

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)  
30<sup>th</sup> June and 1<sup>st</sup> July 2023  
Department of Management Studies, GLBITM, Greater Noida**

<b>Conference Schedule Summary</b>				
<b>S. No.</b>	<b>SESSION</b>	<b>Date</b>	<b>TIME</b>	<b>VENUE</b>
1	Inaugural Session	<b>30-Jun-23</b>	10.30am - 12.20 pm	SHD Auditorium
2	Group Photograph		12:20pm-12:30pm	SHD Auditorium
3	<i>Lunch &amp; Networking</i>		12.30pm- 01.30 pm	<i>Lunch &amp; Networking</i>
4	Technical Session – I		1.30 pm – 03.00 pm	109
5	Technical Session – II			307
6	Technical Session – III			510
7	Technical Session – IV (Online)			CRC
8	<i>High Tea</i>		03.00 pm – 3.20 pm	<i>High Tea</i>
9	Technical Session – V		03.20 pm – 04.45 pm	109
10	Technical Session – VI			307
11	Technical Session – VII			510
12	Technical Session – VIII (Online)			CRC

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**  
*30<sup>th</sup> June and 1<sup>st</sup> July 2023*  
Department of Management Studies, GLBITM, Greater Noida

<b>Conference Schedule Summary</b>				
13	<i>Breakfast</i>	<b>01-Jul- 23</b>	9.00 am – 10.00 am	<i>Breakfast</i>
14	Technical Session – IX		10.00 pm – 11.30 pm	307
15	Technical Session – X			510
16	Technical Session - XI			109
17	High Tea		11.30 am – 11.45 am	<i>High Tea</i>
18	Technical Session - XII		11:45am - 01:00 pm	109
19	Technical Session - XIII		11:45am - 01:00 pm	307
20	Technical Session - XIV		11:45am - 01:00 pm	510
21	Technical Session – XV (online)		9:30am – 11:30 am	CRC
22	Valedictory Session		02.30 pm – 04.00 pm	SBG Auditorium

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**  
*30<sup>th</sup> June and 1<sup>st</sup> July 2023*  
Department of Management Studies, GLBITM, Greater Noida

**INAUGURAL SESSION**

S. No.	SESSION	Date	TIME	VENUE
1	Inaugural Session	30-Jun-23	10.30 am – 12.30 pm	SHD Auditorium
2	<i>Group Photograph</i>		12:20 am -12:30 pm	<i>SHD Auditorium</i>

- ❖ Opening Plenary
- ❖ Lamp Lighting
- ❖ Welcome Address
- ❖ Conference Theme Presentation
- ❖ Guest of Honour's Address
- ❖ Chief Guest's Address
- ❖ Vote of Thanks

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**  
*30<sup>th</sup> June and 1<sup>st</sup> July 2023*  
**Department of Management Studies, GLBITM, Greater Noida**

<b>Session Chair</b> <b>Dr. Ashish Gupta</b>
---

**TECHNICAL SESSION I**

S. No.	SESSION	Date	TIME	VENUE
4	Technical Session I	30-Jun-23	01.30 pm – 03.00 pm	Room No. 109, Academic Block II

S. No.	Author	Title
1	Dr. Vijeyata Tegwal, Ms. Chitra Jha, Mr. Sunil Tegwal	Global Mind Set: A Paradigm Shift in Corporate World's Leadership Through Globalization
2	Saurav Sandesh	Corporate Governance, CSR And Ethics
3	Ms. Anita, Dr. Khyati Kochhar	Family Financial Socialization: Impact of Scholarship Payments on Research Scholar Financial Behaviour and Financial Well-Being
4	Ms. Shilpa Thakur, Dr Seema Gupta, Dr Anil Kumar Goyal	A Bibliometric Analysis Of Corporate Governance Attributes And Corporate Bankruptcy
5	Ms. Deeksha Siddhwaani, Dr. Dipti Ranjan Mohapatra, Dr. Anil Kumar Goyal	Supply Chain Management of The Agriculture Sector
6	Ms. Simrat Kaur, Dr Adarsh Arora, Dr Anil Kumar Goyal, Dr Anjali Munde	Bankruptcy Prediction of Manufacturing Companies of India Post-Ibc: A Comparative Study Between Various Predictive Techniques
7	Dr. Richa Dhir; Ms Sheetal Sehgal; Dr Arunima, Dr. Sudha Swaroop; Dr Sandeep Mathur	Investigating Psychological Capital and Its Relationship with Academic Stress in India Through Structural Equation Modelling (SEM) "

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**  
*30<sup>th</sup> June and 1<sup>st</sup> July 2023*  
**Department of Management Studies, GLBITM, Greater Noida**

<b>Session Chair</b> <b><i>Dr. Ashish Gupta</i></b>
--

**TECHNICAL SESSION I**

S. No.	SESSION	Date	TIME	VENUE
4	Technical Session I	30-Jun-23	01.30 pm – 03.00 pm	Room No. 109, Academic Block II

S. No.	Author	Title
8	Mr. Ankur Madan, Mr. Abhinav Gaur, Ms. Nandita Sikarwar, Mr. Aniket Singh	Exploring Ethical Considerations In Artificial Intelligence: Safeguarding Ai For The Greater Good
9	Ms. Naina Narang, Dr Seema Gupta, Dr Naliniprava Tripathy, Dr Anil Kumar Goyal	Dividend Decisions and Firm Value: A Bibliometric Analysis
10	Ms. Shreya Singh, Dr. Mamta Gaur	Impact Of Leadership on Readiness to Change of Employees
11	Mr. Deepesh Ranabhat and Mr. Narinder Verma	Impact Of Risk Attitude, Risk Behaviour and Trust on Financial Inclusion: Evidence from Gandaki Province, Nepal
12	Ms. Nidhi Goel, Dr. Kumari Rashmi	Psychological Detachment: A Measure to Moderate Intrinsic Motivation and Faculty Engagement",
13	Dr. Satendra Kumar Yadav	"Circular Economy (Ce) : A Ten Year Bibliometric Analysis ( 2013 To 2022)"

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)  
30<sup>th</sup> June and 1<sup>st</sup> July 2023  
Department of Management Studies, GLBITM, Greater Noida**

