



Sujata Lodhi <sujata_lodhi@scmhrd.edu>

Spreadsheet shared with you: "Schedule S-Team 2023.xlsx"

Dipasha Sharma (via Google Sheets) <dipasha_sharma@scmhrd.edu>
Reply-To: Dipasha Sharma <dipasha_sharma@scmhrd.edu>
To: staff_group@scmhrd.edu

Tue, Sep 5, 2023 at 11:16 AM

Dipasha Sharma shared a spreadsheet



Dipasha Sharma (dipasha_sharma@scmhrd.edu) has invited you to **edit** the following spreadsheet:

Dear Team,

As discussed please see the schedule, and go to the tab 13th and 14th September to fill the MS TEAM links as discussed please do the needful as per following deadlines :

MS TEAM links - by 7th Sep

Email to respective participants - by 8th Sep/9th Sep

Arrangement of videos : by 12th Sep

 Schedule S-Team 2023.xlsx

Open

Google LLC, [1600 Amphitheatre Parkway, Mountain View, CA 94043, USA](#)

You have received this email because dipasha_sharma@scmhrd.edu shared a spreadsheet with you from Google Sheets.

Google Workspace

Date/ Slot	9:30 -11:00	11:30-1:00	1:00- 2:00	2:00- 3:00	3:15-3:30	3:30-5:00
11.9.2023		<p align="center">3.5 hours Pre-Conference Workshop Dr Vishal Gupta, IIM Ahmedabad on Mixed Method Research Email: vishal@iima.ac.in (11:00 AM - 3:30 PM)</p>				
	Zoom Link	https://zoom.us/j/94015575330?pwd=UytubTN1UHhp3NldMdnFKnkUzOEE1Zz09				
12.9.2023		Inaugural Session	Lunch break	Editorial Conclave with International Journal of Logistic Management (2:00 PM-3:00 PM) Britta Gammelgaard, Editor-in-Chief, IJLM, Professor-Copenhagen Business School Email: bg.om@cbs.dk		
	Zoom Link	https://zoom.us/j/97349641236?pwd=c3d6Ym9Cck5QVmNaK1qxNlpjWjVkdz09	Zoom Link	https://zoom.us/j/92184725299?pwd=VDVbQWVlSTNGZlUw5emsvQW9QaUk5QT09		
13.9.2023		12 presentations (2 parallel tracks for HR, BA, IDM, MKT, ANA,Fin)	Lunch break	12 presentations (2 parallel tracks for HR, BA, IDM, MKT, ANA)+ 1 track for Fin (5 presentation	Tea break	10 presentations (2 parallel tracks for HR, BA, IDM, MKT, ANA)
14.9.2023			Lunch break	16 presentations (2 parallel tracks for HR, BA, MKT, ANA)	Tea break	Editorial conclave with Journal of Business Research Dipayan Biswas, Editor-in-chief, JBR and Professor-USF Muma College of Business (Email: dbiswas@usf.edu) Kleijnen, M.H.P , Editor-in Chief, JBR and Professor-Vrije Universiteit Amsterdam (Email: https://zoom.us/j/95579862891?pwd=TXNnNzJlYVGFsOGNlUnQvWlNwaGNsZz09)
15.9.2023		3 hours Session with Stephanie Bryant and Amy Memon for faculty only (11:30 AM to 2: 30 PM)			Tea break	Editorial conclave with Human Relation Journal, Smriti Anand, Professor of Management at IIT Stuart School of Business (Email: sanand12@stuart.iit.edu) Dr. Chad Chiu, Associate Professor in Leadership, University of Adelaide (Email: chad.chiu@adelaide.edu.au) DR. Yasin Rofcani, Professor of Human
					Zoom Link	https://zoom.us/j/94592968246?pwd=M3paWkVmcmlDdXR6aDF0bm95YXRyUT09
16.09.2023		Valedictory Function (11:30- 12:30)				
	Zoom Link	https://zoom.us/j/94287530163?pwd=akNMWEE0dC8vQnZSeXlDOGdXlORVZz09				

