



International Conference on Research in Business - 2021

20 June, 2021 (Sunday)

Digital Empowerment and it's Comprehensive Possibilities

Sunday, 20 June, 2021

0930 – 1015 hrs.	Mode: Online (Zoom)
Inaugural Plenary: Digital Empowerment and it's Comprehensive Possibilities	
Welcome and Opening Remarks: Professor Arun Kumar , Professor, Department of Commerce and Business Administration, University of Allahabad.	

Parallel Sessions (1030 – 0130)		
Zoom Conference Room 1	Zoom Conference Room 2	Zoom Conference Room 3
Session A: Technology Track	Session B: Marketing & Finance Track	Session C: Human Resource Track
Session Chair (Technology) Prof. Gautam B. Singh and Dr. Mohammad Iqbal Zaffar Ansari Duration: (1030 – 0100)	Session Chair (Marketing) Dr. M Vetrivelvi Duration: (1030 – 1230) Session Chair (Finance) Dr. Meera Mehta Duration: (1230 – 0115)	Session Chair (Human Resource) Prof. Swati Agrawal and Dr. Suparna Dutta Duration: (1030 – 0100)

0130 Closing Plenary
Awards and Valedictory

Detailed Conference Presentation Schedule

A: Technology Track (1030 – 0100)

1. **Prof. Gautam B. Singh and Kabir Singh.** Analyzing Trends in Variations of Dow Jones Stocks and Cryptocurrency Prices.
2. **Dr. Mohammad Iqbal Zaffar Ansari.** Managing Migrations with Digital Empowerment for Sustainable Development.
3. **Dr. Partha Naskar.** Envisaging Trends of Digitalization for Sustainable Tourism Business: Prospects & Challenges.
4. **Dr. Sameer Shekhar.** Digital Technology Influencing International Business Dynamics: An Empirical Evidence from India.
5. **Mr. Achintya Ghatak.** Contract Risk Influence Factors in Power Transmission Project in India.
6. **Mr. Satyam Kumar.** Industry 4.0: Overview, Components and Initiatives of Indian Government.



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7. **Mr. Sumit Kumar Singh & Yashaswi Pandey.** Role of HRIS in companies in current scenario.
8. **Dr. Pranati Tilak.** Digital Empowerment and its comprehensive possibilities in Marketing Communication.
9. **Dr. M. Vetriselvi, Dr. V. M. Ponniah, Mr. S Sundar, and Mr. V Tinoj.** Customer Experience on Digital Marketing – Online Shopping Experience in “Pothis”, Chennai.
10. **Mr. Nagaraj Badiger.** Role of Information Technology in Agri-Business.

B: Marketing & Finance Track (1030–0100)

1. **Dr. Uttam Kumar Khedlekar.** Integrated Two Layer Supply Chain Inventory Model for Deteriorating Items.
2. **Mr. Irshad Ahmad Bhat.** Analyzing the Effect of Print Media Advertising on Gender in creating Awareness of Cosmetic Products.
3. **Mr. Dhiraj Tayal.** India's Engagement with Southeast Asia: Role of Physical Connectivity.
4. **Ms. Meenal Jha.** The Effect of Mobile Phone Brands on Customer Satisfaction and Repurchase Intention among Young Adults.
5. **Ms. Praveen Nayak.** A study on: How Digital Marketing has changed the lifestyle of rural people.
6. **Ms. Mahevash Mashooq.** The Impact of Covid-19 on Weddings: An Indian Context.
7. **Mr. K. Ganesh Kumar.** Entrepreneurship in pre-independent India, establishing new opportunities and perspectives.
8. **Dr. Meera Mehta and Ms. N. Aparna.** Analysis of the newer facets of Insurance Industry in India.
9. **Dr. Anvita Raghuvanshi, Mr. Srijan Anant, and Ishika Srivastava.** A Study of the Financial Performance of State Bank of India: Pre and Post Merger.
10. **Dr. Kanchan.** Role of Forensic Accounting.
11. **Mr. Prannath Singh Yadaw.** Mergers & Acquisitions in Banking Sector of India.

C: Human Resource Track (1030–0115)

1. **Ms. Shaivya Dixit.** The Effect of Green Human Resource Management Practices on Employee Engagement.
2. **Ms. Sarika Joon.** A study on managerial perceptions of “Team’s corporate ethical orientation” on the ethical climate for new product development” in North Indian enterprises.
3. **Dr. Kumar Neeraj Sachdev.** Understanding the Rule-Following of Professional Managers at a Workplace: An Ethical Approach.
4. **Dr. Swati Agarwal.** Building Subjective Career Satisfaction: empirical evidence from IT Industry.
5. **Joseph Blackwell C. Kalasa.** Performance enhancement among the faculty members of the University of Livingstonia, Laws Campus through feedback giving and receiving.



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6. **Mr. Ranjan Kumar.** Level of Job Satisfaction amongst Employees of Public Sector Bank.
7. **Dr. R.H. Pavithra.** A Study on Economic Condition of Maid Servants -With Special Reference to Mysore District.
8. **Ms. Disha Arora.** Impact of Workplace Spirituality on Work Engagement: A study on Indian Bank.
9. **Dr. Suparana Dutta and Ms. Alka Rawat.** Digital Empowerment and its Comprehensive Possibilities: Managing Mindsets with Memes.
10. **Ms. Aleena Ilyaz.** Adaptive HRM for employee well-being during the COVID-19 crisis.
11. **Mr. Ranjan Kumar.** Personal Values: A source of motivation in organization.