

THURSDAY JANUARY 11, 2018 TRACK I (12.00 – 1.15 pm.)

SESSION 01		Session Chair: Prof. Sanjay Jain	Room: E-1
1	SMT-18020	Dr. Namratha S	Corporate Governance – Growth and its Importance for Effective Business
2	SMT-18012	Shrawan Kumar Singh	Corporate Governance in India: Post-Satyam Scam
3	SMT-18027	Mayank Gurnani	Corporate governance: CSR and MSEs-issues and challenges
4	SMT-18035	Vasant B.Bhalerao	Corporate governance
5	SMT-18024	Mr. Mayur J. Jaguwala	Unutilized Corporate Social Responsibility Fund and Development of Rural Area through Infrastructure Development
6	SMT-18030	Dr. Rahul Sharma Amit Kakkar	Does CSR build Brand Loyalty
7	SMT-18010	Isha Pradeep Dave Dr Avani Desai	Is Corporate Social Responsibility Responsible towards Brand Value? - An analysis of selected companies
8	SMT-18026	Vasupradha Srikishna Bijal Mehta Rasananda Panda	Sensemaking in news media Organizations: An intersubjective understanding
9	SMT-18029	Dr. Asit B. Acharya,	The process of strategic government intervention and constructive firm performance: A study on the process of intervention by government revenue department

THURSDAY JANUARY 11, 2018 TRACK I (12.00 – 1.15 pm.)**SESSION 02****Session Chair: Prof. Amola Bhatt****Room: E-2**

1	IBG-18012	Manasi Akre	How Social Media affects Role of Governing Bodies in the Society and Citizen Participation
2	IBG-18016	Kenisha Trivedi Riya Parikh.	Survival of Brick-and-mortar Stores in the Age of Amazons and Flipkarts
3	IBG-18017	Nishit Kalawadia Riya Modi	Amazon vs Flipkart – The Indian e-commerce from a seller’s perspective
4	IBG-18022	Dr. Amola Bhatt Dr.Shahir Bhatt	The Fintech Story of India Inc.
5	IBG-18026	Kirtika Chhetia	Instagram from a shop window to a shop
6	IBG-18021	Esha Raste Neeraj Parikh Smrithi Krishnan	“Platform Model – A Paradigm shift in existing business?”
7	IBG-18014	Yashvardhan Singh Megha Rekhani Samik Shome	Privacy Management on Social Media- A study on Facebook Users in India
8	IBG-18024	Dr. Payal Shreepal Samdariya	M-Wallets: Prospects and challenges in India.
9	IBG-18019	Ms. Avani Agrawal Ms. Abhishek Agrawal	A study on problems faced by Indian handicraft industry & suggestions for growth with special focus on digital marketing.

THURSDAY JANUARY 11, 2018 TRACK I (12.00 – 1.15 pm.)**SESSION 03****Session Chair: Prof. Gaurav Mishra****Room: E-3**

1	CII-18004	Seema Kotwani Aakash Shrotriya	Digital India : New way of Innovating India
2	CII-18008	Shivali Pancholi Khushbu Poddar Monika Mehta Juhi Naik	Digitalization: Industrial Internet of Things
3	CII-18011	Jeel Langadia	Internet Of Things: Virtual world of webbed devices leaving behind digital footprints
4	CII-18015	Anmol Bharadwaj Rajat Baldwa	Internet Of Things Transforming the Business and The Future
5	CII-18010	Guramrit Kaur Saini Harshul Kamani Keshav Choudhary Yash Thakkar	Augmented Reality, Virtual Reality, and Artificial Intelligence
6	CII-18024	Ashish Makwana	The IOT in the Cerebral Era:
7	CII-18020	Balakrishnan Unny R, Dr. Gaurav Mishra,	Building The Link Between Project Managers' Personality, Risk Perception And The Success Of Information Technology
8	CII-18005	Jyoti R. Maheshwari Pramod Paliwal Prof. Amit Garg	Smart Grid and Microgrid: A Review of Trends, Opportunities And Challenges

THURSDAY JANUARY 11, 2018 TRACK I (12.00 – 1.15 pm.)**SESSION 04****Session Chair: Prof. Niyati Dave****Room: E-4**

