



**ABSTRACT PROCEEDING**  
**Volume 1, Issue 11**

**RISEM-SEP-2019**

**Venue: Paris, France**

**Date: September 14-15, 2019**



**Institute for Social and  
Economics Research**

# **ISER International Conference on Research Insights in Social Science Business, Economics and Management Studies (RISEM)**

Conference organized by:



This conference is dedicated to educators all over the world and to the members of the Institute for Social and Economics Research (ISER) whose passion for teaching, learning, research, and service are helping to transform the academy in many positive ways.

#### **Mission, Innovative Features & Ethics and Values**

ISER is an organization aims to provide a platform to innovative academicians and researchers around the globe. The organization also encourages research activities by organizing research training workshops, conferences and publishing high quality research manuscripts in reputable international journals.

ISER creates positive energy through youthfulness and innovative ideas. We create and host our conferences such a way that students get a chance to interact with eminent fellows of ISER.

We provide prompt and quick communications regarding each correspondence. Our hospitality is supreme and we take care about your needs professionally.

#### **Membership, Conference, Publishing, and Research Information**

Abstracts of the registered participants will be published in the conference abstract book with an ISBN.

mail: [info@ise-research.com](mailto:info@ise-research.com)

Web site: <http://ise-research.com/>

**ISER International Conference on Research Insights in Social Science Business, Economics  
and Management Studies (RISEM)**

**Table of content**

Welcome Message . . . . .	5
Scientific Committee . . . . .	6
Business Administration and Marketing . . . . .	7
Conference Schedule . . . . .	8
Conference Abstracts . . . . .	11
Managing Brand Strength in a Brand Portfolio: A Conceptual Analysis . . . . .	12
Validating a Theoretical Model for Hotel Brand Love amongst Young Indian Tourists . . . . .	13
Upcoming Events . . . . .	14

## Welcome Message

ISER International Conference on Research Insights in Social Science Business, Economics and Management Studies (RISEM)

We are happy you decided to join your colleagues from around the world to explore innovative technologies, pioneering pedagogical strategies, and a sampling of international collaborations that are being used to engage and retain students, researchers and Scholars in the new millennium.

## Scientific Committee

Ali Sarikaya, University of Pecs, Hungary

HAOUAM ZOHRA, Departement de communication et environnement d'entreprise, Hassan 1er. Maroc Casablanca. Maroc

Vimut Vanitcharearnthum, Chulalongkorn University Bangkok, Thailand

Yousaf Jamal Effat, University Jeddah. Saudi Arabia

Dimesh Manoj Sivaguru, University of Kelaniya Sri Lanka

Prabath Perera, University of Kelaniya Sri Lanka

Divyashree Modi Pandit Deendayal, Petroleum University Ahmedabad, India

Rafeah Legino, Universiti Teknologi Mara (UiTM) Malaysia

MANDENGUE Samuel Honore, University of Douala Douala, Cameroon

Dr. Rong Zhang Nishinippon, Institute of Technology 1-2-11, Muro-machi, Kokura-kita, Kitakyushu, Fukuoka, Japan

## Acknowledgements

The organizing committee would like to thank all those people who were involved in making the conference a success. A great amount of planning and organizing is required to hold a successful conference, so we are indebted to those who volunteered their time and energy.

We want to thank all the members of the ISER International Conference on Research Insights in Social Science Business, Economics and Management Studies (RISEM) who volunteered their time to help organize the conference.

## **Business Administration and Marketing**

Management, Firms, Startups, Corporate Culture, Social Responsibility, Marketing, Advertising, Public Relations, Consumer Behavior, Brand, Identity and Corporate Reputation, Entrepreneurial and Small Businesses Marketing, Marketing Segmentation, E-Marketing, Computer Software in Business Administrations, Accounting and Auditing, Trade, Tourism, Transportation Systems, Environmental and Ecological Economics, Strategy, General Management, Management Theories, Modern Management Practices, Entertainment, CSR and Business Ethics, International Business, Innovation, Supply Chain Management, Operations Management, Information Management, Human Resources Management, Project Management

## **Accounting**

Accounting Practices, Financial Modeling, Financial Analysis, Financial Statistics, Future Markets, Risk, New Trends for Accounting and Finance, Research for Accounting, Tax Theories and Practices, Tax Avoidance, Invasion and Extraction from Tax Invasion, Corporate Finance, Finance Theories, Money, Credit and Banking, Stock, Currency and Bonds, Commodity

