

IMR Doctoral Conference 2014

December 22-23, 2014
Indian Institute of Management Bangalore

Contents

About IMR Doctoral Conference 2014	1
Welcome Message from Editor in Chief, IIMB Management Review & FPM Chairperson, IIMB	2
Speakers Profiles	3
Faculty Review Committee for IMRDC 2014	8
IMRDC 2014 – Programme Schedule	9
Abstracts of Selected Papers	12
Registration & Contact Details	17



About IMR Doctoral Conference 2014

IIMB Management Review (IMR) and the Office of the Fellow Programme in Management are co-organizing the sixth annual Doctoral Students' Conference at the Indian Institute of Management Bangalore (IIMB) on **22nd & 23rd December 2014**. We envision an event which brings together doctoral students affiliated to institutions and universities from within and outside India for paper presentations, interactions with senior academics and researchers, and publication-oriented development in management and the social sciences.

The specific objectives of IMRDC are:

- to identify and encourage novel and relevant research by doctoral students in management and the social sciences that has the highest potential to make a contribution.
- to provide a forum where insightful feedback from senior scholars and researchers from institutions of repute would help improve the quality of students' work.
- to facilitate collaborative work among researchers from different institutions.

This year the conference received a large number of competitive submissions from doctoral students in the country and overseas. The initial submissions were reviewed by a Faculty Review Committee and after successive rounds of evaluation, the committee shortlisted 13 papers for presentation and discussion at the conference. Invited discussants from reputed academic institutions in India and overseas will discuss these selected papers. Among these papers, three best papers will be selected and awarded. The conference will also witness keynote sessions by noted personalities and scholars in management and social sciences research, and a workshop on impact evaluation by a global research organization. The conference has been supported this year by our corporate partners SBI Life, United India Insurance, and Syndicate Bank. The Chairs for IMRDC 2014 are Professor Sreelata Jonnalagedda, Marketing, IIMB and Professor Sourav Mukherji, Organizational Behaviour & Human Resources Management, IIMB.

Background to IMR Doctoral Conference

With a view to informing and sensitizing young scholars about rich research opportunities in the Indian context and to encourage them to pursue these opportunities, IIMB Management Review (IMR) initiated and instituted the country's first annual Doctoral Students Conference for Management Scholars in 2009.

The first IMR Doctoral Conference, IMRDC 2009, was open to a small number of select institutes and it received a total of 24 drafts and 20 full papers. A faculty committee was appointed to review and provide feedback on the papers, and of the 10 papers selected for presentation at the conference, 3 best papers were recognized with awards named after the eminent academicians Dipak C. Jain (then Dean of the Kellogg School of Management at Northwestern University, Illinois, USA), Pradip N. Khandwalla (former Director, Indian Institute of Management Ahmedabad, India, and the L&T Chair Professor of Organizational Behaviour), and Marti G. Subrahmanyam (then Charles E. Merrill Professor of Finance, Economics, and International Business, Leonard N Stern School of Business, New York University, USA). The three best paper awards continued to be selected by and named after Dipak C. Jain, Pradip N. Khandwalla, and Marti G. Subrahmanyam in subsequent years till IMRDC 2012.

The IMRDC today is a benchmark event among the doctoral student community in social and management sciences in India. The format of the conference has been commended by past participants; in particular its 'one exclusive discussant per paper' has provided focussed feedback which has been beneficial to the researcher. We welcome you to IMRDC 2014.

Welcome

Message from Professor Nagasimha Balakrishna Kanagal, Editor-in-Chief, IIMB Management Review, and Professor Shashidhar Murthy, Chairperson, Fellow Programme in Management (FPM), IIMB

We welcome all participants to the sixth annual IMR Doctoral Students' Conference (IMRDC) being organized jointly by IIMB Management Review (IMR), the management quarterly brought out by the Indian Institute of Management Bangalore (IIMB), and the Office of the Fellow Programme in Management, IIMB. Since its inception in 2009, the IMR Doctoral Conference has sought to showcase the most interesting and rigorous research being conducted by doctoral students in management and associated disciplines. The conference has also provided doctoral students with a forum to receive feedback on their work from discussants who are researchers and scholars of renown in institutions across India and overseas. The IMRDC has featured invited talks from senior researchers on aspects of research and academic publication, and from corporate practitioners on the scope of doctoral research in management practice. The IMRDC today is a benchmark event among the doctoral student community in management and the social sciences in India.

Doctoral education in management is increasingly important to India given the number of faculty needed to train future students. IIMB's Fellow Programme in Management has acquired a reputation for emphasizing research, and is pleased to co-organize IMRDC.

Doctoral student research is the beginning of a fruitful research career and the IMR Doctoral Conference identifies promising research and provides selected papers with a publication opportunity in IIMB Management Review (IMR). IIMB Management Review is published by the Indian Institute of Management in arrangement with Elsevier and is indexed on Scopus, the abstract and citation database, and is available through Elsevier's electronic service ScienceDirect®. As of 2013, IMR is listed in the Australian Business Deans Council (ABDC) Quality Journal List 2013, and ranked "B". IMR is pleased to co-organize the conference and welcomes all participants and delegates to explore the publishing opportunities in IIMB Management Review. Since 2009, IMR has published two conference papers, there are two papers which are accepted for publication and one paper is in the pipeline.

