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New Delhi – 110092, India.

## International Conference on Research in Business (ICRB 2018)

Modern Age Interventions in Business and Economies: Catches

**Venue:** India International Centre, Kamladevi Complex, First Floor,  
40, Max Mueller Marg, New Delhi

**Date:** 20 May, 2018

### Schedule of the Conference

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| <b>Curtain Raiser</b>   |  |
| 09.00 AM  | : Registration   |
| 09.30 AM  | : Welcome and Introduction by Professor Arun Kumar, Department of Commerce and Business Administration, University of Allahabad.   |
| 09.35 AM  | : Address by Chief Guest Honorable Professor R. K. Singh, Professor, Delhi School of Economics, University of Delhi.   |
| 09.50 AM  | : Address by Sri Sunil Chandra, Guest of Honor, Change Management Consultant, Corporate Trainer and a thought leader in 21 <sup>st</sup> Century Leadership.   |
| <b>10.05 AM Group Photograph and High Tea</b>   |  |
| <b>Technical Session 1 – Seminar Hall 1</b>   |  |
| Chair: Professor Arun Kumar, University of Allahabad, Allahabad, Uttar Pradesh, India; and Professor Sudipto Sarkar, Professor at McMaster University, DeGroote School of Business, Hamilton, Canada. |  |
| Convener: Priyadarshani Singh, Associate Professor, and Deputy Director – Cardiff Metropolitan University Undergraduate Programs, Universal Business School, Mumbai, Maharashtra.                     |  |
| 10.30 AM  | : “A Conceptual Framework For Supply Chain Risk Management” - Dr. Ashutosh Sarkar, Associate Professor, Indian Institute of Management Kozhikode, Kerala, India.   |
| 10.45 AM  | : “Exploring Issues of Expatriate Training in select IT/ITES Organization” – Dr. Anubha Dadhich, Assistant Professor, Department of Management, Birla Institute of Technology and Science, Pilani, Rajasthan, India. |

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| 11.00 AM   | : | “Perspectives look at the role of the Indian regulators and the private sector in expanding financial access to the poor” – Dr. Pankaj Baag, Assistant Professor, Indian Institute of Management Kozhikode, Kerala, India.  |
| 11.15 AM   | : | “A Study About the Business Policies and Practices in the Technology Sector Relating to Workplace Environment in Chennai Region” – Dr. M. Govardhana Singh, O/o DCA, ZAO, CBDT, Chennai-34, Tamilnadu, India.   |
| 11.30 AM   | : | “Agribusiness Innovation in Nigeria: Issues, Opportunities and Options for Growth” - Yusuff Utieyineshola Adeleke, A research Training fellow from Nigeria, for developing country Scientist (RTF-DCS) 2016-17 at the Centre for Studies in Science Policy (CSSP), Jawaharlal Nehru University, New Delhi, India. |
| 11:45 AM   | : | “Sustainable Harvesting of a Renewable Resource” – Professor Sudipto Sarkar, Professor at McMaster University, DeGroote School of Business, Hamilton, Canada.   |
| 12:00 noon | : | “Payment Banks: Redefining Banking for the unbanked” – Dr. Meera Mehta, Assistant Professor, Shaheed Bhagat Singh College, University of Delhi, Delhi, India.   |
| 12:15 PM   | : | “Organizational Competencies for Creating People Stable Organizations in the New People Economy: An Empirical Study of IT & ITES Sector” – Professor Geeta Bansal, Faculty of Commerce and Management, Panjab University Chandigarh, Chandigarh, India  |
| 12:30 PM   | : | “Role of HR Managers during Internationalization: An Empirical Study on Indian MNCs” – Dr. Zuhaib Ahmad, Post-doctoral Researcher, Department of Business Administration, Aligarh Muslim University, Aligarh, Uttar Pradesh, India  |
| 12:45 PM   | : | “Talent Management, Skill Development and Initiatives in India” – Professor Harsh Gandhar, Department of Economics, University School of Open Learning, Panjab University, Chandigarh, India.   |
| 01:00 PM   | : | “Role of Frontline Employees’ Job Satisfaction in Sustainable Development of Modern Retail Organizations” – Dr. Kriti Priya Gupta, Associate Professor; and Dr. Preeti Bhaskar, assistant Professor, Symbiosis International University, India.   |
| 01:15 PM   | : | “Indian E-Commerce- Deciphering the Dynamics” – Dr. Shivani Arora, Assistant Professor, Shaheed Bhagat Singh College, University of Delhi, Delhi, India   |
| 01:30 PM   | : | Presidential Remarks  |

