



**CHITKARA**  
UNIVERSITY

**CHITKARA BUSINESS SCHOOL**

**International Conference on Management and Information Systems (ICMIS-22)**  
**25<sup>th</sup> and 26<sup>th</sup> September, 2022**

## **OVERVIEW**

International Conference on Management and Information Systems (ICMIS-22) organized by International Forum of Management Scholars (INFOMS) and Chitkara University. The conference was also supported by AIMS International ([www.aims-international.org](http://www.aims-international.org)), the International Journal of Operations and Quantitative Management ([www.ijoqm.org](http://www.ijoqm.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 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-22) was organized jointly by International Forum of Management Scholars, and Chitkara University. Several people have worked hard behind the scenes to organize this conference and produce the proceedings.

## **INAGURAL KEYNOTE**

**1A1: Sept 25, Sunday, 10:30 a.m.-11:00 a.m.**

**Session Chair: Sandhir Sharma, Chitkara Business School**

**Speaker: Bhuvan Unhelkar University of South Florida, USA**

### **Impact of AI and Big Data on Digital Leadership**

Digital Leadership builds on contemporary leadership but with additional capabilities. These capabilities need to consider the "soft" factors such as (a) explainability of AI systems when they are used in decision making (b) biases in data and (c) ethical and wise decision making. These soft factors require a superimposition of "Natural Intelligence (NI)" on AI. This keynote presents concepts around Digital Leadership as currently being investigated by the speaker that will be of value to strategic business leaders in the digital age.

*Dr Bhuvan Unhelkar is Professor in Muma College of Business, at the Univ. South Florida; an adjunct Professor at Western Sydney University and an honorary Professor at Amity University, India. He is also Founding Consultant at MethodScience and PlatiFi, with Mastery in Business Analysis & Requirements Modeling, Software Engineering, Big Data Strategies, Agile Processes, Mobile Business and Green IT. Bhuvan is a thought-leader and a prolific author of 25 books – including Artificial Intelligence & Business Optimization; and The Art of Agile Practice (CRC Press, USA). Bhuvan is Fellow of the Australian Computer Society, IEEE Senior Member, Life member of Computer Society of India and Baroda Management Association. He is Past President of Rotary Club*

of Sarasota Sunrise (Florida) & multiple Paul Harris Fellow, Discovery volunteer at NSW parks and wildlife, and a previous TiE Mentor.

## **WORKSHOP**

**1P1: Sept 25, Sunday, 8:30 p.m.-9:25 p.m.**

**Session Chair: A K S Suryavanshi, Karnavati University**

**Speaker/s: Suraj Shah and Maurvi Vasavada Ganpat University, India**

### **Research Paper Writing – Get Published in High Quality Journals**

This workshop is designed for academicians, working professionals, researchers, scholars and practioners to sharpen their skills in terms of research paper writing. It will provide valuable information to get published in high quality journals. Workshop aims to cover various aspects such as Literature Review writing, methodology, Implications along with Paper publication process and practices. Workshop will also guide researchers and practioners to select the best journal based on their research area.

*Dr. Suraj Shah is educational professional with more than 9 years of teaching and research experience. He is presently associated with Ganpat University- Centre for Management Studies and Research as Program coordinator (MBA- Business Analytics, MBA- International Business). Being a passionate researcher, he has presented more than 30 research papers in various international and national conferences. He has more than 15 publications in national and international journals and 7 book chapters and one book publication to his credit. He has been awarded more than ten Best Research Paper Awards at various national and international level Conferences. He was awarded prestigious President award for staff excellence- Early career Research in the year 2019 and Learning and Teaching Category in the year 2021 at Ganpat University. He was also awarded a gold medal under “best research paper presenter category- west zone” at AIMS annual convention 2017, Pune. He has authored a book entitled “Cause Related Marketing- Insights from Consumer Behavior Perspective (ISSN- 2320- 0901). His area of interest includes Research Methodology, Consumer Behavior, Business Analytics, Marketing Analytics, Marketing Research and International business.*

## **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 common sense, intelligence and judgment that really gives power to MIS.