Number	Title	Date	Start time	Duration	Kind	Description
11th September, 2023						
2	Pre-Conference Workshop	2023-09-11	11:00	210	panel	Workshop on Mixed Method Research
12th September, 2023						
3	Inaugural Session	2023-09-12	11:30	90	panel	Welcome Address: Prof (Dr) Netra Neelam,
	Lunch Break	2023-09-12	13:00	60	lunch	
4	Plenary Session	2023-09-12	14:00	60	60	Editorial Conclave with International
13th September, 2023						
5A	Day 3 Slot 1- IDM	2023-09-13	11:30	90	presentations	Sustainable Urban Infrastructure for Future
5B	Day 3 Slot 1- IDM Parallel	2023-09-13	11:30	90	presentations	Sustainable Urban Infrastructure for Future
5C	Day 3 Slot 1- HR Parallel	2023-09-13	11:30	90	presentations	Digital Disruptions and Sustainable HR
5D	Day 3 Slot 1- HR Parallel	2023-09-13	11:30	90	presentations	Digital Disruptions and Sustainable HR
5E	Day 3 Slot 1- Fin Parallel	2023-09-13	11:30	90	presentations	Evolving Face of Finance with AI,
5F	Day 3 Slot 1- Fin Parallel	2023-09-13	11:30	90	presentations	Evolving Face of Finance with AI,
5G	Day 3 Slot 1- BA Parallel	2023-09-13	11:30	90	presentations	AI, Digitization, Sustainable Development
5H	Day 3 Slot 1- BA Parallel	2023-09-13	11:30	90	presentations	AI, Digitization, Sustainable Development
5I	Day 3 Slot 1- Mkt Parallel	2023-09-13	11:30	90	presentations	Reimagining Marketing in the Era of Digital
5J	Day 3 Slot 1- Mkt Parallel	2023-09-13	11:30	90	presentations	Reimagining Marketing in the Era of Digital
	Lunch Break	2023-09-13	13:00	60	lunch	
6A	Day 3 Slot 2- IDM	2023-09-13	14:00	60	presentations	Sustainable Urban Infrastructure for Future
6B	Day 3 Slot 2- HR Parallel	2023-09-13	14:00	60	presentations	Digital Disruptions and Sustainable HR
6C	Day 3 Slot 2- HR Parallel	2023-09-13	14:00	60	presentations	Digital Disruptions and Sustainable HR
6D	Day 3 Slot 2- BA Parallel	2023-09-13	14:00	60	presentations	AI, Digitization, Sustainable Development
6E	Day 3 Slot 2- BA Parallel	2023-09-13	14:00	60	presentations	AI, Digitization, Sustainable Development
6F	Day 3 Slot 2- Mkt Parallel	2023-09-13	14:00	60	presentations	Reimagining Marketing in the Era of Digital
6G	Day 3 Slot 2- Mkt Parallel	2023-09-13	14:00	60	presentations	Reimagining Marketing in the Era of Digital
	Coffee Break	2023-09-13	15:00	30	Tea	
7A	Day 3 Slot 3- HR Parallel	2023-09-13	15:30	60	presentations	Digital Disruptions and Sustainable HR
7B	Day 3 Slot 3- HR Parallel	2023-09-13	15:30	60	presentations	Digital Disruptions and Sustainable HR
7C	Day 3 Slot 3- BA Parallel	2023-09-13	15:30	60	presentations	AI, Digitization, Sustainable Development
7D	Day 3 Slot 3- BA Parallel	2023-09-13	15:30	60	presentations	AI, Digitization, Sustainable Development
7E	Day 3 Slot 3- Mkt Parallel	2023-09-13	15:30	60	presentations	Reimagining Marketing in the Era of Digital
7F	Day 3 Slot 3- Mkt Parallel	2023-09-13	15:30	60	presentations	Reimagining Marketing in the Era of Digital
14th September, 2023						
8A	Day 4 Slot 1- Mkt Parallel	2023-09-14	14:00	60	presentations	Reimagining Marketing in the Era of Digital
8B	Day 4 Slot 1- Mkt Parallel	2023-09-14	14:00	60	presentations	Reimagining Marketing in the Era of Digital
	Coffee Break	2023-09-14	15:00	60	coffee break	
9	Plenary Session	2023-09-14	16:30	60	panel	Editorial conclave with Journal of Business
15th September, 2023						
17	Plenary Session	2023-09-15	16:30	60	panel	Editorial conclave with Human Relation
16th September, 2023						
	Valedictory Function	2023-09-16	11:30	60	social	Dr Dipasha Sharma, Associate Professor

13th September, 2023						
Track No	Track ID	Time	Track Title	Internal Panelist	External Panelist	Email ID of External Panelists
5A	Day 3 Slot 1- IDM	11:30-13:00	Sustainable	Dr. Kedar Bhagvat	Dr Ravi Sharma	ravi.sharma@siib.ac.in
5B	Day 3 Slot 1- IDM Parallel	11:30-13:00	Sustainable	Prof. Sameer Gujjar	Dr Hemraj Lamkuche	hemraj.lamkuche@gmail.com
5C	Day 3 Slot 1- HR Parallel	11:30-13:00	Digital	Dr. Pooja Sharma	Dr. Jaya Chitranshi, SIMS-Mob	jaya.chitranshi@sims.edu
5D	Day 3 Slot 1- HR Parallel	11:30-13:00	Digital	Dr. Monica Kunte	Dr. Dharmesh Mishra, SIIB -99	dharmesh.mishra@siib.ac.in
5E	Day 3 Slot 1- Fin Parallel	11:30-13:00	Evolving	Dr. Panakj Sharma	Dr. Sunit Joshi	sunit_joshi@scmhrd.edu
5F	Day 3 Slot 1- Fin Parallel	11:30-13:00	Evolving	Dr. Manoj Kumar Panda	Dr. Shagun Thukral	shagun_thukral@scmhrd.edu
5G	Day 3 Slot 1- BA Parallel	11:30-13:00	AI,	Dr. Suhas Ambekar	Dr. Anil Jadhav	anil@scit.edu

5H	Day 3 Slot 1- BA Parallel	11:30-13:00	AI,	Dr. Nimisha Singh	Dr. Ajey Kumar	ajeykumar@scit.edu
5I	Day 3 Slot 1- Mkt Parallel	11:30-13:00	Reimagining	Dr.Vaishali Mahajan	Dr.Sujata Joshi	sjoshi@sidtm.edu.in
5J	Day 3 Slot 1- Mkt Parallel	11:30-13:00	Reimagining	Dr.Yogesh Mahajan	Dr.Semila Fernandes	semila.fernandes@sibm.edu.in
	Lunch Break	2023-09-13	13:00	60	lunch	
6A	Day 3 Slot 2- IDM	14:00-15:00	Sustainable	Dr. Kedar Bhagwat	Dr Ravi Sharma	ravi.sharma@siib.ac.in
6B	Day 3 Slot 2- HR Parallel	14:00-15:00	Digital	Dr. Vinita Sinha	Dr. Sunali Bindra	sunali_bindra@scmhrd.edu
6C	Day 3 Slot 2- HR Parallel	14:00-15:00	Digital	Dr. Pooja Sharma	Prof. Sanjay Bhattacharya, XI	sanjay@xim.edu.in
6D	Day 3 Slot 2- BA Parallel	14:00-15:00	AI,	Dr. Nimisha Singh	Dr. Mugdha Kulkarni	mugdha@scit.edu
6E	Day 3 Slot 2- BA Parallel	14:00-15:00	AI,	Dr. Suhas Ambekar	Prof. Sunit Joshi	sunit_joshi@scmhrd.edu
6F	Day 3 Slot 2- Mkt Parallel	14:00-15:00	Reimagining	Dr.Sanjata Patil	Dr.Sujata Joshi	sjoshi@sidtm.edu.in
6G	Day 3 Slot 2- Mkt Parallel	14:00-15:00	Reimagining	Dr. Sanjeev	Dr.Semila Fernandes	semila.fernandes@sibm.edu.in
	Coffee Break	2023-09-13	15:00	30	Tea	
7A	Day 3 Slot 3- HR Parallel	15:30-16:30	Digital	Dr. Vinita Sinha	Dr. Sunali Bindra	sunali_bindra@scmhrd.edu
7B	Day 3 Slot 3- HR Parallel	15:30-16:30	Digital	Dr. Monica Kunte	Dr. Natashaa Kaul	natashaa_kaul@scmhrd.edu
7C	Day 3 Slot 3- BA Parallel	15:30-16:30	AI,	Dr. Manohar Kapse	Dr. Manoj Panda	manojkumar_panda@scmhrd.edu
7D	Day 3 Slot 3- BA Parallel	15:30-16:30	AI,	Dr. Nimisha Singh	by Dr Anil Jadhav	mandaar@scit.edu / anil@scit.edu
7E	Day 3 Slot 3- Mkt Parallel	15:30-16:30	Reimagining	Dr. Vinod Sharma	Dr.Yogesh Mahajan	yogesh_mahajan@scmhrd.edu
7F	Day 3 Slot 3- Mkt Parallel	15:30-16:30	Reimagining	Dr. Sanjeev	Dr.Kanchan Patil	dydirector@scit.edu

