



**International Conference on  
Emerging Trends in Management Practices**

**ICETMP 25 SAMAVAYA – Hybrid Conference**

**Organized By**



**L J Institute of Management  
Studies, L J University**

**In association with**



**Institute For Educational Research and Publication (IFERP)**

# CONFERENCE SCHEDULE

## Day 1 - (21.02.2025)

10:00 AM (IST, GMT+ 5:30 hrs.)	<b>Inauguration</b>
10:35 AM (IST, GMT+ 5:30 hrs.)	<b>Inaugural Address – Chief Guest</b>
11.05 AM to 11:20 AM (IST, GMT+ 5:30 hrs.)	<b>Presidential Address</b>
12.00 PM – 01:30 PM (IST, GMT+ 5:30 hrs.)	<b>Technical sessions I</b>
01: 30 PM – 02: 30 PM (IST, GMT+ 5:30 hrs.)	<b>Lunch</b>
02:30 PM – 04:15 PM (IST, GMT+ 5:30 hrs.)	<b>Panel Discussion</b>
4:30 PM (IST, GMT+ 5:30 hrs.)	<b>Keynote Session I</b>

## Day 2 -(22.02.2025)

10:00 AM (IST, GMT+ 5:30 hrs.)	<b>Keynote Session II</b>
11:30 AM – 12:00 PM ((IST, GMT+ 5:30 hrs.)	<b>Tea Break</b>
12.00 AM to 01:30 PM (IST, GMT+ 5:30 hrs.)	<b>Technical Sessions II</b>
1:30 PM to 2:30 PM (IST, GMT+ 5:30 hrs.)	<b>Lunch</b>
2:30 PM to 4:00 PM (IST, GMT+ 5:30 hrs.)	<b>Poster Presentation Session</b>
4.30 PM to 5.30 PM (IST, GMT+ 5:30 hrs.)	<b>Valedictory Session</b>

## Chief Guest

**Dr. Montek Singh Ahluwalia**

**Padma Vibhushan,**

**Eminent Economist & Former Deputy Chairman**

**Planning commission of India**



## Keynote Speakers

**Pankaj Setia**

**The IIMA Chair Professor**

**Professor of Information**

**Systems**

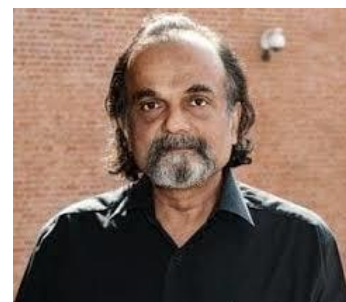


**Professor Sebastian Morris**

**Senior Professor,**

**Goa Institute of Management,**

**Goa, India**



**Mr. Mihir Joshi**

**Managing Director**

**GVFL Limited**



## **Panel Discussion**

**“Entrepreneurship and Economic Development: Perspectives from Asian Countries”**

**Panelists:**

- 1. Prof. P. P. Singh (India)**
- 2. Prof. R. H. Kuruppuge (Sri Lanka)**
- 3. Prof. Ireen Akhter (Bangladesh)**
- 4. Prof. Govind Tamang (Nepal)**
- 5. Prof. Au Yong Hui Nee (Malaysia)**

**Moderator- Prof. Chandramauli Pathak**

## Session Chairs (DAY 1)

S.No	Technical Session 1	Session	Mode	Session Chair Name	Session Chair Name
1	Track-1.1	FINANCE	Virtual	Dr Shubhra Anand	Dr Ashish Joshi, Dr. Gianluca Mattarocci
2	Track-1.2	MARKETING	Virtual	Dr. Nitin Kalla	Dr Ankita Srivastava
3	Track-1.3	HUMAN RESOURCES	Virtual	Dr. Siddharth Saxena	Dr. M M Bagali
4	Track-1.4	SUSTAINABLE DEVELOPMENT	Hybrid	Dr Lucky Mishra	Dr. Pinky Desai
5	Track-1.5	INDIAN ECONOMY & PUBLIC POLICIES	Virtual	Dr Kishore Bhanushali	Dr. Jharna Pathak
6	Track-1.6	EMERGING TRENDS & ADVANCEMENTS IN TECHNOLOGY	Physical	Dr. Nityesh Bhatt	-
7	Track-1.7	EMERGING TRENDS & ADVANCEMENTS IN TECHNOLOGY	Virtual	Dr. Balakrishna Unny	Dr. Aidanazima Abashah

