



**Faculty of Management, Symbiosis International University  
International Conference**

On

**Changing Dynamics in Global Markets**

29-30 September, 2016

India International Centre, New Delhi

29 September, 2016

Time	Program	Venue
9:00 - 10:00	Registration and Breakfast	
10:00 - 11:30	<b>Inaugural Session</b>	<b>Auditorium</b>
	<p>Welcome Address by <b>Dr. Shirang Altekar (Director SCMS, NOIDA)</b></p> <p>Address by <b>Dr. R. Raman (Dean Faculty of Management, Symbiosis International University, Pune)</b></p> <p>Address by <b>Dr. Rajani Gupte, Hon'ble Vice Chancellor, Symbiosis International University, Pune</b></p> <p><b>Keynote Address</b></p> <p><b>Dr. Ajay Vinze</b> Associate Dean, International Programs, <b>Arizona State University, USA</b></p> <p><b>Address by the Guests of Honor</b></p> <p><b>Shri Alok Ranjan, IAS</b> Chief Adviser to the Chief Minister, Uttar Pradesh and Chairman, UP State Industrial Development Corporation</p> <p><b>His Excellency Mr. Radu Octavin DOBRE,</b> Ambassador of Romania to India, Sri Lanka, Nepal, Bangladesh and Maldives</p> <p><b>Address by the Chief Guest</b></p> <p><b>His Excellency Mr. Shaida Mohammad Abdali</b> Ambassador of The Islamic Republic of Afghanistan to India</p>	
11:30 - 12:00	Tea Break	
12:00 - 1:30	<b>Plenary Session</b>	<b>Auditorium</b>
	<p><b>Plenary Lecture 1</b></p> <p><b>Dr. Prince Augustin</b> EVP - Group Human Capital &amp; Leadership Development <b>Mahindra and Mahindra Ltd.</b></p> <p><b>Plenary Lecture 2</b></p> <p><b>Mr. Diptiman Das</b> Chairman and Managing Director <b>EdCIL India Ltd.</b></p>	

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**Plenary Lecture 3**

**Mr. V. Viswanand**

Senior Director & Chief Operating Officer

**Max Life Insurance Co. Ltd.**

**Plenary Lecture 4**

**Mr. Roshan Vidyasagar**

Client Director, Hindustan Field Services Pvt. Ltd., and

Executive Director, **Smollan India Pvt. Ltd**

**Plenary Lecture 5**

**Dr. Anwar Hossain**

Hon'ble Vice Chancellor, Southeast University, Dhaka,  
Bangladesh

<b>1:30 – 2:15</b>	<b>Lunch Break</b>	
<b>2:15 – 4:00</b>	<b>Workshop</b>	<b>Conference Room 1</b>
	<b>Speaker 1</b>	
	<b>Mr. Vivek Mehra,</b>	
	Managing Director & CEO	
	<b>SAGE Publications India Pvt Ltd.</b>	
	<b>Speaker 2</b>	
	<b>Dr. Benjamin B. M. Shao</b>	
	Associate Professor, Information Systems	
	W. P. Carey School of Business	
	<b>Arizona State University, USA</b>	
	<b>Speaker 3</b>	
	<b>Dr. Zhongju Zhang</b>	
	Associate Professor, Information Systems	
	W. P. Carey School of Business	
	<b>Arizona State University, USA</b>	
<b>4:00 – 4:15</b>	<b>Tea Break</b>	
	<b>Technical Session 1 – IT and Telecom</b>	
<b>4:15 – 5:00</b>	<b>Session Chair: Dr. Vidushi Sharma, School of ICT, Gautam Buddha University, Greater NOIDA</b>	<b>Conference Room 1</b>

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<b>Time</b>	<b>Program</b>	<b>Venue</b>
9:00 – 10:00	Registration and Breakfast	
10:00 - 10:30	<b>Address by the Guest of Honor</b> <b>His Excellency Mr. Ernest Rwamucyo,</b> High Commissioner of the Republic of Rwanda to India	Multipurpose Hall
10:30 – 11:30	<b>Technical Session 2 – Banking and Financial Services</b> Session Chair: Dr. Anwar Hossain, Vice Chancellor, Southeast University, Bangladesh <b>Technical Session 3 – Consumer Goods</b> Session Chair: Dr. Sapna Rakesh, Director, IMS Ghaziabad (University Courses Campus)	Multipurpose Hall Seminar Hall 3
11:30 - 11:45	<b>Tea Break</b>	
11:45 - 1:00	<b>Technical Session 2 – Banking and Financial Services (contd...)</b> <b>Technical Session 3 – Consumer Goods (contd...)</b>	Multipurpose Hall Seminar Hall 3
1:00 - 2:00	<b>Lunch Break</b>	
2:00 – 4:00	<b>Technical Session 4 – General Management</b> Session Chair: Dr. Kanhaiya Singh, Former Professor, FORE School of Management, New Delhi <b>Technical Session 5 – Tours and Travels</b> Session Chair: Dr. Lata Bajpai, IMS Ghaziabad <b>Technical Session 6 – Automobile Sector</b> Session Chair: Dr. Vidushi Sharma, School of ICT, Gautam Buddha University, Greater NOIDA	Multipurpose Hall Seminar Hall 3 Seminar Hall 3
4:00 - 4:15	<b>Tea Break</b>	
4:15 – 5:00	<b>Valedictory Function</b>	Multipurpose Hall