11:30-12:30	5A	Day 3 Slot 1- IDM Parallel Track 1				
	Paper ID	Title	Author	Email	Name of 2nd Author	Email
11:30-11:40	1	Climate Change & Smart Cities Alliance	Aditi Singh	aditisinghcas@gmail.com		
11:40-11:50	18	Designing Sustainable Cities: A Pathway to a Greener Tomorrow	Karnika Shrivastava	Karnikashrivastava.2021@scmsbengaluru.siu.edu.in		
11:50:12:00	21	Thematic Review of Climate Policies with reference to CO2 and Energy Consumption across G20 Countries	Dr Purwa Deshpande	drpurvadeshpande@gmail.com	Vaishnavi Bharat Kalaskar	vaishnavikalaskar2001@gmail.com
12:00-12:10	23	ROOFTOP SOLAR POWER AS AN ENERGY OPTION AT HOUSEHOLD LEVEL: A STUDY OF ITS ADOPTION IN SMART CITY AREA OF PUNE	Ramakrishna Nallathiga	ramakrishna@nicmar.ac.in	Sandeep Dwivedi	
12:10-12:20	26	Placement Potential for Infrastructure Management Students	Dr Kedar Bhagwat	kedar_bhagwat@scmhrd.edu	Dr Sonali Bhattacharya	sonali_bhattacharya@scmhrd.edu

11:30-12:30	5B	Day 3 Slot 1- IDM Parallel Track 2				
	Paper ID	Title	Author	Email	Name of 2nd Author	Email
11:30-11:40	S14	Soil Fertility Management	Vishwajeet Yadav	vishwajeetyadav_mbaidm2022@scmhrd.edu	Tamojit Guhamajumdar	
11:40-11:50	S33	Affordable housing in urban India	Cyril Eldho	cyrieldho_mbaidm2022@scmhrd.edu	Aniket Sable	
11:50:12:00	S34	Decrypting ESG Reporting of Top 50 Indian Companies	Arghyadeep Sinha	arghyadeepsinha_mbaidm2022@scmhrd.edu	NA	
12:00-12:10	S42	Flowing against the current : Analysis of sustainable building construction	Abhijith P	abhijitp_mbaidm2022@scmhrd.edu	Arjun S	
12:10-12:20	S73	Review on India's Five Busiest Metros	Aahish Dwivedi	ashishdwivedi_mbaidm2022@scmhrd.edu	Kedar Bhagwat	

12:20-12:30	S74	Use of Biotechnology and Nanotechnology for wastewater treatment	Navdeep Singh	navdeepsingh_mbaidm2022@scmhrd.edu	Pranjal Chandola	
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11:30-12:30	5C	Day 3 Slot 1- HR Parallel Track 1					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
11:30-11:40		A Bibliometric Review on Technostress: Performance and Scientific Approach	Dr Gaurav Katoch	gkatoch1@gmail.com	Dr Sukhmeet Kaur	sukhmeetkaur9686@gmail.com	
11:40-11:50		Perception of Applicants on the usage of Social Networking Sites as a Screening Tool	Meghana Lohumi	meghana_23@live.in	Naval Lawande	naval.lawande@gmail.com	
11:50-12:00		Systematic Literature Review Digital Innovation embedding in Organizational Functions & Processes: A Review, Synthesis & Future Agenda	Sachin Kulkarni and Vinita Sinha	kulkarnisachin.2006@gmail.com	Dr. Vinita Sinha	vinita_sinha@scmhrd.edu	
12:00-12:10		Prophetic Part of Job Satisfaction on Organisational Citizenship Behaviour	Kalpna Venugopal	kalpijay@gmail.com	Dileep Kumar Mohanachandran	prof.dr.dil@gmail.com	mk10oct@gmail.com
12:10-12:20		Analyzing the moderating role of Digital Task Interdependence between Green Talent Management and Talent Related Outcomes	Bimal Deep Singh	bdsitm@gmail.com	Dr. Sukhpreet Kaur	sukhpreet.kaur@chitkara.edu.in	
12:20-12:30	S115	An examination into the role that marketing communications has played in elevating the Indian Premier League (IPL) to become the second most valuable sporting league globally	Arjun Singla	arjunsingla_mba2022@scmhrd.edu	Bhamti Sharma		
12:30-12:40	S116	Does a hybrid workplace promise an enhanced employee experience in the IT industry?	Aiysha Ramola	aiysharamola_mba2022@scmhrd.edu	Alice Priyanka Kulla		

11:30-12:40	5D	Day 3 Slot 1- HR Parallel Track 2					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
11:30-11:40		Narratives on Experiences with Future of Work: The Case of an Indian Food Delivery Start-up	Dr. Soumya G. Rajan	soumya.rajan@tiss.edu	Ms. Ankita Krishna More	moreankitak@gmail.com	
11:40-11:50		From Intentions to Action: How Behavioral Intentions Shape Employee Performance through Digital Learning?	Sandeep Gajendragadkar	sandeep.phd22@gmail.com	Rachna Arora	rachnaarora.phd@gmail.com	
11:50-12:00		Employee Experience and Activism: The influence of Stakeholder Management in Hybrid Work		supriti.malhotra@scmc.edu.in	Dr. Anurupa Ghatge	anurupa.ghatge@ssla.edu.in	
12:00-12:10		Predicting the Influence of Moonlighting to Work-Life Balance and Employee Turnover	Nodira Iskhakova	nodira.iskhakova@gmail.com	Dildara Gapparova	dgapparova@wiut.uz	mk10oct@gmail.com

