



CHAPTER
South Asia



विद्या परं दैवतम्

IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम
Indian Institute of Management Visakhapatnam

AIB-South Asia 2022 Conference

Role of International Business and Sustainable
Development in South Asian Economies

January 23-25, 2022

Hosted by

**INDIAN INSTITUTE OF MANAGEMENT
VISA KHAPATNAM**

AIB SOUTH ASIA CONFERENCE 2022

*Role of International Business and Sustainable
Development in South Asian Economies*

Event Summary

- ✚ AIB South Asia Conference Inauguration (23 January 2022)
- ✚ Paper Presentations, Plenary sessions (23-24 January 2022)
- ✚ AIB South Asia Conference Valedictory (24 January 2022)
- ✚ Case Teaching Workshop (25 January 2022)
- ✚ All the timings are as per Indian Standard Time (IST)

Day 1 - 23 January 2022

AIB South Asia Conference 2022 Inauguration

Timings	Particulars
09.30 - 10.00 hours	Conference Registration
10.00 - 10.10 hours	Welcome address by Prof S Raghunath, Chair-AIB South Asia Chapter, Indian Institute of Management, Bangalore, India
10.10 -10.25 hours	Welcome address by Prof M Chandrasekhar, Director, Indian Institute of Management, Visakhapatnam, India
10.25 - 10.30 hours	Introductory remarks by Prof Deepika Gupta, Conference Chair, Indian Institute of Management Visakhapatnam, India Introduction of Chief Guest - Prof Farok Contractor, President - Academy of International Business, Distinguished Professor, Rutgers Business School, USA
10.30 - 10.55 hours	Keynote address by Chief Guest, Prof Farok Contractor, President - Academy of International Business, Distinguished Professor, Rutgers Business School, USA
10.55 - 11.00 hours	Closing remarks by Prof Mohammad Tayeenul Hoque, Conference Co-Chair, North- South University, Dhaka, Bangladesh

TEA BREAK: 11.00 - 11.15 HOURS

Day 1 - 23 January 2022

Paper Presentation Session - Track 1: 11.15 - 12.45 Hours

Track title : Aatamnirbhar Bharat or Make In India Initiatives

**Track Chair: Dr. Surajit Bag, International University of Rabat, Morocco
& Associate Editor, International Journal of Applied Logistics**

Paper Id	Author(s) & Affiliations	Paper title
6	Dr. Ratna Vadra, IMT Ghaziabad	SME Sector in India: With Special Focus on Aligarh Lock Industry
46	Ajit Kumar Das, Central University of Jharkhand	Aatma Nirbhar Bharat: An Opportunities to Become the Next Super Power
57	Bhabesh Hazarika & Dinesh Kumar Nayak, National Institute of Public Finance and Policy; Nr Bhanumurthy, Dr. B R Ambedkar School of Economics University Bengaluru	Financial Incentives for Utilization of Healthcare Services Among Women: Lessons Learned from Second Generation Cash Transfer Program in Madhya Pradesh
98	Rajesh Kumar Choudhary & Dr. Saroj Kumar Mishra, Rajiv Gandhi Institute of Petroleum Technology	AtamaNirbharBharat to AtamaSamman "(Soul Respect from AtamaNirbharBharat of Banarasi, Saari) (One District - Varanasi, One Product - Banarasi Sarees)"
101	Agnitra Das Sarma, Institute of Management Technology Ghaziabad	Scope of Remanufacturing in Second-Hand Market in Indian Automobile Industry

