

Track-1
Session Chair: Dr. Sandhir Sharma
12th June 2020

India	Dubai	Israel	Germany	Houston
11:00am- 1:00pm	9:30am- 11:30am	8:30am- 10:30am	7:30am- 9:30am	12:30am- 2:30am

179 Uses of Automation for De-provisioning in Cloud Data Center

Kumar N, VTU RRC. Karnataka, phd.res.paper@gmail.com

Raju R Gondkar, Cmr University, raju.r@cmr.edu.in

Managing a Data Center needs dynamic cloud computing era demands Agility Efficiency and Scaling. The objective of this study is to shed some lights on Provisioning and De-Provisioning operational definition criteria reference architecture and depiction on how SDDC works in this scenario as well as standardized the values it brings. Moreover some factors to guide IT organizations on how to adopt Provisioning and De-Provisioning operations are also discussed. This study has taken a qualitative approach in which literature around Predictive Analysis Big Data concepts. Machine Learning Artificial Intelligence is reviewed and how this could help in further research.

181 Satisfaction Level and Technology by Fit Tourists

Shlomit Hon Snir, Department of Economic And Management, Yezreel Valley College, shlomith@yvc.ac.il

Sharon Teitler Regev, Department Of Economic And Management, Yezreel Valley College, sharont@yvc.ac.il

Anabel Lifszyc-friedlander, School Of Health Professions, Faculty Of Medicine, Tel Aviv University And Gordon Academic Education, anabel@post.tau.ac.il

Over the last decade, tourists have moved away from organized group tours toward private independent tours. This trend is expected to increase due to the COVID-19 constraints. Level of satisfaction is an important challenge to tourism suppliers and is crucial to industry success. The current research focuses on how tourists search for information and on their satisfaction level. Tourists use internet sites and social media to get information before and during their trip and are quite satisfied with the tour, the information, the purchasing process and the service quality.

188 Integration of Technology in Marketing Communications: Some Recent Trends

Kishwar Joonas, Prairie View A&M University, kajoonas@pvamu.edu

Skyler Mccray Davis, Prairie View A&m University,

smccraydavis@student.pvamu.edu

Treyton Oliver, Prairie View A&m University, tolover12@student.pvamu.edu

Tamara Waobikeze, Prairie View A&m University, twaobikeze@student.pvamu.edu

In this research, we present recent trends in integrating technology into marketing communications, from a practitioner perspective. Literature indicates a substantial increase in online advertising (Kleckler 2019, McGee 2020, Tornoe 2019, Williams 2019). Further, there is much research attention on e-active marketing (Kleckler 2019, Livingston 2019, McGee 2020, Tornoe 2019, Williams 2019), a marked emphasis on social media strategy (McGee 2020, Williams 2019). Marketing communications of diverse products and services that have adapted to the use of technology include firearms (McGee 2020), food and groceries (Kleckler 2019), flooring (Williams, 2019), and legal consultancy (Livingston 2019). Finally, in this literature review, important findings and research limitations are discussed, along with directions for future research.

Track-2
Session Chair: Dr. AKS Suryavanshi
12th June 2020

India	Dubai	Israel	Germany	Houston
7:00pm-9:00pm	5:30pm-7:30pm	4:30pm-6:30pm	3:30pm-5:30pm	8:30am-10:30am

151 Stock Option Risk Management using Exponential Moving Average Method

N. Maruti Rao, Rani Channamma University, maruti_mn@rediffmail.com

In India majority of the retail investors feel that the option market is very risk market According Vishal Gulecha Head-Equity ICICI Securities nearly 50-60 of the derivatives trades resulted in losses Option contract sold without holding a position in the underlying stock have accounted for major chunk of loss Although stock options offer protection from an adverse shift in price and also an opportunity to diversify portfolio options traders are still exposed to risk The present study is undertaken to address this problem The risk involved in option trading can be minimized through designing suitable option strategies.

