



# International Management Perspective Conference 2025

30<sup>th</sup> January 2025 – 1<sup>st</sup> February 2025

## Program Schedule – Online Sessions Tracks



<b>Online Track Session 1</b> <b>Sub Track - Track 1- Marketing Practice and Research</b> <b>Total Presentations: 11</b>		<b>Date:</b> 30 <sup>th</sup> January 2025 <b>Time:</b> 2.30 PM to 4.00 PM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> <b>Meeting ID: 464 764 497 102</b> <b>Passcode: dS6NH6kV</b>
Paper ID	Paper Title	Authors
61	Assessing the Impact of Artificial Intelligence on Cosmetic Marketing Strategies: A Systematic Review	Sauhardha Kulshrestha, Sushant Pandey, Amisha Gupta, Neha Shukla
159	Impact of Storytelling on Consumer Behaviour	Ananya Paliwal, Priyanshi Damania
449	The Uncanny Positivity of AI Hallucination	Mayukh Mukhopadhyay
467	Beyond Relaxation: How Nostalgia-Infused ASMR Content Transforms Brand Narratives	Mayukh Mukhopadhyay
231	Public Perception and Acceptance of Renewable Solar Energy in Mumbai Suburbs	Simmi Prasad
266	Examining the Influence of Brand Credibility on Retail Marketing Strategies, Shopper Experience, and Willingness to Pay a Premium in Packaged Food Brands	Tulimelli Babu, Sarita Satpathy
269	Emotional and Cognitive Connections: Neuro-Branding Influences Consumer Loyalty	Shruthi Rani
272	The Comprehensive Study on AI-Driven Insights in the Automotive Supply Chain: Enhancing Marketing Strategies and Predicting Consumer Behavior	Srinivas Bharadwaj R
438	The Transformative Role of Chatbots in Customer Service: Insights from Generation Z	Roopchand Alluri
457	Drivers, Awareness, and Barriers in the Success of Sustainable Packaging: A Case Study on an Indian University	Kalyanbrata Ghosh, Subrata Saha
222	Consumer Trust in Online Travel Application: An Empirical Study	Devvandya Mishra
<b>Online Track Session 2</b> <b>Sub Track - Track 2 - Human Resource Management</b> <b>Total Presentations: 11</b>		<b>Date:</b> 30 <sup>th</sup> January 2025 <b>Time:</b> 2.30 PM to 4.00 PM <b>Meeting Link:</b>

		<a href="#">Join the meeting now</a> Meeting ID: 410 353 960 813 Passcode: Kb7au9iF
144	Gen Z and the Future of Work: A Commitment Crisis	Kalpna Sahoo, Anamika, Ruchi Mishra
26	Reshaping the Future of HRM through AI and Blockchain Technology	Akanksha Raj, Rashmi Kumari
83	The Role of AI in Recruitment: A Systematic Literature Review	Priyabrata Swain, Aradhna Malik
243	From Data to Strategy: How BI Tools are Revolutionizing HR Processes and Driving Organizational Success	Gunjan Chhabra
411	Linking HRM 4.0 and Sustainability: Theoretical Insights and Future Directions in the Era of Industry 5.0 and Society 5.0	Mayank Chauhan, Vinod Singh, Rajan Singh
261	AI-Powered Human Resource Management for Gig Workers: A Comprehensive Analysis of Opportunities and Challenges in the Evolving Gig Economy	Rema Ramachandran
280	The Future of Work; Opportunities and Challenges in Gig Employment	Nalini Gaddamanugu
85	Examining the Correlation between Human Resources Policies and Practices with Employee Grievances in Some Selected Manufacturing Industries in Nashik.	Tushar Dasnur, Sarita Dhawale
163	Plough a Lone Furrow: A Phenomenological Study on Workplace Loneliness among Train-Guards of Indian Railways	Dean Mathew, Hridya Un, Shaju Meetna
169	Dissimulating Professionally: A Phenomenological Study on Emotional Labour among Saleswomen in Retailing Shops	Krishnanunni Vijayakumar, Sreelakshmi Am, Shaju Meetna
199	I Wish I Could Turn Back Time: A Phenomenological Approach to Explore the Challenges of Mothers into Higher Education in India	Suchithra Murali, Archa Abhilash, Shaju Meetna
<b>Online Track Session 3</b> <b>Sub Track - Track 3: Finance &amp; Accounting Management</b> <b>Total Presentations: 9</b>		<b>Date:</b> 30 <sup>th</sup> January 2025 <b>Time:</b> 2.30 PM to 4.00 PM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> Meeting ID: 494 825 806 12 Passcode: Gx9AX3bJ
105	Investor Characteristics and Socially Responsible Investment Behavior in India: The Moderating Role of Risk Propensity	Aakriti Sahu, Alka Pandey
344	Hybrid Stochastic Neural Ordinary Differential Equation (HS-NODEs) Model for Forecasting Cryptocurrency Close Price and Continuous-Compounded Returns	Priyadharshini T, Prakruthi V
532	Impact of Blockchain and Banking Risk Management	Tanya Singh, Manish Kumar, Arti Chandani

