

International Conference on "Creating Opportunities in Emerging Markets – A Global Approach"

13-14 February, 2015

13 February 2015

Time	Program	Venue
9:00-10:00	Registration and Distribution of Kits High Tea	
10:00-11:15	Inaugural Session	Convention Hall II
11:15-11:30	Tea break	Convention Hall I
11:30-12:00	Plenary Lectures	Convention Hall II
	Plenary Lecture 1 Speaker: Dr. Raj Kumar Professor, BHU Plenary Lecture 2 Speaker: Dr. Manodip Ray Chaudhuri Professor and Dean, Future Business School, Kolkata, India	
12:00-1:00	Technical Session I (Accounting Finance, Banking and Economics) Session Chair: Dr. Raj Kumar Professor, BHU Technical Session II (Human Resources) Session Chair: Dr. Anwar Hossain Vice Chancellor, Southeast University, Dhaka, Bangladesh	Convention Hall II Room No. 203
1:00-2:00	Lunch Break	Convention hall I
2:00-3:00	Technical Sessions I, II (Contd...)	Convention Hall II Room No. 203
3:00-3:15	Tea Break	
3:15-5:00	Technical Sessions I, II (Contd...)	Convention Hall II Room No. 203

14 February 2015

Time	Program	Venue
9:00-10:00	Registration and Distribution of Kits High Tea	
10:00-11:00	Plenary Lectures	Convention Hall II
	Plenary Lecture 3 Speaker: Dr. Shrirang Altekar Director, Symbiosis Centre for Management Studies, NOIDA Plenary Lecture 4 Speaker: Dr. Parag Kulkarni, PhD DSc CEO and Chief Scientist, Anomaly Solutions Pvt Ltd.	
11:00-11:45	Technical Session III (General Management) Session Chair: Dr. Shrirang Altekar Director, SCMS-NOIDA Technical Session IV (Technology and Operations) Session Chair: Dr. Parag Kulkarni, PhD DSc CEO and Chief Scientist, Anomaly Solutions Pvt. Ltd.	Convention Hall II Room No. 203
11:45-12:00	Tea Break	Convention Hall I
12:00-1:00	Technical Session III (General Management) (contd...) Technical Session V (Marketing Opportunities) Session Chair: Dr. Manodip Ray Chaudhuri Professor and Dean, Future Business School, Kolkata, India	Convention Hall II Room No. 203
1:00-2:00	Lunch Break	Convention Hall I
2:00-2:30	Technical Session III and V (contd...)	Convention Hall II Room No. 203
2:30-3:30	Valedictory Function	Convention Hall II
	Presentation of Conference Report Distribution of Awards and Certificates	

Session-wise Schedule

Date		13-Feb-15	Time	12:00 – 5:00
Track		Accounting, Finance, Banking and Economics (Session I)		
S.No	Paper Code	Title of the Paper	Author(s)	Affiliation
1.	AFBE04	International Accounting and Globalization	Avneet Kaur	IET Bhaddal Institute, Ropar
2.	AFBE05	EMERGING ECONOMIC AND POLITICAL CONFLICTS AS THREAT TO PROSPERITY	BIYASH CHAKRABORTY	University of Petroleum and Energy Studies, Dehradun
			SACHIN KUMAR ARYA	University of Petroleum and Energy Studies, Dehradun
3.	AFBE06	Islamic Finance and Economic Growth in the Kingdom of Saudi Arabia (KSA): An Empirical Evidence	Mosab I. Tabash	FMS, DU
			Raj S. Dhankar	FMS, DU
4.	AFBE10	FINANCIAL RATIO ANALYSIS IN THE INDIAN CONSTRUCTION SECTOR : DLF LTD. AND ANSALS API	Jaspreet Kaur	JKBS, Gurgaon
5.	AFBE11	Distribution channels of Life Insurance Industry- An Empirical Approach	Sumninder Kaur Bawa	Guru Nanak Dev University, Amritsar
			Samiya	Guru Nanak Dev University, Amritsar
6.	AFBE12	ECONOMIC GROWTH AND GOVERNMENT DEBT IN PUNJAB	Amanpreet Kaur	Punjab School of Economics, GNDU, Amritsar
			Baljit kaur	Punjab School of Economics, GNDU, Amritsar
7.	AFBE13	'India- ASEAN Free Trade Agreement: Emerging Trends and Patterns	Richa Khurana D.K. Nauriyal	Department of Humanities and Social Sciences, Indian Institute of Technology Roorkee, Roorkee
8.	AFBE14	EMERGING ECONOMIC AND POLITICAL CONFLICTS AS THREATS TO PROSPERITY	ADITYA GUPTA	Institute For Excellence In Higher Education, Bhopal
			PRATEEK MUJUMDAR	Institute For Excellence In Higher Education, Bhopal
9.	AFBE18	MERGERS & ACQUISITIONS IN EMERGING MARKETS: MANAGEMENT STRATEGIES FOR HUMAN RESOURCE AND FINANCE	Smita Meena	Kamala Nehru College, University of Delhi
10.	AFBE19	THE ROLES OF GOVERNMENT AND BANKS IN ENTREPRENEURSHIP FINANCING IN NIGERIA	BELLO BABA HASSAN	DEPARTMENT OF BANKING AND FINANCE ABDU-GUSAU POLYTECHNIC, P.M.B 1021 TALATA MAFARA ZAMFARA STATE, NIGERIA
11.	GM19	Integrating Social Media with Education	Anuja Shkla	ITS Engineering College, Gr Noida.
			Ankur Shukla	Hindustand Coca Cola Beverages PVT Ltd.

