



Post Conference Report

*Virtual International Conference on Contemporary Issues in
Business Management & Economics (ICCIBME-2021)*

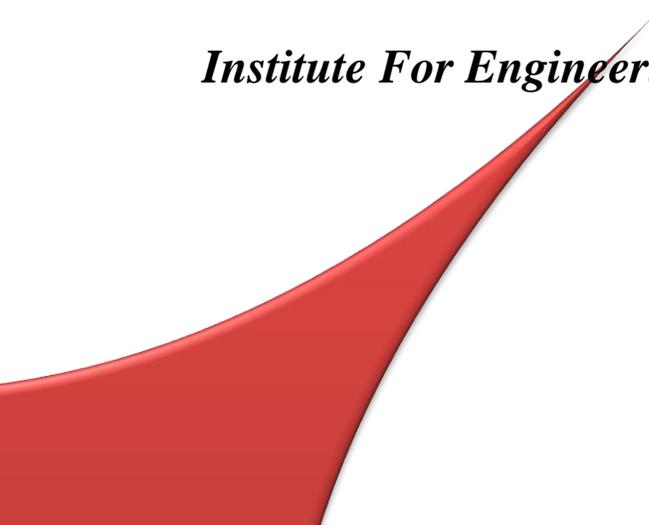
28th - 29th May 2021

Organized By

**Department of Management Studies, Panipat Institute of
Engineering and Technology, Haryana**

in Association with

Institute For Engineering Research and Publication (IFERP)



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1. EVENT SUMMARY

Conference Name	: Virtual International Conference on Contemporary Issues in Business Management & Economics (ICCIBME-2021)
Date	: 28th - 29th May 2021
Conference Theme	: Bringing engineering, technology and science research areas synchronically on an indivisible platform
Conference Organizers	: Department of Management Studies, Panipat & Institute of Engineering and Technology & IFERP
Mode/Place	: Virtual Conference
No of Delegates	: 120

1.1 OVERVIEW

The conference “Contemporary Issues in Business Management & Economics - ICCIBME-2021” to be organized by the Department of Management Studies (DMS), PIET is intended to provide a prestigious platform for Entrepreneurs, Policymakers, Regulators from the Government departments, Consultants, Academicians, Scientists from R&D Institutions, Research Scholars, Students, and Corporate Practitioners from all across the globe. The primary aim of the conference is to enable the above-mentioned stakeholders to reflect, deliberate, and suggest necessary and desired measures in the present business scenario.

1.2 Conference Theme

The theme of this conference revolves around bringing engineering, technology and science research areas synchronically on an indivisible platform. This conference will draw collectively research fellowships from diverse fields in unitedness, to share their research findings and latest ideas. The main intention of this conference is to integrate interdisciplinary inquiry to deliver the best applications.

2. ABOUT THE CONFERENCE

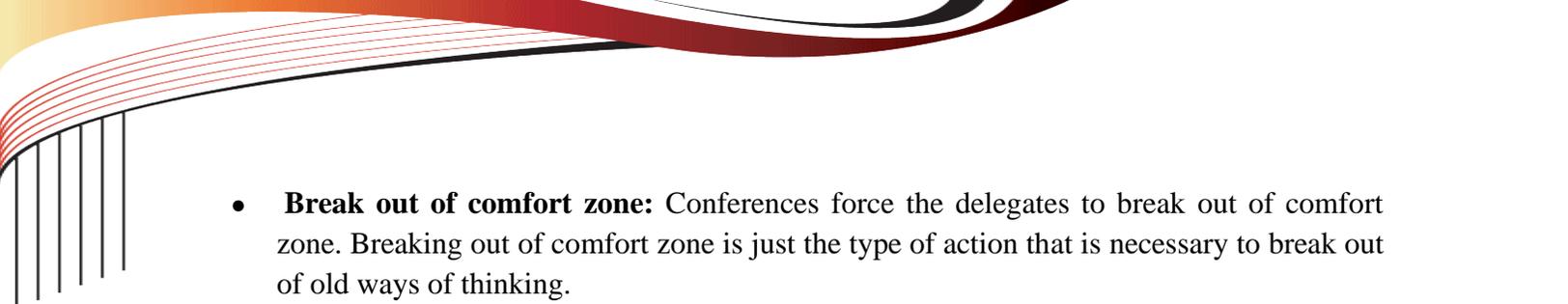
The conference “International Conference on Contemporary issues In Business Management & Economics - ICCIBME-2021” to be organized by the Department of Management Studies (DMS), PIET is intended to provide a prestigious platform for Entrepreneurs, Policymakers, Regulators from the Government departments, Consultants, Academicians, Scientists from R&D Institutions, Research Scholars, Students, and Corporate Practitioners from all across the globe. The Conference’s primary aim is enable to reflect, deliberate, and suggest necessary and desired measures in the present business scenario.

The conference intends to bring the brightest thinkers of the society to discuss the issues, challenges, and prospects in the area of Marketing, Finance & Economics, Human Resource Management & Organizational Behavior, Operations & Logistics Management, Emerging technologies in the business world like Machine learning and Artificial Intelligence, Entrepreneurship.

This conference aims to bring together leading scientists, researchers and research scholars to exchange and share their experiences and research results about all aspects of Engineering & Applied Science. It also provides a premier interdisciplinary and multidisciplinary forum for researchers, industry practitioners and educators to present and discuss the most recent innovations, trends, concerns, practical challenges encountered, and the solutions adopted in the field of all Engineering & applied science domain. The conference will provide the opportunity for renewing old acquaintances, making new contacts, and networking across higher education and beyond.

3.CONFERENCE SCOPE

- **Skill improvement:** Learning new ideas and approaches in conferences make delegates more effective and efficient at work.
- **Meeting experts and influencers face-to-face:** Conferences offer the opportunity to delegates to meet business leaders and to position as an expert in his/her field.
- **Network:** Good conferences offer the opportunity for delegates to mix and mingle, form new relationships and strengthen existing ones.
- **Explore new ways of working:** A well run conference will help faculty curate new ideas. Even though there is lot information on the web, conferences will cut through the clutter to deliver the best content specific.

- 
- **Break out of comfort zone:** Conferences force the delegates to break out of comfort zone. Breaking out of comfort zone is just the type of action that is necessary to break out of old ways of thinking.
 - **Get greater focus:** The flip side of learning new things is relearning classic techniques. Conferences create opportunities for greater focus and reflection that could help delegates to take ideas to the next level.
 - **Get access to pre-conference workshops:** Pre-conference workshops offer even more learning opportunities that connect attendees in an intimate learning environment. These workshops are specific to conference themes and a great build-up to the main conference.
 - **Grow:** Conferences provide a unique convergence of networking, learning and fun into a single package.