12	Drivers of Self-Service Banking among Millennials: A Systematic Review of Key Antecedents	Simranjeet Khaira, Sunpreet Sahni
53	From Plastic to Apps: Growth Trends of Debit cards, Credit cards and UPI Payments in India	Surekha Invali, Navya Bhat
9	Enhancing Customer Relation Management in the Banking Sector: A PLS-SEM Analysis	R. Melba Kani, S.N. Kumar, S. Silas Sargunam, J. T. Pratheesh, G. Arumugasamy
335	A Perspective on Tax Avoidance Strategies in EPC Contracts and Their Linkage to Permanent Establishments under Direct Taxes	Ravichandran R, Laxmana Rao
89	Green Bonds as a Tool for Climate Resilience	Ravindra Babu Sathyanarayana
55	An Impact of Financial Literacy and Behavioral Biases on Share Market Investment Awareness	Paranichandran D., Ilankadhir M.
<b>Online Track Session 4</b> <b>Sub Track - Track 4: Production and Operations Management</b> <b>Total Presentations: 7</b>		<b>Date:</b> 30 <sup>th</sup> January 2025 <b>Time:</b> 2.30 PM to 4.00 PM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> Meeting ID: 479 407 201 889 Passcode: VT3dy7aD
297	Occupational and Health Hazards Related to Crafts: A Study of Incense Making Artisans	Diksha
87	Analysing the Impact of Automation on Sustainability in the Various Stages of Production in the Apparel Industry	Tooba Rahman Khan, Amirul Hasan Ansari, Deepshikha .
413	Cross-Learning for Circular Economy Practices: Insights from Sustainability Reports of Indian Automobile Companies	Sandeep Nagaraja, Suresh R
505	What Makes Indore the Cleanest City in India? A Case Study Based Analysis	Saumya Kumbhaj, Chandani Jain, Shital Dashputre, Sharad Chaturvedi
404	India's Competitiveness in Exporting Green Products and Promoting Sustainability	Tanya Gupta, Vishal Sarin
164	Integrating Technology for Sustainable Farming Practices in Indian Agriculture	Pankaj Jadhav
13	Exploring the Antecedents of Organizational Performance: Analyzing the Role of Big Data Analytics and Various Functional Capabilities	Prachi Sharma, Lokesh Vijayvargy
528	A Review of Trends and Applications of Big Data Analytics in IT Operations	Mr. Sreyas K. Lohi, Dr. Siddhartha Goutam
<b>Online Track Session 5</b> <b>Sub Track - Track 4: Production and Operations Management</b> <b>Total Presentations: 7</b>		<b>Date:</b> 30 <sup>th</sup> January 2025 <b>Time:</b> 2.30 PM to 4.00 PM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> Meeting ID: 470 358 913 163

		Passcode: fK66SR6Q
295	Circular Economy in Solar Energy: Enhancing Sustainability through Digitalization	Samiksha Shastri, Amod Okhade
178	Impact of Gender Dynamics on Decision-Making in Operations and Supply Chain: A Behavioral Study in Indian Industry	Namitha Avvaru, Aditi Gupta, Komal Chaudhari
109	AI's Impact on Carbon Footprint Reduction	Harshin Gada, Gaurav Raskar, Deep Gada
543	Visualizing / Mapping the Knowledge Domain on Mindfulness, Knowledge Hiding, Digitalization, and Project Performance – A Bibliometric Approach	Abdul Hasib Abdul Rauf Momin
471	Solid Waste Management in the State of Telangana: Analysing Finances of Urban Local Bodies	Saurabh Mohanty
175	Enhancing Resilience in Humanitarian Supply Chains: A Kraljic Matrix Scorecard Approach	Komal Chaudhari, Ramkrishna Manatkar
458	Sustainable Supply Chain and Industry 5.0 - A Review	Yogesh Sharma, Divya Shrivastava
<b>Online Track Session 6</b> <b>Sub Track - Track 5: Information System Management</b> <b>Total Presentations: 10</b>		<b>Date:</b> 30 <sup>th</sup> January 2025 <b>Time:</b> 2.30 PM to 4.00 PM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> Meeting ID: 424 349 686 139 Passcode: Zu6Wb9eb
264	Concept for Empowering Maintenance Efficiency and Employee Well-Being: Digital Assistant for Maintenance	Subrat Kumar Dang
320	Comprehensive Report on Performance Analysis of Different Hardware's i.e. CPU, GPU, TPU & AI (Artificial Intelligence) Servers	Mansi Singh
321	Study & Development of Intensity Based Model for Application of Generative Adversarial Networks	Mansi Singh, Tanishka Sharma
86	Impact of Automation on Sustainability in the Apparel Industry in India: An Expert Opinion	Tooba Rahman Khan, Amirul Hasan Ansari, Deepshikha
296	The E-commerce and Metaverse: Examining the Potential Use of Metaverse and the Moderating Role of Sustainability Commitment	Brijesh Sivathanu
303	Decision Science by Using Multi Method of Bibliometric Analysis	Polisetty Shanmukha Sai
90	Hyper-Automation: Redefining Efficiency and Workforce Dynamics in the Digital Era	Durva Ravnang
293	Innovative Smart Homes: How IoT Drives Transformation Beyond Efficiency for Enhanced Living Spaces	Shagun Rana, Sashank Upadhyaya, Sadhna Singh
22	Salu Bot: A Large Language Model Approach for Enhancing Rural Healthcare Assistant	Subrat Kumar Dang, Manas Baghar