## Technical Sessions

### Track 1.1. Emerging Trends in Financial Sector (Virtual)

	Paper ID	Paper Title	Department	Author	Co Author
1	ICETMP_LJU_0029	Bad Bank in India- Performance and Comparison with the Bad Banks of other Countries	Commerce	Ankit Sharma	Dr. H. B. Pandya
2	ICETMP_LJU_0092	Evaluating Key Metrics of Mutual Fund Performance: An Analytical Study of Large-Cap, Mid-Cap, and Small-Cap Funds in Indian AMCs	PGDM	Busala Usha Sandhya	Mrs. Kiranmayi Patel
3	ICETMP_LJU_0135	Study of Disbursement Analysis and Financial Inclusion in Rural India: A Case Study of Non-Banking Financial Company	Business	Vidhya Dharshini V	Vedant Singh
4	ICETMP_LJU_0169	Awareness of Financial Frauds amongst inhabitants - A Study on Online Scams and Cybersecurity Practices	BCOM Hons	Sanchith S	Prakruthi Bharadwaj
5	ICETMP_LJU_0289	A study on the perception of personal investors investing in different patterns of investment in urban and rural areas with reference of Bhavnagar city	Managemnt	Miss. Ekta Panot	
6	ICETMP_LJU_0295	Safeguarding Financial Integrity: A Study on Fraud Prevention and Detection	LJMS	Hiteshi Ajmera Dhara Shah	Himani Sheth

## Track 1.2 Emerging Trends in Marketing (Virtual)

S. No	Paper ID	Paper Title	Department	Author	Co Author
1	ICETMP_LJU_0307	Packaging strategies: Outlook on Consumer Buying Behaviour for Consumer-Packaged Goods	Marketing	Dr Harleen Mahajan	Dr Jignesh Vidani, Dr Anitha Sunil, Dr Meetali Saxena
2	ICETMP_LJU_0080	Unpacking Success: Assessing the Impact of Branding, Packaging, and Labeling on Emerging Agripreneurs in Punjab	Business Studies	Shivangi Jain	Navneet Kaur Gill
3	ICETMP_LJU_0342	Impact of Color on Consumer Buying Behavior: A Study on Shampoo Packaging Using Red, Yellow, and Blue	Research and Business Analytics	Neha Mahajan	Pragya Kapoor
4	ICETMP_LJU_0307	Packaging strategies: Outlook on Consumer Buying Behaviour for Consumer-Packaged Goods	Marketing	Dr Harleen Mahajan	Dr Jignesh Vidani, Dr Anitha Sunil, Dr Meetali Saxena
5	ICETMP_LJU_0086	Breaking Boundaries: South Indian Cinema's transition into the Pan-Indian market: An audience perspective	Communication Management	Charulatha Kumar	Prof. Sheeva Dubey
6	ICETMP_LJU_0386	A bibliometric analysis of electric vehicle research identifying trends and future directions		Dr. Sourbhi Chaturvedi	Mr. Akash rai
7	ICETMP_LJU_0362	Comprehensive Analysis of Student Admission Inquiry Inflow Through Evaluation of Marketing Strategies and Brand Awareness Activities Implemented by an Educational Institute in the referees of Bhavnagar	Management	Mr Yash Chudasma	

## Track 1.3: Emerging Trend in HR Practices(Virtual)

S. No	Abstract/Paper id	Paper Title	Department	Author	Co Authors
1	ICETMP_LJU_0059	CONNECTING THE GAP BETWEEN WORKFORCE DIVERSITY AND EMOTIONAL	Management	NOUSHAD K P	Dr.M. AYISHA MILLATH

