



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



K J Somaiya Institute of Management

(A Constituent Institute of Somaiya Vidyavihar University)

Presents



16th SIMSR Global Marketing Conference Report

Conscious Consumerism and Marketing
Collaboration, Empathy, Responsibility



Academic Partner



Acknowledgements

Vote of thanks to :

- Head of Institute - Dr. Monica Khanna for structuring the SGMC conferences and for continuous support and guidance.
- Area Chairperson and Co- Conference Chairperson- Prof. Isaac Jacob for his continued guidance, advice and encouragement to do better every time and for being our strength and inspiration.
- Conference Chairperson- Dr. Dimple Kaul for leading the conference.
- Academic partner - Peter the Great St. Petersburg University and Dr. Nelli Kozlova for their support throughout the conference.
- Supported Programme - AMDISA
- Guest Speaker- Dr. Utpal Dholakia, George R. Brown, Professor of Marketing at Rice University, USA for his Keynote Address.
- Panelists of Meet the Editors event- Dr. Anne Roggeveen, Charles Clarke Reynolds Professor of Retailing & Marketing at Babson College & Editor-in-Chief, Journal of Retailing; Dr. Vishwanath Venkatesh, Eminent Scholar and Verizon Chair of Business Information Technology, Pamplin College of Business, Virginia Tech. USA & Senior Editor Journal of the AIS & Senior Editor MIS Quarterly from 2012-'17; Dr. Yogesh Dwivedi, Co-Director of Research, School of Management, Swansea University, UK and Editor-in-chief International Journal of Information Management (IJIM); Dr. George S. Spais, Associate Editor- Journal of Promotion Management; Dr. Zubin Sethna- Professor of Entrepreneurial Marketing & Consumer Behavior, Regent's University UK & Editor-in-Chief Journal of Research in Marketing and Entrepreneurship (JRME); Dr. John Egan, Professor of Marketing, Regent's University London and Editor The Marketing Review.
- Dr. Sudhir Rana, College of Healthcare Management and Economics Gulf Medical University UAE, Editor FIIB Business Review, Senior Editor -International Journal of Emerging Markets, Editor -South Asian Journal of Marketing
- Moderator of the Meet the Editors event- Dr. Ranjan Chaudhuri, Associate Professor Marketing Sciences at National Institute of Industrial Engineering (NITIE)

•WARC India Editor- Mr. Biproshee Das for presenting on “Brand Activism – Why brands can’t afford to not take a stance on issues that plague society”

•Partnering Journals- International Journal of Emerging Markets, International Review on Public and Non-profit Marketing, Journal of Research in Marketing and Entrepreneurship, Business Perspectives for partnering with us for publication opportunities for a few selected papers from the conference.

•Conference Track chair persons External-

• Dr. Nelli Kozlova, Deputy Director for International Affairs, Graduate School of Service and Trade, Peter the Great St.Petersburg Polytechnic University

•Dr. Satish Kumar, Associate Professor, Malaviya National Institute of Technology Jaipur, Adjunct Associate Professor, Swinburne University of Technology, Sarawak, Malaysia & Associate Editor-Electronic Commerce Research, Associate Editor-QRFM

• Dr. Chandrahauns Chavan- Professor at Jamnalal Bajaj Institute of Management Studies, Mumbai

•Dr. Kavita Laghate, Professor at Jamnalal Bajaj Institute of Management

•Dr. Vaishali Kulkarni, Professor of Marketing, Program Head Global MBA at NL Dalmia Institute of Management, Mumbai

•Dr. Ranjan Chaudhuri, Associate Professor in Marketing Sciences, NITIE Mumbai

•Dr. Jyotinder Chaddah, Faculty Incharge, Marketing, Gurunanak Institute of Management Studies, Mumbai

•Dr. Baisakhi Mitra, Professor of Marketing at N.L Dalmia Institute of Management

•Dr. Amit Shrivastava, Area Chair Marketing at International Management Institute-IMI-Bhuvneshwar