182 Does Gender, Ethnicity and Income Affect Job Satisfaction?

Michael Monahan, Frostburg State University, mmonahan@frostburg.edu
Amit Shah, Frostburg State University, ashah@frostburg.edu

Organizations succeed when they have the support of their employees as happy, engaged workers who are more loyal, productive, and willing to perform their best to achieve organizational goals. A variety of benefits and incentives are provided by employers in pursuit of finding the winning formula for attracting and retaining workers. Herzberg determined that motivators and hygiene factors, which provide intrinsic and extrinsic rewards, motivate employees. Finding the right mix of elusive factors can increase morale and productivity. But does the gender, ethnicity, and income level affect job satisfaction?

184 The Need for a New Approach in Change Management – Is Agility the Answer?

Gordana Ivanka Spejic, University of Latvia, gordana.spejic@gmx.de

Management today takes place under completely different conditions than just a few years ago. In order to position themselves in these highly competitive markets and to be successful in the long term, organizations must be more innovative and ready to change to effectively address these new challenges. The success recipes of yesterday and today are no longer a guarantee for tomorrow's success. As a result, to remain competitive and sustainable change management becomes a permanent task of an organization. But change projects generally experience a high failure rate. The reason lies to a high extent in the resistance of the affected and involved employees. They determine the success and failure

of every type of change project. Lack of motivation, knowledge and qualification, uncertainty, overburdening and fear dominate their attitude and behavior. Agility seems to offer a suitable approach to involve employees, overcome resistance to change and help to better perform in organizational change. The aim of this paper is to give an overview of important aspects of organizational change and to understand the urgent need for a new approach in organizational change management.

185 Cryptocurrency - A Dream or Reality Check

Sheela Thiruvadi, Morgan State University, sheela.thiruvadi@morgan.edu

Abirami Radhakrishnan, Morgan State University,

abirami.radhakrishnan@morgan.edu

Regulators and legislators have given a series of warnings and word of caution to the public regarding fraud and digital currency price manipulation in the cryptocurrency market. Blockchain technology, a ledger for cryptocurrencies came into focus with the introduction of Bitcoin. Blockchain has eliminated the use of third-party transaction organizations during currency transactions thereby eliminating transactional fees (also called agent fees). This paper will discuss the most important cryptocurrencies in the market, the technology behind them, the underlying factors affecting their price fluctuations, and safe investment measures.

186 Local Grocery Store- Growth Trajectory Post COVID-19 through CRM

Irfat Ahmad, GFI, irfat76@gmail.com

A K S Suryavanshi, AUM-Mumbai, suryavanshiaks@gmail.com

Shailja Dixit, Amity University Lucknow, 0

These kirana stores score very high on parameters of customer acquaintance connection and their brand preference and usage pattern Emotional attachment with the customers is the strongest point lies in the favour of kirana stores which is a competitive advantage over the organized retail Customers prefer these stores because of proximity to their homes convenient timings close acquaintance with owner and availability of credit also The profiling of customers.

187 The Potential of Agility in Change Management

Gordana Ivanka Spejic, University of Latvia, gordana.spejic@gmx.de

This article is about Change Management and Agility as a potential approach for change processes. The complexity, needs and challenges of today's business environment force companies to constantly review and adapt their strategies and structures. Therefore, successful change is crucial to succeed and survive in the present highly competition. As a result, change management becomes a permanent task of an organization. However, change projects generally indicate a high failure rate. The reasons are multilayered and determined to a high extent by the resistance of the affected employees. Agility may have the potential to expand and enrich change management and ultimately change the traditional way of implementing change itself.

Track-3
Session Chair: Dr. Abbassi Attarwala
13th June 2020

India	Dubai	Israel	Germany	Houston
11:00am- 1:00pm	9:30am- 11:30am	8:30am- 10:30am	7:30am- 9:30am	12:30am- 2:30am

161 Advertising and Creativity: Developing a Model for Willingness and Believability

Sangeeta Sharma, Birla Institute of Technology and Science, sang@pilani.bits-pilani.ac.in

Arpan Bumb, Birla Institute Of Technology And Science, f20170392@pilani.bits-pilani.ac.in

It is a universally accepted fact that creativity is an integral part of advertising. The survival of advertisements is impossible without being creative. This paper attempts to identify the parameters contributing to creativity through literature review and selecting those parameters which are frequently used in Indian advertisements. It also establishes the relationship between the identified parameters, customer's willingness to buy the product and believability and predicts a causal model through Structural Equation Modelling (SEM). This will, therefore, enable advertisers to select those creative parameters to make their advertising more effective.