12:10-12:20	38	Teleworking and Mental Health Problems during COVID-19 Outbreak	1Dr.Manoj Hudnurkar	manoj_hudnurkar@scmhrd.edu	Suhas Ambekar		
12:20-12:30	40	Deciphering Themes and Trajectories: A Bibliometric Study on Learning Design & Technology over Four Decades	Shikha Mann	shikha.sindhu@indiraibs.ac.in	Sakshi Mann	sakshi.mann@indiraippgdm.edu.in	
12:30-12:40	4	Redefining Boundaries: Exploring the Evolving Dynamics of Human Relations in IT Companies and Human-Computer Interaction (HCI)	Dr.Sivarethin amohan. R	sivarethinamohan@scmsbengaluru.siu.edu.in			

11:30-12:40	5E	Day 3 Slot 1- Fin Parallel Track 1					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
11:30-11:40	15	- Use of Gamification for Financial Behavioural Change: Enhancing Financial Learning	Aarti Vyas	profaartivyas@gmail.com	Dr Arpita Sharma	arpitasharma@sibm.edu.in	
11:40-11:50	19	LEADERSHIP EFFECTIVENESS, SUSTANABLE PERFORMANCE AND BANKING FRAUD: A CONCEPTUAL FRAMEWORK	ISHANI CHAKRABORTY	cishani2020@gmail.com	Dr. Saboohi Nasim	saboohinasim@gmail.com	
11:50:12:00	27	Critical Analysis of Impacts of Fraud on Large-cap Equity Mutual Fund in India.	Pritesh Arte	pritesh.art@gmail.com	Mugdha Kulkarni	mugdha@scit.edu	
12:00-12:10	S22	A MEASUREMENT OF FINANCIAL SUCCESS POST-CPSE-TO-CPSE SALES	Kevin James	kevinjames_mba2022@scmhrd.edu	NA		
12:10-12:20	S46	Impact of ESG on a firm's performance across geographies	Dhara Jhala	dharajhala_mba2022@scmhrd.edu	Neeha Mhate		
12:20-12:30	S56	Significance of Corporate Social Responsibility for attracting Foreign Investment	Saksham Bhakkad	sakshambhakkad_mba2022@scmhrd.edu	Rohit Sonawane		

11:30-12:30	5F	Day 3 Slot 1- Fin Parallel Track 2					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
11:30-11:40	S58	Impact of Oil price fluctuation on Indian Stock market	Lakshay Narang	lakshaynarang_mba2022@scmhrd.edu	Jigyasha Chawla		
11:40-11:50	S65	IMPACT OF MOVEMENT IN THE INTEREST RATES ON VOLATILITY IN NSE-500	Yatin Dang	yatindang_mba2022@scmhrd.edu	Srashti Gupta		
11:50:12:00	S83	Decoding the Dance: Unravelling the Dynamic Relationship between Cryptocurrency and India's Nifty 50	Ashish Bagewadi	ashishbagewadi_mba2022@scmhrd.edu	Ashwin Kalra		
12:00-12:10	S89	The Effect of the ESG-Rating of Publicly Listed Companies on its Return on stocks	Mohit Dhamarikar	mohitdhamarikar_mba2022@scmhrd.edu	Akshat Jain		
12:10-12:20	S113	Impact of financial crises on the investment patterns of retail investors in India.	Raj Kanabar	rajkanabar_mba2022@scmhrd.edu	Pallav Gupta		
12:20-12:30							

11:30-12:30	5G	Day 3 Slot 1- BA Parallel Track 1					
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	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
11:30-11:40	8	Artificial Intelligence Application in Rice value chain in India – Prospects and Challenges	Dr. Viraja Prasanna Bhat	viraja@siib.ac.in	Mr. Prasun Roy	prasunroy21@gmail.com	
11:40-11:50	9	A feature selection approach to Determine 'Cost to the Company' of Management Graduates	Manohar Kapse	manohar_kapse@scmhrd.edu	Vinod Sharma	sharmavins@gmail.com	NA
11:50-12:00	10	Readiness of Indian farmers for smartphone adoption in Agricultural Practices	Dr. Viraja Prasanna Bhat	viraja@siib.ac.in	Mr. Sayan Sathapathy	sayan.satpathy2021@siib.ac.in	
12:00-12:10	12	Exploring the Factors Influencing Continued Usage Intention of Health and Fitness Apps	Ruchi Payal	Ruchi61219@gmail.com	Vinod Sharma	sharmavins@gmail.com	mk10oct@gmail.com
12:10-12:20	17	Factors Influencing the Consumption of Organic Food Products: A Study in Indian Context	Bedanta Tamuly	t.bedanta101@gmail.com	Dr. Kuldeep Baishya	kuldeep.baishya@iitg.ac.in	
12:20-12:30	24	Sports Artificial Intelligence: The Legal and Managerial Challenges	Dr. Aarti Kalnawat	aartikalnawat@slnagpur.edu.in	Dr. Nuzhat Rizvi	nuzhatrizivi@slnagpur.edu.in	prashantdhage@slnagpur.edu.in

11:30-12:30	5H	Day 3 Slot 1- BA Parallel Track 2					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
11:30-11:40	25	A qualitative study on the use of Unified payments Interface (UPI) by urban poor households	NEELAM	neelamahirwal16@gmail.com	Dr. Mugdha Kulkarni	mugdha@scit.edu	
11:40-11:50	31	THE EFFECT OF IMPORT CURB ON EXPORT - A GENERAL EQUILIBRIUM ANALYSIS	Srijanie Banerjee	srijanie_banerjee@scmhrd.edu	Manish Sinha	manish_sinha@scmhrd.edu	
12:00-12:09	32	Assessing Sustainable Development Goals (SDGs) Alignment in High and Low-Polluting Industries: A Comparative Text Analysis of Sustainability Reports	Bethu Medhini	medhinibethu@gmail.com	Elangovan N	elangovan.n@christuniversity.in	
12:00-12:10	34	Integration of Structural Equation Modeling and Machine learning in Supply Chain Management	Dr. Sandeep L. Sarkale	sarkalesandeep@gmail.com	Dr.Hetal N.Bhinde	hetalb19@gmail.com	
12:10-12:20	36	An Investigation of Financial Attitude and Behavior Dimensions of Financial Literacy for Harnessing Technology Solutions	Dr. Ardhendu Shekhar Singh	shekhar.ardhendu@ssbf.edu.in	Dr. Neha Parashar	director@ssbf.edu.in	lelith.daniel@smcw.siu.edu.in
12:20-12:30	37	AI-Enhanced Waste Reduction Strategies in Sustainable Supply Chains for Agriculture Input Suppliers	Dr.Hetal N.Bhinde	hetalb19@gmail.com	hetalb19@gmail.com	sarkalesandeep@gmail.com	ahs.nsk@gmail.com

