

5th International Conference 2024 on "Entrepreneurship and Business Sustainability"

TRACK 1: ARTIFICIAL INTELLIGENCE , TECHNOLOGY AND OPERATIONS IN BUSINESS AND EDUCATION (3rd May, 2024 , 10Am to 1Pm)

SL NO	TITLE FOR YOUR RESEARCH PAPER	PAPER CODE	AUTHOR(S)	SESSION IN CHARGES
1	A STUDY OF CHALLENGES IN IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE IN RURAL EDUCATION- WITH SPECIAL REFERENCE TO NASHIK DISTRICT	202696	VIJAY GANPAT GAIKWAD	Session Chair: Prof Fate Bahadur Singh, Professor, Faculty of Commerce, Banaras Hindu University, Varanasi Mob: 9415862408
2	THE FUTURE OF RETAIL EXPERIENCE IN METAVERSE BASED SHOPPING: A REVIEW	202683	TANMOY ACHARJEE	
3	HARNESSING THE POWER OF AI IN EDUCATION: INVESTIGATING ITS IMPACT ON TEACHING, LEARNING AND ADMINISTRATION;	202718	ASHISH KUMAR SINGH	Resource Person: Prof. Mirza Shahab Shah, Head, Department of Commerce, K.S.Saket PG College Ayodhya UP Mob:9415719286
4	IMPORTANCE OF E- LEARNING IN TRIBAL AREA SPECIAL REFERENCE TO DINDORI TALUKA	202700	DILIP KISAN BHERE	
5	LEVERAGING ARTIFICIAL INTELLIGENCE (AI) FOR SUSTAINABLE MANAGEMENT PRACTICES	202404	A.SURYANARAYANA	Session Co-Chair: Dr Debadutta Das, Department of Business Management Fakir Mohan University, Orissa Mob: 07854009290
6	SHAPING THE FUTURE OF LEARNING: EXPLORING AI'S INFLUENCE IN ACADEMIC INSTITUTIONS	202704	POOJA SINGH	
7	UNVEILING AI INTEGRATION IN EDUCATION: AN EMPIRICAL ANALYSIS OF STUDENTS' AWARENESS AND TECHNOLOGICAL ADOPTION	202579	ROSHNI PATHAK, ASHISH KUMAR SINGH	Session Rapporteur: Dr Jayaprakash Narayana Gade, Assistant Professor, Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh, India Mob: 9963611676
8	THE INFLUENCE OF ARTIFICIAL INTELLIGENCE IN TRANSFORMING HUMAN RESOURCES MANAGEMENT:- CHALLENGES AND FUTURE PROSPECTS	202509	VISHAL VIDYUT, SUNIL KANT MISHRA	

9	ANALYSING ARTIFICIAL INTELLIGENCE-SUPPORTED EQUITY TRADING APPS: MEDIATION AND MODERATION ANALYSIS	202502	SHUBHAM GUPTA, ANURAG SINGH	Session Coordinator: Mr Prasenjit Goon Research Scholar, Department of Business Administration, Assam University Mob: 9854978040
10	CRITICAL ANALYSIS OF ARTIFICIAL INTELLIGENCE IN E-COMMERCE	202465	ASMITA KHANNA, H. K. SINGH	
11	DIGITIZATION EMPOWERMENT: RESHAPING INDIAN MSMES FOR INCLUSIVE GROWTH	202525	ARCHANA SINGH, NISHA SHARMA	
12	ENTITLED DIGITAL INDIA TOWARDS EGOVERNANCE: IMPORTANCE AND CHALLENGES	202738	SHUBHAM SINGH, MIRZA SHAHAB SHAH	
13	IMPACT OF DIGITAL TRANSFORMATION ON RETAIL INVESTOR PROTECTION REGULATIONS IN INDIA: A COMPREHENSIVE STUDY	202664	ROHIT KUMAR	
14	IMPROVING HOSPITAL CAPACITY MANAGEMENT USING ADVANCED ANALYTICS IN A DIGITAL ECONOMY	202409	A. SURYANARAYANA, V V VIJAYA LAKSHMI	
15	UPI AND CREDIT CARD INTEGRATION IN THE INDIAN PAYMENT LANDSCAPE: AN EXPLORATIVE STUDY	202566	AUDHESH KUMAR, ABHISHEK SRIVASTAVA, SONALI JAISWAL	
16	EMBRACING THE DIGITAL ECONOMY: TRANSFORMATIVE IMPLICATIONS AND EMERGING TRENDS	202742	AJEET KUMAR YADAV	

