

INTERNATIONAL MARKETING CONFERENCE 2025

DETAILED PAPER - PRESENTATION SCHEDULE

PARALLEL PAPER PRESENTATION SLOT 1	
DATE: July 17, 2025	TIME: 10:00 AM TO 11:30 AM
VENUE: Chanakya Building, Classroom 1, Ground Floor	
TRACK 1: Artificial Intelligence and Technology Adoption	
AUTHORS	PAPER TITLE
Aanchal Aggarwal, Nupur Arora, Arnav Verma and Karman Singh	From One-Click to Forever Fans: Harnessing AI and Personality Traits to Ignite Brand Evangelism in Quick Commerce
Geeta Raut and Udit Taneja	Demographic Influence on Conversational AI Agent Adoption: A Multi-Group Analysis
Megha Gupta, Ajay Kumar and Parvez Ahmad	Do Voice-Assisted Smart Homes Enhance our Well-Being? The Role of Personalization and Privacy Concerns
Kiran Sharma and Mukesh Govind Kharat	Unravelling the Gen Z e- learning behaviour
Anshu Mehta and Nandini Bhala	Impact of Virtual Try-On Technology on Consumer Purchase Intention
Ritika Bhatia and Anil K Bhat	Understanding the Relationship Between Explainable AI, Behavioral Biases, and Consumer Decision-Making: Impact on Click and Purchase Behavior in AI-Driven Marketplaces

PARALLEL PAPER PRESENTATION SLOT 1

DATE: July 17, 2025

TIME: 10:00 AM TO 11:30 AM

VENUE: Chanakya Building, Classroom 2, Ground Floor

TRACK 1: Artificial Intelligence and Technology Adoption

AUTHORS	PAPER TITLE
Dr. Jatin Vaid	Impact of Artificial Intelligence Enabled Marketing Strategies on Performance of MICE Hotels
Kiran Gandhi and Dr. Rashmi Ranjan Parida	Human vs AI Influencer: Does Message Framing Change Consumer's Intention?
Vikrant Singh and Dr. Mayank Yadav	Drivers and Barriers of Central Bank Digital Currency Adoption: A Qualitative Study on Customers Using UPI Payments
Smriti Shukla and Priyanka Sharma	Understanding User Sentiments Toward AI-Powered Period-Tracking Apps: A Netnography Study
Ahmed Ashhar and Ahmed Sameer	Once Upon a Survey: AI-Powered Storytelling to Make Research More Engaging
Samantak Chakraborty and Adarsh Singh	AI-Generated Ads: Balancing Trust, Personalization, and Engagement

PARALLEL PAPER PRESENTATION SLOT 1	
DATE: July 17, 2025	TIME: 10:00 AM TO 11:30 AM
VENUE: Scholar's Building, D-Block, Ground Floor	
TRACK 2: Marketing Communications and Omni-Channel Marketing	
AUTHORS	PAPER TITLE
Garima Chandna and Savita Ubba	Exploring Shopping Motivations and Gender Differences in Omni-Channel Customer Experience
Ishita Mittal, Manvi Gupta, Dr. Nupur Arora and Dr. Aanchal Aggarwal	Luminary, Influence and Robophobia: Investigating Antecedents of Parasocial Interaction with Virtual Influencers and Its Impact on Engagement: Moderating Role of Perceived Credibility
Devika Rani S.R and Partha Saha	Exploring Consumer Engagement with Human Virtual Influencers: A Systematic Literature Review
Binshad Vaheed, Sujoy Bhattacharya and Sangeeta Sahney	Online Travel Agency Reviews and Ratings: Analyzing Customer Sentiments
Nikhita Tuli, Neha Srivastava and Harish Kumar	Brand Equity in the Age of Inclusion: Exploring the Power of Inclusive Advertising
Akshat Agarwal and Ayush Agarwal	Enhancing Consumer Engagement with Omni-Channel Marketing
Priyanka Dasgupta and Salem Khaled Alsuwaidi	In a Blink: How Instagram Reels Make Food Content Viral