312	Digital Transformation Beyond Efficiency: A Study on Innovation and Growth in Information System Management	Rakesh Kumar, Latika Singh
<b>Online Track Session 7</b> <b>Sub Track - Track 6: Strategic Management</b> <b>Total Presentations: 10</b>		<b>Date:</b> 30 <sup>th</sup> January 2025 <b>Time:</b> 2.30 PM to 4.00 PM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> Meeting ID: 474 716 825 998 Passcode: HC3f7df2
56	Effect of Government Support on Entrepreneurial Performance: A Perceptual Analysis	Sunil Sethy, Velayutham Arulmurugan, Thwaha Rashad
185	Analysis of Entrepreneurial Ecosystem: using Startup Genome Report and Bibliometric Approach	Shivani Gupta
193	Bootstrapping and Beyond: Fundraising Challenges of Women Startup Founders in Kerala	Surya S
277	Lessons from Indian Study for Sustainable Economic Growth through Insurance	Dr. Deepali Garge, Dr. Sandeep Moghe
215	Strategic Insights for Emerging E-Commerce Start-ups in India: Decoding the Macro-Environment Dynamics through AHP	Akshita Dwivedi
356	Linking Institutional Support, Knowledge Transfer, and Entrepreneurial Outcomes: Insights from Indian Universities	Amar Mishra, Shovona Choudhury
323	The Impact of Indigenous Entrepreneurship and Tourism Development on Socio-Economic framework of Schedule tribes of Uttarakhand	Gajendra Singh, Satyendra Singh, Anshuman Nautiyal
279	Mergers and Acquisitions Deals in India.	Anjum Fathima
102	The Impact of Entrepreneurial Education on Fashion Design Students' Entrepreneurial Aspirations	Achanta Rajyalakshmi
424	The Integrated Cutover Framework: Orchestrating High-Stakes Technology Separations in Complex Organizations	Sidharth Ramsinghaney
<b>Online Track Session 8</b> <b>Sub Track - Track 5: Information System Management</b> <b>Total Presentations: 5</b>		<b>Date:</b> 30 <sup>th</sup> January 2025 <b>Time:</b> 2.30 PM to 4.00 PM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> Meeting ID: 429 501 660 156 Passcode: T2Bx72Kd
313	Innovative Digital Transformation Framework for Enhancing Customer Experience and Growth in Information System Management	Rakesh Kumar, Latika Singh

275	Enhancing Strategic Layout Planning Phase with Advanced 3D Visualization Technologies	Sarosh Khan
433	Managing Cyber Risk in Supply Chains through Policies and Standards	Harsh Mistry, Siddhartha Goutam
62	Leveraging Artificial Intelligence for Business Analytics: A Comprehensive Review	Kajal Kansal, Kriti Sharma
300	AI-Driven Personal Finance Application: Leveraging AI and ML for Simplified Risk Analysis and Goal-Based Financial Management	Krishi Mehta, Ishan Desai, Dhaivat Mehta, Dhanashree Kulkarni
<b>Online Track Session 9</b> <b>Sub Track - Track 6: Strategic Management</b> <b>Total Presentations: 10</b>		<b>Date:</b> 30 <sup>th</sup> January 2025 <b>Time:</b> 2.30 PM to 4.00 PM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> Meeting ID: 448 109 481 627 Passcode: 9jd2Mj9A
250	Does Sustainability Disclosure Matter? Analyzing its Moderating Effect on the CSR-Financial Performance Link	Kamal Sharma, Dr. Sanjay Kumar
238	Empowering Sustainability: The Role of Emerging Economy Startups in Advancing the Circular Economy	Rajitna Balakrishnan
197	Sustainable Market Development Strategies for MSMEs with Specific Focus on Healthy Packaged Food Market in Pune, Maharashtra, India	Riya Bhandarkar, Shantanu Saha
380	India's Pursuit of Self-Reliance in the Incense Industry: The Critical Role of Bamboo Round Sticks	Kedar Panda, Kailash Sahu
127	Behavioral Biases and Socially Responsible Investment Decision: Through the Lens of Prospect Theory	Debopriya Kar, Binoti Patro
304	Synergizing Innovation: Mapping Sustainability Startup Clusters	Sruthi Kannan, Yashas Nadig, Bhaskar Bhowmick, C.S Kumar
214	Factors Affecting Alumni Engagement in Supporting Student Startups and in Developing Entrepreneurship Ecosystems in Higher Educational Institutions in India	Meera R
406	Strategic Optimization of B2B Marketing and Supply Chain Management in the Digital Age: A Game-Theoretic Approach	Mr. Ishan R Desai, Mr. Dhaivat P Mehta, Dr Dhanashree Kulkarni
33	Redefining Entrepreneurial Education: Cultivating Future Innovators in a Digital World	Anshula Dua
308	Exploring Inter-Sectoral Discrepancies in Coal's Calorific Value: The Role of Measurement Uncertainty	Saroj Sadangi, Rudra Pradhan
<b>Online Track Session 10</b> <b>Sub Track - Track 1- Marketing Practice and Research</b> <b>Total Presentations: 11</b>		<b>Date:</b> 31 <sup>st</sup> January 2025 <b>Time:</b> 9.00 AM to 10.30 AM <b>Meeting Link (Microsoft Teams):</b>

		<a href="#">Join the meeting now</a> Meeting ID: 471 106 015 403 Passcode: jz3ti73U
476	The Role of Consumer Confidence as a Mediator in the Relationship Between Financial Literacy and Impulsive Buying Behaviour	Gopalsankar S, Hrithika P, Sneha Kandoth
10	Ramification of Corporate Social Responsibility in the Context with Consumer Behaviour a Brief Study on the Fashion Industry using the PRISMA Framework	Vaibhav Dadhich
116	Driving toward a Sustainable Future: Integrating the Theory of Planned Behavior in Electric Vehicle Adoption and Willingness to Pay for a Green Economy	Babeeta Mehta, Archana Tiwari
130	Towards Sustainability: An ISM And MICMAC Analysis of Influencing Factors of Mindful Consumption	Savita Kunwer, Shalini Singh
242	The Nutrition Mantra: Addressing Market Penetration Challenges and Solutions Recommended	Mani Khurana
451	Impact And Value of Artificial Intelligence and Related Technologies on Marketing Functions- A Review Based on Organizational Capability	Sarbani Mishra
151	Rural Marketing: Innovative Strategies to Connect with Rural Consumers	Shweta Tiwari, Siddhi Avhad, Sayali Shirole, Purva Pansare
416	Good at Ferret Out: Understanding the Perceptions of and Practices among Gen Z Students in Selecting Institutes for Higher Education	Sarin Pillai, Akash VS., Shaju Meetna
398	Brand Loyalty at Risk: Socially Unacceptable Mentions and the Cancelâ Cultureâ Effect.	Md Irfan, Tanushree Khokhar
219	Bottom of the Pyramid Marketing Strategies; Comparitive Analysis of Consumer Behaviour of Different Products	Uddeshya Saxena
179	Artificial Intelligence and Sustainability in the Fashion Industry: A Systematic Literature Review	Abhinav Srivastava
<b>Online Track Session 11</b> <b>Sub Track -Track 2 - Human Resource Management</b> <b>Total Presentations: 10</b>		<b>Date:</b> 31 <sup>st</sup> January 2025 <b>Time:</b> 9.00 AM to 10.30 AM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> Meeting ID: 478 290 690 782 Passcode: YE24Dr7F
278	The Interplay of Leadership, Motivation, and Performance: A Systematic Exploration of Their Interconnectedness in Business Settings	Pallavi Singh, Farah Johri, Garima Bajpai
150	The Overlooked Essentials: Integrating Culture, Change, and Engagement for Holistic Growth	Goldstein D Daniel, Parhana C, Santhana K

