubled-spaced on A4 size paper (210x297 mm). All pages included tables and illustrations should be presented on separate sheets. Places, where figures and tables are to be inserted should be indicated in the text.
- Acceptance/Rejection of abstract & full-length paper was communicated within 10 days of submission.
- List of journals was uploaded two weeks prior to the conference date.

## COMMITTEE AND COLLABORATORS

This section presents different committees of the conference and acknowledges the support received from them. The section also acknowledges the support received from different third-party collaborators who endorsed the conference.

### COMMITTEES

Table below displays the core committee that envisaged and steered the conference

<b>Patrons</b>	<b>Dr. Ashok Chitkara</b> , Chancellor, Chitkara University <b>Dr. Madhu Chitkara</b> , Vice- Chancellor, Chitkara University
<b>Co-Patron</b>	<b>Mr. Mohit Chitkara</b> , Vice-President, Chitkara University
<b>Conference Director</b>	<b>Dr. Sandhir Sharma</b> , Dean, Chitkara Business School
<b>Co-Directors</b>	<b>Dr. K.K. Sharma</b> , Dean (UG Program) <b>Dr. Amit Mittal</b> , Dean (Ph.D. Program)
<b>Conveners</b>	<b>Dr. Amandeep Singh</b> , Professor, Chitkara Business School <b>Dr. Babita Singla</b> , Associate Professor, Chitkara Business School
<b>Technical Support Team</b>	<b>Mr. Santhosh</b> , Senior Program Manager (MBA), Chitkara Business School <b>Ms. Babita</b> , Assistant Program Manager (MBA), Chitkara Business

## TECHNICAL CONFERENCE SCHEDULE

The Day wise schedule of the conference was:

<b>Online International Conference on</b> <b>MARKETING 5.0</b> <b>RELATIONSHIPS, PERSONALIZATION AND DATA HERALD</b> <b>6<sup>th</sup> - 7<sup>th</sup> June 2020   Chitkara University - Punjab</b>	
<i>Schedule (Day-1)</i>	<i>Schedule (Day-2)</i>
Programme	Programme
Timings	Timings
1. Opening ceremony	1. Technical Session V and VI
(10:00 am -10:05 am)	(10:00 am -11:30 am)
2. About the Conference	2. Technical Session VII and VIII
(10:05 am -10:10 am)	(11:30 am -1:00 pm)
3. Welcome Speech by Conference Director, & Dean CBS	
(10:10 am -10:15 am)	
4. Key Note Address Mr. Ashwini Kumar Industry Expert-Marketing, ITC Ltd.	
(10:15 am - 10:40 am)Sr.	
5. Key Note Address Mr. Saurabh Lunger Industry Expert-Marketing, SBI Cards	
(10:40 am - 11:00 am)Sr.	
6. Vote of Thanks by Conference Director, CBS	
(11:00 am - 11:05 pm)	
7. Technical Sessions Schedule Details	
(11:05 am - 11:15 pm)	
8. Technical Session I and II	
(11:15 pm - 01:30 pm)	
9. Lunch Break	
(01:30 pm - 02:30 pm)	
10. Technical Session III and IV	
(02:30 pm onwards)	