The purpose of ICMIS was to provide a forum that stimulates discussion on the conference theme and topics related with the theme. The conference has also provided opportunities for networking and collaboration amongst scholars from academia, industry and government. In addition to papers on the conference theme, the scholars were 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.

<b>Conference General Chair</b>	Dr. Omprakash K. Gupta College of Business University of Houston - Downtown, USA
<b>Conference Co-Chairs</b>	Shivprakash Agrawal, AIMS International, India Sandhir Sharma, Chitkara Business School, India
<b>Keynote Speaker</b>	Bhuvan Unhelkar University of South Florida, USA
<b>Workshop</b>	Suraj Shah Ganpat University, India
<b>Session Chairs</b>	Ajit Bansal A K S Suryavanshi Baba Gnanakumar Narinder Kumar Bhasin Sandhir Sharma Saroj Koul

## PROGRAM/REVIEW COMMITTEE

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

<b>Arti Chandani</b>	Jaipuria Institute of Management, Lucknow, India
<b>Marcelo Okano</b>	PPGEP – UNIP (Paulista University), Brazil
<b>Narinder Kumar Bhasin</b>	Amity University, Noida, India
<b>P.Baba Gnanakumar</b>	Kristu Jayanti College, India
<b>Rajit Verma</b>	Chitkara University, Punjab, India
<b>Saroj Koul</b>	Jindal Global Business School, India
<b>Suraj Shah</b>	Ganapat University, India

# ICMIS-22

## International Conference on Management and Information Systems

September 25-26, 2022



## TECHNICAL CONFERENCE MASTER SCHEDULE

The Day wise schedule of the conference was:

### International Conference on Management and Information Systems (ICMIS-22)

25th September 2022				
Bangkok	India	Hongkok	Florida (24 Nov)	Houston
10:30am-12:30pm	9:00am-11:00am	11:30am-1:30pm	11:30pm-1:30am	12:30am-2:30am
<b>1A1</b>	Keynote Address Bhuvan Unhelkar University of South Florida, USA			
<b>1A2</b>	Paper presentation Track-1 S2202, S2216, S2217			

25th September 2022				
Bangkok	India	Hongkong	Florida	Houston
8:30pm-10:30pm	7:00pm-9:00pm	9:30pm-11:30pm	11:30am -1:30pm	12:30pm -2:30pm
<b>1P1</b>	Workshop Suraj Shah Ganpat University, India			
<b>1P2</b>	Paper presentation Track-2 S2206, S2208, S2219			

26th September 2022				
Bangkok	India	Hongkok	Florida (25 Nov)	Houston
10:30am-12:50pm	9:00am-11:20am	11:30am-1:50pm	11:30pm-1:50am	12:30am-2:50am
<b>2A1</b>	Paper presentation Track-3 S2203, S2205, S2209, S2211			
<b>2A2</b>	Paper presentation Track-4 S2210, S2215, S2218			

ZOOM link for all meetings: <https://us06web.zoom.us/j/88114506180> or meeting id: 881 1450 6180





