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**The ICFAI Foundation for Higher Education (IFHE), Hyderabad**

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## **Proceedings of National Conference**

**On**

**“Recent Trends in Marketing in a Dynamic World”**

**23 - 07-2021**

Organized by

**DEPARTMENT OF MARKETING & STRATEGY**

**IBS**  
**ICFAI BUSINESS SCHOOL**  
Hyderabad

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## Message from the Vice Chancellor

Greetings!

It gives me immense pleasure to inform you that the Department of Marketing & Strategy, IBS Hyderabad is organizing its conference on **“Recent Trends in marketing in a Dynamic World (Virtual)”** on the theme **“Disruptions in Marketing – Opportunities and Challenges”**



The conference aims at bringing together academics and scholars to discuss deliberate and analyze the changing face of the Marketing function during and post Covid 19 pandemic. As a result of the pandemic, marketers are forced to relook and reconfigure their business models, marketing mix, branding and customer strategies to overcome the challenges.

In a highly connected world, commerce and businesses flourish due to collaborations. Businesses are engaging in a borderless world like never before. However, the rapid pace of change that marketers face in today’s hyper-competitive environment needs quick solutions. Marketers are gearing up to meet these challenges by investing in Digital Transformative technologies, processes and trained manpower. They are also collaborating with multiple platforms to ensure success in the marketplace.

The contributions to this conference have come from a diverse spectrum of representatives featuring faculty members, research scholars and students in business management domain. I am hopeful that the research articles and cases submitted to this conference will provide an enriching learning experience to all.

**Prof. J. Mahender Reddy**

The ICFAI Foundation for Higher Education, Hyderabad.

## Message from the Dean-Academics, IBS Hyderabad

Greetings!

ICFAI Business School, Hyderabad is proud to organize its conference on **“Recent Trends in Marketing in a Dynamic world”** IBS Hyderabad is one of the most prominent and premier B Schools in India accredited with AACSB. Espoused to its three- pronged mission: To provide 'Right Knowledge', develop 'Right Skills', and build 'Right Attitude', the school's research orientation coupled with industry focused pedagogy and courses provide students, faculties and practitioners with rich learning experience.



The marketing functions is going through rapid changes in recent years. Technological disruptions and ever changing customer expectations are redefining business models and marketing strategies. Marketing has now become a very dynamic sphere forcing marketers to redefine the marketing mix, branding, communications to name a few. Marketing is witnessing a massive shift due to emerging technologies such as Artificial Intelligence, Machine Learning, IoT and Mobile.

The conference on **“Recent trends in Marketing in a Dynamic World”** has been organized around the theme **“Disruptions in Marketing – Opportunities and Challenges”**. The book of abstracts contains the work submitted by academicians and research scholars.

I take immense pride and pleasure in inviting all of you to the conference and hope each participant will reap the maximum benefit from the event.

Prof. C.S. Shylajan

ICFAI Business School (IBS)-Hyderabad

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## Understanding the Effect of Web Care Characteristics from a Cyber Bystander's Perspective.

**Dr Amar Raju**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** Understanding the role of online responses, specifically web care, has gained prominence over the years in online word of mouth research. Many researchers have investigated numerous strategies and behavioral outcomes of responding to online reviews with web care. However, much attention has not been paid to investigating web care attributes that may affect bystanders' perception of web care diagnosticity. Using consumer inference theory and cue summation theory this study examines the effect of webcare characteristics on web care diagnosticity and booking intention from the perspective of bystanders. The study also investigated the moderating role of reviewer reputation in the relationship between web care characteristics, web care diagnosticity, and booking intention. Results of an experiment and a moderated mediation analyses showed that web care characteristics and reviewer reputation had a significant effect on web care diagnosticity and bystanders booking intention. The study provides several implications for academicians and managers.

**KEYWORDS:** Online responses, Consumer inference theory, Cue summation theory.

## **Linkage between brand personality and brand equity: Examining the mediating role of consumer-brand relationship.**

**Dr Anees Ahmad**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** The role of brand personality in creating brand equity is an established marketing phenomenon. Though researchers confirm a direct linkage between brand personality and customer-based brand equity, there is a dearth of literature examining the role of the consumer-brand relationship in this phenomenon. Hence, the present study examines the relationship between brand personality and customer-based brand equity by investigating the mediating role of consumer-brand relationship, which is represented through three variables namely, brand trust, attachment, and commitment. This study adopts a cross-sectional descriptive research design involving the collection of primary data from 612 respondents. Responses were gathered for six brands across three different product categories. Structural Equation Modelling was used to analyze data. Findings suggest both direct as well as indirect linkage between brand personality and customer-based brand equity. Overall, this study extends the existing body of knowledge by establishing a partial mediating role of the variables representing consumer-brand relationships while linking brand personality with customer-based brand equity. Hence, the present work provides insight for brand managers to strengthen consumer-brand relationships through brand personality to enhance customer-based brand equity that is crucial for a firm's competitive advantage and long-term growth.