4. INAUGURAL PROGRAMME

The day 1 of the conference started with welcoming all the participants, dignitaries and special guest for the conference followed by the proceedings book release and introduction of session chair for the technical sessions. And then opening speech, welcoming speech were conducted.

Post to that, our valuable eminent keynote speakers from various parts of the country given their speeches followed by the technical session. On Day 1, technical sessions segregated as two sessions. Multiple technical participants were presented on Day 1 and completed the day 1 conference successfully.

The day 2 of the conference started by welcoming all participants, dignitaries and special guests followed by the technical participants. On Session 1 and 2, multiple technical participants had presented their views based upon the theme of conference. Post completion, our honorable dignitary delivered the Valedictory speech followed by Vote of thanks. All together the ICCIBME-21 conference conducted on May 26th & 27 was arranged and completed successfully.

To make the conference delight and successful, our team has taken a huge effort and undergo several analyses on how best the conference can be arranged. A Market and geographical analysis were prepared prior to the conference.

4.1 Welcoming and opening ceremony

Welcome Speech By



Dr. Akhilesh Kumar Mishra,

Head & Associate Professor,

DMS, PIET, (Convener)

IFERP Addressing By



Mr. Siddh Kumar Chhajer,

Founder, Managing Director,

Technoarete Group.

PIET Addressing by



Prof. Vijay Ananth Athavle,

Dean-Engineering, PIET



Prof. Suresh Bedi,

Eminent Management Thinker & Mentor, PIET



Prof. (Dr.) Shakti Kumar,

Director, PIET

Prof. Sanjiv Mittal, Vice-Chancellor,
Sambhalpur University, Odisha



Shri. Shubham Tayal,

Trustee



Shri. Rakesh Tayal,

Vice-Chairman, PIET



Shri. Suresh Tayal,
Member Secretary, BOG

4.2 Registered statistics

Abstracts registered from Host

Registered Abstracts: 13

Abstracts Registered from outside

Registered Abstracts: 56

Listeners

Registered: 2

Papers Accepted from:

Country:

Ethiopia-2

From India (States):

Telangana-3

Punjab-6

Tamil Nadu-20

Haryana-25

Karnataka-6

Rajasthan-3

Uttar Pradesh-3

Kerala-2

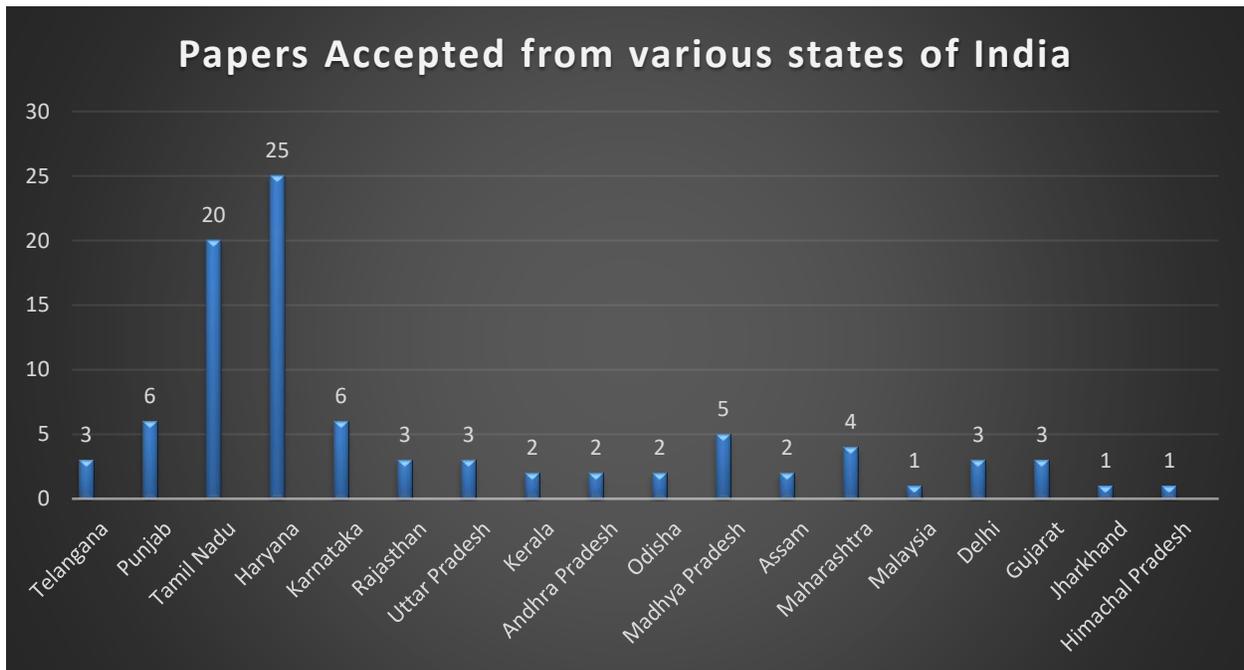
Andhra Pradesh-2

Odisha-2

Madhya Pradesh-5

Assam-2
 Maharashtra-4
 Malaysia-1
 Gujarat-3
 Jharkhand-1
 Himachal Pradesh-1

Delhi-3



PAPERS REGISTERED

Country

Malaysia-1

State:

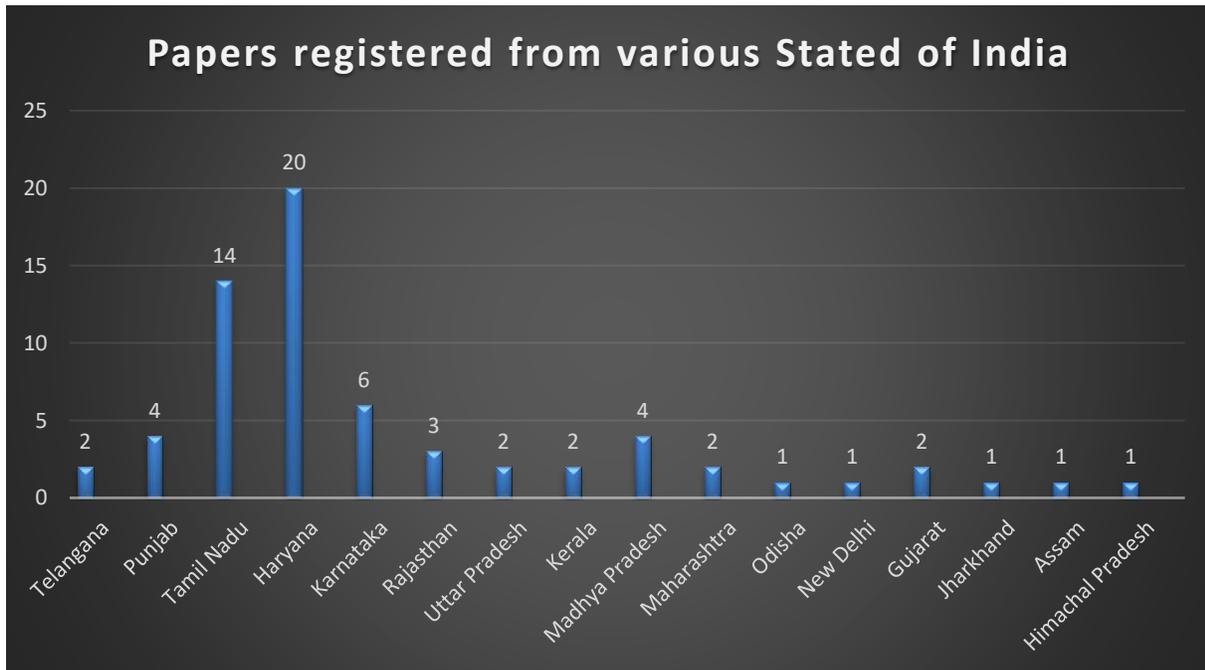
Telangana-2

Punjab-4

Tamil Nadu-14

Haryana-20
 Karnataka-6
 Rajasthan-3
 Uttar Pradesh-2
 Kerala-2
 Madhya Pradesh-4
 Maharashtra-2
 Odisha-1
 Gujarat: 2
 Jharkhand-1
 Assam-1
 Himachal Pradesh: 1

 New Delhi-1



4.3 Conference Schedule

Day 1

TIME	ACTIVITY
9.15AM – 9.30 AM	Welcome Speech By Dr. Akhilesh Kumar Mishra, Head & Associate Professor, DMS, PIET, (Convener)
9.31AM– 9.40AM	Mr. Siddth Kumar Chhajer, Founder, Managing Director Technoarete Group
9.41AM-10.40AM	<ul style="list-style-type: none"> • Prof. Vijay AnanthAthavle, Dean-Engineering, PIET • Prof. Suresh Bedi, Eminent Management Thinker & Mentor PIET • Prof. (Dr.) Shakti Kumar, Director, PIET • Prof. Sanjiv Mittal, Vice-Chancellor, Sambhalpur University, Odisha • Shri. Shubham Tayal, Trustee • Shri. Rakesh Tayal, Vice-Chairman, PIET • Shri. Suresh Tayal, Member Secretary, BOG
10:41 AM – 11:10 AM	Keynote address by Dr. Christopher Abraham Ph. D, FCIM
11:11 AM – 11:40 AM	Keynote address by Prof. Thamaraiselvan Natarajan
11:41 AM – 12:10 PM	Break- Lunch
12:11 PM – 03:00 PM	<p>Technical Session 1(A) - HR+ Innovation and Entrepreneurship</p> <p>Session chairs:</p> <ol style="list-style-type: none"> 1. Prof. (Dr.) Sunita Rani Lal Bahadur Shastri National Academy of Administration (LBSNAA), Mussoorie, Uttarakhand, India 2. Prof. (Dr.) Geeta Bansal Department of Commerce and Management Studies, University School of Open Learning, Panjab University Chandigarh, India 3. Prof. (Dr.) Parul Khanna Professor & Vice- Principal Institute of Management Technology, Faridabad, Haryana,

	India
12:11 PM – 03:00 PM	Technical Session 1 (B) - Management & Economics Session Chair: Prof. Savita Bhagat Principal, D.A.V. Centenary College Faridabad, Haryana, India
03:00 PM – 03:30 PM	Keynote Address by Prof. Jaywant Singh
03:31 PM to 04:30 PM	Panel Discussion Shri Rakesh Tayal Vice-Chairman, PIET Prof S K Bedi Eminent Management Thinker & Mentor, PIET Prof. Vijay Anant Athavale , Dean-Engineering, PIET Mr. Madhukar Senior Associate Director, KPMG Ms. Shivani Malhotra Co-Founder & CEO – Positive Vibes Consulting, State President – WICCI (Women’s Indian Chamber of Commerce & Industry) Haryana Human Resource Council

Conference Schedule

DAY 2

TIME	ACTIVITY
09:00 AM to 09:15 AM	Welcome to Keynote Speaker
09:15 AM to 09:45 AM	Keynote address by Prof. Sonjaya Singh Gaur
09:46 AM to 10:15 AM	Keynote address by Prof. Alasdair Roberts
10:16 AM to 10:45 AM	Keynote address by Prof. NafisAlamq
10:46 AM to 11:00 AM	Break
11:01 AM to 12:30 PM	Technical Session II – Finance Session Chair: Dr. Kapil Khatter Professor, Faculty of Management, Jagannath University Jaipur, India
12:31 PM to 02:00 PM	Lunch Break

2.01 PM – 3.30 PM	<p>Technical Session III (A) – Marketing</p> <p>Session chair: Dr. Sunita Bharatwal Dean Faculty of Commerce & Management Department of Management, CBLU, Bhiwani, Haryana, India</p>
2.01 PM – 3.30 PM	<p>Technical Session III (B) - Machine Learning and Artificial intelligence for Business</p> <p>Session Chair: Prof Vijay Anant Athavle Dean Engineering, Panipat Institute of Engineering Technology, Panipat, Haryana, India</p> <p>Prof S C Gupta Professor & Head, Department of Computer Sciences and Engineering, Panipat Institute of Engineering Technology, Panipat, Haryana, India</p>
03:31 PM to 04:00 PM	<p>Valedictory function</p> <p>Speech by Mr. Rudra Banu Satpathy Chief Executive Officer & Founder IFERP</p>

. Keynote Speakers



Dr. Christopher Abraham Ph.D, FCIM
CEO & Head - Dubai Campus, Sr. Vice President - Institutional Development S P Jain School of Global Management
United Arab Emirates.