Portal for Online Submission of the Abstract- ICMIS2022

## SCHEDULE AS PER PAPER PRESENTATION

**1A2: Sept 25, Sunday 11:00 a.m.-12:30 p.m.**  
**Session Chair: Ajit Bansal**

Id No	Title of the paper and Details of Author
2022	<b>A Case Study from Netflix: Bridging the Gap</b> <i>Kishwar Joonas, Prairie View A&amp;M University, <a href="mailto:kajoonas@hotmail.com">kajoonas@hotmail.com</a> Ahmed Mahfouz, Prairie View A &amp; M University, <a href="mailto:aymahfouz@pvamu.edu">aymahfouz@pvamu.edu</a> Rolanda Hayes, Prairie View A &amp; M University, <a href="mailto:rhayes19@pvamu.edu">rhayes19@pvamu.edu</a></i>
2016	<b>Embedded Traditional Roles Vs Emergent Academic Context: Relooking the Transition</b> <i>Isha Sharma, ICccR &amp; HRM, University of Jammu, <a href="mailto:sharma.is.isha@gmail.com">sharma.is.isha@gmail.com</a></i>
2017	<b>Blockchain Technology: Applications in Banking and Finance</b> <i>Ajit Bansal, Chitkara Business School, Punjab, <a href="mailto:ajit.bansal@chitkara.edu.in">ajit.bansal@chitkara.edu.in</a> Neeraj Anand, Chitkara Business School, Punjab, <a href="mailto:neeraj.anand@chitkara.edu.in">neeraj.anand@chitkara.edu.in</a> Sandhir Sharma, Chitkara Business School, Punjab, <a href="mailto:sandhir@chitkara.edu.in">sandhir@chitkara.edu.in</a></i>

**1A2: Sept 25, Sunday 09:30 p.m.-10:30 p.m.**  
**Session Chair: Baba Gnanakumar**

Id No	Title of the paper and Details of Author
2206	<b>Artificial Intelligence Trending in E-learning: Case Study of Bajaj Auto Ltd</b> <i>Syed Rizwan Naqvi, Amity University, <a href="mailto:rizzy171@yahoo.com">rizzy171@yahoo.com</a> Puja Sareen, Amity University, <a href="mailto:psareen@amity.edu">psareen@amity.edu</a> Tanuja Sharma, MDI, <a href="mailto:tanujasharma@mdi.ac.in">tanujasharma@mdi.ac.in</a></i>
2208	<b>Spillover in Indian Crude Oil Prices during Russia-Ukraine War</b> <i>Baba Gnanakumar., Kristu Jayanti College, <a href="mailto:gnanakumar12000@yahoo.com">gnanakumar12000@yahoo.com</a></i>

2219	<b>Heritage Tourism in India: An Empirical Evidence for Sustainable Tourism</b> <i>Suraj Shah, Ganpat University, <a href="mailto:sms01@ganpatuniversity.ac.in">sms01@ganpatuniversity.ac.in</a></i> <i>Maurvi Vasavada, Ganpat University, <a href="mailto:chairperson.cms@ganpatuniversity.ac.in">chairperson.cms@ganpatuniversity.ac.in</a></i> <i>Nikhil Patel, Ganpat University, <a href="mailto:cadetnikhil2@gmail.com">cadetnikhil2@gmail.com</a></i>
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**1A2: Sept 26, Monday 10:30 a.m.-11:50 a.m.**

**Session Chair: Saroj Koul**

<b>Id No</b>	<b>Title of the paper and Details of Author</b>
2203	<b>Adoption Framework in the Context of Artificial Intelligence</b> <i>Shashi Bhushan, Chitkara University, <a href="mailto:shashi.bhushan.research@gmail.com">shashi.bhushan.research@gmail.com</a></i> <i>Sumit Sakhuja, Chitkara University, <a href="mailto:sumit.sakhuja@chitkara.edu.in">sumit.sakhuja@chitkara.edu.in</a></i>
2205	<b>Transformational Leadership and Globalization</b> <i>Shivani Inder, Chitkara Business School Chitkara University Punjab, <a href="mailto:shivani.chopra@chitkara.edu.in">shivani.chopra@chitkara.edu.in</a></i> <i>Priya Jindal, Chitkara Business School Chitkara University Punjab, <a href="mailto:priya.jindal@chitkara.edu.in">priya.jindal@chitkara.edu.in</a></i>
2209	<b>A Study to Measure Impact of Social Media on Buyers Intention Towards Luxury Brand</b> <i>Rathod Yuvraj, Rai University, <a href="mailto:yuvrajrathod9393@gmail.com">yuvrajrathod9393@gmail.com</a></i> <i>Ashish Rami, Rai University, <a href="mailto:ashish.rami@raiuniversity.edu">ashish.rami@raiuniversity.edu</a></i>
2211	<b>Phygitalisation</b> <i>Akshita Nahata, ITM Business School, <a href="mailto:akshitan.2123k@itm.edu">akshitan.2123k@itm.edu</a></i> <i>Shiva Kanchula, ITM Business School, <a href="mailto:kanchulas.2123k@itm.edu">kanchulas.2123k@itm.edu</a></i> <i>Raghuveer Anartham, ITM Business School, <a href="mailto:anarthamr.2123k@itm.edu">anarthamr.2123k@itm.edu</a></i>