1	ENT-18013	Shivani Sinha	Startups - Innovative and Agile
2	ENT-18021	Deav Doda Devarsh Shah Saloni Lodha Umang Choudhary Yash Kothari	An analysis of Indian start-ups sources of finances, Indian government policies, alternatives and solutions.
3	ENT-18030	Zeel Shah Paridhi Shah Vrutant Purohit Prof. Ritesh Patel	The Role of VCs and Angel Investors in the success/failure of start-ups: A Conceptual Analysis
4	ENT-18040	Esha Raste Neeraj Parikh Smrithi Krishnan	Decision to start a new form of business from taxation perspective"
5	ENT-18038	Prof. Punit Saurabh	Building a rainforest ecosystem for Startup and role of universities: A review of ecosystem in Gujarat region
6	ENT-18026	Neeraj Pandey Vishal Chocha	Measuring IPIP traits for NEW ventures
7	ENT-18019	Dr. Sujit Metre Dr.Hetal Gaglani	Impact of Entrepreneurship Awards on Entrepreneurial Ecosystem of A Region – A Descriptive Study
8	ENT-18029	Flt. Lt. (Dr) Manmeet Sardalia, Dr. Upasana Thakur,	Transformation to Entrepreneurial University: A Study on effectiveness of entrepreneurship training program for faculty development.

THURSDAY JANUARY 11, 2018 TRACK I (12.00 – 1.15 pm.)**SESSION 05 Session Chair: Prof. Deepak Srivastava Room: E-5**

1	FLS-18029	Mr.Pavak vyas Ms.Hiral Vyas	Effect of Demerger on Shareholder Wealth: Study of Select Cases from India
2	FLS-18023	Vishesh Bhuptani Prof. Dhyan Mehta	Varied Economic Growth of Indian States
3	FLS-18024	Jalak Patel Sakshi Chordia Silky Kala	Adoption of E – Banking in Indian Society
4	FLS-18081	Dr. Deepak K Srivastava,	How Investment Motives Affect Structure of MNEs?
5	FLS-18064	Prof. Dhiren Jotwani	Technology and Economic Development in India
6	FLS-18019	Shravan Vora Paras Dave Soham Kabra Ritik Maheshwari	Economic Moats
7	FLS-18055	Arth Gadhavi	Case Study: Fitness industry’s competition strategy
8	FLS-18004	Prof. Binny Rawat	Trends of Trade Credit in Manufacturing Sector of India

THURSDAY JANUARY 11, 2018 TRACK I (12.00 – 1.15 pm.)**SESSION 06****Session Chair: Prof. Parag Rijwani****Room: E-6**

1	FLS-18063	Dipesh Shah Dr. Pawan Kumar Chugan	The Role of International Financial Services Centre (Ifsc) in Changing the Landscape of International BFSI Business in India
2	FLS-18028	Rudraksha Upadhyay	Using customer lifetime value to create newer products and increase return on investment. A case study on Happily Unmarried.
3	FLS-18031	Anirudh Shrivastava Harshita Singh Samik Shome	Impact on Consumer Purchase Intensity during Festive Offers by e-Commerce Firms in India
4	FLS-18035	Hardik Goyal Sauransh Gupta Dr. Pritha Guha	Do you like listening to jingles?
5	FLS-18038	Harsh Jain	A study on resettlement related challenges and opportunities for Air-veterans(PBOR) in Gujarat
6	FLS-18045	Kapil Mittal Hardik Goyal	Analysis of Trends in India's Agricultural Industry
7	FLS-18047	Prof. Rahim Munshi	Effect of Store Atmospherics on Consumer Buying Behavior with respect to Vadodara Central Mall
8	FLS-18052	Punita Rajpurohit Parag Rijwani	Disclosure Quality and Corporate Governance: A Review
9	FLS-18043	Garima Jain	Consumer trends in health and wellness industry

THURSDAY JANUARY 11, 2018 TRACK II (3.45 – 5.00 pm)**SESSION 01****Session Chair: Prof. Punit Saurabh****Room: E-1**