Date	13-Feb-15	Time	12:00 – 5:00	
Track	Human Resources (Session II)			
S.No.	Paper Code	Title of the Paper	Author(s)	Affiliation
1.	HR01	An Empirical Analysis of Factors affecting WLB of employees in Service sector	Anju Chawla	SCMS, NOIDA
2.	HR02	An Empirical Study on the role of spirituality at workplace on organizational commitment	Rajiv Jain	Maharaja Agrasen Institute of Management Studies Rohini, Delhi
			Bhawna Redhu	
3.	HR05	A COMPARATIVE STUDY ON WORK LIFE BALANCE OF WOMEN ENTREPRENEUR AND NON-ENTREPRENEUR	Jagdeep Singh	IET
			Pooja Sharma	LPU
			Deepika Kapoor	LPU
4.	HR08	Perception of Trade Union by Managers from Small, Medium and Large sized organizations in India	Saba Jafri	JK Business School Bhondsi,Gurgaon
5.	HR10	Work Life Balance: Employee Engagement Tool	Surbhi Malhotra	ITM University
			Charu Shri	
6.	HR13	CONTENT ANALYSIS APPROACH TO UNDERSTANDING STRATEGIC- HR ALIGNMENT: UPCOMING PARADIGM	Shalini Shukla	Department of Business Administration University of Lucknow, Lucknow
7.	HR15	Developing Indian higher educational institutes as learning organizations through the practice of intrapreneurship	Saniya Chawla	Department of Management Studies IIT-Roorkee
			Usha Lenka	Department of Management Studies IIT-Roorkee
8.	HR16	Teamwork and team building capacity of Nepalese managers	Sateesh Kumar Ojha	Faculty of management, Tribhuvan University, Nepal
9.	HR17	The relation of implicit and explicit knowledge in the organizations	Sateesh Kumar Ojha	Faculty of management, Tribhuvan University, Nepal
10.	HR18	HR Practices and Internal Corporate Social Responsibility- A Conceptual Study	Aastha Kochar	Birla Institute of Technology Mesra Ranchi Noida Campus
11.	HR19	Effect of meditation in balancing working life in highly pressured environment	Divya Yadav	Institute for Excellence in Higher Education. Bhopal, Madhya Pradesh
			Deepali Yadav	University Institute of Technology (Rajeev Gandhi Technical University). Bhopal, Madhya Pradesh
12.	HR25	Workplace Spirituality: A Relationship between Job Stress, Workplace Conflict, and Interpersonal Communication	Aarti Sehgal	Rukmini Devi Institute Of Advanced Studies, Rohini
13.	HR26	HR Bundles for Effective Work Life Balance: An Empirical Study	Sandhya Aggarwal	Associate Professor, Asian Business School Noida
14.	HR29	MOTIVATIONAL ANALYSES OF ORGANIZATION BEHAVIOR: A STUDY IN EDUCATION INDUSTRY	Ankur Jain	SLS, NOIDA
			Abhinav Gaur	
			Gowrang	
15.	MO11	CONSUMER RETENTION STRATEGIES IN EMERGING MARKETS	Shreya Gupta	Institute for Excellence in Higher Education, Bhopal, Madhya Pradesh
			Jonaki Chowdhury	Institute for Excellence in Higher Education, Bhopal, Madhya Pradesh
16.	MO05	Analysis of factors affecting online purchase behavior of customers in Indian context	Upasana Kanchan Naveen Kumar	School of Management,Gautam Buddha University, Greater Noida

