

## 4<sup>th</sup> ICDE CONFERENCE SCHEDULE

### DAY 1: DECEMBER 3, 2021

0830 – 1000	Inaugural Session
0830 – 0835	Welcome and Saraswati Vandana <i>Darshan Pandya, Padhmaja Kannan, and Sharmad Verleke Prabhu</i>
0835 – 0840	Conference Perspective and Schedule <i>Prof. Sumeet Gupta, Conference Co-Chair (ICDE), Professor (IT and Systems)</i>
0840 – 0900	Welcome Speech <i>Prof. Bharat Bhasker, Conference Co-Chair (ICDE) Director (IIM Raipur)</i>
0900 – 1000	Keynote Speech – Digital Wellbeing in the Post-Pandemic Era <i>Prof. Monideepa Tarafdar, Professor (University of Massachusetts Amherst)</i>
1000 – 1005	Vote of Thanks <i>Prof. Sanjeev Prashar, (Dean Academic)</i>
1015 – 1145	Paper Presentations – I (Two Parallel sessions) TS-1: Online Learning-I; TS-2: Digital Transformation
1200 – 1330	Paper Presentations – II (Two Parallel sessions) TS-3: Online Learning-II; TS-4: Digital Financial Inclusion
1330 – 1430	Lunch
1430 – 1600	Topic- Creating a Responsible and Responsive Digital Society - Prof. Moutusy Maity (Professor of Marketing, IIM Lucknow) - Dr. Karnika Seth (Advocate, Supreme Court of India) - Mr. Anupam Dutta, Partner (Advisor) (Price Waterhouse Cooper) - Moderator: Prof. Sumeet Gupta, (Professor of IT & Systems, IIM Raipur)

### Day 2: DECEMBER 4, 2021

0900 – 1000	Preparing for Publishing in Top Journals <i>By Prof. H. Raghav Rao, Univ. of Texas at San Antonio</i>
1015 – 1145	Paper Presentations – III (Two Parallel sessions) TS-5: IT and Sustainability; TS-6: Emerging Technologies
1200 – 1330	Paper Presentations – IV (Two Parallel sessions) TS-7: Info Comm Technologies; TS-8: Social Media
1330 – 1430	Lunch
1430 – 1600	A Talk from Senior Editor (Information Systems Journal) <i>Prof. M.N. Ravishankar, Professor (Loughborough University)</i> <i>Coordinator: Prof. Manojit Chattopadhyay (IT &amp; Systems Area, IIM Raipur)</i>
1600 – 1630	Summary of ICDE 2021 <i>Prof. Sourya Joyee De, Indian Institute of Management Raipur</i>

## TECHNICAL PRESENTATIONS SESSION

**DAY 1: December 3, 2021**  
**1015-1145 Parallel Track Session I**

### TS1: Online Learning - I

#### Technical Session Chair

- Prof Sanjeev Prashar, Indian Institute of Management, Raipur
- Prof Arunima Shah, Indian Institute of Management, Raipur

#### Student Coordinator

- Mr. Shivam Upadhyay (Research Scholar)

1. The Last-Mile Delivery Of Digital Literacy: An Overview Of Pradhan Mantri Grameen Digital Shaksharta Abhiyan (Pmgdisha)  
*Utkarsh Choudhary*
2. Analysis Of Student's Perception Of Online Classes In Arts & Science And Engineering Programmes In Kerala.  
*Arathy Sasi, R Rajesh, Nissy K Ninan*
3. Building Socio-Culturally Conscious Teachers On An Online Teaching Mode.  
*Garima Gupta*
4. Teachmint: An Edtech Platform For Teachers And Educational Institutes.  
*Nancy Gupta, Abhishek Narain Singh*

### TS2: DIGITAL Transformation

#### Technical Session Chair

- Prof Rajhans Mishra, Indian Institute of Management, Indore
- Prof Satyasiba Das, Indian Institute of Management, Raipur

#### Student Coordinator

- Mr. Darshan Pandya (Research Scholar)

1. Push And Pull Forces Of Country-Level Digitalization.  
*Balram Bhushan*
2. Impact Of Covid-19 On Digitization Of Indian Msmes.  
*Divya Dwivedi*
3. Digitizing India And Information Privacy Vulnerability: An Ethnographic Study At A Premier Organization Of Organizational Learning.  
*Shashi Kant Srivastava, Ram Kumar Dhurkari*
4. Exploring Barriers And Support Mechanisms To Revive Indian Handloom In The Digital Era - An Exploratory Study.  
*Merlin Nandy*

## TECHNICAL PRESENTATIONS SESSION

**DAY 1: December 3, 2021**  
**1200-1330 Parallel Track Session II**

### TS3: Online Learning II

#### Technical Session Chair

- Prof Gurjeet Kaur, University of Jammu
- Prof Archana Prashar, Indian Institute of Management, Raipur

#### Student Coordinator

- Ms. Prerna Panda (Research Scholar)

