## MDI Faculty Publications 2019-2020

### Summary of Books Published

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Year</th>
<th>Books Published</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.</td>
<td>2019-20</td>
<td><strong>Ritu Srivastava</strong>, (2019), Decoding Customer Value at the Bottom of the Pyramid; An Urban India Marketing Perspective, BEP</td>
</tr>
<tr>
<td>5.</td>
<td>2019-20</td>
<td><strong>Rohit Prasad</strong>, (2019), Game Sutra: rescuing game theory from the game theorists, Sage, sage</td>
</tr>
</tbody>
</table>

### Edited Book

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Year</th>
<th>Edited book</th>
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### Book Review

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<th>S.No.</th>
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### Summary of Cases

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Year</th>
<th>Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>2019-20</td>
<td>Meeta Dasgupta, Trek Bicycles: just a name or a summation of values?. (Case Study No: 9B20M003). London, Canada: Richard Ivey School of Business.</td>
</tr>
<tr>
<td>3.</td>
<td>2019-20</td>
<td>Shailendra Kumar Rai, Krishna’s financial plan Dilemma: buy versus rent. (Case Study No: HK1178). University of Hong Kong</td>
</tr>
<tr>
<td>4.</td>
<td>2019-20</td>
<td>Shailendra Kumar Rai, Krishna’s Personal Financial Plan. (Case Study No: HK1187). University of Hong Kong</td>
</tr>
<tr>
<td>5.</td>
<td>2019-20</td>
<td>Shailendra Kumar Rai, Krishna’s Retirement Plan. (Case Study No: HK1190). University of Hong Kong</td>
</tr>
<tr>
<td>6.</td>
<td>2019-20</td>
<td>Shailendra Kumar Rai, Krishna’s Investment Plan. (Case Study No: HK1184). University of Hong Kong</td>
</tr>
<tr>
<td>7.</td>
<td>2019-20</td>
<td>Shailendra Kumar Rai, Krishna’s Personal Insurance Plan. (Case Study No: HK1181). University of Hong Kong</td>
</tr>
<tr>
<td>16.</td>
<td>2019-20</td>
<td>Meeta Dasgupta &amp; Others, Boond: dynamic capability – creating a bop energy</td>
</tr>
<tr>
<td>S.No.</td>
<td>Year</td>
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Summary of Book Chapters

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<tr>
<th>S.No.</th>
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**Chapter in Conference Proceedings**

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<tr>
<th>S.No.</th>
<th>Year</th>
<th>Conference Proceedings</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.</td>
<td>2019-20</td>
<td>Sonam Chawla &amp; <strong>Radha R Sharma</strong>, (2019), Women’s career advancement for Inclusive growth: determining facilitators and moderators, <strong>Academy of Management Proceedings, Published Online August 1, 2019, AOM</strong></td>
</tr>
<tr>
<td>S.No.</td>
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<td>Conference Proceedings</td>
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<tr>
<td>17.</td>
<td>2019-20</td>
<td>Alisha Dhal, Arvind Selvaraj &amp; Kirti Sharma, Examining Consumer perceived attitude and satisfaction of using chatbots and its effect on brand trust and loyalty intention in food delivery apps in India, Enterprise Architecture in the Digital era, 261-273, Macmillian</td>
</tr>
</tbody>
</table>

**Journal Article**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Year</th>
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<td>No.</td>
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<td>Authors</td>
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<tr>
<td>44</td>
<td>2019-20</td>
<td>Chawla, S., &amp; Sharma, R. R.</td>
</tr>
<tr>
<td></td>
<td>Year</td>
<td>Authors</td>
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<tr>
<td>60</td>
<td>2019-20</td>
<td>Ritu Srivastava</td>
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<table>
<thead>
<tr>
<th>S.No.</th>
<th>Year</th>
<th>Magazine Article/ Newspaper Article</th>
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**Magazine Article/ Newspaper Article**

<table>
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<tr>
<th>S.No.</th>
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</thead>
<tbody>
<tr>
<td>2.</td>
<td>2019-20</td>
<td>Ritu Srivastava, (2019), Need for continuous learning in the life of a working professional, India Today, <em>Published online October 17, 2019</em>, India today</td>
</tr>
<tr>
<td>S.No.</td>
<td>Year</td>
<td>Magazine Article/ Newspaper Article</td>
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<tr>
<td>25.</td>
<td>2019-20</td>
<td>Rohit Prasad &amp; Abeer Kapoor, (2019), The country’s great space ace and the war of perceptions, Mint, 1-May-19, Mint</td>
</tr>
</tbody>
</table>

