



Innovations and Futuristic Practices in Business and Management

08-09 February 2020

organized by

Department of Commerce and Business Administration

University of Allahabad

Conference Schedule

08 February 2020			
8.30-9.30 am	Registration		
9.00-10.00 am	BREAKFAST		
10.00-11.30 am	Inaugural session		
11.30-12.00 noon	TEA		
08 February 2020	12.00 noon-1.30 pm	Venue: Rajshekhar Hall	
Technical Session: Corporate Governance and Corporate Social Responsibility			
Key note address: Mr Ratan Kapoor		Session Chair: Prof Sanjay Medhavi	
Session Coordinator: Dr Himanshu Srivastava			
Session Manager: Mr Suneel Kumar Patel		Rapporteur: Ms Bhavana Srivastava	
S.N.	Title of the paper	Name of the Delegate(s)	Affiliation
1	Students' Perception towards Quality of Higher Education in Sikkim	Ms Anjana Sharma, Dr A. Ravi Prakash	Department of Management, Sikkim University, Sikkim
2	Greening the Corporations: Analyzing Interface of Corporate Governance with Environmental Sustainability	Mr Avinash Singh	Symbiosis Law School, Hyderabad
3	A Study on Sustainability and Corporate Social Responsibility (CSR) Trends for India in 2019	Dr Ajai Prakash	Department of Business Administration, University of Lucknow
		Ms Archana Yadav	School of Management, ITM University, Gwalior

4	A Study of the Effectiveness of CSR Activities taken up by Indian Companies	Ms Udita Agrawal, Dr Richa Sinha	Joseph School of Business Studies, SHUATS, Prayagraj
5	A Study of Corporate Social Responsibility (CSR) Practices in Hindalco Industries Limited	Dr Himanshu Srivastava, Mr Suneel Kumar Patel	Department of Commerce and Business Administration, University of Allahabad, Prayagraj
6	Status of Corporate Social Responsibility in Madhya Pradesh after 2013	Ms Geetanjali Dangi Thakur, Prof G. L. Puntambekar	Department of Commerce, Dr. Harisingh Gour Vishwavidyalaya, Sagar
7	A Study on Evaluation of Food Safety and Standards Act, 2006 with References to Food Safety Practices in Select Food Companies	Mr Lavkush Yadav	Department of Commerce and Business Administration, University of Allahabad
8	Impact Analysis of Urbanization; A Case Study of Prayagraj City	Mr Yogendra Narayan Singh	University of Allahabad, Prayagraj
9	An Analytical Study of Key Factors Responsible for Corporate Failure	Mr Surendra Kumar Verma	Department of Commerce, Dr. Harisingh Gour Vishwavidyalaya, Sagar
10	Impact of Corporate Governance on Corporate Financial Performance	Ms Khushboo Hussain	Department of Commerce and Business Administration, University of Allahabad

08 Feb 2020

12.00 noon-1.30pm

Venue: Conference Hall

Technical Session: Marketing I

Session Chair: Prof Pankaj Atri

Session Co-chair: Dr Vibhuti Tripathi

Session Coordinator: Dr Sarita Maxwell

Session Manager: Mr Aamir Moin Khan

Rapporteur: Ms Shivani Yadav

S.N.	Title of the Paper	Name of the Delegate(s)	Affiliation
1	Reinsurance Ceding Trend of Nepalese Insurance Company	Mr Rajendra Maharjan	Mid-Western University, Birendranagar, Shurkhet, Nepal
2	Scanning Product Life Cycle of Ageing/Declining Brands through Brand Revitalization	Ms Tarunija Chandra, Dr Vibhuti Tripathi	SMS, Motilal Nehru National Institute of Technology Allahabad
3	Role of Emotional Branding to Reduce Dissonance in Customer	Ms Sushmita Singh	Dr. Ram Manohar Lohia Avadh University, Ayodhya