## **Social Sciences and Humanities**

Education Challenges, E-learning in higher education, Life Long Learning, Sociolinguistic, Social cohesion and multiculturalism, Economic-Sociology, Major trends in society, EU citizenship, Political Sciences, Psychology applied in Economics, Anthropology, Arts, English, History, Information science, Islamic Studies, Language, Linguistics, Literature, Local Government, Museums and heritage, Music, Occupational Science, Philosophy Poetry, Politics, Popular Culture, Psychology, Religious studies, Social Sciences, Sociology, Women's history

## **Interdisciplinary**

Children and Youth, Communications and Media, Complex Systems, Conflict resolution, Creativity, Culture, Disaster Management, Discourse, Film studies, Gender studies, Globalization, HIV/AIDS, Human Rights, Identity, LGBT Studies, Leadership, Memory, Multidisciplinary Studies, Poverty, Public Policy, Security, Sexuality and eroticism, Spirituality, Sport science, Sustainable development, Urban studies, Violence Women's studies

## **General Economics, Economic Development, Technological Change and Growth**

Microeconomics, Household Behavior and Family Economics, Economic Development, Sustainable Development, Eco-Development, Production and Organizations, Welfare Economics, Macroeconomics and Monetary Economics, International Economics, Public Economics, Analyses of Economic Development, Agriculture; Natural Resources; Energy; Environment; Other Primary Products, Human Resources; Human Development; Income Distribution; Migration, Economic Development: Financial Markets; Savings and Capital Investment; Corporate Finance and Governance, Regional, Urban, and Rural Analyses, International Linkages to Development; Role of International Organizations, Fiscal and Monetary Policy in Development, Trade Policy; Factor Movement Policy; Foreign Exchange, Innovation and Invention: Processes and Incentives, Management of Technological Innovation and Research and Development

## **IT Business**

Business for AI and Deep Learning, Technological Forecasting and Social Change, Business for Big Data, Internet of Things and Cloud Computing, Business for IT-driven Services, Information Systems and Informatics, ICT for Business, ICT for Education, Healthcare, Finance and Other Sectors, Large Scale Surveys and Analysis, HCI and Computers Human Behavior, Computers In Industry

## Conference Schedule

### **ISER International Conference on Research Insights in Social Science Business, Economics and Management Studies (RISEM)**

Paris, France

September 14-15, 2019

09: 20 am - 09:30 am	Registration and Reception
09: 30 am - 09:40 am	Introduction of Participants
09: 40 am - 09:50 am	Inauguration and Opening address
09: 50 am - 10:00 am	Grand Networking Session
10:00 am - 10:30 am	Tea Break



## **ISER International Conference on Research Insights in Social Science Business, Economics and Management Studies (RISEM)**

**Day 01: Saturday  
September 14, 2019**

**Session 01: 10:30 am 11:30 am**

**Track A: Business Management, Economics, Social Sciences and Humanities**

---

Presenter Name: Juhi Gahlot Sarkar

Reference ID: RISEM-SEP-03

Paper Title: Managing Brand Strength in a Brand Portfolio: A Conceptual Analysis

---

Presenter Name: Abhigyan Sarkar

Reference ID: RISEM-SEP-04

Paper Title: Validating a Theoretical Model for Hotel Brand Love amongst Young Indian Tourists

---

**Closing Ceremony & Lunch**

**(11:30 am 12:00 pm)**

## **ISER International Conference on Research Insights in Social Science Business, Economics and Management Studies (RISEM)**