LUNCH BREAK: 12.45 - 14.00 HOURS

Day 1 - 23 January 2022

Paper Presentation Session - Track 2: 11.15 - 12.45 Hours

Track title : Impact of COVID-19 and sustainable development Failure and survival strategies during COVID-19		
Track Chair: Dr. Anisur R. Faroque, LUT University, Finland		
Paper Id	Author(s) & Affiliations	Paper title
7	Mitrajit Biswas, O.P. Jindal Global University	The Idea of Consumption Culture from Digital Mediums in India During Covid
34	Samira Rahman & Zarjina Tarana Khalil, North South University	Managing Strategic Changes by Women Entrepreneurs to Tackle Challenges Due to Global Value Chain Disruptions During Pandemic: Women Entrepreneurs' Sustainability Practices from Emerging Market's Context
60	Rakesh Basant, Indian Institute of Management Ahmedabad ; Punyashlok Dwibedy, Ahmedabad University	Product Innovation as a Response to COVID-19 by Small Firms: The Role of Pre-Crisis Capabilities and Early In-crisis Investments in Complementary Assets
65	Iffat Ishrat Khan, Chittagong Independent University	The Future of RMG Industry of Bangladesh Confronting COVID-19 and Industry 4.0: A Multi-Level Disaster Analysis
87	Sandeep Yadav & Jagriti Srivastava, Indian Institute of Management Kozhikode	Temporal verticality in internationalization process: digitalization, entry mode and SMEs speed of internationalization during COVID-19

LUNCH BREAK: 12.45 - 14.00 HOURS

Day 1 - 23 January 2022

Paper Presentation Session - Track 3: 11.15 - 12.45 Hours

Track title : Politics, culture, sustainability and internationalization

Track Chair: Prof Ahmad Arslan, Oulu Business School, University of Oulu, Finland

Paper Id	Author(s) & Affiliations	Paper title
32	Rupak Borah & Hari Choudhury & Bhavna Barman , Indian Institute of Information Technology Guwahati; Bhabesh Hazarika , National Institute of Public Finance and Policy	Interventions And Women's Participation In A Cervical Cancer Screening Program: Evidence From A Field Experiment
38	Mohammad Tayeenul Hoque , North South University Bangladesh; Mohammad Faisal Ahammad , University of Leeds; Muhammad Sabbir Rahman , North South University Bangladesh	International Performance Implications of Exploration - Exploitation Strategies and Leadership Styles of Firms from an Emerging Economy
42	Anna Sekhar & Ashna Ashwini Chandra & Nicole van Hattem , Torrens University Australia	Applicability of Capability Theory And Ikigai on Women Entrepreneurship for Increased Sustainability and Growth
61	Anushka Verma & Prof. A.K. Giri & Dr. Byomakesh Debata , Birla Institute of Science & Technology, Pilani	Leapfrogging into Knowledge Economy: Information and Communication Technology for Human Development
95	Panchanan Das , University of Calcutta; Shreya Pal , IIT Kharagpur	Inequality, Growth and Market Openness - A Dynamic Panel Analysis of Asian Countries

LUNCH BREAK: 12.45 - 14.00 HOURS

Day 1 - 23 January 2022

Paper Presentation Session - Track 4: 11.15 - 12.45 Hours

Track title : International finance Impact on SMEs, MSMEs, and new ventures		
Track Chair: Dr K Rangarajan, IIFT Kolkatta Campus, India		
Paper Id	Author(s) & Affiliations	Paper title
9	Alka Kumari & Vikas Garg, Amity University	Micro Finance for Sustainable Growth of Migrant Workers During Covid 19 in India
53	Mohinder Dugal, Western Connecticut State University; Shalini Rahul-Tiwari, Institute of Management Technology (IMT - Ghaziabad)	Financial Risk in Public-Private Partnerships (PPPs) in India: Lessons for Sustainable Development in Emerging Economies
68	Augustin Paul Kambakula, University of Hyderabad	Corporate Debt Restructuring and Operating Performance: Evidence from India
74	Vishnu K & Aravind Sampath, Indian Institute of Management Kozhikode	The Impact of EPU on Investment and Financing Decisions of Private Firms: Evidence from India
103	Neba Bhalla & Dr. Inderjit Kaur & Dr. Rakesh Sharma, Thapar Institute of Engineering and Technology	Indian Goods and Service Tax and Financial Performance of Micro, Small and Medium Enterprises

LUNCH BREAK: 12.45 - 14.00 HOURS

Day 1 - 23 January 2022

Paper Presentation Session - Track 1: 14.00 - 15.30 Hours

Track title : Politics, culture, sustainability and internationalization

Track Chair: Prof. Sushil Kumar, Indian Institute of Management, Visakhapatnam, India