TRACK 2: CULTURE, SOCIETY, LITERACY AND KNOWLEDGE. (3rd May, 2024 , 10Am to 1Pm)

SL NO	TITLE FOR YOUR RESEARCH PAPER	PAPER CODE	AUTHOR(S)	SESSION IN CHARGES
1	ESG (ENVIRONMENTAL, SOCIAL & GOVERNANCE) FACTORS AND INVESTMENT DECISIONS: AN EMPIRICAL STUDY OF INDIVIDUAL INVESTOR PERSPECTIVES IN INDIA	202442	DIKSHA CHAUBEY	Session Chair: Dr. Shivprasad Vaijanathrao Dongre, Associate Professor, Mahatma Basweshwar Mahavidyalaya, Latur, Maharashtra Mob: 7798395000 Resource Person: Prof. Jitendra Janardan Ahirrao, Professor, Smt. Dankunwar Mahila Mahavidyalaya Jalna Mob: 9420220505 Session Co-Chair: Dr N.Bhuvana Devi , Assistant Professor, Jayagovind Harigopal Agarwal Agarsen College, , Chennai Mob: 9444777846 Session Rapporteur: Saurabh Gupta
2	INTERPLAY OF GENDER AND BODY IN THE LIVING NARRATIVES OF FOLK ARTS IN MAHARASHTRA: A STUDY OF JAGRAN GONDHAL	202635	SACHIN GADEKAR	
3	LEGACY AND PROGRESS: LEVERAGING CULTURAL HERITAGE FOR SUSTAINABLE SOCIAL AND ECONOMIC GROWTH.	202563	ROOPA P SHAH	
4	SOCIAL STOCK EXCHANGE IN INDIA: A STEP TOWARDS FINANCIAL SUSTAINABILITY OF SOCIAL ENTERPRISES	202504	KAJAL TOLANI	
5	STRATEGIES AND IMPLICATION OF SOCIO-CULTURAL PRESERVATION THROUGH SUSTAINABLE TOURISM (A STUDY WITH SPECIAL REFERENCE TO BHUTAN)	202406	A. SURYANARAYANA, A. SATYADEV	
6	WOMEN'S ROLE IN ENVIRONMENTAL DECISION-MAKING: CASE STUDIES FROM SOUTH ASIAN COUNTRIES	202578	NIDHI SINGH	

7	KNOWLEDGE MANAGEMENT PRACTICES TO INFLUENCE THE ORGANIZATIONAL CULTURE AND PERFORMANCE : A BRIEF STUDY	202743	SUCHISMITA GHOSAL	Assistant Professor Shri Ram College of Commerce, University of Delhi, Mob: 8860410051 Session Coordinator: Shivani Raghuvanshi, Research Scholar, Faculty of Commerce, BHU Mob: 8009228274
8	A STUDY OF CHALLENGES FACED BY COOPERATIVE SUGAR FACTORY IN AGRICULTURE DEVELOPMENT	202730	DILIP TRAMBAK JADHAV	
9	A STUDY OF FOOD SECURITY, FOOD SOVEREIGNTY AND FOOD JUSTICE IN THE CONTEXT OF GLOBALISED LEGAL ORDER	202538	UMANG CHAMPAKLAL MODI	
10	EXPLORING THE VITAL IMPACT OF MULTINATIONAL VENTURES IN PROMOTING RENEWABLE ENERGY CAMPAIGNS GLOBALLY	202734	RAJIV CHOPRA, CHANDANA CHOPRA	
11	DO FEMALE TEA PLUCKERS HAVE A HIGHER RISK OF SYMPTOMATIC URINARY TRACT INFECTIONS? A SYSTEMATIC LITERATURE REVIEW USING ADO MODEL	202675	JIMPI SONOWAL	