**Papers presented by Faculty in National/International Conferences**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Year</th>
<th>Papers presented by Faculty in National/International Conferences</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.</td>
<td>2019-20</td>
<td>Prashar, Anupama (2019); “Quality Management for High-contact Professional service firms: A multiple-case evidence from Indian Law firms” presented paper in 26th EurOMA conference, Helsinki (Finland) during June 17-19, 2019</td>
</tr>
<tr>
<td>4.</td>
<td>2019-20</td>
<td>Sharma, Radha (2019); “Women’s Career Advancement for Inclusive Growth: Determining Facilitators &amp; Moderators” presented paper in Academy of</td>
</tr>
<tr>
<td>S.No.</td>
<td>Year</td>
<td>Papers presented by Faculty in National/International Conferences</td>
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<tr>
<td>5.</td>
<td>2019-20</td>
<td>Vallabh, Priyanka (2019); &quot;Leaders as Champions for Organisational Transformation&quot; presented paper in Global Business &amp; Technology Association (GBATA), Paris (FRANCE) during July 09-13, 2019</td>
</tr>
<tr>
<td>8.</td>
<td>2019-20</td>
<td>Prasad, Rohit (2019); &quot;IBC Payouts: Are the Operational Creditors Getting a Bad Deal?&quot; presented paper in Financial Distress bankruptcy &amp; Corporate Finance, Ahmedabad (INDIA) during August 09-10, 2019</td>
</tr>
<tr>
<td>10.</td>
<td>2019-20</td>
<td>Tripathi, Shiv Shankar (2019); &quot;Sustainable Livelihood models of mobility in an energy market&quot; presented paper in XXX ISPIM Innovation Conference, Florence, (ITALY) during June 16-19, 2019</td>
</tr>
<tr>
<td>11.</td>
<td>2019-20</td>
<td>Singh, Rajesh Kumar (2019); &quot;Analytics based decision making framework for selection of logistics service provider&quot; presented paper in International conference on Business Analytics and Operations Research, Manipal, Karnataka (INDIA) during June 14-16, 2019</td>
</tr>
<tr>
<td>13.</td>
<td>2019-20</td>
<td>Narain, Vishal (2019); &quot;Increasing womens participation in STEM experiences in the water sector in South Asia&quot; presented paper in International conference on Women in STEM, Kathmandu (NEPAL) during September 19-22, 2019</td>
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<tr>
<td>14.</td>
<td>2019-20</td>
<td>Singh, Rajesh Kumar (2019); &quot;Strategies for Industry manufacturing Systems; Overview&quot; presented paper in 49th International conference on computers &amp; Industrial Engg. (CIE49), Behang University, Beijing (CHINA) during October 18-21, 2019</td>
</tr>
<tr>
<td>15.</td>
<td>2019-20</td>
<td>Gupta, Parul (2019); &quot;Meta-Analysis of Diffusion of IT Innovations in Organisations: Examining the Moderating Role of Innovation Type and Socio-Economic Context&quot; presented paper in International conference on Information Systems (ICIS), Munich (GERMANY) during December 15-18, 2019</td>
</tr>
<tr>
<td>16.</td>
<td>2019-20</td>
<td>Jain, Ajay Kumar (2019); &quot;Social Basis of power and organisation Citizenship&quot; presented paper in National Academy of Psychology at Pondicherry,</td>
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"Note: All papers were presented by faculty members from [Institution Name], [Location], [Country] during the specified dates."
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<thead>
<tr>
<th>S.No.</th>
<th>Year</th>
<th>Papers presented by Faculty in National/International Conferences</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Pondicherry (INDIA) during December 20-22, 2019</td>
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<tr>
<td>17.</td>
<td>2019-20</td>
<td><strong>Prashar, Anupama</strong> (2019); &quot;Management of Service Quality in High-Contact PSFs&quot; presented paper in POMS International conference 2019, Mumbai (INDIA) during December 13-14, 2019</td>
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<tr>
<td>18.</td>
<td>2019-20</td>
