



CHITKARA
UNIVERSITY

CHITKARA BUSINESS SCHOOL

**International Conference on Management and Information Systems
(ICMIS-21)
25th and 26th September, 2021**

OVERVIEW

International Conference on Management and Information Systems (ICMIS-21) organized by International Forum of Management Scholars (INFOMS) and Chitkara University. The conference was also supported by AIMS International (www.aims-international.org), the International Journal of Operations and Quantitative Management (www.ijoaqm.org) and AIMS International Journal of Management. The previous conferences have been hosted by American University in the Emirates (Dubai), University of Wollongong in Dubai (UOWD), Symbiosis Institute of Operations Management (Nashik), SZABIST (Dubai), Loyola Marymount University (Los Angeles), Al Ghurair University (Dubai), IMT (Dubai), Assumption University (Bangkok), Indian Institute of Management Indore (India), Hanyang University (S. Korea), University of Western Sydney (Australia), Nirma Institute of Management Ahmedabad (India) and National Cheng Kung University (Taiwan).

INTRODUCTION

Despite the vast improvements in information technology, Information Systems cannot as yet take over business management. Business managers often need to make decisions that can affect the business' fortunes one way or other. While it might be possible to use complex mathematical formulas by hand to compute the best solution, computers transform the whole process into a routine task of feeding certain information as input and obtaining suggestions for best solutions as output. It is the synergy between efficient, accurate and speedy equipment and humans with commonsense, intelligence and judgment that really gives power to MIS. International Conference on Management and Information Systems (ICMIS-21) was organized jointly by International Forum of Management Scholars, and Chitkara University. Several people have worked hard behind the scene to organize this conference and produce the proceedings.

INAGURAL KEYNOTE

25 Sep 2021 09:00-09:30 KEYNOTE SPEAKER Abhilasha Singh, American University in the Emirates, UAE

Pandemic & Alienation: Impact on Higher Education in the New Normal

The evolution of people and technology plays a significant role across some aspects of the new normal in the years to come. We need to envision the new normal for digital life to be in future. Considering the changes that are being set in motion by the pandemic and the way societies are responding. Can we predict these changes will lead to a life in future which is better for most of the people, or mostly worst for most people or perhaps not too much different for most people than the life was at the time

the pandemic began?

A staunch supporter of quality education with a strong commitment to academic excellence and unwavering dedication to the success of students, Prof. Abhilasha Singh is Vice President of Academic Affairs at the American University in the Emirates, Dubai, UAE. She also serves as an executive board member and country director of UAE at the International Higher Education, Teaching and Learning Association (HETL).

Throughout her distinguished career, she was engaged in a series of academic administrative positions at various institutions and has been engaged in providing strategic directives at a senior leadership role and ensuring its implementation with determination. Recipient of many awards and accolades, including amongst the most admired global Indians 2021, she is also passionate about research that resulted in many published articles in journals of high repute and in frequent invitations to numerous speaking engagements to national and international audiences. She has a Ph.D in Psychology from Banaras Hindu University, India, and graduate certifications from IIM-C and MIT, US and she is a certified practitioner of Balance Scorecard, EQ, SHRM, CIPD, & MBTI.

THEMES OF THE CONFERENCE:

Business Management continues to take an competitive edge despite of the vast improvements in information technology. Business managers often need to make decisions that affect the business' fortunes one way or other. While it might be possible to use complex mathematical formulas by hand to compute the best solution, computers transform the whole process into a routine task of feeding certain information as input and obtaining suggestions for best solutions as output. It is the synergy between efficient, accurate and speedy equipment and humans with commonsense, intelligence and judgment that really gives power to MIS.

The purpose of ICMIS is to provide a forum that stimulates discussion on the conference theme and topics related with the theme. The conference will also provide opportunities for networking and collaboration amongst scholars from academia, industry and government. In addition to papers on the conference theme, the scholars are also encouraged to submit papers on any aspect of management and technology such as,

- Accounting
- Banking
- Marketing
- Finance
- Organization Behavior
- Human Resource Management
- Management Information Systems
- Quantitative Methods
- Technology Management
- Operations Management
- Economics
- Entrepreneurship

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.