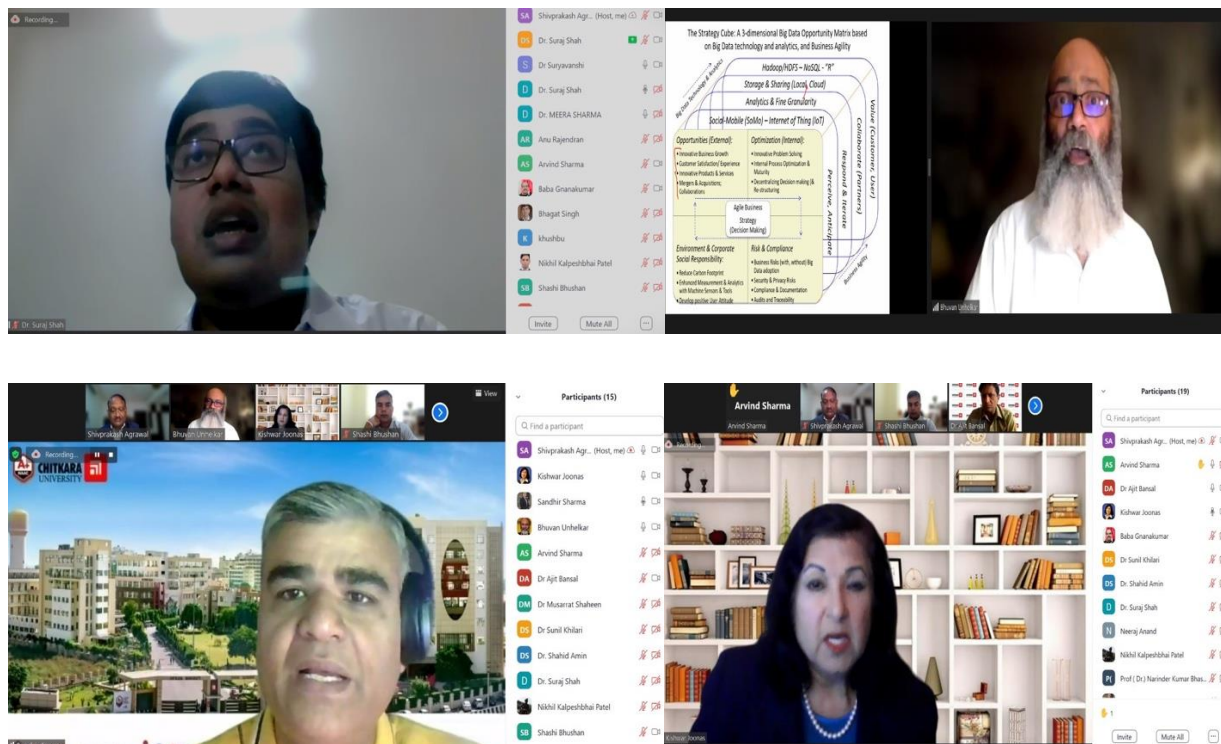
**1A2: Sept 26, Monday 11:50 a.m.-12:50 p.m.**