1	ENT-18012	Hassan Dauda Yahaya	Entrepreneurial Change Agent: Organizational Change Management In Mai Idris Aloomo Polytechnic Geidam, Yobe State, Nigeria.
2	ENT-18010	Sanjukta Mallick	Handicrafts From Shantiniketan
3	ENT-18014	Preet Kaur	Exploring The Structure And Functional Elements Of The Dabgarwad Community Market.
4	ENT-18017	Garima Chandnani	Micro Entrepreneurs And Their Cluster Bases Performance: Chokha Bazaar
5	ENT-18011	Mr. Jignesh Vidani	Analysis Of Opportunities And Challenges In Marketing Strategies Of Ecopreneurs With Reference To Saurashtra Region Of Gujarat State
6	ENT-18020	Abhishek B. Kabra	Micro Entrepreneurs And Their Cluster Bases Performance: Mandvi Ni Pol Utensil Market
7	ENT-18043	Ketan Vira:	Diminishing Entrepreneurial Spirit in Kutchi Community: A Concern and Complexity
8	ENT-18015	Harshal Haria	A Study on the Cluster of Fernandes Bridge's Book Market

THURSDAY JANUARY 11, 2018 TRACK II (3.45 – 5.00 pm)

SESSION 02

Session Chair: Prof. Samik Shome

Room: E-2

1	ENT-18023	Jaimin Choksi Pooja Shah Tanya Konda Samik Shome	Women Entrepreneurs in Fashion Industry: A Study in Ahmedabad
2	ENT-18044	Sumiran Rathi	Busting Taboos Through A Social Venture Plan – Naritva
3	ENT-18041	Vani Gupta	“The Woman Who Styled Her Way To Success”
4	ENT-18042	Mansi Patel	Her Choice To Defy The Odds
5	ENT-18037	Prachi Oza, Smit Bhimajiyani,	“Female Entrepreneurship:- Issues faced and future prospect.”
6	ENT-18027	Deepa Chaudhary, Bhavika Tejwani	Measuring Impact of Social Entrepreneurs on Heritage Management of Ahmedabad city
7	ENT-18028	Bhavika Tejwani, Rushi Khetani, Varsha Sethiya	Comparative Analysis between Heritage Social Entrepreneurs and other types of Social Entrepreneur
8	ENT-18024	Prof. Siddhartha Saxena Prof. Anjali Gohru	Negative emotions and Role Congruity in Family businesses
9	ENT-18025	Prof. Siddhartha Saxena Prof. Anjali Gohru	Use of Network theory for research in family businesses

THURSDAY JANUARY 11, 2018 TRACK II (3.45 – 5.00 pm)**SESSION 03****Session Chair: Prof. P.K. Chugan****Room: E-3**

1	FLS-18058	Dr. Neha Mehta Dr. Pawan Kumar Chugan	Impact of Visual Merchandising on Consumer Buying Behavior of Electronics Products and Usage of Technology
2	FLS-18059	Prakriti Dutta	Impact of Fear of Missing Out (FOMO) on Consumer Behavior in context of TV Shows
3	FLS-18084	Dr. Sapna Parashar Ankur Birla Neha Mishra	Fashion Knowledge And Consumer Channel Choice: A Perceptual Study
4	FLS-18009	Esha R. Shah	Exploring the heritage through socio-economic cluster of Ahmedabad
5	FLS-18082	Dr. Deepak K Srivastava,	Affordable loss principle and Internationalisation of SMEs
6	FLS-18053	Deepa Chaudhary Siddhartha Saxena	Uber and sharing economy
7	FLS-18036	Mr. Anand sasikumar Dr. Padmanav Acharya	A Review on Lean manufacturing tools and techniques
8	FLS-18065	Dr. Chetan A. Jhaveri Gunjan Sood	Efficiency Assessment of Indian Textile Industry using Data Envelopment Analysis
9	FLS-18016	Ryan Firdaus Lalkaka	Case Study on diversity in the workplace

THURSDAY JANUARY 11, 2018 TRACK II (3.45 – 5.00 pm)**SESSION 04****Session Chair: Prof. Naresh Poturaju****Room: E-4**

1	FLS- 18078	Dr. Nisarg A Joshi	Relation between Open Interest and Volatility in Futures Markets
2	FLS-18066	Tanuj Roy Shweta Shah	Alternative Lending: its model, platforms and acceptance by various stakeholders
3	FLS-18032	Shravan Vora Nancy Devpura	Corporate bond market: Introduction and new trends
4	FLS-18067	Urmi Khatri Samik Shome	Impact of Demonetization on Indian Stock Market: An Event Study Methodology
5	FLS-18051	Ishani Sharma	The Study on Co-Movement & Interdependency of Stock Markets of G4 Nations –India, Japan, Germany & Brazil
6	FLS-18071	Nilam Panchal	Stock Market Volatility in International Market and its Impact on volatility in Indian market
7	FLS-18079	Deepak Danak, Riya Shah	Are Shareholders in Small Companies Exposed to Higher Risk?
8	FLS-18080	Naresh Poturaju Vandana Poturaju Nikunj Patel	Factors Affecting Individual Investor's Stock Trading Strategy In Indian Cash And Futures Market

THURSDAY JANUARY 11, 2018 TRACK II (3.45 – 5.00 pm)**SESSION 05****Session Chair: Prof. Sameer Pingle****Room: E-5**

1	SMT-18016	Kartik Dave Gaurav Tripathi	Restaurant Service Quality Perceptions in North India: An Investigation in the Dining Culture
2	SMT-18033	Dr. (Mrs.) Parinita Fuke, Dr. Sameer Sudhakar Pingle	Do Strategy Matter in Municipal Organizations? A Study of Nagpur Municipal Corporation
3	SMT-18019	Summit Gupta	Sherpa Economy: Understanding the adventure tourism and its effect on Nepal's Economy
4	SMT-18005	Siddhartha Chatterjee	Creativity and Innovation – an Outcome of Organisational Culture
5	SMT-18007	Devarsh Sanghavi Bhavya Desai	Transformation of Business Models in Indian Entertainment Industry
6	SMT-18034	Prof. Dhyan Mehta Riya Shah	Indian Inflation and Unemployment: An Empirical Investigation of Phillip's Curve
7	SMT-18008	Aayushi Ostwal Shivam Patel Nancy Rastogi	Can Cab Services Replace Preference for Car Ownership In India?

THURSDAY JANUARY 11, 2018 TRACK II (3.45 – 5.00 pm)**SESSION 06****Session Chair: Prof. Dhiren Jotwani****Room: E-6**

1	SMT-18032	Ms. Sanjana Srivastava Prof. Siddhartha Saxena	Organizational Architecture: Knowing and Supporting Your Organization
2	SMT-18036	Trishalla Miranda Jenny Benoy	Right Industry For The Right Individual - A Study On Relationship Between Individual Personality and Work Culture Of An Industry
3	SMT-18038	Yogendrakumar Trivedi Dr. Margie Parikh	Defining Leadership Once Again: A Review Of Extant Literature
4	SMT-18039	Aneri S Shukla	Time Structuring In Transactional Analysis And Its Implications On Organizational Behaviour.
5	SMT-18042	Indu Rao Pragya Thakur	Importance Of Knowledge Workers For Organizational Ambidexterity
6	SMT-18009	Vashambi Joshi Niharika Paliwal	Strategic Recruitment
7	FLS-18039	Paridhi Shah Dr. Shahir Bhatt	Emergence, Evolution And Future Of Public Relations

FRIDAY JANUARY 12, 2018 TRACK III (11.45 – 1.00 pm)**SESSION 01****Session Chair: Prof. Nirmal Soni****Room: E-1**

1	SMT-18028	Saloni Sureka Mili Shah Anusha Maheshwari	Blue Ocean Strategy OR Red Ocean Strategy? Which is better?
2	SMT-18023	Mayank Gurnani Raunaq Kapoor	Critical Analysis of Blue Ocean Strategy
3	SMT-18037	Dr. Chetan A. Jhaveri	Analyzing Firm Performance in the Indian General Insurance Industry Using Data Envelopment Analysis
4	SMT-18031	Ananya Shah Ankita Gupta Pranjal Dixit	Infrastructural Changes Coming in the Country, a boon or a bane?
5	SMT-18006	Sanchit Verma	Strategic Implications of Customer Travel Booking Decisions for Organizations
6	ENA-18010	Bharti Godbole	Family Vacations: Changing dynamics of decision making
7	SMT-18041	Prof. Nirmal Chandrakant Soni	Review of Literature: Gujarat's Strategy of 'Economic Growth with Employment'
8	SMT-18022	Pallavi Ansal	Capabilities :The Role of Learning and Knowledge

FRIDAY JANUARY 12, 2018 TRACK III (11.45 – 1.00 pm)**SESSION 02****Session Chair: Prof. Meeta Munshi****Room: E-2**