12:30-12:40	41	Transitioning from CRM to Social CRM: Case study of Healthcare Companies in India	Ashim Kumar Ghosh	connect2.tms@gmail.com	Manohar Kapse	manohar_kapse@scmhrd.edu	
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11:30-12:30 5I Day 3 Slot 1- Mkt Parallel Track 1							
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
11:30-11:40	11	Seller Bias in Indian E-commerce Marketplace	M Praveen Satyanarayana	phdgrad.mpraveen.satyanarayana@siu.edu.in	Dr. Manohar Kapse	manohar_kapse@scmhrd.edu	
11:40-11:50	30	Mobile App Credibility, Consumer Attitudes and Brand Recommendation to In-app Advertising: A Cross-Country Exploration	Suchita Jha	suchita.jha@siib.ac.in	Subhadip Roy	subhadipr@iima.ac.in	
11:50:12:00	39	Do eWOM affects purchasing intention of online shoppers?	Anandhi.S	anandhi.krishnan85@gmail.com	Dr. P G. Thirumagal	tmagal.sms@velsuniv.ac.in	
12:00-12:10	S1	Neuro-Marketing: How Metaverse Advertisements & Pricing Framing Influence Customer Decisions	Rajat Bucha	rajatbucha_mba2022@scmhrd.edu	Sumedh Gulvani	sumedhgulvani_mba2022@scmhrd.edu	
12:10-12:20							
12:20-12:30							

11:30-12:30 5J Day 3 Slot 1- Mkt Parallel Track 2							
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
11:30-11:40	S2	Adoption of Omnichannel Retail in Apparel Shopping by Blending In-Store & Digital Experiences: An Analysis of Changing Consumer Behaviour & Expectations among Indian Consumers	ARNAB CHOWDHURY	arnabchowdhury_mba2022@scmhrd.edu	MANISH SALVE		
11:40-11:50	S3	A STUDY ON THE DIFFERENCE OF GEN X AND GEN Y SMARTPHONE BUYING BEHAVIOUR PATTERN IN PUNE	Shubh Goenka	shubhgoenka_mba2022@scmhrd.edu	Gurmehar Singh		
11:50:12:00	S4	Effect of Social Media Influencers on users.	Shivam Mishra	shivammishra_mba2022@scmhrd.edu	Singh Vipulkumar Jitendra		
12:00-12:10	S5	Impact of Social Media Sites on Consumer Buying Behaviour	Aprajita Singh	aprajitasingh_mba2022@scmhrd.edu	Sunit Joshi		
12:10-12:20	S6	How Artificial Intelligence is reshaping Marketing strategies in the FMCG Sector	Divyanshu Kantol	divyanshukantol_mba2022@scmhrd.edu	Awdhesh Shukla		
12:20-12:30	S7	SOCIAL MEDIA MARKETING: EMERGING TRENDS AND APPLICATIONS IN FASHION INDUSTRY	Asmita Kadam	asmitakadam_mba2022@scmhrd.edu	Utsav Roy		

14:00-15:15 6A Day 3 Slot 2- IDM Parallel Track 1							
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	
14:00-14:10	S75	Review and Analysis of Hybrid Project Management in Infrastructure Sector	Mustafa Asghar1	mustafaasghar_mbaidm2022@scmhrd.edu	Abhishek Pharande		

14:10-14:20	S76	Examining The Link Between Sustainability Practices and Financial Performance: A Case of Indian Organizations in The Carbon Disclosure Project	Pankaj Mahagaonkar	pankajmahagaonkar_mbaidm2022@scmhrd.edu	Maitreya Samvatsar	
14:20-14:30	S77	Analysis of Offshore Wind Farm Energy & Its Development	Prashant Kumar	prashantvaibhav_mbaidm2022@scmhrd.edu	Rohan Singh Kunwar	
14:30-14:40	S78	India's Green Freight Landscape	Sarvesh padte	sarveshpadte_mbaidm2022@scmhrd.edu	NA	
14:40-14:50	S79	Analysis of Infrastructure required for Electric Vehicles	Satbir Singh Nanaday	satbirsingh_mbaidm2022@scmhrd.edu	NA	
14:50-15:00	S80	Indoor Occupants Health for Green Building	Trivedi Yashraj	yashrajtrivedi_mbaidm2022@scmhrd.edu	Chirayu Shah	
15:00-1:15:15	S81	Extended opportunities in water supply value chain	Arpit Kumar	arpitkumar_mbaidm2022@scmhrd.edu	NA	

14:00-15:00	6B	Day 3 Slot 2- HR Parallel Track 1					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
14:00-14:10	S16	MICROLEARNING: ITS ADAPTATION, CHALLENGES AND PATH AHEAD	Joseph Mathew K-	josephmathew_mba2022@scmhrd.edu	Aman Choudhary		
14:10-14:20	S17	A pilot study on employee experiences with HR Practices and its effect on employee engagement and employee performance with compensation as mediating variable.	Kashish Vijay	kashishvijay_mba2022@scmhrd.edu	Archismita Barua		
14:20-14:30	S18	Evaluation of use of gamification and AI in Learning and Development to enhance employee experience	Jashneet Kaur Gill	jashneetkaur_mba2022@scmhrd.edu	Akshit Malhotra		
14:30-14:40	S19	The Impact of Technology on Diversity Hiring, Unbiased Hiring and Hiring Effectiveness	Nikita Raju Vevahare	nikitavevahare_mba2022@scmhrd.edu	Naitik Tailor		
14:40-14:50	S20	Behavioural training and wellness interventions of blue-collared workers in manufacturing units	Debarpita Das	debarpitadas_mba2022@scmhrd.edu	Vaishnavi Gupte		
14:50-15:00	S21	EMPHASIZING ON EMPLOYEES OVERALL WELL-BEING AND ITS IMPACT ON THEIR PRODUCTIVITY	Jyoti Meena	kyotimeena_mba2022@scmhrd.edu	Pravada Kendre		

