### Sunday, 24 February, 2019

#### 0830 – 0900 Registration

**Venue:** Pre-function Area

#### 0900 – 1000 hrs.

**Venue:** Seminar Hall 2

- **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

#### Parallel Sessions (1030 – 1150)

<table>
<thead>
<tr>
<th>Seminar Hall 1</th>
<th>Seminar Hall 2</th>
<th>Seminar Hall 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 1A: Strategy Track 1</td>
<td>Session 2A: Technology Track 1</td>
<td>Session 3A: Marketing Track 1</td>
</tr>
</tbody>
</table>

#### 1150 – 1200 Tea

**Venue:** Pre-function Area

#### Parallel Sessions (1200 – 1320)

<table>
<thead>
<tr>
<th>Seminar Hall 1</th>
<th>Seminar Hall 2</th>
<th>Seminar Hall 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 1B: Education Track 1</td>
<td>Session 2B: Finance Track 1</td>
<td>Session 3B: Value and Ethics Track 1</td>
</tr>
</tbody>
</table>

#### 1320 – 1430 Lunch

**Venue:** Pre-function Area

#### Parallel Sessions (1430 – 1550)

<table>
<thead>
<tr>
<th>Seminar Hall 1</th>
<th>Seminar Hall 2</th>
<th>Seminar Hall 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 1C: Strategy Track 2</td>
<td>Session 2C: Human Resources Track 1</td>
<td>Session 3C: Marketing Track 2</td>
</tr>
</tbody>
</table>

| Session 1D: Education Track 2 |

#### 1550 – 1600 Tea

**Venue:** Pre-function Area

#### 1600 Closing Plenary

**Venue:** Seminar Hall 2

**Awards and Valedictory**
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.

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.

1C: Strategy Track 2 (1430 – 1530)

2. Mr. Angad Anand. India’s Tryst with Entrepreneurship: An Avant-Garde Lineage or a Dark Horse.

1D: Education Track 2 (1530 – 1550)


2A: Technology Track 1 (1030 – 1150)

1. Mr. Aditya Balooni. Applications of Block-chain Technology beyond Crypto-currency.
4. Dr. Suparna Dutta. Role of Immersive Technology in Business Communication Today.
Honoring the Past, Appreciating the Present, Influencing the Future: A Business Perspective

2B: Finance Track 1 (1200 – 1320)

2. Dr. Meera Mehta. Technology Defining Sustainable Banking.
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.

3A: Marketing Track 1 (1030 – 1150)

2. Dr. Kajal Sitlani, and Ms. Udita 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.

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

2. Dr. Kumar Neeraj Sachdev. An Ethical Assessment of Some Issues in Marketing and Advertising.
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.