**KEYWORDS:** Brand personality, Brand equity, Consumer-brand relationship,

## Women Entrepreneurial engagement in rural India - an empirical analysis

**Dr G Vijayudu**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** The present empirical study examines the major dimensions that drive the rural women towards entrepreneurial skills followed by the second, to analyze the impact of the entrepreneurial dimensions on their entrepreneurial engagement mediating through entrepreneurial attitude. The study collected the sample from 350 rural women entrepreneurs from Andhra Pradesh and Telangana states of Rural India through a structured questionnaire using the convenience sampling method. The structural Equation Model is used to test the proposed model 'Women Entrepreneurial Engagement'. SPSS and AMOS software's are used to empirically test the relationship among three constructs namely Women Entrepreneurship Dimensions, Entrepreneurial Attitude and Entrepreneurial Engagement. The study findings proved that the women's entrepreneurship dimensions such as Societal support, Individual skill set, Financial & Legal support have a positive impact on their entrepreneurial engagement, but partially mediated through women entrepreneurial attitude that has been based on the theory of planned behaviour. This study can be helpful for the Government and Non-Government Bodies (NGOs), Not-for-Profit organizations, and other voluntary organizations for developing/renewing policies and strategies. To facilitate, train and build the entrepreneurial attitude amongst women entrepreneurs, the present study has proposed a model that has been proved empirically. The results can lead a path to women entrepreneurship in rural India, promote rural entrepreneurship, create job opportunities that can be led to the sustainable development of rural India.

**KEYWORDS:** Women Entrepreneurship Dimensions, Entrepreneurial Attitude, Theory of planned behavior.

## Mothers Brand Trust for baby care product categories

**Dr. Debajani Sahoo**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** India's large infants' population provides innumerable opportunities for baby care product companies, understanding the factors that lead to the building of brand trust and brand experience is of substantial importance. Furthermore, this research presents a model that examines the variables that are critical in the process of building brand trust, brand commitment in an emerging-market context. The relatively stronger relationship between brand trust and brand commitment indicates that consumers' engagement about the brand behavior plays a pivotal role in enhancing calculative loyalty toward it in baby care brands.

**KEYWORDS:** Consumers' engagement, Brand trust, Brand commitment

## Paytm's Foray into Payments Bank

**Dr Dwarakanath Siriguppi**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** The demonetization decision has opened a new horizon to digital wallet companies. The leading wallet player Paytm wanted to capitalize on this initiative by the government of India and decided to foray into a payments bank. The main objective of this initiative by the Indian government was to transform the Indian economy into a cashless economy. This situation helped the digital payments industry to strengthen its position within India. One of the biggest beneficiaries of demonetization was Paytm, one of the popular mobile wallet services in India, as people had moved toward cashless payments. The demonetization has pushed the cashless transaction to a greater extent. To, take advantage of the growing use of digital payments, Paytm had diversified its business to the Payments Banking industry and launched Paytm Payments Bank (PPB) by the end of 2017. With the launch, it had become the pioneer in offering online transaction services with no charges. Even though the demonetization decision, high penetration of the internet and smartphones have created a new avenue for cashless transactions, it was not easy for Paytm payments bank to capitalize on the opportunity as the majority of the people preferred cash transactions. The case helps to understand the diversification strategy adopted by Paytm and the pros and cons of a cashless economy. Considering India's move to cashless transactions, can Paytm's diversification into payments banks also achieve market share as the other products of Paytm?

**KEYWORDS:** Demonetization, Digital wallet, Cashless economy,

## The Survival Strategy of Brand Vadilal

*Dr Gaurav Bhatt and Dr Achyut Telang*

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** Vadilal, which was founded in 1907 in Gujarat as among the oldest ice cream brands in India evolved over time to become one of India's biggest players. It faced competition from giants like HUL with its predatory pricing. Vadilal however, kept fighting the competition and focused on expansion throughout the country which paid off. Later GCMMF's Amul became a big threat with its very competitive prices which almost led to the end of Vadilal and they also got involved in a battle with Amul over the ice cream versus frozen dessert dispute. However, they took several steps trying to reduce the price without affecting quality by repackaging, reducing the volume and restructuring the products. Subsequently, they even diversified into areas of exporting frozen fruits and vegetables targeting the large NRI population. As of now this old brand is still going strong and has no plans to stop.

**KEYWORDS:** Diversification, Predatory pricing

## Social Marketing- Food Waste Management

*Dr. Anuja Agarwal*

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** Each country will be known as a food secured, only when the people of the country will have sufficient, safe and nutritious food. For achieving the same, it is important to minimize food loss and wastage. As per the statistics about one-third of the food gets wasted or lost per year, which is about 1.3 billion tonnes of food and USD 936 billion. India is the second most populated country in the world with a population of 1.3 billion in 2019. Even though India has been considered as growing economically, it still has ranked 94th among 107 countries in Global Hunger Index (GHI) 2020 and comes in the category of 'serious hunger'. There is a dearth of academic research on household food waste. To fill the literature gaps, the present study focuses on exploring the major reasons behind household food waste and the barriers to recycling food waste in India.

