



2012 ACADEMY OF INDIAN MARKETING
INTERNATIONAL CONFERENCE
ON

**“INNOVATION IN MARKETING FOR
EMERGING MARKETS”
Global Challenges and Opportunities**

July 29-30, 2012

HOTEL LEELA PALACE, BANGALORE

CONFERENCE CO-CHAIRS:

Dr. Jagdish N. Sheth – Dr. V. Kumar

Dr. Madhukar Angur – Dr. Piyush Kumar Sinha

July 29, 2012 (Sunday): Hotel Leela Palace, Bangalore

Time	Session	Venue
3.00 - 4.00 pm	Registration	Outside Grand Ball Room
4.00 - 5.30 pm <i>Inaugural Session</i>	Conference Inauguration and Opening Key Note by Chief Guest Shri Adi Godrej President, CII and Chairman, Godrej Group Globalization of Indian Enterprises <i>Unveiling Ceremony of “Legends in Marketing - Volume by Adi Godrej (courtesy: Vivek Mehra – Sage Publication)</i> Session Chair: Jagdish Sheth Emory University, Atlanta, USA	Grand Ball Room
5.30 - 6.45 pm <i>Plenary Session - 1-</i>	Corporate Social Responsibility in Emerging Markets Dr. Anil Menon President Globalization and Smart + Connected Communities, Cisco Systems <i>Topic: Role of Technology in cause related marketing in Emerging Markets</i> Ms. Vinita Bali M.D. & C.E.O. Britannia Industries Ltd., <i>Topic: Nutrition: Key to the Future</i> Session Chair: Mr. A. Mahendran M.D & CEO Godrej Consumer Products Ltd.,	Grand Ball Room
7.00 pm	Reception Dinner	Pre-function Area Grand Ball Room

July 30, 2012 (Monday): Hotel Leela Palace, Bangalore

Time	Session	Venue
8.00 - 9.00 am	Registration	Outside Grand Ball Room
9.00 - 10.15 am <i>Plenary Session -2-</i>	Creating Value in Emerging Markets Mr. A. Mahendran M.D & CEO Godrej Consumer Products Ltd. <i>Topic: Creating value for Consumer Markets</i> Mr. Vineet Agrawal President- Wipro Consumer Care and Lighting <i>Topic: Marketing to the Halal Market - Globally</i> Mr. Bijou Kurien President and CEO Lifestyle Reliance Retail Ltd. <i>Topic: Creating Value in Retail</i> Session Chair: Rajendra Srivastava, Singapore Management University, Singapore	Grand Ball Room

Time	Session	Venue
10.15 -10.30 am	Coffee Break	Pre Function Area Grand Ball Room
10.30 - 11.45am <i>Parallel Session Thought Leadership</i>	Retailing and Services Chair: Shankar Ganesan, <i>University of Arizona, USA</i> Panelists: Denish Shah, <i>Georgia State University, USA</i> Piyush Sinha, <i>IIM Ahmedabad, India</i> Piyush Sharma, <i>Hong Kong Polytechnic University, Hong Kong</i>	Turret Board Room
	Strategy & Modeling Chair: Ajay Kohli, <i>Georgia Tech College of Management, USA</i> Panelists: Steve Burgess, <i>Nelson Mandela Metropolitan University, South Africa</i> V. Kumar, <i>Georgia State University, USA</i> Satya Dash, <i>IIM Lucknow, India</i>	Sitara
	Consumer Behavior Chair: Jagdish Sheth, <i>Emory University, USA</i> Panelists: Russell Belk, <i>York University, Canada</i> Kent B.Monroe, <i>University of Richmond, USA</i> G. Shainesh, <i>IIM Bangalore, India</i>	Kamal
	Globalization of Marketing Chair: Don Schultz, <i>Northwestern University, USA</i> Panelists: Michael Kleinaltenkamp, <i>Freie Universitat, Germany</i> G. Kalyanaram, <i>Narsee Monjee Institute of Management Studies, India</i> Rammohan Pisharodi, <i>Oakland University, USA</i> Suraksha Gupta, <i>Brunel University, UK</i>	Grand Ball Room
11.45 -12.15pm	Award Function “Best Paper Award” S.Neelamegham, Co-Founder AIM	Grand Ball Room
12.15 - 1.00 pm	Lunch	Pre Function Area Grand Ball Room
1.00 - 2.15 pm <i>Parallel Sessions -1</i>	1A. Consumer Behavior	Grand Ball Room
	1B. Innovation and Performance	Kamal
	1C. Industrial Marketing	Sitara
	1D. Marketing for Sustainability	Turret Board Room
2.15 - 3.30 pm <i>Parallel Sessions -2</i>	2A. Marketing Methodologies & Measurements	Grand Ball Room
	2B. Brand Management	Kamal
	2C. Marketing Strategy & Firm/Industry Performance	Sitara
	2D. Special Session Innovation Outsourcing in the Global Context	Turret Board Room