Paper Id	Author(s) & Affiliations	Paper title
35	Bhabesh Hazarika , National Institute of Public Finance and Policy	Quality as an Evaluation Parameter in Indian Public Procurement: Exploring Alternative Strategies for L1
36	Sreya B & Ayyagari Lakshmana Rao , SRM University AP	Sustainability of Academic Institutions and Human Resources During the Pandemic: A Visualization from Select Academic Institutions
45	Sunil Agarwal , Tata Power Company Ltd	Solar Power in India- Whether Government Policies are Still Enough to Achieve Target of 450GW?
82	Prabaharan M , Madurai Kamaraj University; Dr.Selvalakshmi M , Thiagarajar School of Management; Dr. Rita Rebekah , Xavier Institute of Business Administration	Customer Interest and Acceptance of Connected Cars in India Using Technology Acceptance Model
106	Krishna Prasanna & Arti Omar , Indian Institute of Technology, Madras	Default Risk Spillover from firms to Banks: A Study of Non-Performing Loans In India

TEA BREAK: 15.30 - 15.45 HOURS

Day 1 - 23 January 2022

Paper Presentation Session - Track 2: 14.00 - 15.30 Hours

Track title : International marketing		
Track Chair: Dr. Farhad U Ahmed, Brunel University, London		
Paper Id	Author(s) & Affiliations	Paper title
8	Mahuya Adhikary , Sister Nivedita University; Atanu Adhikari , Indian Institute of Management Kozhikode	Service Distribution Channels in Emerging Rural Markets - Review and Propositions
16	Kartik Patro & Prapti Shetty & Dr. Ruchi Singh , Welingkar Institute of Management Development and Research, Bengaluru	Eco-Friendly Packaging on the Consumer Buying Decisions: Determinants, Challenges and Opportunities
54	Harshith Babu V S , Madurai Kamaraj University; Dr. Selvalakshmi M , Thiagarajar School Of Management	Impact of Customer Attitude and Previous Purchase Experience on Online Purchase Intention in Bangalore: A SEM Approach
69	Venkata Sandeep Joga & Rohan Bhole & Palash Sharma & Amit Shankar , Indian Institute of Management Visakhapatnam	How Can I Get Your Trust If I Fail: Role of Service Recovery Strategies
91	Abhishek Kumar & Akanksha Saini & Dr. Saroj Kumar Mishra , Rajiv Gandhi Institute of Petroleum Technology	Predicting the Purchase Intention of E- Cycles: A Study of Young Indian Consumers

TEA BREAK: 15.30 - 15.45 HOURS

Day 1 - 23 January 2022

Paper Presentation Session - Track 3: 14.00 - 15.30 Hours

Track title : International trade and supply chain management

Track Chair: Dr. Muhammed Sabbir Rahman, North South University, Dhaka, Bangladesh

Paper Id	Author(s) & Affiliations	Paper title
19	Chhagan Donode & Venu Gopal Rao & Sunny Bose & Vikas Gautam, IBS Hyderabad;	Effects of Managerial Beliefs on Inter-Firm Relationship and Financial Performance thereof - Evidence from East European and Nordic Regions
37	Hafiz Wasim Akram, Dhofar University; Alam Ahmad, Saudi Electronic University; Asif Khan, University of Petroleum and Energy Studies	India-Sri Lanka Trade: Is Perceptible Growth Fanciful?
44	Dinesh Prabhu, IIM Tiruchirappalli	Do Subsidiaries Affiliated with Business Groups from Emerging Economies have a Home Ground Advantage against Subsidiaries of firms from Developed Economies when they Compete in Emerging Markets?
55	Aariya Sen & Swarn Rajan, Indian Institute of Management Kozhikode	Foreign and Trade Openness: Do Domestic Factors Play a Mediating Role? Evidence from South Asian Economies
63	Neha Jain & Prof. Geetilaxmi Mohapatra, Birla Institute of Technology and Science, Pilani	A Comparative Analysis of Export-Led and Domestic-Demand-Led Growth Hypotheses in BRICS Economies