**KEYWORDS:** Social Marketing, Food Waste Management



## Air-India-The saga of a loss making State owned Airline

*Prof Sriram Soundararajan*

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** It was about the Air India Story and where it was headed with talks of the sale of the Airline. The revival plan of Air India began in 2009 when the merger of 2007 was concluded as not helping recover the airline's losses. The options and alternatives that were offered to improve the situation were privatization, lease-outs, fleet-downsizing and Government bailouts. There were also other suggestions, such as corporate revamps of the organizational policies and employee cuts and refocused marketing. The Government has also been criticized for bailouts by the media in the last three years and justifiably so. The 2008 global economic collapse had thrown operational expenses out of gear when oil prices skyrocketed. The national carrier, Air India also faced fierce competition from private airlines that took to flying on routes that once belonged to Air India, resulting in a plummeting business. The central government has pumped in more than Rs30, 000 crore into stabilizing the airline. As of December 2015, its debt stood at over Rs50, 000 crore. The 85-year-old Air India has been steadily losing market share to rivals such as Indigo and Jet Airways and while the employee morale was low, they were even more indifferent now. Air India's share, as of January 2016, in the pie stood at 16% compared to over 35% at the time of the merger. The case of Air India is ripe for disinvestment as evidenced by the events of the last 2 years. The regular feedback about the airline was, routine Flight delays, the equipment was old and mouldering, and the prospect of good service depends upon the whims of the flight attendant who happened to be assigned to you. The airline had come to be seen, with ample justification, as a platform through which politicians and officials enjoy the perks of office, at everyone else's expense. Can there be a revival of this ailing airline, through refocused marketing and operational revamping is the question.

**KEYWORDS:** Refocused marketing, Airline revival, Service revolution



## Market access and aggregate sale through Value chain in Agri Product – Role of women

*Dr G Vijayudu*

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** Gram Abhyudaya Mandali (GRAM) functions as the parent NGO, conceptualizes the requirement of social and economic development of rural poor women through self-help groups. It conceptualizes, the idea of the Aggregate Sell Model for its members, endeavours to create a successful platform by collective pooling and marketing and the sale of its agricultural commodities (like Soya, Paddy, and Maize), by surpassing local mediators transparently using technology. This model benefits its women service members (around 50,000) through 20 Mutually Aided Cooperative Societies (MACS) located across villages in tribal districts of Nizamabad and Adilabad of Telangana, India. The methodology adopted for the research study is based on Focused Group Discussions (FGDs). FGDs were conducted and the results were analyzed. Results showed that the elimination of intermediaries and adopting a transparent process facilitated profitability to the members of the society. The contribution of the study is to elevate the ‘Collective Sale’ (through community-owned hub point for its agricultural products), which is uniquely adapted by GRAM. This model could be either adopted or modified to other societies that are operational in rural/semi-urban areas.

Keywords: Gram Abhyudaya Mandali, Aggregate Sell Model, Mutually Aided Cooperative Societies.

## Redbull: Giving Wings to People and Ideas

*Dr Pankaj Singh*

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** Increased urbanization, rising disposable income and growing health consciousness among the Indian youth have increased the demand for non-carbonated drinks called energy drinks. At the same time, long and erratic working hours and the increasing occurrence of social gatherings are driving Indian consumers towards the consumption of energy drinks which are primarily classified as non-alcoholic, caffeinated beverages and sports drinks. Over the past few years, the sale of energy drinks has been driven by changing consumer lifestyles and increasing demand for alcohol mixers. The market size of energy drinks in India is estimated at Rs 700 crore, growing 20-25% year on year. The carbonated drinks market is close to Rs 6,000 crore and is growing by 10-12% annually, says a report. According to Euromonitor International, with changing lifestyles and increasing paucity of time, urban consumers are relying on Energy drinks to cope up with fast-paced lifestyles. Most of them would continue to use energy drinks to boost stamina and energy levels. However, it noted that the high price of energy drinks would restrict its growth in tier and tier III cities.

Keywords: Increased urbanization, disposable Income, Energy drinks

## Smart phone application behavior of rural India

**Dr Souvik Roy**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** Smartphone applications have become an inevitable part of consumer lives nowadays. Inferable from their high user engagement and efficiency, smartphone applications have produced considerable enthusiasm among marketers. The Indian smartphone applications market is flourishing with India ranked as number one in terms of the downloads made via Android and Google play store. However, the smartphone application penetration is still low in rural India as consideration to its urban part. This study tries to find out the app usage behaviour of the rural Indian market is and can it be considered an attractive target market by the marketers in future

**Keywords:** Smartphone applications, User Engagement, Efficiency

## A Study on Machine Learning Techniques for Churn Prediction in Telecommunication Sector

**Mohan Kumar Dehury , Bhabendu Kumar Mohanta**

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**ABSTRACT:** In the field of telecommunication, on a daily basis a large amount of data is being generated due to a large number of user base. New users are more expensive to acquire than existing users, according to decision makers and business analysts. Business analysts and customer relationship management (CRM) analysts need to understand why customers churn, as well as the behaviour patterns that can be gleaned from existing churn data. In this paper we proposed a churn prediction model that uses classification and clustering techniques to identify the churn users and presents the factors behind the churning of users in the telecom sector. We have used the information gain and correlation attribute ranking filter to choose features. The suggested approach initially uses classification methods to classify churn customers' data, with the Random Forest (RF) algorithm performing particularly well, with 88.63 percent of cases properly categorised. In order to avoid churners, the CRM must create effective retention strategies. Following classification, the suggested approach divides the data of churning customers into groups using cosine similarity in order to deliver group-based retention offers. This study also revealed churn characteristics that are crucial in determining churn's core causes.

