

International Conference on Reimagining Marketing with Technology (ICRMT 2023)

Conference Track and Schedule

Day 1: 10 February 2023

Technical Session 1: 1.30-3.30 PM (Classroom 1- P1)

Session Chair: Arun Kumar Kaushik, IIM Amritsar

1. A Study On The Role Of Artificial Intelligence In Enhancing Customer Satisfaction Through Customer Engagement
Chandni Keswani, Shri Vaishnav Institute of Management, Indore; Mamta Joshi, Shri Vaishnav Institute of Management, Indore
2. Understanding The Resistance To Voice Search On Over-the-top Platforms
Anup Anurag Soren; Shibashish Chakraborty, Indian Institute of Management Ranchi
3. Customer Loyalty Intention in Online Shopping: A Systematic Literature Review and Future Research Agenda
Srishti Tamrakar, Hemchand yadav Vishwavidyalaya Durg, Chhattisgarh; G.N. Katahare, Seth R.C.S. Art and Commerce College, Durg (C.G); O.P. Gupta, Govt. V.Y.T.PG Autonomous College, Durg (C.G)
4. Consumer Adoption of Circular Fashion: A Behavioural Reasoning Theory Perspective
Rashmi Shrivastava; Neelika Arora; Riya Gandotra, Central University of Jammu, India; Rakesh Sharma, ICFAI Business School, Hyderabad, India
5. Welcome to the Destination! Social Media Influencers as Cogent Determinant of Travel Decision
Harish Saini, Lovely Professional University, Punjab; Sumit Oberoi, Symbiosis International (Deemed) University, Pune.
6. Smart Tourism Technology Effect on A Destination in Event Tourism: In The Context of Kochi Muziris Biennale
Hanaa Shafeque M; Abdul Azees P, Farook College (Autonomous), Kozhikode
7. Influence of Online Brand Communities on Customer engagement and Brand loyalty
Arun Kumar Kaushik, IIM Amritsar

Technical Session 2: 1.30-3.30 (Classroom- P2)

Session Chair: Ateeque Shaikh, Associate Professor, Marketing, IIM Jammu

1. Augmented Reality in Marketing: A Comprehensive Review of Current Trends and Opportunities Number
Syed Javeed Ahmed; Gowhar Rasool; Anjali Pathania, Central University of Jammu
2. Digital Marketing and Customer Experience in Luxury hotels: The Moderating Role of Technology Self-efficacy
Surbhi Choudhary; Vinay Chauhan
3. Digitalization In Banking And Financial Services; Identifying Foundations, Themes And Publication Trend From Bibliometric Analysis
Pradinsha E T; Dr. R. Reshmi, Farook College (Autonomous)
4. Hedonic Shopping as a predictor to the purchase intention among youth population, the scenario of Mobile gadgets purchases during online shopping festivals.
Abdul Basith N M; Abdussalam P K, Farook College (Autonomous) Kozhikode
5. Bibliometric Analysis on Digital Marketing Research in the Last Decade (2012-2022)
Muhammad Thalib. PK; T Mohamed Nishad, Farook College (Autonomous), Kozhikode, Kerala
6. Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study
Dipti Vashisth Sharma, Institute of Industrial and Computer Management and Research; Sarita Samson, ATSS College of Business Studies and Computer Applications, Pune; Vandana Pednekar, Institute of Industrial and Computer Management and Research
7. Transforming Innovation for Sustainability- A Conceptual Analysis of Ecological Approaches to Textile Dyeing
MUSLA V; R. Reshmi, Farook College (Autonomous), Kozhikode.
8. Impact of Destination Awareness and Image on Tourism: Mata Vaishno Devi as a Spiritual Tourism Destination
Sakshi Sharma; Bharti Slathia, Cluster University of Jammu

Technical Session 3: 1.30-3.30 (Conference Room- V1)

Session Chair: Mahesh Gadekar, Assistant Professor, Marketing, IIM Jammu.