276	Fostering Employee Happiness through Emotional Intelligence: The Mediating Role of Altruistic Leadership	Divyansh Sharma
332	Role of Agency and Structure in Impacting SDG 4 (Education): Some Evidences from an Indian National Education Program (SSA)	Satyajeet Nanda
346	Application of Gestalt Therapy and Transactional Analysis on Organizational Development (OD)	Arindam Chatterjee, Nida Khan, Souranshu Chatterjee
363	Leader Humility and Reverse Mentoring: A New Paradigm for Enhancing Work Performance among the Indian Information Technology Professionals	Shivam Upadhyay, Pankaj Singh
386	Unveiling the Toxic Cycle: Supervisor Incivility, Organizational Culture and Employee Outcomes	Pratiksha Singh
392	Navigating the Digital Era: Critical Antecedents for Effective Digitalized Organizational Career Management Systems	Timsy Kakkar, Bharti Singh
134	Navigating the Fintech Frontier: A Study of Women's Leadership Experiences and its Implications for Policy	Shivangi Singhal, Chaitanya Ravi, Juhi Sidharth
539	Social Intelligence on Job Embeddedness amongst Frontline Employees of Restaurants	Sunidhi Matada, Kerwin Nigli
<b>Online Track Session 12</b> <b>Sub Track - Track 3 – Financial &amp; Accounting Management</b> <b>Total Presentations: 9</b>		<b>Date:</b> 31 <sup>st</sup> January 2025 <b>Time:</b> 9.00 AM to 10.30 AM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> Meeting ID: 466 431 068 372 Passcode: y48B7hG6
319	A Study on the Performance of Green Mutual Funds in India	Ridhi Gandhi, Mansi Khare, Arti Chandani
530	From Profit to Purpose: The Green Finance Sustainability Revolution	Preeti Sharma, Rakhi Sharma
129	Monetary vs. Non-Monetary Stimulus: A Comparative Analysis of Solar Energy Investment Trends Among Retail Investors in the NCR	Srishti Chandel, Sakshi Agrawal
37	The Role of Digital Payment Systems in Advancing Financial Inclusion in India	Rituparna Choudhury, Sumeet Gupta
60	Money Mule Accounts: The Growing Leech to Financial Inclusion	Himanshu Yadav, Amiya Mohapatra, Amit Shrivastava
381	Linking Financial Inclusion with Sustainable Development Goals: A Systematic Literature Review	Sunit Prasad, Priyanka Jha, Ridhi Jain, Amyra Shahi
36	Financial Difficulties Faced by Indian Micro Family Businesses of Santhal Pargana Region of Jharkhand	Shikha Shukla, Vaishali Dhingra
120	Exploring the Synergy between AI and Marketing Finance Fusion: A Contemporary Review	R S Chodisetty, Suresh Reddy Jakka, Sumanth Kumar G, Jalender Reddy V



96	Optimizing Financial Decision-Making: The Impact of AI and ML Technologies on Portfolio Performance	Ridhi Gandhi, Mansi Khare, Arti Chandani
246	A Systematic Review of Research on the Impact of Blockchain on Accounting Practices	Dr Satya Kishan
<b>Online Track Session 13</b> <b>Sub Track -Track 4 – Production &amp; Operations Management</b> <b>Total Presentations: 9</b>		<b>Date:</b> 31 <sup>st</sup> January 2025 <b>Time:</b> 9.00 AM to 10.30 AM <b>Meeting Link:</b> <a href="#">Join the meeting now</a> Meeting ID: 494 997 661 595 Passcode: Kr3362hY
446	Leveraging IoT for Enhanced Efficiency, Sustainability, and Resilience in Supply Chain Management	Hema Shreaya Sura, Siddhartha Goutam
99	Evaluating the Impact of Regulatory and Policy Frameworks on Sustainable Supply Chain Management in the National Capital Region (NCR) of India.	Peter Hinneh Jr, Shweta Gupta
333	An Interactive Expert System in the Form of an Agriculture Chatbot.	Pujali Bhaumik
445	Building a Data-Driven Circular Economy to Optimize Supply Chains for Sustainability.	Hema Shreaya Sura, Siddhartha Goutam
437	Evaluating Green Logistics Practices for Sustainable Freight Transportation in E-Commerce	Kalpesh Vishwakarma, Siddhartha Goutam
176	Optimizing Operational Efficiency in Train Ticket Booking Systems: A Comparative Analysis Across 2AC, 3AC, 3E and Tatkal Services	Ajith Krishnan, Aswin Kp, Jaladi Sai Sindhuri
354	Developing Unified Performance Metrics for Assessing Green-Lean Integration in Manufacturing Industries	Dheeraj Zope
509	Innovative Waste Management in Offsite Manufacturing for Sustainable Construction Practices	Somil Lulla, Sanskriti Tripathi, Swapnil Choudhary, Amiya Mohapatra
<b>Online Track Session 14</b> <b>Sub Track - Track 4 – Production &amp; Operations Management</b> <b>Total Presentations: 8</b>		<b>Date:</b> 31 <sup>st</sup> January 2025 <b>Time:</b> 4.00 PM to 5.30 PM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> Meeting ID: 486 433 941 903 Passcode: CR7tB22V
538	Enhancing SME Performance: The Role of Market Orientation in Uttar Dinajpur's Food and Beverage Industry	Sushovan Das
267	Luxury Branding and Creator Economy: Monetizing Passion for Engagement	Shatakshi Bourai, Devyansh Khandelwal, Rishi Raghuwanshi