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<b>Technical Session 1</b>		<b>IT and Telecom</b>	
<b>Date: 29 September 2016</b>		<b>Time: 4:15 – 5:00</b>	<b>Venue: Conference Room 1</b>
<b>S. No.</b>	<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Author(s)</b>
1.	IT03	Impact of Training and Development on Employees Performance in Karnataka State Financial Corporation with Special Reference to Gulbarga, Bidar, Raichur, Yadgiri, And Bellary District Branches	Ms. Pushpa.S.Talwar
2.	IT06	Does information technology really matters?	Dr. Rayees Farooq
3.	IT09	A comparative study of Leading Indicators of Innovation and their Focus	Dr. Bala Krishnamoorthy and Dr. Madhavi Damle

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Technical Session 2		Banking and Financial Services	
Date: 30 September 2016		Time: 10:30 – 1:00	Venue: Multipurpose Hall
S. No.	Paper Code	Title of the Paper	Author(s)
1.	BFS05	Moving From Customer Service To Customer Delight: An Ethnographic Study Of The Relationship Managers in Banking Sector	Dr. Pramod Damle and Dr. Manisha Ketkar
2.	BFS06	Shareholders' Value Creation in Select Indian Public Sector Banks: Economic Value Added and Market Value Added Analysis	Dr. Rajnalkar Laxman and Dr. Ravi. B. Kashinath
3.	BFS09	A study to analyze the impact of Board structure on the financial performance of Bank	Dr. Arti Chandani, Dr. Mita Mehta and Dr. B. Neeraja
4.	BFS11	Non Banking Financial System in India: Is it a Shadow Banking or Parallel Banking?	Dr. Dipasha Sharma, Ms. Shagun Thukral and Dr. Pankaj Sharma
5.	BFS14	Changing paradigms of life insurance distribution: Telltale signs for future insurer preparedness!	Mr. Tanmay Pant and dr. Rajeev Srivastava
6.	BFS16	Impact of Technology on Banking Payment systems and Measuring Customer Satisfaction	Dr. Narendra Kumar Bhasin and Dr. Anupama R
7.	BFS18	A Study of Insurance Policy holders in Delhi-NCR region : A Critical Analysis	Dr. Sanjiv Layek
8.	BFS21	Dividend Decisions and Payout Policy of Listed Asian Companies An Empirical Analysis	Dr. Sunaina Kanojia and Mr. Bunny Singh Bhatia
9.	BFS22	A Study On Exchange Rate Volatility And Its Macro Economic Determinants In India	Ms. Swati Thakur and Dr. Rakesh Kumar Srivastava
10.	BFS25	Overview of Present Scenerio of Financial Services in Globalized Markets	Dr.Avinaash Vajpayee and Ms. Rashmi Soni
11.	BFS26	Measuring Business performance in the absence of objective Measures: Scale development and validation	Dr. Rayees Farooq
12.	BFS27	Financial inclusion: A key to strengthen the governance of Indian banking industry	Ms. Mandakini Garg
13.	BFS28	Understanding Risk Attitudes And Investment Decisions Among Working Women	Ms. Gautami Chattopadhyay and Dr.Gagan Pareek
14.	BFS29	Success of Payment Banks in India- A socio economic evaluation	Dr Rishi Manrai

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<b>Technical Session 3</b>		<b>Consumer Goods</b>	
<b>Date: 30 September 2016</b>		<b>Time: 10:00 – 1:00</b>	<b>Venue: Seminar Hall 3</b>
<b>S. No.</b>	<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Author(s)</b>
1.	CG01	Transferring Supply Chain Management as Global Hub through Make in India	Dr. Prem Nath Panday Ms. Suruchi Panday
2.	CG02	A Study on The Impact of Package Color of Juices on Consumers' Perceptions & Purchase Decisions	Dr. Solanki Sandip P.
3.	CG03	A Study on The Impact of Shape of Package of Cereals on Consumers' Buying Behavior and their Perception about the Product Healthines	Dr. Solanki Sandip P.
4.	CG06	Examining Factors of Customer Experience: An Empirical Study of Flipkart.Com	Dr. Kavita Chauhan and Ms. Aashu Aggarwal
5.	CG10	Flipkart: A catalyst to change Indian Consumer buying behavior	Ms. Shailika Shrivastava, Mr. Sagar Oliver Nathan, Ms. Himanshi Agarwal and Mr. Gaurav Gupta
6.	CG12	To study the Impact of environmental Corporate Social Responsibility (CSR) activities of selected FMCG companies on the Brand Equity in Delhi and NCR	Mohammad Aslam Khan
7.	CG13	Changing Pricing Strategies and its Impact on Consumerism in the UAE (A Study on the pricing strategy of retailers and its impact on consumerism among the Middle Class Expat Indians in the UAE)	Dr Pradeep Kumar Pillai, Prof Gopal Salim Pillai and Dr Sunita Dwivedi
8.	CG15	Branding- Nothing But An Experience	Dr Vipul Jain
9.	CG17	Developmental and Motivational Aspect of Performance Management	Dr. Davinder Sharma