4	Innovation in Marketing Approaches using Social Media	Ms Aparna Rastogi	Department of fashion communication, National Institute of Fashion Technology, Bhubaneswar, Odisha
		Dr Avinash Bajpai	Department of Retail Management, Footwear Design and Development Institute, Fursatganj, Odisha
5	Comparing Buying Centre Dynamics of Saas Vs. On-Premise Software Acquisitions: A Social Network Analysis	Dr Srividya Raghavan	GMR Group, Indore
		Dr Jayasimha K R, Mr Srinivasa Raghavan	IIM-Indore, Indore
6	Yonder Glimpses: Role of Instagram in Creating Tourism Branding	Ms Upasana Saxena	Amity School of Communication, Amity University, Lucknow
7	A Study of Promotion Techniques of Patanjali Ayurved Limited in Rural Market	Mr Anubhav Vishwakarma, Dr A. K. Malviya	Department of Commerce and Business Administration, University of Allahabad, Prayagraj
8	Branding of University 2.0- Channelizing the role of Social Media with Traditional Media for Building Brand Equity in the Universities of Uttar Pradesh	Mr Soumen Bhattacharya	Amity School of Communication, Amity University, Lucknow
		Dr Mohammad Faisal	Amity School of Communication, Amity University, Lucknow
9	Impact of Social Media in Reshaping the Dimensions of Consumer Behaviour	Ms Madhurima Basu	Indian Institute of Social Welfare & Business Management (IISWBM), University of Calcutta, Kolkata

08 Feb 2020

12.00 noon-1.30 pm

Venue: MBA II year Lecture Room

Technical Session: Finance I

Session Chair: Prof Arvind Kumar

Session Co-chair: Dr Pushendra Mishra

Session Coordinator: Dr Hariom Gupta

Session Manager: Mr Anuj Pandey

Rapporteur: Mr Ashwani Kumar

S.N.	Title of the paper	Name of the Delegate(s)	Affiliation
1	Prospects of Federal Tax System in Nepal	Dr Deep Rawal	Faculty of Management Mid-Western University, Surkhet, Nepal
2	Non-Performing Assets: The Roadblock to Social and Economic Growth of India	Ms Dolly Gaur, Dr Dipti Ranjan Mohapatra	Amity College of Commerce and Finance, Amity University, Noida
3	Fintech in India: Opportunities and Challenges	Dr Farah Farooqui	Department of Commerce, Hamidia Girls Degree College, University Of Allahabad, Prayagraj

4	Financial Inclusion and Farmers' Development: Special Reference to Government Schemes	Mr Ashwani Kumar, Dr. Hariom Gupta	Department of Commerce and Business Administration, University of Allahabad, Prayagraj
5	Financial Management of Central Universities in India	Mr Deepak Singh	Jiwaji University, Gwalior
6	A Study of NABARD Play a Vital Role of Rural Population in Uttar Pradesh	Dr R. K. Singh, Mr Gautam kohli	Department of Commerce and Business Administration, University of Allahabad,
7	Evaluation of Security Issues in the Implementation of IoT in Supply Chain using DEMATEL Approach	Dr. Manish Gupta, Mr. Vijay Kumar Kannaujia	Department of Mechanical Engineering, MNNIT, Prayagraj
8	Disclosure and Arrangement of Fiscal Deficit in India: Correction Needed	Ms Ekta Masih , Dr. G.L. Puntambekar	Department of Commerce, Dr. Harisingh Gour Vishwavidyalaya, Sagar, M.P
9	Financial Distress and Bank Failure: Lesson from the Virtual Collapse of Punjab and Maharashtra Cooperative Bank in India	Ms Jyoti Chandel	Department of Commerce and Business Administration, University of Allahabad, Prayagraj

1.30-2.30 pm

LUNCH

08 Feb 2020

2.30-4.00pm

Venue: Rajshekhar Hall

Technical Session: Human Resource Management I

Session Chair: Prof A K Mukherjee

Session Coordinator: Dr Ekta Verma

Session Manager: Mr Avinash Singh

Rapporteur: Ms Shaiba

S.N.	Title of the paper	Name of the Delegate(s)	Affiliation
1	Importance of Grievance Management for Justice to the Employees: A Case Study of Private Organization in Surkhet, Nepal	Dr Ammar Bahadur Rokaya	Faculty of Management Mid-Western Surkhet, Nepal University
2	Conceptualizing Change Implementation Effectiveness through Human Resource Management Interventions	Ms Richa Singh, Prof Geetika	SMS, Motilal Nehru National Institute of Technology Allahabad
		Dr Piyali Ghosh	IIM Ranchi, Jharkhand
3	Substantiate Green HRM with Relevance to the Rise of Corporate in Recent Years	Dr Shefali Garg	Institute of Business Management, GLA University, Mathura