<b>Session Chair</b> <b><i>Dr. Dinesh Kumar Sharma</i></b>
---

**TECHNICAL SESSION II**

S. No.	SESSION	Date	TIME	VENUE
5	Technical Session II	30-Jun-23	01.30 pm – 03.00 pm	Room No. 307, Academic Block II

S. No.	Author	Title
1	Dr. Purabi Bharali & Dr. Kaberi Bezbarua	Maximizing Individual Utility and Social Welfare-Internet Data Bank: An Inclusive Growth Model of Data Sharing Platform
2	Dr. Pratibha Rai, Dr. Vijeta Pundir, Dr. Priya Gupta, Ms. Deepthi.B.	An Empirical Analysis of Nexus of Public Private Partnership, Public and Private Investment as Drivers of Economic Growth in India in An Ardl Framework
3	Ms. Aarti, Dr. Priya Gupta, Dr. Prathiba Rai	Impact Of Covid 19 Pandemic on Investment Behaviour: A Study of Retail Investors in India
4	Ms. Pratiksha Sharma, Dr. Nishtha Pareek	Payment Banks: Digital Transformation of The Indian Banking System
5	Dr. Adarsh Garg, P. Pradeep Kumar	Effectiveness Of Pedagogy and Content in Online Learning Platforms for Higher Education in India
6	Ms. Shweta Singh, Dr Vineet Sengar, Dr. Manikant Dubey	Impact Of Artificial Intelligence as A CRM Tool in the Indian Retail Sector in the Post-Covid Period

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**

*30<sup>th</sup> June and 1<sup>st</sup> July 2023*

**Department of Management Studies, GLBITM, Greater Noida**

**Session Chair  
Dr. Dinesh Kumar Sharma**

**TECHNICAL SESSION II**

S. No.	SESSION	Date	TIME	VENUE
5	Technical Session II	30-Jun-23	01.30 pm – 03.00 pm	Room No. 307, Academic Block II

S. No.	Author	Title
7	Dr. Adarsh Garg, Mr. Sadashiva Tandur, Mr. Mujibur Rahman	Growing Digital Marketing Impetus Augments Business Performance of SMEs in Manufacturing Industry in India
8	Mr. Hardik Trehan	Decentralized Finance: Challenges, Opportunities and Risks Associated In India
9	Ms. Kriti Agarwal, Ms. Komal Jaiswal, Ms. Neha Jha	From Data to Diagnosis: Harnessing Machine Learning for Accurate Disease Prediction
10	Mr. Ayush Kumar	Impact Of E-Commerce on Small Businesses
11	Ms. Heemika Sharma, Dr. Renu Pareek	“Empirical Study to Analyse the Impact of Service Marketing Mix Strategies on Student Satisfaction: With Reference to Executive Coaching Institutes of Kota”
12	Ms. Ayushi Rajvanshi, Ms. Chanchal Sengar, Mr. Himanshu, Ms. Nikita	Artificial Intelligence in Cybersecurity: Enhancing Threat Detection and Mitigation
13	Dr. Anil Kumar Goyal	Does Sector matter in Priority Sector Lending an Empirical Probe in Indian Banking Sector

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**

*30<sup>th</sup> June and 1<sup>st</sup> July 2023*

**Department of Management Studies, GLBITM, Greater Noida**

**TECHNICAL SESSION III**

<b>Session Chair Dr. Anil Kumar Goyal</b>
---

S. No.	SESSION	Date	TIME	VENUE
6	Technical Session III	30-Jun-23	01.30 pm – 03.00 pm	Room No. 510, Academic Block II

S. No.	Author	Title
1	Ms. Shreya Arora	Leave No Stone Unturned When Valuating Startups And Unicorns: A Bibliometric Analysis With Vosviewer "
2	Dr. Pratibha Rai, Dr. Vijeta Pundir, Dr. Priya Gupta, Dr. Sultan Godara	An Empirical Analysis Of The Asymmetric Association Of Public Investment With Private Investment: Revisiting Crowding In/Out Effect
3	Mr. Manoj Kumar and Dr. Ridhi Khattar	Study On Venture Capital Investments And Its Ability To Stimulate Innovation And Spur Economic Growth In India
4	Dr. Seema Gupta, Dr. Vijeta Singh, Dr. Sudhir Jain, Dr. Shaizy Khan, Dr. Anil Kumar Goyal	Extent of State-wise Growth of Micro, Small and Medium Enterprises in India: A Comparative Study
5	Ms. Shruti Sharma, Dr Nishant Dabhade	The Impact Of Social Media Marketing On Consumer Attitudes Towards Local Retail Brands: A Study Of 'Vocal For Local Campaigns
6	Ms. Neha Bajaj, Mr. Harjit	Mediating Effect Of Financial Ratios On The Performance Of Selected Indian Automobile Companies
7	Dr Alok Kumar, Dr. Arvind Arahant, Dr.Saurabh Verma, Dr.Debendra Nath Das, Dr. Sunil Kumar Yadav	The Transfer Of Defence Technology Strike The War Dynamics



**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**  
*30<sup>th</sup> June and 1<sup>st</sup> July 2023*  
Department of Management Studies, GLBITM, Greater Noida

<b>Session Chair</b> <b><i>Dr. Anil Kumar Goyal</i></b>
--

**TECHNICAL SESSION III**

S. No.	SESSION	Date	TIME	VENUE
6	Technical Session III	30-Jun-23	01.30 pm – 03.00 pm	Room No. 510, Academic Block II

S. No.	Author	Title
8	Ms. Stuti Gautam, Dr. Hari Prapan Sharma	A Study Related to The Impact of ESG Factor on Financial Performance of Banks
9	Ms. Umaira Ahmed, Mr. Vikas, Dr. Sana Beg, and Dr. Mohd. Shafeeq	Assessing The Impact of Machine Learning- Based Tech Startups in The Indian Context: A Conceptual Framework and Future Research Direction
10	Dr. Shivi Mittal, Dr. Soni Sharma, Bola Yaya, Dr. Anshika Rajvanshi, Surabhi Mishra	Exploring The Antecedents of Financial (Il-)Literacy Among African Women
11	Ms. Sushma Singh, Ms. Shaivya Dixit, Mr. Rahul Kumar	"Exploring The Perceptions of Indian Business Students on The Effective Use of Technology to Enhance Entrepreneurial Intention"
12	Ms. Shikha Aggarwal, Ms. Bhavana Sharma, Dr. Vineet Sengar	"Implications Of Green Innovation for Employment & Job Creation: A Review of Literature"