This year, IMRDC 2014 brings together doctoral students from institutions across India making paper presentations on a range of topics in the areas of Quantitative Methods and Information Systems, Finance, Public Policy, Economics and Social Sciences, Corporate Strategy and Policy, Organizational Behaviour and Human Resources, and Marketing. The keynote lecture is being delivered by Dr C Rangarajan, Chairman, Madras School of Economics and formerly Chairman, Economic Advisory Council to the Prime Minister and formerly Chairman, Reserve Bank of India. The Conference also features invited talks by Dr Vidya Natampally, Senior Director of Strategy, Microsoft Research India and Professor K.S. Manikandan, Strategy area, IIM Tiruchirapalli and Fellow IIM Bangalore. A Workshop on Randomized Evaluation is being conducted by The Abdul Latif Jameel Poverty Action Lab (J-PAL) represented by Dr Urmy Shukla and Ms Miral Kalyani, with a concluding talk by Dr Sharon Barnhardt from IIM Ahmedabad.

We would like to thank the conference chairs, our colleagues Professor Sreelata Jonnalagedda and Professor Sourav Mukherji, IIMB, for chairing the conference this year. They have put together a programme which, we are sure, you will find stimulating. We would also like to thank all the doctoral scholars and delegates attending this event and look forward to the presentations and discussions at IMRDC 2014. Finally, we would like to thank our Silver sponsors SBI Life, United India Insurance, and Syndicate Bank for supporting the conference this year.

Indian Institute of Management Bangalore

Sushil Vachani is Director, IIM Bangalore. Prior to joining IIM Bangalore, during his twenty-eight year career at Boston University, where he was a tenured Professor of Strategy and Innovation, Dr Sushil Vachani served in a range of leadership positions: Faculty Director of the International Management Programme in Japan, Chairman of the Strategy and Policy Department, Chairman of the Doctoral Programme and Special Assistant to the University's President for its India Initiative. He designed, taught and coordinated programmes for students, executives and policy makers in the US, Japan, China and India. Dr Vachani serves on the board of trustees of the Deshpande Foundation, which promotes economic and social development in the US and India through entrepreneurship.

Dr Vachani received his doctorate in International Business from the Harvard Business School, a Post Graduate Diploma in Management from the Indian Institute of Management Ahmedabad, and a Bachelor of Technology from the Indian Institute of Technology, Kanpur. He has extensive managerial and consulting experience in both the US and India. He worked at the Boston Consulting Group developing strategies for US, Japanese and European multinationals. He also worked, in India, with Philips, the Tata Administrative Service and Tata Motors.

Dr Vachani's research interests include the global institutional environment of business, multinational-government relations, corporate social responsibility, climate change, strategy and innovation at the base of the pyramid and the impact of NGOs on international business. His research has been published in leading journals including California Management Review, Harvard Business Review and Journal of International Business Studies. He has published four books. He is co-editor of Adaptation to Climate Change in Asia and Multinational Corporations and Global Poverty Reduction, editor of Transformations in Global Governance: Implications for Multinationals and other Stakeholders and author of Multinationals in India: Strategic Product Choices.

Devanath Tirupati is Dean (Academic) and Professor, Production & Operations Management, at the Indian Institute of Management Bangalore (IIM Bangalore). He is also the EADS-SMI Chair Professor of Sourcing and Supply Management, Centre for Supply Chain Management, at the institute.

Professor Tirupati has a B. Tech from the Indian Institute of Technology, Madras, PGDM from the Indian Institute of Management, Calcutta, and a Ph. D from the Sloan School of Management, Massachusetts Institute of Technology, USA. His primary research and teaching interests are in operations management and operations research that span a range of topics such as capacity planning, innovation and technology management, supply chain management, healthcare management, production planning and inventory control, and queuing network models of manufacturing.

Professor Tirupati was named IBM Pre-doctoral Fellow (1985), (US) Presidential Young Investigator (1989) and received the Award for Research Excellence from the University of Texas at Austin (1990).

He has consulted with several firms both in India and USA. Prior to moving to IIM Bangalore, Professor Tirupati has taught at IIM Ahmedabad, the University of Texas at Austin, and Melbourne Business School. Professor Tirupati has published several papers, case studies and book chapters. He is currently Chief Editor of Technology, Operations and Management. In the past he has served as Associate Editor of Management Science, Associate Editor of Operations Research, and as Area Editor of Production and Operations Management.

Speakers – Profiles

G Shainesh is Dean (Administration) and Professor, Marketing, at the Indian Institute of Management Bangalore (IIM Bangalore). Professor Shainesh has a B. Tech from the Indian School of Mines, Dhanbad, India, and is a Fellow of the Indian Institute of Management Bangalore.

Professor Shainesh has over two decades of research and teaching experience in India and abroad. He has conducted research and teaching assignments at the Goteborg University (Sweden), University of St. Gallen (Switzerland), Audencia Nantes and IESEG (France), Vienna University and MCI Innsbruck (Austria), Bocconi University (Milan), Curtin University of Technology (Perth) and the American University of Armenia (Yerevan).

His research and teaching focus on CRM, Services Marketing and Service Innovations. At IIMB, he leads the cross functional research initiative on consumer insights. Professor Shainesh is the winner of several awards including the ‘Best Professor in Marketing’ award which was conferred by the CMO Asia Council during the ‘Best B-Schools in Asia Awards’, July 2011, Singapore. His case study ‘Narayana Nethralaya: Expanding Affordable Eye Care’ was the 2nd place winner in the GlobalLens 2014 NextBillion Case Writing Competition <http://www.globalens.com/>.