519	Digital David vs. Infrastructure Goliath: How Emerging Markets Outmaneuver Developed Economies	Sidharth Ramsinghaney
7	Analyzing Housing Features with PCA and SVM for Market Insights	M. Manish Reddy, Y Rishendra, G Jayanth, Neetu Srivastava
59	Assessing Student Behaviour and Food Waste Awareness through Eye-Tracking: A Sustainable Approach to Reducing Food Waste	Prasun Gahlot, Surya Thapa, Aditi Rajput, Aradhana Gandhi
209	Review of Sub-National Policies for Rooftop Solar Adoption in Rural India	Amartya Ghosh
84	Mission Shakti: A Path towards Sustainable Livelihood and Social Entrepreneurship	Nileema Pradhan, Tushar Das
480	Developing AI-driven Models for Predictive Maintenance in the Manufacturing Industry	Harsh Pandey, Siddhartha Goutam
<b>Online Track Session 15</b> <b>Sub Track - Track 1- Marketing Practice and Research</b> <b>Total Presentations: 10</b>		<b>Date:</b> 31 <sup>st</sup> January 2025 <b>Time:</b> 4.00 PM to 5.30 PM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> Meeting ID: 486 143 188 008 Passcode: 3Am24rd3
334	Quick Commerce Redefined: Analyzing Shopper Behavior Shifts and the Evolution of Retail Logistics in the Contemporary Marketplace	Aishwarya Balaji Shankar
495	Digital Strategies for Consumer Engagement: Analyzing Online Sales Promotions for Large Appliances in the Indian E-commerce Ecosystem	Supratim Pratihar
541	Effectiveness of Neighbourhood Stores in Last Mile Delivery for Online Shopping	Vikram Khangembam, Jyoti Vidhani
157	Delineating the Impact of Excessive Use of Social Media on Financial Well-Being: Exploring Financial Social Comparison and Impulse Buying as Mediators, Spirituality as Moderator	Sandeep Kumar, Satinder Kumar, Vishav jeet
208	The Role of Storytelling in Social Media Ads: Impact on Brand Perception and Consumer Trust	Rohit Gadarla
258	Impact of Effective Digital Marketing Capabilities on the Firm's Performance: An Empirical Study	Preeti Dahiya
292	Examining the Influence of Social Media on Sustainable Destination Image: Exploring Age as a Moderating Factor	Divisha Gupta
329	Ascendancy of Facebook Campaign on Young Voters in Haryana	Abhimanyu Sandhu, Ranjeet Verma
347	Generation Z and AR Virtual Try-Ons: How Aesthetic Quality, Perceived Risk, and Values Interact through Spatial Proximity?	Varsha Jaiswal, Kanishk Koushik
6	Reinforcing Digital Health Engagement: Uncovering Key Determinants Via Comprehensive Literature Insights	Akarsh Mohapatra, Siddharth Misra

<b>Online Track Session 16</b> <b>Sub Track - Track 1- Marketing Practice and Research/ Track 6: Strategic Management</b> <b>Total Presentations: 11</b>		<b>Date:</b> 31 <sup>st</sup> January 2025 <b>Time:</b> 4.00 PM to 5.30 PM <b>Meeting Link:</b> <a href="#">Join the meeting now</a> Meeting ID: 411 466 088 357 Passcode: Qt63Mn7K
554	Comparative Analysis of Customer Relationship Management (CRM) of "State Bank of India" and "ICICI Bank in Patna	Yosha Singh, Indrajit Kumar
440	Reconceptualizing Consumer Cynicism	Indirah Indibara
443	Improving Customer Orientation of the Indian Police Department	Indirah Indibara
552	Exploring the Market Strategies & Growth Pattern of SAAS Companies in India	Prasenjit Chakrabarty, Raj Sinha
553	Awareness, Attitude and Willing to Participate in Circular Economy as the Anecdotes of Purchase Decision of Pre-Owned Baby Products: A PLS SEM Approach	Padmalini Singh, Rizwana M
550	Exploring the Role of Perceived Benefits and Trust in Consumer Purchase Intentions for Ayurvedic Products in Rural Karnataka Markets	Vinod S, B. Madhusudan Rao
489	Collaborative Fashion Consumption	Nitin Yagnik, Sumita Sindhi, Anand Hindolia
353	Connect, Engage and Co-Create: The Role of Social Interactivity, Support and Self-Construal in Driving Value Co-Creation in Live-Stream Shopping	Muskan Miglani Aggarwal, Nilesh Arora
265	Performance Analysis of Football Players Using PCA	Rohit Praveen Nair
450	Evaluating the Strategic Opportunities of Premium Vehicles as a Medium for Transit Advertising	Tanmay Aggarwal
97	Productive Efficiency in the Technology-Based Services Sector in an Emerging Market Economy: An Analysis of the Indian IT & ITeS Sector	Santanu Mukherjee
<b>Online Track Session 17</b> <b>Sub Track - Track 1- Marketing Practice and Research</b> <b>Total Presentations: 7</b>		<b>Date:</b> 1 <sup>st</sup> February 2025 <b>Time:</b> 9.00 AM to 10.30 AM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> Meeting ID: 456 229 530 329 Passcode: QV7PC2nP
359	The Commodification of Spirituality in the Context of Mindfulness and Meditation and Role of Social Media Influencers	Shruti Agrawal
365	The Role of Brand Image and Customer Experience on Purchase Intention in the Salon Industry: Reassessing the Impact of Social Media Marketing	Keerthana V, Heavena Amirdaa D, Rahul B Casmier, Dr. Sethupathy K
478	Navigating Filter Bubble in Social Media Using Bibliometric Study	Ruth Mathews, Amit Malhotra, Harpreet Kaur

