



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
(Affiliated to Mumbai University)



**ATHARVA SCHOOL OF BUSINESS**  
(Approved by AICTE)

*International Research Conference on*

**HYBRID MODE**

**"SUSTAINABILITY IN VUCA WORLD :  
INNOVATION, RESEARCH & PRACTICES 2022"**

**OUR KEYNOTE  
SPEAKERS**



INDIA

**Dr. Vikas Pareek**

Dean, School of Computational Sciences, Information & Communication Technology, Mahatma Gandhi Central University, Motihari, District- East Champaran, Bihar



SINGAPORE

**Dr. Deepak Waikar**

Ex-Chair, IEEE Power & Energy Society Chapter, Singapore. Chair, IEEE Education Society Chapter



INDIA

**Dr. Devershi Pallavi Bhatt**

Professor & HOD, Department of Computer Applications, Manipal University Jaipur(MUJ), Jaipur, Rajasthan, India

**OUR PANELISTS**



INDIA

**Mr. Sumit Bhardwaj**

Sr. Vice President, CitiusTech., Mumbai



INDIA

**Dr. Abhijit Sarkar**

Sr. Vice-President & Country Head - Administration & Procurement (Sharekhan Ltd), MBA (HR), PhD (Management Studies), Mumbai



INDIA

**Mr. Sachin P. Rane**

Executive Vice President, Head Software Solutions Datamatics Global Services Limited, Mumbai

**26 & 27 NOVEMBER 2022  
10.00 AM - 05.00 PM (IST)**

105 Abstracts | 50 Presentations | 13 Institutions | 7 Judges | 3 Countries | 3 Keynotes | 3 Panelists | 2 Days

*1 Mission*

*Help us scale the impact of Research!*

Venue: AET Campus, 4th Floor, Seminar Hall, Malad-Marve Road, Charkop Naka, Malad(West), Mumbai 400095, India

**DIRECTOR**  
Atharva Institute of Management Studies  
MUMBAI-95.





**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
(Affiliated to University of Mumbai, Approved by AICTE, DTE & Govt. of Maharashtra, and NAAC Accredited Institute)



**ATHARVA SCHOOL OF BUSINESS**  
(Approved by AICTE, DTE & Govt. of Maharashtra)

*International Research Conference on*

**"SUSTAINABILITY IN VUCA WORLD :  
INNOVATION, RESEARCH & PRACTICES 2022"  
(IRCSWIRP - 2022)**

**26 & 27 NOVEMBER 2022  
09.45 AM - 05.00 PM (IST)**

**105 Abstracts | 50 Presentations | 13 Institutions | 7 Judges  
3 Countries | 3 Keynotes | 3 Panelists | 2 Days**

*1 Mission*

*Help us scale up the impact of Research!*

**Venue: AET Campus, 4th Floor, Seminar Hall, Malad-Marve Road, Charkop Naka,  
Malad(West), Mumbai 400095, India**



# 21st Annual Research Conference

## 2 Days International Research Conference on "Sustainability in VUCA World: Innovation, Research & Practices"

(IRCSWIRP - 2022)



### A REPORT

By

**Convener – Dr Shubhi Lall Agarwal**

Head, Research & IPR Cell, HOD Systems & Coordinator, IQAC, AIMS, Mumbai

### *Objectives of the Research Conference*

- To increase the impact of research in the country. It wants to bring a research culture amongst society and students community.
- To understand VUCA

### *Introduction*

Anchos Ms. Priyanka Gaikwad and Ms. Prapti Rathod started the program by asking the meaning of VUCA world. Meaning of VUCA is explained by the terms Volatility, Uncertainty, Complexity and Ambiguity.

The dignitaries present to grace the occasion of the International Conference were Ms. Pallavi Rane, Dr. Harish Kumar S. Purohit, Director Atharva Institute of Management Studies (AIMS), Dr. Harshita Kumar, Director of Atharva School of Business (ASB), Dr. Shubhi Lall Agrawal, Convener of the International Conference, Dr. Sudhir Purohit, Co Convener of the International Conference and other faculty members and Students in huge number from AIMS and ASB.

The Occasion started with lighting of the lamp, Goddess Saraswati Vandana followed by videos of Atharva Group of Institute and CSR “One for All and All for One”.

The Guest Speakers for DAY 1 were Dr. Deepak Waikar from Singapore (online) and Dr. Vikas Pareek from Bihar (online).

### *Convener's Speech by Dr Shubhi Lall Agarwal*

The occasion continued with the welcome speech by Dr. Shubhi Lall Agarwal, who enlightened the gathering about the emergence of sustainability and threat to the environment which is happening in the current VUCA world. The importance of E governance in the modern VUCA world was explained by her in a very easy way. Dr. Shubhi Lall Agarwal introduced the International Research Conference by explaining that sustainability is not a national issue but it is an international issue. Ms. Pallavi Rane Ma'am shared her experiences in MBA journey and enlightened the views on importance of research and the conference.

The event was followed by the enlightening speech of Ms. Pallavi Rane, who expressed her views on the uncertainties and complexities and how to deal with those uncertainties and unforeseen situations and tackle them tactfully and meticulously.



The event further moved ahead with the enriched views expressed by the Director, Dr. Harish Kumar S. Purohit who shared his knowledge with the gathering with reference to a Book titled as “VUCA Company “which discusses about the case studies of different companies vulnerability and uncertainties and also offered his private collection of book for the reference of the students and faculties to the institutes library.

The conference was blessed with the enriched presence (online) and speech with a fantastic Power Point Presentation by the first graceful Key note speaker of the day Dr. Deepak Waiker, Ex- Chair IEEE Power & Energy Society Chapter Singapore Chair, IEEE Education Society Chapter , Singapore.

Dr.Waikar mesmerized the whole gathering with his unmatched presentation with facts, proven research, punch lines, one magical word and meaningful poetry. The whole gathering enjoyed and understood the importance of health, sustainability and environment. The conference was graced with the speech of second keynote speaker of the day, Prof. (Dr.) VikasPareek Dean School of Computational Sciences, Information and Communication Technology, Mahatma Gandhi Cental University, Motihari District East Champaran Bihar.

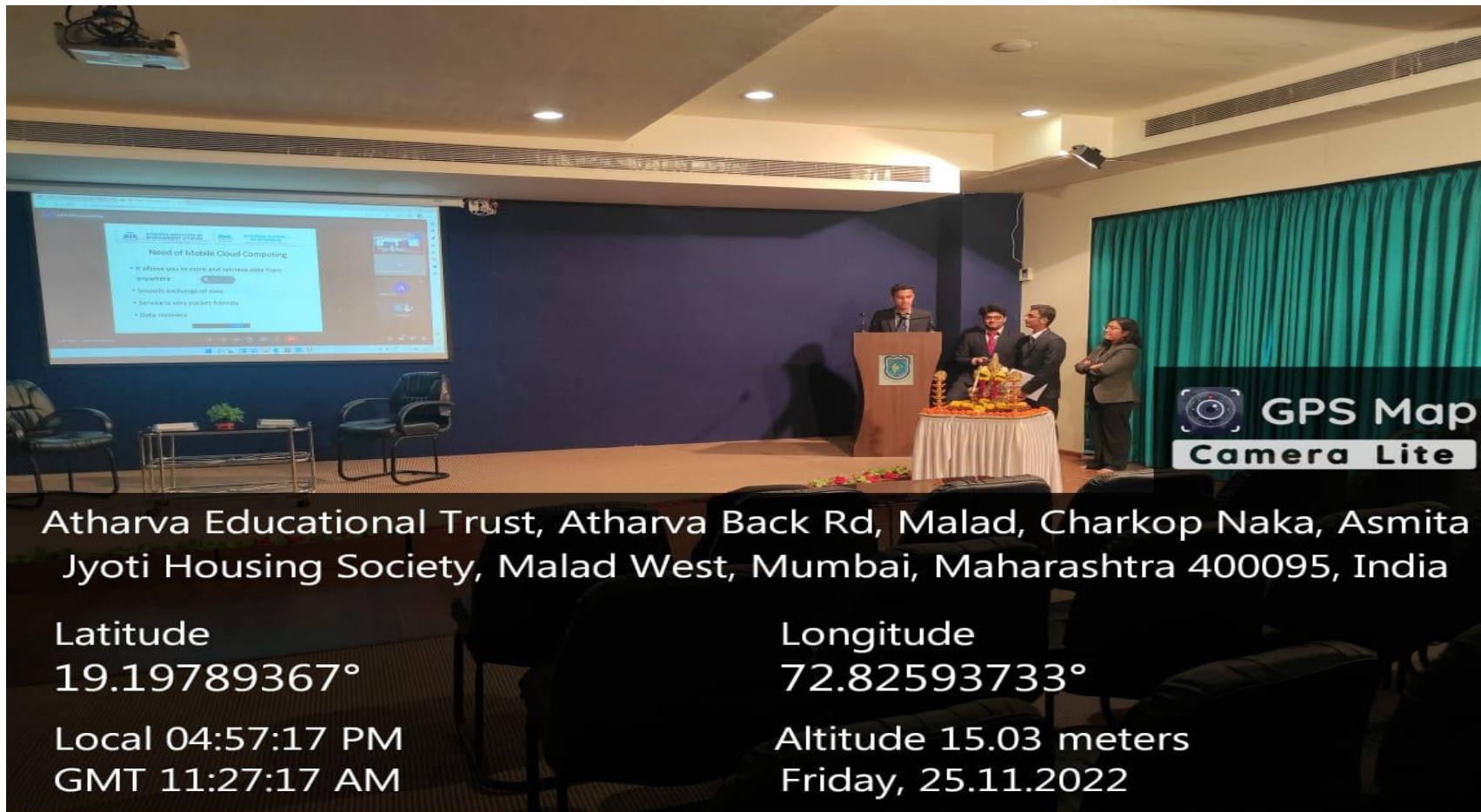
Dr Vikas enriched with huge amount of knowledge in information technology, talked and gave logical examples on VUCA world and seamlessly compared the past threats with the present challenges. It was very informative speech.

The first half of day 1 was concluded by the Vote of thanks by Dr.Sudhir Purohit Co Convener of the International conference.

Dr.Sudhir expressed his sincere thanks to Mr. Sunil Rane Sir (Executive President, Atharva Group of Institute) for giving the institute immense freedom to initiate Research, Technology and Innovation and always encouraging the faculty members for continuous growth and reaching to the highest levels.

56 papers were presented by more than 100 participants covering different aspects and spears right from the sustainability in vuca world through E- governance.

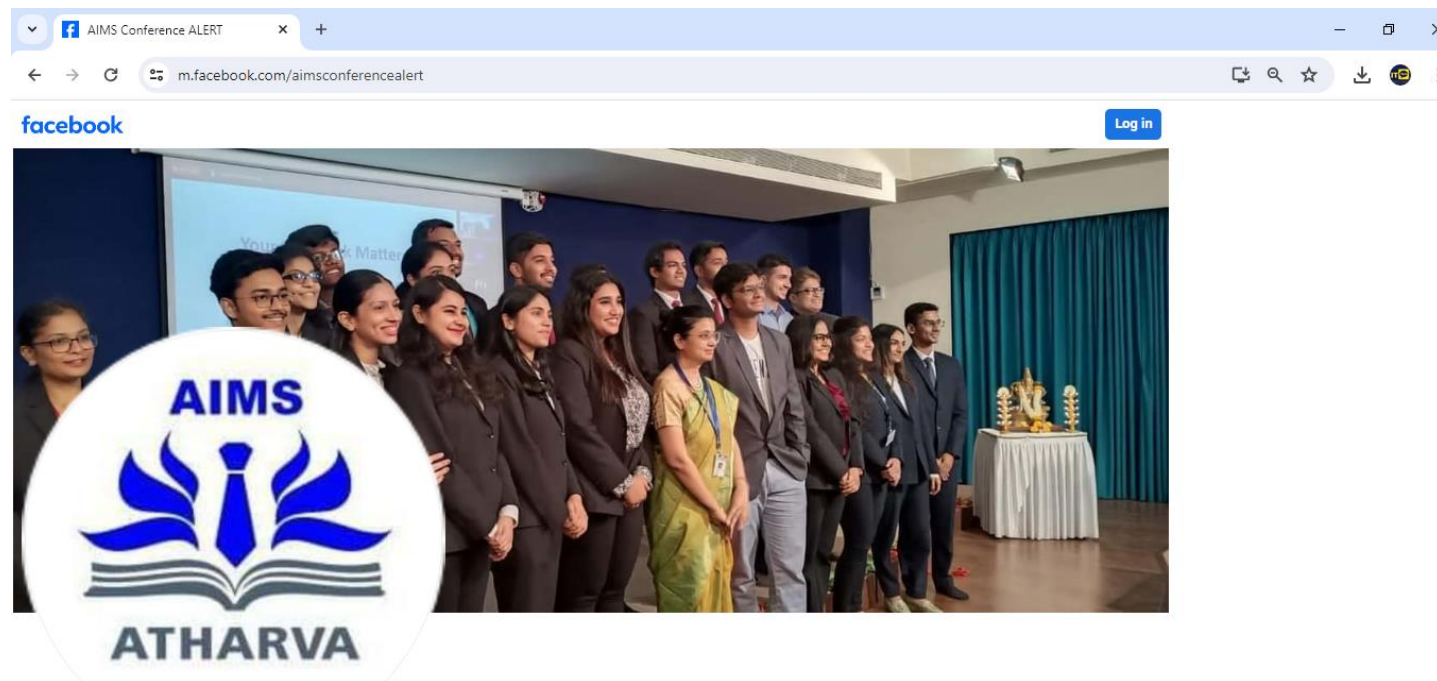
DAY 1: 26TH NOVEMBER, 2022



The International Research Conference was a great success as it received 105 Abstracts, 50 Presentations, 13 Institutions, 7 Judges, 3 Countries, 3 Panelists and was spread in 2 Days.

The Saraswati Vandana video was played in order to seek blessings from Goddess Saraswati. Atharva and All for One & One for All Video to show the initiatives undertaken by Atharva Group of Institutes with AIMS.

Burning issues such as the global problems of environmental, concern for sustainability, challenges and changes post Covid 19, waste management, performance appraisal review, Digital payment System, Importance of Sustainability, Bibliometric analysis on Assets allocation for retirement, impact of Covid on Digitization and many more issues.



<https://m.facebook.com/aimsconferencealert>

AIMS Conference alert page on facebook for the promotion of the conference.





Dr Shubhi Lall Agarwal presenting her paper in hybrid mode as a student NMIMS, Mumbai while pursuing MBA (Business Analytics)

### **DAY 1: 26TH NOVEMBER, 2022**

- **INTRODUCTION OF KEYNOTE SPEAKER (Dr. Deepak Waikar):**

**Dr. Deepak Waikar** Ex-Chair, IEEE Power & Energy Society Chapter, Singapore Chair, IEEE Education Society Chapter, Singapore  
Dr. Deepak L. Waikar, Founder and Managing Partner of Edu Energy Singapore is a very zestful, charismatic and influential personality.

For more than three decades, Dr. Waikar has been involved in education, training, research, and management fields.

Talking about his P

rofessional career, He started as an Assistant Director at the National Power Engineers Training Institute in India after his post-graduation from the Institute of Technology, Banaras Hindu University.



He has been associated with the premier institutions, polytechnics, colleges, and academies in India and Singapore as well as with British and Australian Universities offering courses in Singapore. He has authored/co-authored books, book chapters, research articles, and policy papers on power, energy, management, sustainable development, leadership, and education-related topics. He has also served on various committees in professional bodies such as Chair of the Institute of Electrical & Electronic Engineers (IEEE), Power & Energy Society (PES) Chapter, Singapore, and Chair of the IEEE Education Society Chapter Singapore.

He is a recipient of the IEEE-PES Outstanding Power Engineers' Award 2003 and SP Green Buddy Award 2004

He has a Ph.D. from the National University of Singapore, M.S. from the University of Saskatchewan, Canada, and a PD Certificate in University Teaching from the University of Newcastle, Australia. His research interests include Sustainable Energy Development, Rethinking Teaching, Learning and Academic Leadership, Re-inventing and Transforming Tertiary Education, SMART Model for Talent and Leadership Development, Innovative Project Design and Management, Smart and Micro Grid.

- Dr. Deepak Waikar shared his presentation and made the session interactive by conducting a quiz on VUCA world and action plans respectively. Along with this, he shared his valuable insights on this VUCA world.

- **INTRODUCTION OF KEYNOTE SPEAKER (Dr. VikasPareek Dean):**

**Dr. Vikas Pareek Dean**, School of Computational Sciences, Information & Communication Technology, Mahatma Gandhi Central University, Motihari, District- East Champaran, Bihar, India [A Central University established by an Act of Parliament]

Prof. VikasPareek is an Optimistic and an enthusiastic personality. He is the Dean, School of CS&ICT and Head, Dept of CS at Mahatma Gandhi Central University Bihar. He has a rich experience in Academics and Academic Administration. He has also been serving as OSD(Finance) for more than four years. He has more than 18 years of experience in teaching. Prior to joining MGPU, he served at Banasthali Vidyapith, another premier educational institution. Prof. Pareek has supervised numerous research scholars and Software development projects. He has published a number of papers in journals and conference Proceedings. He is also Coordinator of the Centre of Cyber Security at MGPU. He has served on TPC and editorial board of many Conferences and Workshops. He is a life member of Cryptologic Research Society of India and Indian Science Congress Association, and a professional member of ACM, ISACA and Rotary Club. His research interests include Cyber Security, E-learning and Computers & Society. He is an avid reader and has deep interest in Philosophy and Indology. He is currently Chief of Academic Cell of Bhartiya ShikshanMandal, Uttar Bihar prant.

- Dr. Vikas Pareek has thrown some lights on Sustainability in VUCA world, Quantum safe computing, Order out from Chaos concept which is very beneficial for all the students to understand in this era.
- **The event was then followed by some key learnings such as:**

- ❖ Whatever is essential pick it up and leave the rest as it is not important.
- ❖ Always strive to become perfectionist by bringing optimal solutions.
- Dr. SudhirPurohit concluded the pre lunch session by presenting vote of thanks in which he extended heartfelt gratitude to all the dignitaries for their valuable presence and time.
- **INTRODUCTION OF JUDGE (Prof.(Dr) SharmishtaSarma):**

**Prof.(Dr) SharmishtaSarma** Professor, Institute of Innovation in Technology and Management(IITM), Guru Gobind Singh Indraprastha University New Delhi, India

DrSarmishtaSarma is a Professor, Consultant, Author, Editor and Columnist.At present she is a Professor of Marketing at Institute of Innovation in Technology and Management(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India).She is a Consultant to Tata Consultancy Services since 2018. She had a popular column in DainikBhaskar named “Shabdarth” brought out in Hindi , Marathi and Gujarati.She has authored 5 books in various domains of Marketing and is presently Editor in Chief of IITM Journal of Business Studies (JBS) a UGC Care Listed Journal .Also she is in the editorial advisory board of Ecoforum Journal in Romania actively promoting research in business management globally.

Along with all these roles she is associated with National Council of Educational Research and Training (NCERT) as a teacher trainer and was a member of the team that designed all India Teacher Training Manual.She has also been a member for designing Global Supply Chain Management course for IGNOU,MBAProgramme. She is empanelled as a subject matter expert with National Productivity Council and a research guide with All India management Association (AIMA).

At present she is a part of reviewer committee for two projects one with State Council of Educational Research and Training Assam Government ,Commerce Course Class-11&12 and in Updating Curriculum Syllabi and Textual Material of Vocational Education Textbooks Class 10,11 and 12 for PanditSunderlal Sharma Central Institute of Vocational Education (PSSCIVE),Bhopal.

- **INTRODUCTION OF JUDGE (Prof. (Dr) SangeetaTrott):**

**Prof. (Dr) SangeetaTrott** HOD (Decision Sciences), ITM Business School, Navi Mumbai, India

**Dr. SangeetaTrott** is a Professor in Marketing and Research Head at ITM Business School, Navi Mumbai. She has more than 22 years of experience in Teaching and Research. She is a post doctorate in commerce and management from Indian Council of Social Science Research, New Delhi. She is the recipient of Reserve Bank of India Scholarship Scheme of Faculty Members of Academic Institutes, 2016 and funded project on Online Gaming Addiction from Academy of Marketing Science, USA. Currently she is working on a funded project on green CSR under the Ministry of Corporate Affairs, New Delhi. She has over 30 papers in

reputed journals including journals like Addictive Behaviours, Journal of International Marketing, International Marketing Review, International Journal of Consumer Studies and many others. She has presented over 40-50 papers in national and international conferences including, Singapore Management University, Curtin university, AMS Conference Ahmedabad, IIM Bangalore, IIM Kolkata, IIM Raipur and many others. She has also conducted a number of Faculty development programs on research related topics like; Writing research papers, Working on funded projects and many others. She has also authored a book “Brand Equity- An Indian Perspective” Published by Pearson Hall of India. She has been invited as a speaker for various seminars in various colleges in Mumbai. She has also been the convenor of national conferences organized at ITM and has also chaired sessions in various conferences in India. Her main areas of interest include, Branding, sustainability, societal challenges and others.

- **INTRODUCTION OF JUDGE Dr. Seshanwita Das:**

**Dr. Seshanwita Das** Associate Professor, School of Commerce, Finance & Accountancy, CHRIST (Deemed to be University), Delhi NCR, India Editor, Education Research & Development Association (A Not for Profit Organization)

**Dr. Seshanwita Das** is an Associate Professor, School of Commerce, Finance and Accountancy, Christ (Deemed to be University), Delhi NCR. She is M.Sc (Economics - International Economics & Operations Research), UGC NET (Economics), M.Com Economic Administration and Financial Management, M.Phil. (Commerce) and PhD in Economic Administration and Financial Management,(Commerce). She has a rich academic experience of 21 plus years and worked for various commerce and management institutions in Rajasthan and Delhi NCR. She is very much involved in academic research and has extensively published research papers in various Scopus-indexed academic journals. Her research interest lies in Quantitative Economics. She has contributed in a book entitled, “WTO and Doha Round” while working for Consumer Unity & Trust Society International, Jaipur and has got designs patented to her credit.

- **INTRODUCTION OF JUDGE Dr. VaibhavBhatnagar:**

**Dr. VaibhavBhatnagar** Assistant Professor (Senior Scale), Department of Computer Applications, Manipal University Jaipur(MUJ), Jaipur, Rajasthan, India.

**Dr. VaibhavBhatnagar** has completed Doctor of Philosophy from Amity Information of Technology, Amity University- Jaipur. He is a gold medallist holder in Bachelors of Computer Application. He has over 5 years of working experience, he is currently Working at Manipal University Jaipur, Rajasthan as Assistant Professor in Department of Computer Applications. He has worked at S.S. Jain Subodh P.G. (Autonomous) Jaipur, Rajasthan as Lecturer in MCA Institute as well as Poddar International College, Jaipur as an Assistant Professor in Department of Information Technology and worked as Head of Department during NAAC Inspection. He has also been associated with S&T Infotech Solutions, Jaipur, Rajasthan as Network & System Support Engineer.

He has to his credit around 27 national and international research publications and journals even appeared as a keynote and guest speaker in various reputed platforms including National Conference NCIRIET and IIT Rajasthan.

Apart from that he has undertaken various project namely Co-PI titled as “Development of Prediction Model for COVID-19 using Machine Learning” from Department of Science and Technology, submitted student project titled as “Design of NPK Sensor with its implementation through android sensor for major crops of Rajasthan” from Department of Science and Technology, Rajasthan. Accepted Seed Grant Project as Co-PI titled as “School Children Safety System” from Directorate of Research, Manipal University Jaipur and Seed Grant Project as Co-PI titled as “Rural Women Entrepreneur Growth Model with Special Reference to Small Scale Industries in Rajasthan” from Directorate of Research, Manipal University Jaipur.

- **INTRODUCTION OF METAMORPHOSIS:**

A Journal of Management Research, is a bi-annual, peer-reviewed UGC listed journal published by Sage. It is dedicated to promoting the understanding of management among academics and practitioners through empirical investigation, theoretical analysis, and exchange of thoughts by rigor and relevance. The journal covers a wide range of research/ academics on all topics relevant to management. This journal is a member of the Committee on Publication Ethics (COPE). Sage is the world’s leading independent publisher. Your articles will have global reach through SAGE’s principal offices in Los Angeles, London, New Delhi & Singapore. The authors can submit their papers as per the journal guidelines and policies on the online portal of Metamorphosis. Also mention that the paper was presented in the conference. The papers would undergo the usual screening and review process. The details about the journal including the submission process are available at <https://journals.sagepub.com/home/met>.























## Schedule

## 25th November 2022 (Additional Presentations)

Participants		CORE COMMITTEE (IRCSWIRP - 2022)			Judge - Dr Vaibhav Bhatnagar, MUJ, Jaipur ,Rajasthan, India.						
Location	Code	Time	Name	Title of the Paper	Keywords	Category	Affiliating University /Institute/ College	City State Country	Stream	Qualification	EmailID
Seminar Hall	52	5.00 pm to 7.00 pm	Mr ROHAN SUBHASH CHAWHAN	THE CRM CAPABILITY DIMENSIONS' EFFECT ON ORGANIZATIONAL PERFORMANCE.	Customer relationship management, CRM capability, RBV, Customer orientation, CRM Technology, CRM organization, organizational performance, Egypt	Student	Atharva Institute of Management Studies,Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	B.Com., Pursuing MMS	<a href="mailto:rohan.chawhan@mms21-23@atharvaims.edu.in">rohan.chawhan@mms21-23@atharvaims.edu.in</a>
<a href="https://meet.google.com/mnn-uogm-euv">https://meet.google.com/mnn-uogm-euv</a>	52	5.00 pm to 7.00 pm	Mr Parag Sunil Mahadik	THE CRM CAPABILITY DIMENSIONS' EFFECT ON ORGANIZATIONAL PERFORMANCE.	Customer relationship management, CRM capability, RBV, Customer orientation, CRM Technology, CRM organization, organizational performance, Egypt	Student	Atharva Institute of Management Studies,Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	B.Com., Pursuing MMS	<a href="mailto:parag.mahadik@mms21-23@atharvaims.edu.in">parag.mahadik@mms21-23@atharvaims.edu.in</a>
	52	5.00 pm to 7.00 pm	Mr Ayush Dilip Bhalekar	THE CRM CAPABILITY DIMENSIONS' EFFECT ON ORGANISATIONAL PERFORMANCE.	Customer relationship management, CRM capability, RBV, Customer orientation, CRM Technology, CRM organization, organizational performance, Egypt	Student	Atharva Institute of Management Studies,Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	B.Com., Pursuing MMS	<a href="mailto:ayush.bhalekar@mms21-23@atharvaims.edu.in">ayush.bhalekar@mms21-23@atharvaims.edu.in</a>



window 2 - classroom	53	5.00 pm to 7.00 pm	<b>Ms Ekta Rajesh Garani</b>	Impact of GST on Entrepreneurs	GST, Entrepreneurs	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	B.Com., Pursuing MMS	<a href="mailto:ekta.garanimms21-23@atharvaimms.edu.in">ekta.garanimms21-23@atharvaimms.edu.in</a>
<a href="https://meet.google.com/qcb-cvfh-goj">https://meet.google.com/qcb-cvfh-goj</a>	53	5.00 pm to 7.00 pm	<b>Ms Priyanka Gaikwad</b>	Impact of GST on Entrepreneurs	GST, Entrepreneurs	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance		<a href="mailto:priyanka.gaikwadmms21-23@atharvaimms.edu.in">priyanka.gaikwadmms21-23@atharvaimms.edu.in</a>
	54	5.00 pm to 7.00 pm	<b>Anush Apte</b>	Sustainable Cloud Computing for Android Phones	Sustainable, Mobile App Design; Mobile Cloud Computing; Cloud Architecture; Mobile Security; Mobile Privacy.	Student	Atharva School of Business, Approved by AICTE	Mumbai Maharashtra India	PGDM	B.Com., Pursuing PGDM	<a href="mailto:anush.apte22-24@atharvasb.edu.in">anush.apte22-24@atharvasb.edu.in</a>
		5.00 pm to 7.00 pm	<b>Aditya Patil</b>	Sustainable Cloud Computing for Android Phones	Sustainable, Mobile App Design; Mobile Cloud Computing; Cloud Architecture; Mobile Security; Mobile Privacy.	Student	Atharva School of Business, Approved by AICTE	Mumbai Maharashtra India	PGDM	B.Com., Pursuing PGDM	<a href="mailto:aditya.patil22-24@atharvasb.edu.in">aditya.patil22-24@atharvasb.edu.in</a>
			<b>Akshat Thakkar</b>	Sustainable Cloud Computing for Android Phones	Sustainable, Mobile App Design; Mobile Cloud Computing; Cloud Architecture; Mobile Security; Mobile Privacy.	Student	Atharva School of Business, Approved by AICTE	Mumbai Maharashtra India	PGDM	B.Com., Pursuing PGDM	<a href="mailto:akshat.thakkar22-24@atharvasb.edu.in">akshat.thakkar22-24@atharvasb.edu.in</a>
			<b>Arya Solanki</b>	Sustainable Cloud Computing for Android Phones	Sustainable, Mobile App Design; Mobile Cloud Computing; Cloud Architecture; Mobile Security; Mobile Privacy.	Student	Atharva School of Business, Approved by AICTE	Mumbai Maharashtra India	PGDM	B.Com., Pursuing PGDM	<a href="mailto:arya.solanki22-24@atharvasb.edu.in">arya.solanki22-24@atharvasb.edu.in</a>

window 3 - classroom	55	5.00 pm to 7.00 pm	<b>Ms Kruti Sanjay Shah</b>	Impact of marketing Exports - Study: Amul	Digital on Case	Impact, Exports, Digital marketing, Amul , Dairy Products	Student	Atharva Institute of Management Studies,Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	B.Com., Pursuing PGDM	<a href="mailto:kruti.shahmms21-23@atharvaims.edu.in">kruti.shahmms21-23@atharvaims.edu.in</a>
<a href="https://meet.google.com/hgo-buwe-rbx">https://meet.google.com/hgo-buwe-rbx</a>	55	5.00 pm to 7.00 pm	<b>Ms Aastha Vinit Prabhu</b>	Impact of marketing Exports - Study: Amul	Digital on Case	Impact, Exports, Digital marketing, Amul , Dairy Products	Student	Atharva Institute of Management Studies,Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	B.Com., Pursuing PGDM	<a href="mailto:aastha.prabhumms21-23@atharvaims.edu.in">aastha.prabhumms21-23@atharvaims.edu.in</a>
	55	5.00 pm to 7.00 pm	<b>Ms Pooja Praful Patel</b>	Impact of marketing Exports - Study: Amul	Digital on Case	Impact, Exports, Digital marketing, Amul , Dairy Products	Student	Atharva Institute of Management Studies,Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	B.Com., Pursuing PGDM	<a href="mailto:pooja.patelmms21-23@atharvaims.edu.in">pooja.patelmms21-23@atharvaims.edu.in</a>
	49	5.00 pm to 7.00 pm	<b>Ms Sayali Digambar Patil</b>	A roadmap to sustainable textiled and environment friendly fibres in textile industry.		Sustainability, textile, textile industry, environmental protection, green supply chain, environmental pollution, eco-friendly, recycle, organic, closed loop, footprint	Student	Atharva Institute of Management Studies,Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	Bsc	<a href="mailto:sayali.patilmms21-23@atharvaims.edu.in">sayali.patilmms21-23@atharvaims.edu.in</a>
	20	5.00 pm to 7.00 pm	<b>Ms Khushi Saxena</b>	A roadmap to sustainable textiled and environment friendly fibres in textile industry.		Sustainability, textile, textile industry, environmental protection, green supply chain, environmental pollution, eco-friendly, recycle, organic, closed loop, footprint	Student	Atharva Institute of Management Studies,Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	BMS	<a href="mailto:khushi.saxenamms21-23@atharvaims.edu.in">khushi.saxenamms21-23@atharvaims.edu.in</a>

	58	5.00 pm to 7.00 pm	<b>Ms Ekta Rajesh Lanjewar</b>	A study on cloud computing services and its models and cloud service provider	Cloud computing, Cloud Service Providers, SaaS, PaaS, IaaS	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India Systems		B.E.(Electrical Engineering)	<a href="mailto:ekta.lanjewar@atharvaims.edu.in">ekta.lanjewar@atharvaims.edu.in</a>
	58	5.00 pm to 7.00 pm	<b>Ms Preeti Santosh Hedau</b>	A study on cloud computing services and its model's and cloud service provider.	Cloud computing, Cloud Service Providers, SaaS, PaaS, IaaS	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Nashik Maharashtra India	Marketing	Bsc. Biotechnology	preeti.hedaumms21-23@atharvaims.edu.in
	58	5.00 pm to 7.00 pm	<b>Mr. Pranay Gaikwad</b>	A study on cloud computing services and it's model's and cloud service provider.	Cloud computing, Cloud Service Providers, SaaS, PaaS, IaaS	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Nashik	Maharashtra India Marketing		<a href="mailto:pranay.gaikwad@atharvaims.edu.in">pranay.gaikwad@atharvaims.edu.in</a>
	23	5.00 pm to 7.00 pm	<b>Ms Ruchi Narendra Sharma</b>	Challenges faced by Small Scale Fast Food Industry	Cashless economy, e-banking, card swipe, digital money, plastic money, transparency and digital transaction.	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai	Maharashtra India Finance		ruchisharma3900@gmail.com
	23	5.00 pm to 7.00 pm	<b>Mayuri Waghmare</b>	Challenges faced by Small Scale Fast Food Industry	Cashless economy, e-banking, card swipe, digital money, plastic money, transparency and digital transaction.	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai	Maharashtra India Systems		mayuri.waghmarems21-23@atharvaims.edu.in



Window 1: SEMINAR HALL_26Nov Reporting Time : 01:45 pm				link to join →	<a href="https://meet.google.com/mnn-uoqm-euv">https://meet.google.com/mnn-uoqm-euv</a> Judge - Dr Sarmishtha Sarma, Professor,IITM,New Delhi,Dr Sangeeta Trott, Professor, ITM, Navi Mumbai						
Ref	Code	Time (IST)	Name	Title of the Paper	Keywords	Status	Affiliating University/ Institute/ College	City State Country	Specialization	Qualification	Email Id
EXT	1	2.00 PM - 2.20 PM	<b>Mr. Oscar Crawford</b>	Sustainability in a VUCA: A Metaphysical Approach	VUCA, Metaphysical, Stress	CEO	CEO,Oscar Crawford Media	2442 East Harmony Avenue Mesa, Arizona 85204-6249 USA	ENTREPRENEUR AND HUMAN SERVICES PROFESSIONAL	*University of Phoenix, 2008 M. S. Justice and Security *Methodist Theological School in Ohio, 1993, Master of Divinity *Kentucky State University, 1978, B.A. French	<a href="mailto:oscarcrawfordmedia@gmail.com">oscarcrawfordmedia@gmail.com</a>
EXT	1		<b>Dr. Rufus Barfield</b>	Sustainability in a VUCA: A Metaphysical Approach	VUCA, Metaphysical, Stress	Associate Professor	Associate Professor, University of Central Florida	Orlando Florida USA	Organizational Communication division, Orlando, FL	Ph.D., Organizational Communication Howard University, Washington, DC	rufusbarfield@gmail.com
EXT	2	2.20 PM - 2.40 PM	<b>Dr Abhijeet Sarkar</b>	Importance of Automation in Travel & Tourism	Tourism, Covid, Automation	Country Head	Country Head, Sharekhan Pvt. Ltd.	Thane Maharashtra India	Administration, Facility Management, Infrastructure & Procurement.	FRICS, CPSCM,CSM, ADI	abhijit.sarkar@sharekhan.com
EXT	3	2.40 PM - 3.00 PM	<b>Mr Dennis Jose</b>	Blockchain in Financial Institution and Market	Blockchain, Financial institutions, financial markets	Student	Christ University Delhi-NCR Campus	Ghaziabad Uttar Pradesh India	School of Business Management	B TECH	dennis.jose@mba.christuniversity.in
EXT	3		<b>Mr Joel Sunny</b>	Blockchain in Financial Institutions and Market	Blockchain, Financial institutions, financial markets	Student	Christ (Deemed to be University) Delhi NCR	Ghaziabad Uttar Pradesh India	MBA	B.com	joel.s@mba.christuniversity.in
EXT	4	3.00 PM - 3.20 PM	<b>Mr Mohammad Shaad Siddiqui</b>	Waste Management	Waste management, E-waste, Sustainable, 4R	Student	Christ (Deemed to be University), Delhi-NCR, 201003.	Ghaziabad Uttar Pradesh India	School of Business and Management (MBA)	Bachelors of Commerce	Mohammad.shaad@mba.christuniversity.in

EXT	4		<b>Mr Ayush Kumar</b>	Waste Management	Waste management, E-waste, Sustainable, 4R	Student	Christ Deemed to be University), Delhi NCR-201003	Ghaziabad Uttar Pradesh India	School of Business and Management(	BBA		ayush.k@mba.christuniversity.in
EXT	5		<b>Ms Shivani Barkiya</b>	A Study on Behavioural Finance in Investment Decision Making of Investors	Behavioural finance,investors,mindsets, investment decisions	Student	Christ University, Delhi ncr	Ghaziabad Uttar Pradesh India	MBA	BMS		shivani.barkiya@mba.christuniversity.in
EXT	5	3.20 PM - 3.40 PM	<b>Ms Charu Sharma</b>	A study on behavioral finance in investment decision making of investors	Psychological, investment, investors behaviour, dissonance,stock market,regret aversion, mentality, theories.	Student	Christ Deemed to be University Delhi NCR	Ghaziabad Uttar Pradesh India	MBA	BBA		charu9855@gmail.com
EXT	6	3.40 PM - 4.00 PM	<b>Ms Shilpa Narang</b>	Modelling the Enablers to Digital Financial Literacy using ISM & MIC-MAC Analysis	Digital financial literacy, ISM-MIC-MAC Approach	Assistant Professor	Institute of Innovation in Technology and Management, Guru Gobind Singh Indraprastha University, Delhi	Delhi Delhi India	MANAGEMENT	Pursuing MBA(Finance),UGC-JRF+NET	Ph.D,	shilpanarang024@gmail.com
EXT	6		<b>Dr Mukesh Kumar Jain</b>	Modelling the Enablers to Digital Financial Literacy using ISM & MIC-MAC Analysis	Digital financial literacy, ISM-MIC-MAC Approach	Assistant Professor	Dean & Research Supervisor, C.C.S. University, U.P.	Meerut U.P. India	Commerce & Business Administration	Ph.D		mkj.1962@gmail.com

EXT	6		<b>Ms Vanshika Malhotra</b>	Modelling the Enablers to Digital Financial Literacy using ISM & MIC-MAC Analysis	Digital financial literacy, ISM-MIC-MAC Approach	Student	Institute of Innovation in Technology and Management, Guru Gobind Singh Indraprastha University, Delhi	New Delhi Delhi India	Commerce	Higher senior secondary school	Vanshikamalhotra97@gmail.com
EXT	6		<b>Adwin Varghese</b>	Modelling the Enablers to Digital Financial Literacy using ISM & MIC-MAC Analysis	Digital financial literacy, ISM-MIC-MAC Approach	Student	Institute of Innovation in Technology and Management, Guru Gobind Singh Indraprastha University, Delhi	New Delhi Delhi India	Commerce	Higher senior secondary school	
EXT	6		<b>Om Sharma</b>	Modelling the Enablers to Digital Financial Literacy using ISM & MIC-MAC Analysis	Digital financial literacy, ISM-MIC-MAC Approach	Student	Institute of Innovation in Technology and Management, Guru Gobind Singh Indraprastha University, Delhi	New Delhi Delhi India	Commerce	Higher senior secondary school	
	7	4.00 PM - 4.20 PM	<b>Mr Pratik Santosh Jangam</b>	Challenges faced by Small Scale Fast food Industry	Small scale fast food industry	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Operations	Bachelor's of Electronics Engineering	pratik.jangammms21-23@atharvaims.edu.in
	8	4.20 PM - 4.40 PM	<b>Mr Pratik Santosh Jangam</b>	Evasion of Carbon Footprint in Cryptocurrencies across the World	Cryptocurrency, Bitcoin, Carbon Footprint	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Operations	Engineering(Electronics), Pursuing MMS	pratik.jangammms21-23@atharvaims.edu.in



AIMS	8		<b>Ms. Trupti Jani</b>	Evasion of Carbon Footprint in Cryptocurrencies across the World	Cryptocurrency, Bitcoin, Carbon Footprint	Assistant Professor	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	MBA	<a href="mailto:trupti.jani@atharvaims.edu.in">trupti.jani@atharvaims.edu.in</a>
	8		<b>Ms. Sonali Tiwari</b>	Evasion of Carbon Footprint in Cryptocurrencies across the World	Cryptocurrency, Bitcoin, Carbon Footprint	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	HR	B.Com., Pursuing MMS	<a href="mailto:sonali.tiwarimms21-23@atharvaims.edu.in">sonali.tiwarimms21-23@atharvaims.edu.in</a>

*SCHEDULE DAY 2: 27 NOVEMBER 2022*

**21st Annual Research Conference  
2 Days International Research Conference  
on  
"Sustainability in VUCA World: Innovation, Research & Practices"  
(IRCSWIRP - 2022)**

**27th November 2022  
DAY 2**

Time (IST)	Speaker/Host
<p><b>Lighting of the Lamp, Saraswati Vandana followed by Videos of AGI and CSR : "One For All All For One"</b> 09.45 - 10.00 hrs</p>	<p><b>Mr. Anush Apte (Student, PGDM Batch 22-24) Ms. Sanjukta Gawli (Student, PGDM Batch 22-24)</b></p>
<p><b>Co-Convener's Address</b> 10.00 – 10.15 hrs</p>	<p><b>Dr. Sudhir Purohit</b></p>
<p><b>Director's Address (ASB)</b> 10.17 - 10.25 hrs</p>	<p><b>Dr. Harshita Kumar</b></p>
<p><b>Keynote 3</b> 10.30 – 11.30 hrs Duration( 1 Hour)</p>	<p><b>Prof.(Dr.) Devershi Pallavi Bhatt</b>  <b>Professor &amp; HOD, Department of Computer Applications, Manipal University Jaipur(MUJ), Jaipur, Rajasthan, India [NAAC A+ Accredited]</b></p>

<p align="center"><b>Panel Discussion on "Human Resource Management Best Practices for Sustainable Business Growth" 11.35 - 12.50 hrs Duration(1 hour 15 minutes)</b></p>	<p align="center"><b>Mr. Sumit Bhardwaj</b> Sr. Vice President, CitiusTech., Mumbai, India</p>
<p align="center"><b>Vote of Thanks by Convener 12.50 – 13.00 hrs</b></p>	<p align="center"><b>Mr. Sachin P. Rane</b> Executive Vice President, Head Software Solutions Datamatics Global Services Limited, Mumbai, India</p>
<p align="center"><b>13.00 -13.45 hrs Duration(45 minutes)</b></p>	<p align="center"><b>Dr. Abhijit Sarkar</b> Sr. Vice-President &amp; Country Head - Administration &amp; Procurement (Sharekhan Ltd), Mumbai, India</p> <p align="center"><b>Mr. Sandeep Jain</b> Career Counsellor and Visiting Professor</p>
<p align="center"><b>13.00 -13.45 hrs Duration(45 minutes)</b></p>	<p align="center"><b>Dr. Shubhi Lall Agarwal</b></p> <p align="center"><b>Lunch Break</b></p>



<p>13.45 -17.00 hrs <b>Reporting Time : 01:45 pm</b></p>	<p><b>Plenary Sessions for Research Paper Presentation</b> <i>(Refer list of participants)</i></p>
<p><b>Valedictory Ceremony</b> <b>17.00 Hrs</b></p>	<p><b>Ms. Pallavi Rane</b></p>

## LIST OF PAPER PRESENTATION : DAY 2 27 NOVEMBER 2022

Window 1: SEMINAR HALL_27 Nov Reporting Time : 01:45 pm				<a href="https://meet.google.com/mnn-uoqm-euv">https://meet.google.com/mnn-uoqm-euv</a>			Judge - Dr Seshanwita Das, Associate Professor, Christ (Deemed to be University) NCR, India Lt. Arjun Chaudhary, Assistant Professor & Deputy Director, Center for Cyber Security, Sardar Patel University of Police, Security and Criminal Justice, Jodhpur, Rajasthan, India					
Ref.	Code	Time (IST)	Name	Title of the Paper	Keywords	Status	Affiliating University/ Institute/ College	City State Country	Specialization	Qualification	Email Id	
B27	26	2.00 PM - 2.20 PM	<b>Ms ANU BABULAL PRAJAPATI</b>	A Study on Opportunities, Issues and Challenges of Start-Ups in India	Start-up, Entrepreneur, Make in India, Entrepreneurship	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	B.Com., Pursuing MMS	<a href="mailto:anu.prajapatimms21-23@atharvaims.edu.in">anu.prajapatimms21-23@atharvaims.edu.in</a>	
A53	26		<b>Ms KRUTIKA RAVINDRA KORDE</b>	A Study on Opportunities, Issues and Challenges of Start-Ups in India	Start-up, Entrepreneur, Make in India, Entrepreneurship	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	B.Com., Pursuing MMS	<a href="mailto:krutika.korde@mms21-23@atharvaims.edu.in">krutika.korde@mms21-23@atharvaims.edu.in</a>	
B27	27	2.20 PM - 2.40 PM	<b>Ms ANU BABULAL PRAJAPATI</b>	Sustainability of Education amongst Students in Social Media Era	Social media, younger, Modern day, Academics, Achievement, whatsapp, facebook	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra	India Marketing	B.Com., Pursuing MMS	<a href="mailto:anu.prajapatimms21-23@atharvaims.edu.in">anu.prajapatimms21-23@atharvaims.edu.in</a>	
A53	27		<b>Ms KRUTIKA RAVINDRA KORDE</b>	Sustainability of Education amongst Students in Social Media Era	Social media, younger, Modern day, Academics, Achievement, whatsapp, facebook	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	B.Com., Pursuing MMS	<a href="mailto:krutika.korde@mms21-23@atharvaims.edu.in">krutika.korde@mms21-23@atharvaims.edu.in</a>	

A36	27		<b>Ms Preeti Gawda</b>	Sustainability of Education amongst Students in Social Media Era	Social media, younger, Modern day, Academics, Achievement, whatsapp, facebook	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	B.Com., Pursuing MMS	<a href="mailto:preeti.gawdamms21-23@atharvaims.edu.in">preeti.gawdamms21-23@atharvaims.edu.in</a>
PG14	28	2.40 PM - 3.00 PM	<b>Ms Sapna Sanjay Gupta</b>	Human Resource Management Practices for Sustainable Business Growth	efficiency, effectiveness, Cost management, sustainable business, analysis, individual goals, organizational goals	Student	Atharva School of Business, Approved by AICTE	Mumbai Maharashtra India	PGDM	B.Com.	<a href="mailto:sapna.gupta22-24@atharvasb.edu.in">sapna.gupta22-24@atharvasb.edu.in</a>
PG34	29	3.00 PM - 3.20 PM	<b>Mr Suraj Pramod Ram</b>	Sustainable venture capital - A Catalyst for Sustainable Startup	Sustainable venture capital, Sustainable business, Business Model	Student	Atharva School of Business, Approved by AICTE	Mumbai Maharashtra India	PGDM	M.Com.	<a href="mailto:suraj.ram22-24@atharvasb.edu.in">suraj.ram22-24@atharvasb.edu.in</a>
PG29	29		<b>Ms Aishwarya Vinaykumar Pathrikar</b>	Sustainable venture capital - A Catalyst for Sustainable Startup	Sustainable venture capital, Sustainable business, Business Model	Student	Atharva School of Business, Approved by AICTE	Mumbai Maharashtra India	PGDM	M.Com.	<a href="mailto:aishwarya.pathrikar22-24@atharvasb.edu.in">aishwarya.pathrikar22-24@atharvasb.edu.in</a>
PG15	29		<b>Ms. Apoorva Joshi</b>	Sustainable venture capital - A Catalyst for Sustainable Startup	Sustainable venture capital, Sustainable business, Business Model	Student	Atharva School of Business, Approved by AICTE	Mumbai Maharashtra India	PGDM	B.Com.	<a href="mailto:apoorva.joshi22-24@atharvasb.edu.in">apoorva.joshi22-24@atharvasb.edu.in</a>
A16	30	3.20 PM - 3.40 PM	<b>Mr Shrikrishna Raghuvir Deshpande</b>	BSE and NASDAQ – A Comparison of the Two Stock Exchanges	Market Liquidity, Volatility, Artificial Stock Market	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	B.E., Pursuing MMS	<a href="mailto:deshpandeshrikrishna7@gmail.com">deshpandeshrikrishna7@gmail.com</a>
A13	30		<b>Mr. Abhijeet Deshmukh</b>	BSE and NASDAQ – A Comparison of the Two Stock Exchanges	Market Liquidity, Volatility, Artificial Stock Market	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	B.E., Pursuing MMS	<a href="mailto:abhijeetdeshmukh611@gmail.com">abhijeetdeshmukh611@gmail.com</a>



B45	31	3.40 PM - 4.00 PM	<b>Mr Kishan Kumar Srivastav</b>	"Sustainable Business Model" Medicine for mother Earth.	Sustainability, Business, Energy, Environmental, Emission, Corporates, Waste, Management	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	B.Com., Pursuing MMS	kishankumar.srivastavmms21-23@atharvaims.edu.in
B30	31		<b>Ms Prapti Jayesh Rathod</b>	"Sustainable business model" Medicine for mother Earth	Environmental, Business, Corporates, Waste, Management, Sustainability	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	B.Com., Pursuing MMS	praptirathodmms21-23@atharvaims.edu.in
B8	32	4.00 PM - 4.20 PM	<b>Mr Fahad Ahmed Mujawar</b>	Impact of Startups on Indian Economy	Innovations, Dynamic, Job Availability, Latest Technology, Out Source, High Turnovers, Economic Growth	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	B.Com., Pursuing MMS	fahad.mu jawarmms21-23@atharvaims.edu.in
B40	32		<b>Mr Kartik Prabhakar Shetty</b>	Impact of Startups on Indian Economy	Innovation, dynamic, job availability, latest technology, outsource, high turnover, economic growth.	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	B.Com., Pursuing MMS	kartik.shetty mms21-23@atharvaims.edu.in
B56	32		<b>Mr Sagar Gulabchand Yadav</b>	Impact of startups on Indian economy	Keywords Innovation, dynamic, job availability, latest technology, outsource, high turnover, economic growth.	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	B.E Pursuing MMS	sagar.yadavmms21-23@atharvaims.edu.in
EXT	25	4.20 PM - 4.40 PM	<b>Mr. Ayush Kejriwal</b>	Sustainability in VUCA World through E-governance	E- Governance, VUCA, Cloud, Glacier Storage	Student	Narsee Monjee Institute of Management Studies Global	Mumbai Maharashtra India	Business Analytics	B.Tech(Electronics & Communications), Pursuing MBA in Business Analytics	ayush.kejriwal@gmail.com
EXT	25		<b>Mr. Pranshu Sunil Shende</b>	Sustainability in VUCA World through E-governance	E- Governance, VUCA, Cloud, Glacier Storage	Student	Narsee Monjee Institute of Management Studies Global	Mumbai Maharashtra India	Business Analytics	M.Tech. (Chemical Engineering with Specialization in Process Design), Pursuing MBA	pranshushende@gmail.com

											in Business Analytics	
EXT	25		<b>Mr. Vineet Vohra</b>	Sustainability in VUCA World through E-governance	E- Governance, VUCA, Cloud, Glacier Storage	Student	Narsee Monjee Institute of Management Studies Global	Mumbai Maharashtra India	Business Analytics	B.E., Pursuing MBA in Business Analytics		vineetvhr.nmims@gmail.com
EXT	25		<b>Dr. Shubhi Lal Agarwal</b>	Sustainability in VUCA World through E-governance	E- Governance, VUCA, Cloud, Glacier Storage	Student	Narsee Monjee Institute of Management Studies Global	Mumbai Maharashtra India	Business Analytics	B.Sc., Advanced PGDCA, MCA, PhD (Computer Science with specialization in Analytics), Pursuing MBA in Business Analytics		shubhilal@gmail.com
EXT	59	4.40 PM - 5.00 PM	<b>Mr Rajesh R Jamwal</b>	Strengths, Weaknesses, Opportunities, and Threats (SWOT) of the Campus Placement Department of MBA Institutions	SWOT, SWOT, MBA, Campus Placement, Employability, Skills	Industry Expert	VES - Vivekanand Business School	Mumbai Maharashtra India	Corporate Relations and Placements	Masters in Psychology		raieshjamwal@gmail.com
<b>Window 2: CLASS ROOM 27Nov</b> <b>Reporting Time : 01:45 pm</b>			<a href="https://meet.google.com/gcb-cvfh-goj">https://meet.google.com/gcb-cvfh-goj</a>				<b>JUDGE: Dr Tapas Das, Associate Professor, Christ (Deemed to be University) Delhi NCR, India</b>					
Ref	Code	Time (IST)	Name	Title of the Paper	Keywords	Status	Affiliating University/ Institute/ College	City State Country	Specialization	Qualification	Email Id	

A14	49	2.00 PM - 2.20 PM	<b>Mr Mukul Ramesh Deshmukh</b>	Marketing Strategy of a Mart	mart, retail, supply chain management.	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	B.Com., Pursuing MMS	<a href="mailto:mukulrd19@gmail.com">mukulrd19@gmail.com</a>
A32	49		<b>Mr Prasad Gulhani</b>	Marketing Strategy of a Mart	mart, retail, supply chain management.	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	B.Com., Pursuing MMS	<a href="mailto:prasad.gulhanimms21-23@atharvaims.edu.in">prasad.gulhanimms21-23@atharvaims.edu.in</a>
B20	34	2.20 PM - 2.40 PM	<b>Ms Rasika Jitendra Kumar Patil</b>	Green Marketing	Green Marketing	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	HR	B.Com., Pursuing MMS	<a href="mailto:rasikapatilms21-23@atharvaims.edu.in">rasikapatilms21-23@atharvaims.edu.in</a>
B29	35	2.40 PM - 3.00 PM	<b>Mr Hardik Harshad Rathod</b>	How healthy food can help deal with mental health issues.	Health ,depression, diet, crucial, physical health.	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	B.Com., Pursuing MMS	hardik.rathodmms21-23@atharvaims.edu.in
B14	35		<b>Ms Bhoomi Patel</b>	How healthy food can help deal with mental health issues.	Health ,depression, diet, crucial, physical health.	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	B.Com., Pursuing MMS	bhoomi.patelms21-23@atharvaims.edu
A48	36	3.00 pm - 3.20 pm	<b>Mr Sachin Babarao Khandale</b>	A FAILURE OF AGRITECH STARTUPS IN MAHARASHTRA	AGRITECH STARTUP ,FAILURE ,YOUTH ,MARKET LED AGRICULTURE	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	India	sachin.khandalemms21-23@atharvaims.edu.in

A35	36		<b>Mr. Rahul Shivaji Handgar</b>	A study on Failure Agritech startup in maharashtra	Agritech Startup ,Failure ,Market led agriculture	Student	Atharva Institute of Management Studies,Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	India	rahul.handgarmms21-23@atharvaims.edu.in
PG40	37	3.20 PM - 3.40 PM	<b>Mr. Sahil Shah</b>	Metaverse: An Extended Universe	Post-reality universe, Metaverse, emerging technology, virtual surroundings, Augmented Reality (AR), Virtual Reality (VR), seamless communication, teleportation, avatars, real world to the reel world.	Student	Atharva School of Business,Approved by AICTE	Mumbai Maharashtra India	Finance		
PG35	37		<b>Mr. Alok kumar Ashok Sahu</b>	Metaverse: An Extended Universe	Post-reality universe, Metaverse, emerging technology, virtual surroundings, Augmented Reality (AR), Virtual Reality (VR), seamless communication, teleportation, avatars, real world to the reel world.	Student	Atharva School of Business,Approved by AICTE	Mumbai Maharashtra India	Finance	India	alokkumar.sahu22-24@atharvasb.edu.in
PG25	37		<b>Mr. Anand Narbadeshwar Pandey</b>	Metaverse: An Extended Universe	Post-reality universe, Metaverse, emerging technology, virtual surroundings, Augmented Reality (AR), Virtual Reality (VR), seamless communication, teleportation, avatars, real world to the reel world.	Student	Atharva School of Business,Approved by AICTE	Mumbai Maharashtra India	Marketing	India	anand.pandey22-24@atharvasb.edu.in
PG42	37		<b>Mr. Shri Karthik Venkatraman Shettiyar</b>	Metaverse: An Extended Universe	Post-reality universe, Metaverse, emerging technology, virtual surroundings, Augmented Reality (AR), Virtual Reality (VR), seamless communication, teleportation, avatars, real world to the reel world.	Student	Atharva School of Business,Approved by AICTE	Mumbai Maharashtra India	Finance	India	shrikarthik.shettiyar22-24@atharvasb.edu.in
PG11	38	3.40 PM - 4.00 PM	<b>Mr. Ridesh Dilip Gujral</b>	Review Paper on Goods and Service Tax	Implementation of Taxes, Tax System, Subsume,Conflict Intrest of Stakeholders	Student	Atharva School of Business,Approved by AICTE	Mumbai Maharashtra India		India	ridesh07gujral@gmail.com



PG32	38		<b>Mr Shubham Santosh Pitliya</b>	Review Paper on Goods and Service Tax	Implementation of Taxes, Tax System, Subsume, Conflict Intrest of Stakeholders	Student	Atharva School of Business, Approved by AICTE	Mumbai Maharashtra India	India	shubham.pitliya22-24@atharvasb.edu.in
PG61	38		<b>Mr Atul Ashok Panigrahi</b>	Review Paper on Goods and Service Tax	Implementation of Taxes, Tax System, Subsume, Conflict Intrest of Stakeholders	Student	Atharva School of Business, Approved by AICTE	Mumbai Maharashtra India	India	atul.panigrahi22-24@atharvasb.edu.in
PG10	38		<b>Ms. Sanjukta Gavali</b>	Review Paper on Goods and Service Tax	Implementation of Taxes, Tax System, Subsume, Conflict Intrest of Stakeholders	Student	Atharva School of Business, Approved by AICTE	Mumbai Maharashtra India	India	<a href="mailto:sanjukta.gavali22-24@atharvasb.edu.in">sanjukta.gavali22-24@atharvasb.edu.in</a>
PG41	39	4.00 PM - 4.20 PM	<b>Mr Parag Vivekanand Sharma</b>	Scope of Artificial Intelligence In Stock Market	AI, Artificial Intelligence, Computer, IT, Information Technology, Technology, Stock market, market, stock, finance, trade, sensex, nifty, data	Student	Atharva School of Business, Approved by AICTE	Mumbai Maharashtra India	India	parag.sharma22-24@atharvasb.edu.in
PG12	40	4.20 PM - 4.40 PM	<b>Ms Hema Sikandar Gupta</b>	World Class Manufacturing	Productivity, transformation, customer satisfaction, growth and six sigma	Student	Atharva School of Business, Approved by AICTE	Mumbai Maharashtra India	India	hema.gupta22-24@atharvasb.edu.in

PG07	40		<b>Ms Ajeesha Ashraf Chundakatt</b>	World Manufacturing Class	Productivity, transformation, customer satisfaction, growth and six sigma	Student	Atharva School of Business, Approved by AICTE	Mumbai Maharashtra India		India	ajeesha.chundakatt22-24@atharvasb.edu.in
PG14	40		<b>Ms Sapna Sanjay Gupta</b>	World Manufacturing Class	Productivity, transformation, customer satisfaction, growth and six sigma	Student	Atharva School of Business, Approved by AICTE	Mumbai Maharashtra India		India	<a href="mailto:sapna.gupta22-24@atharvasb.edu.in">sapna.gupta22-24@atharvasb.edu.in</a>
PG48	40		<b>Ms Gandhali Yadav</b>	World Manufacturing Class	Productivity, transformation, customer satisfaction, growth and six sigma	Student	Atharva School of Business, Approved by AICTE	Mumbai Maharashtra India		India	<a href="mailto:gandhali.yadav22-24@atharvasb.edu.in">gandhali.yadav22-24@atharvasb.edu.in</a>

		<b>Window 3: CLASSROOM</b>				<a href="https://meet.google.com/hgo-buwe-rbx">https://meet.google.com/hgo-buwe-rbx</a>		<b>Judge - Dr Vaibhav Bhatnagar, MUJ, Jaipur, Rajasthan, India</b>			
<b>Ref.</b>	<b>Code</b>	<b>Time (IST)</b>	<b>Name</b>	<b>Title of the Paper</b>	<b>Keywords</b>	<b>Status</b>	<b>Affiliating University/ Institute/ College</b>	<b>City State Country</b>	<b>Specialization</b>	<b>Qualification</b>	<b>Email Id</b>
A18	41	2.00 PM - 2.20 PM	<b>Ms SNEHAL PRAMOD DOLAS</b>	A Study of Equity Derivatives in Indian Capital Markets.	Equity Derivatives, Indian Capital Market, Futures and Options.	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance		snehal.dolasmms21-23@atharvaims.edu.in

A43			<b>Ms Shubhangi S unil Kamble</b>	A Study of Equity Derivatives in Indian Capital Markets.	Equity Derivatives, Indian Capital Market, Futures and Options.	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	Bcom	shubhangi.kamble mms21-23@atharvaims.edu.in
A4	42	2.20 PM - 2.40 PM	<b>Ms Santoshi Madan Atkare</b>	A study on Financial Capability of Small and Medium scale Entrepreneurs	Financial capability, financial attitude, behaviour, capable individual	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	BBA	santoshi.atkare mms21-23@atharvaims.edu.in
B25	43	2.40 PM - 3.00 PM	<b>Ms Payal Vishwanath Pimple</b>	The Impact of Influencer Marketing on Consumer Buying Behavior	Influencer marketing, social media, promotions, Influence, popularity	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing		payal.pimple mms21-23@atharvaims.edu.in
B4	44	3.00 PM - 3.20 PM	<b>Mr Viraj Vijay Mhatre</b>	AN ANALYTICAL STUDY OF FDI INFLOWS IN INDIA AND ITS IMPACT ON SECTORAL NIFTY VALUE	FDI, Nifty 50, Sector, inflow and outflow, analysis, statistical tools, regression analysis, significant impact, null hypothesis, alternate hypothesis.	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	B.E.	viraj.mhatre mms21-23@atharvaims.edu.in
B1			<b>Mr Sanket Sainath Mamidwar</b>	AN ANALYTICAL STUDY OF FDI INFLOWS IN INDIA AND ITS IMPACT ON SECTORAL NIFTY VALUE	FDI, Nifty 50, Sector, inflow and outflow, analysis, statistical tools, regression analysis, significant impact, null hypothesis, alternate hypothesis.	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	Bcom	sanket.mamidwar mms21-23@atharvaims.edu.in

A37	45	3.20 PM - 3.40 PM	<b>Ms Revati Laxman Jadhav</b>	The effect of social media on customer buying behaviour	Buying Decisions, Consumers, Social Networking	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing		revati.jadhav9327@gmail.com
A19			<b>Ms Cimrel Collin D'souza</b>	The effect of social media on customer buying behaviour	Buying Decisions, Consumers, Social Networking	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	HR	B.A.	cimrelchris@gmail.com
A42			<b>Mr Navin Vilas Kadam</b>	The effect of social media on customer buying behaviour	Buying Decisions, Consumers, Social Networking	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	BMS	navin.kadamms21-23@atharvaims.edu.in
A29	46	3.40 PM - 4.00 PM	<b>Mr Indronil Sidhartha Ghosh</b>	Growing Influencer Marketing on Social Media for Lifestyle Branding The Impact of Lifestyle Branding on Social Media Influencer Marketing	social media, influencer, digital media, brand value, lifestyle branding,	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Marketing	BBA	indronil.ghoshms21-23@atharvaims.edu.in
B15	47	4.00 PM - 4.20 PM	<b>Mr Dhruvesh Narendra Patel</b>	A drive into the electric future	Electric vehicle, petrol, change, cost cutting, savings, range	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Operations	Bcom	Dhruvesh456.dp@gmail.com
B3			<b>Mr Karan Mahatre</b>	A drive into the electric future	Electric vehicle, petrol, change, cost cutting, savings, range	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	IT		karan.mahatremms21-23@atharvaims.edu.in



B35	48	4.20 PM - 4.40 PM	<b>Ms Vrutiksha Kamlesh Shah</b>	Impact of Application Programming Interface in Stock Market	Stock Market, Price fluctuations, Real Time, Algo Trading	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	BAF	vrutiksha.shahmms21-23@atharvaims.edu.in
B31			<b>Ms Siddhi Manohar Rawal</b>	Impact of Application Programming Interface in Stock Market	Stock Market, Price fluctuations, Real Time, Algo Trading	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	Bcom	siddhi.rawalmms21-23@atharvaims.edu.in
B47			<b>Ms Jidnyasa Milind Tandel</b>	Impact of Application Programming Interface in Stock Market	Stock Market, Price fluctuations, Real Time, Algo Trading	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	IT		jidnyasa.tandelmms21-23@atharvaims.edu.in
B44			<b>Ms Muskan Soni</b>	Impact of Application Programming Interface in Stock Market	Stock Market, Price fluctuations, Real Time, Algo Trading	Student	Atharva Institute of Management Studies, Affiliated to the University of Mumbai	Mumbai Maharashtra India	Finance	Bcom	<a href="mailto:muskan.sonimms21-23@atharvaims.edu.in">muskan.sonimms21-23@atharvaims.edu.in</a>

### Instructors

You will be given maximum 20 minutes to present which includes Q & A from the judges.

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## CORE COMMITTEE PRESENTATIONS: on 25th November 2022

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CODE: 53 MS. EKTA RAJESH GARANI & MS. PRIYANKA GAIKWAD

TITLE OF THE PAPER: *Impact of GST on Entrepreneurs*

The research paper was based on the impact of GST on entrepreneurs in which the presenters explained about the pros and cons of GST for small scale entrepreneurs and possible recommendations were made for the entrepreneurs who are unaware of the new norms of GST.

Recording | Shubhi lal 2 is presenting

ATHARVA INSTITUTE OF MANAGEMENT STUDIES  
ATHARVA SCHOOL OF BUSINESS

### CONS OF GST ON ENTREPRENEURS:

- Confusion in registration
- Technological restrictions
- Blocked working capital
- Compliance parameters

5:31 PM | gcb-cvfh-go | Priyanka Galkwad, Vaibhav, Shubhi lal 2, You





CODE: 54

NAMES: MR. ANUJ APTE, MR. ADITYA PATIL, MR. AKSHAT THAKKAR,  
MS. ARYA SOLANKI

TITLE OF THE PAPER: Sustainable Cloud Computing for Android Phones

The research paper was based on the Sustainable Cloud Computing for Android Phones in which the presenters explained the meaning of cloud computing, how it is used in mobile devices, its need and importance and lastly the advantages and disadvantages of Cloud Computing for Android Phones.

The screenshot shows a Google Meet window with a presentation slide. The slide title is "SUSTAINABLE CLOUD COMPUTING FOR ANDROID PHONES". It features logos for AIMS ATHARVA and ATHARVA SCHOOL OF BUSINESS. The slide content includes:

- Logos for AIMS ATHARVA and ATHARVA SCHOOL OF BUSINESS.
- Section: "SUSTAINABLE CLOUD COMPUTING FOR ANDROID PHONES"
- Section: "What is cloud computing?"
  - Allows for manufacturing, software, and services for applications online.
  - Offers data storage, infrastructure and applications.
  - Not to face hardware level computing.
- Section: "Cloud Computing in Mobile Devices"
  - Method of using cloud technology to deliver mobile apps.
  - Enhance apps with an authentication, location-based features.
  - Flexible targeted content and personalization.
- Section: "Need of Mobile Cloud Computing"
  - +3 advantages to users and mobile device manufacturers.
  - Smooth exchange of data.
  - Software is easy updated/upgrade.
  - Scalability.
- Section: "Mobile Cloud Computing Architecture"

Speakers listed on the slide:

- i. Ms. Arya Solanki
- ii. Mr. Aditya Patil
- iii. Mr. Akshat Thakkar
- iv. Mr. Anush Apte

The Meet interface shows "AIMS ASB is presenting" at the top, a list of participants (AIMS ASB, Sayali Patil, Vaibhav Bhatnagar), and a video thumbnail for "You". The bottom of the screen shows the Windows taskbar with the time 4:53 PM and date 25-11-2022.



CODE: 55

NAMES: MS. KRUTI SANJAY SHAH, MS. AASTHA VINIT PRABHU &  
MS. POOJA PRAFUL PATEL

TITLE OF THE PAPER: IMPACT OF DIGITAL MARKETING ON EXPORTS - CASE STUDY: AMUL

The research paper was based on the impact of digital marketing on exports with the help of the case study of Amul in which presenters briefed us about the introduction of Amul and its impact of digital marketing on exports. The study was completely based on the secondary sources supported with facts and figures published from reliable sources of data collection.





The screenshot shows a Google Meet interface. The main content is a presentation slide with the following text:

ATHARVA INSTITUTE OF MANAGEMENT STUDIES  
ATHARVA SCHOOL OF BUSINESS

“A STUDY ON IMPACT OF DIGITAL MARKETING ON EXPORTS [CASE STUDY: AMUL]”

INNOVATION, RESEARCH & PRACTICES – 2022

Participants visible in the grid:

- Sonali Tiwari
- Vaibhav Bhatnagar
- PRATIK JANGAM
- shubhi lall 3
- You (bottom right video feed)

At the bottom of the screen, the time is 5:43 PM and the meeting ID is hgo-buwe-rbx. A notification bubble from meet.google.com is visible in the top left corner.

**CODE: 20**

**NAMES: MS. SAYALI PATIL & MS. KHUSHI SAXENA**

**TITLE OF THE PAPER: A roadmap to sustainable textiled and environment friendly fibres in textile industry.**

The research paper was based on a roadmap to sustainable textiled and environment friendly fibre in the textile industry in which they introduced textile industry, its categories and fibres, impact on environment and health. Along with this, they explained the ways of controlling and reducing the impact on environment and people. Moreover, new business methods for sustainable textile industry is given more importance in today's world





Meet - hgo-buwe-rbx

meet.google.com/hgo-buwe-rbx?pli=1&authuser=0

meet.google.com wants to show notifications

Recording

### INTRODUCTION

- Aim - 1. to provide a broad idea and overview of the sustainable environment in textile industry. 2. To employ sustainable materials in clothing. 3. offers in-depth information about two natural sustainable fibers.
- The current size of global textile industry is \$577.83 billion in 2020. By 2030, the size of the global textile market is projected to reach USD 1,420.3 billion, growing at a CAGR of 4.0%. Market expansion is anticipated to be fueled by increased consumer awareness levels and swiftly evolving fashion trends.
- According to the Wall Street journal report from February 2021, the world's most sustainably managed companies in textile and apparel business are Kering, Gildan Activewear, Industria de Diseno Textil.
- Project SURE was started as a step toward sustainable fashion by Smt. Smriti Zubin Irani, the former Union Minister for Textiles. The major effort by the Indian garment industry to transition to sustainable textile.
- Choosing sustainable and renewable materials and methods, as well as making sure they are traceable, is crucial when deciding how, where, and what to obtain throughout the cc

shubhi lal 3

PRATIK JANGAM

Sonali Tiwari

5:59 PM | hgo-buwe-rbx



*CODE: 58*

*NAMES: MS. EKTA LANJEWAR, MS. PREETI HEDAU &  
MR. PRANAY GAIKWAD*

*TITLE OF THE PAPER: A study on cloud computing services and its models and cloud service provider*

The research paper was based on a cloud computing services and its models and cloud service provider in which presenters enlightened the views on meaning of cloud computing, types of clouds, distinction of cloud computing system in private, public and hybrid mode, cloud service providers in detail.

The screenshot shows a Google Meet interface with a presentation slide. The slide features logos for AIMS ATHARVA and ATHARVA SCHOOL OF BUSINESS. The main title is "A Study on Cloud Computing Models and Cloud Service Provider". Below the title, it mentions the conference: "(INTERNATIONAL RESEARCH CONFERENCE ON 'SUSTAINABILITY IN VUCA WORLD: INNOVATION, RESEARCH & PRACTICES' – 2022)". At the bottom of the slide is a graphic of a cloud with various icons. The Meet interface includes a top bar with "AIMS ASB is presenting", a right sidebar with participant thumbnails for "You", "Ekta Lanjewar", "Vaibhav Bhatnagar", and "5 others", and a bottom control bar with icons for microphone, video, chat, hand, share, and call. The system tray at the bottom shows the time as 5:09 PM and the date as 25-11-2022.

CODE: 23

NAMES: MS. RUCHI SHARMA & MS. MAYURI WAGHMARE

TITLE OF THE PAPER: *Cashless Economy The Future of India*

The research paper was based on cashless economy in which the presenters covered the topics such as various modes like UPI Transactions, Cheque, etc., importance and challenges. They also explained that very soon it is going to be our future of India as everything will go digital that definitely will be a success in India if regulated properly by the concerned authority.

The screenshot shows a Google Meet interface with a presentation slide. The slide features logos for AIMS ATHARVA and ATHARVA SCHOOL OF BUSINESS at the top. The main title is "Cashless Economy The Future of India" in large, bold, black font. Below the title, it says "INTERNATIONAL RESEARCH CONFERENCE INNOVATION, RESEARCH & PRACTICES - 2022". At the bottom of the slide, it is presented by Ruchi Sharma and Mayuri Waghmare. The Meet interface includes a top bar with "AIMS ASB is presenting", a right-hand sidebar with participant thumbnails for "You", "Vaibhav Bhatnagar", "Mayuri Waghmare", and "5 others", and a bottom control bar with icons for microphone, video, chat, and other meeting functions. The system tray at the bottom shows the time as 5:15 PM on 25-11-2022.

The screenshot shows a Google Meet interface with a presentation slide. The slide title is "Why is Cashless Economy Important?". It features four rounded rectangular boxes arranged in a 2x2 grid, each containing a point:

- Cash driven Economy
- Decrease in Corruption and Black Money
- Decrease in Risk
- Economic Growth

The meeting interface includes a top bar with the text "AIMS ASB is presenting", a right-hand sidebar with participant thumbnails for "You", "Ruchi Sharma", "Mayuri Waghmare", and "5 others", and a bottom control bar with icons for microphone, video, chat, hand raise, share, and call. The system tray at the bottom shows the time as 5:18 PM and the date as 25-11-2022.





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## DAY 2: 26<sup>th</sup> November 2022

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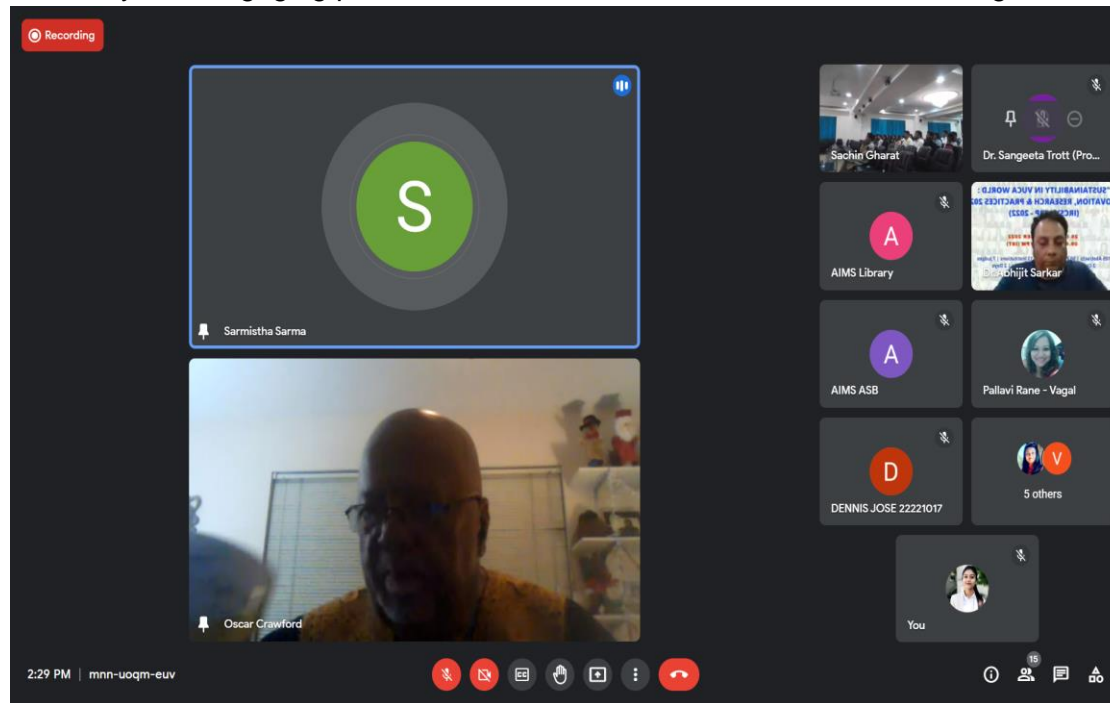
*Window 1: SEMINAR HALL*

CODE: 1

NAME: MR. OSCAR CRAWFORD & DR. RUFUS BARFIELD

TITLE OF THE PAPER: Sustainability in a VUCA: A Metaphysical Approach

The research was based on how we can manage to sustain in this volatile world. He emphasized on how life in vuca world, how to manage the interests of individual natures when the interests of our collective nature and lifes at risk and concluded on how to arrive at an equitable system engaging practices etc. that would be beneficial for reclaiming, rehabilitating, rehabilitating and restoring of our ecosphere.



CODE: 2

NAME: DR. ABHIJEIT SARKAR

TITLE OF THE PAPER: IMPORTANCE OF AUTOMATION IN TRAVEL AND TOURISM

THE STUDY WAS BASED ON HOW AUTOMATION LEADS TO AN IMPORTANT ASPECT WHEN IT COMES TO TRAVEL AND

# TOURISM.

The screenshot shows a Google Meet interface with a presentation slide. The slide title is "Conclusion:" and it contains two bullet points:

- Changing times call for the shift and bettering oneself with the improvement in travel and tourism sector. When introducing these new techniques in tourism sector one can benefit on large scale and people can get introduced to new forms of technology that can help to make their stays or travel seamless.
- There is a need to embrace new ways of doing things as the Travel Management landscape changes. However, whilst there is considerable added value to be gained from new technologies, it is important that Organizations select, implement and correctly manage the correct suite of solutions for their employees.

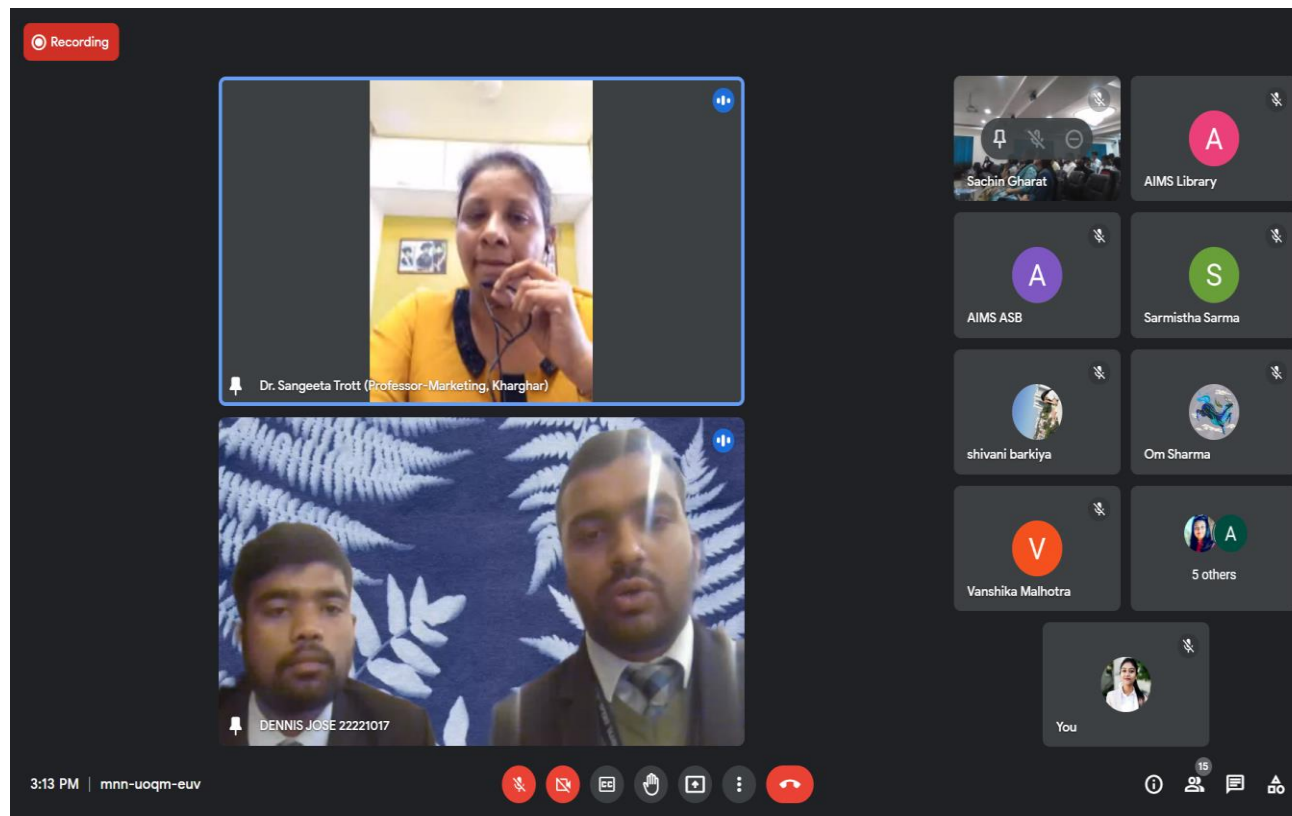
The slide also features logos for Atharva Institute of Management Studies and Atharva School of Business. The Meet interface shows a recording in progress, the presenter Dr. Abhijit Sarkar, and a gallery of participants including Sachin Gharat, Oscar Crawford, Sarmistha Sarma, Dr. Sangeeta Trott, Om Sharma, and 8 others.

**1. CODE: 3**

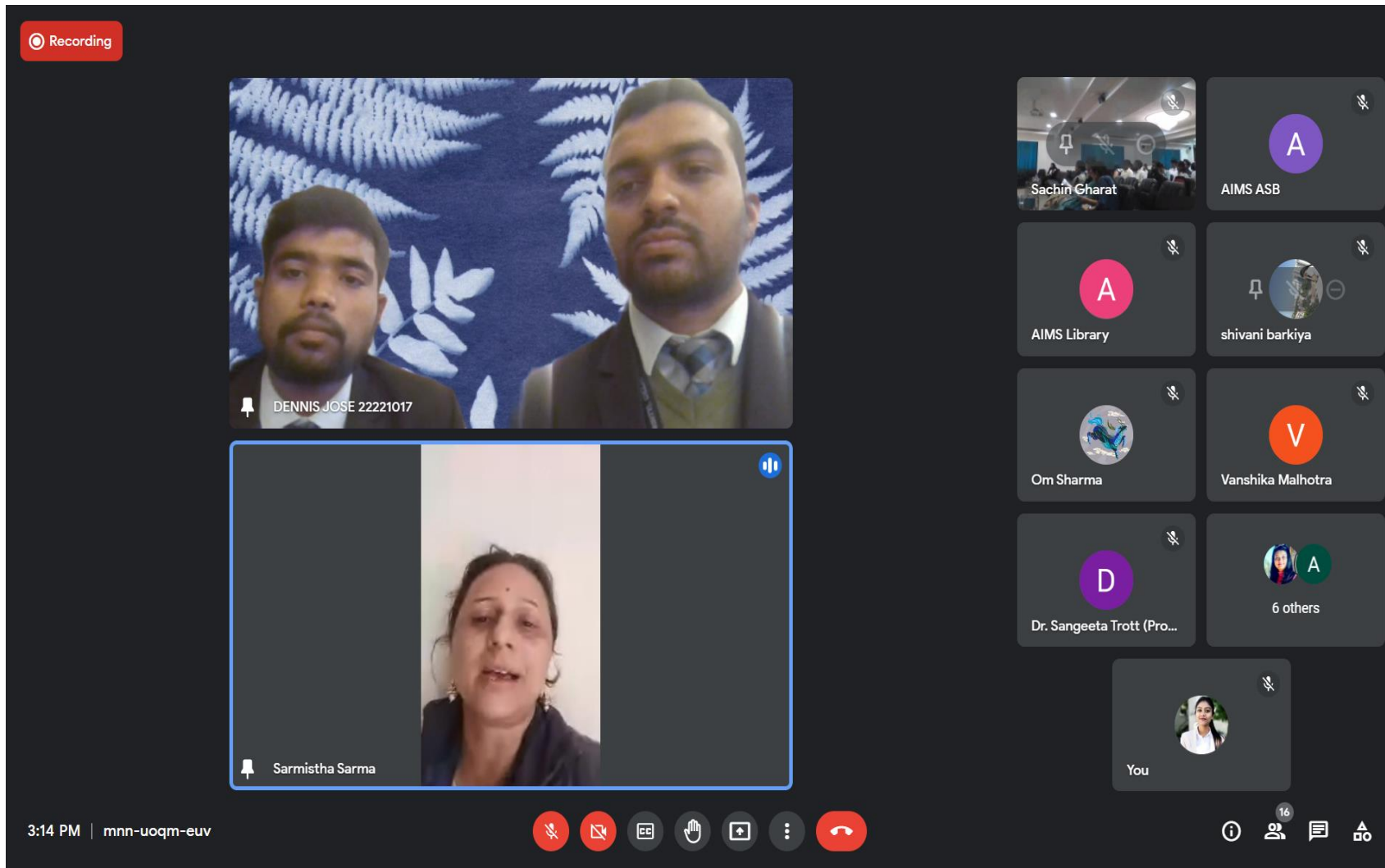
NAMES: *MR. DENNIS JOSE & MR. JOEL SUNNY*

TITLE OF THE PAPER: *BLOCKCHAIN IN FINANCIAL INSTITUTION AND MARKETS*

The study was based on a look at the broad influence of blockchain and its usefulness in a real-world scenario in the financial markets and institutions. It was a secondary type of research paper. They also emphasized on the difficulties in implementing it and how it will affect the operation of the financial system in financial markets and institutions have been researched in this paper. The economic system before and after the blockchain implementation and its implications for current and future financial market decision-making.

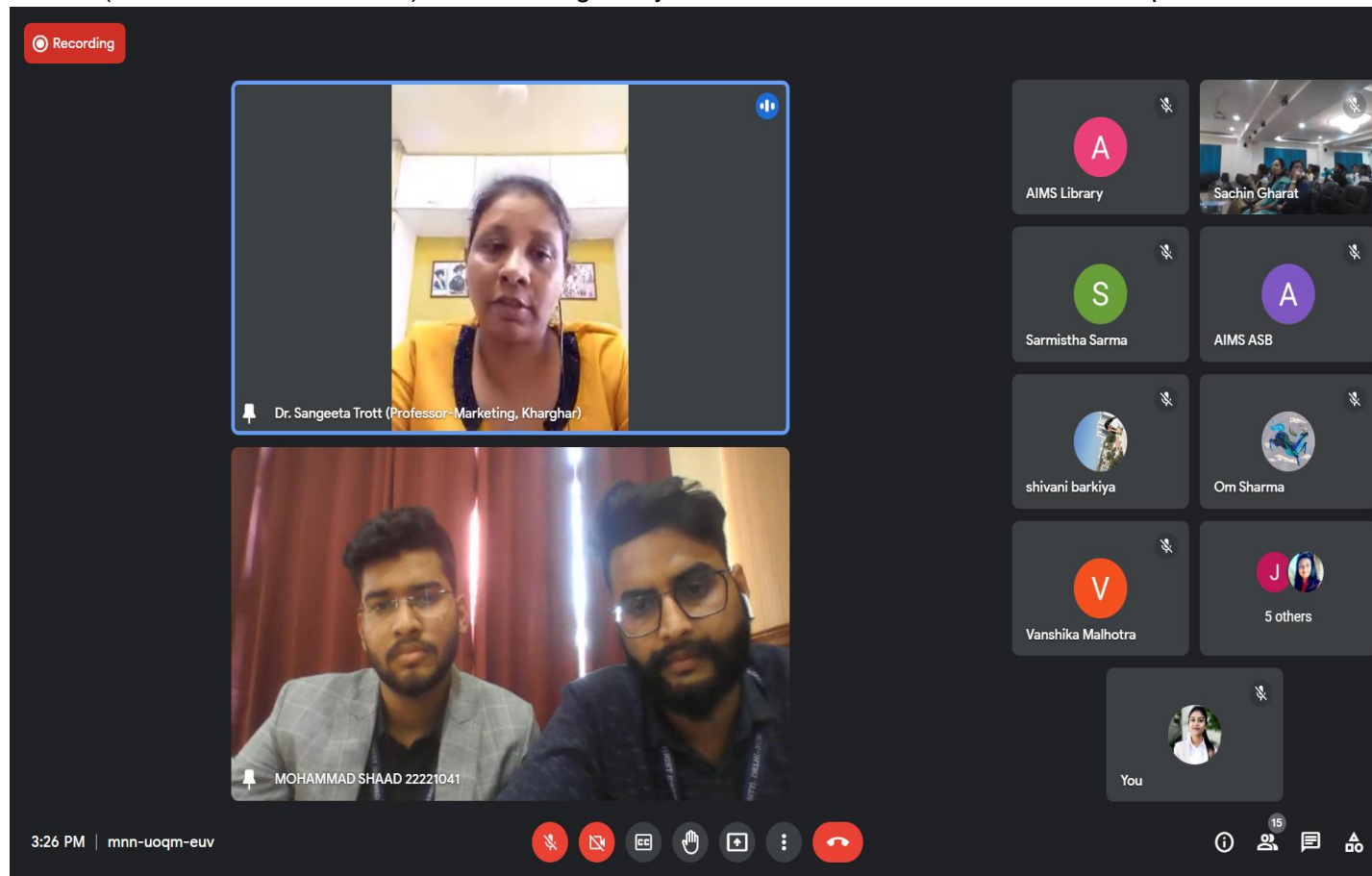


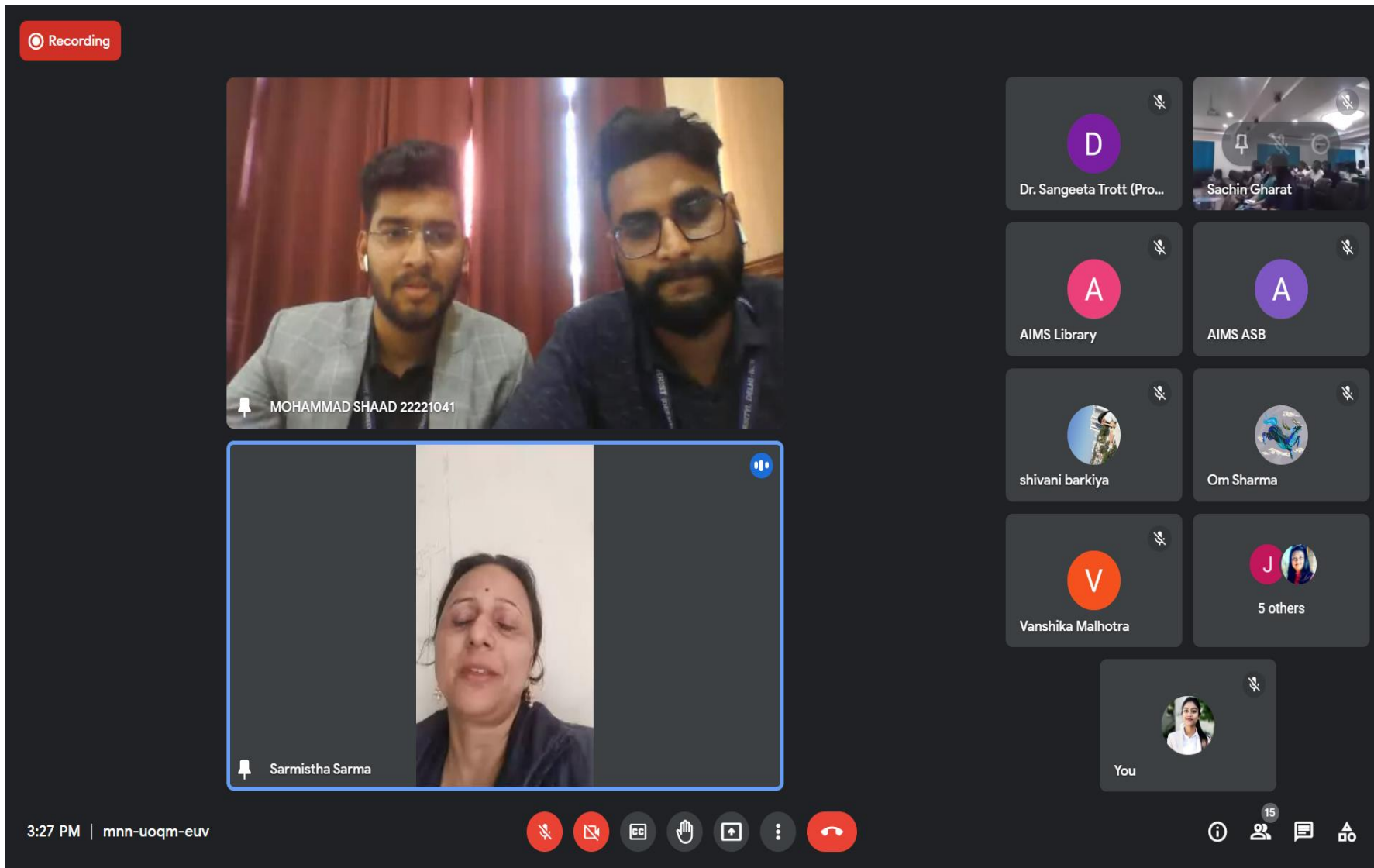




**2. CODE: 4****NAMES:****MR. MOHAMMED SHAAD SIDDIQUI & MR. AYUSH KUMAR****TITLE OF THE PAPER: WASTE MANAGEMENT**

The study was based on what is waste management, its importance, methods, issues, challenges etc. It was secondary data report prepared by them suggesting the ways and options one shall use to avoid waste, sharing the importance of 4R's, introducing NGT (National Green Tribunal) and ensuring everyone to make them aware about their topic.



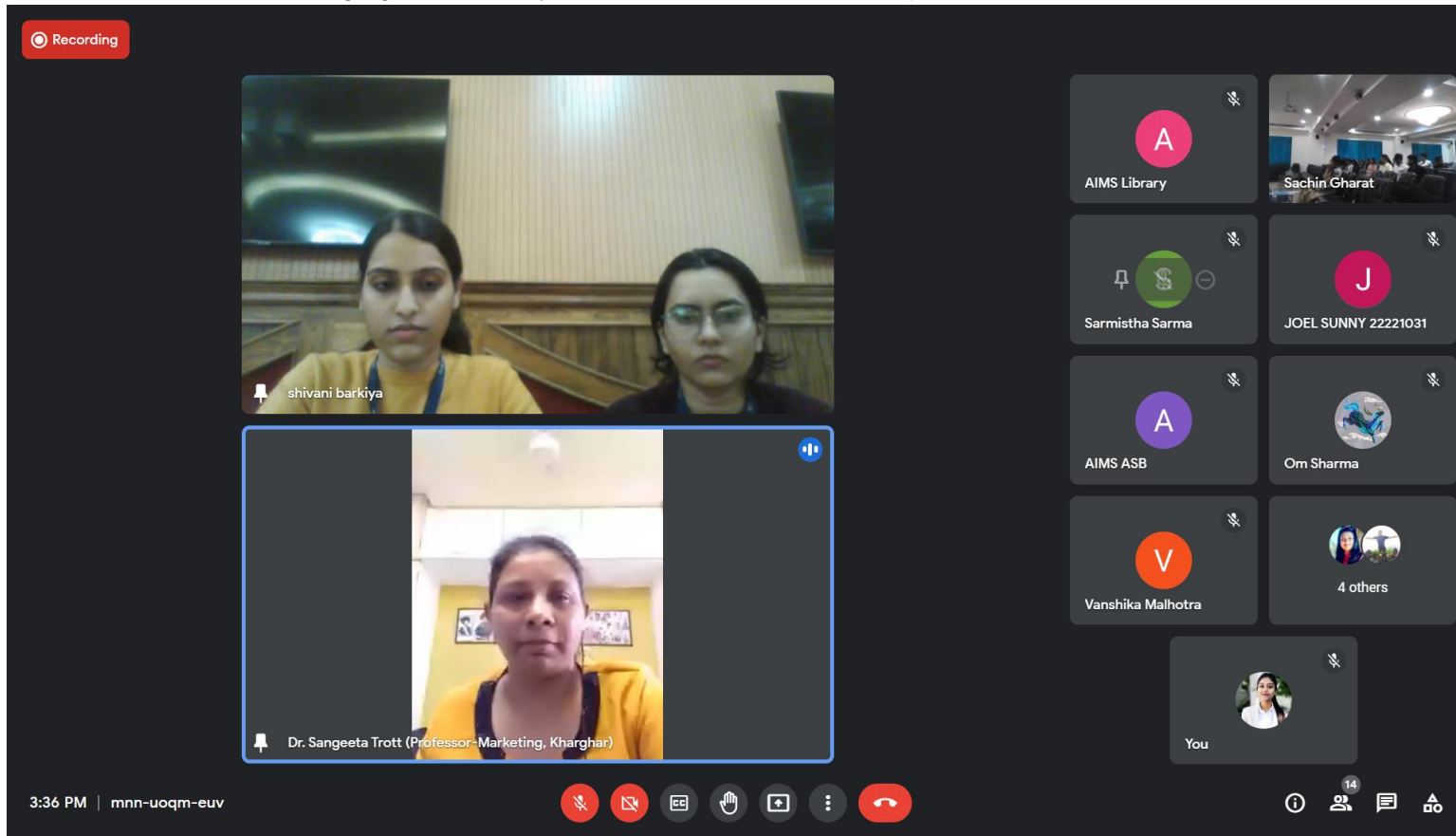


3. CODE: 5  
NAMES:

MS. SHIVANI BARKIYA & MS. CHARU SHARMA

**TITLE OF THE PAPER: The study on behavioural finance in investment decision making of investors.**

The study was based on the objective: to determine how the behaviour of them different individuals, in different situations affects their investment decisions in this volatile and market conditions and they concluded by saying that one cannot choose not to change when the whole world is changing and the only choice for the same is to respond.



**4. CODE: 6  
NAMES:**

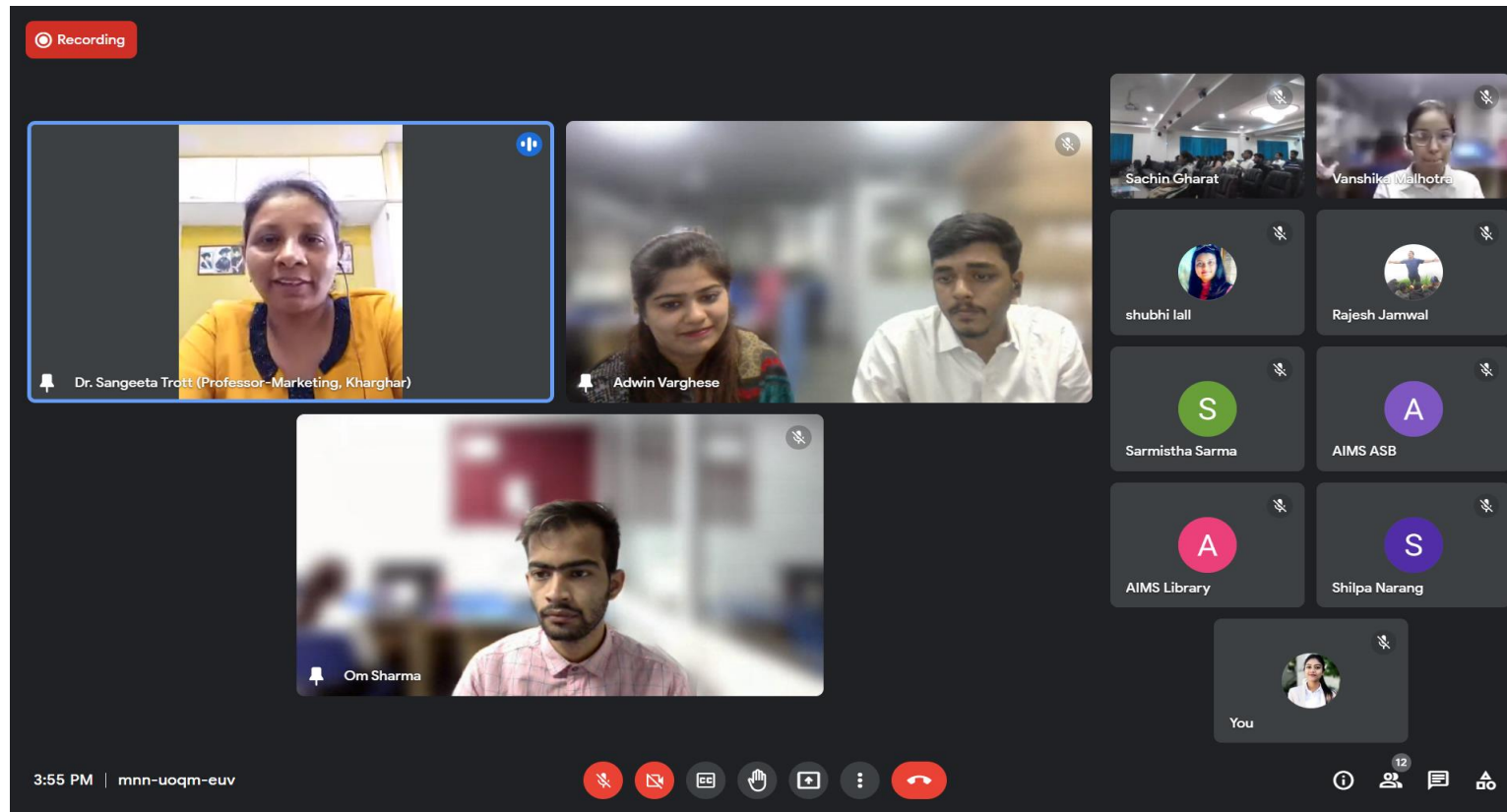
**MS. SHILPA NARANG, DR. MUKESH KUMAR JAIN,**



**MS. VANSHIKA MALHOTRA, MR. ADWIN VARGHESE &  
MR. OM SHARMA**

**TITLE OF THE PAPER: MODELLING THE ENABLERS TO DIGITAL FINANCIAL LITERACY USING ISM & MIC-MAC ANALYSIS.**

The study was based digital financial literacy, modelling the enablers to digital financial literacy using ISM and MIC- MAC analysis, in which they showed the results using symbols to define the relationship i.e. V.A.X.O. They also presented SSIM using variable like digital financial education, financial planning and decision making, financial capability, financial inclusion, financial sustainability etc.



The screenshot displays a Zoom meeting interface. At the top left, a red 'Recording' indicator is visible. The main area contains several video thumbnails: Sarmistha Sarma (top left), Om Sharma (top middle), Sachin Gharat (top right), Rajesh Jamwal (top right), Vanshika Malhotra (middle left), Dr. Sangeeta Trott (Pro... (middle right), Adwin Varghese (middle right), AIMS ASB (bottom right), shubhi lall (bottom right), and Shilpa Narang (bottom right). The 'You' thumbnail is also present. At the bottom, a control bar includes icons for mute, video off, chat, hand raise, share screen, and end meeting. The time '3:56 PM' and the meeting ID 'mnn-uoqm-euv' are shown in the bottom left corner.

**5. CODE: 7****NAME:****MR. PRATIK JANGAM****TITLE OF THE PAPER: CHALLENGES FACED BY SMALL SCALE FAST FOOD INDUSTRIES**

The study focused on fast food outlets that started their operations after covid with limited funding and it also includes the elements influencing business performance and the root cause of failure. It also focused on effect of the pricing strategy by multinational companies on Indian market of small scale fast food outlets and thereby enhanced solutions and conclusion for the same.

Recording

Sarmistha Sarma

Sachin Gharat

Adwin Varghese

Dr. Sangeeta Trott (Pro...

AIMS ASB

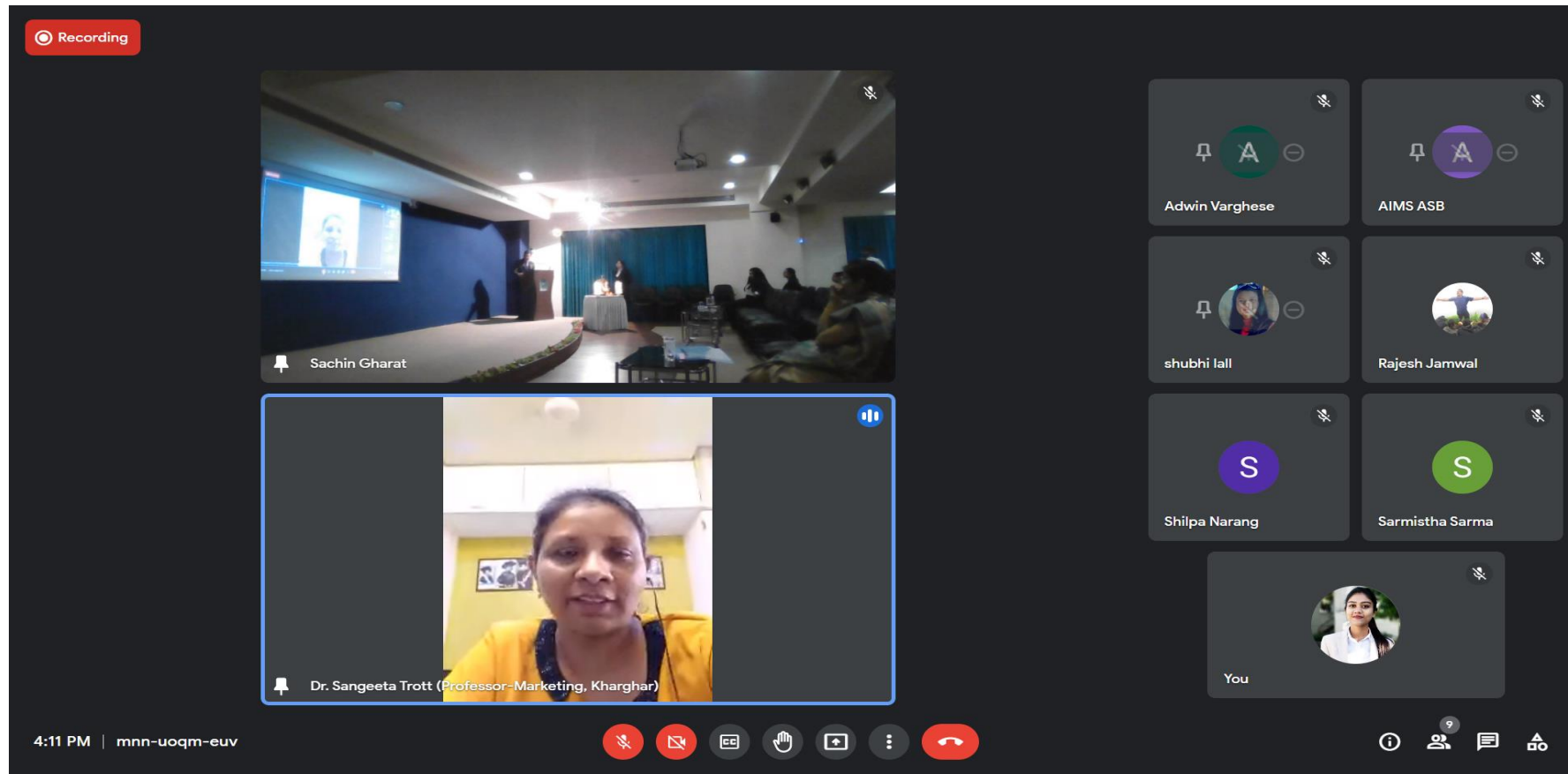
shubhi lall

Rajesh Jamwal

Shilpa Narang

You

4:09 PM | mnn-uoqm-euv



## 6. CODE: 8

NAMES:

MR. PRATIK JANGAM, MS. TRUPTI JANI & MS. SONALI TIWARI

TITLE OF THE PAPER: EVASION OF CARBON FOOTPRINT IN CRYPTO CURRENCIES

ACROSS THE WORLD

The study was based on damage caused to the environment due to the carbon released by mining of cryptocurrency in to the atmosphere, evasion of carbon footprint across the world and the reason of investors not investing in it due to also a factor that they are concerned is environmental impact of it in future.

Recording

Sachin Gharat

Dr. Sangeeta Trott (Professor-Marketing, Kharghar)

Sarmistha Sarma

Adwin Varghese

AIMS ASB

shubhi lall

Rajesh Jamwal

Shilpa Narang

You

4:26 PM | mnn-uoqm-euv



Recording

Sachin Charat

Sarmistha Sarma

Adwin Varghese

AIMS ASB

shubhi lall

Om Sharma

Rajesh Jamwal

Dr. Sangeeta Trott (Pro...

You

4:27 PM | mnn-uoqm-euv

**Window 2: CLASSROOM 26Nov****7. CODE: 9****NAME: MR. SHEMPHANG WANN LYNGDOH****TITLE OF THE PAPER: A BIBLIOMETRIC ANALYSIS OF ASSET ALLOCATION FOR RETIREMENT**

The study was based on Retirement Planning which is the key in achieving financial independence to meet daily expenses, medical and emergency expenses and maintain a decent quality standard of living post retirement, where do they mostly invested for retirement and they eventually presented the data through bibliographic analytical form that conducted symmetric literature review on asset allocation for retirement.

The screenshot displays a Google Meet interface. The main window shows a PowerPoint presentation slide titled "ATHARVA INSTITUTE OF MANAGEMENT STUDIES" and "ATHARVA SCHOOL OF BUSINESS". The slide content includes "Exhibit 4. Country cooperation network on asset allocation for retirement related research." and a network diagram with nodes and connecting lines. The network diagram shows a central node labeled "United States" connected to several other nodes, including "United Kingdom", "Germany", "France", "Canada", "Australia", "Japan", "China", and "India". The Meet interface also shows a "Recording" indicator, the presenter's name "SHEMPHANG WANN LYNGDOH 2190052 is presenting", and a grid of participant avatars including Sanjukta Gavali, Shubhi Ial 2, SHEMPHANG WANN LYN..., and SESHANWITA DAS Depra... The bottom of the screen shows the Windows taskbar with the time 2:18 PM and date 11/26/2022.



**8. CODE: 10**

**NAME: DR. SUDHIR M. PUROHIT**  
**TITLE OF THE PAPER: EDIOTHERAPISM: AN ATTEMPT TO TACKLE A STUDENT'S PROBLEM IN THE MODERN VUCA WORLD FOR SUSTAINABILITY OF THEIR CAREER**

This study was based on the research done by researcher on ediotherapism which means means a set of principles to help solve problems of students facing in perusing their education because of Physical, Financial, Emotional, Relational and Social issues. The idea behind this research paper was to bring out the fact that a problem can be solved just by creating a sense of forgiveness, forgetfulness, trust and detachment from habits which will bring obstacles in a students life to achieve his goal , being a mentor a teacher can Act like a Ediotherapist.

The screenshot shows a Google Meet interface with a presentation slide. The slide content is as follows:

**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
(Affiliated to University of Mumbai, Approved by AICTE, DTE & Govt. of Maharashtra, and AACSB Accredited Institute)

**ATHARVA SCHOOL OF BUSINESS**  
(Approved by AICTE, DTE & Govt. of Maharashtra)

**Ediotherapism : An attempt to tackle a student's problem in the modern VUCA world for the sustainability of their career**

By Dr. Sudhir Purohit  
Assistant Professor  
Department of Finance  
Atharva Institute of Management Studies

The Meet interface shows a recording in progress, the presenter is Shubhi Iall 2, and there are four other participants: Sanjukta Gavali, SESHANWITA DAS Deapar..., Shubhi Iall 2, and SHEMPHANG WANN LYN... The system tray at the bottom shows the time as 2:44 PM on 11/26/2022.

**9. CODE: 12**

**NAME: MS. AISHWARYA VINAYKUMAR PATHRIKAR**  
**TITLE OF THE PAPER: PRACTICES TO SUSTAIN WOMEN ENTREPRENEURS AND ECONOMIC DEVELOPMENT**

In this paper the research emphasizes on women entrepreneurship the important aspect for economic development.

The screenshot shows a Google Meet interface with a presentation slide. The slide features the title "Practices to Sustain Women Entrepreneurs and Economic Development" in a large, bold font. Below the title is a line drawing of several hands raised in a gesture of participation or agreement. The slide also includes logos for AIMS ATHARVA and ATHARVA SCHOOL OF BUSINESS. The meeting interface shows a recording status, the presenter's name "Shubhi Ial 2", and a grid of participant video thumbnails. The system tray at the bottom indicates the time is 3:00 PM on 11/26/2022.



CODE: 13

NAMES: *MS. SONALI TIWARI, MS. SHRADDHA UBALE & MS. RITADEVI MISHRA*

TITLE OF THE PAPER: *A STUDY ON FEEDBACK TAKEN BY EMPLOYERS ON PERFORMANCE APPRAISAL REVIEW*

The study was based on the performance appraisal review for which she has taken a feedback from the employers of the company and she inferred that all the employees are free to express their concerns at the workplace. The research was based on the first hand data collected by herself showing all the possible answers that an employee can answer.

The screenshot shows a Google Meet interface. The main slide displays the following text:

ATHARVA INSTITUTE OF MANAGEMENT STUDIES  
ATHARVA SCHOOL OF BUSINESS

(INTERNATIONAL RESEARCH CONFERENCE  
ON  
"STUDY OF FEEDBACK TAKEN BY EMPLOYERS  
ON PERFORMANCE APPRAISAL REVIEW")

The slide also features logos for AIMS ATHARVA (Approved by University of Mumbai, approved by AICTE, DTE & Govt. of Maharashtra, and NAAC Accredited Institute) and ATHARVA (Approved by AICTE, DTE & Govt. of Maharashtra).

The Meet interface includes a recording indicator, a presenter name (Shubhi lall 2), and a grid of participants: Sanjukta Gavali, SESHANWITA DAS Depar..., Shubhi lall 2, and You. The bottom of the screen shows the Windows taskbar with the time 3:15 PM on 11/26/2022.

CODE: 16

NAMES: *MR. RUSHABH GHANEKAR & MR. SACHIN GHARAT*

TITLE OF THE PAPER: *A STUDY ON WHY RESTAURANTS ARE ABANDONING WIGGY AND ZOMATO'S DUOPOLY AND THE OPPORTUNITY FOR NEW SMALL STARTUPS*

The study was based on online food aggregator zomato and swiggy which was based on ascertaining the reason why restaurant are against the aggregator and also to find out the opportunity for the new small start-ups.



The screenshot shows a Google Meet window with a presentation slide. The slide features logos for AIMS ATHARVA and ATHARVA SCHOOL OF BUSINESS. The main text on the slide reads: **TITLE OF RESEARCH PAPER:**  
**A study on why restaurants are abandoning Swiggy and Zomato's duopoly and the opportunity for new, small start-ups**  
Name:  
Sachin Gharat  
Rushab Ganekar

The video call interface on the right shows four participants: Sanjukta Gavali, SESHANWITA DAS Debar..., Shubhi lall 2, and You. The bottom of the screen shows a Windows taskbar with the time 3:29 PM on 11/26/2022.

**WINDOW 3: CLASSROOM\_26Nov**

CODE: 17

NAMES: MR. SIDDHANT VILAS WALUNJ, MR. KARTHIK B AVAGHAN,



*MR. SANKET WANKHEDE & MR. ABHAY THAKUR*

*TITLE OF THE PAPER: HEALTHCARE CHATBOT USING DEEP LEARNING AND NLP*

Through this study their aim was to create a chat box using deep learning and NLP which would be question answering format that will answer the questions put in across in the form of query related to health. Their aim was mainly to provide customer support that could them schedule meetings, broadcasts etc.

The screenshot shows a Google Meet interface. At the top, the browser address bar displays the URL `meet.google.com/hgo-buwe-rbx?pli=1&authuser=0`. The meeting title is "hgo-buwe-rbx" and it is currently recording. A notification indicates that "shubhi lall 3 is presenting".

The main content area is split into two parts. On the left, a presentation slide is displayed with the following text:

**ATHARVA INSTITUTE OF MANAGEMENT STUDIES** | **ATHARVA SCHOOL OF BUSINESS**

**Problem Statement:**  
INTERNATIONAL RESEARCH CONFERENCE

We aim to create a chat bot using Deep learning and NLP. It is a question answering system which will try to answer the questions which will put across in the form of query. So, the question can be related to diseases, symptoms or medicine asked in natural languages way and these questions get answer by such systems. Q& Ans is well researched problem in NLP. So using DL we are going to solve basic NLP tasks.

On the right, a gallery of participants is shown. The participants are: Sonali Tiwari, Vaibhav Bhatnagar, PRATIK JANGAM, and shubhi lall 3. The presenter, shubhi lall 3, is highlighted with a green border.

At the bottom, the meeting controls are visible, including icons for mute, video, chat, hand raise, share screen, and end call. The time is 2:03 PM.



*10. CODE: 18*

*NAMES: MS. ARYA JEETENDRA SOLANKI, MS. KANCHAN VINOD SAHU,  
MR. SAMEER MAHESH HELIYA & MS. PEARLMEET KAUR*

*TITLE OF THE PAPER: THE ENVIRONMENT WON'T BE SUSTAINED BY AN AFTERTHOUGHT*

According to them, ignorance of sustainability, can lead to the exhaustion of natural resources and create many other problems. Many would argue that through our modern practices we can completely control the environment and in fact take it out of the picture completely. Hence, we have to ensure that the environment around us is not harmed and destabilized and understanding the very existence of humanity depends on the environment surviving and thriving.

Meet - hgo-buwe-rbx

meet.google.com/hgo-buwe-rbx?pli=1&authuser=0

Gmail YouTube Maps

Recording

shubhi lall 3 is presenting

Sonali Tiwari

Vaibhav Bhatnagar

PRATIK JANGAM

shubhi lall 3

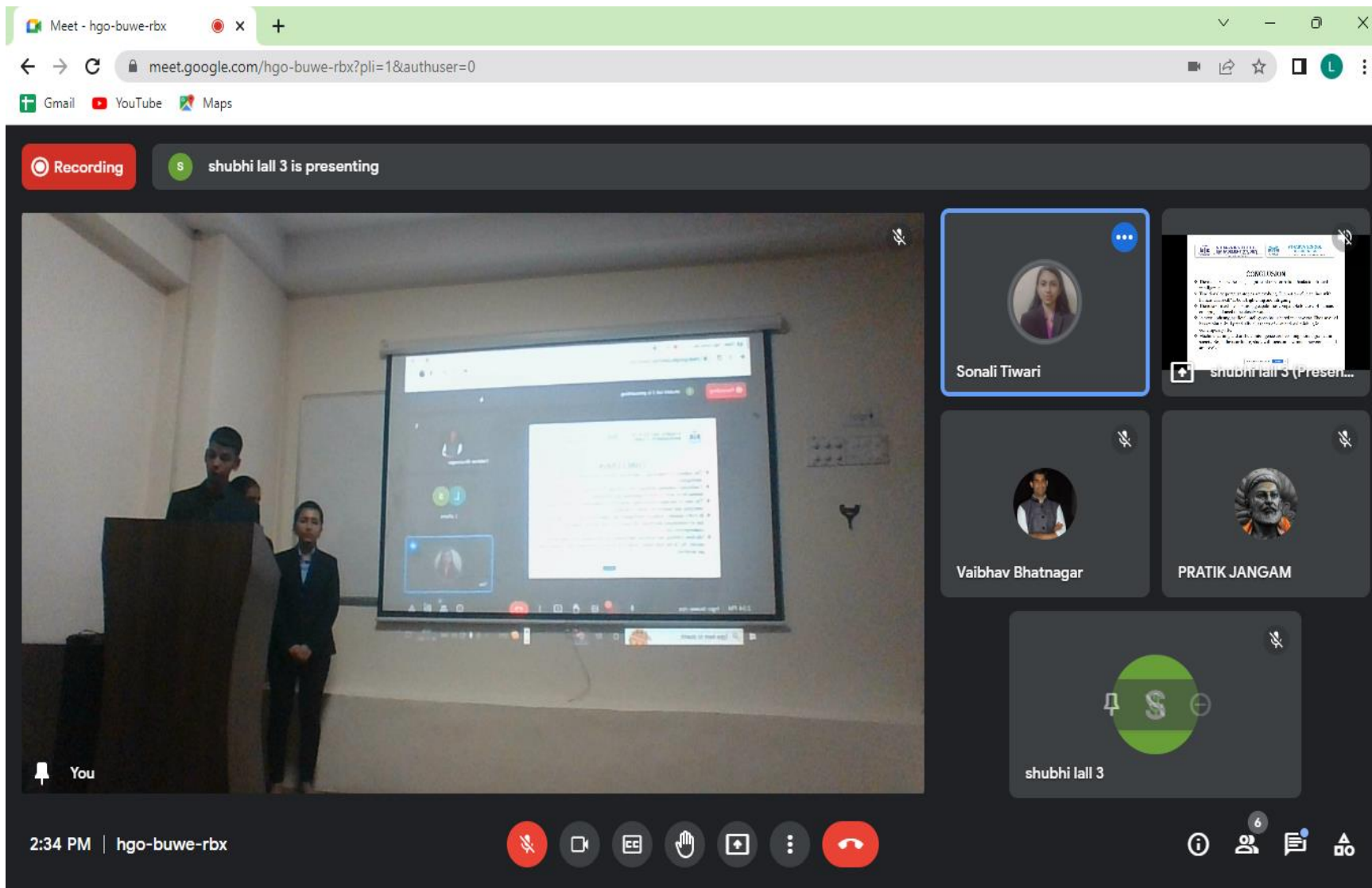
shubhi lall 3 (Presentation)

2:18 PM | hgo-buwe-rbx

**11. CODE: 19**

**NAMES: MS. ROSEL JOSHNI ROBIN NADAR, MS. ANKITA JAGDISH  
ZALKE & MR. HRITIK RUDRANARAYAN MISHRA TITLE OF THE PAPER: THE WORLD OF AI**

Behind this study their objective was to: To explore the impact of AI on the world and it's transformation. To understand how AI eases out, our life problems and helps us to live a luxurious life. To understand the importance played by AI from Daily life to big institutes. To understand how AI helps in health, automobile, commerce and other sectors.









**12. CODE: 20****NAMES:****MS. MANSI NIMJE, MR. PARTH THAKKAR & MS. AISHWARYA MORE****TITLE OF THE PAPER: IMPACT OF COVID 19 ON DIGITALIZATION**

The objective behind this paper was: To understand the effect of covid-19 on the world. To understand how the world has changed digitally so far after covid era. To analyze the problems faced by people in changing digitally. To discuss the common problems faced by people. To understand how government is promoting digitalization ahead of offline culture. To compare the growth of internet users before covid and post covid. Understanding how the world was stopped and technology kept on growing. Understanding how the education system changed drastically. Understanding how the technological advancements have been taken place after covid.



Recording | shubhi lall 3 is presenting

2:47 PM | hgo-buwe-rbx

Participants: Sonali Tiwari, PRATIK JANGAM, shubhi lall 3, Vaibhav Bhatnagar

Chat: Vaibhav Bhatnagar: Sorry for connection break

Google Form Data:

GOOGLE FORM DATA	
29- Males	0-Females
Age group-	
18-25 years- 17	
26-40 years- 18	

**DAY 3: 27TH NOVEMBER, 2022: DESCRIPTION:**

- Review about Day 1's speaker address & presentations followed by Atharva videos & One for all & all for all video.
- Dr. Sudhir Purohit address
- Introduction to 2nd Day
- Dr. Harshita Kumar address where she enlightened short note on Panel Discussion
- VUCA world, Agile, collaboration, conscious, fail early and learn early, dare to innovative.
- Panel on VUCA world, which is completely based on uncertainty, appreciated the students presented in the conference.

The dignitaries present to grace the occasion of the International Conference were Ms. Pallavi Rane, Trustee Atharva Group of Institutes, Dr. Harshita Kumar, Director of Atharva School of Business (ASB), Dr. Shubhi Lall Agrawal, Convener of the International Conference, Dr. Sudhir Purohit, Co Convener of the International Conference and other faculty members and Students in huge number from AIMS and ASB. This was a collaborative effort to raise the impact of research.

The occasion continued with the welcome speech by Dr. Sudhir Purohit, Co convener of the International Conference covering the importance of saving water, importance of energy, "*Panchmahbhut*" planting trees, individual's social responsibility towards the environment and categorisation of the role of a human being as *Shewetaank*, *Raktaank* and *Haritaank*, the Neutral, Negative and Positive contributors of the environment.

The Session moved ahead with the inspiring speech by Dr. Harshita Kumar, Director of Atharva School of Business. Dr. Harshita enlightened the gathering with concentration on oneself first to combat the uncertainties of the VUCA world. The importance of time of committing mistake and rectifying them at the right time was focused by Dr. Harshita for combating the vulnerability of VUCA world.

The Session continued further with the introduction of the guest speaker of the day.

The Guest Speakers for DAY 2 was Dr. Deveshi Pallavi Bhatt (online), Professor and HOD, Department of Computer Applications, Manipal University Jaipur, