

TRACK SCHEDULE

22nd Nirma International Conference on Management (NICOM) 2019

Business, Economy and Environment: The New Normal

January 17-19, 2019

Day 1: Thursday (5:00 PM to 6:15 PM)

Venue: E1 Classroom

Date: 17/01/2019

Session Chair: Prof. Nikunj Patel				
Track	Sr. No.	Paper Code	Name of Author(s)	Title of the Paper
1-A	1.	FL19055	Sweety Shah Neha Mehta	Payment Banks: Digital Revolution in Banking Sector
	2.	FL19072	Sneha Shukla Simran Motwani Reena Ramsinghani	Devising Balanced Scorecard to determine performance of Kotak Mahindra Bank Ltd
	3.	FL19090	Smruti Vakil Isha Gandhi	A Comparative Study on Impact of Non-Performing Assets in Public Sector, Private Sector and Co-Operative Sector Banks
	4.	FL19065	Salonee Patel Rishva Shah Rutva Sheth	The Indian Economy and Rising Risk of NPA
	5.	FL19150	Hemali Tanna Kaushal Bhatt	An Empirical Study on Impact of Basel II Norms on the Productivity of Banks in India
	6.	FL19146	Shubham Chaudhary	Impact of Basel III norms on Indian banks
	7.	FL19158	Dipesh Shah Pawan K Chugan	Aircraft financing and leasing in India Challenges and Opportunities: An exploratory study of developing aircraft financing and leasing in India

Day 1: Thursday (5:00 PM to 6:15 PM)

Venue: E2 Classroom

Date: 17/01/2019

Session Chair: Prof. Harismita Trivedi				
Track	Sr. No.	Paper Code	Name of Author(s)	Title of the Paper
1-B	1.	FL19333	Poonam Arora Kavita P. Kshatriya	Impact of Fulfilment of Psychological Contract on Millennials' Job Performance and Employment Relations
	2.	FL19070	Aaditya Shah Mayur Choithnani Shaurya Shah	Human Resources: The Ultimate Weapon in Business
	3.	FL19087	Farha Naz Khan Neeraj Sehrawat	Impact of Human Resource Policies and Practices on Sustainability of Females: A Multilevel Analysis of Hotel Industry
	4.	FL19092	Sujo Thomas Dipti Parekh Sudhir Pandey Vrushali Thobhani	Putting Employees as the Top Priority in the Context of Human Resources: A Case of Taxiforsure Acquisition by Ola

5.	FL19119	Mahima Radhani	A Study of the Effectiveness of Open Plan Office as a HR Strategy
6.	FL19061	Priyanka H Mehta Sujatha Sony Onattu	The Green HRM: The Triple Bottom Line Strategies for Biomedical Wastage Management in India
7.	FL 19555	Punit Saurabh	India China Relations beyond Doklam: Implication for U.S with India as a Counter Strategic Pivot

Day 1: Thursday (5:00 PM to 6:15 PM) Venue: E3 Classroom

Date: 17/01/2019

Session Chair: Prof. Nirmal Soni				
Track	Sr. No.	Paper Code	Name of Author(s)	Title of the Paper
1-C	1.	FL19110	Hemant Bulsara Nidhi K. Yadav	A Study on Consumer Buying Behavior towards Ayurvedic Medicine at Ahmedabad District of Gujarat
	2.	FL19108	Isha Pradip Dave Avani Desai	The "Brand Valuation" Paradox at Present
	3.	FL19057	Reena Patel	Innovative Marketing Trends in VUCA World: An Exploratory Approach
	4.	FL19091	P. N.V.V. Satyanarayana N. Udaya Bhaskar M.V. Subba Rao	Impact of Customer Satisfaction on Profitability of Indian Automotive Industry – A Case of Select Companies
	5.	FL19114	Rahul Sharma Amit Kakkar	Personifying Indian General Entertainment Channels using Preferential Mapping
	6.	FL19155	Neha Mehta Pawan K Chugan	Visual Merchandising and Consumer Demography: The Impact on Impulse Buying Behavior
	7.	ED19064	Disha Mehta Sweety Shah	Impact of Primary Agriculture Credit Societies on the Gross State Domestic Product (Agriculture And Allied Activities): A Study of Five Different States of India

Day 1: Thursday (5:00 PM to 6:15 PM) Venue: E4 Classroom

Date: 17/01/2019

Session Chair: Prof Naresh Poturaju				
1-D	1.	FL19126	Ishita Jain Neeraj Aswani Lokesh Vijayvargy	Ranking Assessment of Top 50 Companies by Integrated Model of AHP & TOPSIS
	2.	FL19063	Monali Chatterjee Aakruti Patel	Integrated Reporting - Lessons from Early Adopters