Professor Shainesh has worked for several organizations in the public sector, the non-profit sector and the corporate sector, including telecom, software, engineering and service firms, both as an advisor and as a seminar leader.

Professor Shainesh’s book, titled ‘Customer Relationship Management – A Strategic Perspective’ (Macmillan India), is a prescribed text book for CRM courses at several business schools. He is also the co-author of an edited book on CRM titled ‘Customer Relationship Management – Emerging Concepts, Tools and Applications’ (15th Reprint 2011, Tata McGraw Hill, New Delhi).

Professor Shainesh is the Editor-in-Chief of the Journal of Indian Business Research (JIBR), an Emerald (UK) publication. His papers on services and relationship marketing have been published in several journals including the ‘MIS Quarterly’, ‘Journal of Service Research’, and ‘Journal of International Marketing’.

Keynote Lecture

Chakravarthi Rangarajan is among the foremost economists of the country and has held several important positions in the Government of India. He was a Member of the Planning Commission (1991), Governor, Reserve Bank of India (1992-97), Governor of Andhra Pradesh (1997-2002), Chairman of Twelfth Finance Commission (2003-04), Chairman of the Economic Advisory Council to the Prime Minister (in the rank of a Cabinet Minister from January 2005 to August 2008), and a Member of the Rajya Sabha (August 2008 to August 2009). He was reappointed as Chairman, Economic Advisory Council to the Prime Minister, from August 2009, which position he held till May 26, 2014.

After graduating with an Honours degree from Madras University, Dr Rangarajan went to the University of Pennsylvania where he obtained his PhD in economics. Following that, he taught at the Wharton School of Finance and later at the Graduate School of Business Administration of New York University. He returned to India in 1966 as Professor at the Indian Institute of Management Ahmedabad where he remained for the next 16 years. During his academic career, Dr Rangarajan wrote extensively in technical journals on money, banking, finance, fiscal and external sector issues. He pioneered a new methodology for forecasting corporate investment. His monograph on the “Inter-relationship between Agricultural Growth and Industrial Development” (1982) is cited as standard reference.

Dr Rangarajan has chaired a number of high-level committees. These include the Sukhumoy Chakravarthi Committee (1985) to review the working of the monetary system, the Committee on Balance of Payments (1991), the Committee on Disinvestment (1992) which defined the rationale and framework for government disengagement from public enterprises, the Committee on Petroleum Pricing (2006), the National Statistical Commission which reviewed and formulated a new structure for the Indian Statistical System, the Committee to review the methodology for the estimation of Savings and Investment, the Committee to review the functioning of the sugar industry, the Committee to review the working of Road Projects, and most recently, the committee to review the methodology for the Measurement of Poverty.

As an economist, Dr Rangarajan has had a decisive impact in charting the economic direction of the country over the last quarter century. As Governor of Reserve Bank of India, he was part of the core team of economic administrators involved in the strategy, design and implementation of India’s economic reforms in the 1990s.

Dr Rangarajan has been conferred several prestigious awards. Notable among them have been the Honorary Fellow of the Indian Institute of Management, Ahmedabad, Alumni Award for Outstanding Leadership by the Wharton India Economic Forum and the ‘Finance Man of the Decade’ by the Bombay Management Association. He was conferred D.Sc Honoris Causa Degree by University of Hyderabad in 2010. He received the Life time Achievement Award from the Corporate Affairs Ministry in 2009; he has also received an Honorary Doctorate from several Institutions. In recognition of his distinguished service to the country, the government honoured him with the Padma Vibhushan in 2002.

Speakers – Profiles

Invited Talks

Vidya Natampally is the director of Strategy for Microsoft Research India and joined Microsoft Research India in 2006. She is responsible for Microsoft Research India's external partnership and collaborations. Dr Vidya Natampally heads Microsoft Research Connections, which aims to strengthen the computer science research ecosystem in India. She works extensively with industry, government, and universities both within and outside India. The Microsoft Research Connections team at Microsoft Research India focusses on capacity building, research collaborations, and programmes to address societal challenges and empower communities with tools and technologies. In addition, the team works with industry to encourage innovation. Prior to joining Microsoft, Dr Vidya Natampally worked with a number of leading IT companies as a communications consultant where she has been instrumental in defining communications and business strategies.

<http://www.msr-waypoint.net/en-us/events/latamescience2013/bios.aspx#V-Natampally>

K S Manikandan is an Assistant Professor of Strategy at the Indian Institute of Management Tiruchirappalli. He is a Fellow of the Indian Institute of Management Bangalore. A mechanical engineer from College of Engineering Guindy, Professor Manikandan worked at Hindustan Aeronautics Limited and TVS Motors Limited, before joining the doctoral programme at IIMB.

Professor Manikandan's research is focused on the growth and governance of business group organizations. His research on business groups has been published in leading practitioner and research journals such as Harvard Business Review and Strategic Management Journal, and has been cited in The Economist. He has presented his research at leading international conferences including the Academy of Management and Strategic Management Society. His paper was selected as one of the Best Papers of the Business Policy and Strategy Division at the 2012 Annual Meeting of the Academy of Management. He is the recipient of the Director's Merit Award (IIM Bangalore) for Best Academic Performance in the Fellow Programme in Management, SAP Labs Doctoral Scholarship (IIM Bangalore), University Gold Medal for First Rank in Mechanical Engineering (Anna University), and Foundation for Excellence Scholarship (FFE, USA).

Workshop in Random Evaluation

Sharon Barnhardt is an Assistant Professor at the Indian Institute of Management Ahmedabad (IIMA). Her research focuses on issues of urban development and rural health, through the use of natural and randomized experiments in India. Her current work in housing comprises of experiments to improve the sustainability of community sanitation in urban Odisha. Her previous research includes studies of the impact of government housing programs on economic mobility, inter-religious attitudes, and social networks. Her work in health revolves around the adoption of new products that have the potential to improve health among the rural poor. In one study, her team will estimate the impact of selling iron-fortified iodized salt on anemia in women, men, and children in Bihar. She is also working to better understand the impact of gender-differentiated preferences on the adoption of clean cookstoves in Odisha.

Professor Barnhardt is an Affiliate of the Institute for the Study of Labor (IZA) and also holds an MPA from Princeton University. She teaches in the Public Systems Group at IIMA.

Speakers – Profiles

Urmy Shukla is a Training Manager for CLEAR/J-PAL South Asia (The Centers for Learning on Evaluation and Results (CLEAR)/ The Abdul Latif Jameel Poverty Action Lab (J-PAL)). She works on strengthening monitoring and evaluation capacity in the region. Prior to joining J-PAL, Urmy Shukla was a PhD student in Sociology at Emory University, where her research and teaching focussed on economic development, human rights, and global health. Her dissertation looked at the links between water, sanitation, and female empowerment, primarily examining global civil society claims that water is a direct tool for gender equality in the developing world. She has worked for UNESCO, NGOs, and government agencies in Ecuador and Brazil, and as a research consultant for the UK government and European Commission.

Urmy Shukla also holds an MSc in Local Economic Development from the London School of Economics and a B.A. in Economics and Spanish Literature from Brown University. (www.povertyactionlab.org)

Miral Kalyani is a Senior Training Associate at J-PAL South Asia where she provides support to the Policy and Training team in India and the South Asia region. Prior to joining J-PAL South Asia in 2014, she worked at the Institute for Social and Economic Change (ISEC). Miral Kalyani holds a Master's in Anthropology and a Bachelor's in International Development Studies from the University of Toronto.

The Faculty Review Committee which reviewed the papers submitted to the IMR Doctoral Conference 2014 comprised the following faculty members from IIM Bangalore.

- Professor Rajendra K Bandi, Quantitative Methods & Information Systems, IIM Bangalore
 - Professor Manaswini Bhalla, Economics & Social Sciences, IIM Bangalore
 - Professor Anubha Dhasmana, Economics & Social Sciences, IIM Bangalore
 - Professor Sabarinathan G, Finance & Control, IIM Bangalore
 - Professor Jishnu Hazra, Production & Operations Management, IIM Bangalore
 - Professor Mukta Kulkarni, Organizational Behaviour & Human Resources Management, IIM Bangalore
 - Professor Jayadev M, Finance & Control, IIM Bangalore
 - Professor Ashis Mishra, Marketing, IIM Bangalore
 - Professor Arnab Mukherji, Public Policy, IIM Bangalore
 - Professor Shashidhar Murthy, Finance & Control, IIM Bangalore
 - Professor Abhoy K Ojha, Organizational Behaviour & Human Resources Management, IIM Bangalore
 - Professor Rejie George Pallathitta, Corporate Strategy & Policy, IIM Bangalore
 - Professor Venkatesh Panchapagesan, Finance & Control, IIM Bangalore
 - Professor Srinivas Prakhya, Marketing, IIM Bangalore
 - Professor Haritha Saranga, Production & Operations Management, IIM Bangalore
 - Professor Ramadhar Singh, Organizational Behaviour & Human Resources Management, IIM Bangalore
 - Professor Ritu Tripathi, Organizational Behaviour & Human Resources Management, IIM Bangalore
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IMRDC 2014 Programme Schedule

Day 1: Monday, 22nd December, 2014

Venue: MDC Conference Room

Timings	Activity
08.30 – 09.30 am	Registration
09.30 – 10.00 am	Inauguration: Dean Academic, FPM Chairperson, Editor-in-Chief IIMB Management Review, Chairs of IMRDC 2014
10.00 – 11.45 am	Session 1: Presentation of papers (Finance and Production & Operations Management)
10.00 – 10.35 am	“Decision Bias in Newspaper Vendor Problem under Ambiguity : An Experimental Investigation”, (Production and Operations Management) by Abhishek Shinde, IIM Calcutta. <i>Discussant: Professor Jishnu Hazra, IIMB</i>
10.35 – 11.10 am	“Revisiting Momentum Strategy Using Endogenous Conditioning of Black Litterman Portfolio Model”, (Finance) by Sayantan Kundu, IIM Calcutta. <i>Discussant: Professor Shashidhar Murthy, IIMB</i>
11.10 – 11.45 am	“Role of Earnings Management and Capital Structure in Signalling Early Stage of Financial Distress: A Firm Life Cycle Perspective”, (Finance) by Palka Chillar, IIM Indore. <i>Discussant: Professor Srinivasan Rangan, IIMB</i>
11.45 – 12.00 noon	Tea break
12.00 – 1.00 pm	Keynote Lecture on “Indian Economy: Short Term Concerns and Medium Term Challenges” by Dr. C Rangarajan , formerly Chairman, Economic Advisory Council to the Prime Minister; Chairman, Madras School of Economics
1.00 – 2.00 pm	Lunch (MDC)
2.00 – 3.45 pm	Session 2: Presentation of papers (Organizational Behaviour/Human Resources and Marketing)
2.00 – 2.35 pm	“Conflict Between Identity and Image of an Organization: Exploring Responses in New Entrepreneurial Ventures”, (Organizational Behaviour/Human Resources) by Supriya Sharma, IIM Ahmedabad. <i>Discussant: Professor Abhoy K Ojha, IIMB</i>
2.35 – 3.10 pm	“Reference Dependent Preferences on Time of Coverage: An Alternative Explanation for why we observe Minimal Warranties” (Marketing) by Aruna Divya T, IIM Bangalore. <i>Discussant: Professor Atanu Sinha, University of Colorado</i>