**Keywords:** Customer relationship management; customer churn; Machine learning.

## A study of behavioral aspect of adventure tourism in India

**Prof. Sriram Rajann**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** Indian Tourism sector is the third largest foreign exchange earner for the country while contributing to 7.5 per cent of the GDP. COVID impact on tourism and Adventure tourism, in particular, was enormous in the first two quarters of the financial year 2020-2021. The 3<sup>rd</sup> Quarter has shown some signs of rebooting, with airlines as well as hotel bookings picking up. But to bring it to the levels of growth of pre-COVID times, CRM can play a big role in understanding consumer behaviour and as a strategy for searching, attracting and providing better facilities to the tourists. It requires updated software that bridges the gap between CRM and existing information systems. The study with a qualitative approach has endeavoured to fuse consumer behaviour insights with a CRM model and will be useful for the revival of the adventure tourism industry and customers in COVID times.

**KEYWORDS:** Adventure Tourism, CRM approach, Consumer behaviour

## Text Mining Using R and R studio

**Dr Surjit Kumar Kar**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** Thematic coding and categorization can be done on data obtained from various sources of qualitative data e.g. participant observation during FGD and narrative enquiry during depth interviews. Data gathered are usually transcribed from speech to words/ texts. Latest Packages R & RQDA and all dependency files are installed on systems. To do text mining, sentiment analysis, and word cloud visualization on this package, the transcript file carrying aggregate data is used to create character vectors & then single object vectors. Using open-source R codes and programming (e.g. <https://www.tidytextmining.com>), punctuation, stop-words, numbers, white spaces are removed. Text is transformed into lower cases, and finally, a corpus of words is created for analysis.

**KEYWORDS:** Thematic Coding, Categorization, Single object vectors

## A Study of Cointegration and Forecasting of Returns on Indian Stock Market

Dr. D. Rajeshwara Rao,  
Department of MBA, MGIT

**ABSTRACT:** Stock Market is the place where the equities of public listed companies are traded. It is a meeting place of buyers and sellers of equities. In India the premier stock exchanges are the Bombay Stock Exchange and the National Stock Exchange and their Indices are Sensex and Nifty. As there are 2 indices exhibit a speculative nature, the investors and researchers may get confused in investing their money due to their inherent relationship for short run and long run, which has become research question to be answered. Hereby, the major objective of the study is to examine the short term and long term relationship effect of SENSEX and NIFTY on each other to guide the investors properly. The study moved with a stationarity test named Augmented Dickey–Fuller test to test the stationary of time series in NIFTY and SENSEX. Further, the study verified causality with the help of Granger causality test. After meeting the criteria, the study examined the effect of one on the other i.e., SENSEX and NIFTY as well as NIFTY on SENSEX using ARIMA model. Overall, the result of the study states that NIFTY effects SENSEX but not in the other way. The study can be further extended to analyse the effect of NIFTY and SENSEX on other stock indices too.

**KEYWORDS:** Investor, Researcher, Granger Causality Test, SENSEX, NIFTY, Augmented Dickey–Fuller test



## Indian Cement Industry - The Role of Business Environment

Dr Prabhakar N

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** The century-old Indian cement industry has mostly been homegrown and evolved into a globally competitive industry in quality and capacity utilization parameters. The role of the external business environments such as allocation of naturally available raw materials, supply of energy sources and the regulatory mechanism prevails upon the industry. As a result, the difficulty in acquisition of raw materials, power and other facilities have become very much critical for the manufacturers and these ultimately started serving as the reasons for consolidation through M&A. In addition to the existing problems, the currency demonetization has played havoc with the prospectus of the industry by hampering with the demand structure, making the small manufacturer struggle for survival, if not growth. These trends have made it necessary to analyze the business environment in terms of the prevailing external environment through PESTEL and the structure, conduct, and performance of the industry through the five forces framework, to make long-term oriented strategic decisions.

Keywords - Indian cement industry, Merger and Acquisition



## **Mothers' Engagement Behavior towards Baby Care toiletries: An Empirical Study in Emerging Economy**

**Dr Debajani Sahoo**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** The present study tries to understand the impact of mothers' experience on their engagement behavior through trust and commitment in the case of the baby care product category. The proposed model used Psychological constructs such as brand experience, brand trust, brand commitment, customer engagement and brand loyalty using interpersonal relationship theory. The conceptual model empirically tested through a survey using 320 samples from India followed by 431 samples from Srilanka. Data were analyzed using structural equation modeling. Sensory and behavioural dimensions of brand experience can be considered as key drivers of brand trust and brand commitment among millennial mothers in the context of baby care toiletries. It was observed that brand trust had a significant positive impact on brand commitment. There is a significant relationship between brand trust, brand commitment and customer engagement. It was validated brand loyalty as a consequence of customer engagement

Keywords –Brand experience, Brand trust, Brand loyalty

## Repositioning Maggi in India

**Dr Debjani Sahoo and Dr B Radhakrishna**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** The fortune of Maggi in the Indian market seems to have changed for the brand after the biggest crisis of its safety. The management was happy to share that the customer trust metric has increased to 90% in March 2018 from 3% in August 2015. In August 2015, after the safety issue crackdown, the market share of Maggi was hit rock bottom by 44% compared with 75% which the brand was having before the crisis. Maggi has become the market leader once again, with more than a 61% market share of the instant noodles market, and the company has aimed to return to pre-crisis levels. Thanks to the advertisement campaigns focusing on health and nutrition, product extension by the brand appealed to the different stakeholders of the brand.