3.	FL19223	Naresh Poturaju Vandana Poturaju	Testing the Profitability of Lunar Trading Strategy during the 2007 Global Financial Crisis in Nifty-50 Spot Market
4.	FL19154	BrijeshH Viradiya Jaykrishna Verma Kalpesh Jadwani Sayan Si Vishal Singh	Impact of Economic Variables on Indian Stock Market
5.	ED19061	Indu Rao Urmi Khatri	Demystifying Informal Economy: A Behavioral Finance Perspective
6.	FL19226	Sushmit Sharma Meet M. Katira	Cryptocurrency and its Legal prospects across the globe
7.	ED19126	Namita Kumawat	A Conceptual Analysis of the Financial Instruments to Meet the Challenges of Low Carbon Economy: The Guidelines for Future Research

Day 2: Friday (11:45 PM – 01:15 PM)

Venue: E1 Classroom

Date: 18/01/2019

Session Chair: Prof Amola Bhatt

Track	Sr. No.	Paper Code	Name of Author(s)	Title of the Paper
2-A	1.	FL19112	Swati Bhalerao Mahesh Abale	A Study of Reflection of Negative Working Capital on Corporate Profitability- With Special Reference of Automobile Industry in India
	2.	FL 19116	Amola Bhatt Neel Sheth Nehal Lodha	Financial Literacy and its impact on Portfolio Diversification in the region of Ahmedabad
	4.	FL19133	Aayushi Mangal Nihar Kavdia Pooja Kella Suraj Pandey	Analysis and Prediction of IPO Performance
	5.	FL19138	Manoj Ramchandani Parth Maheshwari Suraj Pandey	Effect of Online News Portals on Stock Prices
	6.	FL19139	Arpit Jain Satadeep Ghosh Satya Swarup Dwibedi Urvesh Savaliya	Effect of Quarterly Earnings on Stock Prices
	7.	FL19140	Kumar Mulani	The Random Walk Hypothesis in Context of Indian Stock Market
	8.	FL19222	Urmi Khatri Aakruti Patel	Impact of TCS Buyback Announcement on Returns of BSEIT Index: An Event Study Methodology

Session Chair: Prof Dhiren Jotwani

2-B	1.	ED19057	Nishit Kalawadia	Make In India – Review of the flagship campaign
	2.	ED19070	Binu Philip Pawan K Chugan	Internal and external factors affecting licensing decisions"
	3.	ED19052	Shreya Biswas Sonam Mathur Rasananda Panda	Demonetisation: India's Gains and Losses
	4.	ED19137	Anshu kumar	What India is losing by not legalizing Gambling? : A Legal Framework
	5.	ED19130	Dhiren Jotwani	Impact of External Environmental Barriers on Perceived Export Performance of MSMEs
	6.	ED19999	Gaurang Asopa	Criticism of the Definition of Total Cost, with Recommendations for a Change
	7.	ED19135	Shreyansh Khicha	Sustainable Cities and Communities
	8.	ED19134	Hasmukh Dave Sanjita Sudhir Virani	Study on NPA and Profitability of Regional Rural Banks in Gujarat

Session Chair: Prof Vandana Panwar

Track	Sr. No.	Paper Code	Name of Author(s)	Title of the Paper
2-C	1.	BS19100	Nityesh Bhatt Sunita Guru Aanchal Singh	Big Data Hype: The reality of its application in the Indian Context
	2.	BS19102	Diljeetkaur Makhija Pawan K Chugan	Applications of RFID Technology: A Study of Manufacturing Organizations
	3.	BS19059	Vandana Panwar Pragati Priyadarshinee	Application of Block Chain Techniques in Agriculture Sector
	4.	FL19073	Sonam Arora Yash Shah	Bitcoin: The Currency getting Darker
	5.	BS19051	Balakrishnan Unny R	Improving transparency in government initiatives using Blockchain- Enablers and Challenges
	6.	BS19091	Lavanya Thool Abdul Karim	Role of Digitalization in Agriculture and its Allied Industries in Chhattisgarh State (With Special Reference to Chhattisgarh State Cooperative Marketing Federation Limited, Raipur")
	7.	BS19060	Shachi Desai Subrat Sahu	The Impact of Perceived Risk on Students' Adoption & Use of Digital Wallets

Session Chair: Prof Harini Mittal
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2-D	1.	BS19070	Bhavyaa Unalkat Bansi Varmora Dhruvi Jhaveri	Semiotics: A Paradigm in Marketing
	2.	BS19053	Aishwarya Mishra Shaiwal Bajpai	Role of Entrepreneurship, Innovation and Creativity in optimizing the performance of the organisation
	3.	BS19071	Prashanti Kothari	Non-cognitive Skill: A Driving Force for Entrepreneurship
	4.	BS19097	Saurav Singhvi Shloka Sethi	Driving Organizational Performance through Entrepreneurship, Innovation and Creativity
	5.	BS19082	Indu Rao Pooja Thakker	Developing Entrepreneurial Leadership for Sustainable Entrepreneurial Ecosystem
	6.	BS19090	Hima Trivedi Rajesh Asrani	Best Incubation Practices in Globally Relevant Entrepreneurial Eco-system
	7.	BS19054	S.Palaniappan	Demystifying the effect of Entrepreneurial orientation on retailers business performance in Chennai