3.10 – 3.45 pm	“Analyzing the Impact of Participation in Decision Making on Quality of Work Life and Multiple Commitments” (Organizational Behaviour/Human Resources) by Shilpi Saha, NIT Surathkal. <i>Discussant: Professor Mukta Kulkarni, IIMB</i>
3.45 – 4.00 pm	Tea break
4.00 – 5.15 pm	Session 3: Presentation of papers (Marketing)
4.00 – 4.35 pm	“Benefits of flocking together Perceived Value of Consumption Community Membership – Results of a Qualitative Study” by Giridhar Ramachandran, IIT Madras. <i>Discussant: Professor Ganesh Prabhu, IIMB</i>
4.35 – 5.15 pm	“Dimensions of e-tailer’s Operations and their Linkages with Customer Shopping Satisfaction and Repurchase Intention”, by Nikunj Kumar Jain, IIM Indore. <i>Discussant: Professor Ashis Mishra, IIMB</i>
5.15 – 6.15 pm	Invited Talk by Professor K S Manikandan, Strategy Area, IIM Tiruchirappalli
7.00 – 8.00 pm	Dinner (MDC)

Day 2: Tuesday, 23rd Dec, 2014

Venue: MDC Conference Room

Timings	Activity
9.00 am – 1.00 pm	Workshop in Randomized Evaluation: Theory, Practice, and Analysis by J-PAL SA
9.00 – 9.15 am	Introduction to Impact Evaluation
9.15 – 10.15 am	Impact Evaluation Methods: Why Randomize?
10.15 – 11.00 am	How to Randomize, <i>Dr Urmy Shukla, The Abdul Latif Jameel Poverty Action Lab, South Asia (J-PAL SA)</i>
11.00 – 11.15 am	Tea break
11.15 – 12.00 noon	Randomization Designs + Group Exercise on Selected Case Study
12.00 – 1.00 pm	Project from Start to Finish: Evaluating the Impact on Anaemia of making Double Fortified Salt available in Bihar, India. <i>Professor Sharon Barnhardt, IIM Ahmedabad</i>
1.00 – 2.00 pm	Lunch (MDC)

IMRDC 2014 Programme Schedule

2.00 – 3.45 pm	Session 4: Presentation of papers (Economics and Social Sciences)
2.00 – 2.35 pm	“Tax Policy and Food Security”, by Anuradha Saha, Indian Statistical Institute Delhi. <i>Discussant: Professor Gopal Naik , IIMB</i>
2.35 – 3.10 pm	“Corruption in Multidimensional Procurement Auctions under Asymmetry” by Shivangi Chandel, IGIDR, Mumbai. <i>Discussant: Professor Manaswini Bhalla, IIMB</i>
3.10 – 3.45 pm	“The Impact of Public Debt on Macroeconomic Performance in India”, by Debi Prasad Bal, IIT Hyderabad. <i>Discussant: Professor Charan Singh, IIMB</i>
3.45 – 4.00 pm	Tea break
4.00 – 5.15 pm	Session 5: Presentation of papers (Corporate Strategy & Policy and Production & Operations Management)
4.00 – 4.35 pm	“Moderating Effect of Formal Institutions on Individual Resource Commitment to Social Enterprise Entry”, (Corporate Strategy & Policy) by Sreevas Sahasranamam, IIM Kozhikode. <i>Discussant: Professor Suresh Bhagavatula, IIMB</i>
4.35 – 5.15 pm	“Collaboration in Outcome-based Contract for IT Services”, (Production and Operations Management) by Prakash Awasthy, IIM Bangalore. <i>Discussant: Professor L S Murty, IIMB</i>
5.15 – 6.15 pm	Invited Talk by Dr. Vidya Natampally, Senior Director of Strategy, Microsoft Research India
6.15 – 6.45 pm	Valedictory Ceremony and Award¹ Presentation United India Insurance Award SBI Life Award Syndicate Bank Award Vote of Thanks by Conference Chairs
7.00 – 8.00 pm	Dinner (MDC)

¹ The award decision is the sole prerogative of the IMRDC Conference Chairs and the Faculty Committee, and is independent of the sponsors.

1. Decision Bias in Newsvendor Problem under Ambiguity: An Experimental Investigation

Abhishek Shinde, Doctoral Student, Indian Institute of Management Calcutta; Professor Peeyush Mehta, Indian Institute of Management Calcutta; Professor R K Amit, Indian Institute of Technology Madras

Discussant: Professor Jishnu Hazra, IIMB

The increasing ability to analyze real-life decisions, and data availability has created a new field in Operations known as Behavioural Operations Management (BOM). This provides an opportunity to resolve an open research problem of determining the biases in decision making of operations managers and their deviation from the prescriptive, normative OM models. We examine the decision making process of the classical newsvendor problem under ambiguity. The scant results on the biases in decision making in a newsvendor setting assume complete knowledge of the demand distribution, which is difficult to hold in today's environment of managing product variety with short life cycles. We conduct an experimental analysis to examine the ordering decisions in a newsvendor setting under ambiguity. We contrast the decisions with the normative model and analyze the bias in decision making under conditions of risk and ambiguity. We report interesting findings on the attitude of decision makers from the perspective of rationality, ambiguity aversion and willingness to seek more information.