Keywords –Customer Trust Metric, Repositioning

## Social Media Marketing Simulation

**Dr Achyut Telang**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** Social media marketing is the use of social media platforms to promote a product or service, connect with the audience and drive traffic to the website by publishing good content, listening to followers and analyzing the results. Social Media has become a very important virtual space that helps in reaching a large number of people with reduced costs. Some examples of popular social networking websites over the years are Facebook, Instagram, Twitter, LinkedIn etc. Each one of them is different from the other and has different characteristics. With so many platforms and options, how should one go about social media marketing? Social Media Marketing Simulation helps with that as it introduces students to a company, giving them a scenario wherein they can learn to write targeted social media ads, perform demographic targeting, utilize promotional strategies, measure KPIs, manage budgets and schedule content.

**KEYWORDS:** social media marketing, simulation, platform

## Artificial Management Decision Support-A Cursory look

*Dr Surjit Kumar Kar*

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** In management in general, and marketing management in particular, most of the time a manager finds him/herself stuck at a crossroad that shows two possible but comparative directional paths. In reality, the decision scenario may not be just white or black always. It can even be grey at times. Now the question is how much grey is the 'grey', or what is the intensity of the grayscale? Can it be quantified? Can it give decision support to a human manager or a machine that controls the system? If so, can a boolean logic address it, or do we need fuzzy logic to bring about an intelligence artificially?

**KEYWORDS:** fuzzy logic, Boolean logic

## An Evaluation of Risk Management Practices in NBFC's in Telangana

**Dr. R V Prasad Kandi**

Assistant Professor, HBS, Hyderabad

**ABSTRACT:** Non-banking financial companies (NBFCs) form an integral part of the financial system. The history of the NBFC Industry in India is a story of under-regulation followed by over-regulation. Policy makers have swung from one extreme position to another in their attempt to set controls and then restrain them so that they do not curb the growth of the industry. This report covers the industry. Most of this NBFCs' are operating with high risk of lending and more often NBFCs' lend credit to MSMEs, which are categorized as high risk class of Assets. To assess such high risk assets we need to have a comprehensive model. This paper aim is to build Risk Assessment Model for NBFCs' based on both qualitative and quantitative aspects of the client.

Keywords: NBFC, MSME, regulations, risk and assets

## **Mothers' engagement towards baby care product: A comparison across developing nations**

**Dr Debajani Sahoo**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** India's large infant's population provides innumerable opportunities for baby care product companies, understanding the factors that lead to the building of brand trust and brand experience is of substantial importance. Furthermore, this research presents a model that examines the variables that are critical in the process of building brand trust, brand commitment in an emerging-market context. The relatively stronger relationship between brand trust and brand commitment indicates that consumers' engagement about the brand behavior plays a pivotal role in enhancing calculative loyalty toward it in baby care brands.

**KEYWORDS:** brand commitment, trust, engagement

## Human Competencies for Disaster Relief Management: A Study

Dr. D. Rajeshwara Rao,  
(Department of MBA, MGIT)

**ABSTRACT:** Effectiveness of humanitarian assistance often depends on the effectiveness of the resources utilized such as predictive logic, relief partners, logistics technology and relief personnel. Analysis of the most recent yet more vulnerable disasters have pointed out that the relief workers often created a difference. Lack of appropriate access to standardized models to train the relief workers has created a need to develop a competency model which can further be validated with the relief organizations to create a standard. The current study aims to develop and test a hypothetical model that proposes a relationship between the competencies of the emergency relief workers, job performance and job satisfaction through empirical analysis of primary data. The study reveals a good relationship between the competencies, job performance and job satisfaction and shows a significant impact of the three variables on each other. The study culminates into recommending the key findings of the personnel to be able to improve the efficiency of the relief operation.

## **Integrating Branding, Marketing, Sales & CRM in Digital World: Case of A Mid-Sized Indian Real Estate Company**

**Dr Rishi Dwesar**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** The study discusses how Ashiana Homes, a mid-sized real estate company transformed its marketing using state-of-the-art digital marketing techniques. The case discusses how marketing automation was deployed to streamline marketing operations and lead management.

**KEYWORDS** digital marketing, lead management, marketing automation



## **The Impact of brand familiarity, customer brand engagement and self-identification on word-of-mouth**

Dr Anitha Acharya

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** The purpose of this paper is to check for the effects of brand familiarity, customer brand engagement and self-identification on word-of-mouth (WOM) communication. A systematic review of the literature regarding brand familiarity and customer brand engagement (CBE) was conducted and data were analyzed using structural equation modeling. The results revealed that brand familiarity had a positive impact on CBE; self-identification also had a positive impact on WOM communication.