1. Is Surrogate Advertising And Ethical Advertising Two Sides Of Coin?
Seema H. Kadam, The Mandvi Education Society Institute of Business Management & Computer Studies

2. A STUDY ON EXPLORING ANTECEDENTS OF INTERNAL MOTIVATORS IN CONSUMER IMPULSE BUYING
J. Daniel Inbaraj, Indian Institute of Management Raipur; Aruna Karthikeyan, Easwari Engineering college, Chennai
3. Assessing the Service Quality of Autonomous MBA and Ph.D. Programmes: A Higher Order Factor Model Approach
Latha.K, Saintgits Institute of Management, Kerala.
4. Real vs. Desired: Self-Presentation of the Stigmatized on Social Media
Sakshi Aggarwal, Indian Institute of Management Amritsar
5. Influence of User Perception on Intention to use chatbot services in Financial Services
Pankaj A Tiwari, School of Management, CMR University; Shweta Rastogi, University of Technology, Jaipur, Rajasthan
6. Digital Platform Envelopment And Consumer Engagement: An Affordance Perspective
Avant Kumar; Ashwani Kumar, Indian Institute of Management Lucknow
7. Online Presence of Human Brands: Impact of Athlete's Life Story and Relationship Efforts on Young Consumer's Social Media Brand Engagement Behaviour
Shibin K; Abdul Azees P, Farook College (Autonomous), Kozhikode, Kerala
8. Analyzing sellers' continuance intention in B2B e-marketplace: Integrating Information Systems Success Model.
Sunanjita Mahajan, University of Jammu

Technical Session 4: 1.30-3.30 PM (Conference Room- V2)

Session Chair: Archana Sharma, Assistant Professor, Marketing, IIM Jammu

1. An Integrated Approach to Analysing the Structural Links between Viral Marketing Adoption, Destination Awareness and Visit Intention of Tourist
Shamshana V C, Govt. College Madappally; Sravana K, Central University of Kerala
2. Is there a future of metaverse - A sentiment analysis of metaverse in social media text using BERT neural network and NLP (Natural Language Processing)
Priyanka Sahoo; Aditi Saurav; ICFAI Business School
3. Impact Of Social Media On The Learning Effectiveness Of Undergraduate Students: A Technology-Driven Approach
Manish Kumar, IIMT UNIVERSITY MEERUT
4. Ostracized Employees in the Marketing Organisation: An Overview

Pushkar Dubey; Kshitijay Singh; Kailash Kumar Sahu, Pandit Sundarlal Sharma (Open) University Chhattisgarh

5. A bibliometric analysis of augmented reality in retailing: From 1999 to 2022
Diksha Sharma, Panjab University Chandigarh
6. Re-envisioning the customer decision making process in social media-based viral marketing
Sunpreet Kaur Sahni; Amrit Kaur, IKG Punjab Technical University, India
7. Understanding and Analyzing the Effect of Online Reviews on Consumer Behavior
*Kanika Juneja
Farah.S.Choudhary, University of Jammu, India*
8. Metaverse and Marketing: Addressing a marketers decision analysis dilemma
Shekhar Shukla, Indian Institute of Management (IIM) Indore

Technical Session 5: 04:00 – 06:00 PM (Classroom 1- P3)

Session Chair: Rashmi Ranjan Parida, Assistant Professor, Marketing, IIM Jammu

1. Factors influencing Bottom of the Pyramid consumer decisions: Past, Present, and Future
K Uttam; T Rahul, National Institute of Technology
2. Martech for the Promotion of Sustainable Fashion – A Bibliometric Analysis
Gufan Ahmad; S. K. Dubey, Institute of Management Studies, Banaras Hindu University (BHU), Varanasi (U.P)
3. WhatsApp for Business Applications: A Text Mining Approach
Shiv Ratan Agrawal; Divya Mittal, IBS Hyderabad, a Constituent of IFHE, Deemed to be University, India
4. Technological Transformation In The Stock Market: Conceptual Analysis Of Artificial Intelligence And Machine Learning Through Bibliometric Analysis
Neenu C; T Mohamed Nishad; Farook College (Autonomous) Kozhikode, Kozhikode, Kerala, India.
5. Revisiting the Conceptual Validity of Revised UTAUT2 Framework for Digital Marketing
Swathi Mohanan P K, Government College Madappally Kerala ; Biju A V, University of Kerala, Kerala.