2. Revisiting Momentum Strategy Using Endogenous Conditioning of Black-Litterman Portfolio Model

Sayantana Kundu, Doctoral Student, Indian Institute of Management Calcutta; Professor Ashok Banerjee, Indian Institute of Management Calcutta

Discussant: Professor Shashidhar Murthy, IIMB

Black-Litterman portfolio model, contrary to classical Markowitz portfolio model, is a mixed estimation Bayesian model that considers views and by virtue of informed priors can generate more stable and usable portfolio weights. This paper, novel in its application of endogenous conditioning of Black-Litterman model for Indian stock markets, applies views to implement Momentum strategy. The resultant portfolios outperform the broad based market index in outsample and exhibit market timing ability. Net of transaction costs, the Black-Litterman portfolios perform better than market index as well as rupee neutral conventional rank based Momentum portfolio out of the same set of stocks.

3. Role of Earnings Management and Capital Structure in Signalling Early Stage of Financial Distress: A Firm Life Cycle Perspective

Palka Chillar, Doctoral Student, Indian Institute of Management Indore; Professor L V Ramana, Indian Institute of Management Indore

Discussant: Professor Srinivasan Rangan, IIMB

The research paper investigates the role of earnings management and capital structure in signaling the early stage of financial distress during firm life cycle in the Indian listed companies. We predict that earnings management as measured by discretionary accruals is affected by life cycle stages such as growth, maturity and decline and the presence of debt in the capital structure. Using a sample of the Indian firms listed on the Bombay Stock Exchange, we establish that firms in the decline phase have significantly higher and negative accruals than

mature firms. The study provides evidence that firms with higher debt have a lower tendency to manipulate the accounting numbers and the accounting choices of managers in a firm and the capital structure together can signal the distressed financial health of the firm.

4. Conflict between Identity and Image of an Organization: Exploring Responses in New Entrepreneurial Ventures

Supriya Sharma, Doctoral Student, Indian Institute of Management Ahmedabad

Discussant: Professor Abhoy K Ojha, IIMB

Conflicts among identities are common to organizational identity (OI) formation and change. However, given concurrent influence of internal and external factors on an organization, conflicts between internal (i.e. OI) and external (construed external image or CEI) views about an organization deserve keen attention. Existing evidence on OI-CEI conflicts is limited to crises, arising out of negative or undesirable CEI, but organizations may not encounter such crises every day. This study focuses on such commonly occurring OI-CEI conflicts. Through case study method, this study aims to explore how new commercial and social entrepreneurial ventures, that often struggle with competing internal and external expectations, respond to OI-CEI conflicts. This study is expected to contribute to understanding of OI and early stage entrepreneurial ventures.

5. Reference Dependent Preferences on Time of Coverage: An Alternative Explanation for Why We Observe Minimal Warranties?

Aruna Divya T, Doctoral Student, Indian Institute of Management Bangalore; Professor Srinivas Prakhya, Indian Institute of Management Bangalore; Professor Kanchan Mukherjee, Indian Institute of Management Bangalore

Discussant: Professor Atanu Sinha, University of Colorado

We provide an alternative approach to understand individuals' decision to buy extended warranties (EWs) and choose from a menu of options. While risk preference, loss-aversion over repair costs, and probability-weighting explain individuals' purchase likelihood and willingness-to-pay (WTP) very high premium for EWs, they do not explain how individuals choose from a menu of EWs that vary on time of coverage. We use stated-preference data from an experiment to assess individuals' utility and risk preferences over time. Our results indicate that individuals have reference-dependent risk preferences over time of coverage for their durables. We propose that in a market setting with no active secondary insurance market and no consumer moral hazard these results could provide an alternative explanation for why we still observe minimal warranties.

6. Analyzing the Impact of Participation in Decision Making on Quality of Work Life and Multiple Commitments

Shilpi Saha, Doctoral Student, National Institute of Technology Karnataka, Surathkal; Professor S Pavan Kumar, National Institute of Technology Karnataka, Surathkal

Discussant: Professor Mukta Kulkarni, IIMB

This study assesses the impact of participation in decision making on quality of work life, organizational commitment and group commitment. Data were collected from 201 employees working in different public

sector undertakings (PSUs) across India. Structural equation modeling was used as statistical tool to verify the proposed relationships. The findings of this study indicated that participation in decision making had direct relationship with quality of work life and organizational commitment but, not with group commitment. Quality of work life was positively related to organizational commitment and group commitment. These results suggest that participation in decision making process is highly desirable as it boosts employees' identification with their respective organization. The implications of these findings for people in charge of responsible positions are discussed.