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**  
*30<sup>th</sup> June and 1<sup>st</sup> July 2023*  
Department of Management Studies, GLBITM, Greater Noida

<b>Session Chair</b> <b><i>Dr. Rajiv Sijeria</i></b>
---

**TECHNICAL SESSION IV (Online)**

S. No.	SESSION	Date	TIME	VENUE
7	Technical Session IV	30-Jun-23	01.30 pm – 03.00 pm	Room No. CRC, 1 <sup>st</sup> Floor Academic Block II

S. No.	Author	Title
1	Mr. Tanuj Surve, Dr. Risha Khandelwal	Decentralized Autonomous Organizations – A Compliment to Traditional Corporate Governance?
2	Mrs. Nomami Dutta & Dr. Mridusmita Das	A Study on The Barriers to Innovation in Informal Sector of India
3	Mr. Sagar Varshney, Dr. T. Gurusant and Prof. Kanhaiya Singh	Role Of Herd Behaviour in Capital Market: A Bibliometric Analysis
4	Dr. Kaberi Bezbarua	Maximizing Individual Utility and Social Welfare-Internet Data Bank: An Inclusive Growth Model of Data Sharing Platform
5	Dr Ankita Raj	Financial Statement Readability for Entrepreneurs: A Literature Review
6	CA Shipra Walia	Green Investment: Opportunities for Green Finance
7	Dr. Boumedyen Shannaq	Harnessing Machine Learning Models to Drive Sustainable Economic Innovation in The India-Gulf Interchange

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**

*30<sup>th</sup> June and 1<sup>st</sup> July 2023*

**Department of Management Studies, GLBITM, Greater Noida**

**TECHNICAL SESSION IV (Online)**

<b>Session Chair Dr. Rajiv Sijeria</b>
--

S. No.	SESSION	Date	TIME	VENUE
7	Technical Session IV	30-Jun-23	01.30 pm – 03.00 pm	Room No. CRC, 1 <sup>st</sup> Floor Academic Block II

S. No.	Author	Title
8	Dr. Trilok Pratap Singh	Exploring The Motivation Factors for Migrant Entrepreneurship In The Indian Economy
9	Dr. Satbir Singh; Dr. Vivek Agrawal	Significant Factors Influencing Adoption of Industry 4.0 in the Construction Industry for Development of Competitive & Sustainable Supply Chains: A Multi Criteria Decision Analysis
10	Dr. Rachna Gupta	Assessment of Basel 3 As an Improvement Over Basel 2 Capital Adequacy Norms
11	Prof Kana Sukumaran, Dean, Management Development Institute of Singapore.	Financial Crisis and Banking Stability a Global
12	Mr. Ananta Ranjan, Dr. Vijay Kumar Jha	IoT-Empowered Waste Collection
13	Dr. Ankita Raj	Changing Dimensions of Indian Entrepreneurship Since 2014

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**  
*30<sup>th</sup> June and 1<sup>st</sup> July 2023*  
**Department of Management Studies, GLBITM, Greater Noida**

<b>Session Chair</b> <b>Prof. S. P. Saxena</b>
---

## TECHNICAL SESSION V

S. No.	SESSION	Date	TIME	VENUE
9	Technical Session V	30-Jun-23	03.20 pm – 04.45 pm	Room No. 109, Academic Block II

S. No.	Author	Title
1	Mr. Avnish Sharma, Ms. Aneesya Panicker	Examining the Antecedents and Consequences of Ethical Leadership at the Workplace: A Systematic Review
2	Mr. Rajneesh Khare, Dr. Parul Garg, Dr. Namrata Tripathi, Dr. Manjeet kumar	The Impact Of Dark Traits On Leadership Effectiveness With Reference To Shri Ram Charit Manas: An Empirical Study Of Managers Residing At Greater Noida
3	Dr. Shuchita Singh	Unleashing Leadership Trait Theories for Reconceptualizing Behavioural Aspect Of Investing
4	Dr. Anil Kumar Kumar Goyal, Dr. Neeraj Saxena, Dr. Shruti Saxena	Determinants of Growth of Small and Medium Enterprises in Ethiopia
5	Dr. Amit Kumar, Dr. Arpana Kumari	Redefining The Service-Profit Chain: A Fresh Perspective On Transformative Leadership's Impact On Customer Experience
6	Ms. Monika, Dr. Deepa Kapoor, Dr. Priya Gupta	Impact Of Vanity And Brand Equity On The Consumption Of Luxury Skincare Products

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**  
*30<sup>th</sup> June and 1<sup>st</sup> July 2023*  
**Department of Management Studies, GLBITM, Greater Noida**

<b>Session Chair</b> <b><i>Prof. S. P. Saxena</i></b>
--

**TECHNICAL SESSION V**

S. No.	SESSION	Date	TIME	VENUE
9	Technical Session V	30-Jun-23	03.20 pm – 04.45 pm	Room No. 109, Academic Block II

S. No.	Author	Title
7	Dr. Vijeyata Tegwal, Dr. Priya Kushwaha	Impact of Human Resource Information System Implementation in Banking Sector: Benefits and Barriers
8	Mr. Harish Chandra Singh Negi, Dr Anamika Pandey, Dr Vivek Aggarwal, Ms. Pratibha Pandey	Occupational Stress: Its Causes and Consequences in Police Forces
9	Dr Anju, Ms. Preeti, Ms. Anupriya	Dawn of Digital Banking: Decoding Customer Perception Towards the Digital Business Strategies in India's Banking Sector
10	Dr. Anil Kumar Goyal, Dr. Rachita Garg	Investigating the Stage of BRSR Reporting in India: SRMM Perspective
11	Mr. Avnish Sharma, Ms. Aneesya Panicker	Impact Of Ethical Leadership Behaviour On Organisational Commitment With Mediating Effect Of Trust In The Leader And Moderating Effect Of Organisational Cynicism
12	Dr. Priya Kushwaha, Dr. Richa Srivastava	Effectiveness of Human Resource Information System on Human Resource Management: A Literature Review