PARALLEL PAPER PRESENTATION SLOT 1

DATE: July 17, 2025

TIME: 10:00 AM TO 11:30 AM

VENUE: Scholar's Building, D-Block, First Floor

TRACK 2: Marketing Communications and Omni-Channel Marketing

AUTHORS	PAPER TITLE
Megha Agarwal	Engaging Hearts or Minds? Investigating the Influence of Humanized Ads on Purchase Intention Across Involvement Levels
Abhishek Jha, Ronak Singhanian and Samrat Bagchi	Don't be Formal: How usage of formal and informal language influence engagement
Dr. Heena Arora, Ms. Harnoor Kaur and Ms. Himanshi Joshi , Ms. Kanika Nagpal	The Power of Brand Storytelling in Driving Consumer Engagement
Shreesha Mairarua , Ashavaree Das & Mohamed Ahmed AlDhanhani	Strategic Content Marketing for NRI Finance: A Multi-Platform Short-Form Video Engagement Analysis
Saurav Nandi, Arumugan Seetharaman, Kollakuntla Maddulety and Nada Sayarh	The Impact of Electric Vehicles on Automotive Aftermarket in 4 Wheeler Car segment

PARALLEL PAPER PRESENTATION SLOT 1

DATE: July 17, 2025

TIME: 10:00 AM TO 11:30 AM

VENUE: Lakshaya Building, Room no. 5, Second Floor

TRACK 1: Artificial Intelligence and Technology Adoption

AUTHORS	PAPER TITLE
Kush Mehta, Varsha Jain and Kousik Mandal	The effect of Augmented Reality Experiences on Consumer Repurchase Intentions in Retail
Christo Sagaya Milton, Rajat Sharma and Arvind Sahay	Follow-up Questions to Increase Acceptance: The Crucial Role of Perceived Understanding in Consumer – Artificial Intelligence (AI) Interaction
Anandita Ahuja	Effect of Modality and Framing on Smart Meter Adoption
Dinesh Sehgal and Prof Sangeeta Shah Bharadwaj	Exploring the Role of Agentic AI in building Organizational Agility
Anshu Mehta and Nandini Bhala	Impact of Virtual Try-On Technology on Consumer Purchase Intention
Abhinaya U and Nandakumar Mekoth	Can GenAI Match Human Strategists? Evaluating Generative AI's Role in Strategy Analysis and Recommendation

PARALLEL PAPER PRESENTATION SLOT 1	
DATE: July 17, 2025	TIME: 10:00 AM TO 11:30 AM
VENUE: Lakshaya Building, Room no. 7, Third Floor	
TRACK 14: Marketing in Emerging Countries-Marketing Strategy, Theory and Practice	
AUTHORS	PAPER TITLE
Dr. Sushil Gadekar, Dr. Saket Narendra Bansod, Dr.Prachita Patil, Dr. Parihar Suresh Dahake and Dr.Raghvendra Mishra	Incredible India Campaign: A Global Marketing Success
Ruchi Yadav and Dr.D.V.Srinivas Kumar	Barrier to consumer Adoption of sustainable products through mimetic theory
Dr.Prachita Patil, Dr. Saket Narendra Bansod, Dr Sushil Gadekar, Dr.Nirzar Kulkarni and Dr.Ruchi Chaudhary	Retail Consumers: Key to Unlocking profitable growth in emerging economies in an unorganized sector; A Qualitative research
Satun Dhal and Namrata Singh	"Women entrepreneurs in the digital age : a coorelation analysis of digital literacy and entrepreurial self-efficiency of women"
Saloni Gupta and Divesh Kumar	Value Co-Creation in Co-Working Spaces: Understanding Consumer Behaviour Shifts in Emerging Markets
Jaspreet Kaur and Devansh Sharma	A study of impact of Envelopment strategy on Resource competitiveness in India by Quick commerce

PARALLEL PAPER PRESENTATION SLOT 2

DATE: July 17, 2025

TIME: 11:45 AM TO 01:00 PM

VENUE: Chanakya Building, Classroom 1, Ground Floor

TRACK 1: Artificial Intelligence and Technology Adoption

AUTHORS	PAPER TITLE
Esha Sharma and Kirti Sharma	Navigating the Patient Journey: Integrating Technology
Atantra Das Gupta, Dr. Kirti Sharma and Dr. Shiv S Tripathy	Artificial Intelligence Transforming the Attitude of Healthcare
Saurav Karmakar	Personalization, Engagement, and Ethics: The Role of AI in Consumer Decision-Making
Arijit Das	Making Brand's sustainability communication more effective: effect of message characteristics
Rupali Singh, Vidushi Vatsa and Aun Ahmed	Investigating the Role of Customer Experience in Phygital Retail Spaces
Gufuran Ahmad and Dr. Sujit Kumar Dubey	Online Clothing Renting in India – A case of Flyrobe