1. Technostress Among Students In Synchronous ICT Enabled Learning Environment.  
*Divya Dwivedi*
2. Digital Economy And Education: ICT In Indian Rural Classroom.  
*Kajal Verma, Sunita Singh*
3. Enablers Of Work From Home Culture: An Integrated Empirical Framework.  
*Santanu Mandal, Gayathri V Menon, Amritha R, Payel Das*
4. Venture Capital – Hybrid Approach Post Covid-19.  
*Ritu Tripathi*

### TS4: DIGITAL FINANCIAL INCLUSION

#### Technical Session Chair

- Prof Santosh Biswas, Indian Institute of Technology, Bhilai
- Prof Himanshu Srivastava, Indian Institute of Management, Raipur

#### Student Coordinator

- Mr. Ujjwal Sawarn (Research Scholar)

1. A Proposal On How To Increase Fee-Based Income In Banks From The Use Of Credit And Debit Cards In Atms.  
*Rishita Guha, Prabodha Hota, Dasarathi Sahu*
2. Financial Inclusion Sustainable Development Through Gender Equity.  
*Nishi Malhotra, Pankaj Baag*
3. Measuring Digital Financial Inclusion: A Multiple Correspondence Analysis Approach.  
*Govindapuram Suresh*
4. "Adoption Of Digital Financial Mode Of Transaction: An Empirical Evidence Of Select Smes In Sikkim."  
*Denchokey Lachungpa, Nitya Sundar*

## TECHNICAL PRESENTATIONS SESSION

**DAY 2: December 4, 2021**  
**1015-1145 Parallel Track Session III**

### TS5: IT AND SUSTAINABILITY

#### Technical Session Chair

- Prof Arpan Kar, Indian Institute of Technology, Delhi
- Prof Mohit Goswami

#### Student Coordinator

- Mr. Ranjeet Singh (Research Scholar)

1. Please.....Allow Me To Complete The Season.....': Audience Engagement In Binge Watching.  
*Santanu Mandal, Abhijith Nair, Sujith D Pai, Payel Das*
2. Innovations For Kirana Stores In India: Low-Cost Technological Solutions For Small Retailers.  
*Vikram Choudhary, Rajesh K Aithal*
3. IT Investments for Sustainable Development: Identification of Mediating Factors Using Institutional Theory.  
*Akshay Kumar, Shashi Kant Srivastava*
4. 'I Really Want To Go Back...The Place Was Absolute Bliss': Exploring The Drivers Of Place Attachment.  
*Santanu Mandal, Js Krishnaunni, HariPriya Murli, Arun Chandran, Payel Das*

### TS6: EMERGING TECHNOLOGIES

#### Technical Session Chair

- Prof Ashwini Kumar, Indian Institute of Management, Lucknow
- Prof Manojit Chattopadhyay, Indian Institute of Management, Raipur

#### Student Coordinator

- Mr. Mihir Kushwaha (Research Scholar)

1. Utopian Or Dystopian: Impact Of Artificial Intelligence On Employee Performance.  
*Priya Parul, Sweta*
2. Blockchain As A Disruptive Technology For Human Resource Management: A Systematic Review.  
*Yusra Qamar*
3. Emerging Trends In Industry 4.0: An Operations Management Perspective.  
*Yash Daultani*
4. The Impact And Reach Of ESG: The Perspective Of Developing Countries.  
*Biranda Sampat, Kali Charan Sabat*

## TECHNICAL PRESENTATIONS SESSION

**DAY 2: December 4, 2021**  
**1200-1330 Parallel Track Session IV**

### TS7: INFORMATION COMMUNICATION TECHNOLOGIES

#### Technical Session Chair

- Prof Sujeet Sharma, Indian Institute of Management, Tiruchirappalli
- Prof Sourya Joyee De, Indian Institute of Management, Raipur

#### Student Coordinator

- Ms. Pratibha Kumari (Research Scholar)

1. Dissonance Reduction And Continued Use Of Mobile Apps: A Thematic Analysis.  
*Kavita Sharma, Shveta Kalra*
2. ICT adoption & impact on informal firm productivity: Evidence from Indian MSMEs  
*Lokesh Posti*
3. Chronicling The Ehealth Desideratum In India.  
*Parisha Malu, Rohit Kumar Verma*
4. 'I Often Get Tempted.....To Use Mobile Food Apps': Understanding The Perceived Utility Of Mobile Food Apps.  
*Santanu Mandal, Radhika R, Swetha Sunil Kumar, Payel Das*

### TS8: SOCIAL MEDIA

#### Technical Session Chair

- Prof Satish Krishnan, Indian Institute of Management, Kozhikode
- Prof Rashmi Shukla, Indian Institute of Management, Raipur

#### Student Coordinator

- Ms. Aanchal Gupta (Research Scholar)

1. Does social media use enhance the sensing and seizing capabilities of managers? Role of absorptive capacity.  
*Siddharth Majhi*
2. How does social media use impact the components of individual absorptive capacity?  
*Siddharth Majhi*
3. The Influence of Brand Post Message Strategy on Consumer Engagement with Organic Retail Products on Instagram.  
*Winee Saikia, Abhigyan Bhattacharjee*
4. 'I cannot say...if i really like Youtube Ads': Ad characteristics and YouTube Engagement-An Empirical Exploration'.  
*Santanu Mandal, Kartika Nair, Guttela Narendra, Payel Das*