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**

*30<sup>th</sup> June and 1<sup>st</sup> July 2023*

**Department of Management Studies, GLBITM, Greater Noida**

<b>Session Chair Dr. Deepa Gupta</b>
--

**TECHNICAL SESSION VI**

S. No.	SESSION	Date	TIME	VENUE
10	Technical Session VI	30-Jun-23	03.20 pm – 04.45 pm	Room No. 307, Academic Block II

S. No.	Author	Title
1	Dr. Anand Mohan Agrawal, Dr. Shiv Kumar Singh, Dr. Pundhir, Dr. Seemant Kumar Yadav	Prediction Of GDP Of India Considering Dependent On Crude Oil Consumption, Registered Vehicles, And Exchange Rate Of India: A Forecasting Approach
2	Ms. Daitri Tiwary, Mr. Anupam Naskar, Mr. Samit Paul	Role of Bank Credit and External Commercial Borrowings in Working Capital Financing: Evidence from Indian Manufacturing Firms
3	Ms. Shaivya Dixit, Mr. Ankur Srivastava	Unravelling The Interplay Between E-Wallets And Impulsive Purchase Decisions: An Empirical Study
4	Dr Himadri Srivastava, Dr Sudha Swaroop, Dr Paramjeet Singh	Volatility In Futures & Options: A Comparison of Predictive Ability of Grach
5	Mr. Rajeev Sharma, Dr. J.N.Singh	Human Centre Software Development Model and User Acceptance Index Factors Count
6	Ms. Shivani Kalra, Dr. Amit Kumar Singh	IPO Forecasting Using Machine Learning Methodologies: Systematic Review Apropos Financial Markets in Digital Era

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**  
*30<sup>th</sup> June and 1<sup>st</sup> July 2023*  
**Department of Management Studies, GLBITM, Greater Noida**

<b>Session Chair</b> <b>Dr. Deepa Gupta</b>
--

**TECHNICAL SESSION VI**

S. No.	SESSION	Date	TIME	VENUE
10	Technical Session VI	30-Jun-23	03.20 pm – 04.45 pm	Room No. 307, Academic Block II

S. No.	Author	Title
7	Ms. Arti Pandey, Dr. Anand Gupta	Comparative Analysis: After and Before Social Media Marketing Strategies and Brand Equity with Special Reference to Indian Rag Trade.
8	Ms. Richa Sinha, Dr Dipti Ranjan Mohapatra	Financial Literacy And Investor Decision Pattern Among Urban Elite
9	Mr. Pradeep Sapkota, Mr. Kamal Kant Vashisth, Mr. Bharat Ram Dhungana and Mr. Deepesh Ranabhat	Factors Affecting Tourists Satisfaction and Revisit Intention: A Case of Gandaki Province, Nepal
10	Dr. Belal M.J. Ibrahim, Dr. Soni Sharma, Dr. Shivi Mittal	Online Teaching in Times of Covid-19 In India and Palestinian Universities: Challenges and Antidotes
11	Ms. Richa Sinha, Dr Dipti Ranjan Mohapatra	A Panel Regression Analysis of Dividend Policy of NSE Indexed Firms

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**  
*30<sup>th</sup> June and 1<sup>st</sup> July 2023*  
**Department of Management Studies, GLBITM, Greater Noida**

<b>Session Chair</b> <b><i>Dr. Trilok Chauhan</i></b>
--

**TECHNICAL SESSION VII**

S. No.	SESSION	Date	TIME	VENUE
11	Technical Session VII	30-Jun-23	03.20 pm – 04.45 pm	Room No. 510, Academic Block II

S. No.	Author	Title
1	Dr. Vibhuti Pareek, Dr. Abhinav Nigam	Private E-Vehicles A Sustainable Option to ICV. An Expectation Survey of Generation Z Of India
2	Ms. Khushnuma Khan, Dr. Syeedun Nisa, Dr. Matloob Ullah Khan, Prof. Arvind Nath Sinha	Cryptocurrency Investment Behaviour Analysis: The Indian Context
3	Dr. Santosh Kumar, Dr. Jayanti Ranjan, Dr. Anuradha Jain	An Analysis of Long-Term Impact of Volatility in Trading of FIIs And DIIs: An Evidence From NSE And BSE
4	Dr. Kanishka Sethi, Dr. Matloob Ullah Khan, Prof Arvind Nath Sinha	A Critical Evaluation of The Performance of The Microfinance Institutions in India: A Primary Study Based on Structural Equation Modelling
5	Dr. Shuchi Mehra	Digital Economy's Contribution to The Reconstruction and Sustainability of Space Governance Mechanisms
6	Ms. Komal Chaudhary, Dr. Vinita Mittal	India's Footing in Green Finance in Comparison to Other Leading Economies of the World
7	Dr. Hari Prapan Sharma, Dr. Ashish Chaturvedi	Growth of Green Finance Since Paris Agreement -2015: A Bibliometric Analysis



**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**

*30<sup>th</sup> June and 1<sup>st</sup> July 2023*

**Department of Management Studies, GLBITM, Greater Noida**

<b>Session Chair Dr. Trilok Chauhan</b>
---

**TECHNICAL SESSION VII**

S. No.	SESSION	Date	TIME	VENUE
11	Technical Session VII	30-Jun-23	03.20 pm – 04.45 pm	Room No. 510, Academic Block II

S. No.	Author	Title
8	Ms..Ankita Das, Dr.Debabrata Das	Emergence Of Cryptocurrencies as An Asset Class: Possibilities and Challenges In Indian Context
9	Ms. Anshul Jain, Ms.Priyanka Yadav, Dr. Khyati Kochhar	Do Green Banking Practices Change Customer’s Attitudes and Behaviour: A Conceptual Model
10	Mr. Kapil Matta, Dr. Matloob Ullah Khan	To Model or Not to Model? Making Sense of the Outcomes of Randomly Day Trading Random Stock Portfolios on the NSE From 01/01/2018 to 31/12/2022 via Back testing
11	Ms. Rashmeet Kaur, Mr.Bhupinder Singh Saluja, Dr. Priyanka Srivastava	A Case Study on Sustainable Development & Green Buildings in Real Estate Sector in India
12	Prof. Amit Kumar Singh, Mr. Ram Krishna, Mr. Shivam Jindal, Mr.Kushal Yadav	Linkage Between Sustainable Financing and Performance of Financial Institutions: A Systematic Literature Review
13	Dr. Mini Jain	Green Taxes: An Indian Perspective

