

IPS Academy, Institute of Business Management and Research, (IBMR) Indore
AICTE sponsored International Management E-Conference (IBMR-IMC) 2020



on
Industry 4.0 "Transforming Economy through Innovative Management Practices"

Conference Schedule

December 11-12, 2020

Venue: VIRTUAL ZOOM PLATFORM

Day 1: 11 December 2020, Friday		
Time	Particular	Virtual Login Details
10:30 A.M. - 12:30 P.M.	Inaugural Ceremony	Zoom meeting Id: 98490007652 Zoom Passcode: IBMRIMC4.0 Zoom Link: https://zoom.us/j/98490007652?pwd=TnVIL11BOHBySXJxVE9oVWJ4eU1MUT09
12:30 P.M. – 01:30 P.M.	Lunch Break	
01:30 P.M. – 04:30 P.M.	Track 1: Best Ph.D. Presentation	Zoom meeting Id: 98810395672 Zoom Passcode: DR4.0 Zoom Link: https://zoom.us/j/98810395672?pwd=SFczNVRDN2xobUR2Z1R3UU9vUy9xQT09
01:30 P.M. – 04:30 P.M.	Track 2: Paper Presentation: Industry 4.0 and the Strategic Role of Marketing Management	Zoom meeting Id: 97546887616 Zoom Passcode: MKT4.0 Zoom Link: https://zoom.us/j/97546887616?pwd=Vk93YWQ5R2FmRlAxeU15T2huYS9nQT09
01:30 P.M. – 04:30 P.M.	Track 3: Paper Presentation: The Effect of Industry 4.0 on Organisations & Human Resource Management	Zoom meeting Id: 91349959924 Zoom Passcode: HRM4.0 Zoom Link: https://zoom.us/j/91349959924?pwd=U2RnQk9vSEdkQm4zSnB6U0NvQVpFdz09

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December 11-12, 2020

Venue: VIRTUAL ZOOM PLATFORM

Day 2: 12 December 2020, Saturday		
Time	Particular	Virtual Login Details
10:30 A.M. – 01:45 P.M.	Track 4: Paper Presentation: Financial Management: A way towards Industry 4.0	Zoom meeting Id: 99275768685 Zoom Passcode: FIN4.0 Zoom Link: https://zoom.us/j/99275768685?pwd=SmRVs2luSW1raVJmWjVja01sQlFHQT09
10:30 A.M. – 01:45 P.M.	Track 5: Paper Presentation: Consequences of Industry 4.0 in Economics, Operations and in Information Technology	Zoom meeting Id: 97432761837 Zoom Passcode: EOIT4.0 Zoom Link: https://zoom.us/j/97432761837?pwd=UHZsck5CTU9PZGJkekQxSlcrMTI3Zz09
01:45 P.M. – 02:30 P.M.	Lunch Break	
02:30 P.M. – 04:30 P.M.	Valedictory Ceremony	Zoom meeting Id: 91738362665 Zoom Passcode: IBMRIMC4.0 Zoom Link: https://zoom.us/j/91738362665?pwd=dmgrOXhxWWZLMW1XeicwZlFUYXVSZz09



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Date: December 11, 2020

TRACK – 1	
Best Ph.D. Presentation	1:30 pm- 4:30 pm (Session Control Room No.: G4)
Session Chair1: Dr. Karunesh Saxena, Director, FMS, Udaipur, India.	
Session Chair 2: Dr. Jitendra Mishra, Director, Jaipuria School of Business, Ghaziabad, India.	
Session Rapporteurs: Dr. Sunita Jatav and Dr. Gagan Bhati	
Technical coordinator: Prof. Ritu Mishra and Prof. Priyanka Yadav	
Zoom meeting id: 98810395672	
Password of Zoom: DR4.0	
Link of Zoom id: https://zoom.us/j/98810395672?pwd=SFczNVRDN2xobUR2Z1R3UU9vUy9xQT09	

1	Impulsive Clustering and Clout Effect in Indian Derivative Market- An In-Depth Study Through Stochastic Models. <i>Dr. Arya Kumar</i>
2	An Analytical Study of Electronic Payment System with reference to E-Commerce Users of Indore Division. <i>Dr. Meenal Garg</i>
3	A Study of Human Resource Management in Selected Banks in India. <i>Dr Ankita Jain</i>
4	Human Resource Development Strategies in Selected Telecommunication Companies in India. <i>Dr. Shruti Jain</i>
5	Impact of E Banking on Customer Satisfaction Level: Comparative Account of Public & Private Sector Banks in Mahakoshal Region. <i>Dr. Meghna Jain</i>
6	A Study of Consumer Adoption of Mobile Banking Services in India.