Jaywant Singh

Professor of Marketing
Southampton Business School, University of
Southampton London, England, United Kingdom



Prof. Thamaraiselvan Natarajan

Professor,
Department of Management Studies,
National Institute of Technology Tiruchirappalli, India



Prof. Alasdair Roberts

Professor of Public Policy and Director,
School of Public Policy
University of Massachusetts Amherst



Prof Dr Nafis Alam

Head, School of Accounting and Finance
Asia Pacific University of Technology and Innovation (APU),
Malaysia
Research Affiliate, CCAF, JBS, University of Cambridge



Dr. Sonjaya S Gaur

Clinical Professor of Marketing,
NYU School of Professional Studies,
New York, United States

5.1 Speakers of Interactive Idea Panels



Dr. Christopher Abraham Ph.D, FCIM
CEO & Head - Dubai Campus, Sr. Vice President - Institutional
Development S P Jain School of Global Management
United Arab Emirates.

Biography:

CEO & Head - Dubai Campus, Sr. Vice President - Institutional Development
Feb 2018 – Present

Employment Duration - 3 yrs 7 mos
Dubai, United Arab Emirates

Head - Dubai Campus & Sr. Vice President

Dates Employed - Apr 2010 – Present

Employment Duration - 11 yrs 5 mos

As the Head of the institution I play a strategic role in building and nurturing the relationships with all key stakeholders. Also as a member of the senior management team and the Academic Board I play a critical role in all major decisions of the institution.

Sr. Vice President

Dates Employed - Feb 2004 – Apr 2010

Employment Duration - 6 yrs 3 mos

Continues as a Professor and Sr. Vice President-Institutional Development at one of Asia's top ranked Business Schools, with campuses in Dubai, Mumbai and Singapore.

Responsibilities include heading the Center for Executive Education, and also looking after admissions, new alliances, new programs etc.

Was responsible for the following activities:

- Establishment of the Institution and overall project management.
- Established the Institution in record time of four months. The Institute is spread over 75,000 square feet with state of the art facilities.
- Marketing and business development to ensure adequate student enrolments totaling 1550
- Has also been instrumental in establishing the state of the art Center for Executive Education and has developed strong industry linkages
- Has successfully established Centers of excellence in Human Resources Management and International Project Management.



Dr. Sonjaya S Gaur

Clinical Professor of Marketing, ,
NYU School of Professional Studies,
New York, United States

Biography:

Dr. Sanjaya Singh Gaur is currently a Clinical Professor of Marketing at the NYU School of Professional Studies. He has over 25 years of academic career in USA, Malaysia, New Zealand, Germany, Sweden, South Korea, and India. Prior to joining NYU, Dr. Gaur held appointments at the Sunway University Business School, Malaysia, Auckland University of Technology, New Zealand, Indian Institute of Technology (IIT), Bombay, and SP Jain Institute of Management and Research (SPJIMR), Bombay.

While teaching is Dr. Gaur's passion, he has also made important contributions to research. He is an Associate Editor at the Journal of Asia Business Studies and a member of the editorial board for several leading journals including Journal of Business Research and Journal of World Business. His research spans across micro and macro levels. At the micro level, his research is in the broad domain of behavioral research involving socio-psychological constructs such as human emotions, decision making, social identity, ethics, and action. This work has been applied to the study of consumers, salespersons, managers, patients, doctors, and organizations. At the macro level, he has examined how firm level issues such as market orientation, governance, CSR, inter-organizational trust and top management team characteristics affect the strategies and performance of firms in different geographical settings. The research settings in his empirical work include Malaysia, UAE, India, Bangladesh, China, Germany, and New Zealand. He has received several "best paper" awards for his research including three from the American Marketing Association in 2017, 2019, and 2020.

Dr. Gaur has consulted many multinational corporations including GlaxoSmithKline (GSK), Advanced Medical Optics (AMO), Johnson & Johnson, HSBC, Ranbaxy Laboratories Limited, RFCL, Geologistics India Ltd., 1mailspot.co.nz limited, Pajas Infopath, KMPL, SGS, Advent Chembio, and Godrej & Boyce Mfg. Co. Ltd. He also served as the Director on the board of the Bank of India (NZ) Limited during 2012-2017.



Prof. Alasdair Roberts

Professor of Public Policy and Director,
School of Public Policy
University of Massachusetts Amherst

Biography:

Alasdair Roberts is Director of the School of Public Policy at University of Massachusetts Amherst. His recent books are *Four Crises of American Democracy* (Oxford University Press, 2017), *Can Government Do Anything Right?* (Polity Books, 2018), and *Strategies for Governing: Reinventing Public Administration for a Dangerous Century* (Cornell University Press, 2019). Previous books include *The End of Protest* (2013), *America's First Great Depression* (2012), *The Logic of Discipline: Global Capitalism and the Architecture of Government* (2010), *The Collapse of Fortress Bush* (2008), and *Blacked Out: Government Secrecy in the Information Age* (Cambridge University Press, 2006). Professor Roberts is a Canadian citizen. He received his law degree from the University of Toronto and his PhD in Public Policy from Harvard University. He is also a Fellow of the National Academy of Public Administration.



Prof Dr Nafis Alam

Head, School of Accounting and Finance
Asia Pacific University of Technology and Innovation (APU),
Malaysia
Research Affiliate, CCAF, JBS, University of Cambridge

Biography:

I am currently working as a Professor of Finance and Head of School (Acctng & Fin) at Asia Pacific University. I previously worked as an Associate Professor at Henley Business School (Univ. of Reading) and at the Nottingham University Business School (NUBS) in the University of Nottingham Malaysia Campus (UNMC). Prior to this, I was attached to Monash University at Sunway campus where I worked as a lecturer in finance. Additionally, I am also a research affiliate of Cambridge Centre for Alternative Finance (CCAF) at Judge Business School,

University of Cambridge and contributes regularly to a global industry report on Fintech and Financial regulations.

My research is focused on banking/FinTech regulation, financial stability corporate finance, financial market, Islamic banking and finance, financial intermediation, financial economics. My articles have been published in leading journals like The World Economy, Emerging Markets Review, RIBAF, Pacific Basin Finance Journal, Journal of Asset Management, Journal of Banking Regulation, Journal of International Banking law & Regulation, Review of Islamic Economics; Journal of Internet Banking and Commerce and Journal of Financial Services Marketing among others. I have co authored 9 books in Islamic Finance/Fintech and among them is Encyclopedia of Islamic Finance which is first of its kind and has sold over 1000 copies worldwide.

As a frequent traveler, I have given lecture on Islamic finance/finance across the world such as Harvard Islamic Finance forum at Harvard Law School; Gulf Research Meeting at Cambridge University, UK; Durham University Summer School and Seoul International Finance Conference (SIFIC) among others. I have been appointed as visiting Associate Professors at the Universities in the UK and Indonesia. I am currently co-editing special issues on Islamic finance in the mainstream finance and economics journals such as The World Economy, Managerial finance and Economic Papers.