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Technical Session 4		General Management	
Date: 30 September 2016		Time: 2:00 – 4:00	Venue: Multipurpose Hall
S. No.	Paper Code	Title of the Paper	Author(s)
1.	GM01	Evolution of Personal Engagement into Employee Engagement: A Review of Literature	Ms. Bhavneet Kaur and Dr. Upasna Joshi Sethi
2.	GM06	A Study on Corporate Governness and Environmental Ethics	Ms. Chitra Bajpai
3.	GM07	Harnessing the power of Social Media by HR function in Indian organizations	Mr. Suresh MR and Dr. H R Venkatesha
4.	GM08	Entrepreneurial Orientation and Global Mindset: Impact on Internationalization of SMEs in India	Mr. Ishaq Ahmad Dar and Dr. Dr. Mahesh Chandra Joshi
5.	GM09	Measuring Work-Family Balance in Indian Organizations: Scale Development and Validation	Ms. SonamYadav, Ms. Bhavana Adhikari and Ms. Ridhi Arora
6.	GM11	Mediating role of Job Satisfaction between Compensation and Employee Retention- A study of Sales Persons of Pharmaceutical sector in Punjab	Dr. Mridula Mishra and Ms. Chanchal Wadhawan
7.	GM12	ANAEMIA- A Major Roadblock in Indian Women's Work-life Balance	Dr. Bineet Sinha amd Ms. Renuka Malhotra
8.	GM13	Efficient & Green Logistic- Need for higher freight share by Rail	Mr. Ajit Kumar Mishra and Ms. Namita mishra
9.	GM14	A Case Study on Narsapur Crochet Work	Mr. Aman Jindal, Mr. Sarabhit Singh, and Mr. Satyam Arora
10.	Edu09	Cultural Intelligence & Student Satisfaction: An Empirical Exploration	Dr. Anish Yousaf and Ms. Harnoor Kaur Sandhu
11.	Edu07	Determinants of Organizational Commitment Among Teachers of Technical Education in Haryana	Dr. Pooja Sharma
12.	Edu08	Understanding student's behavioural pattern & impact of Social Networking Sites on academic performance in India	Dr. Suchita Jha and Dr. Asmita Chitnis
13.	Edu11	Assessing Leadership Styles of Higher Education Students through Blake and Mouton's Managerial Grid	Dr. Mridula Mishra and Ms. Kanika Garg
14.	Edu14	Level of Emotional Intelligence Among Young Adults- A Gender Specific Study	Dr. Neerja Anand

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<b>Technical Session 5</b>		<b>Tours and Travels</b>	
<b>Date: 30 September 2016</b>		<b>Time: 2:00 – 3:00</b>	<b>Venue: Seminar Hall 3</b>
<b>S. No.</b>	<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Author(s)</b>
1.	TT02	Green Hotels : Prospects and Resources towards building a strategic Model	Ms. Tilottama Singh
2.	TT04	Medical Tourism Diversity: a comparative study of South East Asian countries	Dr. Bhupinder PS Chahal and Ms. Rupali Khanna
3.	TT07	Octapace Culture: A Study of Hospitality Sector In Lucknow Region	Dr. Rekha Khosla

<b>Technical Session 6</b>		<b>Automobile Sector</b>	
<b>Date: 30 September 2016</b>		<b>Time: 3:00 – 4:00</b>	<b>Venue: Seminar Hall 3</b>
<b>S. No.</b>	<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Author(s)</b>
1.	Auto02	Role of Social Media Marketing in Consumer Buying Decision in Automobile Industry: An Empirical Study in Delhi-NCR	Dr. Shamsher Singh And Mr. Ameet Sao
2.	Auto03	Impact of change in auto industry dynamics on the air quality and future prospects to sync with environmental concerns	Ms. Aanchal Airy
3.	Auto04	Stock Market Indices: An Analysis of the Contribution of Various Sectors with Special Reference to CNX Nifty	Ms. Veerangna Singh
4.	Auto07	Dynamics of Industrial Relations in Indian Industry with special reference to Automobile and Manufacturing Industry in Pune	Dr. Santosh Bhave and Dr. Suruchi Pandey