PROGRAM/REVIEW COMMITTEE

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

Arti Chandani	Symbiosis Institute of Management Studies
Bijal Mehta	Ahmedabad University
Mallikarjunappa T	Central University of Kerala
Marcelo Okano	CEETEPS - State Center of Technological Education
Namrata Sandhu	Chitkara Business School
Narinder Kumar Bhasin	Amity University
Nasreen Khan	SZABIST Dubai
P.Baba Gnanakumar	Kristu Jayanti College
Pankaj Baag	IIM Kozhikode
Priti Bakhshi	S P Jain School of Global Management
Saroj Koul	Jindal Global Business School
Suraj Shah	Ganapat University
Tanusree Dutta	IIM Ranchi

ICMIS-21

International Conference on
Management and Information Systems

September 25-26, 2021



PROGRAM AT A GLANCE

Program at a Glance

Sept 25
Saturday

09:00 am to 09:30 pm	Inauguration and Keynote
09:30 am to 10:30 am	Paper Presentation
06:10 pm to 7:00 pm	Workshop
07:00 pm to 8:20 pm	Paper Presentation

Sept 26
Sunday

09:00 am to 11:00 am	Paper Presentation
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TECHNICAL CONFERENCE MASTER SCHEDULE

The Day wise schedule of the conference was:

International Conference on Management and Information Systems
INFOMS and Chitkara University
September 25-26, 2021

	Morning Sessions		Evening Session	
Session	1A1	1A2	1P1	1P2
Time	9:00 am- 9:30 am	9:30 am - 10:50 am	6:10 pm- 7:00 pm	7:00 pm- 8:20 pm
Sept 25, Saturday	Inaugural Session Keynote Dr. Abhilasha Singh American University in the Emirates Dubai, UAE	Paper Presentation 2153, 2154, 2158, 2174	Workshop Dr. Suraj Shah Dr. Mauravi Vasavada Ganpat University	Paper Presentation 2156, 2160, 2165, 2166
Session	2A1			
Time	9:00 am- 11:00 am			
Sept 26, Sunday	Paper Presentation 2161, 2164, 2167, 2168, 2169, 2172			

time as per IST (Indian Standard Time)

SCHEDULE AS PER PAPER PRESENTATION

1A2, 25 Sept, 2021
9:30 a.m.-10:50 a.m.
Session Chair: Kishwar Joonas

Id No	Title of the paper and Details of Author
2153	Learning among Online Users in Mexico: An Experimental Study

	<i>Kishwar Joonas, Prairie View A&M University, kajoonas@gmail.com</i> <i>Ahmed Y. Mahfouz, Prairie View A&M University, aymahfouz@pvamu.edu</i> <i>Claudia Jaquelina González-trujillo, Universidad De Monterrey,</i> <i>jackieggz@yahoo.com.mx</i> <i>Diana Dávila, Universidad Anahuac, diana.davilar@anahuac.mx</i>
2154	<i>Demystifying and Interpreting the Motto's of the Indian Armed Forces</i> <i>Gaurav Bhatia, Chitkara University, fear_naught@hotmail.com</i> <i>Arundhati Bhatia, Delhi State Legal Authority, arundhati0104@gmail.com</i> <i>Abhimanyu Bhatia, Chitkara University, abhimanyu.bhatia05@gmail.com</i> <i>Ranju Bhatia, Jet Wings, ranjubhatia13@gmail.com</i>
2158	<i>Audit Committee Forensic Expertise and Real Earnings Management</i> <i>Shiyaamsundar Thiruvadi, Independent Consultant, shiyaamresearch@gmail.com</i> <i>Sheela Thiruvadi, Morgan State University, Sheela.thiruvadi@morgan.edu</i>
2174	<i>Strategic Communication for in the Digital Age</i> <i>Octavian Vladu, National University for Political Studies and Public</i> <i>Administration, vladoctavian6@gmail.com</i>

1P2, 25 Sept, 2021

7:00 p.m.-8:20 p.m.