I was featured as the Professor of the Month by Financial times in 2014 and I am the winner of the Upcoming personality in Islamic Finance for 2016 given by GIFA. I have been ranked among top 100 global social media influencers in Fintech by Refinitiv and Ranked number one Global Regtech Influencer.



Prof. Thamaraiselvan Natarajan

Professor

Department of Management Studies

National Institute of Technology Tiruchirappalli, India

Biography:

Dr. Thamaraiselvan Natarajan has a vast academic contribution and administrative acumen over two decades. He is a meticulous person possessing 23 years of academic and industrial experience.

He is a passionate academician with incessant drive to contribute the best to educational Community by discovering innovative pedagogical techniques in the teaching learning process.

His area of specialization are Services Marketing, Marketing metrics and Strategy Marketing and his active commitment to research made him to publish more than 35 articles in referred journals.

He is an erudite researcher with publications in peer reviewed national and international journals.

He has fetched 14 awards from MMA, Bloomberg UTV, ABP and Star News for the department during his tenure as the Head of the Department. He has earned many credentials by conducting a number of workshops and Faculty Development Programmes. He was invited as a guest lecturer at the HR intervention programme to promote executives of BHEL, Tiruchirappalli. He has delivered lectures as a resource person at various reputed management institutes. He also served as a resource person in training programmes conducted by TREC-STEP and BHELSSIA to his credit. He is an enterprising administrator with leadership skills who use the right blend of responsibility and authority to achieve managerial excellence.

6. Conference Committee

List of Conference Organizing Committee for ICCIBME- 2021 conference:

CHIEF PATRON



Shri. Hariom Tayal,
Chairman,
PIET.

PATRONS



Prof. Shri. Suresh Tayal,
Member Secretary,
BOG, PIET



Prof. Shri. Rakesh Tayal,
Vice-chairman,
PIET.



Prof. Shri. Shubham Tayal,
Trustee,
PIET



Prof. Dr. Shakti Kumar,
Director, PIET

6.1 STEERING COMMITTEE CHAIR



Prof. Vijay A Athavale,
Dean Engineering,
PIET.



Prof. S K Bedi

Eminent Professor & Management Thinker,
PIET.

CONVENOR



Prof. Dr. Akhilesh Kumar Mishra

Head, DMS,
PIET

ORGANIZING SECRETARY



Prof. Himanshu Jain

Professor, DMS,
PIET

6.2 PUBLICATION COMMITTEE



Prof. Ratnesh Chandra Sharma

Professor, DMS,
PIET.



Prof. Dr. Sandeep Jangra
Assistant Professor,
DMS, PIET.



Prof. Ms. Shakti
Assistant Professor, Department of Computer Science &
Engineering,
PIET.



Prof. Mr. Vikas Kumar Tyagi
Assistant Professor,
DMS, PIET.



Prof. Ms. Sonu Kumari
Assistant Professor,
DMS, PIET.

6.3. COMMUNICATION COMMITTEE



Prof. Dr. Saurabh Garg
Associate Professor, DMS,
PIET.



Prof. Dr. Dalbir
Associate Professor, DMS,
PIET.



Prof. Dr. Ankur
Assistant Professor, DMS,
PIET.



Prof. Mr. Vikas Nain
Assistant Professor, DMS,
PIET.

6.4 REGISTRATION COMMITTEE



Prof. Mr. Manish Gulyani
Assistant Professor, DMS,
PIET.



Prof. Dr. Mohan Thakral
Assistant Professor, DMS,
PIET

6.5. TECHNICAL COMMITTEE



Prof. Dr. Sandeep Jangra
Assistant Professor, DMS,
PIET.



Prof. Mr. Vikas Nain
Assistant Professor, DMS,
PIET.



Prof. Mr. Vikas Deswal
Assistant Professor, DMS,
PIET.



Prof. Mr. Vikas Kumar Tyagi
Assistant Professor, DMS,
PIET.

6.6 TECHNICAL SESSIONS COMMITTEE



Prof. S C Gupta
Professor & Head,
Department of Computer Sciences,
PIET.



Prof. Dr. Dinesh C Verma
Associate Professor & Head,
Department of Computer Applications,
PIET



Prof. Dr. Sunil Dhull,
Associate Professor & Head,
Department of Mechanical Engineering,
PIET.

6.7 ORGANIZING COMMITTEE



Prof. Ratnesh Chandra Sharma
Professor, DMS,
PIET.



Prof. Dr. Saurabh Garg
Associate Professor, DMS,
PIET



Prof. Dr. Mohan Thakral
Assistant Professor, DMS,
PIET



Prof. Dr. Ankur
Assistant Professor, DMS,
PIET.



Prof. Dr. Sandeep Jangra
Assistant Professor, DMS,
PIET



Prof. Mr. Manish Gulyani
Assistant Professor, DMS,
PIET



Prof. Mr. Vikas Nain,
Assistant Professor, DMS,
PIET



Prof. Mr. Vikas Kumar Tyagi,
Assistant Professor, DMS,
PIET



Prof. Mr. Vikas Deswal,
Assistant Professor, DMS,
PIET



Prof. Ms. Sonu Kumari,
Assistant Professor, DMS,
PIET



Prof. Mr. Parikshit Vaid,
Assistant Professor, DMS,
PIET

6.8. National Advisory Committee



Dr. D Indira,
Professor And Dean EDC, MBA,
Gokaraju Rangaraju Institute of Engineering & Technology,
Hyderabad, Telangana, India.



Dr. Chamoli Anjana
Assistant Professor & Head, Department Of Management Studies
Dr. L B College
Visakhapatnam, AP, India



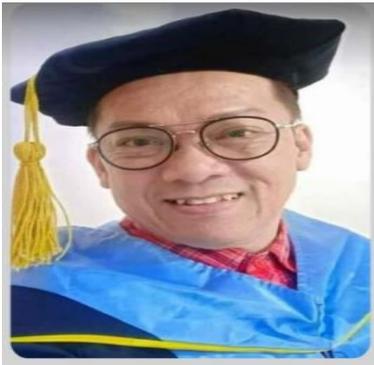
Mr. Sanket Menjoge
Business Development Manager,
Transmission & Distribution Business
Mumbai, Maharashtra, India

6.9 International Advisory Committee



Dr. Froilan D. Mobo

Assistant Research Director, Department Of Research And Development
Philippine Merchant Marine Academy,
Philippines



Dr. Macario G. Gayeta

Institutional Researcher, Scientific Board Of Editor
University of the East Caloocan City
Metro Manila, Philippines



Dr. Astha Bhanot

Assistant Professor, Business Administration Department
College of Business & Administration, Princess Nourah bint
Abdulrahman University,
Riyadh, Kingdom of Saudi Arabia



Md. Saiful Bari

Research Writing Member, Brac Business School
Brac University
Dhaka, Bangladesh.



