

<b>Track</b>	<b>Paper Title</b>	<b>Paper ID</b>	<b>Authors</b>
Track 1(Marketing Management)	Exploration of the impact of negative behavioural intention induced Dark Side and the effectiveness of governance mechanism in B2B Dyads-An emerging Market Context	9000	SV Venkata Ramanan
Track 2 (Human Resource Development and Organization Behaviour	Impact of Personality on OCB: A Study among Doctors in private hospitals In New Delhi	0193	Shruti Dhawan and Vandna Maini
Track 3 (Finance and accounting)	Farmers Awareness About Short-term Credit Services of Primary Agricultural Credit Societies in Punjab	1111	Seema Rani