Session Chair: Prof. Ritesh Patel
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Track	Sr. No	Paper Code	Name of Author(s)	Title of the Paper
3-A	1.	FL19132	Ritesh Patel Khyati Shah Nirmal Soni	Capital Budgeting in Industry: A New Normal Practices
	2.	FL19131	Nirmal Soni Khayti Shah Ritesh Patel	Cost Behaviour during Increased Competition in a Period: A Case Study
	3.	FL19135	Avani Shah	Comparative Analysis of Factors affecting financial performance: A Study based on IT vs. Pharma Industries
	4.	FL19153	Punita Rajpurohit Parag Rijwani	Assessment of Quality of Financial Reporting: A Conceptual Framework
	5.	FL19157	Bhoomi Mehta	Analyzing Financial Performance of Microfinance Institutions in Gujarat in Current Environment

	6.	FL19148	Srinath R. Mitragotri	Growth Investing in India: A Study of Long Term Returns from High P/E Stocks in Indian Market
	7.	FL19141	Vivek Duvani	The Risk related to the Size of the Firm's in Market
	8.	FL19130	Isha Pradip Dave Vishwa shah Pranav Mohnot	Any Time Mutual Fund Machine: The game changer?

Day 2: Friday (03:45 PM – 05:15 PM)

Venue: E2 Classroom

Date: 18/01/2019

Session Chair: Prof Shantanu Mehta

3-B	1.	FL19224	Deepak Danak	Measurement of Value Creation: Future Directions for Research
	2.	ED19058	Anushree Dalal Riya Parikh	India v/s China : Inclusive Development and Competitiveness
	3.	ED19113	Nancy Rastogi	Universal Basic Income
	4.	ED 19709	Trupti Bhosale Sunder Ram Korivi	The Movements in Trading Sentiments that Impact the Exchange Rate (USD-INR)
	5.	GM19056	Bhumit Trivedi Rushit Dubal Sneha Yadav	Brand Building through CSR: Content analysis of CSR videos of leading Indian companies
	6.	GM19070	Dhruv Brahmhatt	Perceptual and Economical Dimension regarding dual faces of Corporate Social Responsibility
	7.	BS19101	Balakrishnan Unny Gaurav Mishra Diljeetkaur Makhija	Next Engineering: The Road Ahead

Day 2: Friday (03:45 PM – 05:15 PM)

Venue: E3 Classroom

Date: 18/01/2019

Session Chair: Prof. Rajesh Jain

Track	Sr. No	Paper Code	Name of Author(s)	Title of the Paper
3-C	1.	FL19062	Belur Baxi Shailja Tiwari	A Study of Marketing Communication by Titan through Instagram
	2.	FL19156	Samik Shome Pooja Goel Piali Haldar	Commuter's Willingness Towards Using Organized Ride-hailing Services: A Case Study of India
	3.	FL19071	Kartik Kumar Ankur Rastogi	The Comparative study on the Green Marketing and the Digital Eco Marketing in India: Opportunities and Challenges.

	4.	FL19160	Tripurasundari Joshi	The Influence of Affect on Consumer Behaviour for Sustainable Product Brands in The Indian Context
	5.	FL19137	Pranav Patil Sonal Srivastav Suraj Pandey	A Study on Effectiveness of Havells' 'Sampark' Program
	6.	FL19056	Harikrishan Chaurasiya Belur Baxi	A Study of Customers' Satisfaction Towards Service Quality of Shipping Service providers during Transportation and Clearance Process
	7.	FL19159	Rajesh Jain Nishant Agarwal Gunjan Sood	Sustainable Supplier Selection for the Textile firms in the Developing Countries

Day 2: Friday (03:45 PM – 05:15 PM)

Venue: E4 Classroom

Date: 18/01/2019

Session Chair: Prof. Subrat Sahu

3-D	1.	BS19666	Shivani Daape Pariskshit Kala	Effect of Indian Television Soap Operas on Women in Society: A case study in context to Haridwar and Dehradun
	2.	GM19054	Monali Chatterjee	An Eclectic Integration of Humanities in Management Education
	3.	FL19115	Indu Rao Pragya Thakur	Psychological Contracts and Turnover Intentions in Higher Education Institutions
	4.	ED19059	Prasann Raja	"To Study the Health & Security Measures of Construction Labours in Royal Construction & Developers"
	5.	FL19105	Aayushi Pandya Foram Gandhi	Will companies sustain the impending growth of Globalisation?
	6.	BS19056	Chahat Upadhyay Tanvi Desai Pooja Patel	Disney-The Journey of Imagination into Reality
	7.	FL19079	Subrat Sahu Hardik Shah	Impact of Employee Engagement in Managing Customer Value