TRACK 3: ECONOMICS AND FINANCE (3rd May, 2024 , 10Am to 1Pm)

SL NO	TITLE FOR YOUR RESEARCH PAPER	PAPER CODE	AUTHOR(S)	SESSION IN CHARGES
1	AN ASSESSMENT OF UTTAR PRADESH'S MICROFINANCE ORGANISATION'S REACH	202557	PRINCE KUMAR, RAMESH CHANDRA VERMA, HINA SAMI	<p>Session Chair: Prof. Abha Mittal , Department of Commerce, Maharaja Agrasen college , New Delhi Mob: 9810047562</p> <p>Resource Person: Prof. Krishn Awatar Goyal, Director Institute of Evening Studies & International Affairs & Syndicate Member, Jai Narain Vyas University, Jodhpur, Mob: 75972 93666</p> <p>Session Co-Chair: Dr Satabdee Banerjee, Assistant Professor of Commerce, Netaji Nagar Day College, Kolkata, West Bengal Mob: 9748695214</p> <p>Session Rapporteur: Mr. Gaurav Rana, Assistant Professor, Shri Ram College of Commerce, University of Delhi Mob:9540489303</p>
2	ASSESSING THE RELIABILITY OF SOCIAL MEDIA SENTIMENT ANALYSIS ON X(TWITTER) DATA WITH VADER ALGORITHM: IMPLICATIONS FOR STOCK PRICE TRENDS AND DAILY RETURNS IN THE INDIAN STOCK MARKET	202602	AMLAN BARUAH, BANAJIT CHANGKAKATI	
3	EXPLORING THE RELATIONSHIP BETWEEN GREEN GDP AND ECONOMIC OPENNESS: IMPLICATIONS FOR SUSTAINABLE DEVELOPMENT	202680	SHIVANI RAGHUVANSHI	
4	FINTECH, ENTREPRENEURSHIP AND DIGITAL INNOVATION: RETHINKING THROUGH A MULTI-CONCEPT PERSPECTIVE	202662	F.B.SINGH, ROSHAN KUMAR	
5	INFLUENCE OF DIGITAL FINANCIAL INCLUSION ON ECONOMIC SUSTAINABILITY IN INDIA	202603	PRABODH SINGH	
6	MARKET REACTION TO QUARTERLY EARNINGS ANNOUNCEMENTS – EVIDENCE FROM THE BOMBAY STOCK EXCHANGE	202663	MAHARAJ DAS, KALYAN DAS	
7	NAVIGATING FINANCIAL FRONTIERS: RISK AND RETURN ANALYSIS AMONG INDIAN WORKING WOMEN INVESTORS	202676	RENU RATHI	

8	ROLE OF DIGITAL BANKS IN DRIVING SUSTAINABLE FINANCE	202605	SHUBHANGI SRIVASTAVA, PUJA KUMARI, PRADEEP SAXENA	Session Coordinator: Ms. Shweta Raj Research Scholar, Faculty of Commerce, BHU Mob: 8090004379
9	INDUSTRIAL REVOLUTIONS AND DIGITAL ECONOMY- A SYSTEMATIC REVIEW	202685	MEERA SINGH, HEENA JALAL	
10	PROSPECTS AND IMPEDIMENTS FOR THE DIGITAL ECONOMY IN THE ERA OF INDUSTRY 5.0	202480	SURENDRA KUMAR MAURYA, SHUBHAM GAURAV	
11	THE DIGITAL ECONOMY AND ITS IMPACT ON SOCIOECONOMIC DEVELOPMENT	202678	F.B SINGH, RAVEESH KUMAR MAURYA	
12	THE ECONOMIC RAMIFICATIONS OF TRADE WARS: A COMPREHENSIVE ANALYSIS	202660	APARNA RAGHUVANSHI, SHIVANI RAGHUVANSHI, PUNEET SHUKLA	
13	THE ROLE OF ROBO- ADVISORY SERVICES IN CHECK BEHAVIOURAL BIASES IN INVESTMENT DECISIONS.	202703	SHARMILA V	
14	TOWARDS THE ACHIEVEMENT OF SUSTAINABLE DEVELOPMENT GOALS: CAN COMPANIES ACHIEVE SDGS THROUGH THE SYNERGISTIC EFFECT OF ESG AND AUDIT COMMITTEE EXPERTISE ACROSS 34 OECD COUNTRIES	202643	MUSKAN SAHU, ANISHA MISHRA AND OTHERS	
15	UNLOCKING THE POTENTIAL OF GREEN BANKING"- A CASE STUDY OF PRIVATE BANKS IN INDIA	202612	PRIYANKA SONI, ANUPMA SHUKLA	
16	UNLOCKING THE POTENTIAL OF GREEN FINANCE FOR ACHIEVING FINANCIAL SUSTAINABILITY: A MULTIFACETED ANALYSIS	202679	DEVCHAND	
17	UPHOLDING FINANCIAL STABILITY: EXPLORING CORPORATE GOVERNANCE COMPLIANCE IN BANKING	202715	SARVESH KUMAR YADAV	