Date		14-Feb-15		Time		10:45-2:30	
Track		General Management (Session III)					
S.No.	Paper Code	Title of the Paper	Author(s)	Affiliation			
1.	GM03	A JOURNEY FROM DAIRY ENGINEERING TO WHITE REVOLUTION IN INDIA: A CASE STUDY OF DR. VERGHESE KUREIN	Sachin Bhardwaj	MIT Moradabad			
			Rahul Singh				
2.	GM05	Social Media Influencing Sales Productivity and customer loyalty	Sadaf Firdous	Centre for Management Studies, Jamia Millia Islamia			
			Sameer Jan	The Business school, University of Kashmir			
3.	GM07	Life Insurance Corporation of India – A study	Sukhvinder Singh Dari	SLS, NOIDA			
4.	GM09	Social Media Marketing in Hindi Films: A Case Study of Chennai Express	Sneha Samaddar	SIMC, SIU			
5.	GM10	Corporate Social Responsibility and Corporate Governance	Mrittika Nandy	Centre of Political Studies Jawaharlal Nehru University, Delhi			
6.	GM16	THE EVOLUTIONARY CONVERGENT 'HOW' DELIVERY MODEL TOWARDS QUALITY EDUCATION IN INDIA-THE GAP UNTAPPED	SUNDEEP PATIL	Dr.D.Veerendra Heggade Institute of Management Studies and Research Vidyagiri, Dharwad			
7.	GM17	BRANDING TO THE GEN-Y: AN INVESTIGATION OF THE EFFECT OF SOCIAL MEDIA	Nidhi Sinha	Jaypee Institute of Information Technology, NOIDA			
8.	GM18	BETI BACHAO –BETI PADHAO AUR SANSKRITI BACHAO: THE NEED OF THE HOUR FOR WOMEN EMPOWERMENT	L K Verma	MBA Department, I.T.S Engineering College, Greater Noida			
9.	GM20	AN EMPIRICAL ANALYSIS OF CUSTOMER (PATIENT) DOCTOR RELATIONSHIP	Shakti Prakash	Skyline College Of Engineering and Management Greater Noida, Gautam Buddha Nagar, (Uttar Pradesh, India)			
			Rupali Pramanik	G.L.Bajaj Institute of Technology and Management Greater Noida, Gautam Buddha Nagar, (Uttar Pradesh)			
			Gyan Prakash	School of Economics, D. A. University, Indore (Madhya Pradesh, India)			

Date		14-Feb-15	Time		10:45-11:45
Track		Technology and Operations (Session IV)			
S.No.	Paper Code	Title of the Paper	Author(s)	Affiliation	
1	IT04	Content Analysis of Growth Potential of Online Shopping (With Special Reference To India)	RESHU SHARMA	Faculty of Management Studies (FMS), Gurukul Kangri University, Haridwar. (U.K)	
			OMVIR GAUTAM	Faculty of Management Studies (FMS), Gurukul Kangri University, Haridwar. (U.K)	
2	IT05	An empirical investigation of the role of strategic leadership in engaging knowledge workers of Indian IT sector	Binita Tiwari Usha Lenka	DMS, IIT Roorkee	
3	IT06	RE-CREATION OF 4P'S THROUGH CO-CREATION: AN IT INTERVENTION	Gowhar Rasool	School of Business Studies Central University of Jammu, J&K India	
			Anjali Pathania	School of Business Studies Central University of Jammu, J&K India	
4	OP02	Creating Opportunities by Converting Trash to Treasure	Raveesh Agarwal	Department of Business Administration Rajshree Institute of Management & Technology Bareilly	
			Mona Chaudhary	Amity Business School Amity University Noida	
			Ankit Agarwal	Department of Business Administration Rajshree Institute of Management & Technology Bareilly	

Date		14-Feb-15	Time		12:00-2:30
Track		Marketing Opportunities (Session V)			
S.No.	Paper Code	Title of the Paper	Author(s)	Affiliation	
1.	MO06	An empirical study to understand the factors that influences Consumer Buying Behavior in Organized Housing Projects With special Reference to Delhi-NCR	Shamsher Singh	Banarsidas Chandiwala Institute of Professional Studies, Delhi	
			Ameet Sao	RICS School of Built Environment, Amity University, NOIDA	
			LAPAKSHI AGGARWAL	RICS School of Built Environment, Amity University, NOIDA	
2.	MO07	An empirical study investigating the choice of the Mobile phone buying criteria by the consumers in Delhi region	Sunita Dwivedi	SCMS, NOIDA	
			Taru Baswan	Banarsidas Chandiwala Institute Of Professional Studies, Dwarka Delhi	
3.	MO12	Development of Marketing Strategy to Tap Opportunities in a Volatile Market (A study with reference to the volatile consumer goods market in the UAE with specific focus on marketing strategy of Hypermarkets to attract Indian customers)	Sunita Dwivedi	SCMS, NOIDA	
			Pradeep Kumar Pillai	Banasthali Vidyapith, Rajasthan	
4.	MO13	Social media marketing and its role on generation Y - buying behavior	Shamsheer Singh	Banarsidas Chandiwala Institute of Professional Studies, Dwarka, Delhi	
			Ameet Sao	RICS School of built environment, Amity	
5.	HR11	Review on motivational factors of women entrepreneurship	Sucheta Agarwal	DOMS, IIT Roorkee	
			Usha Lenka	DOMS, IIT Roorkee	
6.	HR14	A Conceptual Research on the causes and impact of cross cultural diversity on Organisations	SHIKHA CHOUDHARY	NOIDA INTERNATIONAL UNIVERSITY	