



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

Modern Age Interventions in Business and Economies: Catches and Keys

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

**Date:** 20<sup>th</sup> May, 2018

### Schedule of the Conference

<b>Curtain Raiser</b>	
09.00 AM	: Registration
09.30 AM	: Welcome and Introduction by Professor Arun Kumar, Professor, Department of Commerce and Business Administration, University of Allahabad.
09.45 AM	: Address by Chief Guest Professor R. K. Singh, Professor, Delhi School of Economics, University of Delhi.
<b>10.00 AM Group Photograph and High Tea</b>	
<b>Technical Session 1 – Seminar Hall 1</b>	
Chair: Dr. Subodh Kesharwani, Associate Professor, School of Management Studies, Indira Gandhi National Open University, New Delhi, India.	
Co-Chair: Dr. Meera Mehta, Assistant Professor, Shaheed Bhagat Singh College, Delhi University, New Delhi, India, New Delhi, India.	
Convener: Dr. Priyadarshani Singh	
10:45 AM	: “Banks in India - Technical and Scale Efficiency in Financing Entrepreneurs and Small Businesses: DEA Approach”, Ms. Kavitha P., Research Fellow, Indian Institute of Management-Kozhikode, Kerala, India.
11:05 AM	: “Dynamics of Marketing Mix in E-Commerce” Dr. Shivani Arora, Assistant Professor, Shaheed Bhagat Singh College, Delhi University, Delhi, India.
11:25 AM	: “Funding Liquidity Risk in Ghanaian Microfinance Institutions (MFI's)”, Mr. David Boohene, Research Fellow, Sam Higginbottom University of Agriculture, Technology and Sciences, Allahabad, India.
11:45 AM	: “A Study on Customer Satisfaction to Affiliate Marketing in E-commerce Business in Chennai City”, Ms. Vetri Selvi M., Head of Department, School of Skill Building, SRM University, Gangtok, Sikkim, India.

12:05 PM	:	“Strategies for Sustainable Health: A Study of Indian Health Care Market”, Mr. Raj Kumar Singh, Assistant Professor and Head of the Department, Department of Business Management, Little Step College of Science & Technology, Sagar, Madhya Pradesh, India.
12:25 PM	:	“Factors Affecting Job Satisfaction Among Female Leaders: Indian Context” Ms. Rupal Ramawat, Research Fellow at Government Engineering College Ajmer, Rajasthan Technical University, Kota Rajasthan, India.
12:45 PM	:	“Demonetisation and the Impact on Passenger Car Market in Coimbatore City”, Major Dr. R. Rajasekaran, Associate Professor, Department of Commerce, PSG College of Arts and Science Coimbatore, Tamil Nadu, India.
01:05 PM	:	“Consideration in The Contract of Indemnity – An Analysis”, Dr. Jigisha Singh, Senior Research Fellow Awardee, UGC; Ph.D. (Law) from Kurukshetra University.
01:25 PM	:	Lunch
02:30 PM	:	“Brand Loyalty in Athletic footwear Industry: A Comparative Analysis of Selected Sport Shoes Brands in Jalandhar”, Ms. Shivani Malhan, Research Fellow, I.K. Gujral Punjab Technical University, Jalandhar, Punjab, India.
02:50 PM	:	“Corporate Responsibility to Respect Human Rights: Need of Independent Due Diligence Rating Agency”, Dr. Indra Nath Dey, Assistant Professor, Kalinga Institute of Industrial Technology, Bhubaneswar, Odisha, India.
03:10 PM	:	“Philosophies and Tradition of Accounting Research”, Ms. Kavitha P., Research Fellow, Indian Institute of Management-Kozhikode, Kerala, India.
03:30 PM	:	“Innovations in Digital Marketing”, Dr. Kajal Sitlani, Associate Professor, The Faculty of Management Studies, Institute of Rural Management-Jaipur, India and Ms. Udita Agrawal, Assistant Professor, Apex Institute of Management & Science-Jaipur, India.
03:50 PM	:	“Governance and Community Development in Nigeria”, Mr. Usman Bappi, Department of Public Administration, Gombe State University, Nigeria.
04:10 PM	:	“A Study on HR Intervention in Today’s Corporate Sector” Mrs. Vanishree K. Naik, Faculty, Institute of Management Studies and Research, Kuvempu University, Shimoga, Karnataka.
04:30 PM	:	Presidential Remark
<p><b>Technical Session 2 – Seminar Hall 2</b>  Chair: Professor Somayya Madakam, Assistant Professor, Fore School of Management, New Delhi, India.  Co-Chair: Ms. Swati Singh, Consultant at Centre for Regional Trade, Department of Commerce, Ministry of Commerce and Industry, Government of India.  Convenor: Dr. Ekta Verma, Assistant Professor, University of Allahabad, Allahabad, Uttar Pradesh, India.</p>		
10:45 AM	:	“Performance Evaluation of Indian States in the Renewable Energy Arena”, Mr. Amit Prakash Jha, Research Fellow, Indian Institute of Management Lucknow, Lucknow, UP, India.
11:05 AM	:	“Universal Banking – Conceptual Framework & Emerging Trends in India” Er.