TEA BREAK: 15.30 - 15.45 HOURS

Day 1 - 23 January 2022

Paper Presentation Session - Track 4: 14.00 - 15.30 Hours

Track title: How digitalization helped economies survive?		
Track Chair: Dr Mahmud Hassan, University of Queensland and University of Southern Queensland, Australia		
Paper Id	Author(s) & Affiliations	Paper title
12	Arkadeep Mondal & Ayushhi Bhale & Akash Medhavi & Smruti Tandlikar, IIM Visakhapatnam	What Motivates Millennials to Play Online Games: A Moderated - Mediation approach
15	Madhurima Basu & Rajesh Srinivas Upadhyayula, Indian Institute of Management Kozhikode	Platform Ecosystem and Networked Firms: A Review of Literature and Research Agenda
31	Sumati Varma, Sri Aurobindo College (E), University of Delhi; Rishika Nayyar, University of Sussex Business School	Accelerated Internationalization of Indian Technology Intensive Firms: A multi-theoretic perspective
33	Shantanu Dey, Indian Institute of Management Indore	Surviving Major Disruptions: Building Supply Chain Resilience through Rapid Information Flow and Real-Time Insights
48	Kabaly P Subramanian & Mohammed Al Haziazi & Rengarajan Veerasamy & Walid Aboraya, Arab Open University	Digital Transformation Journey of Higher Education Institutions

TEA BREAK: 15.30 - 15.45 HOURS

Day 1 - 23 January 2022

Plenary Presentation Session -1: 15.45 - 17.15 Hours

Chair: Prof Deepika Gupta
Conference Chair, AIB South Asia Conference 2022
IIM Visakhapatnam, India

Timings	Particulars
15.45 - 16.05 hours	<p>Prof Deepak Sinha, Shiv Nadar University, India Prof Ganesh Prabhu, IIM Bangalore, India and Prof Anurag Priyatam, IIM Lucknow, India</p> <p><i>Theme: A resource-curse prediction of failure of domestic and international credit channel transmission</i></p>
16.05 - 16.30 hours	<p>Prof Surender Munjal, Leeds University Business School, University of Leeds, UK</p> <p><i>Theme: Entrepreneurial adaptation in emerging markets</i></p>
16.30 - 16.50 hours	<p>Prof Amit Karna, IIM Ahmedabad, India</p> <p><i>Theme: The Role of Foreign Market Knowledge and Home Country Institutions in Entrepreneurial Internationalization-Performance Relationship</i></p>
16.50 - 17.15 hours	<p>Prof Ravi Ramamurti, Northeastern University, USA</p> <p><i>Theme: Reverse innovation in health care industry</i></p>

TEA BREAK: 17.15 - 17.30 HOURS

Day 1 - 23 January 2022

Plenary Presentation Session -2: 17.30 - 18.00 hours

Theme: Digitalization on International Business

Chair: Prof S Raghunath
Chair, AIB South Asia Chapter
IIM Bangalore, India

Timings	Particulars
17.30 - 18.00 hours	Prof Maria Tereza Fleury, AIB, President-Elect FGV and University of Sao Paulo, Brazil

Day 2 - 24 January 2022

Paper Presentation Session - Track 1: 10.00 - 11.30 Hours

Track title : Impact of COVID-19 and sustainable development
Failure and survival strategies during COVID-19