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)  
30<sup>th</sup> June and 1<sup>st</sup> July 2023  
Department of Management Studies, GLBITM, Greater Noida**

**TECHNICAL SESSION VIII (Online)**

**Session Chair  
Dr. Shrijan Gyanwali**

S. No.	SESSION	Date	TIME	VENUE
12	Technical Session VIII	30-Jun-23	03.20 pm – 04.45 pm	Room No. CRC, 1 <sup>st</sup> Floor Academic Block II

S. No.	Author	Title
1	Ms. Nirojini B., Prof. Ravinder Rena, Mr. Maheswaranathan S.	The Impact of Budget Deficit on Interest Rate: Empirical Evidence from Sri Lanka
2	Prof Ravinder Rena, Dr Albert V. Kamuinjo	Sources Of Liquidity Shocks in The Namibian Banking System: An Application of The Structural Var Model
3	Ms. Ankita Das, Dr. Debabrata Das	Emergence Of Cryptocurrencies as An Asset Class: Possibilities and Challenges In Indian Context
4	Mr. Boumedyen Shannaq	Unveiling The Synergy: Exploring the Interplay Between Human Talent Development and Enhancing Professional Competence Paradigms,
5	Dr Meetu Jain, Dr Neetu Jain, Dr Bharti Shauran, Ms. Sanyukta	Role Of Mentoring and Psychological Capital in Enhancing Employee Engagement In Central Public Sector Enterprises
6	Ms. Deeksha Tewari	Practicing Mindfulness Training Programs Through Web-Based Technologies During Covid-19 Scenario
7	Ms. Shikha Gambhir, Prof. Aditya Sharma	Study On Role of Digital Marketing Strategy in Higher Education: State-Of-The-Art

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**  
*30<sup>th</sup> June and 1<sup>st</sup> July 2023*  
**Department of Management Studies, GLBITM, Greater Noida**

**Session Chair**  
***Dr. Shrijan Gyanwali***

**TECHNICAL SESSION VIII (Online)**

S. No.	SESSION	Date	TIME	VENUE
12	Technical Session VIII	30-Jun-23	03.20 pm – 04.45 pm	Room No. CRC, 1 <sup>st</sup> Floor Academic Block II

S. No.	Author	Title
8	Ms. Akansha Mer	Delving Into the Three Pillars of Sustainable Development: A Case Study of a Tea Undertaking in the Western Himalayan Region of India for Sustainability of the Tea Industry
9	Ms. Deeksha Tewari, Mr. Swarn Shauryam Swarnkar, Ms. Kanika Agarwal, Mr. Abhishek Misra	Role of Fintech in MSME: An Indian Perspective
10	Ms. Akansha Mer	Antecedents And Consequences of Work Engagement in Nonprofit Organizations: A Conceptual Model
11	Ms. Farha khan, Ms. Kavita Khati, Ms. Akansha Mer, Mr. Bhawesh Joshi, Ms. Shweta Arora	An Analysis if Cybercrime Trends In India: 2014-2021 "
12	Dr. Preeti Kulshrestha, Dr. Anubha Srivastava, Prof. Pabitra Ranjan Chakravorty, Dr. Vineet Sengar, Mr. Abhishek Vasnani	Sustainable Waste Management Practices in The Ceramic Industry-A Case Study of Ceramic Units of Morbi, Gujrat

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**

*30<sup>th</sup> June and 1<sup>st</sup> July 2023*

**Department of Management Studies, GLBITM, Greater Noida**

<b>Session Chair Dr. Vranda Jain</b>
--

**TECHNICAL SESSION IX**

S. No.	SESSION	Date	TIME	VENUE
14	Technical Session IX	01-Jul-23	10.00 am – 11.30 am	Room No. 307, Academic Block II

S. No.	Author	Title
1	Mr. Chaitanya Patney, Mr. Arya Bhargava, Mr. Akarsh Dubey, Mr. Dheeraj Kumar	Customer Perception Towards Unified Payments Interface (UPI)
2	Dr. Shilpee Aggarwal, Ms. Sanyukta, Mr. Aryan Chaudhary	Measuring The Pulse of Delhi's Street Vendors On PM-SVA Nidhi Scheme 2020
3	Mr. Qazi Asif Zameer	Understanding Omni Channel Marketing: The New Paradigm
4	Mr. Pankaj Kumar Agarwal, Mr. H K Pradhan, Mr. Ajay Tyagi	Free Float, Stock Liquidity and Valuation: Evidence from G20 Economy
5	Ms. Tejaswini Gupta	The Impact of Technology Advancement on Recruitment and Selection of The Employees
6	Dr. Mukesh Singh Tomar	A Study on Customer Behaviour in E-Commerce Using Mathematical Modelling
7	Dr Pratibha Giri, Dr Debora Dhaniya, Mr. Kanhiya Garg, Ms. Annica Sharma	Role Of Artificial Intelligence in Marketing

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)  
30<sup>th</sup> June and 1<sup>st</sup> July 2023**

Department of Management Studies, GLBITM, Greater Noida

Session Chair <b>Dr. Vranda Jain</b>
---

**TECHNICAL SESSION IX**

S. No.	SESSION	Date	TIME	VENUE
14	Technical Session IX	01-Jul-23	10.00 am – 11.30 am	Room No. 307, Academic Block II

S. No.	Author	Title
8	Mr. Deepanjal, Mr. D S Shrestha	Destination Recommender System Based on User Hashtag Correlation: A Case Study of Twitter Data Set of Nepal
9	Dr. Nitin Kumar Saxena, Porf. Ritu Saxena	Exploring Generation Z's Brand Experience Drivers: A Paradigm Shift for Food Delivery Platform
10	Ms. Meenu Chaudhary	Decoding Internet User's Beliefs, Attitudes and Behaviour Towards Online Advertisements
11	Prof. Radha Krishna Rambola and Prof. Arvind Nath Sinha	Unveiling The Shadows: Enhancing Intelligent Surveillance Management with A State-Of-The-Art Suspicious Activity Tracker
12	Dr. Deepa Gupta, Ms. Rachna Vats, Dr. Mukul Gupta, Ms. Sugandha Agarwal, Dr. Meenal Arora	Exploring The Synergy of Artificial Intelligence and HRM: A Systematic Review
13	Dr. Deepa Gupta, Dr. Neeti Arora, Ms. Nidhi Nirwan, Ms. Akansha Bajpai, Ms. Bhawna Sharma, Dr. Mukul Gupta	IoT-Enabled Business Transformation: Catalysing Growth In Industrial Production And Manufacturing