1	IBG-18018	Dhruv Dave Anushree Dhruv Dalal	Digital India : Education Sector
2	IBG-18025	Shrinath Mishra Manushi Sharma	“Digital Marketing: A Phenomenon”
3	IBG-18011	Aniket Khemani Aashi Rungta	Developments and Impact on e-Governance Services in Pune after Digital India Campaign
4	IBG-18023	Aakruti Shah,	Digitisation at Milk Collection Centres in Cooperative Dairies: e-Experience of members in Chapad Village, Gujarat
5	IBG-18010	Prakhar Mishra Sakshi Chordia	Blockchain Technology – Underlying Methods, Acceptance and its Future
6	IBG-18013	Ryan Firdaus Lalkaka Prakhar Mishra	Blockchain Technology: The Next Digital Revolution?
7	IBG-18027	Sahil Shah Naresh Poturaju	“Societal and Organisational Transformation via Prompt Espousal of Bit Coins for Digital Payments”
8	IBG-18028	Meeta Munshi	Review of Internet Saathi: An Example of ICT in Rural India
9	IBG-18015	Silky Kala Srishti Lamba	Payment Gateways and Associated Technologies

FRIDAY JANUARY 12, 2018 TRACK III (11.45 – 1.00 pm)

SESSION 03

Session Chair: Prof. Nina Muncherji

Room: E-3

1	FLS-18069	Kaustuv Vatsyayan Divya Wadhvani	Design Thinking- A 21 St Century Tool To Empower Human Resources Of An Organization
2	FLS-18030	Dr.Vidya Mahesh Iyer, Dr. Kartik Dave	Employability Challenges In Indian Service Sector – Present And Future
3	FLS-18033	Niralee R Prajapti Dr. Sameer Pingle,	Potential Appraisal And Succession Planning Practices In Pharmaceutical Industry In Ahmedabad
4	FLS-18034	Chahat Upadhyay Tanvi Desai	Reliance Industries Limited And Functional Level Strategies.
5	FLS-18085	Dr. Nilam Panchal Minakshi Singla	Financial Exclusion In India: Implications And Challenges
6	SMT-18043	Dr. Nina Muncherji	Exploring The Relationship Between Individual And Organizational Learning: Role Of Team Learning
7	FLS-18025	Annaya Chaudhary Prof. Raghuvir Singh	Assurance Of Learning: A Case Study Of TAPMI School Of Business, Manipal University Jaipur
8	ENA-18011	Ms Rajwinder Kaur, Mrs. Neha Singh	Knowledge Transmission And Management In Education Sector

FRIDAY JANUARY 12, 2018 TRACK III (11.45 – 1.00 pm)

SESSION 04

Session Chair: Prof. Nisarg Joshi

Room: E-4

1	FLS-18017	Prof. Chirag Thaker, Mr. Nisarg Nenuji,	An Emperical Study Of The Effect Of Green Hrm Practices On Performance Of Employees In Insurance Sector Of Gujarat
2	FLS-18056	Indu Rao Ayushi Sanghvi Garima Prajapati,	"Impact of Culture on HR practices: East and West"
3	FLS-18044	Dr. Hardik Shah Dr. Apurvaa Trivedi	Performance Management System Process for a Hydro Power Sector Organization: Issues; Interventions
4	FLS-18046	Dr Mamta Mohapatra Priyanshu	Employee Engagement as Part of Core HR Strategy in a Steel Manufacturing Plant in India
5	FLS-18018	Pallavi Mehta Dr. Khushboo Sharma	Green HRM and Organizational Commitment - A Strategic Tool for Providing Job Satisfaction to Employees in Hotel Industry
6	FLS-18014	Vashambhi joshi Prof. Praneti Shah	Impact of automation on human resources.
7	FLS-18003	Hiral Vora	A Study On HR Strategies - Its Strategic Role And Impact With Special Reference To ITES – BPO Organizations In Gujarat
8	FLS-18020	Sweta Jain	Knowledge Management– Foundation Stone For Successful Organization
9	FLS-18021	Sweta Jain	Green Computing : A Way Towards Environmentally Sustainable Future Of IT

FRIDAY JANUARY 12, 2018 TRACK III (11.45 – 1.00 pm)**SESSION 05 Session Chair: Prof. Monali Chatterjee Room: E-5**