**KEYWORDS** word-of-mouth, brand familiarity

## Marketing and the sharing economy

**Dr Ankur Srivastava**

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**ABSTRACT:** The study would focus on highlighting the sharing economy's impact on marketing's traditional beliefs and practices in terms of how it challenges three key foundations of marketing: institutions (e.g., consumers, firms and channels, regulators), processes (e.g., innovation, branding, customer experience, value appropriation), and value creation (e.g., value for consumers, value for firms, value for society). Finally, a set of forward-looking guideposts that highlight the implications of the sharing economy's paradoxes, maturation, and technological development for marketing research is provided to help marketing scholars to keep pace with the evolving domain of sharing economy.

**KEYWORDS:** sharing economy, customer experience

## Factors Effecting Volatility in Indian Stock Market with Reference to Nse Nifty

Dr. G R Prasad Kandi & M. Ramyasri  
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**ABSTRACT:** Stock Market is one of the most versatile sectors in the financial system, and it plays an important role in economic development. Stock Market is a platform for trading various securities without any barriers. In stock market various companies are listed to their business venture through public issues. In the current scenario, long term investors are investing in the companies through Stock Market to attain profit. The study confines to selected securities in National Stock Exchange (NSE), this largest turnover in Indian capital market. Volatility is a statistical measure of the dispersion of returns for a given security or Market Index. Commonly, the higher the volatility greater the risk associated with the security. Volatility estimation is important for several reasons associated with different people in the market. Developed markets continue to provide over long period of time with higher returns constituting low volatility. The study covers factors and cause impact of volatility in selected stocks in NSE using statistical measures. The study would facilitate to understand the past, current and future aspects of Indian Stock Market.

**Keywords:** Stock markets, NSE, Volatility

## Amazon: Cozying up to Influencers

**Dr Amar Raju**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** Influencer marketing is expected to grow tremendously in the future on account of growing consumer trust in influencers, their wider reach, and the gradual replacement of television time with mobile screen-time. Social media influencers – like Instagram stars or YouTube celebs – often promote products they like, either as part of a brand relationship or as means of generating income through affiliate sales. Now, Amazon is looking to get in on this action as well. Amazon Influencer Program brings product-related content from Influencers onto Amazon to help customers research and discover products. However, the retail giant is cracking down on counterfeit goods, filing a series of lawsuits against more than a dozen defendants including social media influencers, accused of false advertising and selling fake luxury items. Burdened with several challenges. The big question here is, will Amazon dominate Influencer marketing too?

**KEYWORDS:** Influencer marketing, consumer trust

## Examining Brand Bundling as a New Product Introduction Strategy

**Dr Sweta Singh**

(Dept. Of Marketing, ICFAI Business School, Hyderabad)

**ABSTRACT:** Bundling is one of the strategies that marketers may use for reducing the uncertainties and launching the new product successfully in the market by combining it with the existing strong brand. The firm can introduce the new product/brand by themselves or could endorse it by bundling it with a known strong brand which is having a high brand image. This further leads to a positive attitude towards the focal unknown brand and high bundle purchase intention.

**KEYWORDS:** Bundling, self-congruity, functional congruity

## Understanding Roles of Institution Based Trust and Social Interactions in Social Commerce Environment

**Dr Vikas Gautam**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** User-generated content is a double-edged sword as it can build and shake trust in social commerce websites. Institution-based trust is one of the vital ingredients in the social commerce environment. This study examined the relationships among institution-based trust, social interactions (content, positive and negative valence), purchase intentions, purchase and post-purchase behaviour of consumers in a social commerce environment. The proposed research model was validated by using structural equation modeling and binary logistic regression analysis techniques with the help of 227 responses. The findings of the study confirmed significant effects of social interactions (content, positive and negative valence) on consumers' intentions to purchase, in that way growing the chances of actual buying and sharing shopping experiences with other customers in a social commerce environment. Besides, Institution-based trust was found crucial in affecting content, positive valence and negative valence respectively. Academic and managerial implications are discussed at large.

**KEYWORDS:** institution-based trust, social interactions, purchase intentions

## Index Development using Formative Measures in Management and Marketing

**Dr Rachita Kashyap**

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**ABSTRACT:** Customer supplied reviews are widely and increasingly used by the websites as well as the customers for information dissipation and consumption. Due to their presence in huge numbers and varying quality, it is very important to assess the helpfulness of these reviews to assist customers dealing with information overload and facilitate their decision making. Most research in this field employs several helpfulness votes received by a review for assessing review helpfulness. However, there may be many good quality reviews that might lack a sufficient number of helpfulness votes for other customers to evaluate their helpfulness level. Although measuring review helpfulness is important, still the field lacks a review helpfulness measurement instrument that is psychometrically robust and parsimonious for practice. In a bid to address this issue, the authors develop a formative index using survey data from 990 respondents. Structural equation modelling was used to test the linkages between the review helpfulness index and consequences measures (product attitude and purchase intention). The final construct comprises four dimensions: feature-wise information, comparison, grammar and timeliness. A second sample of 250 respondents cross validates the findings. For researchers, the findings expand the platform from which to generate a fresh understanding of antecedents and consequences of review helpfulness. The index also offers diagnostic capabilities which can help the managers understand review attributes which makes a review helpful in the customer's eyes.