Track Chair: Prof Dhruba Kumar Gautam, Tribhuvan University, Nepal

Paper Id	Author(s) & Affiliations	Paper title
3	Esrafil Ali , Indian Institute of Management Visakhapatnam; Madhusmita Malik , Sambalpur University; Sharvani Satpathy , Indian Institute of Management Raipur	Exploring the phases and measuring the effectiveness of Social Innovations waved during Coronavirus (covid-19) pandemic: Implications from India
14	Dr. Shailja Tripathi & Dr. Shubhangi Urkude , IFHE University IBS Hyderabad Telangana	Assessing Performance Impact of Digital Transformation for Instructors of Higher Educational Institutions in the Covid-19 Era
59	Bharat Rout , University Grants Commission, New Delhi; Rashpal Singh , RAYAT-BAHRA UNIVERSITY	A Study on perceived vulnerabilities to Covid-19 and vaccine confidence in India
62	Praveena Musunuru & Mohammad Shameem Jawed , Indian Institute of Management Visakhapatnam; Archit Vinod Tapar , Indian Institute of Management Rohtak	COVID-19, Administrative Interventions, and Vaccination-Impact on Hospitality, Tourism, and Leisure Sector: A Multi-country Analysis
86	Tharindu Ameresekere , Postgraduate Institute of Management	Helping the Sri Lankan Economy Survive in a Pandemic - A Digital Payments Success story from Lanka Clear

TEA BREAK: 11.30 - 11.45 HOURS

Day 2 - 24 January 2022

Paper Presentation Session - Track 2: 10.00 - 11.30 Hours

Track title : Politics, culture, sustainability and internationalization

Track Chair: Prof Manish Popli, IIM Indore, India

Paper Id	Author(s) & Affiliations	Paper title
26	Arpan Shrivastava & Amrita Baid More , Prestige Institute of Management & Research Indore	A Study on Impact of Macro-Economic Variables on Total SEZ Exports from India
27	Akshat Jain , Indian Institute of Technology Delhi	Neuroeconomics: Review and future research directions in the arena of sustainable economics and econometrics
47	Karnikaa Bhattacharyya & Kaveri Deb , Indian Institute of Information Technology Guwahati	Portfolio Balance Model and Exchange Rate Determination in India: An ARDL Approach
49	Vighneswara Swamy , IBS-Hyderabad; Vijayakumar N , Mahatma Gandhi Government Arts College	Product Concentration or Diversification - Which one Matters for Export Growth?
67	Dinesh Kumar Nayak & Bhabesh Hazarika , National Institute of Public Finance and Policy, New Delhi	Re-examining the Validity of Wagner's Law for Indian Sub-national using Second-Generation Panel Co-integration Techniques

TEA BREAK: 11.30 - 11.45 HOURS

Day 2 - 24 January 2022

Paper Presentation Session - Track 3: 10.00 - 11.30 Hours

Track title : International trade and supply chain management		
Track Chair: Dr Truong Van Nguyen, Brunel University, London		
Paper Id	Author(s) & Affiliations	Paper title
40	Fang-Yi Lo, Feng Chia University; Peng-Yu Li, Fu-Jen Catholic University	Rapid or Slow? Speed of Internationalization and Performance in Newly Industrial Economies Firms
41	Saurabh Kumar Bharti & Dr. Syeedun Nisa, Department of Management Jamia Hamdard, New Delhi	BIMSTEC a Bridge Between SAARC and ASEAN and Its Economic Implications for India
50	Radha Raghuramapatruni, GITAM	An Empirical Analysis of Prospects & Potential of India's Trade with South Asia
56	Hafiz Wasim Akram & Mohammed Bait Ali Sulaiman & Shouvik Sanyal, Dhofar University	India's Trade with Pakistan: An analysis
105	Nafees Imtiaz Islam, Daffodil International University; Dr. Muhammad Shariat Ullah, University of Dhaka	Non-Tariff Measures in Trade Between Bangladesh and India: Challenges and Ways Forward

TEA BREAK: 11.30 - 11.45 HOURS

Day 2 - 24 January 2022

Paper Presentation Session - Track 4: 10.00 - 11.30 Hours

Track title : Internationalization and human resource management		
Track Chair: Prof Ajantha Dharmasiri, Institute of Management, University of Sri Jayewardenepura, Colombo, Sri Lanka		
Paper Id	Author(s) & Affiliations	Paper title
4	K Sowmya, IIM Indore	Role of Middle Managers during Transnational Post-Merger Integration
30	Kotha Sreeja & Bhavya B & Bhargavi P, New Horizon College of Engineering	Projective Exploration on Individual Stress Levels
43	Emmy van Esch, Hong Kong Metropolitan University; Flora Chiang, China Europe International Business School (CEIBS); Thomas Birtch, University of Exeter	How Expatriate Leadership Facilitates Host Country National Knowledge Sharing: A Self-Expansion Perspective
90	Ms. Suman & Dr. Satpal, Deenbandhu Chhotu Ram university of science and technology,	Nexus between Intellectual Capital and Financial Performance: Evidence from India
99	Rameshwar Arora, O. P. Jindal Global University; Prof Prashant Salwan, Indian Institute of Management Indore	Role of “Indianness” in Indian Business Groups’ International Location choice - The effect of home and host nation Religion and language diversity