1	FLS-18002	Monali Chatterjee	Effective Strategies Of Persuasive Communication In Social Media—A Literature Review
2	FLS-18005	Dr. Sujo Thomas Dr. P. K. Sinha Huner S.	Modern Retailing In Indian Market Place: Examining The Functional Level Strategies
3	FLS-18006	Mr. Nishit Sagotia	A Study To Bring Renaissance In Customer Relationship In India By Comparing The Techniques And Methods With One Of The Leading Retailer In United Kingdom
4	FLS-18007	Bhavya Desai Bunty Jariwala	Consumer Perception In Indian Ecommerce Industry
5	FLS-18008	Sonam Mathur Moxda Jhala	A Study On Buying Behavior Of Working Female Towards Branded Apparels In Ahmedabad City
6	ENT-18036	Dr. Monali Chatterjee Dr. Pawan K. Chugan	Alternative Marketing Strategies For Entrepreneurs
7	FLS-18013	Tanvi Ubana	Effects Of Store Layout And In- Store Marketing On Consumer Behaviour
8	FLS-18027	Dr.Yogesh Jain	Analysis Of Demographic Profile On Customer Satisfaction: CRM Practices Among Indian And Multinational E-Commerce Companies
9	FLS-18041	Paridhi Baheti Smit Bhimajiyani	Brand Loyalty And Need For Customer Relationship Management As Per Various Organizations In Ahmedabad

FRIDAY JANUARY 12, 2018 TRACK III (11.45 – 1.00 pm)**SESSION 06****Session Chair: Prof. Darma Mahadea****Room: E-6**

1	ENT-18016	Siddhartha Chatterjee	Entrepreneurship And Innovation
2	ENT-18032	Dr. Pradnya Metkar- Shirude.	"Grass-Root Innovation- Key To Overcome Challenges"
3	ENT-18033	Pushkar Aditya Amit Saurabh	Social Entrepreneurship And Jugaad Innovation
4	ENT-18045	Ishita Mehta Riddhi Bokhiriya	Entrepreneurial Leadership: Exploring An Idea.
5	ENT-18031	Pooja J Bhatia	Entrepreneurial And Business Ethics And Standards
6	ENT-18039	Darma Mahadea	Unemployment, Income And Entrepreneurship In Post-Apartheid South Africa: Is There A Connecting Or Missing Link?
7	FLS-18012	Mrs. Isha Dave Kshatriya Mr. Harikrishan Chaurasiya	Satisfaction Of Consumers Towards The Crm Practices At Selected Organized Fashion Retail Store @ Ahmedabad
8	ENT-18035	Dr. Amola Bhatt Purav Acharya	Entrepreneurship Education – Is It Effective?

FRIDAY JANUARY 12, 2018 TRACK IV (3.45 – 5.00 pm)

SESSION 01 Session Chair: Prof. Ritesh Patel Room: E-1			
1	SMT-18011	Afrin Satani	Empirical Research On The Market: Rani No Hajiro
2	SMT-18001	Prof. Nandini Sinha	Saarthi – An Innovative Way Towards Capacity Building Through Learning & Knowledge Using Technology At Grass –Roots Level
3	SMT-18013	Prof Rushi Pandya Prof Siddhartha Saxena	Negative Emotions And Interactions In Fictional Theme: Case Of 12 Angry Men
4	SMT-18014	Dr. Vaishali Rahate, Prof. Parvin Shaikh,	“Societal Transformation And Organizational Appreciation Through Strategic CSR”
5	SMT-18015	Deepali K. Wani: Dr. Kerav Pandya:	Role Of Government Policies In Social And Economic Growth Of India Through Solar Energy Technology
6	SMT-18017	Rajesh Handa	A Study Of The Impact Of Dynamic Pricing Onto The Passenger Of Indian Railway: A Qualitative Approach.
7	SMT-18018	Rajesh Handa	A Comparative Analysis Of Economic Growth Of India (GDP) Versus Human Development Index (HDI) Ranking Of India: A Panel Data Analysis.
8	SMT-18040	Binu Thomas Pawan K. Chugan Deepak K. Srivastava	Internal And External Factors Affecting Licensing Decisions
8	SMT-18002	Prof. Ritesh Patel	Societal Transformation Through Strategic Interventions: A Study Of Microfinance Programme On Women In Rural Gujarat

FRIDAY JANUARY 12, 2018 TRACK IV (3.45 – 5.00 pm)**SESSION 02****Session Chair: Prof. T. S Joshi****Room: E-2**