**Session Chair: Narinder Kumar Bhasin**

<b>Id No</b>	<b>Title of the paper and Details of Author</b>
2210	<b>I-deals and Reciprocation: Moderation of Organizational Career Management</b> <i>Chun Hui, University of Hong Kong, <a href="mailto:chunhui@hku.hk">chunhui@hku.hk</a></i> <i>Cynthia Lee, Northeastern University, <a href="mailto:c.lee@northeastern.edu">c.lee@northeastern.edu</a></i> <i>Xingwen Chen, Fudan University, <a href="mailto:chenxingwen@fudan.edu.cn">chenxingwen@fudan.edu.cn</a></i> <i>Xudong Ke, University Of Hong Kong, <a href="mailto:stanleyke007@gmail.com">stanleyke007@gmail.com</a></i>
2215	<b>Developing Responsible Corporate Citizen in Light of Sustainability Development</b> <i>Renu Singh, ISM, PUNDAG, <a href="mailto:renusinghs00@rediffmail.com">renusinghs00@rediffmail.com</a></i>
2218	<b>Indian Demographic Conditions Affecting Consumer Behavior and Marketing Strategies</b>



Pratik Gaikwad, ITM Business School, Kharghar, [2022.pratikg@itm.edu](mailto:2022.pratikg@itm.edu) Simran Agrawal, ITM Business School, Kharghar, [2022.simrana@itm.edu](mailto:2022.simrana@itm.edu)



Screenshots of the Conference

## ABSTRACTS OF PRESENTED PAPERS

A total of 13 papers were received and presented in the ICMIS2022 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.

**1A2: Sept 25, Sunday 11:00 a.m.-12:30 p.m.**

**Session Chair: Ajit Bansal**

### **2202 A Case Study from Netflix: Bridging the Gap**

Kishwar Joonas, Prairie View A&M University, [kajoonas@hotmail.com](mailto:kajoonas@hotmail.com) Ahmed Mahfouz, Prairie View A & M University, [aymahfouz@pvamu.edu](mailto:aymahfouz@pvamu.edu) Rolanda Hayes, Prairie View A & M University, [rhayes19@pvamu.edu](mailto:rhayes19@pvamu.edu)

We present a case study from Netflix, which started in 1997 as an online DVD rental company in Scotts Valley CA, U.S.A. In 2010 Netflix was available in internet-connected with nearly 20 million subscribers. Some of the case questions we addressed: firstly, how did Netflix evolve from a DVD retailer shop to a successful online streaming platform? And secondly, how did Netflix cope with the growing competition in the U.S.A. and around the world? With the growth of Information Technology, Netflix introduced an online website with affordable packages, locking in their US users, to become the market leader.

### **2216 Embedded Traditional Roles Vs Emergent Academic Context: Relooking the Transition**

Isha Sharma, ICccR & HRM, University of Jammu, [sharma.is.isha@gmail.com](mailto:sharma.is.isha@gmail.com)

The paper presents the transition that academia as a learning organization is undergoing from purely

knowledge creation to transferring the knowledge with commercialization potential. The present study is defining academia as a learning organization and the Knowledge management processes inclusive of knowledge creation and transfer practices that are undergoing significant changes across globe. The review has used SECI (Socialization, Externalization, Combination, Internalization) model developed by Nonaka and Takeuchi (1994) to elaborate the knowledge transfer and creation practices across academia which is present context of exploration.

### **2217 Blockchain Technology: Applications in Banking and Finance**

*Ajit Bansal, Chitkara Business School, Punjab, [ajit.bansal@chitkara.edu.in](mailto:ajit.bansal@chitkara.edu.in) Neeraj Anand, Chitkara Business School, Punjab, [neeraj.anand@chitkara.edu.in](mailto:neeraj.anand@chitkara.edu.in) Sandhir Sharma, Chitkara Business School, Punjab, [sandhir@chitkara.edu.in](mailto:sandhir@chitkara.edu.in)*

Intent banking and innovation are inextricably linked, and technological advancements have radically altered the banking industry. The advent of money, which supplanted the barter system, was followed by the progressive replacement of wax seals with an electronic signature in the financial sector. Blockchain Technology is one such revolutionary invention that is transforming the banking industry around the world. The basic purpose of this study is to present a summary of the Blockchain Technique. Blockchain, according to results, would become a game-changer in the Indian banking industry, making banking transactions safe, speedier, visible, and economical.