		WELLBEING OF EMPLOYEES: AN EMPIRICAL STUDY			
2	ICETMP_LJU_0077	Empirical study on “Factors affecting recruitment & selection strategies and employees performance”	Management	KOMAL GHUMNANI	REENA PATEL
3	ICETMP_LJU_0089	A Bibliometric Analysis of Emotional Labour in Women: Trends, Themes, and Future Directions	Commerce	Rinchen Doma Bhutia	
4	ICETMP_LJU_0012	Confronting the Glass Ceiling Beliefs: Does Emotional Competence Affect Women's Career Advancement	Business	Lekshmi Mohan	Dr. Anusree P.S
5	ICETMP_LJU_0355	Organizational Climate and Interpersonal Conflict as Predictors of Quiet Quitting: Unpacking the Hidden Drivers of Employee Disengagement	Management		Dr Ranjana Dureja
6	ICETMP_LJU_0125	Organizational culture: Evidence from selected Organizations in Arunachal Pradesh	Humanities & social Sciences	Tokani Ghuhato	Prataprudra Parida

### Track 1.4 : Emerging Issues in Sustainable Development (Hybrid)

S. No	Abstract/Paper id	Paper Title	Department	Author	Co Authors
1	ICETMP_LJU_00010	Higher Education for Sustainable Development: The Nepalese Perspectives	Management	Rupa Shrestha	NA
2	ICETMP_LJU_0024	Green Event Management in Festivals: Special Focus on Ahmedabad's Cultural Events	Management	Shukla Jaykumar Rashminbhai	Dr. Anshumali Pandey
3	ICETMP_LJU_0050	Implementation of Green Innovation and Green Finance for Sustainable Development: A Bibliometric Analysis	Management	Dr Girija Nandini	Dr.Pramod Kumar Patjoshi, Apeksha Sahay, Dr Kailash Chandra Nayak
4	ICETMP_LJU_0171	Exploring Antecedents of Corporate Social Responsibility Practices of FMCG Companies in Gujarat	Management	Dr. Nidhi Halvadia	Dr. Karishma Raval
5	ICETMP_LJU_0306	Impact of Digital Transformation on Financial Inclusion and Sustainable Development Goals: Evidence from Major Indian States	Humanities and Social Sciences	Dr Paramasivan Sivasooriyan Vellala	Dr.T.Muthuvijayan & Dr.Samir K Mahajan



6	ICETMP_LJU_0339	Integrating sustainability into Business strategies- Emerging Trends in Sustainable Development for Competitive Advantage	Management	Prof Ashwinin Sonawane,	Dr Niraj Bhatt
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### Track 1.5 : Emerging Socio-economic issues and Public Policy (Virtual)

S.No	Abstract/Paper id	Paper Title	Department	Author	Co Authors
1	ICETMP_LJU_0053	Indian economy and women empowerment in it enabled sector after Covi-19 challenges and opportunities	School of Social sciences	Dr.Shalinee U Kadam	Dr. H S Fadewar Dr D S Yadav Dr P S Jadhav
2	ICETMP_LJU_0062	The Legislative Implementation of Act: Examining the Ground Realities and the Challenges faced In The Application of Juvenile Justice (Care And Protection) Act, 2015 by Legal Personalities Across the India	Law	Dr Sarvesh Shahi	Ms. Peeyusha Pahal
3	ICETMP_LJU_0081	Surrogacy: Evaluating the Effectiveness of New Laws in Addressing Challenges Faced by Surrogate Mothers and Children	Law	Dr. Pragnya Parimita Ray	Tulip Suman and Pratikshya Priyadarshini
4	ICETMP_LJU_0091	The Past, The Present and The Future of Women Self-Help Groups in Sikkim	Commerce	Deeki Dolma	
5	ICETMP_LJU_0093	BRIDGING THE GAP: AN IN-DEPTH EXAMINATION OF WOMEN POLICE OFFICERS CONTRIBUTIONS TO COMBATTING CRIMES AGAINST WOMEN	Law	samata mishra	Dr.Sthita Prajna Mohanty

### Track 1.6. Emerging Trends and Advancement In Technology(Physical)

S.No	Abstract/Paper id	Paper Title	Department	Author	Co Authors
1	ICETMP_LJU_0032	Changing Paradigm: Digitization in Education Sector leveraging Enterprise Resource Planning	Research & Innovation	Amit Kholkute	Dr. Neha Shroff
2	ICETMP_LJU_0063	A STUDY ON CYBERSECURITY AWARENESS IN DIGITAL BANKING AND SAFETY MEASURES	Commerce & Management	Dr. Laveena Tahilram Dharmwani	