**Day 02: Sunday  
September 15, 2019**

**Conference second day is reserved for participants own tourism activities.**



Institute for Social and  
Economics Research

## **Conference Abstracts**

**Track A: Business Management, Economics, Social Sciences and Humanities**

# Managing Brand Strength in a Brand Portfolio: A Conceptual Analysis

Juhi Gahlot Sarkar\*

IMT, Ghaziabad-Department of Marketing, India

**Corresponding email:** juhi.gahlot.sarkar@gmail.com

---

The extant research shows that traditional brand portfolio planning tools like Boston Consultancy Group (BCG) matrix have become too generic, and are not able to properly capture different complex dimensions of modern brand portfolio architecture. The objective of this conceptual article is to understand how different dimensions of brand portfolio discussed in the extant literature can predict desirable portfolio outcomes through influencing the strength of different sub-brands included in the portfolio Approach: This article has reviewed relevant existing literature related to the domain of brand portfolio management in order to develop conceptual framework(s) that can guide brand portfolio managers. Dacin and Smith (1994) state, a brand can be strengthened through systematic extension (p. 230). Hence, it is proposed that a systematic product addition to a brand would positively influence the brand strength. Prior research (Rumelt, 1974) also shows that related diversification might be more profitable than unrelated one due to economies of scale. Hence, a tradeoff between functional product relatedness and unrelatedness needs to be maintained while adding products systematically to a brand. Findings: Based on reviewing the extant research, this article has developed three theoretical frameworks showing the impacts of different actionable brand portfolio characteristics on desirable portfolio outcomes through enhancing brand strength. It is also found that the effects of portfolio dimensions on portfolio outcomes vary across different types of brand portfolio architectures. A rubric is also developed suggesting different steps that brand portfolio manager should consider while taking brand portfolio structuring decisions. The conceptual frameworks show the perceptual mechanism of reducing intra-portfolio competition across brand portfolio types. Intra-portfolio competition is created due to cross-brand and product cannibalization within a portfolio. Cross-brand cannibalization would not be there in case of branded house, as branded house contains a single master brand. However, product cannibalization can occur in any of the brand portfolio types discussed. Value: Value of the article lies in developing theoretical frameworks that would help brand portfolio managers in terms of enhancing their understanding of the roles played by contemporary brand portfolio characteristics that remain unexplained by the traditional portfolio planning tools like BCG matrix.

**Index Terms:** Brand Strength, House Blend, House of Brands, Branded House, Brand Portfolio

## Validating a Theoretical Model for Hotel Brand Love amongst Young Indian Tourists

Abhigyan Sarkar \*

IMT, Ghaziabad-Department of Marketing, India

Corresponding email: juhi.gahlot.sarkar@gmail.com

---

Destination travel service providers across the globe are vying to enrich tourists experiences by providing them with a meaningful travel experience (Gretzel et al., 2006). Tourist experience is a result of various factors which act simultaneously like hotels that the tourists stay in, and attractions of the tourist spots which combine to generate an overall tourist experience (Murphy et al., 2000). This empirical article investigates various factors that would create hotel brand love in tourists mind, and potential outcomes of such hotel brand love in the context of emerging Indian hotel sector. Method: Based on reviewing relevant extant research, a set of hypotheses are formulated. Young adult tourists were chosen as respondents, as prior research shows that a significant niche market of Asian Tourism consists of educated young people who are keen to explore the world (Chua and Iwabuchi, 2008; p. 354). As one study objective was to test relationship between perceived hotel brand foreignness and hotel brand love, only Indian customers were selected, and not foreign. A large sample was conveniently selected from this population. Luxury hotel was selected, as this category of hotel is likely to be perceived as social-self expressive due to having facilities of international standards (perceived brand foreignness). The CFA was followed by running structural equation modelling (SEM) using LISREL 8.72 to test the hypothesized relationships. Findings: The study findings support that other customer perception, hotel service quality, hotel brand foreignness and hotel location emotion significantly predict hotel brand love among young Indian tourists. Hotel brand love in turn predicts conative hotel brand loyalty and tourists emotional labour. The most important emerging market context specific finding is that perceived hotel brand foreignness positively impacts emerging market consumers brand love through enhancing brand social-self expressiveness (Carroll and Ahuvia, 2006) or social signalling brand value (Zhou et al., 2010). Value: This study contributes to the existing body of hotel service theory by validating some important causal relationships between various tourist psychological factors associated with hotel brand love in a comprehensive theoretical framework for the first time in the context of young Indian tourists. The model validated is expected to guide the emerging market hotel managers to elicit hotel brand love among young adult tourists.

**Index Terms:** Hotel Brand Love, Hotel Location Emotion, Tourists Emotional Labour.

## Upcoming Events

---

<http://ise-research.com/abmem-10-19/>

---

<http://ise-research.com/namee-10-19/>

---

<http://ise-research.com/dtbel-11-19/>

---

<http://ise-research.com/vwmsb-11-19/>

---

<http://ise-research.com/cpbss-12-19/>

---

<http://ise-research.com/mbsbs-12-19/>

---

<http://ise-research.com/eebe-01-20/>

---

<http://ise-research.com/ebms-01-20/>

---

<http://ise-research.com/shme-2-20/>

---

<http://ise-research.com/rsbeh-1-rome/>

---

<http://ise-research.com/ebehs-3-20/>

---