PARALLEL PAPER PRESENTATION SLOT 2

DATE: July 17, 2025

TIME: 11:45 AM TO 01:00 PM

VENUE: Chanakya Building, Classroom 2, Ground Floor

TRACK 3: Consumer Behavior and Neuroscience

AUTHORS	PAPER TITLE
Shruti Gill and Gurpreet Singh Bhatia	Perceived values of luxury purchases: a consumer's perspective in india
Shivangi Singh and Dr. Ravindra Bhardwaj	Impact of emotional attachment and brand perception on consumer buying behaviour in shopping mall in lucknow city
Milos Ivanis and Marius Luedicke	Conceptualizing origins of fakeness ascriptions: consumer culture theory perspective
Jaspreet Kaur, Shikha Sharma, Ruchika Sharma and Minesh Kumar Srivastva	Purchase Intention towards Rage Rooms: Schacter and Catharsis Theory Approach
Sneha Jain, Yash Chakarvarty and Arvind Sahay	Physiological, Psychological, and Musical Impact of Sogos on Consumers
Rekha Attri and Subhadip Roy	Navigating Aging: Women's Schemas, Strategies, Decisions

PARALLEL PAPER PRESENTATION SLOT 2

DATE: July 17, 2025

TIME: 11:45 AM TO 01:00 PM

VENUE: Scholar's Building, D-Block, Ground Floor

TRACK 3: Consumer Behavior and Neuroscience

AUTHORS	PAPER TITLE
Satyanarayana Rentala, Anubhav Singh and Murtaza Dahodwala	Marketing in the Metaverse: A Bibliometric Perspective
Deepika Chakravarti and J Srikanth Reddy	Study of AI-Driven Personalization on Customer Perception in E-Commerce websites
Aradhana Sorout and Np Singh	Consumer Behavior towards Sustainable Products
Muskan Chaurasia, Dr. Snigdha Mishra and Prof. Rajeev Kumar Panda	Masstige Consumption Tendencies as "Trait": A Qualitative Study
Bhawna Sharrma and Ipshita Chowdhury	Effect of Religious Icons on Consumer Behaviour
Akanksha Sharma and Rishi Raj Sharma	Title-Cart or Consciousness? Understanding the role of Mindfulness as a Mitigator against Impulsive Buying Behaviour.

PARALLEL PAPER PRESENTATION SLOT 2

DATE: July 17, 2025

TIME: 11:45 AM TO 01:00 PM

VENUE: Auditorium, Syndicate Room 2, First Floor

TRACK 4: Digital Marketing and Social-Media

AUTHORS	PAPER TITLE
Nupur Arora, Aanchal Aggarwal, Krishna Goel and Mukund Chadha	"Virtual Flavours, Real Impact: Enhancing Customer Experience in Food delivery Applications through Augmented Reality"
Neha Yadav, Khyati Jagani, Nishka Gandhi, Naina Singh and Anchal Gupta	Craving Content: How Mukbang Videos Influence Purchase Intent through the Lens of Uses and Gratification Theory
Neha Kukrety, Dr Prakash Tiwari and Dr J Srikanth Reddy	"A Typology of Digital Lending Users: Understanding
Haritha R, Naveen Samuel Robinson and Gayatri Selvakumar	Self-Congruity in Influencer Marketing: Impact on Consumer Identification & Attachment
Shaista Anayat and Aswathy Asokan Ajitha	Using Positive eWOM writing as a mechanism to alleviate cognitive dissonance
Raveena Gupta, Dr. Anuj Pal Kapoor and Prof. Harsh V Verma	Looking at Me or Looking away from Me? How Product Orientation Shapes Digital Buying Choices