Dr. Prerna Bagadia

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Date: December 11, 2020

TRACK – 2	
Marketing : Industry 4.0 and the Strategic Role of Marketing Management	1:30 pm to 4:30 pm (Session Control Room No.: 101)
Session Chair1: Mr. Vipin Sharma, Coldwell Banker, Dubai	
Session Chair 2: Dr.Kavita Tiwari, Manipal Academy of Higher Education, Dubai	
Session Rapporteurs: Dr.Jaya Nema and Prof. Jolly Sushama	
Technical coordinators: Dr. Anurag Dilraj and Prof. Shalini Singh	
Zoom meeting id: 97546887616	
Password of Zoom: MKT4.0	
Link of Zoom id: https://zoom.us/j/97546887616?pwd=Vk93YWQ5R2FmRlAxU15T2huYS9nQT09	

1	Customer Retention Strategy of Star Category Hotels in Indore. <i>Mr. Gagan Prakash</i>
2	A Study of Investigating Patanjali's Business Strategy for Market Competitiveness. <i>Dr. Gunjan Anand, Dr. Tarika Nandedkar, Dr. Amit Kumar</i>
3	Impact on Solar Industry Post COVID 19. <i>Dr. Ajay Singh Rathore, Dr. Vivek S. Kushwaha</i>
4	Modern Marketing Strategies for Special Interest Tourism. <i>Dr. Bhanu Pratap Singh</i>
5	Blended Learning and Flipped Classroom during Pandemic: Opportunities and Challenges. <i>Dr. Nidhi Jhawar, Dr.Arpan Shrivastava</i>
6	Green Electronic Product: A Thematic Review and Future Research Agenda. <i>Priyanka Yadav, Dr. Sunita Jatav, Dr. D. N. Purohit</i>
7	Marketing of Organic Product in India. <i>Dr.Bhanu Pratap Singh</i>

8	Impact of Digital Marketing on Consumer Purchase Decision. <i>Dr.P.P.Kothari</i>
9	Brand Preference of Customers Towards Various Cement Companies in Selected Area. <i>Dr. Abhinay Nirmal, Mr. Rohit Chouhan</i>
10	Impact of Digital Media on Higher Education. <i>Ms. Menika Soni</i>
11	Role of Shoppertainment As a Determinant in Elevating In-Store Experience and Enhancing Retail Sales. <i>Dr. Geeta Nema, Ms. Vishakha Khandelwal</i>
12	Role of Service Quality in Influencing Customer Satisfaction Towards Hotel Services in M. P. <i>Mr. Pankaj Singh</i>
13	Attitude of Students Towards Kahoot As a Gamified Learning Approach at Campuses in Ernakulam District. <i>Mr. Vishnupriya Os, Dr. Nemat Sheereen S</i>
14	Factors Affecting Festive M-Commerce Sales Promotion and Its Impact on Consumer Buying Behaviour in India. <i>Mr. Sanju Mahawar</i>
15	A Comparative Study of Nifty Bank Indices. <i>Ms. Meghna Jain</i>
16	Brand Placement Efficacy: Consumer Evaluations and Brand Recall. <i>Dr. Jaya Nema</i>



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TRACK – 3	
HRM: The Effect of Industry 4.0 on Organizations & Human Resource Management	1:30 pm- 4:30 pm (Session Control Room No.: 102)
Session Chair1: Dr. Naila Aajaz, Professor at Centennial College, Canada	
Session Chair 2: Mr.Yatish Mathur, Ex. Vice President, Force motors, India	
Session Rapporteurs: Dr. S. P. Tripathi and Prof. Deepti Shastri Gupta	
Technical coordinators: Prof. Priyanka Tanwar, Dr. Kalicharan Modak and Dr. Kiran Gehani	
Zoom meeting id: 91349959924	
Password of Zoom:HRM4.0	
Link of Zoom id: https://zoom.us/j/91349959924?pwd=U2RnQk9vSEdkQm4zSnB6U0NvQVpFdz09	