•Dr. Hufrish Majra, Professor at Chetana’s Institute of Management and Research

•Conference Track Chairpersons -Internal at K J Somaiya Institute of Management–

- **Dr. Pankaj Trivedi, Professor and Area Chairperson, Finance**
- **Dr. Pramod Shetty, Professor and Head of Operations and Supply Chain Management**
- **Dr. Radha Iyer, Professor and Area Chairperson, General Management**
- **Dr. Kirti Arekar, Associate Professor & Area Chairperson Business Analytics**
- **Dr. Prema Basargekar, Associate Professor in the areas of economics and entrepreneurship**
- **Dr. Shalini Talwar, Associate Professor- Finance**

•All external reviewers, participating authors from across the globe, colleagues and students for their participation.

•The 16th SGMC Team Members- Dr. Abha Wankhede, Dr. Kiran Sharma , Dr. Krupa Rai, Dr. Brajesh Bolia , Dr. Ramkishen Y, Prof. Ralston Rajvaidya, Mrs. Navnit Kaur, Mrs. Rupali Shirsat

•The PR Team- Mr. Arvind Pandi Dorai, Ms. Rashmi Tripathi and members of the PR team for supporting the digital marketing activities and PR of the conference

• Agency -Klub1 and its Chief- Mr. Pratish Pallath for carrying out the digital marketing activities of 16th SGMC

• IT Team– Mrs. Meera Ramanathan, Mr.Subhash Nadar , Mr. Freeman Fargose, Mr.Rahul Talawadekar, Mr.Mahesh Pingulakar for seamless IT support on the virtual platform

• Team Interface- Piyush Mukherjee, Abhishek Vyas, Harneet Singh, Sumiran Narayan, Sakshi Agarwal, Jash Shah, Mansi Singh, Shivani Joshi, Sanchita Khattar, Shikha Makhija, Harshwardhan Rao, Anushree Rawat, Devesh Punjabi and Divyanshi Sharma for their voluntary support and contribution.



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Introduction

The department of Marketing & International Business at K J Somaia Institute of Management has always been active in creating platforms where leading academicians and practitioners come together every year on multiple occasions to discuss the latest happenings and changes in the field of Marketing and International Business.

One such platform is the SIMSR Global Marketing Conference (SGMC).

The theme for the 16th SIMSR Global Marketing Conference is '**Conscious Consumerism and Marketing**'. As consumers, we play an influential role in this ever-evolving capitalistic marketplace by using our voices and wallets to shape markets, influence brands and marketing communications, promote innovation and build positive perceptions towards conscious consumption.

Prior to the conference, two pre-conference workshops were organized on research methods for the delegates and faculty. The quality of research papers being presented at the conference has been going up year on year, which speaks well for the conference and its acceptability among the marketing fraternity.



Venue:

The 16th edition of SIMSR Global Marketing Conference was conducted virtually, irrespective of the difficulties and challenges faced due to the COVID pandemic. It was held on 5th & 6th May 2021 and attracted more than 75 research papers from all over the world. Out of which 56 research papers were presented during the two-day conference.

First SGMC Pre-conference Workshop:



Held on 15th April 2021, the title for the first pre-conference workshop of the 16th Global Marketing Conference was 'Writing a Journal Article'. We were blessed with the presence of Dr. Viswanath Venkatesh, who was the Facilitator for the day. Dr. Venkatesh is the Eminent Scholar and Verizon Chair of Business Information Technology, Pamplin College of Business, Virginia Tech, USA. He completed his PhD from the University of Minnesota in 1997 and is widely regarded as one of the most influential scientists in premier journal publications and citation impact. He is a Fellow of the Association for Information Systems (AIS) and the Information Systems Society, INFORMS. Currently, he is a Senior Editor at AIS Transactions on Human-Computer Interaction.

The workshop had a two-pronged approach –first, a careful literature review and its techniques; and second, framing the research questions and situating them within the broader context of relevant, practical and scientific problems. Against this backdrop, he taught the participants how to write effective introduction and literature review sections.