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**

*30<sup>th</sup> June and 1<sup>st</sup> July 2023*

**Department of Management Studies, GLBITM, Greater Noida**

**TECHNICAL SESSION X**

<b>Session Chair Dr. Jitendra Kumar</b>
---

S. No.	SESSION	Date	TIME	VENUE
15	Technical Session X	01-Jul-23	10.00 am – 11.30 am	Room No. 510, Academic Block II

S. No.	Author	Title
1	Prof. Amit Kumar Singh and Dr. Annu Aggarwal	Exchange Rate Exposure and Abnormal Returns of Indian Non-Financial Firms: A Panel Data Study
2	Mr. Anuj Kumar and Prof. (Dr.) Swami Prasad Saxena	A Study on The Impact of Climate Change on Wheat Yield in Indo-Gangetic Plains (IGP) Region of India with Special Reference to Meerut District
3	Ms. Bhavna Yadav, Ms. Sonam Singh, Prof. (Dr.) Swami Prasad Saxena	A Study on Financial Literacy & Financial Behaviour of People in Agra – The City of Taj
4	Dr. Sudha Swaroop, Dr. Reena Singh	Sustainable Finance Research Insights
5	Prof Amit Kumar Singh, Dr Prabha Rani, Dr Kirti Singh, Ms. Nikita Kuhar	Gender Diversity on Boards and Sustainability: A Bibliometric Review
6	Prof. Amit Kumar Singh, Dr. Rohit Kumar Shrivastav, Rama Pawar	Corporate Social Responsibility Spending in India

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**

*30<sup>th</sup> June and 1<sup>st</sup> July 2023*

**Department of Management Studies, GLBITM, Greater Noida**

**TECHNICAL SESSION X**

**Session Chair**

***Dr. Jitendra Kumar***

S. No.	SESSION	Date	TIME	VENUE
15	Technical Session X	01-Jul-23	10.00 am – 11.30 am	Room No. 510, Academic Block II

S. No.	Author	Title
7	Ms. Shruti Ranjan, Dr. Ritika Srivastava, Mr. Vyomkesh Bhat	Performance Analysis of Green Exchange Traded Fund on Investment
8	Ms. Sakshi Goyal, Mr. Venkat Narasimhan R, Mr. Praveen Goyal, Mr. Udayan Chanda	Evolution Of Research in Green Advertising Using Bibliometric Analysis
9	Dr Anju, Ms. Preeti, Ms. Anupriya	Dawn of Digital Banking: Decoding Customer Perception Towards the Digital Business Strategies in India's Banking Sector
10	Mr. Nitin Thanwardasani	Linkages Of U.S. And Indian Stock Market with Frontier Markets of Middle East, South Asia and Africa – A Comparative Study
11	Dr. Alok Kumar	Inventory Model for Trade Credit Financing Using Credit Linked Demand
12	Dr. Mukul Gupta, Dr. Sarvendu Tiwari, Dr. Deepa Gupta, Dr. Kanhaiya Singh	Study of Factors Affecting Customers' Investment Decision in Term Insurance Plan
13	Dr. Sarvendu Tiwari, Dr. Mukul Gupta, Dr. Deepa Gupta, Dr. Kanhaiya Singh	A Study of Factors Affecting Investor's Perception Towards Investment in Health Insurance Products Using Sem

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**

*30<sup>th</sup> June and 1<sup>st</sup> July 2023*

**Department of Management Studies, GLBITM, Greater Noida**

**TECHNICAL SESSION XI**

<b>Session Chair Dr. Prashant Kumar</b>
---

S. No.	SESSION	Date	TIME	VENUE
16	Technical Session XI	01-Jul-23	10.00 am – 11.30 am	Room No. 109, Academic Block II

S. No.	Author	Title
1	Ms. Meenakshi Goswami, Dr. Sushmita Goswami	Exploring The Relationship Between Employee Work-Life-Balance, Mental Wellbeing and Engagement - A Study on Indian It-Sector
2	Dr Arpita Srivastava, Dr. Vikram Kumar Sharma	Big Basket Joins the Tata Digital Family: What Does This Mean for the Future of Online Grocery Shopping?
3	Mr. Devinder Narain	Importance Of Internship in Bridging the Gap Between Industry and Academia
4	Ms. Ayisha Shaikh, Dr. Matloob Ullah Khan	An Assessment of Risk-Taking Behaviour of Individual Investors: Role of Financial Literacy and Emotion
5	Ms. Jyoti Saxena, and Dr. Ritu Dixit	Opportunities and Challenges in the Execution of Work-Life Balance Programs/Initiatives
6	Ms. Deepali Chaudhary, Prof. (Dr.) Avanish Kumar Tyagi	Factors Influencing the Buying Behaviour of Women with Reference to Organic Makeup Products in Noida



**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)  
30<sup>th</sup> June and 1<sup>st</sup> July 2023  
Department of Management Studies, GLBITM, Greater Noida**

<b>Session Chair</b> <b>Dr. Prashant Kumar</b>
---

**TECHNICAL SESSION XI**

S. No.	SESSION	Date	TIME	VENUE
16	Technical Session XI	01-Jul-23	10.00 am – 11.30 am	Room No. 109, Academic Block II

S. No.	Author	Title
7	Ms. Chinmayee Abbey	Confounding Factors of Happiness at Work
8	Ms. Pooja Yadav, Dr Abhay Ranjan Srivastava	"A Study on Employee Engagement Factors and Its Influence on Job Satisfaction in The Regional Rural Banks "
9	Dr. Saurabh Verma, Dr. Sunil Kumar Yadav, Ms. Swarmista Paul, Dr Arvind Arahant, Dr. Anil Kumar Goyal	The Role of Consumer Trust & Attitude in Predicting Consumer Intentions Towards Cloud Kitchen in India: A Mediation Model Framework
10	Ms. Gitanjali Singh, Mr. Utkal Khandelwal	Role Of Green Marketing to Boost Eco-Friendly Brand Image
11	Dr. Kapil Bansal	Economic Growth, Law, And Corruption: Indian Facts