14:00-15:00	6C	Day 3 Slot 2- HR Parallel Track 2					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
14:00-14:10	S26	A Study on Remote Working leading to Workplace Loneliness hampering emotional well being of employees and aggravating Cyberloafing	SAI MRUDULA MEDURI	mrudulameduri_mba2022@scmhrd.edu	OSHIN BHARDWAJ		
14:10-14:20	S29	A Study on the Factors Influencing Moonlighting among Employees	Ishita Bhati	ishitabhatia_mba2022@scmhrd.edu	Sreedhara Vishnu Sai		

14:20-14:30	S32	Role and Application of Emerging Artificial Intelligence Tools (Metaverse, Blockchain) in Learning and development Domain of Human Resource Management.	Milind Goplani	milindgoplani_mba2022@scmhrd.edu	Sanwal Uppal		
14:30-14:40	S39	A Study on Blind spots in the Performance Management system (PMS) in the IT sector: A contemporary 360-degree Approach	Sai Teja Palleti	saipalleti_mba2022@scmhrd.edu	Padmanabha Narasimha		
14:40-14:50	S44	Impact of Career Breaks on Women in the IT industry of India - The expectations and gap between organizations & employees.	Garima Saraswat	garimasaraswat_mba2022@scmhrd.edu	Vishal Wankhade		
14:50-15:00	S114	Retention Strategies for Preventing Attrition in Sales in the E-commerce Industry in India	Abhishek Poddar	abhishekpoddar_mba2022@scmhrd.edu	Binay Kumar Balodia		

14:00-15:00	6D	Day 3 Slot 2- BA Parallel Track 1					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
14:00-14:10	S25	Predicting Delays for Truck Delivery Logistics: An Application of AI and ML	KAVITHA MA	kavithajoseph_mbaba2022@scmhrd.edu	Kuriakose Renji		
14:10-14:20	S31	Customization of Health Insurance Premiums using Machine Learning & Explainable AI	Rutuj Vidhale	rutujvidhale_mbaba2022@scmhrd.edu	Varun Vellanki		
14:20-14:30	S47	Effect of Air Polluting Parameters on different regions of Delhi	Vaibhav Kant	Vaibhavkant_mbaba2022@scmhrd.edu	Tanwi Kumari		
14:30-14:40	S51	Content Analysis of India OTT (Over The Top) platforms: An analysis of Themes, genres, and Audience preferences over the years.	Asim Kumar	asimbehera_mbaba2022@scmhrd.edu	Anushka Vishram Dhongade		
14:40-14:50	S53	Predictive Modelling to Boost Sales for Dermatology Pharmaceutical Industry	Varun Kumar	varunsinha_mbaba2022@scmhrd.edu	Yamini Sonawane		
14:50-15:00	S54	1 IMPACT OF ESG PERFORMANCE SCORES ON LOAN CONTRACTING IN INDIA	Tadepalli Sas	tadepallisidhar_mbaba2022@scmhrd.edu	V.V. Raghu Rama Sarma		

14:00-15:00	6E	Day 3 Slot 2- BA Parallel Track 2					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email

14:00-14:10	S63	Optimization and of Predicting ICU Bed Demand during Pandemics: A Comparison between Covid 19 and SARS Using Machine Learning and Artificial Intelligencea	BHUVNESH	bhuvneshdaiya_mbaba2022@scmh	CYRIL SHAJI		
14:10-14:20	S66	Analyzing Key Factors Influencing the Performance Outcomes of Teams in the Indian Super League	Swapnil Khar	swapnilkhandekar_mbaba2022@sc	Yashasvi Pandey		
14:20-14:30	S67	Legalities in Metaverse – Ethereum Fraud Detection	HARSHIL YE	harshilyecho_mbaba2022@scmhrd	KARTIK KULBHASKAR SINGH		
14:30-14:40	S82	Paddy Disease Detection Through Image Processing	Shubham Ra	shubhamrawool_mbaba2022@scm	Pritam Pradhan		
14:40-14:50	S91	Predicting the best combination of players for an IPL team with a limited budget using clustering and linear prediction models	SAURABH M	saurabhmishra_mbaba2022@scmh	SHASHANK BALKRISHNA KAMBLE		
14:50-15:00	S92	Artificial Intelligence and Machine Learning for HIV Prevention: Emerging Approaches to Ending the Epidemic	Priyesh Mula	priyeshmulani_mbaba2022@scmhr	Richa Sharma		

14:00-15:00	6F	Day 3 Slot 2- Mkt Parallel Track 1					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
14:00-14:10	S8	How “Buy Now Pay Later” is trans	Kartik Vishnoi	kartikvishnoi_mba2022@scmhrd.edu	Lalruatpuia Khiangte		
14:10-14:20	S9	How social media is affecting con	Anurag Dhav	anuragdhawad_mba2022@scmhrd	Dev Agrawal		
14:20-14:30	S13	Social Media Influencer's Eff	Boopesh K R	boopeshk_mba2022@scmhrd.edu	Ishan Chatterjee		
14:30-14:40	S15	Using AI to improve customer exp	Shyam Tada	shyamtada_mba2022@scmhrd.edu	Turjo Das		
14:40-14:50	S23	The Impact of social media on Me	Punit Bhole	punitbhole_mba2022@scmhrd.edu	Vishal Sehrawat		
14:50-15:00	S24	Effect of consumer promotions an	Ronit Ghosh	ronitghosh_mba2022@scmhrd.edu	Sunny Singhal		