18	COGS OF SECURITY AND PROGRESS: EXPLORING THE FACTORS SHAPING GOVERNMENT EXPENDITURE ON DEFENSE AND CIVILIAN GOODS	202415	SOUMYAJIT BHUNIA	
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TRACK 4: HUMAN RESOURCES AND WISDOM (3rd May, 2024, 2Pm to 5Pm)

SL NO	TITLE FOR YOUR RESEARCH PAPER	PAPER CODE	AUTHOR(S)	SESSION IN CHARGES
1	AN EMPIRICAL ANALYSIS OF GENDER DISCRIMINATION AND EMPLOYEE PERFORMANCE AMONG ACADEMIC STAFF IN HIGHER EDUCATION INSTITUTION	202478	ANUSHKA KESHARI, POOJA SINGH	Session Chair: Prof A Suryanarayana Alamuri, Professor & Former Dean, Faculty of Management, Osmania University (OU) and Chairperson, Board of Studies, Department of Business Management, OU, Hyderabad Mob: 8309715197 Resource Person: Dr. Vijay Ganpat Gaikwad, Associate Professor, S.V.K.T Arts, Science and Commerce College, Deolali Camp, Nashik- State- Maharashtra Mob: 9960533499 Session Co Chair: Dr. Preeti Tushar Joshi Principal, Faculty of Liberal Arts Faculty of Humanities & Social Sciences Sri Balaji University Pune, Maharashtra, Bharat Mob: 9822601223 Session Rapporteur: Dr. Dilip Kisan Bhare, Assistant Professor
2	ASSESSING JOB SATISFACTION AND WELL-BEING AMONG EMPLOYEES IN THE TOURISM SECTOR: A COMPREHENSIVE STUDY OF MADHYA PRADESH	202691	JAYAPRAKASHNARAYANA G, PRASHANT KUMAR YADAV	
3	CHANGES IN WORK TRENDS POST COVID-19: THE FUTURE OF JOBS	202737	MIRZA SHAHAB SHAH, SADDAM KHAN AND ANKITA	
4	EMPOWERING HYBRID WORKPLACE: LEVERAGING LEADERSHIP SUPPORT FOR EMPLOYEE PERFORMANCE	202636	SHALINI KUMARI, BALVINDER SHUKLA, PARITOSH MISHRA	
5	EXPLORING THE RELATIONSHIP BETWEEN EMPLOYEE ENGAGEMENT AND ORGANISATIONAL PERFORMANCE : IMPLICATIONS FOR LONG TERM EMPLOYMENT	202690	S.SHUJAT HUSAIN, SAHABIA KHATOON	
7	IMPACT OF BOARD GENDER DIVERSITY ON PERFORMANCE OF PUBLIC SECTOR VIS -A- VIS PRIVATE SECTOR BANKS IN INDIA	202456	MINNU BABY MARIA, FARAH HUSSAIN	
8	PROMOTING DIGITAL INCLUSION IN THE WORKFORCE: HARNESSING THE POWER OF DIGITAL LITERACY	202665	F.B.SINGH, SHWETA RAJ	