7. Benefits of Flocking Together | Perceived Value of Consumption Community Membership – Results of a Qualitative Study

Giridhar Ramachandran, Doctoral Student, Indian Institute of Technology Madras; Professor Richa Agrawal, Indian Institute of Technology Madras

Discussant: Professor Ganesh Prabhu, IIMB

Consumption based communities often revolve around shared interests in a consumption activity, product or brand. Examples of such communities include runners' communities and biking/riding communities. While there have been different attempts to understand engagement in consumption communities, few have actually looked at value as a driver. The present study attempts to identify the various dimensions of perceived value (including benefits and costs) that members derive from participating in such consumption communities through a combination of depth interviews, online forum observation and participation in community events. Eight benefits and three costs of consumption community membership were identified through the present study.

8. Dimensions of e-tailer's Operations and Their Linkages with Customer Shopping Satisfaction and Repurchase Intention

Nikunj Kumar Jain, Doctoral Student, Indian Institute of Management Indore; Professor Hasmukh Gajjar, Indian Institute of Management Indore

Discussant: Professor Ashis Mishra, IIMB

This study addresses shopping experience and returning experience of customers in an online B2C commerce. We draw upon extant literature on e-fulfilment, electronic business quality (website ease), product quality, billing accuracy, electronic physical distribution service quality, reverse logistics and customer satisfaction/ repurchase intention to develop a model and set of hypotheses relating nine variables in B2C internet retail environment. The study will help e-tail managers to make choices regarding investments in service quality improvements and potential means of generating profitability. In addition, this paper may contribute to academic literature by linking operations and marketing interfaces in e-fulfilment in the context of end consumers.

9. Tax Policy and Food Security

Anuradha Saha, Doctoral Student, Indian Statistical Institute Delhi, New Delhi; Pawan Gopalakrishnan, Indian Statistical Institute, New Delhi

Discussant: Professor Gopal Naik, IIMB

We build a two sector (agriculture and manufacturing) heterogeneous agent model to analyze the effects of a food subsidy program on output and employment. The government may finance this subsidy by levying a distortionary income tax or a tax on manufacturing consumption. We find that in the long run the program increases the output of the food sector but lowers the manufacturing output, independent of the method of its financing. While the price of food crop relative to the price of manufacturing good falls under an income tax regime, it increases under the consumption tax regime. We also determine the welfare effects on the farmer and the entrepreneur under both tax regimes. The program may have long-run welfare gains for both agents only for a certain range of subsidies. However, we find that financing this program using an indirect consumption tax regime is Pareto superior to a direct income tax regime.

10. Corruption in Multidimensional Procurement Auctions under Asymmetry

Shivangi Chandel, Doctoral Student, Indira Gandhi Institute of Development Research (IGIDR), Mumbai; Professor Shubhro Sarkar, Indira Gandhi Institute of Development Research, Mumbai

Discussant: Professor Manaswini Bhalla, IIMB

We examine corruption under two kinds of scoring auctions, first-score and second-score when the bidders are heterogeneous in their cost of production. If the procurement agent is also in charge of the verification of the quality, she can allow the supplier to produce the good at a cheaper quality in exchange for a bribe. We find that in our two-bidder setup, the agent will always ask the stronger firm to bribe under the second-score auction mechanism. However, in the first-score auction mechanism, our numerical simulations suggest that the agent will choose to approach the weaker firm.

11. The Impact of Public Debt on Macroeconomic Performance in India

Debi Prasad Bal, Research Student, Indian Institute of Technology Hyderabad; Professor Badri Narayan Rath, Indian Institute of Technology Hyderabad

Discussant: Professor Charan Singh, IIMB

This paper examines the impact of public debt on economic growth through key macroeconomic channels in India covering the period of 1970 to 2012. Using Seemingly Unrelated Regression Model (SURE), the result shows that public debt significantly affects economic growth, capital formation, inflation, exchange rate and total factor productivity. The results find a non-linear impact of public debt on economic growth with a debt turning point of 45 to 55 percentage of GDP. The findings of the study broadly support the views of 'monetarists', and partially that of the Keynesian economists.

12. Moderating Effect of Formal Institutions on Individual Resource Commitment to Social Enterprise Entry

Sreevas Sahasranamam, Doctoral Student, Indian Institute of Management Kozhikode; Professor M K Nandakumar, Indian Institute of Management Kozhikode

Discussant: Professor Suresh Bhagavatula, IIMB

Our study examines the relationship between people's access to resources and the likelihood of their starting a social enterprise and contingent effect of formal institutions namely financial, educational and political systems on this relationship. We hypothesize that individual level resources might be more influential for starting a social enterprise in those countries where the financial and educational systems are more entrepreneurially oriented even though the political system is not very supportive. The hypotheses are tested using a multilevel probit regression analysis on a cross-sectional multi-source dataset for the year 2009. Our study implications are relevant for social entrepreneurs and policy makers.

13. Collaboration in outcome-based contract for IT services

Prakash Awasthy, Doctoral Student, Indian Institute of Management Bangalore; Professor Jishnu Hazra, Indian Institute of Management Bangalore

Discussant: Professor L S Murty, IIMB

In this paper, we analyze a collaboration between a service provider and a client for IT service delivery. The client engages in the marketing while the service provider contributes towards service quality. However, there is an uncertainty in the quality capability of the service provider. The client decides the price and marketing effort while the service provider decides quality improvement efforts and process improvement efforts. Total revenue earned depends on the efforts by the collaborators, which is shared in a fixed, predefined proportion. We derive conditions that incentivize collaborators to free ride and find expressions for optimal decisions. We also analyze the impact of revenue share proportion and the service provider's quality capability on the decisions of collaborators.