Time	Session	Venue
3.30 - 4.00 pm	Coffee Break	Pre Function Area Grand Ball Room
4.00 - 5.15 pm <i>Plenary Session- 3</i>	Brand Building in Emerging Markets Mr. Bhaskar Bhat M.D., Titan Industries Ltd <i>Topic: Role of innovation in brand building</i> Mr. Shashi Kiran Shetty Chairman & M.D., Allcargo Logistics Ltd. <i>Topic: Value added Services in Brand Building</i> Mr. Sameer Kaul V.P., Marketing, Dr. Lal Path Labs <i>Topic: Location Strategy in Brand Building</i> Session Chair: V.Kumar, Georgia State University, Atlanta, USA	Grand Ball Room
5.15 - 5.30 pm	Vote of Thanks	Grand Ball Room

Parallel Sessions: Thought Leadership 10:30 – 11:45AM, July 30, 2012

Session 1 (Grand Ball Room): Retailing and Services

Chair: Shankar Ganesan, *University of Arizona, USA*

Panelists:

Denish Shah, *Georgia State University, USA*

Piyush Sinha, *IIM Ahmedabad, India*

Piyush Sharma, *Hong Kong Polytechnic University, Hong Kong*

This panel will discuss the interdisciplinary nature of retailing and services sector in the areas such as distribution, sales, professional services, consumer services such as leisure or financial apart from education and training.

Session 2 (Sitara): Strategy and Modeling

Chair: Ajay Kohli, *Georgia Tech College of Management, USA*

Panelists:

Steve Burgess, *Nelson Mandela Metropolitan University, South Africa*

V. Kumar, *Georgia State University, USA*

Satya Dash, *IIM Lucknow, India*

The panelists will discuss the dynamic and evolving nature of strategy in business and role of modeling in guiding managers towards certain identified, conscious deliberate and controllable efforts for achievement of business objectives.

Session 3 (Kamal): Consumer Behavior

Chair: Jagdish Sheth, *Emory University, USA*

Panelists:

Russell Belk, *York University, Canada*

Kent B. Monroe, *University of Richmond, USA*

G. Shainesh, *IIM Bangalore, India*

Panel will reflect on the micro and macro nature of the topic by highlighting the contemporary managerial issues that can influence the effectiveness of marketing and relationship between consumption and well-being.

Session 4 (Turret Board Room): Globalization of Marketing

Chair: Don Schultz, *Northwestern University, USA*

Panelists:

Michael Kleinaltenkamp, *Freie Universitat, Germany*

G. Kalyanaram, *Narsee Monjee Institute of Management Studies, India*

Rammohan Pisharodi, *Oakland University, USA*

Suraksha Gupta, *Brunel University, UK*

The aim of this panel would be to reflect on the issues faced by marketers when they decide to function in global markets. The role of marketing in enabling managers to recognize the differences in acceptability by customers in different markets will be discussed and new avenues of research will be highlighted.

Parallel Sessions 1 - 1.00 pm - 2.15 pm, July 30, 2012

Parallel Session 1A (Grand Ball Room) Consumer Behaviour

Chair: Balakrishna Grandhi

1. *Role of Perceived Superiority of Female Condoms*
Ajay Singh, *Indian School of Business, India*
Sameer Deshpande, *University of Lethbridge, Canada*
2. *Developing a conceptual Framework for understanding Luxury Brand Consumption in India and China*
Varsha Jain, *Mudra Institute of Communications, India*
Ashok Ranchhod, *Winchester School of Art, University of South Hampton, UK*
3. *A Study of Mobile Number Portability among Students in India*
Mihir Dash, *Alliance University School of Business, India*
Divas Gupta, *Tata Consultancy Services, India*
4. *Proximity marketing: Opportunities and Challenges in an Emerging Market*
Balakrishna Grandhi, *S. P. Jain School of Global Management, UAE*
Jyothsna Appaiah Singh, *S. P. Jain School of Global Management, UAE*
Rony Jacob, *S. P. Jain School of Global Management, UAE*