9	TRAITS OF AN ANCIENT INDIAN WISDOM IN MODERN SUSTAINABLE BUSINESS MANAGEMENT- A CASE STUDY	202444	SANGITA T. GHODAKE	S V K T Arts Science and Commerce College Deolali Camp Nashik Maharashtra India Mob: 7709031575 Session Coordinator: Mr Devchand, Research Scholar, Department of Commerce, BHU Mob: 93076 64149
10	FROM GROWTH TO WELLBEING: BUDDHIST ECONOMICS AND THE CHALLENGES OF OUR TIME	202629	HIMANSHU TRIPATHI	
11	EXPLORING OBSTACLES TOWARD FINTECH LEADERSHIP: THEORETICAL INSIGHTS	202667	SHAKTI KANT SHARMA	

TRACK 5: STARTUP , ENTREPRENURSHIP AND SUSTAINABLE DEVELOPMENT (3rd May, 2024, 2Pm to 5Pm)

SL NO	TITLE FOR YOUR RESEARCH PAPER	PAPER CODE	AUTHOR(S)	SESSION IN CHARGES
1	ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS SUSTAINABILITY IN INDIA THROUGH BUSINESS STARTUP	202472	JITENDRA AHIRRAO	Resource Person : Prof. Rajiv Chopra, Professor, Delhi college of Arts and Commerce, Mob: 8383914962
2	A BIBLIOMETRIC EXPLORATION OF THE ENTREPRENEURIAL ECOSYSTEM	202517	ASHALAKSHMI SARMA , ANJAN BHUYAN	
3	A STUDY ON THE ANALYSIS OF THE PERFORMANCE OF FAMILY BUSINESS TOWARDS CORPORATE ENTREPRENEURSHIP .	202724	MONICA	
4	STARTUP SUSTAINABILITY AS BUSINESS IMPERATIVE: ISSUES, CHALLENGES, AND PRAGMATIC STRATEGIES	202414	A. SURYANARAYANA, RAMESH KUMAR MIRYALA	Session Chair: Dr Sanjay Arora, Associate professor, Kurukshetra University, Kurukshetra Mob: 9215545352
5	TRANSFORMATIVE IMPACT: DIGITAL ECONOMY'S INFLUENCE ON THE STARTUP ECOSYSTEMS	202646	SHRADDHA RANA, SARVESH KUMAR YADAV	

6	ACHIEVING SUSTAINABLE DEVELOPMENT THROUGH RESOURCE EFFICIENCY	202543	ABHA MITTAL	Session Co Chair: Dr Sarika Sharma, Assistant Professor, PGDAV College (E) , DU Mob: 9582056962 Session Rapporteur: Swati Beniwal, Assistant professor of Law, Manipal University Jaipur Mob:9461317845 Session Coordinator: Ms Aparna Raghuvanshi, Research Scholar, Department of Commerce, BHU Mob: 8808635608
7	ANALYSING THE CRITICAL IMPACT OF MULTINATIONAL CORPORATIONS ON GLOBAL SUSTAINABILITY INITIATIVES	202732	DALBIR SINGH KAUSHIK	
8	BUSINESS SUSTAINABILITY AMIDST GLOBAL POLITICAL NARRATIVES: STRATEGIES AND CHALLENGES	202488	SAMEER HARSHAD PANDE	
9	THE ROLE OF ARTIFICIAL INTELLIGENCE IN ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT	202653	S. PRAKASH, SARIKA SHARMA, SANJAY ARORA	
10	SUSTAINABLE DEVELOPMENT AND EMPLOYMENT IN HARYANA: A HISTORICAL PERSPECTIVE	202736	DHARAMVIR BHARDWAJ	
11	SUSTAINABLE DEVELOPMENT ADMINISTRATION: A HOLISTIC TRANSITION	202554	DAMINI RAJE SINGH	
12	SUSTAINABLE EVENTS IN ASSAM: HOW FAR HAVE WE COME?	202564	SUMADHUR ROY	
13	SUSTAINABILITY IN FOOTWEAR INDUSTRY: A PATHWAY TO REDUCE CARBON FOOTPRINTS	202487	MONA MAHECHA, SWATI BENIWAL, SUSHILA CHOUDHARY	
14	SUSTAINABLE SOLUTIONS IN LEATHER MANUFACTURING: A CASE OF ANANAS ANAM	202501	DIVYA SINGH, AMIT GAUTAM	