169 The Rise and Fall of Non-Banking Financial Companies in India and Emerging Challenges

Abbassi Attarwala, Kohinoor Business School, dr.attarwala@gmail.com

Balasubramaniam Santhanam, Kohinoor Business School, prof.cs.bala@gmail.com

Non-Banking Financial Companies (NBFC) specialise in meeting the credit needs of niche areas such as hire purchase, financing of physical assets, commercial vehicles and infrastructure loans. Many of the borrowers who are not effectively served by the organized commercial banks are dependent on NBFC. While the deposits of successful NBFCs continued to register sizeable growth, the quality of assets and ownership of the NBFC sector has been deteriorating since 2012. This research study examines the role of Reserve Bank of India (RBI) in protecting the public deposits with NBFCs and for fostering overall financial stability in the economy.

171 Advertising for General Insurance Products Versus Consumer Protection

Aparna Ger, University of Mumbai, aparnager@rediffmail.com

Insurance companies resort to advertising in order to attract attention of the customers and purchase their general insurance products. Insurance advertising seeks to integrate the purpose of providing reliable, objective, intelligible and relevant information on risk coverage and insurance products. Consumer protection aims at ensuring that insurance companies educate their clientele with relevant and appropriate information on their products and protect policyholders' rights and help in establishing appropriate redress mechanisms. This study would examine the guidelines constituted by Insurance Regulatory & Development Authority of India (IRDA) and compares it with the best practices adopted by regulatory authorities across the globe.

173 Individual Investor's Decision-making Behavior Mean Gini Difference Portfolio

Gayathri Thiagarajan, Maruthupandiyar College, gayathrirajan70@gmail.com

This paper discusses that Mean-Gini Difference (MGD), an alternative index of variability, shares many properties with the variance, but can be more informative about the properties of distributions that depart from normality. The variance should be significant when one or more of the following properties Stochastic Dominance and Exchangeability. In this study, the Mean-Gini approach is to analyse risky prospects and construct optimum portfolios. Since Mean-Gini is stable with investor behaviour under uncertainty for a wide class of probability distributions, it is shown to be more adequate than the variance for evaluating the variability of a prospect.

174 Production Scheduling for Varying Demand and During Capacity Shortage

Badri Toppur, Rajalakshmi School of Business, badri.toppur@gmail.com

Brakes India Limited is a company in the TVS Group. It is the leading manufacturer of braking systems in India. Axle Tech America (ATA) is a small US based manufacturer. It is a supplier of high quality cost effective transaxles to meet the need of customers who manufacture utility vehicles, utility tractors, lawn movers, and golf carts. Brakes India supplied machined castings to M/S ATA. The Indian supplier provided six parts monthly over a period of four years. The demand was varying and in some months exceeded the monthly production capacity.

175 Does Behaviour Biases Affect Investment Decisions and Perceived Market Efficiency

Ankita Bhatia, Symbiosis International University, ankita.bhatia@sims.edu

S Sriharshita, Symbiosis International (Deemed) University,

sriharshitha.s2020@sims.edu

Arti Chandani, Symbiosis Institut of Management Studies, arti.chandani@sims.edu

Mita Mehta, Symbiosis International (Deemed) University, mita.mehta@sims.edu

This paper throw light on how heuristic biases influence investment decisions of individual investors who are investing actively on Indian stock market and the perceived efficiency of the market. The convenient purposive sampling is used for data collection. This study is first of its type that will study link between cognitive heuristic bias individual investment decisions and perceived market efficiency in Indian context. The study will be useful to the portfolio managers investors financial advisor traders etc as it will help them to understand the biases.