4	Exploring HR Drivers that Shape the Workplace Trends: A Review	Dr Sharada Prasad Sahoo Dr Biswajit Prasad Chhatoi	Department of Economics & Management, Khallikote University, Berhampur, Odisha
		Ms Lopamudra Behera	Interscience Institute of Management & Technology, Bhubaneswar
5	A Study of Talent Management and Its Impact on Performance of Private Banking Sector	Mr Pankaj Kumar Yadav	Department of Commerce and Business Administration, University of Allahabad,
6	Importance of HRM in Development of Business and Management	Ms Minakshi Nag Dr Ehtesham Ahmad	Department of Commerce, Khawaja Moinuddin Chishti Urdu Arbi Farsi University, Lucknow
		Mr Ankit Srivastava	Maharishi University, Lucknow, U.P.
7	Job Enlargement's Relations with Hygiene Factor of Motivation: Changing Role of HR as a Leader	Dr Sapna Sugandha	Dept. of Management Sciences Mahatma Gandhi Central University, Bihar
8	Understanding Feminine Leadership: A study of Women Manager	Ms Suchitra Upadhyay	G.B Pant Social Science Institute, Prayagraj
9	Organizational Identification: The Role of Autonomy, Emotional Climate, Guilt and Shame Proneness and Loneliness	Ms Archana Mishra Prof Deepa Punetha	Department of Psychology, University of Allahabad, Prayagraj
10	Transformational and Inclusive Leadership: The New Wave for Teacher Leaders	Ms Manisha Agarwal, Prof A. K. Mukherjee	Department of Commerce and Business Administration, University of Allahabad, Prayagraj
11	Impact of Technological Change: HR Prospective *	Ms Amrita Mishra Dr Rajesh Singh	Madan Mohan Malviya University of Technology, Gorakhpur

*Provisional

08 Feb 2020

2.30-4.00 pm

Venue: Conference Hall

Technical Session: Marketing II

Session Chair: Prof Bhagwan Singh

Session Co-chair: Dr Gairik Das

Session Coordinator: Dr A C Pandey

Session Manager: Mr Shivam Upadhyay

Rapporteur: Ms Smita Dikshit

S.N.	Title of the paper	Name of the Delegate(s)	Affiliation
1	New Communication Strategies in Marketing: Effect of Audio-Visual Marketing in Consumer Patronage and Retention	Ms Shefali Shukla	Mahatma Gandhi Kashi Vidyapeeth, Varanasi
		Deeptanshu Dwivedi	

2	Transformative Distribution Management in Rural Markets: Challenges and Opportunities for Entrepreneurs	Dr Vibhuti Tripathi, Mr Ajay Kumar Verma	School of Management Studies, Motilal Nehru National Institute of Technology Allahabad, Prayagraj
3	Green Marketing: A revolutionary Step towards Environmental Protection and Sustainability	Ms Priya Pandey	Dr. Ram Manohar Lohia Awadh University, Faizabad
4	Public Procurement System in India Through GEM: Assessment and Reforms	Mr Shivam Bajpai, Dr A. K. Malviya	Department of Commerce and Business Administration, University of Allahabad, Prayagraj
5	A Study of Impact of E-Advertising on Consumers Buying Behaviour in India	Ms Priyanka Soni, Dr Ruchi Gupta	Department of commerce Ishwar Saran Degree College, Prayagraj
6	UTAUT2 Based Predictions of Factors Influencing Young Consumers Purchase Intention to Use E- Wallet: Challenges for Innovations	Dr Akhilesh Chandra Pandey, Mr Shivam Upadhyay	Department of Commerce and Business Administration, University of Allahabad, Prayagraj
7	A Study of Consumer's Perception towards Patanjali Product	Ms Madhuri Yadav	CMP Degree College, Prayagraj
8	Mitigating Bullwhip-Effect in a Two-Echelon Supply Chain: An Optimization Model	Ms Akanksha Jaiswal, Dr J.K. Singh	Department of Commerce and Business Administration, University of Allahabad, Prayagraj

