



**International Conference on Research in Business - 2020**

**16 February, 2020 (Sunday)**

Together Towards Tomorrow: Tapping the Tempo

Sunday, 16 February, 2020

<b>0830 – 0930 Registration</b>	<b>Venue: Pre-function Area</b>
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<b>0930 – 1010</b>	<i>Venue: Seminar Hall 2</i>
Inaugural Plenary: <b>Together Towards Tomorrow: Tapping the Tempo</b>	
Welcome and Opening Remarks: <b>Professor Arun Kumar</b> , Professor, Department of Commerce and Business Administration, University of Allahabad.	
Inaugural Lecture: <b>Prof R K Singh</b> , Head, Department of Commerce and Dean, Faculty of Commerce and Business, University of Delhi.	

<b>1010 – 1030 Group Photograph and High Tea</b>	<b>Venue: Pre-function Area</b>
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<b>Parallel Sessions (1030 – 1150)</b>		
<b>Seminar Hall 1</b>	<b>Seminar Hall 2</b>	<b>Seminar Hall 3</b>
Session 1A: HR Track 1	Session 2A: Technology Track 1	Session 3A: Marketing Track 1

<b>1150 – 1200 Tea</b>	<b>Venue: Pre-function Area</b>
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<b>Parallel Sessions (1200 – 1300)</b>		
<b>Seminar Hall 1</b>	<b>Seminar Hall 2</b>	<b>Seminar Hall 3</b>
Session 1B: Finance Track 1	Session 2B: Technology Track 2	Session 3B: Marketing Track 2

<b>1300 – 1400 Lunch</b>	<b>Venue: Pre-function Area</b>
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<b>Parallel Sessions (1400 – 1500)</b>		
<b>Seminar Hall 1</b>	<b>Seminar Hall 2</b>	<b>Seminar Hall 3</b>
Session 1C: HR Track 2	Session 2C: Strategy Track 1	Session 3C: Marketing Track 3

<b>1500 – 1510 Tea</b>	<b>Venue: Pre-function Area</b>
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<b>1510 Closing Plenary</b>	<b>Venue: Seminar Hall 2</b>
<b>Awards and Valedictory</b>	



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### Detailed Conference Presentation Schedule

#### **1A: HR Track 1 (1030 – 1150)**

1. **Dr. Mohammad Iqbal Zaffar Ansari.** A Case Study Paper On Tapping The Talent Through Training: Upskilling Existing Talent Pool to Beat Digital Skill Invasions by Preferring Retaining over Hiring; A Key HR Issue of Today's World.
2. **Dr. Shweta Upamanyu.** Do attrition reasons differ at different designations of employees? A study in context to Rajasthan Hotel Industry.
3. **Ms. Sonu Kumari.** An Investigation of Relationship between Perceived Organizational Virtuousness and Workplace Happiness: A Study of Teaching Faculty in India.
4. **Dr. Samar Raqshin.** Role of Human Resource Competencies in Leveraging the Innovativeness & Performance of Indian Software Industry.

#### **1B: Finance Track 1 (1200 – 1300)**

1. **Dr. Rashmi Chaudhary.** Concerns of Retailers and People's Perception towards GST in Solan District of Himachal Pradesh.
2. **Mr. Ritam Nath & Ms. Anchal Agrawal.** Cost Awareness among the Firms.
3. **Dr. Pinky Jha.** Factors Responsible for Slowdown Indian Economy 2020 and Methods to Mitigate them.

#### **1C: HR Track 2 (1400 – 1500)**

1. **Mr. Sumit Pahwa.** Factors affecting Emotional Resilience in Adults.
2. **Ms. Aleena Ilyas.** Diversity Management in HRM for Socially Responsible and Sustainable Business.
3. **Ms. Reetu Singh.** Role of Emotional Intelligence in Stimulating Knowledge Sharing Behavior in the Organization.

#### **2A: Technology Track 1 (1030 – 1150)**

1. **Dr. Suparana Dutta.** Reinventing Communication for Industry 4.0.
2. **Mr. Mirel Iftikhar Ahmed.** Intelligence Algorithmic Trading A Focus On Mathematical Models and Neural Networks.
3. **Prof. Gautam B. Singh.** Predicting Intra-Game Outcomes with Neural Networks: A Paradigm for Business Strategy.
4. **Dr. Urjaswita Singh.** Understanding Underdevelopment with Coordination Failure.



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### **2B: Technology Track 2 (1200 – 1300)**

1. **Dr. Shivani Arora.** Deconstructing Social Media Machinery-A study of Excessive Social Media Usage.
2. **Dr. Nitin Varma.** A Dynamic and Flexible Predictive Approach towards Resolving.
3. **Mr. Satyam Kumar.** Industry 4.0: Evolution, Opportunities and Challenges.

### **2C: Strategy Track 1 (1400 – 1500)**

1. **Ms. Itisha Sharma.** An Insight of In-flight Connectivity: Current Scenario and Way Ahead in Indian Aviation Sector.
2. **Ms. Gita Saini.** Research and Development in Indian Ecosystem in Relation to Global Context.
3. **Ms. Shalini Singh.** A Conceptual framework of CEO characteristics.

### **3A: Marketing Track 1 (1030 – 1150)**

1. **Dr. Kumar Neeraj Sachdev.** An Analysis of a Possible Ethical Conflict in 'Seller-Buyer' Relationship.
2. **Ms. Kiran Saroj.** Impact of Customer Reviews on Social Media Marketing Strategies.
3. **Dr. Yasmin Janjhua.** Usage Pattern of Social Networking: A Case Study of Solan Town of Himachal Pradesh.
4. **Major Dr. R. Rajasekaran (C Sudarsan).** Awareness and Perception of Women Consumers on Cosmetic Brands in Coimbatore City.

### **3B: Marketing Track 2 (1200 – 1300)**

1. **Mr. Ashish Awasthi.** Analysis of Online Product Return Behaviour of Indian Consumers: A Study in Delhi NCR.
2. **Dr. Sanjay Kr. Satapathy.** A Discernible Interflow of Emotion, Empathy and Education: An E-Trident for productivity & Excellence at Workplace.
3. **Mr. Ajit Shankar.** Is Fierce Competition A Reason for Performance Plunge of Mobile Telephony Sector in India?

### **3C: Marketing Track 3 (1400 – 1500)**

1. **Mr. C Sudarsan.** The Role of Commercial Vehicle in Logistics and Supply Chain Operation- A Study With Reference To Textile Units in Coimbatore
2. **Mr. Himanshu Tandon.** Is a Digital Consumer an entirely new creature?
3. **Ms. Mahevash Mashooq.** Social Media as an Emerging Tool for Destination weddings in India.