Inaugural of the conference by the conference organizers and various experts

## SCHDUELE AS PER PAPER PRESENTATION

### Marketing 5.0 : Relationships, Personalization and Data Heralds

#### Paper Presentation Schedule

Session	S. No.	Paper Title	Author
<b>T 1</b>	<b>1</b>	Key Factors Influencing Usersal Adoption Towards OTT Media Platform: An Empirical Analysis	Dr. Arshan Bhullar and Mrs. Ritika Chaudhary
	<b>2</b>	Examining gender differences in the factors affecting ethical leadership: A study of educational institutions	Mrs. Amandeep Kaur, Dr. Amrinder Singh, Dr. Jagdeep Singh and Dr. Amandeep Singh
	<b>3</b>	Determinants allied to information channel selection: A Review	Miss. Mehak Kapoor and Dr. Harpreet Singh
	<b>4</b>	Impact of social media marketing on consumer buying behaviour: An empirical study	Dr. Manjit Kour and Dr. Rajinder Kaur
	<b>5</b>	An analysis of Service failure and recovery : Evidences from Hospitality Industry	Mr. vikash , Dr. Neeraj kaushik and Mr. Amit Bhattacharjee
<b>T 2</b>	<b>1</b>	Fraud Detection in Government Sector - An analysis on Money Laundering and Bribery	Mr. LT COL PARAMPREET SINGH KOCHAR and Miss. SHEFALI SALUJA
	<b>2</b>	An Ex-post Analysis of Punjab National Bank Fraud in India	Mr. Mohit Upadhyay , Mr. Sundeep Singh Sood and Miss. Shefali Saluja
	<b>3</b>	Understanding Customersâ€™ Environmental Attitudes towards IT-enabled Sustainable Banking	Miss. Shilpa Taneja and Dr. Liaqat Ali
	<b>4</b>	Developing a framework to study the impact of Contigent Factors on Business Performance using Strategic Cost Management: A Meta Analysis Study	Rashmi Aggarwal, Tanvi Verma
	<b>5</b>	Factors Affecting Real Estate Project Success: A Systematic Review And Future Agenda	Miss. Alka Rani and Dr. Rajwinder Singh
	<b>6</b>	Determinant Attributes of Store Choice in Organized Retail	Dr. Dilpreet Singh and Dr. Namrata Sandhu
<b>T 3</b>	<b>1</b>	SERVICE QUALITY IN HIGHER EDUCATION: LITERATURE REVIEW	Mrs. Punpreet Kaur and Dr. Parveen Kumar Garg
	<b>2</b>	Expenditure Components of GDP (2000-2018): The Case of India, China and USA	Dr. Namrata Sandhu and Mr. Aditya Desai
	<b>3</b>	Enriching user experience by transforming consumer data into deeper insights	Dr. DEVESH BATHLA



	4	To study the relationship between the perceived value of a package and purchase intention in Telecom Industry	Mr. PREM NATH OJHA and Dr. AMANDEEP SINGH
	5	A Study On Perception Of Employer Brand value in Chandigarh City	Miss. Pallavi Pahuja and Dr. Ranbir Singh
T 4	1	A Study on Service Quality of Banks in Tricity	Mrs. Ruby Sharma and Mrs. Pallavi Pahuja
	2	Artificial Intelligence in Agriculture: A Systematic Literature Review on its Usage and Expected Benefits	Mr. Sanjiv Sharma and Dr. Jashandeep Singh
	3	Assessing Student Engagement in Online Courses during Pandemic Novel COVID-19	Dr. Shivani Inder Chopra
	4	Human Resource Information System: A Systematic Literature Review on its Merits, Determinants, and Impact	Mr. Mahesh Bhatt and Dr. Kulwant Kumar
	5	ANALYSES AND FORECASTING EVALUATION OF INDIA'S GDP BASED ON ARIMA MODEL	Mr. RAMANDEEP SINGH and Miss. NAVDEEP KAUR
T 5	1	Obstacles encountered by Micro, small and Medium Enterprises (MSMEs) - A zone-wise Analysis	Mr. HEMENDRA SINGH BISHT , Dr. DILPREET SINGH and Prof. NAMRATA SANDHU
	2	Service Quality Issues Faced by Customers Using Services of Cab Aggregators in India s	Mr. Gaurav Dua and Dr. Dilpreet Singh
	3	Healthcare System Strengthening During COVID-19 Pandemic through Artificial Intelligence Enabled Virtual Out-Patient Clinics	Mr. Keerti Bhushan Pradhan and Dr. Namrata Sandhu
	4	Service Quality measurement of Indian After-sales Service Passenger Car segment	Mr. Munish Pal Singh , Dr. Satyendra Kumar Sharma and Dr. Udayan Chanda
	5	The effect of Board Composition on the Firm profitability: A Study of Indian Firms	Dr. SHIVANI CHOPRA
T 6	1	The rise and fall of WeWork	Miss. Shobha Gandhi and Dr. Namrata Sandhu
	2	CONDUCT OF YOUTH IN CONNECTION WITH ONLINE AND OFFLINE SHOPPING: A RELATIVE VIEW	Dr. Deepak Sood , Dr. Kavita Sharma and Dr. Sachin Sharma
	3	Whatever is seen is sold: Merchandise plan	Dr. Babita and Miss. Rubani
	4	What You Perceive Is, What You Behave: Influence of Behavioral	Prof. Deepika Puri and Dr. Tarannum