08 Feb 2020

2.30-4.00pm

Venue: MBA II year Lecture Room

Technical Session: Innovative Transformations

Session Chair: Dr Manish Arora

Session Coordinator: Dr Anvita Raghuvanshi

Session Manager: Mr Srijan Anant

Rapporteur: Mr Abhishek Kumar

S.N.	Title of the paper	Name of the Delegate(s)	Affiliation
1	Digital Inclusion and Business Innovation with Disruption: Recent Trend in the Making of Digital India	Mr Pranay Kr. Singh, Mr Avijan Dutta	Dept of Management Studies, National Institute of Technology, Durgapur
2	Digitalization in the Bancassurance Model of Distribution Opportunities & Challenges	Ms Mugdha Relan	Institute of Management Commerce & Economics, Shri Ram Swaroop Memorial University, Lucknow
3	Shenergy - 'Synergy of She-Energy': An Innovative Social Entrepreneurship Venture	Ms Sonu Dabral	Owner, Shenergy, Goa

4	Employee Wellness: Global Challenges and Innovations	Ms Nidhi Mayur	Team Lead-Cashflow Manager, Adelaide, Australia
5	Digitization as a Driver of Innovation: A Systematic Review of Literature	Mr Rahul Yadav	Department of Commerce and Business Administration, University of Allahabad
6	Role of Behavior Change Communication Strategies towards Menstrual Hygiene Practices among Young Women: A Case Study of Lucknow	Ms Sanchita Mehrotra, Dr Areena Zainub Mirza	ASCO, Amity University, Lucknow
7	A Study of Transformation of India into Virtual Banking System	Ms Deepali yadav	Department of Commerce and Business Administration, University of Allahabad
8	Changing Paradigm of Telecom Industry in India	Mr Srijan Anant, Dr Anvita Raghuvanshi	Department of Commerce and Business Administration, University of Allahabad
9	A Study on Sustainable Materials in Footwear Manufacturing	Mr Rajesh Parashar	Dept. of Footwear Technology, Footwear Design and Development Institute, Ankaleshwar, Gujarat
10	The Future Learners : Generation Z	Ms Zainab Abbas	Department of Commerce and Business Administration, University of Allahabad
11	Artificial Intelligence, Data Mining and Changing Paradigm of Business in Recent Times*	Dr Shree Prakash	Department of Commerce, DDU Government P.G. College, Saidabad

4.00-4.15 pm

TEA

08 Feb 2020

4.15-5.30 pm

Venue: Conference Hall

Technical Session: Human Resource Management II

Session Chair: Prof YS Thakur

Session Coordinator: Dr Jitendra Kumar Singh

Session Manager: Mr Vishnu Sahu

Rapporteur: Ms Akanksha Jaiswal

S.N.	Title of the paper	Name of the Delegate(s)	Affiliation
1	Changing Workplace-understanding QWL from the Perspective of EI	Ms Suchitra Srivastava	Jagannath International Management School, New Delhi
		Dr Sandhya Sinha	Maharishi University of Informtion and Technology, Lucknow
2	Application of Organizational Justice Theory to Performance appraisal- A Study Conducted in the Service sector Enterprises in Kerala	Mr Sujith A S	Department of Commerce, Bharata Mata College, Thrikkakara, Cochin, Kerala
3	Work Life Balance among Married Working Women	Ms Shagufta Ali, Dr Azra Ishrat	Amity Business School, Amity University, Lucknow