6. A Multi-Group Analysis on the adoption of E-Learning platforms among Engineering and Management students of Tier-2 cities of India: An Empirical Study using UTAUT2 Model
Abdul Rahim Munshi, ITM sls Baroda University
7. Masstige Marketing Impact on Tablet brands in an Emerging Market
Infas Malik.C, Delhi school of Economics, University of Delhi, New Delhi; Hem Chand Jain, Deen Dayal Upadhyaya College, University of Delhi, New Delhi, India; Yogeita Sondhi Mehra, Deen Dayal Upadhyaya College, University of Delhi, New Delhi, India

Technical Session 6: 04:00 – 06:00 PM (Conference Room- V3)

Session Chair: Aakash Kamble, Assistant Professor, Marketing, IIM Jammu

1. An Examination of Voice Assistant Acceptance through the Lens of Functional Intelligence and Anthropomorphism: Role of Privacy Risks
Hardeep Chahal; Mehak Mahajan, University of Jammu, Jammu, India
2. A Bibliometric Analysis of Experiential Branding Research from 2002 to 2022
Manpreet Kaur, School of Management Studies, IGNOU; Kamna Virmani, Indian Institute of Foreign Trade, New Delhi
3. The Target Variable In Personal Analytics Studies: Issues and Challenges
Sridhar Srinivasan; Ashwani Kumar, Indian Institute of Management Lucknow, India
4. Impact Of Hedonic Motivations On Smart Voice Assistant Use Across Adoption Stages
Avant Kumar; Ashwani Kumar, Indian Institute of Management Lucknow
5. Regionalization of Global Market: Issues and Contentions
Saurabh Kumar Bharti; Syeedun Nisa, Jamia Hamdard, New Delhi
6. ‘Chatbots’ emerging as customer support for online food delivery businesses post covid: A moderated-mediation model to study its impact on platform adoption by consumers
Somraj Sarkar; Shweta Sharma, XLRI Jamshedpur
7. Humanizing Technology for Success: Exploring the Impact of Anthropomorphism on Customer Satisfaction and Business Growth in the Hotel Industry
Suvodip Sen, Milesians Private Limited
8. Enterprise Blockchain for trusted food security: a stakeholder centric value focused approach for prototype development
Shekhar Shukla, Indian Institute of Management (IIM) Indore

Technical Session 7: 04:00 – 06:00 PM (Conference room- V4)

Session Chair: Rambalak Yadav, Assistant Professor, Marketing, IIM Jammu

1. Fear of missing out: An emerging marketing tool
Ashish Mathur; Sona Soni, Jai Narain Vyas University, Jodhpur; Sona Vikas, The NorthCap University, Gurugram
2. Online Dating Apps; is consumers getting dissatisfied by too many options? An Experimental analysis
Aditi Saurav; Priyanka Sahoo, ICFAI Business School, Hyderabad, Telangana, India.
3. Does Responsible Consumption lead to Consumer Well-being: A Study of Indian Consumers
Vijay Kumar Jain; Manish Naresh Bharti, DIT University Dehradun
4. The Adaptation of Global Marketing Strategies to the Indian Context
Neglur Indrani Sudhindra; P Subhashree Natarajan, SRM Institute of Science and Technology, Kattankulathur
5. Need For Tectonic Rearrangements in Marketing Strategies of Kerala Cardamom Export, With Smart Branding Based On Its Medicinal – Curative Properties & Qualitative Superiority
Elsa Cherian, NIT Arunachal Pradesh
6. Investigating the Impact of Martech on Consumer Digital Buying Behavior of Smart Gadgets: An Indian Perspective
Prachi Nikam; Megha Jain, Shri Vaishnav Institute of Management, Indore
7. A study of the perception about online pharmacy apps amongst citizens of Smart City Pune
Manasi Joshi, SPM's Prin. N. G. Naralkar Institute of Career Development & Research, Pune; Shreekala Bacchav, Dr. D. Y. Patil School of Management, Lohegaon; Sarang Dani, SPM's Prin. N. G. Naralkar Institute of Career Development & Research, Pune
8. Role of Brand Name in Influencing Purchase Decision- The Case of fashion industry
Akanksha Choubey, Alliance University, Bangalore; Meenakshi Sharma, Birla Institute of Technology, Mesra, Ranchi