**KEYWORDS:** formative index, review helpfulness

## Exploring the Effectiveness of Webcare Characteristics in Fine Dining Restaurants

**Dr Amar Raju**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** Webcare is a tool available to marketers which enables them to mitigate the detrimental effects of negative online reviews on the Internet. It is a relatively new area of research and draws its origin from traditional service recovery literature. Extant research on web care focuses on investigating its relevance in managing negative reviews and typically examines the effects of various web care strategies on brand evaluation. On the contrary, academicians have not paid much attention to exploring various aspects of web care which marketers should focus on to increase its efficacy as a persuasive tool. Keeping this research void in mind, the present research intends to explore and investigate the effects of webcare characteristics (i.e. webcare strength, webcare sidedness, and webcare ownership) on consumers' perceived forgiveness. Further, the study proposes to investigate the effects of consumer forgiveness on consumers' attitudes toward the brand, purchase intention and satisfaction. Fine dining restaurant service in India has been considered for examining the aforementioned relationships – predominantly due to renewed interest among Indian consumers towards this sector followed by a steady growth rate of the same in recent times. This research is one of those few studies that would guide transgressing marketers to effectively control online damage by manipulating these web care attributes.

**KEYWORDS:** webcare attributes, brand evaluation, efficacy



## **A Study on Performance of Payment's Bank**

**Dr. K.S. Shaileshwara Rao**

(Associate Professor, Department of MBA, MGIT)

**ABSTRACT:** In 2014, RBI introduced two new categories of banks into the Indian Financial System are Payment Banks and Small Banks. The objective of introducing these new things is to reduce financial inclusion drive in economy. Payment banks is a new kind of bank which is potential with the express purpose of extending the reach of banking to vast majority of the unbanked and under banked. These banks can accept restricted deposit which is currently limited to INR 1 lakh per customer and may be increased in further. This paper presents about the framework of the payment banks, and the expected benefits from the payment banks. It also attempts to identify major bottlenecks in the development of such banks. Payment banks has been announced by RBI as a possible of digital transaction only one kind. On 19 August 2015, The RBI of India gave “in-principle” licenses to 11 entities to launch payment banks. This paper also focuses study on performance of payment bank, and study the factors influence on payment banks. The present paper provides an awareness about the factors on payment banks. A standard methodology has been adopted, statistical tool ANOVA, been used to extract the output.

**KEYWORDS:** Payment banks, factors, challenges of payment bank.

## The Role of Felt Involvement and Argument Strength in Ad Persuasion

**Dr Achyut Telang**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** In the advertising context, argument strength is related to the importance of the product/service claims in the ad. The strength of the arguments in ad messages can impact the effectiveness of the advertisements. Past research in consumer marketing has stated the role of argument strength to create strong elaboration and subsequent persuasion. The paper by Sanbonmatsu and Kardes (1988) talks about the effects of physiological arousal on persuasion. In this study, an exercise task was used to manipulate physiological arousal, and systolic blood pressure readings were taken to assess the effectiveness of this manipulation. The results showed that endorser status (celebrity or noncelebrity) had a stronger influence on brand attitudes under high than moderate levels of physiological arousal. Also, argument strength had a greater impact under moderate than under high arousal levels. The results were consistent with the Elaboration Likelihood Model of persuasion.

**KEYWORDS:** Elaboration Likelihood Model, physiological arousal, advertising

## Ad to Consumer- Brand to Consumer: The Case of Vivel Shampoo

**Dr G Vijayudu**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** In personal care products the importance of shampoo is more recognized across the Fast Moving Consumer Goods (FMCG) Industry. Almost every personal care products manufacturing company is maintaining a Shampoo product line in a wide range. Vivel from ITC has also not been exempted from this. Being ITC is behind Vivel, the expectations of the consumers are high. Every communication like TVCs, Hoardings and other kinds of marketing communications are integrated and educating the customer. The case presents the history and introduction of the Vivel shampoo.

**KEYWORDS:** Fast Moving Consumer Goods, video

## Service Systems: A Broadened Framework and Research Agenda on Value Propositions, Engagement and Service Experience

**Dr Vaibhav Shekar**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** The proposed framework sheds light on the fundamental role that value propositions play in service systems. Building on service-dominant logic from marketing and structuration theory from sociology, the authors theoretically link three service constructs: value propositions as invitations from actors to one another to engage in service, engagement as alignment of connections and dispositions, and service experience as many-to-many engagement. The proposed framework generates future research directions and theory development regarding the crucial role of value propositions in service systems; ultimately, it contributes to a deeper understanding of markets that is different from that which is guided by the standard neoclassical economics view of markets.

**KEYWORDS:** structuration theory, engagement, neoclassical

## Rural Electrification and use of Solar lamps in villages

**Dr JSK Chakravarthi**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** Solar power energy away from the conventional electric power supply has been bringing radical changes in the lives of rural people. Installation of solar panels has been given importance by the local and state governments, though initial capital investment looks big. Filling of this infrastructure gap was aimed to improve social and economic activity along with environmental friendliness. This article brings in trends of rural electrification through solar and the role of local bodies, NGOs and Government in making this journey successful.