1	FLS-18068	Dr. Sumita Shroff Goyal	Working Capital Strategies Of Indian Ites Industry+C1
2	FLS-18011	Sunesh Sharma Aastha Aggarwal Kritika Sharma	Financial Assessment Of Banks Using Camel Model
3	FLS-18070	Dauda Kuyateh	Assessment Of The Effectiveness Of Public Financial Management Reforms In Strengthening Statehood And Peace Building In Post Conflict And Transition Economies.
4	FLS-18042	Azba Lokhandwala Bhamini Sunil Jahanvi Gangadia Ninad Buch K.V. Anant Narayan	Islamic Finance: A Case For India
5	FLS-18054	Aney Rawat, Tripurasundari Joshi,	A Demographic Analysis Of Investors' Awareness And Usage Of Credit Ratings
6	FLS-18015	Khushi Patel Aashvi Shah Mahek Chamaria Anshumi Shah Prof. Dhyan Mehta	Promotional Strategies Used By Colleges
7	FLS-18050	Prof Niyati Dave Dr. Amola Bhatt Dr. Shahir Bhatt	Understanding Peer To Peer Lending
8	FLS-18060	Akhil Gupta Rucha Kulkarni Sparsh Srivastava	A Study On Impact Of Dii And Fii Investments On Nifty 50

FRIDAY JANUARY 12, 2018 TRACK IV (3.45 – 5.00 pm)

SESSION 03

Session Chair: Prof. P. K. Yadav

Room: E-3

1	FLS-18010	Sunesh Sharma Aastha Aggarwal Kritika Sharma	Innovations In B2b Marketing Across The Globe
2	FLS-18040	Rishab Gupta Manasi Jadhav	Study On Strategies To Deal With Pros And Cons Of Contemporary Marketing In B2B Business
3	FLS-18001	Mr. Sumanta Dutta & Ms. Sayani Mandal	Green Retailing: An Innovative Business Perspective
4	FLS-18022	Mallika Yadav Dr. Kartik Dave	Shopping Motives, Store Attributes And Shopping Enjoyment: A Case Study Of Delhi NCR
5	FLS-18057	Prof. Prabhat Kumar Yadav Yogesh Mungra	An Integrative Perspective Of Relationship Marketing And Transaction Cost Theory On The Antecedents And Outcomes Of Satisfaction In Electronics Buyer-Supplier Relationship
6	FLS-18048	Dr. Sunita Mall Swikruti Suprava	An Empirical Study On Impact Of Marketing Mix On Consumer Buying Behavior: An Evidence From Indian Insurance Company
7	FLS-18049	Ms. Nidhi Jhavar Dr.Vivek S.Kushwaha	Motivational Factors For Online Purchase Of E-Services Provided By "Government Of India"
8	FLS-18085	Dr. Nilam Panchal Minakshi Singla	Financial Exclusion In India: Implications And Challenges

FRIDAY JANUARY 12, 2018 TRACK IV (3.45 – 5.00 pm)

SESSION 04 Session Chair: Prof. Sapna Parashar Room: E-4

1	FLS-18072	Shreya Singhvi, Dr. Meera Mathur,	Conceptual Framework On Advertising Appeals And Their Effectiveness
2	FLS-18073	Rushikesh Pandya Kaushik Suvagiya	Consumer Awareness And Satisfaction Among Banking Services Of Amreli District In Gujarat
3	FLS-18074	Gunjan Sood Dr Sapna Parashar	An Analysis Of Factors Affecting Selection Of Mobile Banking Service
4	FLS-18075	Rushikesh Pandya	Consumer-Brand Relationships In Rural India: Assessing The Dimensions Of Strength
5	FLS-18026	Ravi Kumar	Interactive Versus Traditional Advertisements: A Comparative Study Of Advertisement Content In India.
6	FLS-18061	Ms. Rajwinder Kaur, Prof. Sanjay Jain,	Employer Branding And The Major Tools Used.
7	SMT-18021	Prof. Baisakhi Mitra Mustaphi	Organizational Transformation Through Social Media
8	SMT-18004	Ms. Jasmine Rao Mr. Anindya Ganguly Mr.Sumanta Dutta,	Shattering The Status Quo: An Insight Into The Presence Of Glass Ceiling In Leading Corporates Listed In BSE 30
9	FLS-18087	Dr. Sapna Parashar Dr. Sanjay Jain	Product Placement: A Literature Review

FRIDAY JANUARY 12, 2018 TRACK IV (3.45 – 5.00 pm)**SESSION 05****Session Chair: Prof. Pritha Guha****Room: E-5**