1	Exploratory Research on Women Leadership at Workplace: In Different Organizations of Indore. <i>Ms. Khushboo Jain, Dr. Deepa Katiyal</i>
2	Role of Emotional & Social Intelligence in Work Settings: Review of Literature. <i>Ms. Ritu Mishra, Dr. Sunita Jatav.</i>
3	Employee Retention Policies: A Survey of Selected IT Companies. <i>Ms. Kanupriya Manchanda</i>
4	A Study of Academicians Perception Towards Present Management Curriculum and Graduate Employability. <i>Dr. Neelam Wadhvani, Dr. C.K. Goyal</i>
5	A Review on Moderators of Workplace Incivility: Agenda for Future Research. <i>Ms. Anjaly A, Dr. Nemat Sheereen S.</i>
6	Study of Participants' Perception Regarding Effectiveness of Online Management Development Programme in Post-Covid 19 Scenario. <i>Mr. Krishna Chaitanya Jha, Dr. Manvendra Singh Pahwa</i>
7	Are They Leaving or Staying?: Employee Turnover an IT Industry Analysis. <i>Mr. James Pal, Dr. Sunita Jatav, Dr. Satyakam Dube</i>

8	A Focus on Emotional Labour in Armed Forces. <i>Dr. Col. Sanjay Gupta</i>
9	Impact of Covid-19 on Human Resource Policy: Employee Perspective. <i>Ms. Ridika Acharya, Dr. Barkha Agarwal</i>
10	The Drucker Insight on Doing Business in Lego World. <i>Mr. Anurag Kumar Swami</i>
11	A Study on Impact of Self Help Group Linkage (SHG) Program on Women Decision Making Ability in India: With Reference to Krishna District, Andhra Pradesh. <i>Dr. P. Adi Lakshmi, Dr. Rajesh C. Jampala,, Dr. Srinivasa Rao Dokku</i>
12	A Study of Skill Development in IT Professionals to Make Them Industry 4.0 Ready. <i>Dr. Jyoti Dashora, Mr. Aman Agarwal</i>
13	Work Life Balance in The Covid Times: An Empirical Study. <i>Mr. Arindam Saha</i>



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Date: December 12, 2020

TRACK – 4	
Financial Management: A way towards Industry 4.0	10:30 a.m. – 01:45 p.m. (Session Control Room No.: 101)
Session Chair1: Dr. Rajesh Pai, Program Director, Manipal Academy of Higher Education, Dubai.	
Session Chair 2: Dr. Vinay Goyal, Associate Professor, SP Jain Institute of Management and Research, Mumbai, India.	
Session Rapporteurs: Dr. Ketan Mulchandani and Dr. Jaya Nema	
Technical coordinators: Dr. Barkha Agrawal and Prof Priyanka Yadav	
Zoom meeting id: 99275768685	
Password of Zoom: FIN4.0	
Link of Zoom id: https://zoom.us/j/99275768685?pwd=SmRVS2luSW1raVJMWjVja01sQlFHQT09	

1	A Study on Impact of Non-Performing Assets on Profitability of Selected Public Sector Banks of India From April 2014 - March 2019. <i>Ms. Radhika Singh, Dr. Amit Kumar</i>
2	Adoption of Net Banking. <i>Mr. Sushil Kumar Tiwari</i>
3	Indian Auto Component Makers: A Detailed Review of Industry Scenario. <i>Mr. Ashok Chourasia, Dr. Pramod Jain</i>
4	Gig Economy in Economic Distress in the Post Covid Era. <i>Dr. Bhanu Pratap Singh</i>
5	An Assessment of Correlation between E-Way Bill System and GST Collections. <i>Mr. Ca. Hemant Ramchandani, Dr. Vivek S. Kushwaha</i>