501	Humour in the Digital Age: Examining Generation Z's Comedic Preferences and its Social Media Marketing Implications	Ayushi Chheda
376	The Rise of Positive Luxury: How Sustainability is Transforming Brand Value in the Luxury Market	Gayatri Bangia, Gajendra Singh
221	The Role of Anthropomorphism in AI-Driven Tourism: Enhancing Trust and Sustainable Behavior Among Young Consumers	Mansi Rani
328	Entrepreneurial Mindsets in Tourism: Driving Innovation and Resilience	Praveenkumar S
545	Customer Usage Continuance Intention on Digital Apps	Rakhi Thakur
<b>Online Track Session 18</b> <b>Sub Track - Track 1- Marketing Practice and Research</b> <b>Total Presentations: 9</b>		<b>Date:</b> 1 <sup>st</sup> February 2025 <b>Time:</b> 9.00 AM to 10.30 AM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> Meeting ID: 443 658 870 061 Passcode: Jf2qX7i9
364	Navigating the E-Highway: Unmasking Consumer Choices in India's Electric Two-Wheeler Revolution.	Sanskar Jain, Shailendra Sahu, Sarah Shaikh
374	Empowering Agricultural Entrepreneurs: Exploring Technology Driven Solutions and Cooperative Models for Sustainable Growth	Utkarsha Soni, Disha Agrawal, Jitendra Verma
146	Humanoid Meets Tourism: Investigating the Role of Virtual Influencers in Shaping Tourists' Behavioural Intentions	Divya Sethi, Shikha Garg
81	Harnessing Innovation and Social Responsibility: Strategies for Integrating Sustainability into Business Models	Snehalata Das
142	Building Trust: Understanding Consumer Perception of Online Review Helpfulness	Akshay M, Nisa James
131	The Impact of In-Game Advertising in Shaping Purchase Intention: The Role of Intrusiveness and Immersiveness in Building Brand Awareness.	Swastika Kesharwani, Aakanksha Verma
416	Good at ferret out: Understanding the perceptions of and practices among Gen Z students in selecting institute for higher education	Sarin Pillai, Akash VS., Shaju Meetna
123a	Jute for Life - A Case of Social Entrepreneurship	Anupam Saxena, Abha Dixit
77	Problems Faced by Consumers on Account of Automation Used by Consumer Durable Companies.	Sohil Nargundkar
104	Mapping Engagement Pathways and Processing Routes in Interactive Marketing Tools	Ms. Vaishali Sharma, Dr. Subhojit Banerjee
<b>Online Track Session 19</b> <b>Sub Track - Track 2 - Human Resource Management</b> <b>Total Presentations: 10</b>		<b>Date:</b> 1 <sup>st</sup> February 2025 <b>Time:</b> 9.00 AM to 10.30 AM <b>Meeting Link (Microsoft Teams):</b>

		<a href="#">Join the meeting now</a> Meeting ID: 455 086 012 339 Passcode: 7eV7zJ22
325	Creative Performance in the Digital Era: Understanding Leadership Configurations through fsQCA	Yasmeen Rizvi, Aleena Ilyaz
168	Spirituality-Driven Workplaces: How Trust Transforms Job Satisfaction and Employee Retention	Jhansi. K. S. Bommisetti
181	Organizational Sustainability through Workplace Spirituality and Environmental Ethics: An Exploratory Study in Indian IT sector	Sarthak Mishra
338	Building Sustainable Workplace through Spiritual Values: In Context to Malaysia''	Pranatee Mishra, Sanjita Lenka
98	Closing the Gap: Promoting Women's Leadership in Andhra Pradesh's Higher-Educational Institutions.	Vijaya Lakshmi Marrisudi, Vamsi Krishna B, Shyamasundar Tripathy
357	Solving Recruitment and Retention Challenges at SEHAT Connections LLP: Insights and Recommendations	Kautuk Chaturvedi, Mani Khurana, Bhajneet Kaur
94	The Rise of the Gig Economy	Aman Dwivedi, Akshita Jain, Krishna Agrawal
387	An Analytical Study on the Factors influencing the Performance of Employees at Selected Public Sector Banks in India	Resmi S K, Prakash Pillai R
508	Psychological Empowerment on Career Development amongst Restaurant Employees	Bhoomika K, Kerwin Nigli
415	At the Crossroads: Exploring the Challenges and Opportunities of Trained Gen Z Entrepreneurs in a Developing Economy	Jefin Thomas, Nandaprayag K, Shaju Meetna
417	Get Our Wires Crossed: Exploring the Challenges of Professionals in International Business from Non-English Speaking Countries	Towfiq Tushar, Hadeel Wardeh, Shaju Meetna
<b>Online Track Session 20</b> <b>Sub Track - Track 2 - Human Resource Management</b> <b>Total Presentations: 10</b>		<b>Date:</b> 1 <sup>st</sup> February 2025 <b>Time:</b> 9.00 AM to 10.30 AM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> Meeting ID: 441 548 141 400 Passcode: jk2Mg7Qd
50	Silence in the Workplace: A Review on the Role of Everyday Sadism	Pranjal Tripathi, Anindo Bhattacharjee
118	Exploring the Interplay between Green HRM, Organizational Culture and Social Responsibility in Driving Performance Outcomes	Savita Ambedkar, S. A Kumar
188	Evaluating the Impact of Green Human Resource Management Practices on Sustainability and Operational Efficiency in the Dark Stores Supply Chain Industry	Hitesh Bhoi