Session Chair: T. Manjunatha

Id No	Title of the paper and Details of Author
2156	<i>Rebounding Retailers' Reinforcement strategy towards Online Pricing strategy during Covid 19</i> <i>Baba Gnanakumar, Kristu Jayanti School of Management,</i> <i>gnanakumar12000@gmail.com</i>
2160	<i>Structural Equation Modelling (SEM) of Determinants of Customer Engagement, Satisfaction and Churn: A Case of Mobile Service Providers in India</i> <i>Uday Bhale, Lovely Professional University, uday.bhale@gmail.com</i> <i>Harpreet Singh Bedi, Lovely Professional University, harpreet.15604@lpu.co.in</i>
2165	<i>A Prescriptive Study of COVID-19 Situation in India</i> <i>Anjan Kumar Swain, IIM Kozhikode, akswain@iimk.ac.in</i>
2166	<i>Study of the Obsessive Behaviour with the use of Self-Monitoring Devices</i> <i>Anjan Kumar Swain, IIM Kozhikode, akswain@iimk.ac.in</i> <i>Raunak Mishra, IIM Kozhikode, raunakm12fpm@iimk.ac.in</i>

2A1, 26 Sept, 2021

9:00 a.m.-11:00 a.m.

Session Chair: A K Singh Suryavanshi

Id No	Title of the paper and Details of Author
2161	<i>Predicting Online Purchase Intention in Cause-Related Marketing: Investigating the role of CSR, Cause Involvement, Perceived Value</i> <i>Suraj Manojkumar Shah, Ganpat University, sms01@ganpatuniversity.ac.in</i> <i>Maurvi Vasavada, Ganpat University, Maurvi.pandya@ganpatuniversity.ac.in</i> <i>Mahendra S. Sharma, Ganpat University, prochancellor@ganpatuniversity.ac.in</i>

2164	Panel Data Estimation of Liquidity Risk Drivers: a Case of Indian Scheduled Comm <i>Gurpreet Kaur, Chitkara Business School, gurpreet.kaur@chitkara.edu.in</i>
2167	Impact of critical success factors of e-learning on learning outcome and student satisfaction in Graduate Aptitude Test using DEMATEL <i>Renuka Sharma, Chitkara University, Punjab, bhavyarenuka@gmail.com</i> <i>Kiran Mehta, Chitkara University, Punjab, ujjawalakiran@gmail.com</i> <i>Marda Vandana, Edology.com, vandana.m@gmail.com</i>
2168	Benchmarking Efficient Units of Energy Index in India using DEA and TOPSIS <i>Vishal Vyas, ABV-IIITM, vishalkvyas@gmail.com</i> <i>Kiran Mehta, Chitkara University, Punjab, ujjawalakiran@gmail.com</i> <i>Renuka Sharma, Chitkara University, Punjab, bhavyarenuka@gmail.com</i>
2169	Board Structure and Financial Statement Frauds: A Systematic Review and Research Agenda <i>Deepika Arora Madaan, Chitkara Business School, deepikaaroramadaan@gmail.com</i> <i>Kiran Mehta, Chitkara Business School, ujjawalakiran@gmail.com</i> <i>Renuka Sharma, Chitkara Business School, bhavyarenuka@gmail.com</i>
2172	The H-Theory Framework: A Systematic Review of Happiness Through Cross-Cultural Perspectives <i>Sunitha Singh Thakur Kshatriya, American University in Dubai, Drsunitha.kshatriya@gmail.com</i> <i>Sowmya Kshatriya</i>

ABSTRACTS OF PRESENTED PAPERS

A total of 16 papers were received and presented in the ICMIS2019 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 Abstracts of the papers by categorizing them under five different heads depending upon their application area.

2153 Learning among Online Users in Mexico: An Experimental Study

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

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

Claudia Jaquelina González-trujillo, Universidad De Monterrey,
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Diana Dávila, Universidad Anahuac, diana.davilar@anahuac.mx

We examined how online users' behavioral outcome is affected by prior visits to a given web site, social media mode and learning style based on an online search task. Currently, little research attention is given to Mexico regarding this topic. A laboratory experiment conducted among 120 university students in Mexico. The

experimental design was a randomized complete block design comprising eight block-treatment (2 x 4) effects, assigned randomly to subjects. Study analysis, results and contributions are presented and interpreted within the framework of Kolb's experiential learning theory.