**KEYWORDS:** solar power, government, electrification

## Airbnb

**Dr Anitha Acharya**

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**ABSTRACT:** The case is about Airbnb and its expansion globally. The case first discusses the history of Airbnb. It highlights the innovative services it has introduced to its customers and the marketing strategy adopted to create brand awareness. This short case study looks at how new business models can create immense improvements in competitiveness. Airbnb has enjoyed tremendous success in the tourism and hospitality industry in a short period. The first part of the case gives a brief introduction of the company, like the year of establishment and the founders of the company. The next section describes the services offered by the company. The case concludes by highlighting the challenges which Airbnb is facing.

**KEYWORDS:** brand awareness, hospitality, innovative services

## A Secure Novel Cloud Framework for Personal Healthcare Records

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**ABSTRACT:** The Personal Healthcare Record (PHR) allows the patients or other authorized persons to accomplish their own medical records in a centralized way, and it (PHR) appears as a patient-centric model which helps in the health information interchange. The PHRs can be deposited in the server maintained by the hospital/clinic or other trusted third-party including cloud providers. However, the data must be secure in the server. To provide security cryptographic service may be the solution. However, encryption and decryption of all the PHRs may degrade the processing performance of the system. So, we have proposed a novel framework that provisions the data in two domains. One is public domain and another is private. The PHRs in the private domain needs more security than the public domain. The data (PHRs) of the private domain is further classified according to their class of sensitivities and provided security according to the sensitivity levels. This leads to the enhancement of the processing performance of the system.

**KEYWORDS** - PHR, security, suite, classification, sensitivity

## Customer Lifetime Value & Sensitivity

**Dr Surjit Kumar Kar**

(Dept. Of Marketing, ICFAI Business School, Hyderabad, IFHE)

**ABSTRACT:** In marketing, customer lifetime value (CLV or often CLTV), is a prediction of the net profit attributed to the entire future relationship with a customer. It is a reliable metric employed by organizations to evaluate the future worth of a customer. Customer Lifetime Value is the total of all the financial profit a customer brings in for the firm, calculated from the existing period to the future (revenues – costs incurred). In analytics, data modelling is done based on a few assumptions e.g. non-varying per capita profit margin, steady loss of a specific fraction of customers, and a total of 360 number periods (period may be of the specific length as per scope). The data modelling will enable finding Customer Value Multiplier under two specific situations, i.e. when margin does not vary and when margin varies. The package used for the demo session will be MS-Excel 2010.

**KEYWORDS:** customer lifetime value, data modelling, Customer Value Multiplier



## A Luxury Service Consumption Behavior of Gen-Z consumers in an emerging economy

Dr G Vijayudu

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**ABSTRACT:** Generation Z consumers (who are the first generation of true digital natives) are rich increasing and interpreting trends. It is not limited only to technology but also through all consumptions. For example, personal care products and services. Generation Z consumers are consuming various product and service brands to enhance their lifestyle. Having there is a paucity of literature defining luxury services consumption behaviour among generation Z customers, the present research has taken up to study generation Z consumers' behaviour towards luxury service consumption and the motives behind the luxury service consumption. The purposive sampling method is used to collect the data from pan India. A conceptual model 'Generation-Z consumers' behaviour towards Luxury service consumption' is developed by using SEM.

**KEYWORDS:** Luxury consumption value, Vanity, Self-concept

## Mutual Fund Performance: A Study On Public And Private Sectors

**Dr. K.S. Shaileshwara Rao**

Associate Professor, Department of MBA, MGIT

**ABSTRACT:** In this study, an attempt has been made to analyse the performance of equity mutual funds industry against risk free rate and benchmarks return over one year before and after the implementation of GST. The samples consist of 10 growth oriented- open ended- equity mutual fund schemes belong to 5 public and 5 private mutual fund companies. Results are tested through risk-return analysis, Coefficient of Variation (Beta), Treynor's ratio, Sharp's ratio, Jensen's measure. The data used is monthly closing NAVs and benchmark market index closing for the study period of October 2016 to October 2017. The risk return analysis revealed that out of 10 schemes Baroda Pioneer Mutual Fund and Canara Robeco Mutual Fund in Public sector Reliance and Aditya Birla Mutual Fund in Private sector resulted in good returns. The Treynor ratio of all the mutual funds scheme are under perform the benchmark market index and Sharpe ratio of all mutual funds scheme underperform the benchmark market index

**KEYWORDS:** Mutual Funds, Equity, Risk-Return Analysis, Public and Private Sector

## The growth story of Spotify

**Dr Achyut Telang**

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**ABSTRACT:** The growth story of Spotify is an incredible one. It was launched in October 2008 as a streaming service and by 2019, it had 248 million monthly active users. It made some great use of AI-based technology for recommendations to its customers. However, Spotify was in a bit of a bother. Even though it had a 36 per cent share of the global market and led the streaming service industry, it had some competitors in hot pursuit and they were none other than Google, Apple and Amazon- some of the world's biggest companies. Google and Amazon were cutting at Spotify's main profit model by creating new, free, ad-based tiers of their music services, Spotify's shares fell and there were serious concerns about its ability to turn traffic into money. All of these meant that the investors were uneasy about the company's future. Spotify was at that point in its journey where it had some big decisions to make.

**KEYWORDS:** AI-based technology, Music service industry