Registration Details

Registration Fees for Students: Rs 3000/-

Registration Fees for Others: Rs 4000/-

Delegates may register for the conference by submitting the given registration form and paying the prescribed registration fees. Details of registration and the registration form are available at <http://www.iimb.ernet.in/node/1913/>. Registration fees must be paid through Cheque/DD in favour of Indian Institute of Management, Bangalore, payable at Bangalore. **All cheques/DDs must be accompanied by a completed registration form.**

The registration fees include lunch, dinner and tea on the 22nd and 23rd of December. Delegates are advised to register at the earliest for the conference, though we will also register delegates on the morning of the conference. Delegates may use the Registration Form for the purpose of registration.

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Conference Logistics

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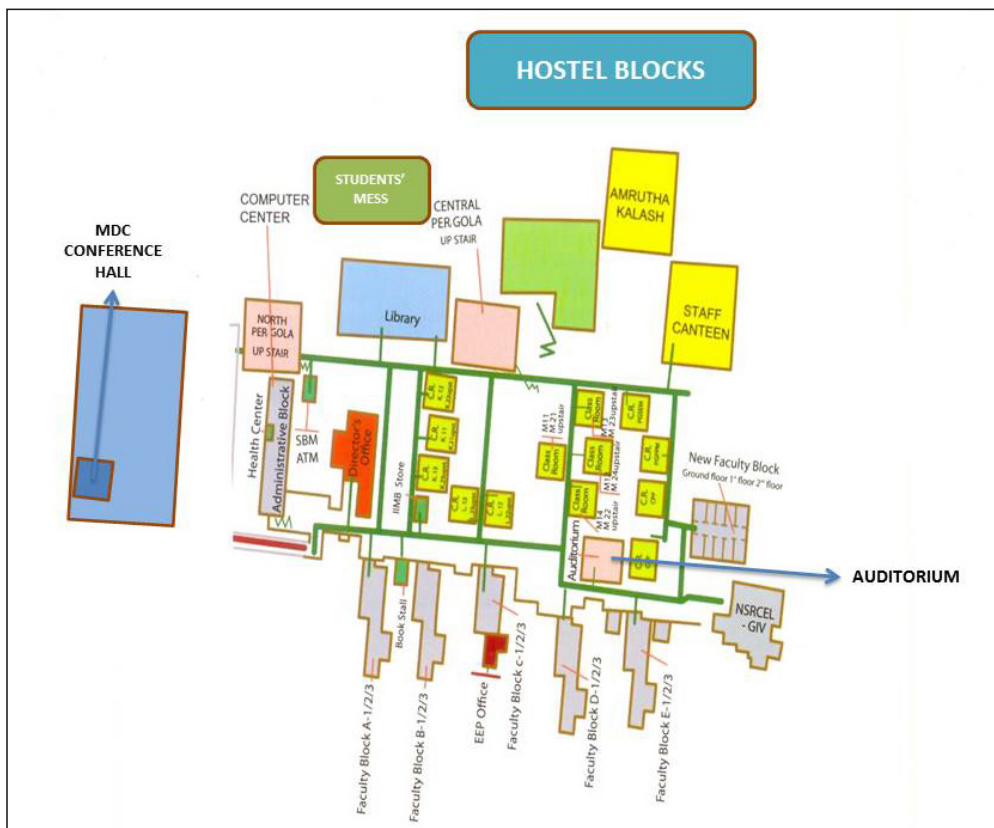
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- Executive Block Reception: 26993876



IMR Doctoral Conference (IMRDC) 2014, 22 & 23 December

Indian Institute of Management Bangalore

Programme

Day 1: Monday, 22nd December, 2014 | Venue: MDC Conference Hall

Timings	Activity
08.30 – 09.30 am	Registration
09.30 – 10.00 am	Inauguration: Dean Academic, FPM Chairperson, Editor-in-Chief IIMB Management Review, Chairs of IMRDC 2014
10.00 – 11.45 am	Session 1: Presentation of papers
11.45 – 12.00 noon	Tea break
12.00 – 1.00 pm	Keynote Lecture on “Indian Economy: Short Term Concerns and Medium Term Challenges” by Dr. C Rangarajan , formerly Chairman, Economic Advisory Council to the Prime Minister; Chairman, Madras School of Economics
1.00 – 2.00 pm	Lunch (MDC)
2.00 – 3.45 pm	Session 2: Presentation of papers
3.45 – 4.00 pm	Tea break
4.00 – 5.15 pm	Session 3: Presentation of papers
5.15 – 6.15 pm	Invited Talk by Professor K S Manikandan, IIM Tiruchirappalli
7.00 – 8.00 pm	Dinner (MDC)

Day 2: Tuesday, 23rd December, 2014 | Venue: MDC Conference Hall

9.00 am – 1.00 pm	Workshop in Randomized Evaluation: Theory, Practice, and Analysis by J-PAL SA
11.00 – 11.15 am	Tea break
1.00 – 2.00 pm	Lunch (MDC)
2.00 – 3.45 pm	Session 4: Presentation of papers
3.45 – 4.00 pm	Tea break
4.00 – 5.15 pm	Session 5: Presentation of papers
5.15 – 6.15 pm	Invited Talk by Dr. Vidya Natampally, Senior Director of Strategy, Microsoft Research India
6.15 – 6.45 pm	Valedictory Ceremony and Award Presentation Vote of Thanks by Conference Chairs
7.00 – 8.00 pm	Dinner (MDC)