



The 10th International Online Conference
of Marketing, Strategy and Policy Research
Responsible Business Models for A Greener Future



Conference Programme

6-8 August 2025

Please use following Zoom link to join the conference

<https://us02web.zoom.us/j/83151080625>



Day 1: August 6, 2025 (India time)

8.30-9.00 am	Welcome
9.00-9.30 am	Keynote: Prof Yogesh Upadhyay, ITM University, Gwalior, India
9.30-10.00 am	Editorial Keynote: Marketing Strategy Journal, Prof Shaphali Gupta, IIM Kozhikode, India
10.00-10.30am	Tea/Coffee Break
10.30-11.00am	Doctoral Colloquium Inauguration by Dr Sena Ozdemir, Lancaster University, UK
11.00-1.00 pm Doctoral Presentations	Track Chair::Prof Garima Gupta and Discussant: Dr Sena Ozdemir
	<i>Understanding the role of Demographic Development in developing Comparative Advantage in Services: Evidence from India – Harish Kumar</i>
	<i>Evaluating Sustainable Procurement for Measuring Sustainable Subcontractor and Suppliers Performance at Construction Organisation: A Mixed Method Approach - Danah Alqalayta</i>
	<i>Consumer Cynicism: A multidimensional approach - Meghna Surana</i>
	<i>Exploring the Impact of Value Co-Creation Behaviour on Customer Perceived Value and Customer Satisfaction: A Study in Context of Sharing Economy in India - Shanu Jain</i>
1.00-1.30 pm	Lunch
1.30-3.30 pm Paper Presentations Track A: Digital Transformation for Smart and Sustainable Cities	Track Chair: Dr Yousra Asaad , Discussant 1: Dr Pantea Foroudi and Discussant 2:Dr Mehdi Rahmani
	<i>Submission 24: Enhancing Sustainability Assessment in Indian Higher Education: A Study using Modified UI GreenMetric Framework - Kawal Gill, Harish Kumar, Gurleen Kaur and Sherly M. A</i>
	<i>Submission 55: Role of Disclosure Awareness in building trust towards Marketing Practice of Product Placement in News: An Investigation in the Indian Context - Shikha Garg & Prof. Sangeeta Dodrajka</i>
	<i>Submission 21: Public-Private Partnerships in Marketing Initiatives: A Theoretical Approach - Shallu Saini & Tejinder Sharma</i>
	<i>Submission 69: An Analysis of Stakeholder Perceptions in Preserving India's Printed and Ikat Textiles - Priya Darshini Gopal, Achanta Rajyalakshmi and Upasna Bhandari</i>
3.30-4.00pm	Tea/Coffee Break
4.00-5.30pm Paper Presentations Track B Fast Fashion and Climate Emergency	Track Chair: Prof Satya Dash and Discussant: Dr Suyash Khaneja
	<i>Submission 60: Innovative Business Models for reusing Apparels: a comparative study between 'Thrifting' and 'Upcycling' in the Indian market - Shankhalina Choudhury</i>
	<i>Submission 51: Balancing Growth and Sustainability in H&M's Journey to Reduce Emissions While Expanding Sales - Affan Ali and Chitrakleha Kumar</i>
	<i>Submission 18: From Waste to Wearable: Upcycling Uniforms for Circular Fashion - Ambika Magotra & Vidushi Vashishtha</i>
5.30-6.00pm	Networking Session

Day 2: August 7, 2025 (India time)

