

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 1: Thursday, 11th January, 2018			Session 1A : Understanding Digital Consumer		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
1	SR	3:30 - 5:00 PM	2	TAM vs. DTPB PREDICTING THE INTENTIONS TO USE DIGITAL MARKETING COMMUNICATION WHILE BUYING A CAR	Rekha Dahiya and Pooja Jain
			3	Understanding Digital Consumers: A Comparative Study of Top Markets by MPI	Dr.Amit Kumar Singh and Sheetal Maurya
			14	GAUGING CUSTOMER SATISFACTION WITH ONLINE RETAILERS—THE MODERATING ROLE OF FLOW ON SERVICE QUALITY AND PRICE PROMOTIONS	Dr.PavleenSoni and Dr. Jyoti Vohra
			18	PARADIGMS, PROSPECTS AND LINKAGES OF DIGITAL PAYMENT SYSTEM: A STUDY OF QUALITATIVE DATA ANALYSIS USING NVIVO .	Anita Verma, HamendraDangi and Aastha Vohra
			23	MOBILE BANKING : CHANGING FACE OF E-COMMERCE	Shubham Inani and Meghna Sethi
			30	The Rise of Trolling: An investigative study into the psychological factors, causes and consequences of Online Trolling	Harish Kumar and Pranav Jawa

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 1: Thursday, 11th January, 2018			Session 1B : Understanding Digital Consumer		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
1	I	3:30 - 5:00 PM	75	MEASUREMENT OF E-SERVICE QUALITY AS A MULTIDIMENSIONAL HIERARCHICAL CONSTRUCT: A REPLICATION STUDY USING COLLIER AND BIENSTOCK'S (2006) FRAMEWORK IN INDIAN CONTEXT	Sanjay K. Jain and Sonali Jain
			45	Digital Marketing and Consumer Rights in India	Sheetal Kapoor
			55	Customer Perception Of B To C Websites: An Empirical investigation Of Delhi NCR	Sonali Agarwal and P.S. Raychaudhuri
			57	Being Digital : An analytical framework for calculating digital customer value in retail banking	Anuj Pal Kapoor and Madhu Vij
			65	Impact of Social Media Usage on Brand Choice: An Empirical Study	Anubha Saini and Tejinder Sharma
			86	WEB EXPERIENCE: A STUDY OF BUYING BEHAVIOUR OF DIGITAL CONSUMERS	Aakriti Saini

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 1: Thursday, 11th January, 2018			Session 1C : Understanding Digital Consumer		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
1	II	3:30 - 5:00 PM	91	ONLINE AND OFFLINE CUSTOMER CHANNEL CHOICE BEHAVIOUR IN TRAVEL INDUSTRY OF KATRA CITY, J&K, INDIA	Sahil Singh Jasrotia, ShagunChib, Dr. Hari Govind Mishra and Dr.Roopal Sharma
			92	Consumer Perception Towards Security of Mobile Wallets In the City of Lucknow	Dharmendra Pandey and RinkiVerma
			96	Moderating Role of Gender & Website on Customer Service Satisfaction: Survey Evidence	Pooja Goel and Nisha Gupta
			102	Effect Of Demographics And Internet Usage On Consumer Attitude Towards Social Media Advertising	Nazia Hasan and Anupriya Pandey
			103	Psychometric Index Development of Online Review Helpfulness in e-commerce Websites: An Emerging Market Perspective	Rachita Kashyap, Abhilash Ponnamand Ankit Kesharwani
			108	E-:Learning platforms for competitive examinations in India : A study using AHP	Shikha Sachdeva and Pawanjot Kaur

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 1: Thursday, 11th January, 2018			Session 1D : Understanding Digital Consumer		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
1	III	3:30 - 5:00 PM	41	DIGITAL FINANCE: PERCEPTIONS OF THE INDIAN CONSUMER	Varda Sardana and Shubham Singhania
			116	Customer Attitudes towards Internet Banking Adoption: A Study of Select Factors in Indian Context	Sanjay K. Jain and Pooja Jain
			131	Consumer's attitude towards Digitalization of Indian market	Aamir Khan and Talia Sartaj
			136	Antecedents of Consumer Attitudes towards Online Shopping: Insights from Investigation in Indian Context	Sanjay K. Jain and Manika Jain
			137	Consumer Trust in E-Commerce Transaction in Delhi	Dr Nitin GirdharwalGirdharwal
			139	Acceptance and Use of Digital Payment System	Dr. Ashish Chandra and Abhay Gupta