Parallel Session 1B ('Kamal') Innovation and Performance

Chair: Steve Burgess

1. *The role of product innovation in the context of Russian economy*
Maria Smirnova, *Graduate School of Management, Saint-Petersburg State University, Russian Federation*
Vera Rebiazina, *National Research University "Higher School of Economics", Russian Federation*
Olga Tretyak, *National Research University "Higher School of Economics", Russian Federation*
2. *Exploring the factors that influence the use of hair extensions amongst black women in south African*
Mlenga Jere, *University of Cape Town, South Africa*
Karren Mushure, *University of Cape Town, South Africa*
3. *An exploratory Study on the Marketing Challenges in the Diffusion of Grassroot Innovations: A Case study from India*
Subin Sudhir, *IIM Kozhikode, India*
4. *Message Source Portrayals in Emerging Market Advertisements: Analyzing Physical and Cultural Characteristics*
Mlenga Jere, *University of Cape Town, South Africa*
Steven Michael Burgess, *Nelson Mandela Metropolitan University, South Africa*

Parallel Session 1C ('Sitara') Industrial Marketing

Chair: Suraksha Gupta

1. *Role of Gratitude and Obligation in Business Relationship.*
Prem Dewani, *IIM Ahmedabad, India*
Piyush Sinha, *IIM Ahmedabad, India*
2. *Can we manage the influence of role stressors on organizational commitment of front-line employees?*
Anna-Lena Ackfeldt, *Aston University UK*
Neeru Malhotra, *Aston University UK*
3. *Lessons from Implementing CRM in an Emerging market: A case study of a mobile telephony company in South Africa*
Nathalie Chinje, *Wits Business School, South Africa*
Geoffrey Bick, *Wits Business School, South Africa*
4. *International Brands, Business Relationships and Marketing Innovation in Emerging Economies.*
Suraksha Gupta, *Brunel University*

Parallel Session 1D (Turret Board Room) Marketing for Sustainability

Chair: Satya Bhushan Dash,

1. *Environmental Consciousness, its antecedents and behaviour outcomes*
Kavita Sharma, *University of Delhi, India*
Monika Bansal, *Shri Ram College of Commerce, India*
2. *Corporate Social Performance, Brand Equity and Shareholder Value*
Saurabh Mishra, *McGill University, Canada*
Sachin Modi, *University of Toledo, USA*
3. *Rural Penetration of Life Insurance Products in India*
Karanam Nagaraja Rao, *Alliance University School of Business, India*
P Sathyapriya, *Alliance University School of Business, India*
4. *Examining the association between Green Experience and Green Brand Equity: - A study in Indian green hotel industry*
Ansh Gupta, *IIM Lucknow, India*
Satya Bhushan Dash, *IIM Lucknow, India*

Parallel Sessions 2: 2.15 pm -3.30 pm, July 30, 2012

Parallel Session 2A ('Grand Ball Room') Methodologies & Measurements

Chair: Don Schultz,

- 1. A Comparison of Reflective/Formative Second Factor Models with the Schmid Leiman Factor Structure*
Geetha M., *SSN College of Engineering, India*
Piyush Sharma, *Hong Kong Polytechnic University, Hong Kong*
Bharadhwaj Sivakumaran, *Great Lakes Institute of Management, India*
- 2. Measuring Retail Customer Experience*
Shilpa Bagdare, *IIPS, India*
Rajnish Jain, *Institute of Management Studies, DAVV, India*
- 3. Do (How) Digital Natives Adopts A New Technology Differently than Digital Immigrant? A Longitudinal Comparison of Four Competing Theoretical Models*
Ankit Kesharwani, *IBS Hyderabad, India*
Daniel Sherrell, *FOGELMAN COLLEGE OF BUSINESS AND ECONOMICS, USA*
Makam Balaji, *IBS Hyderabad, India*
Nitin Gupta, *IMT Hyderabad, India*
- 4. An Interactive Marcom Model for Emerging Markets*
Don Schultz, *Northwestern University, USA*
Edward Malthouse, *Northwestern University, USA*