		Tracking Practices on Consumerâ€™s Repurchase Intention	Mohan
	5	EVALUATING SUCCESS FACTORS OF SPIRITUAL BRANDS INSPIRED BY FAITH: CUSTOMER SATISFACTION AND BRAND LOYALTY	Mr. Ajay Rathore and Dr. Ambika Bhatia
<b>T 7</b>	1	Change in consumer decision based on customer satisfaction in credence services: Implication for service provider	Dr. Gaurav Bisaria and Mr. Pradeep Kumar
	2	OYO: The Journey	Miss. Ruhi Bhardwaj and Dr. Namrata Sandhu
	3	Strategic Flexibility and Leader personality: Moderating Effect of Environment Turbulence	Dr. Kumar Shalender and Mr. Manuj Madan
	4	Socio - medical and hospitality impacts of SARS-CoV-2 in the Indian context	Mr. Pranav Aggarwal , Mr. Manpreet Singh, Mr. Kuldeep Kumar and Dr. Ajit Bansal
	5	Impact of market orientation on firm performance: Mediating effect of entrepreneurial proclivity	Mr. Dibyendu Pal and Mr. Kumar Shalender
<b>T 8</b>	1	Drivers of Bank Penetration: A Bankersâ€™ Perspective	Dr. Namrata Sandhu , Dr. Sandhir Sharma and Dr. Dilpreet Singh
	2	The Use of Web-Based Social Networks: Trends; Antecedents; and Consequences	Dr. Navreet Kaur
	3	CLIENT SATISFACTION WITH IT OUTSOURCING SERVICES: A STUDY OF OUTSOURCING AS A MARKETING STRATEGY	Mr. Pradeep Khanna and Dr. Navreet Kaur



The screenshot shows a Google Meet interface. The main window displays a presentation slide titled "SEM Model : Output" which contains two complex network diagrams. The top bar indicates "Pradeep Kumar is presenting". On the right, a sidebar lists 10 participants: Dr. Amandeep Singh (You), B P, Dr. Renuka Sharma, Dr. Babita Singla, Dr. Kiran Mehta, Dr. Shivani Chopra, Manpreet Singh, Pradeep Kumar, and Pradeep Kumar (Presentation). The bottom of the screen shows a row of video thumbnails for participants including Pradeep Kumar, Dr. Babita Singla, Dr. Shivani Cho..., Dr. Renuka Shar..., Dr. Kiran Mehta, Pranav Aggarwal, and Manpreet Singh.

Snapshot of a presentation by the author

This screenshot shows a Google Meet session with a grid of 20 participants. The top bar includes a "Talking:" indicator and a "View Active Cameras" dropdown. The participants are arranged in a 4x5 grid. The first row includes Dr. Devesh Bathla, Amandeep Singh, Sandhir Sharma, Dr. Babita Singla, and Dilpreet Singh. The subsequent rows consist of participants labeled "Attendee 5" through "Attendee 93". At the bottom, there are icons for Mic, Camera, Screen, and Leave.