**1A2: Sept 25, Sunday 09:30 p.m.-10:30 p.m.**

**Session Chair: Baba Gnanakumar**

### **2206 Artificial Intelligence Trending in E-learning: Case Study of Bajaj Auto Ltd**

*Syed Rizwan Naqvi, Amity University, [rizzy171@yahoo.com](mailto:rizzy171@yahoo.com) Puja Sareen, Amity University, [psareen@amity.edu](mailto:psareen@amity.edu)  
Tanuja Sharma, MDI, [tanujasharma@mdi.ac.in](mailto:tanujasharma@mdi.ac.in)*

This study sought to demonstrate how artificial intelligence might assist e-learning to address its difficulties. This study's research methodology involved a case-based analysis of Bajaj Auto. The research was divided into two stages: identifying the significant e-HRM problems and then investigating solutions. Exploratory in nature, the study makes use of secondary data. The study's findings suggest that e-learning is significantly impacted by artificial intelligence. The work advances knowledge on using artificial intelligence for e-learning through pragmatic analysis. In this study, we examined an AI-based mobile platform to demonstrate its value in the moment while resolving issues with e-learning.

### **2208 Spillover in Indian Crude Oil Prices during Russia-Ukraine War**

*Baba Gnanakumar., Kristu Jayanti College, [gnanakumar12000@yahoo.com](mailto:gnanakumar12000@yahoo.com)*

There is a crumbling effect on crude oil prices across different countries due to the Russian- Ukraine war. The present study aims to determine whether oil prices in global markets have spillover effects on Indian prices The first stage of our study examines the price momentum of Indian oil companies' shares on the BSE during the Russian-Ukraine war In the second stage we examine the relationship between global crude oil prices and Indian crude oil prices. According to the results, there is spillover of 2.4%.

### **2219 Heritage Tourism in India: An Empirical Evidence for Sustainable Tourism**

*Suraj Shah, Ganpat University, [sms01@ganpatuniversity.ac.in](mailto:sms01@ganpatuniversity.ac.in)  
Maurvi Vasavada, Ganpat University, [chairperson.cms@ganpatuniversity.ac.in](mailto:chairperson.cms@ganpatuniversity.ac.in) Nikhil Patel, Ganpat University, [cadetnikhil2@gmail.com](mailto:cadetnikhil2@gmail.com)*

Heritage tourism is also known as historical tourism that is to travel with the primary objective to explore heritage and culture. Heritage Tourism in India contributes to sustainable development of economy by attracting the Indian and international tourists. It gives a feel of a strong culture and

values. Research Objective for current study is to measure the factors contributing to heritage tourism in India from the sustainable tourism perspective. Study is based on primary data. There is a strong research gap that adds a value and provides valuable insights and Implications to Heritage, Government, society, academia and researchers.

**1A2: Sept 26, Monday 10:30 a.m.-11:50 a.m.**

**Session Chair: Saroj Koul**

### **2203 Adoption Framework in the Context of Artificial Intelligence**

*Shashi Bhushan, Chitkara University, [shashi.bhushan.research@gmail.com](mailto:shashi.bhushan.research@gmail.com) Sumit Sakhuja, Chitkara University, [sumit.sakhuja@chitkara.edu.in](mailto:sumit.sakhuja@chitkara.edu.in)*

Industries are facing a disruption in terms of their sustainability and survivability due to the availability of disruptive technologies in the marketplace. Tremendous potential estimated by Industry Thought Leaders Researchers and Domain Experts the adoption of these technologies is not up to their potential. Researchers are continuously exploring to identify the right adoption framework that helps the industry to sail through these disruptions caused by disruptive technologies and achieve desired results. The paper aims to create a conceptual framework for adoption which provides a foundation for industries and researchers to increase adoption in the context of artificial.