3	ICETMP_LJU_0228	Empowering MSMEs through Entity Locker: A Framework for Secure and Seamless Data Exchange	Management	Shahrish Khan	Dr. Gayatri Doctor
4	ICETMP_LJU_0293	Data-Driven Transformation in Public Health: Evaluating Health and Nutrition Outcomes in 112 Aspirational Districts of India	Management	Pratham Parekh	

## Track 1.7: Emerging Trends And Advancement In Technology(Virtual)

S.No	Abstract/Paper id	Paper Title	Department	Author
1	ICETMP_LJU_0065	Ctrl+Alt+Discourse: Rebooting Civil Dialogue for the Social Media Generation	Corporate Strategy	Sidharth Ramsinghaney
2	ICETMP_LJU_0076	An Approach for Managing Intellectual Property Risks in Open Innovation for FinTechs	Mechanical Engineering	Arunnima B S
3	ICETMP_LJU_0237	A comprehensive analysis between Unified payment interface and card payment(Credit card) with respect to south delhi region	Commerce	Aditya Kumar Singh
4	ICETMP_LJU_0223	Blockchain Enabled Government Fund Management System	CSE AIML	Y Revanth
5	ICETMP_LJU_0320	Gen-AI Adoption in Research Scholar Community: The Role of Egotism Bias	Ms sonjuhi succena	

## Session Chairs (DAY 2)

S.No	Technical Session 2	Session	Mode	Session Chair Name	Session Chair Name
1	Track-2.1	Emerging Trends in Financial Sector	Physical	Dr Amola Bhat	Dr Heena Joshi
2	Track-2.2	Emerging Trends in Marketing	Hybrid	Dr. Bijal Mehta	Dr. Kedar Bhatt
3	Track-2.3	Emerging Trend in HR Practices	Hybrid	Prof. Margie Parikh	Dr Anu Gupta
4	Track-2.4	Emerging Issues in Sustainable Development	Virtual	Dr. Reetika Gupta	Dr Ruchi Khandelwal
5	Track-2.5	Emerging trends in Entrepreneurship	Hybrid	Dr. Azamat Maksudunov	Dr. Logaiswari Indiran & Prof. Chandramauli Pathak
6	Track-2.6	Emerging trends and advancement in technology	Virtual	Dr Heena Khanna	Dr Jasmin Padiya
7	Track-2.7	Emerging Trends in Financial Sector	Virtual	Dr. Kaushal Bhatt	Dr Yogesh Kumar Jain & Dr. Gianluca Mattarocci
8	Track-2.8	Emerging Trends in Marketing	Virtual	Prof. Manisha Panwala	Dr Deepa Kapoor
9	Track-2.9	Emerging Trend in HR Practices	Virtual	Dr Manoj Mishra	Dr. Ashwinin Sonawane
10	Track-2.10	Emerging Socio-economic issues and Public Policy	Hybrid	Dr Kishore Bhanushali	Mr Sachin Jain

### Track 2.1: Emerging Trends in Financial Sector ( Physical)

S.No	Abstract/Paper id	Paper Title	Department	Author	Co Authors
1	ICETMP_LJU_0297	A Study on the Awareness of cryptocurrency in Ahmedabad City	Managemnt	Dr Nirali Dave	Jenis Chovatiya, Yash Vaja, Kenil Karkar
2	ICETMP_LJU_0319	A Study on the effect of biases of the stock market in Ahmedabad City	IIMS	Dr Nirali Dave	Mansi Alagiya
3	ICETMP_LJU_0104	Tracking the Path of IBC Cases: From Initiation to Resolution and Liquidation	LJMS	Ashutosh Vyas	Dr. Neha Shah, Snehal Sangani, Abbasali Tharadara
4	ICETMP_LJU_0284	Measuring Employee Productivity in Indian Banks: A comparative Analysis	MBA	Kumar Ramchandani	Kinjal Jethwani
5	ICETMP_LJU_00013	Drivers of Generation Z's Adoption of Face Recognition Payment Systems: A UTAUT-Based Analysis	LJMS	Sweetey Shah	