Day 2: 11 February 2023

Technical Session 8: 11.30- 1.30 PM (Classroom 1 – P4)

Session Chair: Rambabu Lavuri, Assistant Professor, Marketing, IIM Jammu

1. Effect of Computer-Generated Influencer Marketing on Consumers Purchase Intention and the Mediating Role of Source Credibility
Padma Angmo and Rachana Mahajan
2. FinTech Innovation, E-Marketing, Bank Credit Policy and MSME Performance: Financial Inclusion Model by PLS –SEM
Rahul Chauhan, Gujarat Technological University; Shantanu Chakravarty, Parul University
3. Factors influencing consumer intention towards adoption of Electric Vehicles in India
Faiz Hasan; Asad Rehman, Aligarh Muslim University, Aligarh; Mohd Danish Kirmani, SRM University, AP; Mohd. Azmi Khan, GD Goenka University; Gurugram Safdar Khan, Aligarh Muslim University, Aligarh
4. The Impact of Materialism and Vanity on Purchasing Behavior of Luxury Brands: Evidences from Indian luxury consumers
Maleeha Gul, University of Kashmir
5. Mobile Marketing Technology and its Implementation by Healthcare Organizations to Enhance the Reach of Home-Based Medical Check-up System to Consumers.
Rahul P R; Shamal S, CMR University
6. Deciphering the social media content to identify common branding themes of bellwether management institutions of India
Abdul Rahim Munshi, ITM s/s Baroda University
7. Exploring consumer-based digital content marketing motives: A qualitative study
Shelleka Gupta; Ronnie Dutt, University of Jammu

Technical Session 9: 9.00- 11.00 AM (Conference Room – V5)

Session Chair: Dr.Jaspreet Kaur, Associate professor, Vivekananda Institute of Professional Studies

1. Understanding The Word-of-Mouth Intentions for Digital Voice Assistants: An S-O-R Framework
Nishtha Rai; Ankur Srivastava, IBS, IFHE University, Hyderabad
2. Examining the Relationship among M-Service Quality, Customer Perceived Value (CPV) Planned Buying Behaviour in M-Commerce Application based Services
Rohit Kumar Sharma; Sanjeev Padashetty S, Alliance University, Bangalore

3. Metaverse: A Bibliometric and Network Visualization Analysis
Navleen Kaur; V. Raj Kumar, Indian Institute of Management Jammu
4. Predicting Online Purchase Intention: A Study From Consumer's Perspective
Pushkar Dubey; Kailash Kumar Sahu, Pandit Sundarlal Sharma (Open) University Chhattisgarh
5. A Study of Effectiveness of YouTube Advertisement on Generation Z Consumers in MP
Nitin Kushwaha; Madhur Raj Jain, Indian Institute of Forest Management, Bhopal
6. JewelTech - Understanding the dimensions of customer behavior towards online shopping of Jewellery
Darshan N M; Shamal S, CMR University
7. Investigating the impact of AI-based recommendations on consumer purchase behavior in the online retail industry: An empirical study
Gargi Kumthekar; Nayan Sad; Brijesh Shivathanu, COEP Tech University, Pune, India
8. Role Of Artificial Intelligence(AI) to Optimize Social Media Marketing(SMM)
Vijaya Bhaskar R, GITAM Deemed University

Technical Session 10: 9.00- 11.00 AM (Conference Room – V6)