	Ankur Tayal, Operations Head, and Er. Ridhima Tayal, HR Head, Technical Construction Company, Muzaffarnagar, Uttar Pradesh, India.
11.25 AM	: “The case of a rural branch of an Indian Public Sector Bank: Innovation through Learning and Thinking Lean with a Managerial Performance Perspective”- Dr. Pankaj Kumar Baag, Assistant Professor and Ms. Kavitha P., Research Fellow, Indian Institute of Management-Kozhikode, Kerala, India.
11.45 AM	: “Spirituality At Work Place: An Effective Human Resource Development in today’s Organizational context”, Ms. Arjoo Bakliwal, Reasearch Scholar, Pacific University, Udaipur, Rajasthan; Faculty, Acharya Rajendra Suri Shiksha Mahavidyalaya, Mandsaur, Madhya Pradesh; India.
12.05 PM	: “Impact of Change in Tier 1 of Basel 3 on the NIM of the Banks”, Dr. Nishtha Pareek, Assistant Professor, FMS-Womens' Institute for Studies in Development Oriented Management, Banasthali Vidhyapeeth, Rajasthan, India.
12:25 PM	: “Does Corporate Diversity Values Affect Firm’s Financial Performance?” Dr. Parag Dhumal, Associate Professor, Department of Business, University of Wisconsin-Parkside, Kenosha, USA.
12:45 PM	: “Going Faceless, Paperless and Cashless...” Dr. Meera Mehta, Assistant Professor, Shaheed Bhagat Singh College, University of Delhi, New Delhi, India.
01:05 PM	: “An Empirical Study of Factors affecting Occupational Stress Among Bank Employees in Allahabad Region”, Dr. Ekta Verma, Assistant Professor, University of Allahabad, Allahabad, Uttar Pradesh, India.
01:25 PM	: Lunch
02:30 PM	: “Financial Perceptions to Manage Personal Finances of Modern Age Women”, Prof. Amandeep Kaur, Professor, Post Graduate Government College for Girls, Chandigarh, India.
02:50 PM	: “An Analysis of Value-Oriented Linkages between Professions and Business”, Dr. Neeraj Kumar Sachdev, Associate Professor of Philosophy, Department of Humanities and Social Sciences, Birla Institute of Technology & Science (BITS), Pilani Campus, Pilani, Rajasthan, India.
03:10 PM	: “To study about the existing international brand Lululemon and to Create a Launch Plan of its sub-brand in India”, Ms. Parul Jain, Post Graduate Student, School of Business, Pearl Academy, Naraina, Delhi.
03:30 PM	: “Digital World, Digital Currency- Rise of a New Era in the Field of Transactions”, Ms. Indu Gupta, Assistant Professor, School of Business

	Management, Noida International University, Noida, Uttar Pradesh, India.
03:50 PM	“Mutual Funds – Click the Button... Things will Happen – An Intervention of Online Facility – Special Reference to NJ India Invest Pvt. Limited”, Dr. Cirappa I B, Assistant Professor, and Mrs. Madhuri S., Research Fellow, D.O.S. in Commerce, Davangere University, Davagere, Karnataka, India
04:10 PM	“ A Study on Contemporary CRM Practices Followed By Organized Retail Industries” Mr. Raghvendra H., Research Fellow, Institute of Management Studies and Research, Kuvempu University, Shimoga, Krnataka, India.
04:30 PM	: Presidential Remark
<b>04:35 PM: Tea Break</b>	
<b>04:50 PM: Awards and Valedictory</b>	