



International Conference on Digital Organizations (ICODO) 2023
IIMA New Campus, JSW-SPP Auditorium Ground Floor, and JSW-SPP CR1 2nd Floor
Indian Institute of Management, Ahmedabad (IIMA)
Schedule

Day 1 : 8th January 2023, Sunday

08:30 AM - 09:15 AM	Registration	
09:15 AM - 09:20 AM	Inauguration	
09:20 AM - 09:45 AM	Inaugural Conference Keynote by the Conference and Academic Chair, ICODO'23 - Prof. Pankaj Setia: "Unravelling Science Underlying Digital Organization"	
09:45 AM - 10:30 AM	Academic Keynote on "Digital Transformation and Healthcare" by Prof. Ritu Agarwal, William Polk Carey Distinguished Professor and Co-Director, Center for Digital Health and Artificial Intelligence (CDHAI), Johns Hopkins Carey Business School, USA	
10:30 AM - 10:45 AM	Networking and Tea Break (Poster presentation in parallel on the Ground floor and Second floor)	
10:45 AM- 11:30 AM	Academic Keynote on "Let's Get Ready to Contextualize: Making Rich Scientific Contributions in Emerging Economies" by Prof. Viswanath Venkatesh, Verizon Chair of Business Information Technology at the Pamplin College of Business, Virginia Tech, USA	
11:30 AM - 11:45 AM	Group Photograph (JSW, Ground Floor)	
11:45 AM - 01:15 PM	Paper Presentation Track # 1 @ Auditorium GF Chair: Prof. Anuj Kapoor (Platforms, Consumer Behavior, and Ecosystem Orchestration)	Paper Presentation Track # 2 @ CR1 2nd floor Chair: Prof. Adrija Majumdar (Online Reviews, Presence, and Digital Capabilities)
	Shehzala, and Anand K. Jaiswal, "Influencer Marketing, Self-Discrepancies and Consumer Behavior: Findings from a Large-Scale Survey on the Role of Perceived Homophily, Authenticity, Self-Acceptance, and Mindfulness"	Manisha Rathi, and Adrija Majumdar, "Unraveling Pro-sumption Behavior for Online Reviews under Environmental Uncertainty: An Empirical Inquiry"
	Samrat Bagchi, and Kamal Sharma, "Strategy in structure: Antecedents of international ecosystem orchestration by emerging market firms"	Anuj Pal Kapoor, Kartika Chaudhary, Shweta, and Aiman Khatoon, The Dark Pattern: Fear of missing out and online presence"
	Anuj Kapoor, "Value of Notifications Information Obfuscation: Experimental Evidence from a Hyper-local News Platform"	Sandip Mukhopadhyay Sumedha Chauhan, Subhajit Bhattacharya, Shekhar Kumar Sinha, Parijat Upadhyay and Manas Paul, "Why few succeed while others fail? Impact of organizational capabilities and barriers in the successful digital government transformation"
01:15 PM - 02:15 PM	Lunch Break (Poster presentation in parallel)	
02:15 PM - 03:45 PM	Track 1 Chair: Prof. Swanand Deodhar (AI technologies and its impacts) @ Auditorium GF	Track 2 Chair: Prof. Adrija Majumdar (Augmented Reality and Product Assessments) @ CR1 2nd floor

	Shijo Joy, and Deepak Kumar Panda, “Perceived Usefulness of AI in Digital Transformation of Organizations: Insights from Twitter Analysis”	Vishwanatha M.R, “An investigation into Mobile Augmented Reality Applications and its influence on Patronage intention towards Fashion brands: A Rural Customers’ Perspective”
	Sawan Rathi, Adrija Majumdar, and Chirantan Chatterjee, “Pandemic Propels AI Technology Usage in Pharmaceutical Patents: An Empirical Examination”	Anuj Pal Kapoor, Raveena Gupta, and Harsh Verma, “Love Triangle Between Eyes, Nose and Smile: The role of Face Triad on Product Evaluation”
	Shaista Anayat, and Gowhar Rasool, “Consumer adoption of artificial intelligence technology based products: A study of Indian and US markets”	Jin Sik kim, Jinsoo Yeo, and Hemant Jain, “Modeling intelligence augmentation: implications from heterogeneous industries and economies” (Presenter: Prof. Hemant Jain)
03:45 PM - 04:00 PM	Networking and Tea Break (Poster presentation in parallel)	
04:00 PM - 4:45 PM	Panel discussion on “ Excellence in Research vs. Teaching: The International Perspective ”, Panelists - Prof. Ramesh Venkataraman, Professor, Kelley School of Business, Indiana University, USA, Prof. V.K. Narayanan, Stubbs professor of strategy & Entrepreneurship at Drexel University, and Prof. Mani Subramani, Associate professor in the Department of Information and Decision Sciences at the Carlson School of Management, University of Minnesota, USA.	
04:45 PM - 05:45 PM	Presentations by the Best Doctoral Dissertation Award winners: Aishwarya Ramesh, “Designing Chatbots for Optimal User Experience” (PhD Student of the Department of Management Studies, Indian Institute of Technology Madras) Shehzala, “Through the e-Looking Glass - Three Essays on Influencer Marketing, Self-Discrepancies, and Consumer Behavior” (PhD student of Indian Institute of Management Ahmedabad) Manisha Rathi (PhD student of Indian Institute of Management Bangalore) will present her paper in the morning session Track # 2 @ CR1	
05:45 PM - 06:30 PM	Poster Presentations*	
07:00 PM - 09:30 PM	Conference Dinner (Bus will depart for the dinner venue at 6:45 PM)	
Day 2 : 9th January 2023, Monday, Auditorium Ground Floor		
09:30 AM - 10:30 AM	Panel Discussion on How to Conduct and Publish High Quality Research? Panelists - Prof. Hemant Jain, Director, MS Program in Data Analytics, Gary W. Rollins College Business The University of Tennessee at Chattanooga, USA, Prof. Vikas Kumar, Head of Discipline and Professor in the Discipline of International Business at the University of Sydney Business School, Australia, and Prof. H. Raghav Rao, AT&T Distinguished Chair in Infrastructure Assurance and Security at The University of Texas at San Antonio, USA.	
10:30 AM - 11:30 AM	Track 1 Chair: Prof. Aditya Christopher Moses (Digital Employee Experience) @ Auditorium GF	Track 2 Chair: Prof. Swanand Deodhar (Digital Channels and Interorganizational Systems) @ CR1 2nd floor
	Kedarnath Thakur, Talina Mishra, and Shubhanshi Singh, “Digital Organization and Validation of Digital Employee Experience”	Lovlesh Nagori, Prem P. Dewani, and Nishant Garg, “Essays On Technology Adoptions in Trade Promotions: Exploring Impact of ‘Endowment Effect’ on Channel Relationships & Business Performance”
		Aseem Pahuja, and Iman Taani, “Social Mission Decentralized Autonomous Organizations: The Revelatory Case of Constitution DAO”
11:30 PM - 11:45 AM	Tea Break (Poster presentation in parallel)	