9.00-9.30 am	Research Keynote: Prof Radha Sharma, NDIM, India
9.30-10.30 am Paper Presentations Track C Sustainable Consumer Behaviour and Market Trends	Track Chair: Prof. Gurjeet Kaur and Discussant: Dr Sanjeevni Sehgal
	<i>Submission 12: Promoting Sustainability through Mindful Consumption: Encouraging Eco-Responsibility Among the Young Generation - A Study of Undergraduate Students at Delhi University - Gurmeet Kaur, Minakshi Palliwal, Geeta Chauhan & Renu Yadav</i>
	<i>Submission 16: Wooden Toys: A Lasting Solution for Environmental Benefits and Livelihood Development - Omkar Sadashiv Rane and Suyash Khaneja</i>
10.30-11.00 am	Tea/Coffee Break
11.00-12.30 am Paper Presentations Track D Management & Strategic Leadership for Sustainability	Track Chair: Prof Radha Sharma and Discussant: Dr Roopa Johri
	<i>Submission 26: Leveraging Artificial Intelligence for Diversity, Equity & Inclusion (DEI) - Parag Rastogi and Radha R. Sharma</i>
	<i>Submission 25: Public-Private Partnerships in Sustainability: Communication Challenges and Opportunities - Shilpi Sahi and Roopa Johri</i>
	<i>Submission 54: The Role of Employee Resource Groups (ERGs) in Promoting Workplace Inclusivity - Guneet Gill and Tanuja Agarwala</i>
12.30-1.00 pm	Employability workshop: Skills for a greener future in digital times by Dr Pancham Kumar, Bhartiya Skill Development University
1.00-1.30pm	Lunch
1.30-2.30pm Paper Presentations Track E Sustainability in International Business	Track Chair: Dr Ashish Gupta and Discussant: Dr Jitender Kumar
	<i>Submission 53: Optimizing Retail Performance: The Role of KPI's and Innovative Strategies - Vani Vohra</i>
	<i>Submission 22: Push Pull Mframework: Case of Retail AR-Shweta Kalra, Rashmi Prabha & Neha Singhal</i>
2.30-3.00 pm	Pedagogy Keynote: Research-led Teaching by Dr Saurabh Bhattacharya, Newcastle University Business School
3.00-3.30pm	Tea/Coffee Break
3.30-5.30pm Paper Presentations Track F Sustainable Consumer Behaviour and Market Trends	Track Chair: Prof. Kawal Gill and Discussant: Prof. Swati Aggarwal
	<i>Submission 19: An Investigation into Sustainable Consumer Behaviour: Road to Sustainability - Jyotsana</i>
	<i>Submission 41: Sustainability Meets Creativity: The Moderating Impact of Age on Green Purchase Behaviour and Innovativeness - Chandni Aswal, Parminder Kaur & Triveni Batham</i>
	<i>Submission 13: The Tyranny of Caste-Based Discrimination in Tourism: A Mixed Method Approach to Understand Dalit-owned Homestays - Prabhat Kr and Jitender Kumar</i>
	<i>Submission 38: Virtual Consumption and Sustainable Production: Rethinking Business Models in the Metaverse -Uma Maheswari A</i>
5.30-6.30pm Meet the Editors	Prof Subodha Kumar, EIC POM, Prof Fevzi Okumus, EIC IJCHM

Day 3: August 8, 2025 (India time)

8.30-10.00 am Paper Presentations Track G Fast Fashion and Climate Emergency	Track Chair: Prof Varsha Gupta and Discussant: Prof Mahipal Bukya
	<i>Submission 23: Exploring the pathways for a Green and Ethical Economy - Sukriti Sardana and Suyash Khaneja</i>
	<i>Submission 62: Impact of CSR Perception on Employees - Satya Bhusan Dash and Ankur Jha</i>
	<i>Submission 68: Mapping the Digital Transformation in Fast Fashion Supply Chains: A focus on Responsible Production, Consumption, and Recycling - Francesco Notari, Maria Palazzo, Maria Antonella Ferri and Alessandra Micozzi</i>
10.00-10.30 am	Tea/Coffee Break
10.30-12.00 pm Paper Presentations Track H Digital Transformation for Smart and Sustainable Cities	Track Chair: Prof. Tejinder Sharma and Discussant: Dr Mohita Maggon
	<i>Submission 30: Accelerating Sustainability-driven Behaviour: Proposed Research Framework - Minesh Srivastava & Garima Gupta</i>
	<i>Submission 56: The Role of IoT and Big Data Analytics in Environmental Monitoring - Durva Ravnang and Chitrlekha Kr</i>
	<i>Submission 11: Reviving Pottery: Integrating Traditional Craftsmanship with Modern Design for a Greener Future - Ruchi Na & Suyash Khaneja</i>
12.00-12.30pm	Paper Development Workshop :Prof Suraksha Gupta, UAL, UK
12.30-1.00 pm	Research Keynote: Responsible Science of Cosmetics and Beauty by Gabriella Daniels, UAL, UK
1.00-1.30 pm	Lunch
1.30-2.00 pm	Industry Keynote: University Industry Linkages for Green Future by Dr SP Sharma, NEO Economics, India
2.00-3.30 pm Paper Presentations Track I Digital Transformation for Smart and Sustainable Cities	Track Chair: Prof. Arnab Banerjee and Discussant: Prof Kavita Gupta
	<i>Submission 47: Algorithmic Shadows: The Manipulative Personalization of AI in E-commerce Services - Gourav Roy Varsha Jain & Richa Agarwal</i>
	<i>Submission 39: Building Trust through Digital Solutions: A case of Practo Fostering Sustainable Healthcare Engagement - Piyusha Ambradkar</i>
	<i>Submission 32: Assessment of Environmental Sustainability of E-Sports Industry in INDIA - Swanand Khati, Shweta Kalra and Neha Singhal</i>
3.30- 4.0pm	Tea/Coffee Break
4.00-5.30 pm Paper Presentations Track J Responsible Production, Consumption, and Recycling	Track Chair: Prof. Etinder Pal Singh and Discussant: Dr Vernika Agarwal
	<i>Submission 65: Decoding Consumer Confusion: The Impact of Packaging and Certification Labels on Purchase Decisions - Anjali Daryal and Tarannum Amir</i>
	<i>Submission 15: Health Consciousness and behaviour towards Health issues: A study of social media users - Nupur Bhati and Subathra V</i>
	<i>Submission 63: Ecotourism and Sustainable Practices in Rainbow Trout Farming at Dachigam National Park, Kashmir - Affan Ali and Shweta Gaikwad</i>
5.30-5.45 pm	Awards and Vote of Thanks

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