201	The Role of Organizational Culture in Mediating the Impact of Talent Management on Job Satisfaction in Higher Education	Tulasi Bej, Dharendra Jena, Ashok Dash
377	Study of Adoption of AI for Talent Management: A Modern HR for Sustainable Competitive Advantage	Poornima Sehrawat, Rajasshrie Pillai
45	Impact of Inclusion on Employee Engagement: A Systematic Literature Review	Mamta Kumari, Sujata Dash, Sharda Singh
100	Empowering Women in the Workplace: A Study on Gender Diversity for Socio-Economic Progress with Reference to IT Industries in Telangana	Vijaya Lakshmi Marripudi, Vamsi Krishna B, Shyamasundar Tripathy
396	The Rising Cases of Employee Turnover in Organisations: A Comprehensive Review	Sanjeevani Bakale
362	Assessing the Role of Digital Strategy over the Determinants of Work-Family Balance and Employee Performance – An Empirical Analysis with reference to Higher Educations in the State of Andhra Pradesh	Kumbha Anjana, Koneru Kalpana, Manukonda Siva Koti Reddy
27	An Approach Towards Work-Life Balance Among Women Professionals	Shreya Sinha, Rashmi Kumari
80	Evaluating the Effectiveness of Student Engagement via Problem Solving Based Learning and AI Based Learning Methods	Mr. Isaiiah Patrickson, Ms. Jane Jersha Anbunathan, Mr. Jensen John , Mr. Karthik Ravindran
<b>Online Track Session 21</b> <b>Sub Track - Track 2 - Human Resource Management</b> <b>Total Presentations: 10</b>		<b>Date:</b> 1 <sup>st</sup> February 2025 <b>Time:</b> 9.00 AM to 10.30 AM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> Meeting ID: 471 162 198 006 Passcode: dW7RJ3iN
74	Impact of the Employee's Psychological Climate on Positive Psychological Capital in a Hybrid Environment	Ramya Tirunagari, Jyothi P
161	The Role of Women Empowerment in Shaping Work-Life Balance Practices in IT Organizations in India- A Case Study of Telangana.	R S Ch Murthy Chodisetty
224	The Healthcare Paradox: Can Work-Life Balance, Stress Management, and Resilience Truly Coexist in an Overburdened Industry	Vibha Swaroop, Harish Rawat, Shubham Shah, Ashish Sinha
244	Sustainable Business through Analytics: The Role of Emotional Intelligence and Personality Traits in Work-Life Balance and Stress Management	Gurulakshmi S
251	Monday Morning Blues: A Study of Engineering College Employees in Hyderabad	Amala Kumari Mulkala
305	Empowering Employees through Green HRM: The Role of Organizational Support and Ownership in Fostering Engagement	Ujwal Shankar, Anjana Dharmani
410	Unpacking Green HRM: Insights into Leadership and Sustainable Engagement	Ujwal Shankar, Anjana Dharmani

372	Sustainable Business – A Study on Employee Mindfulness in the Healthcare Sector	Usha Narayan, Prasannakumar Kalahasthi, Gururaj Urs, Srikanth Payal
324	Balancing Family, Career, and Stress: Analytics-Driven Work-Life Management for Sustainable Business Success	Priya Bhardwaj, Sammerpreet Singh
256	A Study on the Impact of Green Human Resource Management Practices on Brandimage of the Hotels	Bhargavi Ragala, P Rajeev Prasad
240	A Hybrid Review on Neurodiversity in the Workplace: Implications for HRM	Ms. Padmaja Debarpita Sha ,Ms. Deboshree Roy ,Mr. Anindya Pattanayak
<b>Online Track Session 22</b> <b>Sub Track - Track 3 – Financial &amp; Accounting Management</b> <b>Total Presentations: 10</b>		<b>Date:</b> 1 <sup>st</sup> February 2025 <b>Time:</b> 9.00 AM to 10.30 AM <b>Meeting Link:</b> <a href="#">Join the meeting now</a> Meeting ID: 475 974 990 737 Passcode: qn633o7P
111	The Synergy of Predictive Analytics and Financial Literacy: Enhancing Investment Decision-Making Processes	Karimunnissa Begum Shaik, Srinivasa Rao Yadavalli
112	Integrating Sustainability into Business Models: The Role of Innovation and Social Responsibility in Entrepreneurship	Santosh Naik, Sneha Das
375	Unveiling the Paradigms of Fintech Satisfaction in SME Adoption: A Strategic Inquiry	Nidhi Maheta, Amola Bhatt
452	Role of Financial Institutions in Promoting Low-Carbon, Circular Economy	Namrata Acharya
453	Sin Stocks: Evidence from India on Institutional Ownership and Analyst Coverage	Shelly Agarwal, Nidhi Kaicker
491	Impact of Corporate Governance Index on Cost of Capital: An Evidence of BRICS Economies	Deepika Gupta, Asheesh Pandey
500	Do Mergers Create Value? An Empirical Study between Merged and Non-Merged Public Sector Banks in India.	Trilochan Jena, Pradipta Sanyal
405	Access to Formal Financial Services: A Case Study of Six Villages in Keonjhar District	Ajay Mahanta, Lopamudra Mishra
15	A Study on Sustainable Finance Initiatives in Investment Banking: Integrating Environmental, Social, and Governance (ESG) Criteria into Investment Decisions	Natika Poddar, Bhoomi Chitalia
540	Development of Reporting Model for Green Accounting & Practices for Corporate Sustainability.	Jyoti Vidhani, Vikram Khangembam
<b>Online Track Session 23</b> <b>Sub Track - Track 6 - Strategic Management</b> <b>Total Presentations: 10</b>		<b>Date:</b> 1 <sup>st</sup> February 2025 <b>Time:</b> 9.00 AM to 10.30 AM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a>