4	Impact of Employee Participation on Organisational Performance and Industrial Relations with special Reference to MNC's in India	Mr Abhay Pandey	Department of Commerce and Business Administration, University of Allahabad, Prayagraj
5	Human back into Human Resources: With the Implementation of Artificial Intelligence	Mr Devesh Pal	Department of Commerce, Allahabad Degree College, Prayagraj
6	Role of Leadership in Employee Motivation	Dr Jayanti Srivastava	Amity University, Lucknow
7	Implementation and Development of HRIS in the Banking Industry*	Ms Shivani Yadav	Department of Commerce and Business Administration, University of Allahabad
8	A Study on Holistic Approach of Motivation-Comprising the Dimension of 'Remotivation'	Mr Sanjay Kumar, Dr Pradeep Saxena	Department of Commerce, Ishwar Saran Degree College, University of Allahabad
9	Futuristic Strategies in Talent Development among Faculty in Higher Education	Ms Parvati Agrahari	Department of Commerce and Business Administration, University of Allahabad
10	Study of Micro Organisation Behaviour: A Simulation Approach	Ms Seema Rani, Dr Rajesh Singh	Madan Mohan Malviya University of Technology, Gorakhpur

08 Feb 2020

4.15-5.30 pm

Venue: MBA II year Lecture Room

Technical Session: Finance II

Session Chair: Prof Tanuj Nandan

Session Coordinator: Dr Himanshu Srivastava

Session Manager: Mr Suneel Kumar Patel

Rapporteur: Ms Bhavana Srivastava

S.N.	Title of the paper	Name of the Delegate(s)	Affiliation
1	Impact of BASEL III Implementation on the Credit Risk Management in India	Mr Chandra Shekhar	G. S. College of Commerce & Economics, Jabalpur
2	Relationship between Macroeconomic Variables and Stock Market Price of Nepalese Insurance Sector	Dr Purna Man Shrestha	Faculty of Management Mid-Western University, Surkhet, Nepal
3	Validity of CAPM in Pricing of Securities in Stock Market: A Literature Review Approach	Mr Jivesh Nandan	Department of Commerce and Business Administration, University of Allahabad
4	An Analysis of Tax Capacity and Tax Efforts in India	Mr Manohar Singh, Dr G.L. Puntambekar	Department of Commerce, Dr. Harisingh Gour Vishwavidyalaya, Sagar, M.P
5	A Study on Financial Risk Management Practices of Selected IT Companies in India	Mr Kuldip Singh, Mr Gurave Singh	Department of Commerce and Business Administration, University of Allahabad

6	Goods and Service Tax: From Implementation to Transformation	Mr Anubhav Agrawal, Prof A.K. Singhal	Department of Commerce and Business Administration, University of Allahabad
7	Evaluation of Financial Performance of Indian Public Sector Banks- A Three Dimensional Approach	Ms Shivani Singh	Department of Commerce and Business Administration, University of Allahabad, Prayagraj
8	An Impact of GST on Retailers with Special Reference to NOIDA District	Mr Ashutosh Pratap Singh	U.P. Institute of Design, Noida
		Prof Tanuj Nandan	SMS, MNNIT Allahabad
		Dr Pravin Kumar Agrawal	United Institute of Management, Prayagraj
9	Behavioural Biases: Prospects and Challenges Faced by Investment Companies*	Ms Farheen Siddiqui	Department of Commerce and Business Administration, University of Allahabad

*Provisional

08 Feb 2020

04.15-5.30 pm

Venue: Rajshekhar Hall

Technical Session: Entrepreneurship

Session Chair: Prof Geetika

Session Coordinator: Dr Archana Singh

Session Manager: Ms Shalini Kushwaha

Rapporteur: Ms Aparna Shukla

S.N.	Title of the paper	Name of the Delegate(s)	Affiliation
1	The Role of Management Education for the Promotion of Entrepreneurship Development	Dr Bhim Bahadur Khadka	Faculty of Management, Mid-Western University, Nepal
2	Fitness Niche that Transformed Wellness for Women	Ms Kompal Gaur	Owner Kompal's Fitness, Noida
3	Challenges faced by Startup Businesses: A Study of Madhya Pradesh	Ms Neetu Kushwaha, Prof G.L. Puntambekar	Department of Commerce, Dr. Harisingh Gour Vishwavidyalaya, Sagar, M.P.
4	Entrepreneurship/Startups: Concept, Opportunities and Challenges	Ms. Padma Mishra	Karamat Hussain Muslim Girls P.G. college, Lucknow University, Lucknow
5	Innovation and Futuristic Practices in Business and Management with Reference to Indian Start- Ups	Mr Meghwant Singh Thakur, Ms Swasti Singh, Ms Mohsina Bano, Mr Shubham Dadariya	Dept of Business Management, FMS, Dr Harisingh Gour University, Sagar, MP
6	Ease of Doing Business: Can India be among the Top 50?	Ms Vartika Awasthi	Department of Commerce, Dr. Ram Manohar Lohia Avadh University, Ayodhya