Session Chair: V. Raj Kumar, Assistant Professor, Marketing, IIM Jammu

1. Effect of Institutional Trust Building Mechanism on Consumers' Trust in Sharing Economy
Heemanshi Shahi; Sapna Parashar, Institute of Management, Nirma University
2. Investigating the contributing factors for the Doctors to adopt AI- based Diabetes diagnostic Interventions
Mrinmoy Roy, Institute of Health Management Research, Bangalore; Savdeep Vasudeva, Lovely Professional University; Mohit Jamwal, Chitkara University
3. Heritage Hotel and Customer Sentiment– Online Reviews Using Text Mining Analysis. (A Case study of Taj Falaknuma palace)
P. Manasa; U. Devi Prasad, GITAM School of Business, Hyderabad
4. How patients can be better engaged through a patient engagement app?
Harbir Singh
5. Impact Of Social Media Marketing Activities (SMMA) On Brand Equity
Rajnigandha Singh; Aditya Shankar Mishra, Indian Institute of Management, Ranchi

6. Role of Artificial Intelligence in Political Parties' Marketing Strategies
Faize Ali Shah, Eshan College of Management, Farah, Mathura; Vanshika Tandon, B. R. Ambedkar University, Agra; Shivangi Agarwal, Dayalbagh Educational Institute, Agra
7. Avatar's Smile Influence On Social Presence, Immersion And Customer's Pleasure And Arousal In Online Service Encounters
Parimal Kumar, Amity University, Jharkhand; K Unnikrishnan Nair, IIM Kozhikode
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8. An Empirical Study on Consumer Trust and Adoption of Fintech in India
Harsh Vikram Singh, Techno India University, Kolkata, West Bengal; Varsha Mishra, Royal Holloway, University of London, London, United Kingdom; Debolina Chakraborty, Future Institute of Engineering and Management, Kolkata; Joysri Datta; Udit Chawla, University of Engineering and Management, Kolkata, West Bengal

Technical Session 11: 11:30 – 01:30 PM (Conference room- V7)

Session Chair: Baljeet Singh, Assistant Professor, Marketing, IIM Jammu

1. (Re)Thinking Crises in the New Social Media Environment: Managing ORM and Digital Traction
Archana Parashar, Indian Institute of Management Raipur
2. Impact of Smart Tourism Technologies on Tourist Satisfaction
Mudang Tagiya; Odang Mara, Rajiv Gandhi University (Central University)
3. Ngram-LSTM Open Rate Prediction Model (NLORP) and Error_accuracy@C metric: Simple effective, and easy to implement approach to predict open rates for marketing email
Shubham Joshi; Principal Data Scientist, Oracle
4. A Study on the Implications of Artificial Intelligence (AI) on Business functions with reference to Marketing Perspectives
Pallavi Deshpande; Pritam Chattopadhyay, Amity Global Business School Pune, Amity University
5. A Study on the Implications of Technology on Marketing Strategies and Different Business Processes
Pritam Chattopadhyay, Amity Global Business School Pune
6. Omnichannel Retailing: A retrospective review and future research agenda
Qazi Saima Syed; Irfan Bashir, Islamic University of Science and Technology, Awantipora, J&K.

7. Adopting Metaverse in the Indian Retail Sector- Changing Facets in Marketing through Technology
Abhilasha Singh Upadhyaya, Jaypee Business School; Pulkit Srivastava, Invertis University
8. DIY Digital Marketing for SME's: A Model for Success
Uday Sharma; Sonam Goel, Rukmini Devi Institute of Advanced Studies

Technical Session 12: 11:30 – 01:30 PM (Conference room- V8)

Session Chair: Prakrit Silal, Assistant Professor, IT Systems & Analytics, IIM Jammu