		Meeting ID: 440 253 046 135 Passcode: fc9Vvk2zy
153	Slow Fashion for Sustainable Futures	Arunachalam T V
170	Sustainable Investing in ESG Funds for the Attainment of the Carbon Neutrality	Rajvant Kour
360	Technical Efficiency Assessment of Major Rice Producing States in India	Kulsum Parween, Aparna Krishna
378	Stepping towards a Sustainable Future: MSME' Switching Intention of Solar Panels	Bhumika Chavda, Rajasshrie Pillai
270	Sustainability-oriented Corporate Social Responsibility in Digital Platform Companies	Shatakshi Bourai, Roshan Singh, Harsh Singh
93	The Evolutionary Scaling Transformation Journey of a Pharmaceutical Plant Using Kanban Methodology and the Kanban Maturity Model	Sanjay Rawat
225	Consumers' Perceptions and Companies' Strategies towards Circular Economy in India	Smita Jesudasan, Vanshika Agrawal
326	Paradox of Green Energy: Examining the Life Cycle Impacts of Renewable Technologies.	Tarun Singh, Akshay Jain, Saransh Vashishta
126	Amalgamation of Business Framework and Sustainability: A Roadmap for Future	Amitabh Nanda, Bidya Dash
160	Workplace Happiness - Does Hybrid Work Model Help?	Bavleen Kaur, Richa N. Agarwal
316	Exploring the Dynamics of Internal Resource Allocation within Diversified Firms: An Analysis of Investment Patterns and Performance Effects in the Indian Capital Market	Anu Antony
<b>Online Track Session 24</b> <b>Sub Track - Track 2 - Human Resource Management</b> <b>Total Presentations: 10</b>		<b>Date:</b> 1 <sup>st</sup> February 2025 <b>Time:</b> 9.00 AM to 10.30 AM <a href="#">Join the meeting now</a> <b>Meeting ID:</b> 413 796 243 995 <b>Passcode:</b> 4DK3uK6F
144	Gen Z and the Future of Work: A Commitment Crisis	Kalpana Sahoo, Anamika
260	Technology Integration with Application Programming Interface to Track, Fetch and Maintain Employment Laws in the Areas of Organizational Operations	Aishwarya Datalkar
411	Linking HRM 4.0 and Sustainability: Theoretical Insights and Future Directions in the Era of Industry 5.0 and Society 5.0.	Mayank Chauhan, Vinod Singh, Rajan Singh
514	Leveraging AI to Enhance Employee Engagement: Opportunities, Challenges and Best Practices	S A Uday Kailash, Richa Mishra
191	Overview of Gig Workers & Challenges and Benefits for Sustainable Gig Economy	Neena Pc, Vinayak Anil Bhat, Riya R
261	AI- Powered Human Resource Management for Gig Workers:A Comprehensive Analysis of Opportunities and Challanges in the Evolving Gig Economy	Rema Ramachandran
106	Creating a Sustainable & Committed Academic Community: The Impact of Learning Agility and Job Satisfaction on Faculty Turnover Intention	Abhipsa Mishra, Bijaya Sundaray



527	Role of Virtuous Organizational Practices on Thrive at Work with the Mediating Role of Psychological Well-Being and Psychological Capital amongst Hotel Employees in Bengaluru	Kriti Das , Dr Kerwin Savio Nigli
46	Exploring the Influence of Servant Leadership on Innovative Work Behaviour: The Role of Perceived Diversity and Inclusion Practices in the Workplace.	Vijayalakshmi M, Subramani A. K
396	The Rising Cases of Employee Turnover in Organizations: A Comprehensive Review	Sanjeevani Bakale
<b>Online Track Session 25</b> <b>Sub Track - Track 3 - Finance &amp; Accounting Management</b> <b>Total Presentations: 8</b>		<b>Date:</b> 1 <sup>st</sup> February 2025 <b>Time:</b> 9.00 AM to 10.30 AM <b>Meeting Link (Microsoft Teams):</b> <a href="#">Join the meeting now</a> Meeting ID: 434 098 737 310 Passcode: g9dc9JP6
268	Factors Affecting the Organizational Adoption of Block Chain in BFSI Sector	Prasanth MK
393	Green Finance: A Step towards Sustainable Finance and Development.	Ayush Kansal, Swati Sharma
206	Green Financing in India: Insights from NIFTY 100's Top 5 Companies and Their Role in Financial and Sustainable Growth	Abhishek Punde, Srushti Agrawal
379	Impact of Financial Literacy on Consumer Behaviour in Green Finance Products	Pratishtha Upadhyaya, Dheeraj Zope
171	Comparative Analysis of Green Financial Models - Lessons from Different Countries.	Tejas Shinde, Indrajeet Rajeshirke
139	A Structured Review of Role of Local Financial Institutions, Community Savings Groups and Innovative Platforms in SME Financing	Agaja K B, Fezeena Khadir
213	Navigating Trade-Offs: The Relationship Between Environmental Performance and Firm Performance in India with a Focus on Board Gender Diversity	Anisha Mishra, Ankit Srivastava
232	Analyzing Stock Market Cointegration Among G20 Nations	Ritam Nath, Snehasmita Sengupta, Dr. Binoti Patro
78	The Future of Business Security and Risk Management in a Digital World	Dr. Sneha Lata Das
442	Assessing Stock Market Price Prediction Models: A Deep Dive into the Effectiveness of ARIMA, ARCH, GARCH, and Machine Learning	Oruganti J S A Muralidhar, Bezawada Jamalayya