PARALLEL PAPER PRESENTATION SLOT 2

DATE: July 17, 2025

TIME: 11:45 AM TO 01:00 PM

VENUE: Lakshaya Building, Room no. 5, Second Floor

TRACK 3: Consumer Behavior and Neuroscience

AUTHORS	PAPER TITLE
Aditya Ranjan and Srabanti Mukherjee	Cognitive Dissonance and Impact on Loyalty
Sahil Koul and Harmeet Kour	The Power of Neuromarketing: Unveiling the Brain's Response to Consumer Influence
Dr Vijayakumar S, Sureshkumar V and Dr Jayshree Suresh	Disruptions in Consumer Behaviour Rhythm
Deepa Halder and Kishalay Adhikari	Frustration to Rejection – Dark Side of Customer Behaviour
Ronak Singhania and Sanjeev Tripathi	Earned Luck Effect - Work hard to get lucky!
Kriti Arya, Anuradha Yadav, Mohita Maggon and Anurag Singh Chauhan	Hue & You: Investigating Pink Marketing and Its Behavioral Impact

PARALLEL PAPER PRESENTATION SLOT 2	
DATE: July 17, 2025	TIME: 11:45 AM TO 01:00 PM
VENUE: Lakshaya Building, Room no. 7, Third Floor	
TRACK 3: Consumer Behavior and Neuroscience	
AUTHORS	PAPER TITLE
Harshita Vyas and Ashwini K Awasthi	Exploring the Role of Customer Incivility and Employee Mindset on Service Recovery Performance
Prof Irfan Shamim, Prof Rajeev Kumra and Prof Tathagata Ghosh	Health-as-Status Orientation: A Scale Development
Parvez Ahmad and Achakkagari Shashidhar	Sustainable Fashion: How Virtual Try-Ons Help Cut Packaging Waste
Deepshika Sharma, Raghuram R and Janakiraman Moorthy	Can Disclosures make Social Media Influencers Accountable?
Sabeena Yousuf and Sara Fahim	From Belonging to Broadcasting: The Role of Social Identity in Youth-Driven Online Brand Advocacy
Ashavaree Das, Shreesha Mairaru & Dr. Sanjay Kumar Tyagi	Transforming Social Media Marketing Education Through Competency-Based Learning: Integrating the 5E Framework for Enhanced Student Outcomes

PARALLEL PAPER PRESENTATION SLOT 3

DATE: July 18, 2025
TIME: 10:00 AM TO 11:00 AM
VENUE: Chanakya Building, Classroom 1, Ground Floor

TRACK 4 :Digital Marketing and Social-Media

AUTHORS	PAPER TITLE
Anubha Anubha, Samik Shome and Daviender Narang	Reviewer Competency and eWOM Utility on the E-vehicle adoption in India
Rashmi Dyondi, Arunima Haldar and Aashi Hemnani	Conquering the box office: Factors influencing success of Hindi films
Sunita Dwivedi and Arunima Haldar	Home-grown organic food brands: Does social media marketing matter to young adults?
Anu Radha and Dr.Prof. Amarjeet Kaur	From Review to Revenue: How e-WOM Credibility Shapes Buying Decisions
Arunima Haldar, Navneet Nair and Faiz Khan	"From branches to hashtags: How bank ownership impact social

PARALLEL PAPER PRESENTATION SLOT 3

DATE: July 18, 2025

TIME: 10:00 AM TO 11:00 AM

VENUE: Chanakya Building, Classroom 2, Ground Floor

TRACK 3: Consumer Behavior and Neuroscience

AUTHORS	PAPER TITLE
Ronak Singhanian and Sanjeev Tripathi	Across-the-threshold effect
Ribhanshu Raj	Electroencephalographic (EEG) response to print, television and online advertisements
Mohit Kumar Jindal and Anu Dhamija	An Empirical Study of Consumer Search and Return Behavior
Prof.Meenakshi Sharma and Dr.Sunaina Kothari	Indian Wedding industry and infusion of senses

PARALLEL PAPER PRESENTATION SLOT 3

DATE: July 18, 2025

TIME: 10:00 AM TO 11:00 AM

VENUE: Scholar's Building, D-Block, Ground Floor

TRACK 8 : Product and Brand Management

AUTHORS	PAPER TITLE
Sunil Bose, Deepak Verma and Somnath Chakrabarti	A Meta-Analysis Review of Brand Love
Shivani Yadav and Zillur Rahman	The Multifaceted Role of Packaging: Product and Brand Perspectives
Digamber Singh Attri and S.Prem Kumar	Current Strategies for the Success of Sports Product and Brand Management in a Dynamic Market
Govind Rai	Long term Effects of Emotional Branding on Consumer Trust