Day 3: Saturday (10:00 AM – 11:30 AM)

Venue: E1 Classroom

Date: 19/01/2019

Session Chair: Prof. Chetan Javeri

Track	Sr. No.	Paper Code	Name of Author(s)	Title of the Paper
4-A	1.	ED19133	Alok Sharma Harsh Suthar	Plastic ban in India: Why and How?

	2.	ED19054	Heli Shah Urja Modi	Choices that affect the Climate Sustainability
	3.	ED19056	Col A S Rathore Vivek S. Kushwaha	Motivational Factors and Barriers for Installation of Solar Roof Top System
	4.	ED19125	Nikita Mac'quin Dr. Richa Mandan Abhigna Vaishnav	Importance of Coastal Economy: Key Economic Issues
	5.	ED19128	Shweta Suhane	The Social Science aspects of adaptation of urban forests to climate change
	6.	ED19136	Jayshree Jaiswal	Eco-innovation Adoption in Product Disposition
	7.	ED19140	Pawan K Chugan Anuja Gupta	Base Erosion & Price Shifting and Transfer Pricing: A Comparative Study on India and China

Day 3: Saturday (10:00 AM – 11:30 AM)

Venue: E2 Classroom

Date: 19/01/2019

Session Chair: Prof. Jayesh Aagja

4-B	1.	FL19080	Sarveshkumar Soni Vibhu Teraiya	Influence of Consumer Ethnocentrism on Intention to Purchase Made-In-India Ayurvedic Oral Care Products with reference to Selected Region
	2.	FL19081	Vibhu Teraiya	Effect of storytelling advertisement on consumer's perception towards brand
	3.	FL19076	Mansi Vasveliya Jignesh Vidani	A study on Analyzing gap between expected and actual performance of premium bike segment with special reference to Royal Enfield in Gujarat
	4.	FL19077	Sachaniya Charmi Bharatkumar Hiral Vora Jignesh Vidani	A study on identifying the gap between expected service and actual service - with special reference to Sukh Sagar Gir Resort, Sasan
	5.	FL19053	Arth Gadhvi	Brands Trying to Replace Products
	6.	ED19129	Rohanrai Lalwani	Bond Market: A path towards better Infrastructure
	7.	GM19065	Pratibha Verma Parikshit Kala Mukesh Chandra Verma	Energy Investments Business Model of Smart Grid and Sustainability

Session Chair: Prof. Khyati Shah

Track	Sr. No	Paper Code	Name of Author(s)	Title of the Paper
4-C	1.	ED19065	Surbhi Kapur	International Law and Sustainability in Livestock and Agricultural Development
	2.	ED19992	Gaurang Asopa	The Effect of Incrementation in the MSP of the Kharif Crops on the Indian Economy.
	3.	ED19132	Ayushi Agarwal Hirak Acharya	Fat Tax in Gujarat: A Study of Awareness, Feasibility and Implementing Mechanism
	4.	ED19993	Gaurang Asopa Varun Vijayaraghavan	A Critical Analysis on Macroeconomic Performances in India with Reference to Skill India, Start-Up India, and International Trends
	5.	BS19055	Indu Patel Subrata Kumar Nandi	Bridging the rural urban divide – business as a driver for sustainable growth
	6.	GM19051	Monali Chatterjee	Contemporary Challenges of Management and Business Education in India
	7.	FL19228	Sapna Parashar Gunjan Sood	Importance of Quality Maintenance in Food Supply Chain Performance

Session Chair: Prof. Indu Rao

Track	Sr. No	Paper Code	Name of Author(s)	Title of the Paper
4-D	1.	FL19060	Chirag Thaker Dhaval Pandaya	A Study on Recruitment Process in Insurance Sector
	2.	FL19145	Beena Vaidya Kashyap Rajgor	Decent Work with the Perspective of the Migrant Construction Workers
	3.	FL19149	Nikhil Keswani	Nepotism in Organizations: A Blessing or A Curse?
	4.	FL19151	Kaushik Patel Tejas Shah	Identifying Factors Impacting Deal Proneness
	5.	FL19118	Indu Rao Poonam Jha	Gamification in HR for Organizational Sustainability
	6.	FL19225	Riya Shah	Testing of causal relationship between the Energy sector and Indian stock market

	7.	GM19055	Vijita Aggarwal	Management lessons through religious lens: A Study of Indian Epic Ramayan
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