11:45 AM - 12:15 PM	Industry Keynote by Mr. Girish Krishnamurthy, Managing Director and CEO, Tata MD
12:15 PM - 01:00 PM	ICODO'23 Award Ceremony and Valedictory Session
01:00 PM - 02:00 PM	Lunch (IMDC Dining Hall)
End of the Conference	

***List of Accepted Posters**

1	Aishwarya Arora, Amrita Chakraborty, Shivani Trivedi, and Santosh Kumar Patra, "Understanding the Emotions leading to Trolling behaviour in Online Communities"	Abhinav Verma, and Jogendra Kumar Nayak, "Factors affecting purchase intention and content sharing intention of brand content on social media: A heuristic and systematic approach"
2	Nupur Soti, Ashish Kumar, and Ashutosh Nigam, "Digital Financial Inclusion for Financial Well-Being- Systematic Literature Review of the Developments & The Way Forward for India"	Nishant Garg, and Pushendra Priyadarshi, "Can Inner Richness Lead to Outer Well-Being: The Impact of Psychological Capital on Digital Financial Well-Being"
3	Meenakshi Sinha, "The Price of Privacy: Privacy as the 'Credit of Trust' and the Costs of Privacy by Design"	Anoop Madhok, Rishiraj Kashyap, and Nudrat Mahmood, "Digital Platform Ecosystems: Organizing for Generativity"
4	Shaista Anayat, and Gowhar Rasool, "Unravelling consumer attitude formation through eWOM: A mixed-method approach for consumer behavior towards anthropomorphic AI-based products"	Ramya Murthy, and Anoop Madhok, "Platform Sponsor Alliances and Ecosystem Value" (Presenter: Anoop Madhok)
5	Hardik Nimbark, "Digitalisation promotes adoption of soft information in SME credit evaluation: the case of Indian banks"	Muhammed Sadiq T, Saji K Mathew, and Ranganathan Chandrasekaran, "Fighting the Health Misinformation Infodemic on Social Media: Can Digital Nudging help?"
6	Satinder Kumar, Mansi Rani, and Garima Kathuria, "Sharenting Marketing: A Bibliometric Analysis for Future Research Directions"	Jaishankar Bharatharaj, Kaja Bantha Navas Raja Mohamad, Christian U. Krägeloh, and Anahat Kaur Wadhwa, "Designing a Human-Centric KiliRo Robot Experience: Inspiration from Robopsychology and Game Theory" (Presenter: Anahat Kaur Wadhwa)
7	Sreejith S, and Rohini S Nair, "A Correspondence Analysis on Motives Behind Cyber Crimes in India with Special References to North, East, South and West Zones"	Mohammad Subhan, Gayas Ahmad, and Waseem Alam, "The Role of Sharing Economy, Technological Innovation, Human Capital, and Economic Growth on CO2 Emission, using ARDL Model: Evidence from India"
8	Minal Uprety, and Pratibha Barik, "Towards Sustainable Fashion Via Social Networking Platforms: A study on Young Consumers"	Vaishali Chopra, and Rupa Upadhyay, "Knowledge-Smart Practices using Information and Communication Technology in Sustainable Agriculture: A Study of Farming Community in District Rewari (Bawal), Haryana"
9	Aiman Khatoun, and Anuj Pal Kapoor, "Vlogging for Sustainability: A case of Luxury Travel in India"	Nitin Kumar, Amit Agrawal, and Divesh Kumar, "Organic Food adoption in young consumers: Role of online Influencer Marketing"