PARALLEL PAPER PRESENTATION SLOT 3

DATE: July 18, 2025

TIME: 10:00 AM TO 11:00 AM

VENUE: Scholar's Building, D-Block, First Floor

TRACK 6: Marketing Analytics, Methods and Modeling

AUTHORS	PAPER TITLE
Nagasimha Balakrishna Kanagal	Meaning in Marketing
Pranav Nijhawan and Somnath Chakrabarti	Modelling the layers of support in the realm of transformative services
Amita Nigam and Amit Punia	No Need for Touch (NFT): Contactless Shopping Motivations
Vaidehi Panjwani and Ritika Bhatia	Financial Advice on Social Media: Behavioral Clusters and Their Influence on Budgeting and Investment Content Preferences

PARALLEL PAPER PRESENTATION SLOT 3

DATE: July 18, 2025

TIME: 10:00 AM TO 11:00 AM

VENUE: Auditorium, Syndicate Room 2, First Floor

TRACK 5: Data-Driven Marketing

AUTHORS	PAPER TITLE
Anuradha Yadav, Sukurulla Shaikh, Vijay Prakash Sharma, Mani Venkatesh and Srimantoorao S. Appadoo	Digital Twin Driven Consumer Personalization: A Behavioral Simulation for Sustainability
Srishti Gupta and Aishwarya Harichandan	Endogenous CSR Decisions of firms in Mixed Triopoly
Muskan Sharma, Anushka Goel and R.P.S Kaurav	Virtual Try-Ons & Phygital Experience: Gen Z's Retail Revolution
Priyanka Priyanka and Anil Kumar Kashyap	"Understanding the Necessary Conditions of Influencer Credibility for Behavioral Intentions"

PARALLEL PAPER PRESENTATION SLOT 4

DATE: July 18, 2025

TIME: 02:00 PM TO 03:00 PM

VENUE: Chanakya Building, Classroom 1, Ground Floor

TRACK 10 : Service Marketing and Customer Experience

AUTHORS	PAPER TITLE
Aanchal Aggarwal, Vaishali Sethi, Nupur Arora and Aryan Garg	Exploring the Pathway from Brand Passion to Evangelism: The Moderating Effects of AI-Driven Personalization with Consumer Engagement as a Mediator
Suhail Farooq and Zillur Rahman	Consumer Behaviour to AI: Evolution of Well-Being in Marketing
Kousik Mandal, Lekhika Sharma, Sudin Bag and Neeraj Kaushik	Echoes of the Mind: How Virtual Reality Transforms Mood Through Immersive Experiences
Akarsh Mohapatra, Siddharth Misra and Subhajit Bhattacharya	Unlocking Engagement: Comprehensive approach to maximize digital health impact

PARALLEL PAPER PRESENTATION SLOT 4

DATE: July 18, 2025

TIME: 02:00 PM TO 03:00 PM

VENUE: Chanakya Building, Classroom 2, Ground Floor

TRACK 10 : Service Marketing and Customer Experience

AUTHORS	PAPER TITLE
Harsh Kumar and Prof. Ashish Bajpai	Employee Engagement to Elicit Consumer Forgiveness in Service Firms
Pooja Deswal	Understanding the Drivers of Relationship Quality in E-Service Contexts: A Configurational Analysis
Pooja Shrivastava and Shaphali Gupta	Audience Experience for Streaming Platforms: Antecedents and Moderators
Sourabh Sharma	Does Social Brand Engagement Influence Brand Equity in HEIs? An Evaluation of the Mediating Roles of Brand Trust and Perceived Faculty Quality"

PARALLEL PAPER PRESENTATION SLOT 4

DATE: July 18, 2025

TIME: 02:00 PM TO 03:00 PM

VENUE: Scholar's Building, D-Block, Ground Floor

TRACK 12: Social Marketing and Public Policy

AUTHORS	PAPER TITLE
Prof. Gordhan K. Saini and Dr. Mukta Srivastava	Does Psychological Contract Fulfilment Affect Employer Brand Patronage? Moderating Role of Gender
Prof Dr.Namita Rajput and Dr.Jyotsna Oswal	Innovative Approaches to Responsible Customer Engagement: A Systematic Review of Integrity-Driven Practices
Neha Yadav, Kiran Sharma and Malvika Jain	Depicting "Her" or Depending on "Her" - A Study on Femvertising
Ishita Nagpal and Dr. Denish Shah	Customer-Centric Marketing Interventions for Foster Youth: Evidence from Field Study
Chandni Sharma, Shiksha Kushwah Kushwah and Rajesh Iyer	Understanding AR Affordances for Adoption of AR-Based Travel Applications: A Mixed-Method Study