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**

*30<sup>th</sup> June and 1<sup>st</sup> July 2023*

**Department of Management Studies, GLBITM, Greater Noida**

**TECHNICAL SESSION XII**

<b>Session Chair Dr. Sanjay Negi</b>
--

S. No.	SESSION	Date	TIME	VENUE
18	Technical Session XII	01-Jul-23	11.45 am – 01.00 pm	Room No. 109, Academic Block II

S. No.	Author	Title
1	Dr. Preeti Kulshrestha, Dr. Anubha Srivastava, Prof. Pabitra Ranjan Chakravorty, Dr. Vineet Sengar, Mr. Abhishek Vasnani	Sustainable Waste Management Practices in The Ceramic Industry: A Case Study of Ceramic Units of Morbi, Gujrat
2	Prof. Amit Kr. Singh, Prof. Kawal Gill, Dr. Rohit Kumar Shrivastav and Ms. Iti Verma	Circular Economy Practices: An Empirical Study of Renewable Energy in India
3	Ms. Shanti Devi Chhetri, Mr. Chander Mohan Gupta and Mr. Deepesh Ranabhat	Impact Of Practitioner Factors on Adoption of Human Resource Analytics in The Organizations of Nepal
4	Mr. Rahul Srivastava, Dr. Nishant Dabhade	"Modulating The Impact of Pharmaceutical Marketing on Doctors Prescribing Behaviour Towards Branded Medicines: A Critical Review.
5	Dr. Reena Singh	Striking A Balance Navigating Ergonomics in The Workplace
6	Ms. Vandana Singh	"A Study on The Job Performance Among It Sector Employees While Working from Home"
7	Dr. Manisha Manchanda & Ms. Jyotsna	Commodification Of Education: The Vitality of Exemplary Practises and Technological Disruption

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**

*30<sup>th</sup> June and 1<sup>st</sup> July 2023*

**Department of Management Studies, GLBITM, Greater Noida**

**Session Chair  
Dr. Sanjay Negi**

**TECHNICAL SESSION XII**

S. No.	SESSION	Date	TIME	VENUE
18	Technical Session XII	01-Jul-23	11.45 am – 01.00 pm	Room No. 109, Academic Block II

S. No.	Author	Title
8	Ms. Meenakshi Goswami	Exploring The Relationship Between Employee Work-Life-Balance, Mental Wellbeing And Engagement - A Study On Indian It-Sector
9	Ms. Parul Yadav	A Study Of Employees Perception Towards Return To Office Policy And Its Impact On Productivity
10	Dr. Deepa Gupta, Dr D.K. Pandey, Dr. Mukul Gupta , Dr. Kanhaiya Singh	Empowering Workforce Productivity Through Capacity Building In The Pandemic Times
11	Shweta Arora, Farha Khan, Ramanuj Tewari, Asha Gambhir, Akansha Mer, Abhishek Misra	Bharati Mukherjee And Uma Parmeswaran's Writings: A Reflection Of The Writers' Migratory Experience
12	Mr. Alok Kumar	EOQ Model Using Triangular Fuzzy Criterion For A Two-Warehouse Inventory System In A Supply Chain Environment

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**

*30<sup>th</sup> June and 1<sup>st</sup> July 2023*

**Department of Management Studies, GLBITM, Greater Noida**

**TECHNICAL SESSION XIII**

<b>Session Chair Dr. Parul Gupta</b>
--

S. No.	SESSION	Date	TIME	VENUE
19	Technical Session XIII	01-Jul-23	11.45 am – 01.00 pm	Room No. 307, Academic Block II

S. No.	Author	Title
1	Dr. Shivani Arora, Dr. Meera Mehta	Pandemic and Spirituality: A Detailed Literature Study
2	Mr. Ramkrishna Chapagain, Dr. Vikas Tripathi, Hari Singh Saud	Social Marketing and Sustainability Linkage: A Bibliometric Analysis
3	Mr. Ramkrishna Chapagain, Mr. Dipendra B Chand, Dr. (Mrs.) Ranjita P.	Modelling and Forecasting the Gross Domestic Product of India Using Autoregressive Integrated Moving Average (ARIMA) Models
4	Mr. Ramkrishna Chapagain, Prof. Kanhaiya Singh, Mr. Surya Bahadur, Mr. Santosh Kumar Gaurang, Ms .Subarna Bir , Mr. Jung Bahadur Rana, Ms. Lija Boro	E-Governance, Citizen Satisfaction and Net Benefits: Moderating Effect of Digital Divide
5	Dr. Lata Rani	A Greener Bottom Line: Exploring the Influence of Green Financing on Banking Sector Governance

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**

*30<sup>th</sup> June and 1<sup>st</sup> July 2023*

**Department of Management Studies, GLBITM, Greater Noida**

**TECHNICAL SESSION XIII**

<b>Session Chair Dr. Parul Gupta</b>
--

S. No.	SESSION	Date	TIME	VENUE
19	Technical Session XIII	01-Jul-23	11.45 am – 01.00 pm	Room No. 307, Academic Block II

S. No.	Author	Title
6	Dr. S Vijaya Kumar	Volatility Integration of World GDP, and World Inflation Rate with Crude Oil Prices
7	Dr. Amitabh Ranjan, Dr. Anand Mohan Agrawal, Dr. Sushmita Goswami	Assessment of Capacity Building Training Programs
8	Dr. Arbind Shrestha	Impact of Workplace Conflict on Employees' Performance in Commercial Banks of Nepal
9	Dr. Binay Kumar Thakur	Effectiveness of Advertising and Sales Promotion on Buying Decision of Smart phones in Kathmandu Valley
10	Dr. S Vijaya Kumar	Regression Analysis of ONGC's Crude Oil sales with World's Benchmark Crude Oil Prices