Rowell Agliones Diaz

Faculty, Management and Business Technology
Nueva Ecija University of Science and Technology
San Isidro Campus, Philippines

7. SCIENTIFIC PROGRAM

Day	Time	Session
Day 1	12:11 PM – 03:00 PM	Technical Session 1(A)
	12:11 PM – 03:00 PM	Technical Session 1 (B)
Day 2	11:01 AM to 12:30 PM	Technical Session II
	2.01 PM – 3.30 PM	Technical Session III (A)
	2.01 PM – 3.30 PM	Technical Session III (B)

DAY 1

TECHNICAL SESSION – 1(A)

Department of HR & Innovation and Entrepreneurship

Timing - 12:11 PM – 03:00 PM

7.1 Technical Session I

01	Knowledge Networks – Tool for success within University Business Incubators? <i>Anirban Kanjilal</i>
02	Person Organization Fit Display Through Social Media: Employee as a Stakeholder <i>Ranjith T P</i>
03	Performance Management <i>Sistla BalaSai Krishna</i>
04	Factors Influencing women career progression at workplace: A conceptual framework <i>Ms. NiharikaLalwani</i>
05	The Small-Scale Environment-Friendly Ventures in Kerala and Effect on the Lives of People in the Margins:A Study <i>Alana MariumBiji</i>
06	Social Entrepreneurship: The Need of Social Growth <i>Ms. Surbhi Bhardwaj</i>
07	A study of impact of select Employee Engagement drivers via Job Satisfaction <i>Mukund Pate</i>
08	Tracing Job Satisfaction-Outcomes relationship – Role of Moderators/ Mediators <i>R.L.Vinodhini</i>
09	Green HRM Practices and its Impaction on Organisational Performance in India <i>NandanDhara</i>
10	An Exploratory Study on Gap Analysis of Employability Skills of Management Graduates in Tier-2, Tier-3 Cities of Karnataka <i>Dr. SANJIVKUMAR M. POL</i>
11	Absenteeism during Training-A study of Hubballi Valve Cluster-Karnataka <i>Vinayak Banakar</i>
12	Teamwork in vocational Institutions: A Brief Review <i>Suneel Kumar</i>
13	Retirement Planning: Issues and Challenges <i>Anita Taneja</i>
14	Demonetization and Cashless Indian Economy <i>Mr. Atul Gautam</i>
15	A Review Based Study on Customer Engagement Marketing and Its Constructs

	<i>Prince Kumar</i>
16	Are Index Returns Random - A Study on Market Efficiency of Metal, Energy and Bullion Indexes Traded On Multi Commodity Exchanges of Indian Commodity Market <i>Mohan Tahkral</i>
17	Do Anchor Investors Reduce the Under-pricing of Initial Public Offer? A Case of Indian Stock Market <i>Dr. Sandeep Kumar</i>

TECHNICAL SESSION – I

Department of Management & Economics

Timing - 12:11 PM – 03:00 PM

1	Corporate Social Responsibility and Stakeholder Perception <i>Jeevesh Sharma</i>
2	Indian Education – from teaching ethics to being a case of ethics <i>Dr. ShreshthChhabra</i>
3	A Step by Step of Content Validity Assessment Process on Approach Towards Safety Knowledge, Safety Climate and SME Safety Performance Framework <i>Nor Azma Rahlin</i>
4	Promotion strategies used by higher Education institutions during covid-19 <i>Lalit Jadon</i>
5	The use of social media tools by educational institutions during Covid -19 <i>Mrs. MenikaSoni</i>
6	Rural Entrepreneurship in India: Challenges and Opportunities in the Path of Economic Development <i>Dr. Samridhi Tanwar</i>
7	How will the Covid-19 crisis affect the trend in individual savings <i>Akhil B Nair</i>
8	The ‘God Makers’ of Pandu: An Analysis on The Livelihood Opportunity and Problems of Murti Makers <i>Mumpi Das</i>
9	Compensation Structure of top management in family firms -A review of literature <i>Melvin Joy</i>
10	A Bibliometric Literature Review of Export and Innovation in Firms <i>Aishwarya S</i>
11	A Bibliometric Analysis On Image Analytics: Photography And Digital Image <i>Rohit Thirumani</i>
12	Mergers & Acquisitions: A Review <i>Adharsh Suresh</i>
13	Covid-19 Pandemic: A Stressor For Teachers In Higher Education <i>Dr. Ankur</i>

14	Walmart owns India's E-Commerce Giant Flipkart <i>Dr. Ankur</i>
15	Effective leadership: Constructing the Role of Head <i>Dr. Ankur</i>
16	To Study the Impact of Formal Financial Education, Social Norms and Family Background on the Stock Market Trading Behaviour of Students <i>Manoj Chaudhary</i>

7.2 TECHNICAL SESSION – 2

TECHNICAL SESSION – 2

Department of Finance

Timing - 11:01 AM to 12:30 PM

01	Impact of Derivatives on the Financial Performance of NSE Listed Companies <i>Dr. Satpal</i>
02	Assessing the price diversity from the market fundamentals: Evidence from India <i>Dr. Trinley Paldon</i>
03	Effect of Media on the Behaviour of Investors and Stocks <i>Puja Tiwari</i>
04	Quality of outside directors and performance of public sector banks in India <i>Shweta taluka</i>
05	Testing for over- and under reaction of equity returns from the ASEAN plus six countries indices and US indices <i>Trinley Paldon</i>
06	Fiscal Federalism and Transfers in India <i>Darshini. J S</i>
07	Rural Household Savings Pattern & its determinants - A study with reference to Thanjavur District <i>Shreenivasan K A</i>
08	Financial Market in Globalised Economy <i>Pinky Garg</i>
09	Board Independence, Board Diversity and Firm Performance in Indian Companies <i>Dr. Dalbir</i>
10	A Literature Review of Sustainability in Banking <i>Manoj Kumar S</i>

7.3 TECHNICAL SESSION – 3(A)

TECHNICAL SESSION – 3(A)

