

Parallel Track Details

Parallel Session-1

Date: 23/02/2024

Time: 10:30 AM-1:30 PM

Venue: Kalam Hall (KSOM Annex Building, KIIT University)

Sub-Themes:

Circular Economy and Sustainable Business Practices & Environmental Sustainability and Green Initiatives

Sl. No	Paper code	Paper Title	Authors
1	ICMR24CE08	Innovative Business Models and Strategies for a Sustainable Future: An Empirical Analysis.	Dr. Sneha Lata Das
2	ICMR24ES16	Unlocking Urban Potential: A Multi-Criteria Analysis of AMRUT's Transformation Trajectory for City Facilities in Odisha	Koustubh Kanti Ray & Anupriya Panda
3	ICMR24CE09	Sustainability Accounting: Tool for Improving Corporate Environmental, Social and Economic Performance	Gyana Gauttam Jena & Dr. Sujit Kumar Acharya
4	ICMR24CE07	Envisioning Sustainable Future Horizons: A Pioneering Path to Drive Sustainable Transformation Through Circular Economy and Transparent Impact Measurement	SN Panigrahi
5	ICMR24ES15	An integrated vendor-buyer supply chain model with inflation-induced demand under conditional delivery	Anima Bag
6	ICMR24ES01	Carbon Footprint Reduction Strategies: Lessons from Mergers and Acquisitions in Indian Banks	Anish Raj
7	ICMR24ES07	Mapping of Public Perception over the Government's Policy of Outlawing Plastic Bags: A Density Based Cluster Analysis in the Smart City of Bhubaneswar.	Bidyadhar Rout, S. C. Swain, Sisir Ranjan Dash & Amit Kumar
8	ICMR24ES23	Do audit committee and board independence affect the performance of the firm?	Dr. Saroj Kumar Routray & Dr. Sabat Kumar Digal
9	ICMR24ES17	Time series analysis of precipitation pattern in the state of Odisha	Rajni
10	ICMR24ES22	Study on the genotoxic effect of commonly used herbicide on channa punctatus	Subhashree Jagyanseni, Somanath Sahoo & Dr Satya Narayan Sahoo
11	ICMR24ES21	Micronucleus assay and Haematological parameters study due to presence of Heavy metals in four different species of freshwater fishes of River Mahanadi Cuttack Odisha	Subhashri priyadarsini, Dr T Gayatri & Dr Satya Narayan Sahoo
12	ICMR24ES09	The Impact of Eco-Brand Expansion Strategy on Brand Engagement Concerning the Fashion Industry: A Bibliometric Review	Tuptimayee Das, Dr. Akankshya Patnaik & Samir Kumar Mahapatro
13	ICMR24ES27	Demographic Differences in Mindfulness: Study of Mindfulness in Indian sample	Buddhaditya Padhi

Parallel Session-2

Date: 23/02/2024

Time: 10:30 AM-1:30 PM

Venue: Conference Hall 2 (second floor- KSOM, KIIT University)

Sub-Theme:

Ethical AI and Technology for Sustainability & Stakeholder Engagement and Environment-Social-Governance (ESG)

Sl. no	Paper Code	Paper Title	Authors
1	ICMR24AI04	Fraud detection in an offline retail store: A stacked ensemble approach	Dr. Vallurupalli Vamsi
2	ICMR24AI09	The role of artificial intelligence to enhance global sustainability and development in the manufacturing sector	Eagegn Aweta Werkneh, Niyitanga Gilbert Beco & Malabika Sahoo
3	ICMR24AI12	Cognitive, affective, and demographic factors and their impact on human behaviour to adopt LLM-based generative AI	Kharabela Rout, Pratyuesha Behera, Priti Ranjan Sahoo & Archana Bhuyan
4	ICMR24AI01	Artificial Intelligence, Insolvency Law, and Bank Sustainability in India: An Empirical Study	Mr Matruprasad Mishra & Dr Amar Kumar Mohanty
5	ICMR24IL02	Cultivating Changemakers: A Comprehensive Review of Unveiling the Potential of Social Entrepreneurship Integration in School Education	Rituparna Ghosh, Priti Ranjan Sahoo & Kharabela Rout
6	ICMR24IL06	Sustainable leadership and its effects on organizational change: a TCCM framework based bibliometric analysis.	Samir Kumar Mahapatro, Dr. Gayatri Panda & Dr. Akankshya Patnaik
7	ICMR24IL05	"Leaders as change Implementers": A study on Leaders Influence and Assistance in Indian Academic Institution Context"	Shiva Ram Patnaik, Jyotisman Das Mohapatra & Rabi Narayan Subudhi
8	ICMR24GM01	The Role of Business in Creating a More Sustainable World	Nippu Kumar
9	ICMR24SE03	Corporate Synergy: A Trilateral Harmony of Financial Transparency, Information Disclosure, and Financial Performance of Indian Corporations	Anupriya Panda, Koustubh Kanti Ray, Kumar Mohanty & Bhuwandeep
10	ICMR24SE04	Evaluating the Transformation and Sustainability of City Facilities Under AMRUT: A Case of Odisha	Prof. Joydeep Biswas, Dr. Koustubh Kanti Ray, Prof. Mohar Banerjee Biswas & Ms. Anupriya Panda
11	ICMR24SE01	The Business Flaws and its solutions in the PPP business model related to the Foodgrain Supply Chain in India.	Sushil Minz

Parallel Session-3

Date: 23/02/2024

Time: 10:30 AM-1:30 PM

Venue: Conference PLM Lab (Ground floor KSOM, KIIT University)

Sub-Theme:

Empowering Marginalized Communities, Innovative Solutions for Social Impact & Sustainable Innovation in Product and Service Development

Sl. no	Paper Code s	Paper Title	Authors
1	ICMR24EM01	Marginalized Communities and International Trade with special reference to Public-Private Partnership	Dr. Indrila Guha & Dr. Atrayee Banerjee
2	ICMR24EM07	Participation of Tribal Communities in MGNREGA scheme and its impact on their Livelihood	Dr. Rautu Kerai, Sumitra Naik & Dr. Snigdharani Panda
3	ICMR24EM03	Professional Identity Scale Validation for HIV/AIDS Counsellors in an Indian Sample	Madhu Chhanda Panda & Brajaballav Kar
4	ICMR24EM08	Fashion For All: Introducing Genderfluidity in Indian Fashion Brand Marketing	Sanya D. Kishwar & Zishan Ali
5	ICMR24ISI06	Beyond Profit: Nurturing a Greener Future through Corporate Social Responsibility and Climate Change Mitigation	Ms. Shrabani Kar & Dr. Ipsita Das
6	ICMR24RA02	Decoding Persuasion: Ads & Their Impact on Buying Decisions	Debadeepti Jagaty, Dr Umakanta Dash & Dr Puspallata Mahapatra
7	ICMR24RA07	Transforming the Digital Business Practices in India by Implementing a Systematic and Advanced Digital Business System: - A Lesson from Estonia	Jangyash Kumar Rout, Abhishek Kumar, Tapas Ranjan Das & Pushp Raj
8	ICMR24RA04	Strategies for CRM Failure Recovery: A Comprehensive Analysis and Framework Development	Tanaya Mohanty, Priti Ranjan Sahoo & Rituparna Ghosh
9	ICMR24SI05	A Systematic Literature Review on Agri-Supply Chain	Abhipsa Ray, Praveen Kumar Mohanty & Satya Narayan Misra
10	ICMR24SI02	Does Gen Z care about the intention behind ecologically responsible behavior? An IMBP Approach	Dr. Priyadarshini. K
11	ICMR24SI03	From Farm to Table: The Role of Consumer Behavior in Driving Sustainable Innovations in Bihar's Agri-Food Industry with NABARD	Monika Kumari
12	ICMR24SI09	Enabling Sustainable Progress in Rural Regions through an Intelligent Management System for Enhanced Business Profitability	Prasanta Parida & Monalisha Chakraborty
13	ICMR24ISI01	The Policing Approach of Police: Managing Positive Stress for Sustaining Peace and Harmony in Sambalpur	Dr. Srinibash Dash
14	ICMR24EM06	Equitable Growth: Empowering Marginalized Communities in Mayurbhanj through Economic Opportunities	Banshidhar Naik

Parallel Sessions-4 (Virtual)

Date: 23/02/2024

Time: 10:30 AM-1:30 PM

Sub-Theme:

Circular Economy and Sustainable Business Practices & Environmental Sustainability and Green Initiatives