7	Startups in Elementary Education: A Study of Jaunpur City	Mr Prateek Kr. Singh	Prasad Group of Institutions, Jaunpur
		Mr Sushil Kumar	V.B.S. Purvanchal University, Department of Financial Studies, Jaunpur
8	Entrepreneurial Skills for Entrepreneurship Development in a VUCA world	Ms Anjali Kushwaha	Department of Commerce and Business Administration, University of Allahabad
09 February 2020			
9.00-10.00 am		BREAKFAST	
09 Feb 2020		10.00 -11.30am	Venue: Rajshekhar Hall
Technical Session: Marketing III			
Session Chair: Prof Deepak Chandra			
Session Coordinator: Dr Jitendra Kumar Singh			
Session Manager: Mr Vishnu Sahu		Rapporteur: Ms Akanksha Jaiswal	
S.N.	Title of the paper	Name of the Delegate(s)	Affiliation
1	Consumer Reaction about Online Behavioural Advertising: A Conceptual Study	Ms Shradha Jain, Prof H. C. Purohit	School of Management, Doon University, Dehradun
2	The Marketing Challenges of 'COSTCO'	Mr Abhishek Kumar, Dr Sanjay Kumar Kar, Dr Saroj Kumar Mishra, Dr Rohit Bansal	Department of Management Studies, Rajiv Gandhi Institute of Petroleum Technology, Amethi, Uttar Pradesh
3	A Study to Understand the Impact of Visual Merchandising on Customers Buying Behaviour in Select Organized Retail Apparel Outlets in West Bengal	Dr Gairik Das, Ms Sohini Dutta	Indian Institute of Social Welfare and Business Management, Kolkata, West Bengal
4	Urban Clap Partners: A Status Swivel on the Cards?	Dr. Ginni Chawla, Ms. Anneka Marian Cardoza, Ms. Harrshit M Kansal, Ms. Nidhi Divyesh Shah, Ms. Padma Priya, Ms. Parth Sood, Ms. Sagar Venkateshwar Nemani, Ms. Sonali Jindal, Ms. Varsha T V	Indian Institute of Foreign Trade, New Delhi
5	Managing in the VUCA World: Walking the Tightrope of Complexity and Chaos	Dr Deepti Sinha	Jagan Institute of Management Studies, Greater NOIDA
		Dr Sachin Sinha	Sharda University, Greater NOIDA
6	How Relevant are Management Courses? (A Study of Some Institutions of Allahabad City)	Ms Rukmani, Prof S K Pant	G B Pant Social Science Institute, Prayagraj