Second SGMC Pre-conference Workshop:



After an enriching & successful first workshop, we moved on to the second pre-conference workshop of the 16th Global Marketing Conference, a two-day workshop held on the 22nd & 23rd of April, 2021. The agenda for the 2nd workshop was Bibliometric Analysis. Bibliometrics is the use of statistical methods to analyse books, articles and other publications. We were honoured to have with us our distinguished facilitators, Dr Satish Kumar & Dr Arunima Haldar, to deliver the workshop. Dr Satish Kumar is an Associate Professor in the Department of Management Studies at Malaviya National Institute of Technology. Dr Arunima Haldar is an Assistant Professor at SP Jain Institute of Management & Research.

The workshop aimed to enrich participants about the bibliometric methods, bibliometric data sources, data processing and performance indicators linked to bibliometric analysis and planning. The workshop covered topics such as Bibliometrics Tools and Techniques, Advanced Bibliometric Methods for Evaluation, Ranking and Mapping of Research, Cluster analysis, co-citations analysis and Bibliographic coupling, among others.

Day 1 of Conference 5th May 2021

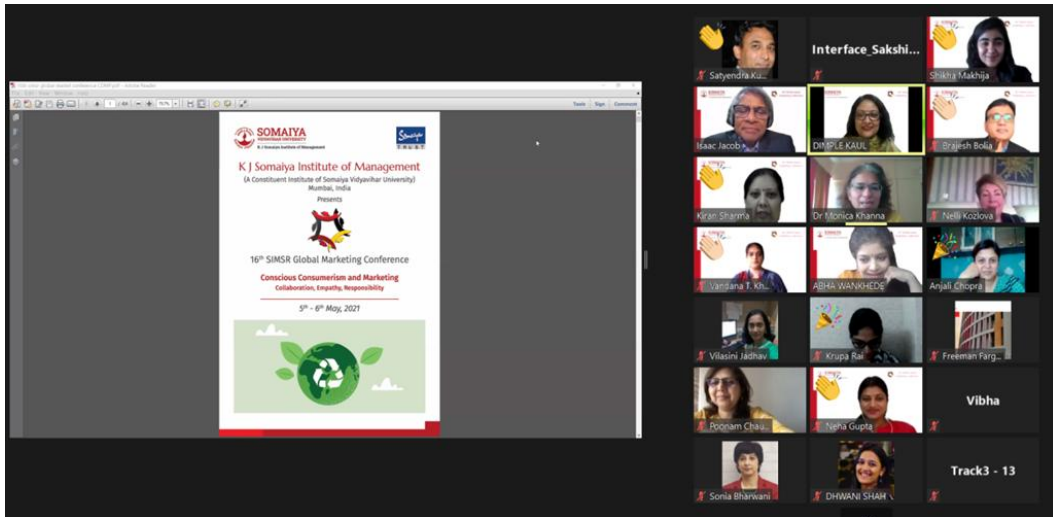


Flow Of Events :

- Inauguration Ceremony
- Keynote address
- Compendium Release
- Paper Presentations

