

CONVERGENCE 2020

WINNING THROUGH SERVICE EXCELLENCE: THEORY AND PRACTICE

18th & 19th December, 2020

11.00 AM - 11.30 AM	Introductory Address Dr. Atish Chattopadhyay , Vice-Chancellor, Vijaybhoomi University Director – Jagdish Sheth School of Management (Formerly IFIM Business School)
11.30 AM - 11.45 AM	Introduction to Convergence 2020 Prof. A. Parasuraman , Pro-Chancellor, Vijaybhoomi University Emeritus Professor of Marketing and James W. McLamore Chair Emeritus at Miami Herbert Business School, University of Miami, USA
11.45 AM - 12.45 PM	Address by Keynote Speaker Prof. Andrea Ordanini , BNP Paribas Endowed Chair, Bocconi University, Italy Topic-The Role of Contingencies when Implementing Digital Technologies in Service Organizations: Some Evidence from Customers and Managers
12.45 PM - 1.15 PM	Special Address Prof. Jay Kandampully , Professor-Ohio State University Editor-in-Chief, Journal of Service Management Topic - Advancing Research to the Next Level: The Need to Rethink Future Directions
1.15 PM - 2.15 PM	Lunch Break
2.15 PM - 3.30 PM	Plenary Session-I Topic: Service Excellence and Efficiency through Service Innovations and Technologies Panel Members: Prof. G. Shainesh (Panelist + Session Chair)-IIM Bangalore Prof. Jochen Wirtz -National University of Singapore Prof. Varsha Jain -MICA Prof. Ramendra Singh -IIM Calcutta
3.30 PM - 5.30 PM	Competitive-Paper Session -I Session Chair- Prof. Asit Barma and Prof. Payal Trivedi Jagdish Sheth School of Management (Formerly IFIM Business School) 1. Not all equal: Necessary-but-not-sufficient capabilities for service providers in digital transformational outsourcing Sudipto Mazumder - IIM Indore Swapnil Garg -IIM Indore 2. Robot-human interactions in retail stores: a neuromarketing perspective Gaia Rancati - Allegheny College, USA Isabella Maggioni -ESCP Business School 3. Customer Reciprocity in Greening: The Role of Service Quality Debarati Basu -XLRI, Jamshedpur Kamalika Chakraborty -JAGSOM Shabana Mitra -IIM Bangalore Nishant Kumar Verma -IIM Bangalore 4. Service failures after onlineflash sales: An investigation Anjali Sharma -IIM Indore K. R. Jayasimha - IIM Indore

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11.00 AM - 12.00 NOON	Address by Keynote Speaker Prof. K. Sivakumar , Arthur Truck Chair in International Marketing and Logistics, Lehigh University, USA Topic: Enhancing the Impact of Services and Service Research: The Evolving Need for a “Big Tent” Approach
12.00 NOON - 2.00 PM	Competitive-Paper Session -II Session Chair- Dr. Sivagnanasundaram and Dr. Kamalika Chakraborty - Jagdish Sheth School of Management (Formerly IFIM Business School) 1. Towards a theory of well-being in digital sports viewing behavior- A transformative service research approach Sonia Mathew -Christ University Ajay Jose -LIC Rejikumar G -Amrita School of Business Dony Peter Chacko -Toyota Motor Corporation, Australia 2. Customer co-creation and technology to develop a sustainable innovative service ecosystem Priyanka Sharma -IIM Lucknow 3. Low Cost Healthcare as a Wicked Problem: Designing Business Model Suhani Jain -Shiv Nadar University Parthasarathy Roy -Shiv Nadar University 4. Scale Development for Customer-to-Customer Value Co-creation among Backpackers Sneha Pandey - Department of Management Studies, Malviya National Institute of Technology-Jaipur Divesh Kumar - Department of Management Studies, Malviya National Institute of Technology-Jaipur 5. Meeting employees' expectations matter during Covid-19 Pandemic Anushree Karani - Post-Doctoral Research Fellow, ICSSR-MHRD Payal Trivedi -JAGSOM
2.00 PM - 3.00 PM	Lunch Break
3.00 PM - 4.15 PM	Plenary Session-II Topic: Societal Wellbeing and Sustainability: Implications for Service Research and Practice Panel Members Prof. Prithwiraj Nath (Panelist + Session Chair)-Newcastle Business School Prof. Satyabhushan Dash -IIM Lucknow Prof. Sanjeev Prashar -IIM Raipur Prof. Jayanthi Thanigan -TAPMI
4.30 PM - 5.00 PM	Valedictory Address Prof. Justin Paul , Editor-in-Chief, International Journal of Consumer Studies Associate Editor, Journal of Business Research Topic- Publishing in A and A star journals- DOs & DON'T's
5.00 PM - 5.15 PM	Declaration of Awards
5.15 PM - 5.20 PM	Vote of Thanks Dr. Sangita Dutta Gupta , Chairperson-Centre for Research Jagdish Sheth School of Management (Formerly IFIM Business School)