Department of Marketing

Timing - 2.01 PM – 3.30 PM

01	Viability of Street Vending Business-A case study on twin cities of- Hyderabad <i>Dr. D. Indira</i>
02	Impact of Covid Crisis on Household Spending and Consumer Behaviour a Qualitative Research <i>Vikas Kumar Tyagi</i>
03	E-Serv-Ex: A Multi-Item Scale For Measuring Customer Expectations From The Online Retail Services <i>Vikas Kumar Tyagi</i>
04	Marketing Practices of Medical Tourism over recession and upswing <i>Dr. Sangeeta</i>
05	Digital Marketing Model: A Study with Special Reference to Buying Behaviour Practices of Medical Professionals <i>Monika Pathak</i>
06	Green Marketing: A Study of Consumer Perception for Few Selected Companies in India <i>Komal Sharma</i>
07	Consumer's Perception in Adoption of Clean Energy Products in Areas of South Odisha <i>Dr. Shiv Sankar Das</i>
08	Green marketing and its importance <i>Dr Rajeev vashisht</i>
09	A Study on Alcohol consumption pattern among the age-group of 18 to 24 years in Mumbai <i>Chinmay Kadam</i>
10	A Study on Influence of Social Networks on Consumers' Buying Decision Process <i>Pranav Desai</i>
11	The Impact of Guerilla Marketing on Consumers' Purchase Intention <i>Meenakshi Katyal</i>
12	Exploring the factors shaping destination image: evidence from Pondicherry <i>Vaishnavi C</i>
13	Identifying and differentiating Pseudo reviewer groups in online product review <i>Ramakanth M</i>

7.4. TECHNICAL SESSION – 3(B)

TECHNICAL SESSION – 3(B)

Department of Machine Learning and Artificial intelligence for Business

Timing - 2.01 PM – 3.30 PM

01	Supervised learning approach for Analysing customer preference and sentiments towards digital learning platforms during COVID-19 pandemic <i>Vishnu T.V.</i>
02	Detection of False Ranking Apps Using Level Aggregation <i>Jeeva R</i>
03	Challenges in Incorporating Artificial Intelligence in an Organization’s overall Strategy <i>Nidhi Kshirsagar</i>
04	Color Image Forgery Detection Based on Convolution Neural Network <i>Suganthi M</i>
05	An Analytical Study Of Consumer Attitudes Towards Chinese Mobile Phone In India- With Special Reference To Rajkot City <i>Ahmed Mahdi Abdulkareem</i>
06	Factors Affecting the Adoption of E-Payment Systems in Indian Hilly States: Special Reference to Himachal Pradesh <i>Vikas</i>
07	Customer Satisfaction of pre owned car users <i>Sumit Thakur</i>
08	Analysis and Estimation of Stock Market Using Unsupervised Learning Algorithm of Machine Learning <i>Anurag Sinha</i>

8. Valedictory

In the Valedictory best paper and best paper presentation of Virtual International Conference on Contemporary Issues in Business Management & Economics (ICCIBME-2021) was announced

And Valedictory function Speech by Mr. Rudra Banu Satpathy, Chief Executive Officer & Founder, IFERP.

9.1. Best paper & Best Presentation

Track	Theme	Winner	
		Best Paper	Best Paper Presentation
Technical Session I (A)	HR + Innovation & Entrepreneurship	Absenteeism during Training-A study of Hubballi Valve Cluster-Karnataka Vinayak Banakar	Absenteeism during Training-A study of Hubballi Valve Cluster-Karnataka Vinayak Banakar
Technical Session I (B)	Management and Economics	<ul style="list-style-type: none"> Indian Education – from teaching ethics to being a case of ethics Dr. Shreshth Chhabra A Bibliometric Literature Review of Export and Innovation in Firms Aishwarya S 	<ul style="list-style-type: none"> A Bibliometric Analysis on Image Analytics: Photography And Digital Image Rohit Thirumani
Technical Session II	Finance	A Literature Review of Sustainability in Banking Manoj Kumar S	A Literature Review of Sustainability in Banking Manoj Kumar S
Technical Session III (A)	Marketing	<ul style="list-style-type: none"> Green Marketing: A Study of Consumer Perception for Few Selected Companies in India Komal Sharma E-Serv-Ex: A Multi-Item Scale for Measuring Customer Expectations From The Online Retail Services Vikas Kumar Tyagi 	Green Marketing: A Study of Consumer Perception for Few Selected Companies in India Komal Sharma
Technical Session III (B)	Machine Learnings and Artificial Intelligence for Business	Identifying and differentiating Pseudo reviewer groups in online product review Vikas	Supervised learning approach for Analysing customer preference and sentiments towards digital learning platforms during COVID-19 pandemic Vishnu T.V.

10. FEEDBACK

Participants Feedbacks:

1. Aspects of the conference were of more value given to participants:

- Keynote speakers address
- Expert lectures
- HR and Marketing presentations
- Paper was on good topics.
- presentations, as well as questions asked by the professors
- Panel Discussion
- prominent speakers as well as organizer's
- A variety of terms and terminologies under Marketing were covered.
- corrections given by the chairperson
- Personal connect and speed of query solving
- Valid inputs suggestions given by panel members during presentations
- All the eminent speakers & especially the marketing session.
- Discussion made by experts in Introduction
- Listening to speaker. The AI are delighted knowledgeable

2. Aspects of the conference were of least value given by participants

- Delays due to technical glitches
- time management
- Connectivity
- Technical glitch.
- It was relevant in all aspects
- time limit

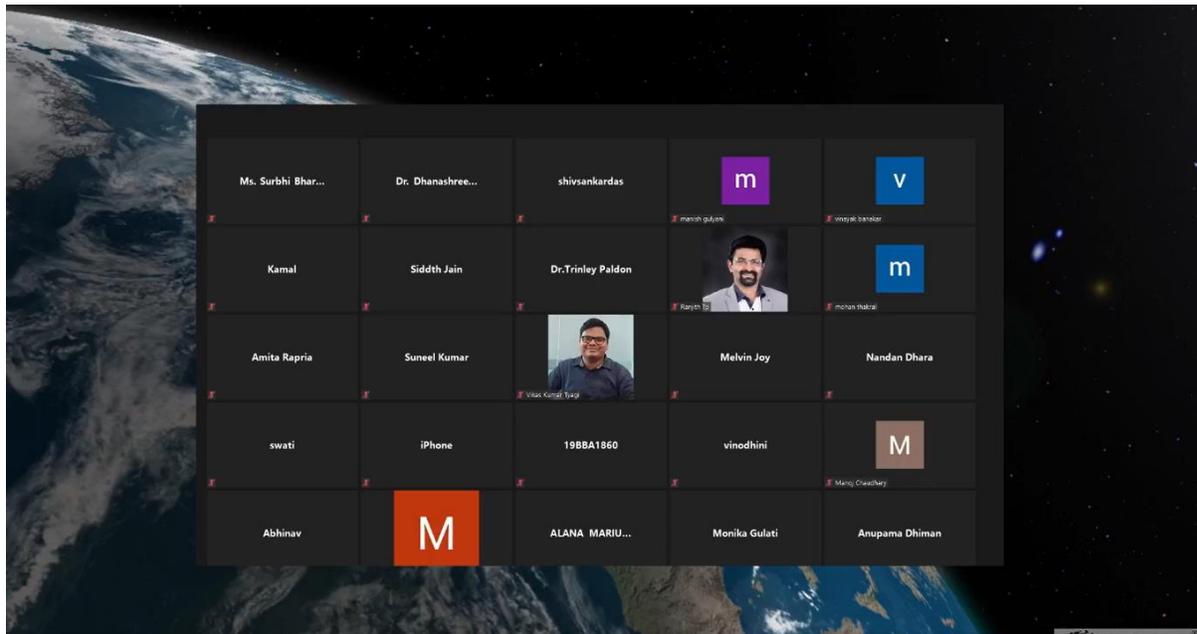
Overall Comments from Participants:

- Wonderful Platform
- Wonderfully managed
- It was a nice session

- several understanding
- All the speakers had something worthy & different in their research.
- Satisfactory
- New learning experience
- very nice experience.
- very good
- Great experience being a presenter.
- Very interesting especially the Introduction and Valedictory Session

11.CONFERENCE GLIMPSES

Conference Day 1



PANIPAT INSTITUTE OF ENGINEERING & TECHNOLOGY
Approved by AICTE, New Delhi & Affiliated to Kurukshetra University, Kurukshetra

DMS
Department of Management Studies

IFERP
Institute For Engineering Research and Publication

ICCIBME-2021
VIRTUAL INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN BUSINESS MANAGEMENT & ECONOMICS

Organized By:
Department of Management Studies (DMS),
Panipat Institute of Engineering and Technology, Haryana
In Association with:
Institute For Engineering Research and Publication (IFERP)

DATE
28th - 29th
MAY 2021

Video call window: **Remove Settings**

International Conference on Contemporary Issues in Business Management & Economics
28th - 29th May 2021

IFERP | DMS | PIET

Video call window: **Remove Settings**

Participant List:

- Dr. Vinod Kumar Jain
- Dr Nor Azma Rah... (Co-hc)
- Dr Sandeep Kumar (Co-ho)
- jayti (Co-host)
- Sonu Kumari (Co-host)
- 198BA1860
- 200183
- Abhinav
- Abhishek
- Abinash Das
- Ahmed Mahdi Abdulkareem
- ALANA MARIUM BII
- Amita Rapria
- Anirban Kanjilal
- Ankit Khasa
- Anupama
- ASHISH
- DALBIR PIET
- Dr Ankur Sabharwal PIET
- Dr Prince Kumar

DMS
विद्या ददाति शिखरं

Dr. Akhilesh Mishra
Head Of Department
(Department of Management Studies)

P.I.E.T.

Education

Ph.D. from University of Rajasthan.
Holds an MBA, PGDM (BIFS), M.Sc (Phy) degree
He has also qualified UGC NET (Management)
Member-AIMA

Area of Interest and Experience

Area of Interest: General Management, Banking & Finance
Teaching experience of more than 17 years

Research Publication

Chaired Sessions at International Conferences, Published papers in various National and International Journals.

Dr. Akhilesh Mishra

People. Planet. Profits.

sustainability

Dr. Christopher Abraham

Dr. Christopher Abraham

Technical Sessions Ongoing..

ICCIBME **P.I.E.T.** **DMS** **IFERP**
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ORGANIZED BY
DEPARTMENT OF MANAGEMENT STUDIES, PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY, HARYANA
IN ASSOCIATION WITH
INSTITUTE FOR ENGINEERING RESEARCH AND PUBLICATION (IFERP)

Conference Day 2

IFERP **International Conference on Contemporary Issues in Business Management & Economics**
28th & 29th May 2021 | E-Conference

Organized by Department of Management Studies, Panipat Institute of Engineering and Technology, Haryana
In Association with Institute For Engineering Research and Publication (IFERP)

NYU SCHOOL OF PROFESSIONAL STUDIES
Integrated Marketing & Communications Department
Division of Programs in Business

DMS **P.I.E.T.** **IFERP**
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ICCIBME-2021
Virtual International Conference on Contemporary Issues in Business Management & Economics
28th - 29th May 2021

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What is Disruptive Technology?

- Disrupt, in business context, simply means to change the traditional way that an industry operates, especially in a new and effective way!




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People Aren't Visiting Branches Often



- Frequency Of Bank Visits

"Approximately how many times do you visit a physical bank location (for reasons other than using an ATM)?"

Frequency	Percentage
4 or more visits per month	6%
3 visits per month	5%
2 visits per month	10%
1 visit per month	10%
Less than 1 visit per month	26%
Don't visit	38%

Source: BI Intelligence Digital Banking Survey





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Financial Market in Globalised Economy

GARG



Biography

ICCIBME

Abstracts

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12.CONCLUSION SUMMARY

ICCIBME-2021 was a success event organized by IFERP amid the COVID19 with a collective effort from host organization, Organization committee members and all participants. The **“International Conference on Contemporary Issues in Business Management & Economics (ICCIBME-2021)”** was a notable event which brings Academia, Researchers, Engineers, Industry experts and Students together.

The purpose of this conference was to discuss applications and development in area of **“Management Studies”**. This study aimed to determine the effectiveness of understanding the self to the freshmen students of selected colleges. The data were analyzed and interpreted through the use of percentage and standard deviation. The purpose of this study aimed in this conference was to determine the social responsibility practices and the significant difference in the small and medium enterprises (SMEs). The enterprises were grouped by classifications, business organizations, and business types. And this study recommends that small and medium enterprises should integrate social responsibility in all phases of their business operation that will improve the quality of life of the workforce and their families, the welfare of the community, and the well-being of society. This phenomenological conference also intends to capture and articulate with the experiences in leadership and management as they are to achieve success and provide global class education for their clients.

At a practical level, the theme and aim of this conference provides valuable resource to assist aspiring people more proficient in leading and managing as well as the available resources as academic bureaucrat. Finally, the findings of this study could potentially serve as knowledge-avenue for college deans and directors, research scholars, industry experts and students in choosing and to develop academic leaders’ competencies and skills in decision making.

13. Our Associates



14. Conference poster

Click the link to download the poster

<https://iccibme.com/downloads/Poster.jpg>

15. Conference Brochure

Click the link to download the brochure.

<https://iccibme.com/downloads/Brochure.pdf>