### Track 2.2: Emerging Trends in Marketing (Hybrid)

S.No	Abstract/Paper id	Paper Title	Department	Author	Co Authors
1	ICETMP_LJU_0317	Strategic Sports Management in the Indian Super League: Opportunities and Challenges	Managemnt	Naren Desai	
2	ICETMP_LJU_0354	Influence of Online Customer Reviews on Consumers' Willingness to Purchase Through Online Group Buying	LJMS	Dr Siddarth Singh Bist	Dr Neha Mehta, Prof Chirag Chaudasi, Prof Nidhi Sompura, Dr Bilva Desai, Prof Apurva Bhagat
3	ICETMP_LJU_0368	A Study on Marketing Techniques for Highlighting CSR Achievements in Global Markets	Marketing	Rajeshsinh Prajapati	Dr Prof Prateek Kanchan

4		Impact of Child Influence on Family Buying Decision: A Review and Future Agenda	LJMS	DR. SONAM ARORA	
5	ICETMP_LJU_0147	Demand Forecasting of Global Electric vehicles: A Comparison of the ARIMA and SARIMA Models for Sustainable transportation	Business	Gudimetla Baba Siva Sriram	Sanjay Kumar S
6	ICETMP_LJU_0051	The rise of Virtual Influencers: A conceptual study on branding and digital native engagement	Management	Sukanya Koti Dr Prof	Vishal Khasgiwala

### Track 2.3: Emerging Trend in HR Practices (Hybrid)

S.No	Abstract/Paper id	Paper Title	Department	Author	Co Authors
1	ICETMP_LJU_0023	Crafting Impacting and Purposeful Goodbyes	Management Human Resource	Poonam Kansara	
2	ICETMP_LJU_0106	LEADERSHIP PERSPECTIVE: MANAGER MUST STRIVE TO BE A LEADER	MBA	Dr Siddharth Das	Dr. Jignesh Vidani
3	ICETMP_LJU_0355	Organizational Climate and Interpersonal Conflict as Predictors of Quiet Quitting: Unpacking the Hidden Drivers of Employee Disengagement	MBA	Dr Ranjana Dureja	Dr. Anushree Mehta and Dr. Tanvi Kothari
4		Empathy among Management Students: An Assessment Scale-Based Study of Selected University Students in Gujarat	Dr. Ranjana Dureja	Jayendra P. Siddhapura, 3 Dr. Priyanka K Suchak, 4 Dr. Aarti Joshi	L J University
5	ICETMP_LJU_0083	Unveiling the Far-Reaching Consequences of Cyber-Crime in India: A Mixed-Methods Empirical Study to Assess Its Impact on Mental Health Well-being of Cyber-Crime Victims and Relatives	Management	Dr Sweta Patel	NA
6	ICETMP_LJU_0257	The Influence of Dynamic Capabilities and Organizational Resilience on Performance of IT	Babu Ram Bohora	Dr. Gangaram Biswakarma	School of Management Tribhuvan

		Organizations in Nepal			University
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### Track 2.4: Emerging Issues in Sustainable Development (Virtual)\_

S.No	Abstract/Paper id	Paper Title	Department	Author	Co Authors
1	ICETMP_LJU_0070	Advancing Sustainability through Adoption of Technological Innovations and Green Paradigm Shifts: An Empirical study	Business Administration	Gabriel Ayodeji Ogunmola	
2	ICETMP_LJU_0132	Optimizing Operations to Resolve Customer Issues in Small Businesses: A Case Study of a Uniform Stitching Company	Business	Priya Verma	Vedant Singh
3	ICETMP_LJU_0155	Social Innovation and Organizational Innovation of Higher Education towards Good University Governance-Oriented Performance	Public Administration	Aan Wahyudi	Darmanto, Ngadisah, Aziz Sanapiah
4	ICETMP_LJU_0168	Waste Management Implementation and Compliance of Businesses in Lucban, Quezon: Basis for Policy Enhancement	Graduate Studies	Edina O. Bojeador	
5	ICETMP_LJU_0275	Comprehensive Analysis of Lithium-Ion Battery Market Dynamics and Future Opportunities in the Indian Market	Business Studies	Ravi Shankar D	Kasi Viswanathan G.
6	ICETMP_LJU_0296	IMPACT OF ESG FACTORS ON FINANCIAL PERFORMANCE OF TOP INDIAN AUTOMOBILE COMPANIES	Commerce	CS Komal Kewalramani	Dr. Naresh Patel
7	ICETMP_LJU_0202	Evaluating ESG (Environmental Social and Governance) Metrics and their Influence on Shareholders value	Business Administration	R.S.Navya	Dr.R.Hemavathy

