

PROGRAM SCHEDULE MARSOC-2020 (20th to 25th July)

Schedule for Online Presentation on Zoom Platform					Login link
Convenor Dr. SANJANA MONDAL (sanjanam@calcuttabusinessschool.org)					
Date	Day	Time	Speaker / Presenter	Topic/Paper	
20th July 2020	Monday	Technical session 1 (11am to 1pm) 11am to 11.40p.m	Professor. P. Venugopal (Keynote) Professor, Marketing XLRI, Jamshedpur, India	"Incorporating Sustainability in the Realm of Marketing"	https://zoom.us/j/96725929033
		11.45 a.m.-12.05 p.m.	Akshai Sunil PGDM Student, Amrita School of Business	The Effect Of Influencer Type, Brand Familiarity And Sponsorship Disclosure On Purchase Intention On Instagram	
		12.10p.m.-12.30 p.m.	Abhijay Jayaram, Priyadharshini B PGDM Student, Amrita School of Business	Personality Evoked Nostalgia Investigating Consumer Personality Towards Nostalgia Proneness	
		12.35p.m.- 12.55pm	Aiswarya Krishna,Martina Gladys G,Krishna Shyla Radhakrishnan Student, Amrita School of Business	Effect Of Emoji On Messaging Interpretation	
		Technical session 2 (2.30 pm to 4.30pm) 2.30pm -3.30pm	Professor Shivam Gupta, Associate Professor Neoma Business School, France.	Role of Artificial intelligence in B2B Marketing.	https://zoom.us/j/97529122633
		3.30pm -3.50pm	Sayantana Kundu and Aditya Banerjee 1.Assistant Professor, Accounting and Finance Area 2.PhD Scholar ,Accounting and Finance Area Indian Institute of Management Ranchi	Operational Efficiency of Indian Banks: A Contrast between Public and Private Sector Banks	
		3.50pm-4.10pm	Usha S. Parupudi, Sarayu Dixit Kodihalli, Sherlin Ann Thomas, Pankaj Tiwari and Amit Prasad. PGP, DSB Great Lakes Institute of Management	A Predictive Framework to Improve Sales, Profit and Customer Satisfaction for Online Retailing: A Study of Online Transactions of a Sporting Goods and Apparel Retailer	
		4.10pm-4.30pm	Arunava Dalal and Dr. Subrata Chattopadhyay 1. Research Scholar,UEM 2. Professor, Business Administration	A preliminary study on the feasibility of popularizing handicrafts of Bengal through e-commerce platform	

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21st July 2020	Tuesday	Technical session 3 (11am to 1pm) 11am to 11.40p.m	Professor Arpan Kar, Associate Professor, Department of Management Studies, IIT Delhi	How to Publish in Top Journals for Management Research	https://zoo.m.us/j/93556207557
		11.45 am-12.05 p.m.	Varsha Ramesh, Dr. Dipanjan Goswami and Om Prakesh 1.Department of Data Science Engineering Great Lakes Institute of Management, 2.Department of Data Science Engineering Daiichi Sankyo erstwhile Ranbaxy, India 3.Department of Data Science Engineering Genpact India Private Limited, India	Predictive Analysis Of Consumer Behaviour On Brazilian E-Commerce Site	
		12.10pm-12.30 p.m.	Abdullah and Dr. Mohammed Naved Khan 1. Research Scholar, Department of Business Administration, Faculty of Management Studies & Research, Aligarh Muslim University 2. Professor, Department of Business Administration, Faculty of Management Studies & Research, Aligarh Muslim University	Determining Mobile Payment Adoption: A Systematic Literature Review	
		12.35p.m.- 12.55pm	Sudiksha Chakraborty and Jyoti Majumder student, IBS, Kolkata MBA	Feature Classification And Sentiment Analysis Through Review Of Products In E-commerce Websites	

22nd July 2020	Wednes day	Technical session 4 (11am to 1pm) 11am to 11.40 a.m.	Professor Anand Jaiswal, Professor, Marketing IIM Amhedabad.	Bottom of the Pyramid Markets and Hybrid Business Model	https://zoo.m.us/j/98368733222
		11.45 am-12.05 p.m.	Nitish Arora and Sarvesh Kumar 1.Assistant Professor- Marketing Indus Business School, IIEBM, Pune. 2. Assistant Professor Marketing and Supply Chain Management Central University of Himachal Pradesh	The Study of Product Procurement and Distribution Channels followed in the Retail sector in the Mountainous state of India	
		12.10pm-12.30 p.m.	Pritha Das and Dr Subrata Chattopadhyay 1.Research Scholar, UEM, Kolkata, 2. Professor, Business Administration UEM, Kolkata	Establishment Of Psycho-Social Risk And Feel Risk Along With Other Risk Factors Of Online Grocery Shopping	
		12.35p.m.- 12.55pm	Shaon Sen and Dr. Smitha Nayak 1.Research Scholar (Ph.D.). 2. Associate Professor Manipal Institute of Management Manipal Academy of Higher Education	Influence of Materialism and Hedonism on Impulse Buying Among Millennials In The Eastern Emerging Markets	