14:00-15:00	6G	Day 3 Slot 2- Mkt Parallel Track 2					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
14:00-14:10	S27	IMPACT OF CSR INITIATIVES ON THE BRAND IMAGE OF A FIRM	Rishabh Bha	rishabhbhardwaj_mba2022@scmh	Yash Shrivastva		
14:10-14:20	S28	Enhancing Chatbot Efficiency through Emoji and GIF Integration	Sahana Kanu	sahanakanungo_mba2022@scmhr	Prathamesh Sakate		
14:20-14:30	S30	Impact of Digital Marketing on the Consumer Healthcare Sector	Drushti Khon	drushtikhonde_mba2022@scmhrd.	Shubham Singh		
14:30-14:40	S35	Impact of AI & AR (Metaverse) on brand equity	Omkar Omba	omkarombale_mba2022@scmhrd.e	Siddhartha Vaghela		
14:40-14:50	S36	The Future of Affiliate Marketing in India: Insights from Consumer Behavior Analysis and Market Trends	Arpita Sahu	arpitasahu_mbaba2022@scmhrd.e	Shubham Bayskar		
14:50-15:00	S37	IMPACT OF FRONT PACKAGING ELEMENTS AND PERCEIVED VALUE ON CONSUMER CHOICES IN PURCHASING JUICES AND OTHER DRINKS	Avinash Gupt	avinashgupta_mbaba2022@scmhr	Avhirup Sanyal		

15:30-16:30	7A	Day 3 Slot 3- HR Parallel Track 1					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email

15:30-15:40	S52	EFFECT OF BINGE-WATCHING ON HUMAN HEALTH	Debadri Ghosh	debadrighosh_mbaba2022@scmhrd.edu	Ashish Tanwar		
15:40-15:50	S55	The Study of the Sustainable Solution of End-of-Life Tyres in India	Vaibhav Kant	vaibhavkant_mbaba2022@scmhrd.edu	Praveen Kumar Saxena		
15:50-16:00	S68	Effects of Moonlighting Policies on Employee Retention in different organizations in India	Kritika Dutta	kritikadutta_mba2022@scmhrd.edu	Soumyabrata Roy		
16:00-16:10	S69	Data driven decision making using HR Analytics and AI in IT Sector	Patil Tejas Hitesh	tejaspatil_mba2022@scmhrd.edu	Sanil Chaitanya Andhare		
16:10-16:20	S70	Impact of influence tactics on knowledge hiding behavior in the organizations	Abhishek Trivedi	abhishektrivedi_mba2022@scmhrd.edu	Saketh Poola		
16:20-16:30	S71	Assessing the impact of gamification on effective Learning and Development of employees in the IT industry.	Anubhuti Raj	anubhutiraj_mba2022@scmhrd.edu	Hari Priya Ganti		

15:30-16:30	7B	Day 3 Slot 3- HR Parallel Track 1					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
15:30-15:40	S72	Exploring The Lived Experiences of Toxic Leadership	Milan Jacob	milansam_mba2022@scmhrd.edu	Samaikhya Medipally		
15:40-15:50	S88	A STUDY ON FOSTERING PSYCHOLOGICAL SAFETY FOR EMPLOYEES IN THE IT SECTOR	NANDINI GARG	nandinigarg_mba2022@scmhrd.edu	SPOORTHI NARENDRA		
15:50-16:00	S104	Role of Artificial Intelligence in Promoting Diversity and Inclusion	Sourodeep Chakraborty	sourodeepchakraborty_mba2022@scmhrd.edu	Abhishikta Pal		
16:00-16:10	42	Literature Review on Authentic Leadership and Employee Performance during Digital Disruption within Organizations	Vandana Manwani	Phdgrad.vandana.manwani@siu.edu	Dr Netra Neelam	netra_neelam@scmhrd.edu	
16:10-16:20	S10	Study on the Effectiveness of Agile and Continuous Performance Management Practices in IT sector	Sabari Girisan	Sabarigirisan_mba2022@scmhrd.edu	Wadi Piyush Prakash		
16:20-16:30							

15:30-16:30	7C	Day 3 Slot 3- BA Parallel Track 1					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
15:30-15:40	S93	A comparative study of product recommendation models	SAGNIK MUKHERJEE	sagnikmukherjee_mbaba2022@scmhrd.edu	SUFIYAN SHAIKH		
15:40-15:50	S94	Exploring Machine Learning Techniques to model Asset Price Movements to obtain an optimal portfolio	Shamika Dumbre	shamikadumbre_mbaba2022@scmhrd.edu	Shruti Seth		
15:50-16:00	S95	Fake News Detection using Machine Learning	POOJA JAWLA	poojajawla_mbaba2022@scmhrd.edu	SARTHAK BINDROO		
16:00-16:10	S96	An Investigative Study on Electric Vehicle Adoption in the Indian context	Anshul Aggarwal	anshulaggarwal_mbaba2022@scmhrd.edu	Arpan Karan		

16:10-16:20	S97	The Analysis of the relationship between Foreign Direct Investment and Inflation in India	Akarsh Singh	akarshsingh_mbaba2022@scmhrd.edu	Alok Yashwant Patil		
16:20-16:30	S98	Indian Defence Spending in the Shadow of Rising China	Arjun Madhur Marwah	arjunmarwah_mbaba2022@scmhrd.edu	Arnab Banerjee		
16:30-16:40	S110	Leveraging Big Data-assisted Social Media Analytics Business Model for Enhancing Business Development in Organizations	Nair Vipin Ravindran	vipinnair_mbaba2022@scmhrd.edu	Nancy Varshney		
15:30-16:30	7D	Day 3 Slot 3- BA Parallel Track 2					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
15:30-15:40	S99	The Impact of Big Data Analytics on Credit Risk Assessment Accuracy in Online Lending Platforms: A Qualitative Study	Anshu Mishra	anshumishra_mbaba2022@scmhrd.edu	Abdur Rahman		
15:40-15:50	S100	Scrap Material Detection and Management Using Deep Learning	Nayanita Bhattacharyya	nayanitabhattacharyya_mbaba2022@scmhrd.edu			
15:50-16:00	S101	Analyzing the Operations wherein Collaborative Robots can be used in Construction Industry	Ankita Mohapatra	ankitamohapatra_mbaba2022@scmhrd.edu	Ajitesh Das		
16:00-16:10	S102	Image synthesis using dcGANs and data augmentation for improving the performance of existing CNNs	Amey Lokhande	ameylokhande_mbaba2022@scmhrd.edu	Md Shariq Hussain		
16:10-16:20	S103	Effect on Consumer Behavior of Social Media Analytics	Kartik Kumar	kartikkumar_mbaba2022@scmhrd.edu			
16:20-16:30	S106	Data Analysis of Demographic & Medical Parameters to Predict Cardiac Attack	Somsubhra Das	somsubhradas_mbaba2022@scmhrd.edu	Sundar Bhattacharjee		
16:30-16:40	S107	Analysing, Predicting and Reducing Diabetes Patients readmission	AADESH DHOPTE	aadeshdhopte_mbaba2022@scmhrd.edu	ROHIT PANCHAL		
15:30-16:30	7E	Day 3 Slot 3- Mkt Parallel Track 1					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
15:30-15:40	S38	Study of social media trends to increase customer engagement	Yashaswini Razdan	yashaswinirazdan_mba2022@scmhrd.edu	Prateek Mehra		
15:40-15:50	S40	RACE: A Brand Repositioning Framework to revive a company's growth	Pratik Shreshtha	pratikshreshtha_mba2022@scmhrd.edu	Ritik Joshi		
15:50-16:00	S41	The Power of Social Media Advertising: Analyzing the Impact of YouTube and Instagram on Consumer Behavior	Sumit Sarkar	sumitsarkar_mba2022@scmhrd.edu	Divya Nalwaya		
16:00-16:10	S43	Using AI to improve customer experience and customer journey orchestration	Shyam Tada	shyamtada_mba2022@scmhrd.edu	Turjo Das		
16:10-16:20	S48	Impact of Gamification on personal fitness	Tapan Shankar	tapanr_mba2022@scmhrd.edu	V Nagisha		