2154 Demystifying and Interpreting the Motto's of the Indian Armed Forces

Gaurav Bhatia, Chitkara University, fear_naught@hotmail.com
Arundhati Bhatia, Delhi State Legal Authority, arundhati0104@gmail.com
Abhimanyu Bhatia, Chitkara University, abhimanyu.bhatia05@gmail.com
Ranju Bhatia, Jet Wings, ranjubhatia13@gmail.com

A Unifying Action Declaration UAD or the Unit Motto is in my opinion the most important rallying point for uniformed members of that Unit It is in fact the raison d'être for the existence of the Unit This paper utilises Qualitative Data Analysis tools e.g VOYANT NVIVO NUDIST to conduct a content analysis of the collated database of the Mottos of the three Services Indian Army Indian Air Force Indian Navy as also the Army Units Battalions and Regiments with an aim to obtain a sense of those intangible and tenuous characteristics.

2158 Audit Committee Forensic Expertise and Real Earnings Management

Shiyaamsundar Thiruvadi, Independent Consultant, shiyaamresearch@gmail.com
Sheela Thiruvadi, Morgan State University, Sheela.thiruvadi@morgan.edu

The directors of the audit committee are responsible for providing oversight over the integrity of the financial statements by preventing fraudulent misstatement. Our study examines the relationship between female forensic expertise of the audit committee directors and the frequency of real earnings management using large firms from the S&P500 Index for the years 2010 to 2011. Findings show a negative relationship between the female directors on the audit committee and real earnings management. The findings from this study will be of interest to regulators, legislators, and the investing public.

2174 Strategic Communication for in the Digital Age

Octavian Vladu, National University for Political Studies and Public
Administration, vladuoctavian6@gmail.com

The digital technologies remodel current markets, which become open 24/7 and are capable of responding very quickly and providing information to different users. In the digital age, we are witnessing a reinvention of the role played by strategic communication in the area of international relations. In this paper two approaches to strategic communication are analyzed: the first is specific to the North American space (UN, NATO), being more operative and less formalized; the second one is specific to the European area (EU), being more rigid, and incremental.

2156 Rebounding Retailers' Reinforcement strategy towards Online Pricing strategy during Covid 19

Baba Gnanakumar, Kristu Jayanti School of Management,
gnanakumar12000@gmail.com

More online businesses have come about since Covid 19 broke out There was a 66 increase in online buyers between 2020 and 2021 Online markets have changed their differential pricing strategy significantly In this context the current research examines the heterogeneity of pricing behaviours between online and offline retailers A867 online retailers was surveyed This study investigates how differential pricing impacts people's purchasing decisions depending on when customers shop online the pricing factor among the type of product and the time of purchase The results indicate that retailers do not attempt to complicate with the online pricing strategies.

2160 Structural Equation Modelling (SEM) of Determinants of Customer Engagement, Satisfaction and Churn: A Case of Mobile Service Providers in India

Uday Bhale, Lovely Professional University, uday.bhale@gmail.com
Harpreet Singh Bedi, Lovely Professional University, harpreet.15604@lpu.co.in

Digitization, lower data price, affordable dual SIM handset has impacted customer engagement, satisfaction and churn process.70% of the customers are still using the human based customer engagement method despite 15% lower satisfaction against digital, The study on customer churn in Forbes 2019 by Verint® Systems Inc shows that customer retention is coming down because uniform pricing and accessibility on the digital platform, the number of unique porting requests generated by Indian mobile customers is 5.74 Million in March'2020 and growing ,this shows need to re-examine customer engagement, customer satisfaction and churn in Indian telecom industry.