All the presenters at a glance

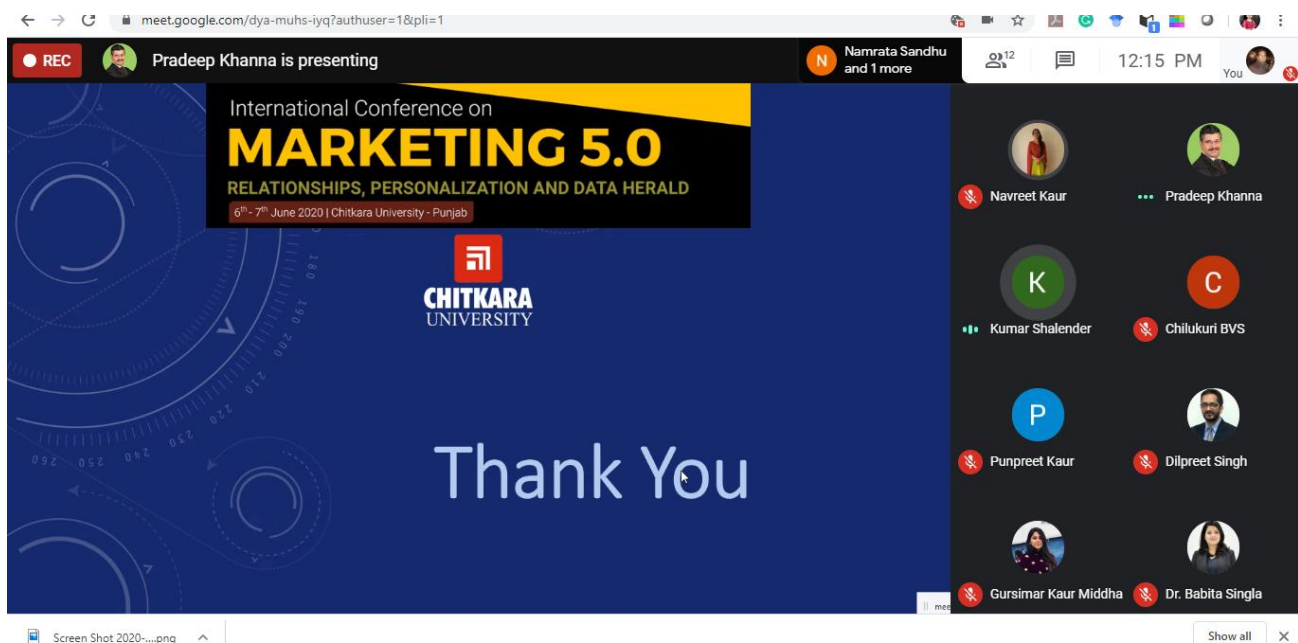
## OVERVIEW OF PRESENTED PAPERS

A total of 38 papers were received and presented in the MARCON Conference. All these papers are featuring in the conference proceedings. In this section an attempt has been made to give an overview on all the papers by categorizing them under five different heads depending upon their application area.

1. Key Factors Influencing Users' Adoption Towards OTT Media Platform: An Empirical Analysis
2. Determinants Allied to Information Channel Selection: A Review
3. Impact of Social Media Marketing on Consumer Buying Behaviour: An Empirical Study
4. Fraud Detection in Government Sector - An analysis on Money Laundering and Bribery
5. Understanding Customers' Environmental Attitudes towards IT-enabled Sustainable Banking
6. Factors Affecting Real Estate Project Success: A Systematic Review and Future Agenda
7. Drivers of Bank Penetration: A Bankers' Perspective
8. Expenditure Components of GDP (2000-2018): The Case of India, China and USA
9. Enriching User Experience by Transforming Consumer Data into Deeper Insights
10. A Study on Perception of Employer Brand value in Chandigarh City
11. A Study on Service Quality of Banks in Tricity
12. A Review on Usage and Expected Benefits of Artificial Intelligence in Agriculture Sector
13. Assessing Student Engagement in Online Courses During Novel COVID-19 Lockdowns
14. Human Resource Information System: A Systematic Literature Review on its Merits, Determinants, and Impact
15. Analyses and forecasting evaluation of GDP of India using ARIMA model
16. Healthcare System Strengthening During COVID-19 Pandemic through Artificial Intelligence Enabled Virtual Out-Patient Clinics

17. Conduct of youth in connection with online and offline shopping: a relative view
18. What You Perceive Is, What You Behave: Influence of Behavioral Tracking Practices on Consumer's Repurchase Intention
19. Evaluating success factors of spiritual brands inspired by faith: customer satisfaction and brand loyalty
20. Socio - Medical and Hospitality Impacts of SARS-Cov-2 in the Indian Context
21. Examining Gender Differences in The Factors Affecting Ethical Leadership: A Study of Educational Institutions
22. Determinant Attributes of Store Choice in Organized Retail
23. Service Quality Measurement of Indian After-sales Service Passenger Car Segment
24. OYO: The Journey
25. An Analysis of Service failure and Recovery: Evidences from Hospitality Industry
26. To Study the Relationship Between the Perceived Value of a Package and Purchase Intention in Telecom Industry
27. Obstacles encountered by Micro, Small and Medium Enterprises (MSMEs) - A zone-wise Analysis
28. Service Quality Issues Faced by Customers Using Services of Cab Aggregators in India
29. Change in Consumer Decision Based on Customer Satisfaction in Credence Services: Implication for Service Provider
30. The effect of Board Composition on the Firm profitability: A Study of Indian Firms
31. Strategic Flexibility and Leader personality: Moderating Effect of Environment Turbulence
32. Impact of Market Orientation on Firm Performance: Mediating Effect of Entrepreneurial Proclivity
33. An Empirical Study on Pharmaceutical and Personal Care Stocks using Sharpe's Single Index Model

34. Post-Pandemic Marketing Strategies for Sustainable Development
35. Resilience By Academic Institutions During COVID 19: A Review-Based Study
36. The Use of Web-Based Social Networks: Trends, Antecedents, and Consequences
37. Developing a framework to study the impact of Contingent Factors on Business Performance using Strategic Cost Management: A Meta-Analysis Study
38. Service Quality in Higher Education: Literature Review



## ACKNOWLEDGEMENTS

Volunteers from different countries and Chitkara University, India offered their services in successfully organizing the respective editions of the conference. Some of the volunteers also helped us by reading drafts of the final papers and gave suggestions on improvements and corrections in the formatting of the papers. Name of the volunteers are Col Parampreet Kochar, Ms. Shefali Saluja, Dr. Kiran Mehta, Dr. Renuka Mehta, Dr. Ramandeep Singh.