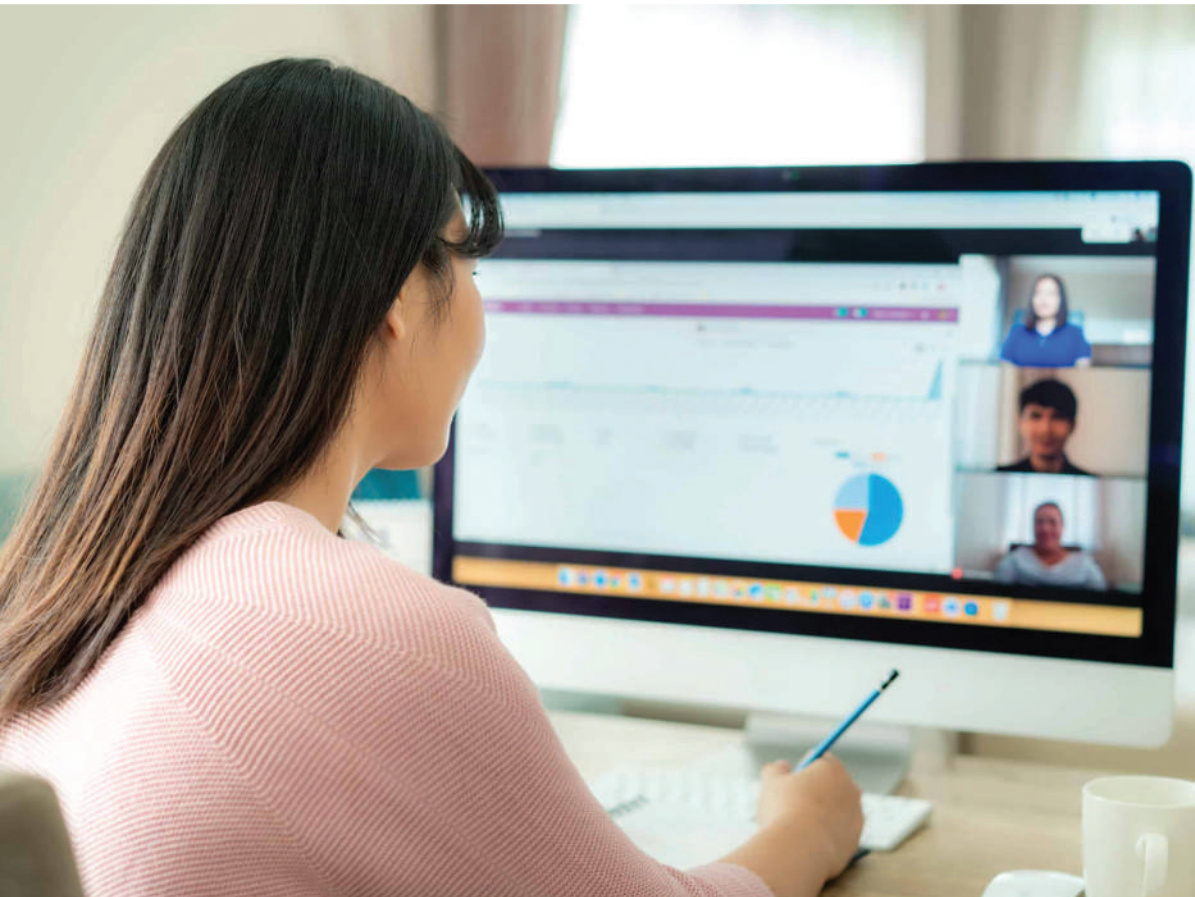


ICMIS-20

International Conference on
Management and Information Systems

October 25-26, 2020



ICMIS-20

International Conference on Management and Information Systems

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Conference General Chair

Dr. Omprakash K. Gupta
College of Business
University of Houston - Downtown, USA

Conference Co-Chairs

Shivprakash Agrawal, AIMS International, India
Sandhir Sharma, Chitkara Business School, India

Keynote Speakers

Ramaswamy Nandgopal
XIME, India

A K S Suryavanshi
GiET Foundation, India

Irfan Ahmed
Sam Houston State University, USA

SESSION - A

Session Chair
Dr. Sandhir Sharma
Chitkara University

India
25th October 2020
9:30 am-11:10 am

Houston
24th- 25th October 2020
11:00 pm-12:40 am

KEYNOTE
R. Nandagopal
Director, XIME Kochi, India

Management Education in the New normal

The Management education was taught conventional through class room lecture and case studies in the physical form. In the early 2000 the impact of corona virus has completely changed the way of life in the world including management education. The academic community started looking at new information technology tools. The faculty members have become more creative in adapting the new ways of teaching and research. This is also in a way helps the future managers to adapt the technology. Learning management systems, on line teaching tools and IT tools lead to innovative pedagogy. The student's community and academic community now use the new pedagogy very effectively to improve the learning process.