### Track 2.5: Emerging trends in Entrepreneurship (Hybrid)

S.No	Abstract/Paper	Paper Title	Department	Author	Co Authors
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	r id				
1	ICETMP_LJU_0082	A Study on Emerging Trends in Startups in India	Commerce & Management	Dr Mayuri Nanalal Rathod	NA
2	ICETMP_LJU_0011	Entrepreneurship Growth of the Marginalized Communities: A Trajectory of the Indian Economy in the Post-Pandemic of COVID-19	Social Sciences & humanities	Dr. Ramesh Chandra Sethi	Arpita Jena and Debangana Ray
3	ICETMP_LJU_0107	Entrepreneurs - local authorities: synergy for successful social entrepreneurship	Entrepreneur	Silviya Georgieva	
4	ICETMP_LJU_0152	Pandemic: the flip side and the exceptions	Management Studies	Vandit Shah	
5	ICETMP_LJU_0162	Indigo's Success: Essential Insights for Reviving Struggling Organizations & Startups with Patience and Passion	HR	AMIT KHAMAR	PRATEEK KANCHAN
6		Social Entrepreneurship and Sustainable Development Goals: Issues and Challenges.	LJMS	Sejal Mankani	

## Track 2.6: Emerging Trends and Advancement In Technology (Virtual)

S.No	Abstract/Paper id	Paper Title	Department	Author	Co Authors
1	ICETMP_LJU_0018	Applications of Artificial Intelligence in Development of Tourism: A Literature-Based Study	Commerce	Ms. Carina Vaz	Prof. (Dr.) Manoj S. Kamat
2	ICETMP_LJU_0078	Role of AI on patient satisfaction: A Thematic Analysis	Business Management	Alisha kaur	Dr. Maria Afzal. Dr. Ramandeep Singh
3	ICETMP_LJU_0098	AI AND BLOCKCHAIN TECHNOLOGY: CRITICAL ASSESSMENT OF ROLE OF LEGAL REGIME COMBATING	Law	Dr Shreya Chatterjee	Dr Parimita Dash

		ISSUES AND CHALLENGES			
4	ICETMP_LJU_0232	Adoption of AI, Robo-Advisors, and Blockchain in Retirement Planning: A Study of Tier 2 Cities in Rajasthan	Commerce & Management	Anupama Sharma	Gaurav Malpani

### Track 2.7: Emerging Trends in Financial Sector (Virtual)

S.No	Abstract/Paper id	Paper Title	Department	Author	Co Authors
1	ICETMP_LJU_0084	Comprehensive management techniques for effectively mitigating cost overruns in public housing construction projects	Architecture	Thasneem Kahar	Dr. Sumam Panjikanan Dr. Anu V Thomas
2	ICETMP_LJU_0102	Currency Exposure and Foreign Trade - The Case of India and China	Contemporary knowledge systems	Abha Mohan	Tilda Mary Daniel
3	ICETMP_LJU_0121	Performance of Indian Airlines and there Financial Impact on Health of Indian Aviation Sector	Commerce	PINKI RANI	ANURADHA YADAV
4	ICETMP_LJU_0300	Risk Management and Return Trade-offs in Gold and Silver Pair Trading: A Quantitative Approach	Management Finance	Shaikh MohammadImran Abdulsaeed	Dr. Margie Parikh , Dr. Pareshkumar A. Dave and Dr.Pratiksinh S. Vaghela
5	ICETMP_LJU_0323	Ownership Structure and Tax Avoidance: Mediating Role of Real Earning Management. Evidence From Sri Lanka	Accountancy & Finance	M Siraji	NA