TEA BREAK: 11.30 - 11.45 HOURS

Day 2 - 24 January 2022

Plenary Presentation Session -1: 11.45 - 13.15 Hours

Chair: Prof Mohammad Tayeenul Hoque
Conference Co-Chair, AIB South Asia Conference 2022
North- South University, Dhaka, Bangladesh

Timings	Particulars
11.45 - 13.15 hours	<p>Mr Riad Mahmud, Managing Director, National Polymer, Bangladesh</p> <p><i>Theme: Crisis management in the export/ manufacturing sectors during COVID-19 pandemic: Lessons learnt from Bangladesh</i></p> <p>Dr Mohammad Faisal Ahammad, Leeds University Business School, University of Leeds, UK</p> <p><i>Theme: Environmental Sustainability in Global Value Chain (GVC): Textile & Garments sectors in South Asia</i></p> <p>Prof Shlomo Y. Tarba, Birmingham Business School, University of Birmingham, UK</p> <p><i>Theme: The grand challenges for the firms in South Asia</i></p>

LUNCH: 13.15 - 14.30 HOURS

Day 2 - 24 January 2022

Plenary Presentation Session -1: 14.30 - 16.30 Hours

AIB Fellows Panel, sponsored by WAIB

Theme: Managing a career: Opportunities seized and opportunities missed

**Chair: Prof Yingying Zang,
International University of Japan,
Japan-WAIB Board Member**

Timings	Particulars
14.30 - 16.30 hours	Professor Ruth Aguilera, Northeastern University, USA - AIB Fellow Professor Jane Lu, City University of Hong Kong, China - AIB Fellow Professor Rebecca Piekkari, Aalto University, Finland - AIB Fellow Professor Elizabeth L. Rose, Indian Institute of Management Udaipur, India - AIB Fellow

TEA BREAK: 16.30 - 16.45 HOURS

Day 2 - 24 January 2022

AIB South Asia Conference 2022 Valedictory

Timings	Particulars
16.45 - 17.00 hours	Reflections from the Conference, Prof Deepika Gupta, Conference Chair, Indian Institute of Management, Visakhapatnam
17.00 - 17.10 hours	Concluding remarks by Prof S Raghunath, Chair, AIB South Asia Chapter, Indian Institute of Management, Bangalore, India
17.10 - 17.30 hours	Valedictory speech by Prof Farok Contractor, President - Academy of International Business, Distinguished Professor, Rutgers Business School, USA
17.30 - 17.50 hours	Closing remarks by Prof M Chandrasekhar, Director, Indian Institute of Management, Visakhapatnam, India
17.50 - 18.00 hours	Vote of Thanks by Professor Mohammad Tayeenul Hoque, Conference Co-Chair, North South University, Dhaka, Bangladesh

Day 3 - 25 January 2022

AIB South Asia Chapter Case Teaching Workshop January 2022

Timings	Particulars
09.00 - 09.10 hours	Introduction by Prof Rajesh Upadhyayula, Indian Institute of Management, Kozikhode, India & Member, AIB South Asia Chapter Executive Board
09.10 - 11.00 hours	Introduction to Case Teaching Prof Dana Minbaeva, Copenhagen Business School, Copenhagen
11.00 - 11.30 hours	Tea Break
11.30 - 13.00 hours	Tools and Techniques for Great Case Facilitator Prof Dana Minbaeva, Copenhagen Business School, Copenhagen
13.00 - 14.30 hours	Lunch Break
14.30 - 16.30 hours	Best Practices in Case Teaching Prof Nitin Pangarkar, National University of Singapore, Singapore