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23rd July 2020	Thursday	Technical session 5 (11am to 1pm) 11am to 11.40 a.m.	Professor Suvasis Saha Professor, Marketing University of Calcutta, Dept. of Business Management.	Managing Green Business	https://meet.google.com/ikc-nebt-cin
		11.45 am-12.05 p.m.	Dr. Sonali Mukherjee GMIS, Jakarta Indonesia	An Analytical Study of Green Business Initiative by Corporate Firm: A Step towards Corporate Stewardship	
		12.10pm-12.30 p.m.	Sakti Arora & Vijay Anand Athavale 1. Assistant Professor 2. Assistant Professor Institute of Engineering & Technology, Panipat	Indian Tourism Industry-A Study on Impact of COVID-19	
		12.35p.m.- 12.55pm	Kushsal De & P R Bhattacharyya 1. Assistant Manager, Axis Electrical Component Associate Professor Calcutta Business School	2. Role of technology in religious education: Challenges and Opportunity in the New Normal	
		Technical session 6 (6pm to 8pm) 6pm-7pm	Professor Pithwiraj Nath, Professor of Marketing and Associate Director of the Retail Institute at Leeds Beckett University, UK	Understanding Service Profitability	https://zoom.us/j/95963021120
		7pm-7 20 pm	Sundeeep Sondhi HOD, Department of Business Administration UEM, Kolkata	State of Indian Telecom Industry – Is it the ‘Incumbent’s Curse’ in play?	
		7.20pm- 7.40pm	Dr. K Rajamani and A Nirmalraj Post-Doctoral Research Fellow., State Bank Institute of Leadership	Effect of preconception about the service on the overall evaluation of service encounters: evidence from the banking & insurance sector	
		7.40pm-8pm	Ajay Kumar Ganguly and Dr Subrata Chattopadhyay 1. Research Scholar, UEM, Kolkata, 2. Professor, Business Administration UEM, Kolkata	Impact of moratorium on Consumer demographic profile: Case Study on ICICI Bank Home loan Customer	

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TOPIC - "Will Society Undergo Change? Post Covid Opportunities and Challenges in Business"

Date	Day	Time	Panelist	Association	Webinar Link
25th July 2020	Saturday	11 am to 12.30 pm	Dr. Dipanjan Goswami	Sr. Research Scientist at Sanyko Daichii Ltd.	https://zoom.us/join/9171111111
			Mr. Debajyoti Banerjee	Founder & CEO at Seven Boats, Google Certified Digital Marketer & Trainer, Brand Strategist, Consultant & Entrepreneur	
			Mr. Rahul Bose	Global Learning and Development Leader - IBM India Limited	
			Dr. Bharat Bhushan	Chief Digital Officer Tata Metallica	
			Ms. Nilanjana Chaudhuri	CEO at Peers Symantech	
			Mr. Ranodeep Saha	CEO, Founder of Rare Planet	
			Mr Israr Alam	CEO, Carney Technologies	
Session Moderator- Mr. Sibaji Bose Co-founder & Partner with Positive Vibes Consulting & Advisory					

Schedule for Panel Discussion – Webinar 2

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TOPIC - "Skill development for Emerging Market and Business Today: Post Covid-19 Effect"

Date	Day	Time	Panelist	Association	Webinar Link
25th July 2020	Saturday	2.30pm to.4pm	Dr. Sheshadri Chatterjee	Microsoft Corp Asia Pacific Regional Business Solution Manager Redmond, WA, US	https://zoom.us/join/9171111111
			Dr. Debashish Biswas	Partner Deloitte	
			Mr. Kalidas Pramanik	Executive Vice President sales and marketing Head Coromandel International Limited	
			Mr. Roy Joseph	Group VP – HR Tattva Group	
			Mr. Vivek Sharma	Managing Director Panasonic Life Solutions India Pvt. Ltd.	
			Mr. Digbijoy Chakraborty	CEO & Managing Director at SunEco Tech Ventures Pvt Ltd	
			Session Moderator - Ujjal Majumder Director, Cenerg Global Tools Private Limited		