



Centre for Behavioral Science

NSE Centre for Behavioral Science @ IIMA Virtual Conference Behavioral Science In Management, 2021

(Time in IST)

Day 1 - April 9, 2021

10:00-10:30 Inaugural ceremony at CR-1, KLMD, IIMA Heritage Campus

Welcome address by Prof Arvind Sahay, Chairperson, NSE Centre for Behavioral Science at IIMA

Inaugural speech

Prof. Errol D'Souza, Director, IIMA

Address by invited NSE guest for Inaugural

Mr. Ravi Varanasi, Chief Business Officer, National Stock Exchange of India Ltd

10:30-11:15 *Keynote Speech*

Mr. Harish Bhat, Brand Custodian, Tatasons

11:15-11:30 Break

11:30-12:20 *Session Chair: Prof. Arvind Sahay, Chairperson, NSE CBS, IIMA*

11:30-11:55 *Cognitive Flexibility Strategies enhance work engagement and individual innovativeness: An interventional study*

Ms. Anuja Sathe and Ms Apurva Ganu (SNDT University)

11:55-12:20 *Does The Grateful Emotion Satisfice?*

Dr. Bala Subramanian R (Xavier University, Bhubaneswar) and Dr Munish Thakur (XLRI, Jamshedpur)

12:20-15:45 *Session Chair: Prof. Aditya Moses, IIMA*

12:20-13:10 *Panel 1: Innovation and Technology in Behavioral Science impacting OB and HR*

Mr. Deepak Agarwal, CEO, Turbohire

Prof. Pankaj Setia, IIMA

13:10-14:10 Lunch Break

14:10-14:30 *The Effect of Organizational Performance on the Investment Decision Making of Investors*

Dr. Susmita Parija (Institute of Management & Information Science, Bhubaneswar) and Dr Birajit Mohanty (Manipal University Jaipur)

14:30-14:55 *Enhancement of Emotional Intelligence of Employees to Mitigate Employee Alienation in Indian Higher Education Institutions*

Ms. Nisha Francis (M S Ramaiah University of Applied Sciences, Bengaluru)

14:55-15:20 *How positive behavior of key stakeholders contributes in delivering business value in agile software development environments?*

Dr. Harbir Singh (Birla Institute of Management Technology, Greater Noida)

15:20-15:45 *Role of culture in hiring decisions in organizations*

Ms. Vinitha Nair (Narsee Monjee Institute of Management Studies, Mumbai)

15:45-16:00 Tea Break

16:00-18:05 *Session Chair: Prof. Subhadip Roy, IIMA*

16:00-16:50 *Panel 2: Impact of Mobility in Technology on Customer Behavior*

Mr. Sudhir Sitapati, Executive Director, HUL

Mr. Pushkaraj Shenai, CEO, Lakme Lever

Prof. Rama Bijapurkar, IIMA

Prof. Atishi Pradhan, Global Planning Director, Wunderman Thompson & Visiting Faculty, IIMA

16:50-17:15 *Fear of Missing out (FOMO) Guerrilla Marketing Strategy: A Case Study of Ed-tech Platform WhiteHat Jr.*

Ms. Khushi Mishra (Symbiosis International, Pune)

17:15-17:40 *Contemporary trends in Communication for the financial services marketing*

Mr. A. Ramesh and Dr R Srinivasa Rao (Vignana Jyothi Institute Of Management, Hyderabad)

Examining the role of consumer hope in the context of relationship marketing in financial services with reference to digital

17:40-18:05 *payment app*

Dr Rahul Khandelwal (Institute of Management Studies Career Development & Research) and Dr Dhananjay Bapat (IIM Raipur)

19:00-20:30 *Session Chair: Prof. Arvind Sahay, Chairperson, NSE CBS, IIMA*

19:00-19:30 *Keynote Speech*

Prof. Vinod Venkatraman, Fox School of Business, Temple University, USA

19:30-20:30 **Panel 3: Behavior and Neuroscience in Marketing**

Prof. Vinod Venkatraman, Fox School of Business, Temple University, USA

Mr. Harish Bhat, Brand Custodian, Tatasons

Mr. Arun Pratap Singh, COO- Matter Motor Works

Prof. Arvind Sahay, Chairperson, NSE CBS, IIMA

Day II - April 10th, 2021

10:00- 11:40 **Session Chair: Prof. Viswanath Pingali, IIMA**

10:00-10:50 **Panel 4: Behavioral Science in making of Public Policy**

Prof. Shamika Ravi, Nonresident Senior Fellow- Governance Studies, Brookings Institution, India

Prof. Jeevant Rampal, IIMA

10:50-11:15 **Tax evasion and Altruism**

Mr. Rounak Sil and Dr Thiagu Ranganathan (Centre for development studies, Trivandrum)

11:15-11:40 **From the Central Bank to the Monetary Policy Committee: Has the communication effectiveness improved?**

Mr. Suresh Udhavdas Chandnani (S.P. Jain Institute of Management & Research, Mumbai)

11:40-12:00 **Break**

12:00-15:05 **Session Chair: Prof. Joshy Jacob, IIMA**

12:00-12:50 **Panel 5: Market cycles and investors behaviour**

Mr. Trithankar Patnaik, Chief Economist, National Stock Exchange of India Ltd

Ms. Radhika Gupta, CEO, Edelweiss Asset Management Limited

Mr. Nisarg Trivedi, Middle East Sales Director, Schroders Investment Management

12:50-13:15 **Effect of Herding & Over Confidence in Sustainable Financial Markets**

Dr. Ruchi Arora (New Delhi Institute of Management) and Dr Vinod Kumar (Jagannath Institute of Management, New Delhi)

13:15-14:15 **Lunch Break**

14:15-14:50 **Impact of Covid-19 on Financial Planning: A Comparison Between Males & Females**

Ms. Bhavna Sharma, Dr Shalini Singh and Dr Megha Aggarwal (JIMS Engineering Management Technical Campus, Greater Noida)

14:50-15:05 **Effect of price ranges on individual and institutional ownership?**

Mr. Harsimran Sandhu (IIM Indore)

15:05 **Vote of thanks**