PARALLEL PAPER PRESENTATION SLOT 4

DATE: July 18, 2025

TIME: 02:00 PM TO 03:00 PM

VENUE: Scholar's Building, D-Block, First Floor

TRACK 11: Tourism and Cross-culture Marketing

AUTHORS	PAPER TITLE
Roopan Gill and Ipshita Chowdhury	Effect of dark patterns on tourism industry
Rajat Kukreti and Dr. Mayank Yadav	Green Marketing Orientation and Repurchase Intentions in Tourism
Mohd Abdul Muqet Maaz, Arif Abad and Shahzeb Tariq	Cultural Intelligence and Transformational Travel Experiences: Predicting Revisit Intentions in India's Spiritual and wellness Tourism Landscape

PARALLEL PAPER PRESENTATION SLOT 4

DATE: July 18, 2025

TIME: 02:00 PM TO 03:00 PM

VENUE: Auditorium, Syndicate Room 2, First Floor

TRACK 13: B2B marketing and Supply-chain management

AUTHORS	PAPER TITLE
Sandip Mukhopadhyay, Sumedha Chauhan and Ritesh Pandey	A meta-analysis on the consequences of social media use in B2B firms and the moderating impact of external environment and firm size
Priyanka Sharma, Ashutosh Jha and Nayyer Khan	B2B Marketing in a virtual borderless world: an Indian perspective
Saurav Nandi, Arumugam Seetharaman, Kollakuntla Maddulety and Nada Sayarh	Designing the conceptual framework for Automotive Aftermarket

PARALLEL PAPER PRESENTATION SLOT 5

DATE: July 18, 2025

TIME: 03:15 PM TO 04:15 PM

VENUE: Chanakya Building, Classroom 1, Ground Floor

TRACK 14: Marketing in Emerging Countries-Marketing Strategy, Theory and Practice

AUTHORS	PAPER TITLE
Surya Bahadur Thapa, Srijanie Banerjee, Malvika Lakhani, Aradhana Gandhi, Shagun Swaroop and Sanjeevani Ayachit	Unveiling the Social Marketing Strategies in the Handicraft Sector
Purva Agarwal and Divesh Kumar	A Multi-Theoretical Framework for Understanding the Role of Influencer Traits in Shaping Sustainable Purchase Intentions
Satyanarayana Rentala, Shreyas Patel and Tejaswini Ramesh	Mapping the Intellectual Structure and Research Trends in Sustainable Marketing: A Bibliometric Analysis
Ananya Mishra and Pradeep Kautish	A bibliometric study on sustainable lifestyle: Current status, development, and future research directions
Rana Rohit	Impact of resource conserving technology on marketing society in punjab and haryana

PARALLEL PAPER PRESENTATION SLOT 5

DATE: July 18, 2025

TIME: 03:15 PM TO 04:15 PM

VENUE: Chanakya Building, Classroom 2, Ground Floor

TRACK 15: Sustainability and Ethical Marketing

AUTHORS	PAPER TITLE
Komal Singharia and Garima Gupta	Ethics in AI-driven Marketing: The Future Need
Golden Singh	Turning Interest into Impact: The Power of Sustainability Marketing in Renewable Energy Adoption
Chandni Keswani and Dr. Mandip Gill	Eco-Conscious Consumers: Decoding Responses to Brand Sustainability Claims
Adarsh Singh and Sheela Narang	Rethinking growth: the role of degrowth marketing in shaping sustainable international strategies
Pooja Goel	Perfectly Unreal: AI Beauty Filters and the Shaping of Body Image Ideals

