



International Conference on Research in Business - 2019

24 February, 2019 (Sunday)

Honoring the Past, Appreciating the Present, Influencing the Future: A Business Perspective

Sunday, 24 February, 2019

0830 – 0900 Registration	Venue: Pre-function Area
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0900 – 1000 hrs.	<i>Venue: Seminar Hall 2</i>
Inaugural Plenary: Honoring the Past, Appreciating the Present and Influencing the Future: A Business Perspective	
Welcome and Opening Remarks: Professor Arun Kumar , Professor, Department of Commerce and Business Administration, University of Allahabad.	
Keynote Remarks: Dr. Tanmoy Rudra , Executive Secretary, Confederation of Indian Universities.	

1000 – 1030 Group Photograph and High Tea	Venue: Pre-function Area
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Parallel Sessions (1030 – 1150)		
Seminar Hall 1	Seminar Hall 2	Seminar Hall 3
Session 1A: Strategy Track 1	Session 2A: Technology Track 1	Session 3A: Marketing Track 1
1150 – 1200 Tea		
Venue: Pre-function Area		
Parallel Sessions (1200 – 1320)		
Seminar Hall 1	Seminar Hall 2	Seminar Hall 3
Session 1B: Education Track 1	Session 2B: Finance Track 1	Session 3B: Value and Ethics Track 1
1320 – 1430 Lunch		
Venue: Pre-function Area		
Parallel Sessions (1430 – 1550)		
Seminar Hall 1	Seminar Hall 2	Seminar Hall 3
Session 1C: Strategy Track 2	Session 2C: Human Resources Track 1	Session 3C: Marketing Track 2
Session 1D: Education Track 2		

1550 – 1600 Tea	Venue: Pre-function Area
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1600 Closing Plenary	Venue: Seminar Hall 2
Awards and Valedictory	



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Detailed Conference Presentation Schedule

1A: Strategy Track 1 (1030 – 1150)

1. **Dr. Sameer Shekhar.** India's Trade Relationship and Dominance amidst South East Asian Economies in the Post 1991 Era.
2. **Prof. Sanajy Kumar Satapathy.** Impact of BREXIT on India's Foreign Trade.
3. **Dr. Shirin Rais.** Economic Growth and Environmental Trash: A Comparative Analysis of BRICS Economics.
4. **Mr. Achintya Ghatak.** Risk Management in Power Evacuation Projects-NTCP Model.

1B: Education Track 1 (1200 – 1320)

1. **Ms. Sumitra Balakrishnan, and Dr. Ibha Kumar.** Beyond Basic: A Temporal Study of Curriculum Changes in a First-year Communication Course.
2. **Dr. M Govardhana Singh.** Factors Influencing Education –A Study with Reference to Students in Chennai City during the Period from 1st April 2017 to 31st March 2018.
3. **Dr. M Govardhana Singh.** A Study about Higher Education in India.
4. **Ms. M. Vetriselvi.** Student Satisfaction on Service Quality (SERVQUAL) in Indian Management Education: An Empirical Evidence from the State of Sikkim, India.

1C: Strategy Track 2 (1430 – 1530)

1. **Dr. Mohammad Iqbal Zaffar Ansari.** Exploring the North Eastern Region for Future Business Opportunities in the Era of Ease of Doing Business.
2. **Mr. Angad Anand.** India's Tryst with Entrepreneurship: An Avant-Garde Lineage or a Dark Horse.
3. **Dr. Amrita Shergil.** Comparison of the Relative Growth of the Subsectors of the Services Sector.

1D: Education Track 2 (1530 – 1550)

1. **Ms. Zainab Abbas.** Higher Education in Digital India.

2A: Technology Track 1 (1030 – 1150)

1. **Mr. Aditya Balooni.** Applications of Block-chain Technology beyond Crypto-currency.
2. **Prof. Gautam B Singh.** Issues in Enforcing Crypto-currency Contract: A Legal Perspective.
3. **Dr. Nitin Varma.** Aware Information Security in the World of Big Data.
4. **Dr. Suparna Dutta.** Role of Immersive Technology in Business Communication Today.



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2B: Finance Track 1 (1200 – 1320)

1. **Ms. Kavitha P.** Crowdfunding for Entrepreneurs- Analysis of the Institutional Work.
2. **Dr. Meera Mehta.** Technology Defining Sustainable Banking.
3. **Ms. Neetu Khandelwal.** Changing Dynamics of Indian Banks.
4. **Mr. Arnav Kumar.** Using Artificial Neural Network (ANN) to Predict Indian Stock Market Movements using Macroeconomic Variables.

2C: Human Resources Track 1 (1430 – 1530)

1. **Ms. Shivani Yadav.** Effectiveness of HRIS on Organizational Performance.
2. **Ms. Garima Singh.** The Impact of Human Resource Practices on Employee Retention in IT Sector.
3. **Ms. Reetu Singh.** Managing Knowledge to Promote Sustainability in Petrochemical Industry.

3A: Marketing Track 1 (1030 – 1150)

1. **Ms. Kavitha P.** Managing Contagion of Customer's Emotion.
2. **Dr. Kajal Sitlani, and Ms. Udit Agrawal.** Customer Perception towards Changing Role of Gender in TV Advertisement with Special Reference to Jewelry Sector.
3. **Mr. Ashish Awasthi.** Service Quality and Customer Satisfaction: OLA Cabs in Delhi NCR.
4. **Ms. Shaiba.** Impact of Social Media Marketing Strategies of MSMEs on Consumer Behaviour.

3B: Value and Ethics Track 1 (1200 – 1320)

1. **Dr. Vineeta Anandan & Mr. Sameer Yadav.** Marketing for Social Change: Customized Marketing Strategies for Social Enterprises.
2. **Dr. Kumar Neeraj Sachdev.** An Ethical Assessment of Some Issues in Marketing and Advertising.
3. **Prof. Abdul Jalil Choudhury, and Mr. Bikramjeet Chaudhary.** Value-based Management Education: Corruption Issues and Indian Experience.
4. **Dr. Rekha Mewafarosh.** Deprivation and Social Exclusion of LGBT Community in India.

3C: Marketing Track 2 (1430 – 1530)

1. **Dr. R. Rajshekharan, Mrs. M. Anupriya, and Ms. Kanimozhi D.** Opportunities and Challenges in E-marketing – with Reference to Tourism Industry in India.
2. **Dr. Shivani Arora.** Determinants of Success of Food Ordering Apps.
3. **Mr. Bikramjeet Choudhury.** Online Shopping and Consumer Behavior: A Case Study of Barak Valley, Assam, India.