2165 A Prescriptive Study of COVID-19 Situation in India

Anjan Kumar Swain, IIM Kozhikode, akswain@iimk.ac.in

Covid-19 outbreak completely shattered and exposed the health care system not only in India but world over. The preparedness of the governmental and nongovernmental system was under test. For the imminent third-wave, it is essential to have a thorough preparedness by the system to face the eventualities. For this it is essential not only to perform descriptive and predictive analysis (mostly researched and studied) of the situation rather to have a thorough prescriptive analysis of the situation. This prescriptive analysis and the reported results can possibly help the system to cope up with the immediate challenges.

2166 Study of the Obsessive Behaviour with the use of Self-Monitoring Devices

Anjan Kumar Swain, IIM Kozhikode, akswain@iimk.ac.in
Raunak Mishra, IIM Kozhikode, raunakm12fpm@iimk.ac.in

In recent years, the human society has been undergoing a substantial change in their attitude towards their personal healthcare and wellbeing. Personal healthcare system has been immensely impacted by the advent of self-monitoring, wearable digital devices such as smart watches, mobile phones, social networks, etc. Increasingly more studies have been conducted to assess their role in improving the health behaviour or human wellbeing. This study is concerned with a thorough analysis of the use and misuse of the self-monitoring devices, and the obsession thereof on the human behavior.

2161 Predicting Online Purchase Intention in Cause-Related Marketing: Investigating the role of CSR, Cause Involvement, Perceived Value

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

Maurvi Vasavada, Ganpat University, Maurvi.pandya@ganpatuniversity.ac.in

Mahendra S. Sharma, Ganpat University, prochancellor@ganpatuniversity.ac.in

Considering growing public awareness and attention on social problems, Cause related marketing has become the dominant strategic marketing employed by many different types of companies. In the context of CRM, consumer purchases of fast-moving consumer items are on the rise, especially online, making it important to analyse customer trust and its effect on online buy intention Flipkart, BigBasket, Amazon, Grofers, Snapdeal, JioMart, Tata Cliq, and Star Quik are just a few of the online merchants that have emerged in India during the past decade. In the context of Indian rapid moving consumer items, there have been very few research that have looked at online CRM purchase intentions. From a CRM perspective, this study investigates the effect of CSR, cause involvement, and perceived value on the antecedents of online trust. The second part of this study examines the influence of online trust on purchase intention for fast-moving consumer goods items using cause-related marketing strategies. According to the conclusions of this study, corporate social responsibility, cause engagement, and perceived value all have a positive effect on internet trust.

2164 Panel Data Estimation of Liquidity Risk Drivers: a Case of Indian Scheduled Comm

Gurpreet Kaur, Chitkara Business School, gurpreet.kaur@chitkara.edu.in

Since the financial turmoil 2008 Liquidity risk in banks has become prime focus of researchers policy makers as it is the main challenge exposed to banks in maintaining financial soundness The present research is performed to identify the determinants influencing the liquidity in Indian banking sector for duration of seventeen years from 2000- 2016 for which data for bank specific determinants was obtained from PROWESS database CMIE The interpretation is done through pooled

regression model and inferences are drawn accordingly

2167 Impact of critical success factors of e-learning on learning outcome and student satisfaction in Graduate Aptitude Test using DEMATEL

Renuka Sharma, Chitkara University, Punjab, bhavyarenuka@gmail.com

Kiran Mehta, Chitkara University, Punjab, ujjawalakiran@gmail.com

Marda Vandana, Edology.com, vandana.m@gmail.com

The current research is unique in that it establishes a link between important success elements for e-learning and learning outcomes and student satisfaction from the expert perspective. The study gathered data from industry professionals involved in the development of online learning products. The primary data acquired in this manner is analysed using a widely used MCDM technique called DEMATEL. These specialists are able to demonstrate, based on their extensive expertise, how numerous aspects such as instructor, course design, motivation, discourse, and self-regulation all have a substantial impact on learning outcomes and student satisfaction. The study's findings are intriguing and have ramifications for a wide range of stakeholders.