<td><strong>Singh, Rajesh Kumar</strong> (2019); &quot;Service Quality through sustainale logistic practices&quot; presented paper in 13th Annual ISDSI conference 2019, Sambalpur (INDIA) during December 27-30, 2019</td>
</tr>
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**Seminar Organized by MDI During 2019-2020**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Lecture Delivered by</th>
<th>Designation</th>
<th>Organization</th>
<th>Topic</th>
<th>Date of seminar</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Dr. Anujit Chakraborty</td>
<td>Assistant Professor of Economics at UC Davis</td>
<td>UC Davis</td>
<td>'Incentivizing Effort in Peer Grading'</td>
<td>July 15, 2019</td>
</tr>
<tr>
<td>2</td>
<td>Sr. Raj Agnihotri</td>
<td>Dean's Fellow in Marketing and Director</td>
<td>Ivy Sales Consortium at Iowa State University</td>
<td>'In pursuit of an effective B2B digital marketing strategy in an emerging market'</td>
<td>July 26, 2019</td>
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<tr>
<td>3</td>
<td>Prof. (Dr.) Partha S Mohapatra</td>
<td>Faculty of Accounting &amp; Analytics</td>
<td>California State University, Sacramento</td>
<td>'The Impact of PCAOB International Registration on Audit Quality and Audit Fees: Evidence from China’</td>
<td>January 17, 2020</td>
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<tr>
<td>4</td>
<td>Prof. Jose Arturo Garza-Reyes</td>
<td></td>
<td>University of Derby, UK</td>
<td>&quot;Centre of Supply Chain Improvement (CSCI) Sustainable Plan for Enhancing Research Collaboration and Outcomes&quot;</td>
<td>January 14, 2020</td>
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<tr>
<td>5</td>
<td>Dr. Anil Kumar</td>
<td></td>
<td>University of Derby, UK</td>
<td>&quot;How to Sustain in Academic Research&quot;</td>
<td>January 14, 2020</td>
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<td>6</td>
<td>Dr. Sushil Bhatia</td>
<td>Professor and Executive in Residence</td>
<td>Suffolk University, USA</td>
<td>Managing of Mind for Innovation and New Product Development”</td>
<td>March 04, 2020</td>
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<tr>
<td>Sr. No.</td>
<td>Conferences &amp; Workshops</td>
<td>Lecture Delivered by</td>
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<td>Date</td>
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<tr>
<td>1</td>
<td>Conference on Enterprise Architecture in the Digital Era: Trends, Opportunities and Challenges</td>
<td>Prof. Anjali Kaushik &amp; Prof. Prageet Aeron</td>
<td>National Conference</td>
<td>May 24-25, 2019</td>
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<td>2</td>
<td>Conversations on Gurugram-Roads of Gurugram Boon or Bane</td>
<td>Prof. Rohit Prasad</td>
<td>One day Workshop</td>
<td>12-Apr-19</td>
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<tr>
<td>3</td>
<td>Conversations on Gurugram-Compansation Gurugram</td>
<td>Prof. Tanuja Sharma Prof. Rohit Prasad Prof. Sunil Ashra</td>
<td>One day Workshop</td>
<td>August 19, 2020</td>
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<td>4</td>
<td>Conversations on Gurugram-Waste Management</td>
<td>Prof. Ruomanjari S Ray Prof. Rohit Prasad Prof. Sajal Ghosh Prof. Sunil Ashra</td>
<td>One day Workshop</td>
<td>January 17, 2020</td>
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<tr>
<td>5</td>
<td>One day seminar and Round table for Leaders and Futuristics</td>
<td>Prof. Nakul Gupta</td>
<td>One day Workshop</td>
<td>May 16, 2019</td>
<td></td>
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<tr>
<td>6</td>
<td>FDP on Contemporary Teaching Learning Androgogies in B Schools</td>
<td>Prof. Ritu Srivastava &amp; Prof. Neera Jain</td>
<td>3 days FDP programme</td>
<td>June 5-7, 2019</td>
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<tr>
<td>7</td>
<td>Business Practices in India: Intertwinning Transparency, Ethics and Human Rights One-day Workshop</td>
<td>Prof. Parul Gupta</td>
<td>One day Workshop</td>
<td>June 6, 2019</td>
<td></td>
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