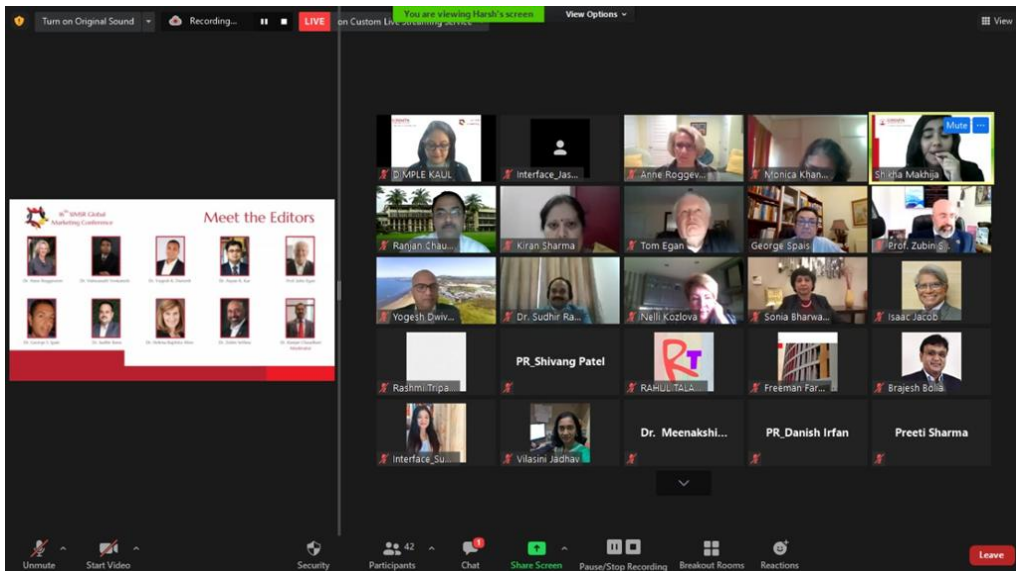
The conference began at 10:00 am on 5th May 2021 with the inaugural prayer. Addresses by the Vice Chancellor, Somaiya Vidyavihar University; Director- K J Somaiya Institute of Management and by the Area Chairperson Marketing & IB were followed the inaugural prayer. Subsequently the Keynote address titled “Some Thoughts on Consuming Wisely” was delivered at 11:00 am by Dr. Utpal Dholakia- George R. Brown Professor of Marketing at Rice University , USA.

Post the keynote address, the Organising Committee of the 16th SGMC released the conference compendium.



- **After the inaugural ceremony on 5th May 2021, research papers were presented from 1:00 pm to 5.00 pm (IST). The presentations were carried out in 5 parallel tracks, which chaired the most esteemed panel of judges from across the globe.**
- **The First Track was headed by Dr. Kirti Arekar and Dr. Vaishali Kulkarni**
- **The Second track was headed by Dr. Nelli Kozlova and Dr. Chandrahauns Chavan**
- **The Third Track was headed by Dr. Pankaj Trivedi and Dr. Hufrish Majra**
- **The Fourth Track was headed by Dr. Pramod Shetty and Dr. Prema Basargekar**
- **The Fifth Track was headed by Dr. Jyotinder Chaddah and Dr. Shalini Talwar**

Meet the Editors



We are delighted to announce that SGMC organised the ‘Meet the Editors’ session this year for the first time since its inception. This session witnessed attendance from highly illustrious and eminent editors from A*, and other highly reputed ABCD journals like Dr. Anne Roggeveen, Dr. Viswanath Venkatesh, Dr. Yogesh Dwivedi, Dr. John Egan, Dr. Zubin Sethna, Dr. George S. Spais and Dr. Sudhir Rana. They formed a panel for debating the protocols and research directions to be followed by scholars and academicians to publish their papers in the respective journals. Dr Ranjan Chaudhuri moderated the event, which was followed by a Q&A session. This event was immensely fruitful and successful.

Dr. Anne Roggeveen

- Anne L. Roggeveen (Ph.D. Columbia University) is the Charles Clarke Reynolds Professor of Retailing & Marketing at Babson College and Joint Editor-in-Chief of the Journal of Retailing.
- She shared insights on her own Journal and opportunities at her own “Journal of Retailing” and talked about writing the manuscript. The kind of review process followed at her journal and the reasons why certain manuscripts get rejected.

Dr. Viswanath Venkatesh

- He is an Eminent Scholar and Verizon Chair of Business Information Technology at the Pamplin College of Business, Virginia Tech.
- During the session, he highlighted the importance of problem definition when preparing a manuscript. He also discussed how to start with problem definition and what an editor looks for in the introduction of the paper.



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Dr. John Egan

- Professor Egan is a Professor at Regent's University, London. He is Vice President of the Academy of Marketing,. He is the Editor of The Marketing Review and on the Editorial Boards of the European Journal of Marketing, Marketing Intelligence and Planning and the Journal of Political Marketing.
- He answered one of the most pressing concerns faced by most of the aspiring researchers, "How does one find the right journal?" He discussed how to initiate the process of looking for a journal and what kind of inclusion and exclusion criteria is to be followed based on one's work.