2168 Benchmarking Efficient Units of Energy Index in India using DEA and TOPSIS

Vishal Vyas, ABV-IIITM, vishalkvyas@gmail.com

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Renuka Sharma, Chitkara University, Punjab, bhavyarenuka@gmail.com

The connotation of energy sector is perpetual in human development and economic development both. The current study is intended to assign efficiency score and then ranking the Indian companies (constituents of NSE Energy index) known for best practices to control carbon-emission in environment. The current research is unique as it has attempted to identify efficient and benchmark unit in energy sector in India through an integrated model based on DEA-TOPSIS. The findings of the study have extensive implications for all these stakeholders along with companies belong to energy sector, investors and academia. The managers taking strategic financial decisions in the target units need to consider the practices followed by benchmark company for improving their financial viability.

2169 Board Structure and Financial Statement Frauds: A Systematic Review and Research Agenda

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Kiran Mehta, Chitkara Business School, ujjawalakiran@gmail.com

Renuka Sharma, Chitkara Business School, bhavyarenuka@gmail.com

Frauds in Financial Statements is a crime that is committed by the most trusted ones

in an organisation. The regulations related to Corporate Governance that are imposed time and again by the regulatory bodies are not enough where the insiders bend the procedures as per their own conveniences and benefits resulting in the loss of Agency theory. The present paper focuses on the structure of the board as the most important factor in controlling financial statements' fraud.

2172 The H-Theory Framework: A Systematic Review of Happiness Through Cross- Cultural Perspectives

Sunitha Singh Thakur Kshatriya, American University in Dubai,
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The H-Theory framework highlights an equifinality developmental model for happiness and an integrated framework through which happiness can be universally conceptualized across cultures, countries, or diverse backgrounds. A comprehensive literature search was done using five different databases, APA PsycNet, EBSCO-Academic, EBSCO-Business, Project MUSE, and Google Scholar, including grey literature and in-text references from relevant review articles. One hundred and fifty-five articles were shortlisted. Based on the review findings, happiness can be described as a function of the sub-categories of health, hope, and harmony, each of which entails specific variables that were empirically supported across the studies and diverse cultures.

S2152 Terrorism and the Nigerian Economy: An Analysis of the Boko Haram Group

Abdulmalik Sadiq, Cracow University of Economics, cidix05@gmail.com

Although, the Nigerian government had embark on a massive increase of the budget on security yearly amidst her effort towards realizing a stable economy and restoring peace in the country. However, the economic condition of Nigeria especially Poverty and unemployment have not lessened proportionate with Nigeria's economic development. This research aims to find the relationship between poor economic conditions and terrorism in Nigeria using Spearman's rho correlation coefficient. Data on terrorist activities and economic indicators of Population (POP), Poverty (PO), unemployment GDP per capita (GDPp), and inflation rate(INFL) for the period 1980-2017 was be analyzed.

S2170 Crisis Management in Modern Organisations

Arun Kumar Mangalapalli, Adikavi Nannaya University, arunm1212@gmail.com

A sudden and unexpected event leading to major unrest amongst the individuals at the workplace is called as organization crisis. In other words, crisis is defined as any emergency situation which disturbs the employees as well as leads to instability in the organization. Crisis affects an individual, group, organization or society on the whole. The art of dealing with sudden and unexpected events which disturbs the

employees, organization as well as external clients refers to Crisis Management. The process of handling unexpected and sudden changes in organization culture is called as Crisis Management.

S2171 Adding Relations between the Top and Three Members in a Pyramid Organization

Kiyoshi Sawada, University of Marketing and Distribution Sciences,
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This study proposes a model of adding relations between the top and three members of the same level in a pyramid organization structure of a complete ternary tree. When three edges are added between the root and three nodes with the same depth N in a complete ternary tree of height H , the total shortening distance which is the sum of shortening lengths of shortest paths between every pair of all nodes by adding edges is formulated and an optimal depth N is obtained by maximizing the total shortening distance.

ACKNOWLEDGEMENTS

Participants from different countries and Chitkara University, India offered their services in successfully organizing the respective editions of the conference. Some of the participants 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 Arun Kumar Mangalapalli, Kiran Mehta, Renuka Sharma, Mahendra S. Sharma.