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 1: Thursday, 11th January, 2018			Session 1E : Consumer Adoption of E-Commerce		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
1	IV	3:30 - 5:00 PM	15	Mobile marketing: tapping the untapped market & shaping purchase pattern in Digital space	Dilip Kumar Gupta
			43	Content Creation on Social Media – An Exploratory Study of E-commerce Firms in India	Dr. Anupama Vohra, Neha Bhardwaj and Mayank Jain
			68	E-Commerce Adoption in India: a developing country	Tilak Raj
			88	Contemporary Reflections of E-Travellers in India	Manisha and Sanatan Tiwari
			112	Role of Trust in Attitude and Intention to Use Electronic Payments	Palak Kanojia and Madan Lal
			153	Personality Traits and Online Impulse Buying	Prof. Kavita Sharma and Sarita Devi

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 1: Thursday, 11th January, 2018			Session 1F : Customer Experience in Digital Space		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
1	V	3:30 - 5:00 PM	13	HOW SATISFIED CUSTOMERS SERVE AS A MARKETING CHANNEL FOR E-COMMERCE	Rashmi Batra
			60	Emotional Intelligence with Word of Mouth Communication Equals Enormous Success	Burhanuddin Shaikh and Madan Lal
			64	A Conceptual Study On: Impact of Digital India Campaign on Digital Marketing	Dr Laxman Ram Paliwal, Dr Dharam Veer Bhardwaj and Dr Doongar Ram Jalwani
			66	Analyzing the Effects of Demonetization in India on emergence of Digital Wallet as an alternative	Chandni Aswal and Nishant Sharma
			67	e-Advertisement – A Doorway to Online Purchase and Foundation of Future Marketing Practices	Ela Kumari

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 1: Thursday, 11th January, 2018			Session 1G : Online Purchase Behaviour		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
1	VI	3:30 - 5:00 PM	20	Understanding online grocery purchase intention of semi-urban consumers using a socio-cognitive approach	Adil Khan, Mohd Yasir Arafat and Sweta Gupta
			71	PREDICTORS OF ONLINE SHOPPING INTENTIONS : AN INDIAN PERSPECTIVE	Deepti Sehgal and Khushbu Madan
			80	ANALYZES OF ONLINE PURCHASE BEHAVIOR AMONG COLLEGE STUDENTS	Dr. Bibhu Prasad Sahoo and Karman Kaur
			97	Online Purchase Behavior and the Decline of Online Grocers	Arshnoor Chawla, Kanksha Malhotra and SnigdhaBhiwania
			105	Vital drivers affecting online purchase behaviour	Sonika Seth
			123	Dissecting the effect of Green Marketing Stratagem on Buying Behaviour of Indian Consumers'	Dr. Akash Agarwal and Dr.Lovleen Gupta

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 2: Friday, 12th January, 2018			Session 2A : Managing Marketing Practices in Digital Space		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	SR	9 - 10:30 AM	6	Role of Marketing and Digitization In Mitigating Impact of Crisis for Financial Firms : A Study of Non-Banking Financial Companies(NBFCs)	Dhulika Arora
			31	ONLINE SERVICE RECOVERY VIA TWITTER: A CASE ANALYSIS OF INDIAN RAILWAYS	Niharika Gupta, Harleen Kaur and Harsh V. Verma
			129	An analysis of Opportunities and Challenges of Paid Search Marketing in India	Anuj Jatav and Rohit Kumar Shrivastav
			140	Web searching practices and results: A study on MOOC assignment and individual feel like web experiences	Mangal Chhering and Dr. Bhupinder Singh
			144	Green Supply Chain Initiatives: A Study on Environment Aspects	Pradeep Kumar and Dr. H.K Dangi
			149	A Study of High Performance Work Practices and Sustainable Competitive Advantage	RajanGahlot and Dr. Urvashi Sharma

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 2: Friday, 12th January, 2018			Session 2B : Digital Technology & Business Processes		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	I	9 - 10:30 AM	35	Physical Digital Integration Shaping Retail Sector: Future Drivers & Leveraging Tech. Trends.	Siddharth Batra and Vidhi Batra
			83	DIGITAL TECHNOLOGY IN THE REALM OF BANKING: A REVIEW OF LITERATURE	Varda Sardana and Shubham Singhania
			93	RFID Technology in Logistics and Supply Chain Management: A Study on Retail Industry	Dr.K.S.Sekhara Rao Rao and SahyajaChilamakurthi
			95	GST as a tool of e-Governance: Case of Traders in Central Delhi District	Dr. Bibhu Prasad Sahoo, Garima Jain and Jasleen Kaur
			114	Digital Transformation- Journey , Challenges and the Road Ahead	Neha Gosain and Gurmani Chadha
			142	STRATEGIC BRANDING OF PANTALOONS (A MULTI - RETAIL FASHION OUTLET) USING DIGITAL MEDIA IN INDIA	Abhinav Shuklaq, Pragya Singh and Shweta Agarwal

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 2: Friday, 12th January, 2018			Session 2C : Mobile Marketing & Consumers		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	II	9 - 10:30 AM	49	A Comparative study on Online Shopping Behavior of Consumers in relation to Myntra, Flipkart, Snapdeal, Jabong and Amazon	Anupreet Kaur Mokha
			52	YOUNG DIGITAL CONSUMER PREFERENCES: AN EXPLORATORY DELHI	Ishpreet Kaur Viridi
			61	Mobile application-based shopping in India: Factors and variables guiding its growth	Neeru Kapoor, Chandan Kumar Singh and Sunaina Kapoor
			70	ANALYSING YOUTUBE ADVERTISING'S HIERARCHIAL EFFECTS ON CONSUMER BEHAVIOUR	Deepa Halder and Rajshree Yadav
			89	ONLINE BANKING BEHAVIOUR OF GEN Y IN INDIA	Anuj Pal Kapoor and Muskan Duggal
			98	EXAMINING THE INTERACTION EFFECT OF INTERNAL ATTRIBUTION AND CO-RECOVERY ON SERVICE RECOVERY OUTCOMES: EVIDENCE FROM SST FAILURES	Radha Krishna Bhimavarapu, Ankit Kesharwani and Bijeta Shaw
			127	A STUDY OF THE FACTORS AFFECTING CONSUMER'S ADOPTION OF E-COMMERCE IN NEW DELHI REGION	Sonam Tomar and Vaibhav Kardam

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 2: Friday, 12th January, 2018			Session 2D : Customer Relationship Marketing		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	III	9 - 10:30 AM	48	Nurturing Relationship through Complaint Handling: What all does it takes?	Swati Agarwal and Dr Garima Gupta
			85	STUDY ON CRM PRACTICES OF SELECTED FORTUNE INDIAN COMPANIES 2017	Suwarna Pant, Shivangi Gupta and Anjali Gupta
			90	A study of factors influencing Customer Complaint Behaviour	Prof. Madan Lal and Heena Kashyap
			99	Customer Perception on CRM Practices of Indian Banking Industry: A Comparative Analysis	YeshaTomar, Ramesh Chandra Dangwal and Shivangee Tiwari
			120	Emoji – Awareness and Effectiveness	Radhika Srinivasan, Miss Laxmi and Miss Shilpa
			121	CUSTOMER RELATIONSHIP MANAGEMENT IN ONLINE SHOPPING	Nidhi Mathur and Seema Gupta

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 2: Friday, 12th January, 2018			Session 3A : Social Media Marketing		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	IV	9 - 10:30 AM	17	Strategic Approach in Social Media Marketing	Ranjeet Kumar, Vikram Kumar and Pankaj Kumar
			24	THE RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING AND CONSUMER DECISION MAKING	Parminder Kaur and Kokila Negi
			37	Social Media Adoption by the Indian Banks	OnkarShivraj Swami, Nethaji B and Jyoti Prakash Sharma
			110	Social Media Marketing	Anjum Tanwar
			117	DIGITAL INDIA: IMPACT, OPPORTUNITIES AND CHALLENGES	Gurmani Chadha and Aditya Wadhwa
			150	Pepsi Co tryst with Facebook and Twitter on Sustainability	Neha Arora, Kiran Gambhir and SonalThukral

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 2: Friday, 12th January, 2018			Session 3B : Digital Impact on Social Behaviour		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	V	9 - 10:30 AM	38	The Emergence of S-Commerce: As a low cost distribution channel	Rutika Saini
			72	Measurement of Social Capital embedded in Online Social Networks – An empirical analysis for understanding the role of Social Loafing behavior and Social Cohesion	Yukti Sharma and Dr.Tejinder Sharma
			73	Digital impact on Social Behaviour	Gaurav Singhal
			79	SOCIAL SHOPPING BEHAVIOUR AMONG COLLEGE STUDENTS IN BANGALORE: A STUDY WITH SPECIAL REFERENCE TO THE RETAIL SECTOR	Anand Shankar Raja Manivannan and Delfy David
			106	Role of Social Media Marketing in Building Business for Indian Companies	Rohit Kumar Shrivastav and Nisha Goel
			128	Social media marketing in small business	Vaibhav Kardam and Sonam Tomar

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 2: Friday, 12th January, 2018			Session 3C : Corporate Social Initiatives & Social Media Marketing		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	VI	9 - 10:30 AM	21	Social media usage Framework for E Governance	M L Singla and Apeksha Hooda
			39	CORPORATE GOVERNANCE AND EARNINGS MANAGEMENT: REVIEW OF LITERATURE	Dr.Amit Kumar Singh, Ms.Annu Aggarwal and Ms.Ashween Kaur Anand
			50	E-Governance: An Initiative towards Modern INDIA	Gourav Aggarwal, Shelly Gupta and Santroop Tanwar
			62	Corporate social responsibility expenditure trends in Indian Economy	Navneet Singh
			135	CSR communication and Social Media: Opportunities, Challenges and Strategy	Samridhi Suman
			143	STRATEGISING MARKETING COMMUNICATION USING SUSTAINABILITY REPORTING: EXPLORING THE MOTIVATIONS FOR SUSTAINABILITY REPORTING FROM THE LENS OF STAKEHOLDERS	Prof. R K Singh and Geetanjali Batra

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 2: Friday, 12th January, 2018			Session 3D : E-Governance		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	SR	4 - 5 PM	9	Market Size, Trade openness, Financial Development- as Potential Determinants of FDI in India: an evidence from Co-Integration & Causality	Mahendra Pal
			104	Imperatives Influencing Citizen Attitude toward E-Government	Vibhuti Tripathi, Ankita Khare and Kumar Saurabh
			109	Developments and Impact on e - Governance Services in Pune after Digital India Campaign	Aniket Khemani and AashiRungta
			111	Mergers and Acquisitions: Moving Beyond the Financial Concerns	Mukesh Kumar Jain, Dr. Ashish Chandra and Swati Khanna
			122	E-Governance in India: A Step for the Economic Development of India	Ajay Pal Singh and Ravinder Kaur
			145	Performance Appraisal of Business Responsibility Reporting Complying and Non Complying Companies	Chetan Yadav and Vanita Tripathi

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 2: Friday, 12th January, 2018			Session 3E : Social Media in Political Campaigns Art & Culture		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	I	4 - 5 PM	7	E-Governance : An emerging concept in India	Shivani Mangain and DaminiKumari
			27	Impact of Social Media activities on perceived political brand value	Dr.ShvetaKalra and Neha Singhal
			81	Role of Social Media in Crowdsourcing	S Ahmed Mozumder and Dr.RamlalPorika
			119	EVOLVING ROLE AND SCOPE OF SOCIAL MEDIA IN NATIONAL AND INTERNATIONAL POLITICS	Aditya Wadhwa and Neha Gosain
			124	UNDERSTANDING AND PROMOTING RELIGION VIA SOCIAL MEDIA: FINDING THE RIGHT WAY	Srishti Bhatia and Dr Poonam
			146	'WOKE POLITEIA': A STUDY OF TWITTER AS A MEDIUM OF POLITICALLY CONSCIOUS "NARRATIVE" PEDDLING	Mansi Singh

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 2: Friday, 12th January, 2018			Session 3F : Social Media in Education, Healthcare, and Religion		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	II	4 - 5 PM	44	Utility of Mobile and Social Media in Education	NargishBano and Nurul Hoda
			78	The Impact of Social Networking Sites on Students in Higher Education	Dr Avantika Raina and Tanu Sachdeva
			82	Simulating Multiple Correlated Random Variables using Cholesky Decomposition	Bibhu Sahoo and Neeraj Jain
			118	Cultural Diplomacy through Social Media:The New Normal	Aanchal Singh and ChetnaSindwani
			151	Customer Intelligence: Decoding the Consumer	Neeti Jain

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 2: Friday, 12th January, 2018			Session 4A : Predictive Analytics		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	III	4 - 5 PM	4	Detecting Fraud Using Big Data & Conversational Analytics	Sunil Kappal
			10	ONLINE EDUCATION AND THE INTEGRATION OF SOCIAL MEDIA: SCOPE AND CHALLENGES IN INDIA	Varda Sardana and Shubham Singhania
			28	SOCIAL MEDIA IN EDUCATION- A PARADIGM SHIFT	Anjali Gupta, Suwarna Pant and Shivangi Gupta
			77	A Long-run Integration between Financial Development and Economic Growth in India: An Cobb Douglas Approach	Dr.Amit Kumar Singh and Neha Nainwal
			100	YOUNG CONSUMERS' ATTITUDE TOWARDS THE USAGE OF EMOJIS IN SOCIAL MEDIA: A PARADIGM SHIFT FROM TRADITIONAL MARKETING PRACTICES TO DIGITAL CONSUMERISM	Megha Sharma and Ramesh Chandra Dangwal
			107	DECODING CHARGEBACK THROUGH ANALYTICS	Aravindan Chandrasekaran

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 2: Friday, 12th January, 2018			Session 4B : Big Data Analytics		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	IV	4 - 5 PM	5	Big data Analytics: Rapidly Growing Significance	MinakshiSehrawat
			53	Social Media in Education	Ankita Garg
			59	Marketing Analytics - The ROI in Digital Analytics	Anuj Pal Kapoor, Madhu Vij and Abhishek Gupta
			74	Significance of Social Networking Media for Influencing the Investor Behavior in Indian Stock Market	Muskan Duggal, Anuj Kapoor and Sakshi Malik
			125	Understanding Prospects and Challenges of E-Governance for Development in India	Jyoti Yadav and Ravinder Kaur
			138	Social Media in Education Sector: A Study on Department of Commerce, Delhi School of Economics, University of Delhi	Deepali Malhotra and Rinku Mahindru

6th Annual International Commerce Conference (6th AICC), 2018

Breakouts Venue: Department of Commerce, Delhi School of Economics, University of Delhi

Day 2: Friday, 12th January, 2018			Session 4C : Social Media & Markets		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	V	4 - 5 PM	12	Telemedicine: The Future of Healthcare in India	Shanu Jain
			126	Digital Divide in E-governance- An Indian Perspective	Kavita and Dr. Suman
			130	Role of Idiosyncratic Risk in Asset Pricing: A Preliminary investigation into India's Stock Market	Sartaj Hussain, Prof. K. V. Bhanu Murthy, Dr. Amit Kumar Singh and Rohit Kumar Shrivastav
			154	Big data and analytics: enabling knowledge management for personal as well as professional growth	Gipson Varghese and JayakarSodagiri
			155	Analysis of Emoji Usage in Interpersonal Communication of WhatsApp Users in Delhi-NCR	Gurneet Kaur and Dr Jasmine Kaur Lamba