Dr. Yogesh Dwivedi

- Yogesh K. Dwivedi is a Professor of Digital Marketing and Innovation, Founding Director of the Emerging Markets Research Centre and Co-Director of Research at the School of Management, Swansea University, Wales, UK. Professor Dwivedi is also currently leading the International Journal of Information Management as its Editor-in-Chief.
- He talked about the roles and responsibilities of editors. He discussed how they create an editorial board and how they avoid rejections when someone has submitted an article.

Dr. Zubin Sethna

- Professor (Dr) Zubin Sethna is a Professor of Entrepreneurial Marketing and Consumer Behaviour, at Regent's University, London.
- He is the Editor-in-Chief of the prestigious Journal of Research in Marketing and Entrepreneurship (a B-ranked journal in the ABDC listing), and enjoys the support of a very illustrious Editorial Advisory Board. Professor Sethna regularly reviews for a variety of other marketing and entrepreneurship journals, as well as publishing in leading ABS journals.
- He talked about a very niche area in journal publication, "special issues" and its relevance in the mainstream of regular submission and regular issue journals, how does it benefit the authors and readers and what an editor should look for in an article in a special issue submission as compared to a regular issue submission.



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Dr. George Spais

- **Dr. George S. Spais is an independent consultant and researcher. He serves as a marketing co-editor of the Journal of Applied Business Research and as a member on various editorial boards. He is acting as an ad hoc reviewer for several international academic journals of marketing and academic conferences.**
- **In this session, he discussed the shortcomings in the process of manuscript preparation and the submission. He further discussed what authors should improve in the process of manuscript preparation and submission and how non-native English speakers can avail editing services that different journals provide.**

Dr. Sudhir Rana

- **Currently Editor for FIIB Business Review (FBR Published by Sage Publications) and also acts as Guest Editor, recently for a special edition with 'Journal of international Business Education' (An ABDC 'B' Ranked Journal), International Journal of Business and Globalisation (ABDC Ranked); International Journal of Indian Culture and Business Management (ABDC Ranked) etc.**
- **He discussed about the “winning hearts and minds of editors”. He talked about how he cleans, sorts and filters an overwhelming number of responses to ensure that the journal is published on time.**



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Day 2 of Conference 6th May 2021

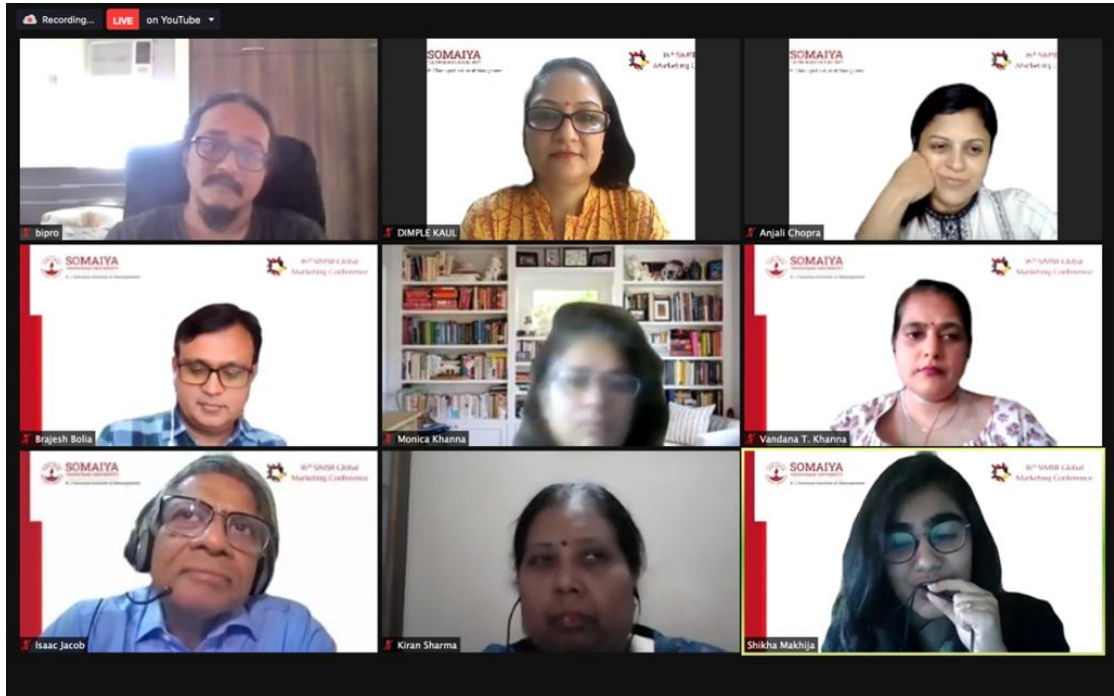
Flow of events:

- Paper Presentations
- WARC Presentation
- Prize Announcement and Valedictory
- Closing and Next year Theme Announcement
- Vote of thanks

The second day of the conference commenced with equal vigour and excitement. The paper presentation started at 12:45 pm and went on till 5:00 pm (IST) on 6th May 2021. The presentations were carried out in four tracks on the second day, chaired by some of the most esteemed panel of judges from across the globe.

- Track 1 was headed by Dr. Satish Kumar and Dr. Amit Shrivastava
- Track 2 was headed by Dr. Baisakhi Mitra and Dr. Radha Iyer
- Track 3 was headed by Dr. Chandrahauns Chavan and Dr. Jyotinder Chaddah
- Track 4 was headed by Dr. Ranjan Chaudhuri and Dr. Kavita Laghate

WARC Presentation



The paper presentations were followed by a presentation given by WARC India Editor- Mr Biporshee Das on **“Brand Activism - Why brands can’t afford to not take a stance on issues that plague society”**. It was a great learning experience with some valuable insights into the topic. This took place from 5:00 pm to 6 pm (IST).

Prize Announcement and Valedictory



These presentations were followed by prize announcement and valedictory speech from 6:00 pm to 6:30 pm given by the Conference Chairperson- Dr. Dimple Kaul. Three winners of best papers for external and three for internal participants were announced out of the 56 research papers presented.

Out of the total 78 extended abstracts received, the Conference showcased 56 research papers submitted by various national and international scholars, academicians, industry practitioners and experts. Three highly reputed ABDC B Category Journals agreed to partner with us for publication opportunities for a few selected papers from the Conference.

The conference Co-Chairperson Prof. Isaac Jacob announced the theme for next year, post prize announcement. The theme for the next year's conference is **“Redefining Customer Journeys.”**

Winners (External):

- The First Prize was awarded to Dr. Preeti Sharma and Abhinav Srivastava for presenting a paper on “Factors Impacting Usage of OTT Services Amidst Covid - 19 Lockdown”.
- The Second Prize was awarded to Sonia Bharwani for presenting a paper on “Sustainable Luxury Hotels: Where Luxury meets Responsibility.”
- The Third Prize was awarded to Amit Kishore and Subhasree Kar for presenting a paper on “A Study of the Effect of “Depth of Interaction” in Digital Display Advertising on Return on Investment (RoI).”

Winners (Internal):

- The First Prize was awarded to Prof. Isaac Jacob and Dhvani Shah for presenting a paper on “An Analysis into South East Asian Mothers’ Changing Consumption Patterns with FMCG Brands & Strategy Recommendations.”
- The Second Prize was awarded to Dr. Kiran Sharma, Kartik Vohra and Aditya Gupta for presenting a paper on “Understanding the Changes in Consumer Purchase Behaviour for Digital Health Insurance Post COVID-19” and Dr. Brajesh Bolia and Shraddha Mehta for their paper on “Virtual Tourism: A Study Exploring the Preferences and Attitudes of Different Generations.”
- The Third Prize was awarded to Dr. Monica Khanna, Prof. Isaac Jacob and Dr. Anjali Chopra for presenting a paper on “The Power to Discern, Feelings of Helplessness and Conscious Consumerism – Analysing Consumer Mindsets in Emerging Markets .”



A vote of thanks delivered by the Conference Chairperson, Dr Dimple Kaul concluded the two-day Conference.