Dr. R. Nandagopal, is the Director of XIME Kochi. Prior to joining XIME Kochi, he was the Director of PSG Institute of Management from 2000 onwards. He joined PSG in 1994. He has over three decades of academic experience serving in various capacities at leading institutions like Institute of Public Enterprise, Hyderabad and Loyola College, Madras. He has organized a number of Executive Development Programs for senior and middle level Managers and done consultancy work in the area of Financial Management and restructuring of organizations. He is the founder member of ABBS and has held leadership positions in National and Regional organizations that include AIMA, AIMS, CII, ICC, CMA and Productivity Council. He is presently on the board of Commissioners at ACBSP. He has been awarded the Honorary Citizen of Toledo, Ohio, USA for his contribution to the Indo American Education Initiative. He received his Ph.D. in Finance in 1985 from the University of Madras and published 75 articles in national and International Journals and authored 17 books in Management.

CONTRIBUTED PAPERS

S155 Uncertainty and other Strategic Issues in Production Planning and Scheduling
Badri Toppur, Rajalakshmi School of Business, badri.toppur@rsb.edu.in

In this paper, we consider the aspect of uncertainty, in production scheduling of automotive parts. Variability and uncertainty are often not factored in aggregate planning models. Integrated versus Hierarchical approaches to production planning are also reviewed. A framework for computer simulation of the demand, production, and inventory is developed.

S160 Social Media and Mobile Advertising: Current Issues in Marketing Communications
Kishwar Joonas, Prairie View A&M University, kajoonas@pvamu.edu
Taylor S. Longshaw, Prairie View A & M University, tlongshaw@pvamu.edu

We analyze how companies must respond to technological trends by embracing social media and mobile advertising. Specifically, we assess the usage of video advertisements to increase consumer engagement (Munson 2018), mobile advertising metrics (Sloane 2017; effective utilization of character count by Twitter (Bulik 2017), and Snapchat Discover's platform for businesses from various industries (Sloane 2016). Further, we examine new approaches of Facebook and Google for real time live television events (Peterson 2016), as well as companies' engagement with social media giants for improved marketing (Neff 2016). We also cover research limitations, directions for future research, and goals achieved by authors.

KEYNOTE

A K S Suryavanshi

Chief Mentor- GiET Foundation

Synergy Between Industry 4.0 and Education 4.0 Role of B School Faculty

This is an impending epoch that will validate itself by consideration of underling facts wherein future of jobs will get re-defined owing to gaps between industry 4.0 and education 4.0. The causal effect, originating out of technology driven, automation led manufacturing process that is heavily impacted by artificial intelligence and machine learning, will try to find synergy with incoming management graduates who would also be on self -learning, self- experimentation and duly impacted by blended approach adopted by B Schools, across diverse geographies. It will be matter of interest, inquest and validation to see what effect synergetic relations between industry 4.0 and Edu 4.0 will create, in next decade, say by 2030, a period in which huge job losses is anticipated.

Professor Suryavanshi is an academic who has handled several leadership responsibilities like 'Vice Chancellor', Director, Dean and Senior Professor' in India and abroad. He is a corporate turned academic with over 25 years of experience having handled large projects. He is Co-Founder of 'GiET Foundation' (India) and 'Skill And Scale Singapore Private Limited' besides teaching course at 'Queen Mary-University of London'. Professor Suryavanshi has created one of largest e-learning Program for International Chamber of Commerce (Paris) and has guided several social entrepreneurial ideas. He serves on Academic boards and board of studies of several universities, academic council member and evaluation and as well as assessment boards of reputed institutions. Dr Suryavanshi is currently guiding large size industry led project, spread over Singapore, Europe and Indonesia. He has guided several international projects in past. He has been member of Project Review committee for prestigious Ministry of Corporate affairs (MCA 21) project.

SESSION - B

Session Chair
Dr. R. Nandagopal, XIME

India
25th October 2020
8:30 pm-9:40 pm

Houston
25th October 2020
10:00 am-11:10 am

KEYNOTE

Irfan Ahmed

Sam Houston State University

Pandemic, Post-Pandemic and the Service Sector

The economies of numerous countries, and consequently the global economy, have been negatively due to the direct and indirect impacts of the COVID-19 pandemic that has been rampant since early this year. The service sector of the global economy has been the most affected, with direct impacts due to the very nature of a significant portion of the service sector i.e., those services that require contact between service providers and service customers. The pandemic has caused changes in consumer behavior that have the potential to be long-lasting, thereby leading to significant changes in consumer behavior for services, with long-term impacts for many service industries. The continued success of business in the post-pandemic world will depend on their short-term and long-term adaptations to the changed reality of life.

Dr. Irfan Ahmed is Associate Professor of Marketing at Sam Houston State University in Huntsville, Texas. Prior to this, he has been on the faculty at Texas A&M University and the University of Alaska Anchorage. His research focuses on issues relating to services marketing, advertising and competitive strategy. He received a Ph.D. in Marketing from Texas A&M University, and a Post Graduate Diploma in Management (MBA) from the Indian Institute of Management, Ahmedabad. Dr. Irfan Ahmed has several years' experience in the advertising industry. He has been a consultant to large corporations, small businesses and government and non-profit organizations with a focus on the areas of market research, service quality and customer satisfaction, and strategic planning. He has also been an Instructor in several executive education programs. Dr. Ahmed currently serves as President of the Association of Collegiate Marketing Educators, and as a member of the Board of Directors of the Federation of Business Disciplines, and is a Past President of the Southwest Case Research Association, U.S.A. He is currently the Editor of Journal of Applied Case Research, and has also served as a reviewer for several academic journals in Marketing and Management. Irfan Ahmed has received the McGraw Hill Outstanding Educator Award from the Federation of Business Educators, and the Distinguished Educator Award from the Association of Indian Management Scholars.

CONTRIBUTED PAPERS

S154 Higher Education PreCovid and During Covid – E-learning Faculty's Perception

Damodharan Varadarajan, XIME, damodharan@xime.org

Nandagopal Ramaswamy, XIME, nandagopal@xime.org

The purpose of this research is to investigate the faculty's perceptions about the transitions that occurred from Pre-Covid phase to Covid phase and its implications for future pedagogical practices. The study provides insights about faculty's perceptions of changes concerning the teaching methods, course content, technical support, faculty's readiness, and assessment instruments. The study also assesses the shift in the teaching tools and platforms during the transition phase. The purpose of the research is to help identify gaps in the literature and also identify the various perceptions of faculties in current higher education practices and plan for emergency remote learning.

S156 Does Heuristic Biases Affect Investment Decisions of Individual Investors?

Ankita Bhatia, Symbiosis International (Deemed University),

ankita.bhatia@sims.edu

Arti Chandani, Symbiosis International (Deemed University),

arti.chandani@sims.edu

This paper throws light on how heuristic biases influence investment decisions of individual investors who are investing actively in the stock market. Such studies are more pronounced in developed countries and little has been studied about investor behaviour in developing countries like India. Purposive sampling is used and hierarchical regression analysis was performed for data analysis. The finding shows that overconfidence bias is found to have positively correlated and significantly influence investment decision of individual investors in Indian context. The study is important from the perspective of financial advisor who can help the investors in their investment decision thus overcoming biases.

ABSENTIA PAPER

S151 Adding Relations to a Delegate of the Same Level in a Linking Pin Organization

Kiyoshi Sawada, University of Marketing and Distribution Sciences,

Kiyoshi_Sawada@red.ums.ac.jp

This study proposes a model of adding relations between a delegate member and every other member of the same level in a complete binary linking pin organization structure where every pair of nodes which have the same parent in a complete binary tree is adjacent. The total shortening distance which is the sum of shortening lengths of shortest paths between every pair of all nodes by adding edges is formulated for the purpose of revealing an optimal additional relation level.

Master Schedule

International Conference on Management and Information Systems (ICMIS-20)
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Session A	
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Session Chair: Dr. Sandhir Sharma, Chitkara University	
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India	Houston
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25th October 2020	24th October 2020
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9:30 am-10:00 am	11:00 pm-11:30 pm
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<i>Keynote Address</i> <i>R. Nandagopal</i> <i>XIME Kochi, India</i>	
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10:00 am-10:40 am	11:30 pm-12:10 am
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Paper presentation Track-1 S155, S160	
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25th October 2020	25th October 2020
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10:40 am-11:10 am	12:10 am-12:40 am
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<i>Keynote Address</i> <i>A K S Suryavanshi</i> <i>GiET Foundation' (India)</i>	
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Session B	
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Session Chair: Dr. R. Nandagopal, XIME	
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25th October 2020	
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8:30 pm-9:00 pm	10:00 am-10:30 am
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<i>Keynote Address</i> <i>Irfan Ahmed</i> <i>Sam Houston State University, USA</i>	
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9:00 pm-9:40 pm	10:30 am-11:10 am
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Paper presentation Track-2 S154, S156	
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Eighteenth AIMS International Conference on Management

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