### Track 2.8: Emerging Trends in Marketing (Virtual)

S.No	Abstract/Paper id	Paper Title	Department	Author	Co Authors
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1	ICETMP_LJU_0025	Green Consumer Behaviour Using Technology: An Analysis of Urban Consumers of Ahmedabad	Commerce	Mrs Vrutika Desai	Dr. Krupa Bhatt
2	ICETMP_LJU_0027	EXPLORING CONSUMER PERCEPTION OF ORGANIC STAPLE FOOD A QUALITATIVE APPROACH	FOOD BUSINESS MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT	TANYA	PUSHP GAUTAM,VINUS DHAWAN,DR. SANJAY BHAYANA
3	ICETMP_LJU_0131	Exploring the Influence of Augmented Reality (AR) on Consumer Purchase Decisions in E-Commerce: A Comprehensive Bibliometric Analysis	Digital Marketing	Rahul Krishnan	Krishna Koppa
4	ICETMP_LJU_0279	Exploring Culinary Choices in New Cities: The Role of Instagram Reels in Shaping Food Place Preferences	Finance	Umarani. A. K	Harivignesh T
5	ICETMP_LJU_0364	Factors Influencing the Acceptance of Mobile Health Apps Among Indians: A Behavioral Perspective	Management	SUVARNA V NIMBAGAL	Manjunath Unakal , Akshata, Aditi Sarangmath
6	ICETMP_LJU_0269	Exploring Consumer Taste and Preferences in the Ready-to-Eat Food Segment: A Comprehensive Analysis	Business Studies	HARSIMRAN KAUR	MANPREET KAUR

### **Track 2.9: Emerging Trend in HR Practices (Virtual)**

S.No	Abstract/Paper id	Paper Title	Department	Author	Co Authors
1	ICETMP_LJU_0197	INTUITIVE INTELLIGENCE	Management Studies	ANULA GUPTA	
2	ICETMP_LJU_0340	“A Study on Employee happiness index and its impact on employee performance in gyanmanjari	HR	Urvashi Gohil	

		vidyapeeth with reference to Bhavnagar City.”			
3	ICETMP_LJU_0325	A STUDY ON COMPENSATION MANAGEMENT AND EMPLOYEE COMMITMENT IN TATA CROMA HYDERABAD	HR	SHREYA SHARMA	NA
4	ICETMP_LJU_0209	Investigating the Impact of Managerial Employment Relations on Workplace Stress and Burnout	Applied Psychology	Varun Kumar	Dr. Shruti Mishra
5	ICETMP_LJU_0128	EVALUATING THE IMPACT OF ARTIFICIAL INTELLIGENCE INTEGRATION IN RECRUITMENT PROCESS - A DETAILED STUDY ON THE OPPORTUNITIES AND CHALLENGES	Social Work	S. Gayathri	Dr. A. Thirumagal Rajam

### **Track 2.10: Emerging Socio-economic issues and Public Policy (Hybrid)**

S.No	Abstract/Paper id	Paper Title	Department	Author	Co Authors
1	ICETMP_LJU_0113	The perception of public opinion on social media, the challenge of Foreign Direct Investment in Latin America.	DOCTORADO	MANUEL ALEJANDRO ROBLES ACEVEDO	ROSA MARIA MUNOZ RIVERA
2	ICETMP_LJU_0145	IMPACTS OF PUBLIC POLICIES ON INNOVATION CAPACITIES OF VIETNAM FOOD PROCESSING FIRMS	Political Economy	Do Hoang Phuong	To The Nguyen
3	ICETMP_LJU_0303	Poor Economics of Poor Times: A Case Study on the life and Livelihood Mechanisms of the	Humanities and Social	ABHINANDAN DAS	TAPAN KUMAR DAS

		Kumartuli craftsmen of Kolkata	Sciences		
4	ICETMP_LJU_0287	Vision 2050--India's Journey to World Dominance	Hospital Administration	Balasubramanian Mahadevan	
5	ICETMP_LJU_0314	Major Challenges for Indian Thermal Power Plant Endurance	IIMS	Samik Ghanshyambhai Patel	Dr. Hariharan Sundarabaskar
6	ICETMP_LJU_0316	Understanding the Micro, Small, and Medium Enterprises Development Act in India	Law	Ashwin	Dr. Sapna

### **Valedictory Session.,**