7	Online and Traditional Advertising: A Study of Prayagraj District	Mr Vishnu Sahu	Department of Commerce and Business Administration, University of Allahabad
8	Digital Transformation: An Independent Variable Enhancing Competitive Stance	Mr Ajay Kumar Yadav	Department of Computer Application, United Institute of Management, Prayagraj
		Dr Anshul Pandey	Department of Business Administration, United Institute of Management, Prayagraj
		Mr Rohit Kumar Vishwakarma	Rabindra Nath Tagore University, Bhopal
9	Exploring the Impact of Branding on Consumer Buying Behavior	Ms Ekta Singh	Department of Commerce and Business Administration, University of Allahabad
09 Feb 2020			
		10.00-11.30 am	Venue: Conference Hall
Technical Session: Economy and Rural Management			
Session Chair: Prof KN Bhatt			
Session Coordinator: Dr Ekta Verma			
Session Manager: Mr Manish Kumar Yadav and Mr Vibhu Singh			Rapporteur: Ms Reetu Singh
S.N.	Title of the paper	Name of the Delegate(s)	Affiliation
1	Industrial transformation – Gain an Edge in the world of Industry 4.0: A Reference to India	Ms Priya Malviya	Dr. Ram Manohar Lohia Avadh University, Faizabad
2	Sangam Cluster Level Federation: A Journey from Deprivation to Possession	Ms Sujata Rani	Bihar Rural Livelihoods Promotion Society, Patna, Bihar
		Mr Pratyush Gaurav	Women Development Corporation, Patna, Bihar
3	Banking and Digitilization in India: A Key to Economic Growth	Ms Anupma Shukla, Dr Ruchi Gupta	Department of Commerce, Ishwar Saran Degree College, Prayagraj
4	Impact and Challenges of Rural Development on Indian Economy in Recent Trends	Mr Rakesh Kumar, Ms Simran Singh	Department of Commerce and Business Administration, Central University of South Bihar, Gaya, Bihar
5	Building Entrepreneur Friendly Community for Upliftment of Indian Agriculture	Ms Sunita Rai	Allahabad Degree College, Prayagraj
6	Impact of ICT on Digital Economy and Rural Transformation	Ms Smita Dikshit	Department of Commerce and Business Administration, University of Allahabad
7	Contribution of Digital Money in the Evolution of Indian Economy	Dr Vipin Kumar, Mr Saurav Kumar	Department of Economics, HN HNB Garhwal University, Srinagar, Garhwal

8	Value Creation in Agricultural Supply Chain: Minimising the Bullwhip Effect	Ms Tooba Ahmed, Prof Salma Ahmed	Faculty of Management Studies and Research, Aligarh Muslim University, Aligarh
9	Role of Startup India Scheme in Employment Generation and Sustainable Development – An Analysis	Mr Balwant Kumar Bari	Department of Commerce and Business Administration, University of Allahabad, Prayagraj
10	A Study on Working of Government Institutions in Rural Areas	Ms Prashasti Keshari	Department of Commerce and Business Administration, University of Allahabad

09 Feb 2020

10.00 -11.30 am

Venue: MBA II year Lecture Room

Technical Session: Human Resource Management III

Session Chair: Prof Deep Rawal

Session Coordinator: Dr A C Pandey

Session Manager: Mr Anshuman Singh

Rapporteur: Mr Ravi Mohan Lal

S.N.	Title of the paper	Name of the Delegate(s)	Affiliation
1	Employee Welfare Benefits and Turnover Intention of Employees in Diesel Locomotive Works (DLW), Varanasi	Dr Sanaya Khanna	Faculty of Commerce Banaras Hindu University, Varanasi
2	Evaluation of Core Competencies for Indian E-Commerce Entrepreneurs: A Comprehensive Literature Review	Dr Vibhuti Tripathi, Ms Akshita Dwivedi	SMS, Motilal Nehru National Institute of Technology Allahabad
3	Training and Development: A Tool in Making Creative and Innovative Organisation	Ms Saloni Keshari, Dr Sarika Sushil	Department of Commerce, C.M.P. Degree College, Prayagraj
4	Core Competencies: A Tool for Competitive Advantage	Ms Aayushi Mishra	Department of Commerce and Business Administration, University of Allahabad
5	A Study on Employees's Attitude and Stress Towards Organizational Development	Ms Saumya Jaiswal, Dr Pradeep Saxena	Department of Commerce, Ishwar Sharan Degree College, Prayagraj
6	Future Belongs to Flexible Workplaces	Ms Shalini Raj, Dr Manish Kumar Sinha	Department of Commerce, C.M.P. Degree College, Prayagraj
7	Organizational Innovative Practices as Drivers of Employee Engagement	Ms Jyoti	Department of Commerce and Business Administration, University of Allahabad
8	Concept and Determinants of Presenteeism	Ms Megha Bhatt, Dr Smita Tripathi	SOM, Doon University, Dehradun

9	The Role of Green Human Resource Management in Environmental Sustainability in India	Mr Prakhar Ghosh	Department of Commerce and Business Administration, University of Allahabad, Prayagraj
10	Empowerment and Transformational Leadership Responsible for Employee Performance in Hotel and Restaurant Industry	Dr Enid Masih*	Joseph Institute of Business Studies & Commerce, SHUATS, Prayagraj
*Provisional			
09 Feb 2020		11.30- 1.00 pm	Venue: Rajshekhar Hall
Technical Session: Finance III			
Session Chair: Prof PS Tripathi			
Session Coordinator: Dr Archana Singh			
Session Manager: Ms Shalini Kushwaha		Rapporteur: Ms Aparna Shukla	
S.N.	Title of the paper	Name of the Delegate(s)	Affiliation
1	Investor-Unicorn Ties: A Structural Analysis of Investment Linkages	Dr Srividya Raghavan	GMR Group, Indore
		Mr Srinivasa Raghavan	IIM-Indore, Indore
2	Financial Knowledge and Inclusive Growth	Mr Dharmendra Yadav	G. B. Pant Social Science Institute, University of Allahabad, Prayagraj
3	GST in India: Basic Concepts and Features	Ms Bhavana Srivastava	Department of Commerce and Business Administration, University of Allahabad, Prayagraj
4	Cointegration and Dynamic Interlinkages of Stock Markets: Evidence from Indian and American Stock Market	Dr Archana Singh, Ms Shalini Kushwaha	Department of Commerce and Business Administration, University of Allahabad, Prayagraj
5	Mergers in Indian Banking Sector: Recent Trends, Motives and Issues	Ms Hargun Sahni	Department of Commerce and Business Administration, University of Allahabad, Prayagraj
6	Impact of Exchange Rate Movements on India's Exports	Ms Jyoti	GB Pant Social Science Institute, Prayagraj
7	The Co-Existence of Efficient Market Hypothesis and Behavioural Finance	Ms Aparna Shukla	Department of Commerce and Business Administration, University of Allahabad, Prayagraj
8	Merger in Indian Banking Sector: Issues and Challenges	Ms Surabhi Kesarwani	Department of Commerce and Business Administration, University of Allahabad

09 Feb 2020		11.30- 1.00pm		Venue: Conference Hall	
Technical Session: Human Resource Management IV					
Session Chair: Prof Neena Kohli					
Session Coordinator: Dr Sarita Maxwell					
Session Manager: Mr Anant Upadhyay				Rapporteur: Ms Garima Singh	
S.N.	Title of the Paper	Name of the Delegate(s)	Affiliation		
1	Effectiveness of Performance Appraisal Practices in Sugar Mills in Uttar Pradesh	Mr Saurabh Singh	Department of Commerce and Business Administration, University of Allahabad,		
2	Co-Working: Refurbishing Indian Workplaces	Ms Yashi Jaiswal, Dr Manish Kumar Sinha	Department of Commerce, C.M.P. Degree College, University of Allahabad, Prayagraj		
3	The Impact of Employer Branding on Employee Retention	Ms Garima Singh	Department of Commerce and Business Administration, University of Allahabad		
4	Role of Ethical Climate and Moral Courage in Moral Decision Making	Ms Shreshtha Yadav, Prof Neena Kohli	Department of Psychology, University of Allahabad, Prayagraj		
5	Role of CSR in Employer Branding	Ms Sameeksha Madan	Department of Commerce and Business Administration, University of Allahabad		
6	Development and Validation of Thematic Apperception Test (TAT) for Assessment of Managers like Quality	Dr Shashi Kant Mishra	DRDO Scientist, Prayagraj		
7	A Study on Employee Retention Strategies of an Organisation with Special Reference to Job Satisfaction	Ms Ayushi Agarwal	Department of Commerce and Business Administration, University of Allahabad		
		Mr Sumit Kumar Singh	Department of commerce, M.B.G.P.G. College Haldwani Kumaun University, Nainital		
8	Performance Evaluation of Employee Working in Manufacturing Organizations*	Ms Rashmi Gupta, Dr Rajesh Singh	Madan Mohan Malviya University of Technology, Gorakhpur		
9	HR Policies and Practices: A Conceptual Study*	Ms Shreya Bhardwaj, Ms Ikshu Chauhan, Dr Vaishali	School of Management, Doon University, Dehradun, Uttarakhand		
*Provisional					
1.00-2.30 pm		LUNCH			
2.30-4.00 pm		Valedictory Session			