TRACK 6: MARKETING , TOURISM AND HEALTH CARE (3rd May, 2024, 2Pm to 5Pm)

SL NO	TITLE FOR YOUR RESEARCH PAPER	PAPER CODE	AUTHOR(S)	SESSION IN CHARGES
1	A STUDY ON CONSUMER PREFERENCE TOWARDS PARLE G BISCUITS WITH REFERENCE TO CHENNAI CITY	202656	N.BHUVANA DEVI, A. ANUPAMA JULIET	Session Chair: Prof. H.Ramananda Singh, Professor & Dean, J.N School of Management Studies, Assam Central University Mob: 9435172951
2	A STUDY ON DIGITAL MARKETING AND GST CHALLENGES AND OPPORTUNITIES	202740	SHIVAM GUPTA,SHUBHAM SINGH, MIRZASHAHABSHAH	
3	BEHAVIORAL CONSTELLATIONS OF ONLINE SHOPPERS IN THE DIGITAL LANDSCAPE	202411	A. SURYANARAYANA, RAVI ALUVALA	Resource Person: Prof Meera Singh, Professor and Dean, Udai Pratap Autonomous College, Varanasi Mob: 9450538221
4	ONLINE MARKETING STRATEGIES ADOPTED BY RETAILERS IN ORGANISED RETAIL STORE DURING COVID19 PERIOD . A STUDY IN BALASORE CITY, ODISHA	202477	DEBADUTTA DAS, SONALISA MOHANTY	
5	SOCIAL MEDIA ADVERTISING AND INFLUENCER MARKETING TOWARDS PURCHASE INTENTION FOR PLANT BASED DAIRY ALTERNATIVES IN HIGHLY VEGETARIAN INDIAN STATES	202441	SARITA NAGVANSHI, VINOD KUMAR, NEHA GUPTA	Session Co-Chair: Dr. Roopa P Shah, Head, Pratibha College of commerce and computer studies, Chinchwad,Pune
6	THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON RETAIL MARKETING	202727	RAM MILAN, MANSI CHOUDHARY	

7	TOWARD A MULTI-LEVEL MODEL FOR BRANDING THE SUSTAINABLE INDIAN COOPERATIVE SECTOR.	202461	GAURAV RANA, SAURABH GUPTA AND OTHERS	Mob:9595009328 Session Rapporteur: Mr Umang Champaklal Modi, Assistant professor, Faculty of Law, The Maharaja Sayajirao of Baroda Mob: 9724339094 Session Coordinator: Mr Tanmoy Acharjee, Research Scholar, Department of Business Administration, Assam University Mob:8638295877
8	ECO-TOURISM: A STUDY OF THE PERFORMANCES, PROBLEMS AND POSSIBILITIES IN THE SOUTH 24-PARGANA DISTRICT OF WEST BENGAL	202420	SATABDEE BANERJEE	
9	EMBEDDED FINANCE IN HEALTHCARE: REDESIGNING PATIENT BILLING AND INSURANCE IN INDIA	202719	PRASENJIT GOON, HABIB RATVI LASKAR	
10	ETHNOCENTRISM IN TOURISM: A SYSTEMATIC REVIEW OF LITERATURE	202518	ADITI BARUAH, TANIMA TARAFDAR, SUDIP CHAKRABORTY	
11	INDIA'S TOURISM TRANSFORMATION: POST-COVID-19 STRATEGIES FOR SUSTAINABLE GROWTH	202684	PREETI JOSHI	
12	INFLUENCE OF SOCIAL MEDIA ON TRAVELLING DECISIONS	202533	GAURAV RANA, NEETI NAGAR AND OTHERS	
13	MEASURING SERVICE QUALITY OF 3-STAR HOTEL IN NASHIK	202427	NIRAJ B MOKALE, DEEPA V ABHONKAR, GANESH TELTUMBDE	
14	THE SYBIOTIC RELATIONSHIP BETWEEN HOLISTIC TOURISM AND SUSTAINABLE ECONOMIC DEVELOPMENT	202407	A. SURYANARAYANA, A. LAKSHMI KALYANI	