Parallel Session 2B ('Kamal') Brand Management

Chair: Varsha Jain,

- 1. Coping with service failure: The moderating role of Brand Reputation*
Aditi Sarkar, *IBS Hyderabad, India*
Makam Balaji, *IBS Hyderabad, India.*
- 2. Brand Communities on Social Networking Sites in emerging markets: The case of MTV India*
Sushant Kumar, *IIM Lucknow, India*
Satish Maheswarappa, *IIM Lucknow, India*
- 3. Spectator-Based Brand Equity and Indian Premier League: An Empirical Assessment in Spectator Sports in Emerging Economies*
Anil Gupta, *The Business School, University of Jammu, India*
Anish Yousaf Naik, *The Business School, University of Jammu, India*
Neelika Arora, *SHTM JU, India*
- 4. Impact of Sensory Branding on Consumers along with Purchase Decision Involvement*
Varsha Jain, *Mudra Institute of Communications, India*
Pallavi Shetty, *Mudra Institute of Communications, India*

Parallel Session 2C ('Sitara') Marketing Strategy

Chair: Kent B. Monroe,

1. *Exploring a new dimension of customer service and its impact on sales growth and loyalty*
Krishna Havaldar, *Alliance University School of Business, India*
Jacob Alexander, *Alliance University School of Business, India*
Mihir Dash, *Alliance University School of Business, India*
2. *The Cost of Misaligned Capabilities, Strategies and Governance: The case of HIV/AIDS-related Social Marketing Efforts in India*
Luis Escobar, *University of Lethbridge, Canada*
Sameer Deshpande, *University of Lethbridge, Canada*
3. *Message Concreteness: When does the Persuasion Persist*
Yi He, *California State University, East Bay, USA*
Qimei Chen, *Shidler College of Business, USA*
Dana L. Alden, *Shidler College of Business, USA*
Linlin Zhu, *Fudan University, China*
4. *Pre-Purchase Experiences and Value-based Pricing: An Issue of Tacit Knowledge*
Kent B. Monroe, *University of Richmond, USA*
Lillian Cheng, *Cheng, Monroe & Associates, Inc., USA*

Parallel Session 2D ('Turret Board Room') Outsourcing in Global Markets

Chair: K.Sivakumar,

1. *Localisation of Global Design: Branded Service escapes of Retail Banks in Bangladesh and Singapore*
Ming Lim, *University of Leicester, UK*
Shamim Ehsanul Haque, *BRAC University, Dhaka, Bangladesh*
Mizan Rahman, *University of Lincoln, UK*

2. Special Session title: Innovation Outsourcing in the Global Context

Session Chair and Moderator: K. Sivakumar, *Lehigh University USA*

Panelist: Veena Iyer, *Infosys*

Topic: *Outside-In Open Innovation: Systems for Capturing Ideas from Outside the Firm*