### Technical Session 2 – Seminar Hall 2

Chair: Dr. Subodh Kesharwani, Associate Professor, School of Management Studies, Indira Gandhi National Open University, New Delhi, India

Convener: Dr. Ekta Verma, Assistant Professor, University of Allahabad,

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| Allahabad, Uttar Pradesh, India. |  |
| 10.30 AM                         | : “The Impact of Indian Foreign Trade Policy (2009-14) on Textile Export Business” – Dr. A. R. Gajakosh, Assistant Professor, Department of Business Management, Hemwati Nandan Bahuguna Garhwal University, Srinagar, Uttarakhand, India.   |
| 10.45 AM                         | : “Prioritization of Factors Influencing Employee Adoption of E-government using Analytic Hierarchy Process (AHP)” – Dr. Kriti Priya Gupta, Associate Professor; Dr. Preeti Bhaskar, Assistant Professor; and Dr. Swati Singh, Assistant Professor, Symbiosis International University, India. |
| 11.00 AM                         | : “Effectiveness of Social Media Network- Instagram in Establishing Personal Branding among Millennial” – Dr. Ekta Verma, Department of Commerce and Business Administration, University of Allahabad, Uttar Pradesh, India.   |
| 11.15 AM                         | : “Financial Attitude of Financially Independent Women” – Professor Amandeep Kaur, Post Graduate Government College for Girls, Chandigarh, India; and Ms. Gulveen Kaur, Wealth Manager at ICICI Bank, Delhi, India.  |
| 11.30 AM                         | : “Consumer’s Perception Towards Social Media Advertising” – Dr. Bindiya Daruch, Assistant Professor, Commerce and Business Management Department, DAV University, Punjab, India.  |
| 11:45 AM                         | : “Brand Equity, Brand Loyalty and Consumers’ Willingness to Pay: A Linear Approach of Measurement” – Ms. Amrita Chatterjee, Senior Research Fellow, University of Kalyani, Kolkata, West Bengal, India.   |
| 12:00 noon                       | : “Role of Crowdfunding in financing Start-ups and SME in India” – CA Mohit Bahal, Research Scholar, Department of Commerce and Business Administration, University of Allahabad, Allahabad, India.  |
| 12:15 PM                         | : “Owner’s financial expertise and Resubmitted Approved Loan Proposal in the Indian banks at the loan inception Stage” – Dr. Pankaj Baag, Assistant Professor, Indian Institute of Management Kozhikode, Kerala, India.  |
| 12:30 PM                         | : “Challenges and Prospects of Business management in Delhi malls and organized retailers within” – Ms. Shuchita Gupta, Entrepreneur and Partner, Amass Weir India Private Limited.  |
| 12:45 PM                         | : “Job satisfaction of Nurses’: A Comparative Study between Private and Government Hospitals” – Mr. Thebi Joseph Shupaogovardhan, Research Scholar, Department of Commerce, Nagaland University, Kohima, Nagaland, India.  |
| 01:00 PM                         | : “Growth of Educational Institutions and its Impact on the Development of a Region” – Mr. Boohene David, Research Scholar, Joseph Institute of Business Studies, Sam Higginbottom University of Agriculture, Technology and Sciences, Allahabad, Uttar Pradesh, India.                        |