### **2205 Transformational Leadership and Globalization**

*Shivani Inder, Chitkara Business School Chitkara University Punjab, [shivani.chopra@chitkara.edu.in](mailto:shivani.chopra@chitkara.edu.in)*

*Priya Jindal, Chitkara Business School Chitkara University Punjab, [priya.jindal@chitkara.edu.in](mailto:priya.jindal@chitkara.edu.in)*

Political borders are becoming less relevant, economic interdependencies are expanding, and country disparities resulting from cultural differences are major commercial concerns. Global leaders require the leadership abilities and methods required for leading successfully in a globalised environment in order to contribute to the resolution of many of the problems brought on by globalisation. It was determined that transformational leadership has the ability to bridge cultural barriers in order to improve organisational performance and promote change in global settings. This study sought out to look at the relationship between transformational leadership and levels or mindsets of globalisation.

### **2209 A Study to Measure Impact of Social Media on Buyers Intention Towards Luxury Brand**

*Rathod Yuvraj, Rai University, [yuvrajrathod9393@gmail.com](mailto:yuvrajrathod9393@gmail.com) Ashish Rami, Rai University, [ashish.rami@raiuniversity.edu](mailto:ashish.rami@raiuniversity.edu)*

Luxury fashion apparel brands have focused more over the social media that gives brands an opportunity of direct connect with customers (Kelly, Kerr, & Drennan, 2010). Social media plays a vital role and affects purchase intention in case of luxury fashion apparel brands (Phan et al., 2011). Research Objective is to Measure Impact of Social Media on Buyers Intention towards Luxury Fashion Apparel Brands. Study provides many practical

implications. Considering a strong research gap, this is a value addition in the field of luxury brands.

### **2211 Phygitalisation**

*Akshita Nahata, ITM Business School, [akshitan.2123k@itm.edu](mailto:akshitan.2123k@itm.edu) Shiva Kanchula, ITM Business School, [kanchulas.2123k@itm.edu](mailto:kanchulas.2123k@itm.edu)*

*Raghuveer Anartham, ITM Business School, [anarthamr.2123k@itm.edu](mailto:anarthamr.2123k@itm.edu)*

The words physical and digital are combined to form the phrase 'phygital.' At the height of Covid-19, the phrase rose to fame. It connects the physical and digital worlds. The online experience is merely a component of the overall consumer experience; it is dependent on the efficiency of the store's back end. These two are joined to produce something fresh and give the customer a better experience. The

majority of the time, physical encounters are interactive and dynamic, providing quick transactions or engagement. The future and potential of digital marketing are discussed in this study report.

**1A2: Sept 26, Monday 11:50 a.m.-12:50 p.m.**  
**Session Chair: Narinder Kumar Bhasin**

**2210 I-deals and Reciprocation: Moderation of Organizational Career Management**

*Chun Hui, University of Hong Kong, [chunhui@hku.hk](mailto:chunhui@hku.hk) Cynthia Lee, Northeastern University, [c.lee@northeastern.edu](mailto:c.lee@northeastern.edu) Xingwen Chen, Fudan University, [chenxingwen@fudan.edu.cn](mailto:chenxingwen@fudan.edu.cn)  
Xudong Ke, University Of Hong Kong, [stanleyke007@gmail.com](mailto:stanleyke007@gmail.com)*

Idiosyncratic deals (i-deals) — individually based employment agreements and work arrangements — are supposedly mutually beneficial to employers and employees as it promotes a social exchange relationship (Rousseau, 2005). Employees function in the bigger context of the organization, however. Organizations that grant i-deals may have negative impact on employee reciprocation without a supportive career management system (Gutteridge, 1986). I-deals may set up the expectation that organizations should provide for recipients and when this fails at the systems level, employees may develop negative reactions. We propose a conceptual model of how organizational career management moderates the relationship between i-deals and reciprocation.