Sl. No	Paper Code	Paper Title	Authors
1	ICMR24CE04	A study on customer preference towards UPI Apps in Kerala	Gayathri G, AswathyVK & Dr. P K Viswanathan
2	ICMR24CE03	ESG Metrics and Reporting Framework	Prateek Khanna
3	ICMR24CE06	Sustainable adoption of zed model in MSME units	Rajeev Kumar Gupta
4	ICMR24ES19	Smart Learning Environments: An Investigation of Barriers to Technology-Enabled Blended Learning in Higher Education	Dr. Surbhi Sethi Sristi Saxena Manju Singh
5	ICMR24ES20	Monetary policy and Banks profitability: Evidence from India	Mohd Aman & Sayed Mohammad Minhaj Uddin
6	ICMR24ES03	Investigation of Green Supply Chain Management Practices in Small Scale Industries: Applying AHP Method and Paired Correlation.	Prashantkumar S. Bajaj, Dr. Sanjay P. Shekhawat & Dr. P.M.Solanki
7	ICMR24ES11	The effect of ESG Index on stock performance of companies in India: A Post- Facto Sectoral Analysis	R Varun Kumar, S. Sreelakshmi & Dr.P.K.Vishwanathan
8	ICMR24ES06	Sustainable Circular Economy through Waste to Wealth initiative: A Study in Smart City of Bhubaneswar	Sasmita Mohapatra & Mihir Ranjan Nayak
9	ICMR24ES26	A Systematic Review of Literature on Smart Tourism and Smart Destinations	Sugato Tripathy
10	ICMR24ES18	Consumer Perception Towards Eco-friendly Products: A Comparative Study bet Rural and Urban Consumers in West Bengal	Dr. Sriparna Guha
11	ICMR24GM02	Local Community Support in Supply Chains- An Examination of UltraTech Cement's Operations in North Bihar	Sunil Kumar Saurabh

Parallel Sessions-5 (Virtual)

Date: 23/02/2024

Time: 10:30 AM-1:30 PM

Sub-Themes:

Ethical AI and Technology for Sustainability, Inclusive Leadership and Organizational Culture, Resilience and Adaptability in a Changing World, Stakeholder Engagement and Environment-Social-Governance (ESG) & Sustainable Innovation in Product and Service Development

Sl. No	Paper Code	Paper Titles	Authors
1	ICMR24AI03	Transformative Leadership in the Era of Artificial Intelligence: A Sustainable Approach to E-Commerce Development in India	Ratnesh Kumar Rattan
2	ICMR24AI07	Latent Biases and Risks of AI Integration in Climate-smart Agriculture Regime	Srishti Saxena & Manju Singh
3	ICMR24AI08	Application of evolutionary computation techniques in formulating short term trading decisions in stock market	Subhajit Chattopadhyay
4	ICMR24IL04	Understanding the Influence of Organizational Culture on Employee Commitment – A Systematic Review in the IT Sector	Silpa Mary John & Deep Jyoti Gurung
5	ICMR24ISI02	Role of CSR in Sustainable Development: A Study on Indian CSR Companies and its implication on SDGs in Jharkhand	Dr. Tina Murarka & Dr. Rahul Agarwal
6	ICMR24RA06	Gamifying the Shopping Experience: A Systematic Literature Review on Gamification in E-Commerce Apps	Ishita Bansal & Prof. Anand Thakur
7	ICMR24RA03	Connect and Engage: Leveraging Social Apps for Internal Communication to convey the Employee Value Proposition	Rijuta Joshi & Dr. Lalit Khullar
8	ICMR24RA05	Adapting Management Practices through Customized Training Program in Retaining Gen Z and Millennials Across Different Sectors	Shri Sailaxmi.S & Dr. Nisha R
9	ICMR24SE02	Exploring Financing and Investing Barriers to Green Projects in India	Sumedha Bhatnagar & Dr Dipti Sharma
10	ICMR24SI06	Strategic R&D Investments: Analysing Financial Success in the Drugs and Chemicals Industry of India	Ashutosh Parhi & Rabi Narayan Subudhi
11	ICMR24GM03	Financial contagion through selects US thematic indices in the Indian and Chinese equity markets: New insights from wavelet analysis	Dr. Koustubh Kanti Ray, Dr.Chandrabhanu Das & Dr.Komapalli Sasi Kumar