PARALLEL PAPER PRESENTATION SLOT 5

DATE: July 18, 2025

TIME: 03:15 PM TO 04:15 PM

VENUE: Scholar's Building, D-Block, Ground Floor

TRACK 16 : The Future of Marketing in the Metaverse

AUTHORS	PAPER TITLE
Ruchi Yadav and Dr.D.V.Srinivas Kumar	Assessing the roi of metaverse marketing strategies: a customer engagementt perspective.
Dr. Prashant Kushwaha, Dr. Chandni Keswani and Dr. Mamta Joshi	Global Research Collaboration in Metaverse Studies: A Bibliometric Analysis
Shubham Gupta and Dr Anurag Singh	"Exploring Consumer Readiness for Metaverse Adoption in Retail"
Alankrita Suman Thakur and Anurag Singh Chauhan	Social media and the poor: A Bibliometric Study
Ashish Sahdev and Syed Hameedur Rahman Zaini	"Assessing the Impact of Marketing Mix Elements on Patient Satisfaction in Diagnostic Laboratories"

PARALLEL PAPER PRESENTATION SLOT 5

DATE: July 18, 2025

TIME: 03:15 PM TO 04:15 PM

VENUE: Scholar's Building, D-Block, First Floor

TRACK 15: Sustainability and Ethical Marketing

AUTHORS	PAPER TITLE
Dr. Riyaz Ahmed Qureshi, Ms. Krishma Rana and Akanksha Sharma	Factors influencing circular economy for sustainability using tism approach: an indian perspective
Adarsh Singh and Neetu Yadav	Decoding Sustainability Strategy in MSMEs: A Bibliometric and Content Exploration
Akansha Singh and Govind Swaroop Pathak	Promoting Sustainable Consumption through Cause – related Marketing: A Qualitative Case – Study
Sehajal Sharma	Effect of Label and Priming On Sustainable Consumer Behaviour
Surabhi Sehgal, Dr Ruppal Walia Sharma and Ranjan Banerjee	The Surprising Effects of Anti-Consumption
Amar A, Komal Malik and Dr Namita Srivastava	Assessing the Influence of Key Factors on the Adoption of Telemedicine Services in Uttar Pradesh

PARALLEL PAPER PRESENTATION SLOT 5

DATE: July 18, 2025

TIME: 03:15 PM TO 04:15 PM

VENUE: Auditorium, Syndicate Room 2, First Floor

TRACK 15: Sustainability and Ethical Marketing

AUTHORS	PAPER TITLE
Ms Ankita Gogoi, Dr Karpagavalli Gurusamy and Dr Preshth Bhardwaj	Perceived Authenticity of Assam Handloom products: A TPB model of Awareness, Sustainable brand image, and the Role of Demographic Moderation
Ambesh Mishra, Jaya Ahuja, and Richa Mishra	"Marketing Green Mindfulness for Sustainability through Green HR Practices: Role of Green Leadership and Pro- Environmental Behaviour"
Ranjit Kaur and Pragya Arya	Modeling of Barriers in Integrating Informal E- waste Collectors into India's Formal E-Waste Management System
Kartika Chaudhary, Anuj Kapoor, Mukul Saini, SahejVashishth, Saumya Kamde and Uttama Bhushan	From Spotlight to Shopping Cart: Celebrity-Owned or Endorsed Brands?
Kriti Gulati and Deergha Sharma	Understanding the factors shaping sustainable hotel re-visit intentions

PARALLEL PAPER PRESENTATION SLOT 6

DATE: July 18, 2025

TIME: 04:30 PM TO 05:30 PM

VENUE: Chanakya Building, Classroom 1, Ground Floor

TRACK 15: Sustainability and Ethical Marketing

AUTHORS	PAPER TITLE
Dr.Ritu Sharma and Dr.Manoj Kumar Srivastava	From Algorithms to Accountability: Exploring Blockchain's Impact on the Future of Advertising
Preeti Kaushik	Eco-friendly versus wallet-friendly marketing: a systematic review of global best practices to promote green consumerism in india
Sanjive Saxena, Dr. Namita Rajput, Dr. Jyotsna Oswal and Dr. Navneet Joshi	Addressing Psychological Risks in the Age of Automation:Ethical Strategies for Robotic Workforce Integration
Abhijeet Kumar Gaurav, Sudipta Mandal and Sanjeev Tripathi	Evoking Belongingness: The Impact of Social Exclusion on Consumer Preference for Connected Brand Name Typefaces
Kriti Arya, Anuradha Yadav, Mohita Maggon and Anurag Singh Chauhan	Hue & You: Investigating Pink Marketing and Its Behavioral Impact