**2215 Developing Responsible Corporate Citizen in Light of Sustainability Development**

*Renu Singh, ISM, PUNDAG, [renusinghs00@rediffmail.com](mailto:renusinghs00@rediffmail.com)*

The Human Resource Department develops proactive nerves of the organization to generate responsibility for the changing requirements practices policies and philosophy of the Corporate Environment Each individual associated with the organization has parameter on which awareness can be generated after managing the perception attitude EQ and SQ of individual Education and Learning interest of individual Economic Growth of individual Health Safety and Welfare of individual Sociocultural background of individual. HR can work on to create the sense of responsibility and accountability to understand the demand of the Sustainability Development Goals.

**2218 Indian Demographic Conditions Affecting Consumer Behavior and Marketing Strategies**

*Pratik Gaikwad, ITM Business School, Kharghar, [2022.pratikg@itm.edu](mailto:2022.pratikg@itm.edu) Simran Agrawal, ITM Business School, Kharghar, [2022.simrana@itm.edu](mailto:2022.simrana@itm.edu)*

India is a diverse country with 29 states each having its own culture, language, history, and demographic conditions and most importantly huge variation in the mindset of people. So, in this variation situation, it's not just the uniqueness of the product but the advertisements and marketing strategies that affect the sales. But to survive in the forever fluctuating Indian market, each marketing strategy should be specifically designed to suit the requirements and convenience of consumers in the area. The demographic factor (1) Age (2) Gender (3) Marital status (4) Financial Status (5) Family background (6) Education

International Conference on Management and Information Systems (ICMIS '22) September 25-26, 2022

# Future Research Recommendations

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graph TD
    A[Future Research Recommendation] --> B[Organizational Cultural Fit and Industry Type (Chen, Li & Chen, 2020)]
    A --> C[Data privacy and proprietary right over business data (Chatterjee et al., 2021)]
    A --> D[Data privacy and industry type (Sillars et al., 2020)]
    A --> E[Government Intervention, Competitive Advantage, and Data privacy and governance (Javaher, Kroum, & Sraigha, 2023)]
    A --> F[Perceived Cost, Complexity and Readiness (Mohr & Kim, 2021)]
    A --> G[Competitive Advantage, Vendor Support/Inn & Ecosystem (Korn, 2020)]
    
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Title: Adoption Framework in the context of Artificial Intelligence

## Transformational Leadership

- It is an approach that causes change in individuals and social systems. It is all about developing followers into leaders.
- Enacted in its authentic form, transformational leadership enhances the motivation, morale and performance of followers through a variety of mechanisms.



**Chitkara Business School**

Sl. No.	Name	Question	Answer
PJ	priya jindal		
1	1879	Ask to Unmute	
AN	Akshita Nahata		
AS	Arvind Sharma		
DA	Dr. Ashish Rami		
PC	Prof. (Dr.) Narinder Kumar Bhas...		
BA	Raghuveer Anarthanam		

Recording...

Participants (18)

Find a participant

Participant	Status
SA Shivprakash Agr... (Host, me)	🔊 📹
DS Dr. Shivani	🔊 📹
S Saroj	🔊 📹
1 1879	🔊 📹
AN Akshita Nahata	🔊 📹
Arti Chandani	🔊 📹
AS Arvind Sharma	🔊 📹
DA Dr. Ashish Rami	🔊 📹
KR Keerthan Raj	🔊 📹
PJ priya jindal	🔊 📹
PC Prof (Dr.) Narinder Kumar Bhasin	🔊 📹

### IMPORTANT GAPS

- With benefits to employees and employers, i-deals likely to have career implications
- I-deals offer employees more opportunities to become better employees
- Naturally, when employers invest in employees and employees become better employees, employee career would grow within the organization, which is mutually benefit to employees and organizations

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## Screenshots of the conference

## 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.