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| 01:15 PM   | : | “Political Marketing and its Applicability in Modern Day’s Political Arena: A Select Case of Media Penetration in Indian Political System” – Dr. Rashmita Barua, Senior Assistant Professor, Dept. of Humanities and Social Sciences, School of Technology, Assam Don Bosco University, Guwahati, Assam, India. |
| 01:30 PM   | : | “A study on marketing strategies of health insurance companies in Nagpur region” – Dr. Raj Kumar Singh, Assistant Professor and Head, Department of Management, Little Step College of Science & Technology, Chhindwada, Madhya Pradesh, India, Affiliated from Harisingh Gaur Central University, Sagar, MP.   |
|  |   | Presidential Remarks  |
| <b>Technical Session 3 – Seminar Hall 3</b><br>Chair: Prof. Swati Agrawal, Professor & Area Chairperson (HR/OB), Jaipuria Institute of Management, Noida<br>Convener: Mr. Sarit Sil, Editorial Assistant and Program Coordinator, IndianResearch.org |   |   |
| 10.30 AM   | : | “Prospects for Entrepreneurs in North-east India” – Ms. Kevin Nagi, Research Scholar, Department of Commerce, Nagaland University, Nagaland, India.   |
| 10.45 AM   | : | “Review of Literature to Understand Recent Trends in Online Shopping” – Meghna Sharma Gupta, Research Scholar, Faculty of Management, Pacific Academy of Higher, Education and Research University, Udaipur, Rajasthan, India.  |
| 11.00 AM   | : | “Work-life Balance in Indian Private Sector Banks: Employees’ Perspective” – Ms. Swati Gupta, and Mr. Saheel Roy, Research Scholars, Department of Commerce and Business Administration, University of Allahabad, Allahabad, Uttar Pradesh, India.  |
| 11.15 AM   | : | “Literature around Female entrepreneurship with a focus on studies around Indian entrepreneurs & their Work Life Balance” – Ms. Sumita Bhattacharya, Research Scholar, JIS University, Agarpara, West Bengal, India.  |
| 11.30 AM   | : | “Sustainable Development through Inclusive Business: Addressing Three dimension of SDGs” – Ms. Manisha Tripathi, Guest Faculty; Mr. Mohd. Faizi, Research Scholar, Department of Commerce and Business Administration, University of Allahabad, Allahabad, Uttar Pradesh, India.                                |
| 11:45 AM   | : | “A Study on Awareness on Electronic Waste” – Dr. Nidhi Gautam, Assistant Professor, University Institute of Applied Management Sciences, Panjab University, Chandigarh, India.  |
| 12:00 noon   | : | “Employee Engagement Practices and Challenges in Today’s Business Organization: A Study of IT sector” – Ms. Jyoti Chandra, Research Scholar; Dr. Shefali Nandan, Assistant Professor,   |

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|   | Department of Commerce and Business Administration, University of Allahabad, Allahabad, Uttar Pradesh, India.  |
| 12:15 PM                                | : "Significance of Brand Name in Brand Loyalty" – Dr. Shivani Malhan, Assistant Professor, DAV University, Jalandhar, Punjab, India.   |
| 12:30 PM                                | : "Make In India: A New Outlook In Business Process Management" – Ms. Richa Awasthi, Research Scholar, Department of Commerce, Lucknow University; and Ms. Priyanka Awasthi, Department of Commerce, Dr. Shakuntala Misra National Rehabilitation University, Lucknow, Uttar Pradesh, India. |
| 12:45 PM                                | : "Digital Advertising Decisions in the era of Make in India" – Ms. Bhavika Bali, Independent Researcher.  |
| 01:00 PM                                | : "Zone of Tolerance: A Perspective On Post-Purchase Dissonance" – Ms. Saloni Pandey, Research Scholar, Dr. A.P.J. Abdul Kalam University, Lucknow, Uttar Pradesh, India.  |
| 01:15 PM                                | : "A Study on Challenges of Adopting IND-AS in Indian Context" – Mr. Varun Monnappa K. C., Student, University of Mysore, Mysore, Karnataka, India.  |
| 01:30 PM                                | : Presidential Remarks   |
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| <b>01:50 PM: Awards and Valedictory</b> |  |
| <b>02:00 PM: Lunch</b>                  |  |