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**

*30<sup>th</sup> June and 1<sup>st</sup> July 2023*

**Department of Management Studies, GLBITM, Greater Noida**

**TECHNICAL SESSION XIV**

<b>Session Chair Dr. Amit Kumar Singh</b>
---

S. No.	SESSION	Date	TIME	VENUE
20	Technical Session XIV	01-Jul-23	11.45 am – 01.00 pm	Room No. 510, Academic Block II

S. No.	Author	Title
1	Mr. Ramkrishna Chapagain, Dr. Bharat Ram Dhungana, Dr. Jas Bahadur Gurung	Performance of Microfinance Institutions in Nepal
2	Dr. Shailendra Singh	Global Entrepreneurship: Unleashing Innovation and Economic Growth
3	Ms. Sanyukta Dahiya, Ms. Meetu Jain, Dr. Bharti Shauran, Dr. Neetu Jain	Role of Mentoring and Psychological capital in enhancing employee Engagement in Central Public Sector Enterprises
4	Dr. Manoranjan Sharma	India's G20 Presidency-Need to fire on all cylinders
5	Dr. Vijit Chaturvedi, Prof. Sanjeev Bansal, Ms. Anita Venaik	Assessing Online Service quality dimensions and Customer Satisfaction in the Tourism Industry
6	Mr. Bal Ram Bhattarai, Ms. Manisha Maraseni, Dr. Santosh Kumar Gurang, Mr. Ravindra Baral	The Effect of ATM Services on Customer Satisfaction: An Empirical Analysis
7	Mr. Bibek Karmacharya, Mr. Shrijan Gyanwali, Mr. Ghanashyam Tiwari	The Influence of Employability Skills on Organizational Performance: Examining the Mediating Role of Employee Performance among Business Graduates in Nepal
8	Dr. Neetu Jain, Dr. Bharti Shauran, Ms. Sanyukta Dhahiya	Leadership Lessons from Bhagavad Gita for Emotional Well Being of People During Covid -19 Pandemic
9	Ms. Divyaneet Kaur, Dr. Lata Rani, Prof. Sunil Kumar	Mapping Out the Publication Trends and Intellectual Structure in Growth Management: A Bibliometric Analysis

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**  
*30<sup>th</sup> June and 1<sup>st</sup> July 2023*  
**Department of Management Studies, GLBITM, Greater Noida**

<b>Session Chair</b> <b>Prof. Asif Zameer</b>
--

**TECHNICAL SESSION XV (Online)**

S. No.	SESSION	Date	TIME	VENUE
21	Technical Session XV	01-Jul-23	9.30 am – 11.30 am	CRC, 1 <sup>st</sup> Floor, Academic Block II

S. No.	Author	Title
1	Dr. Ernest L, Dr. Ameeta Jaiswal-Dale, Dr. Bhuvanesh Singh	Cross-Integration In Business Curriculum Using Project Management
2	Ms. Farzana Kausar	Digital Marketing Strategies for Market Positioning in Corporate Turnaround".
3	Dr. Gunjan Ranjan, Prof. Kanhaiya Singh	National Rural Livelihood Mission (NRLM) & Social Empowerment
4	Mr. Amar Preet Singh, Ms. Santoshi Sengupta, Dr. Akansha Mer	Cultivating Innovative Service Behaviour and Knowledge-Sharing Behaviour through Work Engagement In Start-Ups: Servant Leadership And Adhocracy Culture As The Bedrock
5	Ms. Farzana Kausar	The Impact of Authentic Leadership on Employee Engagement and Organizational Commitment: A Multilevel Analysis
6	Ms. Farha khan, Ms. Akansha Mer, Ms. Shweta Arora, Ms. Asha Gambhir	Community Participation in The Development and Implementation of Green Infrastructure for Sustainability in Uttarakhand: Barriers and Possibilities
7	Dr. Shweta Arora, Dr. Shaurya Tiwari, Dr. Deepa Nainwal, Dr. Kavita Khati, Farha Khan, Dr. Akansha Mer, Dr. Abhishek Misra	Revival Of Kumauni Folk Art: "Aipan"

**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**

*30<sup>th</sup> June and 1<sup>st</sup> July 2023*

**Department of Management Studies, GLBITM, Greater Noida**

**TECHNICAL SESSION XV (Online)**

<b>Session Chair</b> <b><i>Prof. Asif Zameer</i></b>
---

S. No.	SESSION	Date	TIME	VENUE
21	Technical Session XV	01-Jul-23	9.30 am – 11.30 am	CRC, 1 <sup>st</sup> Floor, Academic Block II

S. No.	Author	Title
8	Ms. Twinkle Choudhary, Ms. Akansha Mer, Mr. Amar Viridi	Decoding the Role of Adhocracy and Clan Culture in Fostering Creativity and Proactive Service Behaviour in Startups: Work Engagement as a Mediator
9	Dr. K.B.Singh, Ms. Neha Aggarwal, Mr. Kuntal Dutta, Mr. Kshitij Kumar	Modelling Volatility and Risk-Return Relationship Of Nifty 100 ESG Index Using Garch Model
10	Dr Rakesh Gupta, Dr. Sama Haddad and Dr. E.A. Selvanathan	Impact of Global Power on Stock Market Co-movements: Study of G20 markets.
11	Ms. Niharika Singh	A Quarter-Century Bibliometric Analysis of Green Marketing And Its Allied Disciplines, Covering The Chronological Span From 1998 To 2022.
12	Ms. Rashida Tahira Noorain, Mr. Ankur Gogoi	A Study On The Global Entrepreneurship Of Small Tea Growers In Assam: Problems And Prospects
13	Dr. K.B Singh, Mr. Samir Xavier Bhawnra	Financial Inclusion of The Tribal Community of Jharkhand



**INTERNATIONAL CONFERENCE  
ON  
MULTIDISCIPLINARY CONCEPTS IN MANAGEMENT (ICMCM 2023)**  
*30<sup>th</sup> June and 1<sup>st</sup> July 2023*  
Department of Management Studies, GLBITM, Greater Noida

## Valedictory Session

S. No.	SESSION	Date	TIME	VENUE
22	Valedictory Session	<b>01-Jul-2023</b>	2:30 pm – 4.00 pm	SBG Auditorium
23	<i>Group Photograph</i>		4:00 pm -4:15 pm	<i>SBG Auditorium</i>

- ❖ Closing Plenary
- ❖ Conference Report
- ❖ Address by the Chief Guest
- ❖ Address by the Guest of Honour
- ❖ Vote of Thanks