1	CII-18019	Vivek Duvani	New Era Of Databases, Big-Data A Backbone Of Digi-World.
2	CII-18013	Sweta Jain	Artificial Intelligence- Enabling The Next Phase Of Disruption In Recruiting
3	CII-18014	Trisha Dutta Maulik Bhatt	Can Coca Cola Improve Its Customer Experience By Using Artificial Intelligence?
4	CII-18018	Vivek Duvani	Artificial Intelligence And Machine Learning, Spine Of Online Business.
5	CII-18026	Cherry Patel .Dr. Mini Mathur	An Empirical Investigation Of Influence Of Digital Payments On Grocery Shopping Behavior Of Women.
6	CII-18021	Nishant Agrawal, P K Chugan,	New Transfer Pricing Regime In Information Technology Sector
7	ENA-18012	Neha Singh Rajwinder Kaur,	Effective Business Intelligence For Maximizing Competitive Advantage: A Case Of Selected Indian Insurance Companies
8	CII-18022	Palak Gadhiya Dr. Nilam Panchal	A Literature Review On Mapping The Behavior Having Mobile Applications Usage
9	CII-18012	Dr. Anvay Bhargav	Impact Of Technological Intervention In The Effectiveness Of Organization: A Case Of Hotel Industry

FRIDAY JANUARY 12, 2018 TRACK IV (3.45 – 5.00 pm)**SESSION 06****Session Chair: Prof. Harini Mittal****Room: E-6**

1	CII-18009	Guramrit Kaur Saini Harshul Kamani Keshav Choudhary Yash Thakkar	Smart Cities
2	CII-18006	Archana Badani Krishna H. Joshi	Understanding The Catalytic Features Of Smart City "The Rajkot
3	CII-18003	Mr.Dhruv Brahmbhatt Dr.Juhi Shah	Customer Adoption Of Bhim (Bharat Interface For Money) App Across Two Metro Cities In India: An Empirical Study Using Technology Acceptance Model (Tam)
4	CII-18001	Dr. Rajkumari Soni	Artificial Neural Network – An Application For Forecasting Indian Stock Market Index Movement
5	CII-18025	Harini Mittal Kevin Naik	What Are The Applications Of Virtual Reality In The New Product Development Process In Indian Manufacturing Sector?
6	CII-18016	Brijeshkumar Viradiya	Statistical Analysis And Prediction Of Exchange Rate Of Bitcoin
7	CII-18027	Dr. Nilam Panchal Minakshi Singla	"An Analysis Of Factors Affecting Success Of Mobile Banking Applications"
8	CII-18028	Dr. Nilam Panchal Minakshi Singla	"Financial Implications And Success Of Management Information System - A Review Of Various Models"

SATURDAY JANUARY 13, 2018 TRACK V (9.00 - 10.00 am)

SESSION		Session Chair: Prof. Tejas Shah	Room: E-1
1	CII-18023	Manjari Mundanad Prabhat Kumar Yadav	Impact of information utility in Adoption of High Technology products
2	SMT-18025	Shilpa Sawant, Udit Bali, Nikhil Jain,	Extending Strategic Management to Non-profits using AdWords
3	FLS-18037	Shilpa Sawant, Pearly Tandon, Anirudh Singh, Amit Nikam,	AdWords for Brand Positioning in Packaging Industry: A Pilot Study with Globe Print n Pack
4	FLS-18076	Dr. Tejas Shah Kaushikkumar Amrutlal Patel	Impact Of Sales Promotions On Consumer Behavior In Context Of Low Involvement Products
5	FLS-18077	Kaushikkumar Amrutlal Patel Dr. Tejas Shah	Impact Of Sales Promotions On Consumer Behavior In Context Of High Involvement Products
6	CII-18017	Jayshree Jaiswal, Subrat Sahu,	Planning and Implementation Challenges of Health Analytics in Emerging Market Context - With Special Reference to India
7	CII-18007	Krunal Joshi	Measuring Effectiveness of Social Media as a Marketing Platform for Small Business Enterprises
8	ENT-18022	Dr. Sabnam Jahan Ali Akkas	Entrepreneurship in a Social Context: A Conceptual Analysis of Social Entrepreneurship
9	SMT-18003	Ms. Mauli Bodiwala Dr. Bindiya Soni	"Practice of Sustainable Development at Muni Seva Ashram, Vadodara: An Appraisal Study"