6	<p>A Case Study on Strategic Management of Non-Performing Assets in HDFC Bank: An Implementation of Mckinsey 7s Model.</p> <p><i>Dr. Gagan Bhati, Ms. Ojasvini Acharya, Mr. Manvendra Singh Dodiya</i></p>
7	<p>E-Banking Services- Analysis of Most Popular Services Among Customers.</p> <p><i>Ms. Neha Verma, Dr. Aaditya Lunavat</i></p>
8	<p>Banking Supervision Systems in India.</p> <p><i>Mr. Samir Dubey</i></p>
9	<p>A Study of Measuring Covid-19 Impact on Stock Performance of Selected Sectors.</p> <p><i>Dr. Vikas Pathak</i></p>
10	<p>A Study on Impact of Earning Potential Ratios of Listed General Insurance Indian Companies on Its Stock Market Price.</p> <p><i>Mr. Saket Rathi, Dr. Sunita Jatav</i></p>
11	<p>A Study of Determining Factors Shaping Investing Behavior of Investors.</p> <p><i>Mr. Shyam Sunder Agrawal</i></p>
12	<p>Modeling Stock Market Volatility with Daily Returns Using GARCH Models Under Different Distributions.</p> <p><i>Mrs. Dhara Jain</i></p>
13	<p>Unconventional Monetary Policy of the Reserve Bank of India: An Assessment and New Evidence.</p> <p><i>Mr. Shailesh Yadav, Dr. Manvendra Singh Pahwa</i></p>
14	<p>The Effect of Gender, Age and Family Income on the Usage of E-Wallets.</p> <p><i>Dr. Meenal Agrawal, Dr. Ankita Jain</i></p>
15	<p>A Study on the Acceptability of Islamic Banking in India.</p> <p><i>Mr. Syed Khalid Iqbal</i></p>
16	<p>A Study of Performance Analysis of Gold Loan NBFCS Based on Camels Model.</p> <p><i>Ms. Deepti Shastri Gupta</i></p>



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TRACK – 5	
Consequences of Industry 4.0 in Economics, Operations and in Information Technology.	10:30 am- 1:45 pm (Session Control Room No.: 102)
Session Chair1: Dr. Manvinder Singh Pahwa, Professor Manipal University Jaipur, India	
Session Chair 2: Dr. Neha Pathak, Hult International Business School, London, UK	
Session Rapporteurs: Dr. Tarika Nandedkar and Dr. Kshema Shrivastava	
Technical coordinators: Prof. Saket Rathi and Prof. Shalini Singh	
Zoom meeting Id: 97432761837	
Zoom Password: EOIT4.0	
Zoom Link: https://zoom.us/j/97432761837?pwd=UHZsck5CTU9PZGJkekQxSlcrMTI3Zz09	

1	Economic Growth as a Consequence of the Industry 4.0. <i>Mr. Hariram Patidar</i>
2	Patalcoat Kshetra Ke Adiwasi Janjatiyo Par Corona Mahamari Ka Arthik Prabhav. <i>Ms. Sabeena Bano Raen, Dr.S.P Tripathi</i>
3	Agriculture Technology & Environmental Effects in M.P. <i>Mr. Rajesh Kumar Marskole</i>
4	Macroeconomic Volatility and its Impact on Passenger Car Sale- An Evidence from India. <i>Ms. Ritika Luthra, Dr. V.S. Kushwaha</i>
5	Industry 4.0 and Challenges in Economy. <i>Mr. Hem Mani Pandey</i>
6	Fourth Industrial Revolution: An Analysis of India's Preparedness. <i>Mr. Ashwani Kumar</i>
7	Education Technology Business in Indore Growth, Problems and Prospects. <i>Ms. Gunja Thakur</i>

8	Cash to Cashless Economy- A Way Towards Fourth Industrial Revolution. <i>Dr Bhakti Parashar</i>
9	Review of the Impact of Industry4.0-Challenges and Opportunities. <i>Mr. Namit Gupta, Dr. Barkha Agrawal</i>
10	Industrial Transformation, Sustainability and Contribution to Economic Growth –An Indian and Nigerian Perspective. <i>Ms. Pallabi Mukherjee, Nkechi Emma- Echiegu</i>
11	Study on the Adversity of Inflation Upon Poverty of India During COVID-19 Lockdown. <i>Ms. Kehkashan Firdosi, Dr. Sujata Parwani</i>
12	Subsidized Smart Farming as a Risk For Developing Countries. <i>Alice Katherine Schmidt</i>
13	A Study on India- Nigeria Bilateral Economic & Commercial Relations. <i>Dr. Kali Charan Modak, Uzoma Agwu</i>
14	Impact of Covid on Student Admission Counseling – A Case Study. <i>Mr. Lalit S Jadon</i>
15	“Management in Indian Mythology with special reference to Qualities of a Manager According to Bhagwad Geeta”. <i>Dr Manish Khargonkar, Dr. Rajeev Kumar Jhalani</i>
16	A Study on ICT As a Catalyst in the Growth of Higher Education. <i>Mr. Vishvamitra Tiwari</i>