Panelist: Rishiksha Krishnan, *Indian Institute of Management, Bangalore*

Topic: *Open Innovation in Large Firms: The Case of the Automobile Industry*

Panelist: K. Sivakumar, *Lehigh University USA*

Topic: *Innovation Outsourcing: A Research Agenda for the Future*

Overview of Paper Presentations for the Parallel Sessions

Authors	Title Index	Venue	
Geetha M., <u>*Piyush Sharma</u> and Bharadhwaj Sivakumaran	A Comparison of Reflective/Formative Second Factor Models with the Schmid Leiman Factor Structure	Grand Ball Room	Session 2-A
<u>*Mihir Dash</u> and Divas Gupta	A Study of Mobile Number Portability among Students in India	Grand Ball Room	session 1-A
<u>*Subin Sudhir</u>	An exploratory Study on the Marketing Challenges in the Diffusion of Grassroot Innovations: A Case study from India	Kamal	Session 1-B
<u>*Don Schultz</u> and Edward Malthouse	An Interactive Marcom Model for Emerging Markets	Grand Ball Rom	Session 2-A
<u>*Sushant Kumar</u> and Satish Maheswarappa	Brand Communities on Social Networking Sites in emerging markets: The case of MTV India	Kamal	Session 2-B
Anna-Lena Ackfeldt and <u>*Neeru Malhotra</u>	Can we manage the influence of role stressors on organizational commitment of front-line employees?	Sitara	Session 1-C
<u>*Aditi Sarkar</u> and Makam Balaji	Coping with service failure: the moderating role of brand reputation	Kamal	Session 2-B
<u>*Saurabh Mishra</u> and Sachin Modi	Corporate Social Performance, Brand Equity, and Shareholder Value	Turret Board Room	Session 1-D
<u>*Varsha Jain</u> and Prof.Ashok Ranchhod	Developing a conceptual Framework for understanding Luxury Brand Consumption in India and China	Grand Ball Room	session 1-A
<u>*Ankit Kesharwani</u> , Daniel Sherrell, Makam Balaji and Nitin Gupta	Do (How) Digital Natives Adopts A New Technology Differently than Digital Immigrant? A Longitudinal Comparison of Four Competing Theoretical Models	Grand Ball Room	Session 2-A
<u>*Kavita Sharma</u> and Monika Bansal	Environmental consciousness, its antecedents and behavioural outcomes	Turret Board Room	Session 1-D
<u>*Krishna Havaladar</u> , Jacob Alexander and Mihir Dash	Exploring a new dimension of customer service and its impact on sales growth and loyalty	Sitara	Session 2-C
<u>*Mlenga Jere</u> and Karren Mushure	Exploring the factors that influence the use of hair extensions amongst black women in south African	Kamal	Session 1-B
<u>*Ansh Gupta</u> and <u>*S.B Dash</u>	Examining the association between Green Experience and Green Brand Equity: - A study in Indian green hotel industry	Turret Board Room	Session 1-D
<u>*Varsha Jain</u> and Pallavi Shetty	Impact of Sensory Branding on Consumers along with Purchase Decision Involvement	Kamal	Session 2-B
<u>*Suraksha Gupta</u>	International Brands, Business Relationships and Marketing Innovation in Emerging Economies	Sitara	Session 1-C
<u>*Nathalie Chinje</u> and <u>*Geoffrey Bick</u>	Lessons from Implementing CRM in an Emerging market: A case study of a mobile telephony company in South Africa	Sitara	Session 1-C
Ming Lim, <u>*Shamim Ehsanul Haq</u> , Mizan Rahman	Localisation of Global Design: Branded Servic escapes of Retail Banks in Bangladesh and Singapore	Turret Board Room	Session 2-D
Shilpa Bagdare and <u>*Rainish Jain</u>	Measuring Retail Customer Experience	Grand Ball Room	Session 2-A
Yi He, Qimei Chen, Dana L. Alden, <u>*Linlin Zhu</u>	Message Concretness: When does the Persuasion Persist	Sitara	Session 2-C
<u>*Mlenga Jere</u> and Steven Michael Burgess	Message Source Portrayals in Emerging Market Advertisements: Analyzing Physical and Cultural Characteristics	Kamal	Session 1-B
<u>*Kent Monroe</u> & <u>*Lilian Chang</u>	Pre-Purchase Experiences and Value-based Pricing: An Issue of Tacit Knowledge	Sitara	Session 2-C
<u>*Balakrishna Grandhi</u> , Jyothsna Appaiah Singh and Rony Jacob	Proximity marketing: Opportunities and Challenges in an Ememrging Market	Grand Ball Room	Session 1-A
<u>*Prem Dewani</u> and <u>*Piyush Sinha</u>	Role of Gratitude and Obligation in Business Relationship	Sitara	Session 1-C
Ajay Singh and <u>*Sameer Deshpande</u>	Role of Perceived Superiority of Female Condoms	Grand Ball Room	Session 1-A
<u>*Karanam Nagaraja Rao</u> and P Sathyapriya	Rural Penetration of Life Insurance Products in India	Turret Board Room	Session 1-D
Anil Gupta, Anish Yousaf Naik and Neelika Arora	Spectator-Based Brand Equity and Indian Premier League: An Empirical Assessment in Spectator Sports in Emerging Economies	Kamal	Session 2-B
Luis Escobar and <u>*Sameer Deshpande</u>	The cost of misaligned capabilities, strategies and governance: The case of HIV/AIDS-related Social Marketing efforts in India	Sitara	Session 2-C
<u>*Maria Smirnova</u> , Vera Rebiazina and Olga Tretyak	The role of product innovation in the context of Russian economy	Kamal	Session 1-B

**Author's name underlined will present the paper*

Timings of Session 1 - 1.00pm-2.15pm, Session 2 - 2.15pm-3.30pm