16:20-16:30	S49	Consumer awareness of the Metaverse space in the fashion and apparel sector	Akshit Joy Kujur	akshitkujur_mba2022@scmhrd.edu	Aditya Singh		
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15:30-16:30	7F	Day 3 Slot 3- Mkt Parallel Track 2					
	Paper ID	Title	Author	Email	Name of 2nd Author	Email	Email
15:30-15:40	S50	Exploring Indian Consumer Perspectives on Organic Cosmetic Products: An Analysis of Awareness, Preferences, and Regional Differences	Ayushee Sharma	ayusheesharma_mbaba2022@scmhrd.edu	Ayushi Sharma		
15:40-15:50	S57	Brand image communication via social media marketing	Rohan Kolhe	rohankolhe_mba2022@scmhrd.edu	Yash Sanghvi		
15:50-16:00	S59	Effect of Physical context on Consumer Behavior	Shafaque Firoz	shafaquefiroz_mba2022@scmhrd.edu	Mehak Juneja		
16:00-16:10	S60	Marketing context leveraging all story channel to provide value to customer	M S Aditya	mbsaditya_mba2022@scmhrd.edu	Sayan Chakroborty		
16:10-16:20	S61	Impact of Digital Marketing in Consumer Behavior	Suruchi Gupta	suruchigupta_mba2022@scmhrd.edu	Bipasana Uprety		
16:20-16:30	S62	The Relation between Brand Awareness and Repeat Consumer Purchases	Shefali Singh	shefalisingh_mba2022@scmhrd.edu	Saloni Sahay		

14th September, 2023

Track No	Track ID	Time	Track Title	Internal Panelist	External Panelist	Email Id of External Panelists
8A	Day 4 Slot 1- Mkt Parallel	14:00-15:00	Reimagining	Dr.Vaishali Mahajan	Dr.Sujata Joshi SIDTM	sjoshi@sidtm.edu.in
8B	Day 4 Slot 1- Mkt Parallel	14:00-15:00	Reimagining	Dr. Yogesh Mahajan	Dr. Vinod Sharma	

14:00-15:00	8A	Day 4 Slot 1- Mkt Parallel Track 1				
	Paper ID	Title	Author	Email	Name of 2nd Author	
14:00-14:10	S64	To study the role of Digital & Social media marketing as a factor in increased tourism	Prakher Mor	prakhormor_mba2022@scmhrd.edu	Ayushman Talukder	
14:10-14:20	S84	Experiential Marketing in India: Exploring the Power of Emotional Connections in Building Brand Equity and Consumer Loyalty: A Case Based Method	Ashwin Kalra	ashwinkalra_mba2022@scmhrd.edu	NA	
14:20-14:30	S85	Understanding the Impact of the Packaging Elements on Consumer Purchasing of Soft Drinks	Aditya Vilas Chalikwar	adityachalikwar_mba2022@scmhrd.edu	Avinash Kumar	
14:30-14:40	S86	An Empirical Study of Text Content and Visual Content on Social Media Engagement as a means of advertising	Mohit Vijay	mohitvijay_mba2022@scmhrd.edu	Tanusha Verma	
14:40-14:50	S87	Continued Usage Intention of Fitness App among Generation Z	Aakash Honaji Karhale	aakashkarhale_mba2022@scmhrd.edu	Sagar Surwade	
14:50-15:00	S108	Exploration of Purchase Behaviour of Indian Consumers towards Organic Food	Muskaan Arora	muskaanarora_mba2022@scmhrd.edu	LOVEENA	

15:00-15:10	S109	Effect of online reviews of Beauty and Personal care products on consumer behavior in D2C and eCommerce	Patil Himanshu Sarang	himanshupatil_mba2022@scmhrd.edu	Riya Sharma	
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14:00-15:00	8B	Day 4 Slot 1- Mkt Parallel Track 2				
	Paper ID	Title	Author	Email	Name of 2nd Author	
14:00-14:10	S90	Customer Value Proposition of Electric Vehicles (EV) in India	Pragya Gupta	pragyagupta_mbaba2022@scmhrd.edu	Sajal Pandey	
14:10-14:20	S105	Influencer marketing of Cosmetics: Factors effecting the purchase intensions	Hitarsh Hirani	hitarshhirani_mba2022@scmhrd.edu	Snehal Makeswar	
14:20-14:30	S111	Ethnocentricity and its Impact on Consumer Behaviour in Smartwatches	Prachi Dhote	prachidhote_mba2022@scmhrd.edu	Preksha Bhan	
14:30-14:40	S112	Meme Marketing – How marketers can improve engagement by using memes to reach out to customers in the Digital Age.	Vedika Malhotra	vedikamalhotra_mba2022@scmhrd.edu	Yug Samyak	