1. Identifying and exploring users' behaviour and sentiments towards voice assistants: An application of the Netnography approach
Surbhi Choudhary; Neeraj Kaushik, National Institute of Technology, Haryana; Brijesh Sivathanu, College of Engineering Pune (COEP), PUNE
2. Marketing And Voice AI Agents: How Far Have We Reached?
Anjana J; Joseph Jeya; Anand S, Vellore Institute of Technology, Chennai
3. Consumer's Perceptions and Attitudes on Augmented Reality in Online Retail.
Gaurav Soin, Jiwaji University Madhya Pradesh, India
4. Recovering Cart Abandoners using Mobile Coupons: The Role of Recency
Arun Gopalakrishnan, Rice University; Young-Hoon-Park, Cornell University
5. AI chatbots intervention to enhance usage experience in Conversational Banking context: A Qualitative Perspective
Juhi Gandral; Alka Sharma
6. A Study of awareness about Robo-advisory in the young generation in India
Amey Khare; Neha Parshar; Jyoti Kappal, Symbiosis International University, Pune, Maharashtra
7. Chatbots Communication Quality Impact on Brand Experience of Customers: An Interdisciplinary Study
Priyanka Tyagi; Baljit Kaur; Narendra Mohan Mishra, SRM Institute of Science and Technology, India.
8. Internet of Behaviour In Marketing: A Systematic Review
Sivaranjan Murugesan; Ajithkumar Kadalarasan

Technical Session 13: 11:30 – 01:30 PM (Conference room- V09)

Session Chair: Sudip Das, Assistant Professor, IT Systems & Analytics, IIM Jammu

1. Quality of augmented reality and its influences on behaviour intention: The mediating role of visual appeal and arousal
Satinder Kumar; Dipti Malhotra, Punjabi University, Patiala
2. Success factors catalysing adoption of mobile shopping applications among consumers
Ashwarya Kapoor; Rajiv Sindwani; Manisha Goel, J. C. Bose University of Science and Technology, YMCA, Faridabad
3. Economic Impact of Apple's App Tracking Transparency Framework (ATT)
Lennart Kraft; Bernd Skiera, Goethe-University Frankfurt, Germany; Tim Koschella, Realtime Technologies GmbH (Kayzen), Germany
4. Customers' intention toward electric vehicles in India and Australia: A cross-cultural perspective
Vikas Kumar; Arun Kumar Kaushik, IIM Amritsar; Amanpreet Kaur, Gurunanakdev Univeristy, Amritsar; Farima Noravesh, Swineburne University of Technology
5. Digital Payment Adoption: An Assessment
Garima singh, Banaras Hindu University, Varanasi
6. Determinants of Consumer Buying Behavior of OTT Media Channels: A Changed Paradigm
Joyeeta Chatterjee; Baisakhi Mitra Mustaphi, N.L. Dalmia Institute of Management Studies and Research, Mumbai
7. An analysis of emerging marketing trends in Indian political system with special reference to "Bharat Jodo Yatra"-A revamping strategy of RaGa
Nitesh Kumar Saxena; Ankita Tandon; Pulkit Srivaastava; Manish Gupta, Invertis University, Bareilly.
8. Attracting customers' attention with emergent technologies. The relationship among e-marketing and customers' propensity for experimental purchasing behaviour
Vasudha Kurikala; V.Parvathi, GITAM (Deemed to be University)

Technical Session 14: 11:30 – 01:30 PM (Conference room- V10)

Session Chair: Eshika Aggarwal, Assistant Professor, IT Systems & Analytics, IIM Jammu

1. Multi-stakeholders' Perspectives on Food Traceability in India
Anam Chaudhary; Vidya Vemireddy, Indian Institute of Management Ahmedabad
2. ONLINE SHOPPING: A BOON OR CONSUMERS' DILEMMA
Payal Gandotra; Riya Gandotra, CSIR-IIIM-TBI

3. Dynamic Interplay Between the OEMs & Dealers Incentive Structure and Market-Share in Tractor and Automotive Industries: Focus Group Study- Pune Region, Maharashtra
Devdatta Deshmukh; Nikhil Dudka; Vijay Sonaje, COEP Tech University, Pune, India; Satyam Sahay, JDTCI, Pune
4. A Qualitative Study of the Antecedents that Impact the Privacy Paradox of Consumer Decision-Making Towards IoTs
Mohd Faisal Afridi; Kompalli Sasi Kumar, GITAM Deemed to be University, Hyderabad
5. Understand the influence of machine intelligence in information search
Joseph Dolphin
6. Factors determining the transformation of Human Resource Function through Artificial Intelligence: An Empirical Study
Kasturi Sahay, Amity University Noida
7. Analysing students' value co-creation behaviour in e-learning environment
Tejas Shah; Pradeep Kautish, Nirma University
8. *Need for human interaction vs Artificial Intelligence: Consumer acceptance of Intelligent Virtual Assistants(IVAs) based on Utilitarian and Hedonic Attitudes in the Financial technologies(Fintech) sector*
Bhanu Priya; Dr. Vivek Sharma, University of Jammu

Technical Session 15: 2.30- 4.30 PM (Conference Room – V11)

Session Chair: Sundar Rengasamy, Assistant Professor, IT Systems & Analytics, IIM Jammu

1. Is It Time To Assess The Marketing Mix?
Ashutosh Gaur, Mangalmay Institute of Management and Technology
2. Crowdsourcing Adoption in Organizations: A Systematic Literature Review
Divya Mishra; Nidhi Maheshwari, Delhi Technological University, Delhi
3. Qualitative Analysis of Trending Memes of OTT Platforms using Content Analysis.
Alka Sharma; Monica Katoch
4. Navigating the Digital Revolution: An Introduction to Marketing 4.0 in the Era of Industry 4.0
Neha Sharma; Prashant Pareek, Shanti Business School, Ahmedabad, Gujarat.
5. Trends and Patterns in Search Marketing: A Bibliometric Analysis

Nishita Pruthi, Maharshi Dayanand University, Rohtak; Rohit Bansal, Vaish College of Engineering, Rohtak.

6. A study on how integration of Facebook (Meta) Marketing and Whatsapp Marketing of Start-up E-commerce Industries will turn the right target audience into the loyal customers.

Surjadeep Dutta; Arivazhagan, SRM Institute of Science and Technology, Kattankulathur

7. Femvertising In Marketing: A Bibliometric Review

Anwasha Mazumder, NIT Durgapur

Technical Session 16: 2.30- 4.30 PM (Conference Room – V12)

Session Chair: M. Vijaya Prabhagar, Assistant Professor, IT Systems & Analytics, IIM Jammu

1. Challenges and how an entrepreneur embraces digital marketing: The case of Madhubani Paints

Neha Singh, Amity Business School, AUUP

2. Fake News: The Vulnerable Consumers on Social Media

Sakshi Aggarwal, Indian Institute of Management Amritsar

3. How Gamification Innovative Practices Improves Customer Experience And Retention

Wamika Sharma; Aastha Verma, Netaji Subhas University of Technology, New Delhi

4. The pragmatic effect of technological shift in the tax system on business performance: A study on Goods and Service Tax

Neba Bhalla, Chandigarh University, Mohali; Rakesh Kumar Sharma, Thapar Institute of Engineering and Technology, Patiala; BikramPaul Singh Lehri, Chandigarh University, Mohali

5. CONSUMER ADOPTION OF FITNESS WEARABLES: A COMPREHENSIVE APPROACH USING TAM AND VAM

Bhavya Vinil; Shamal S., CMR University Bangalore

6. Investigating the effect of Food Vlogs on the millennial's Buying Behavior: Application of situation–organism–behavior–consequence (SOBC) framework

Pallavi Dogra; Gurbir singh, Indian Institute of Management (IIM) Amritsar

7. Impact of Influencer-Product Congruence, Credibility, and Perceived Value on Millennial's Attitude and Behavioural Intentions: Mediating and Moderating effect of Intervening Variables in case of Sustainable Beauty Products

Ruchika Sharma; Aashu Aggarwal, Vivekananda Institute of Professional Studies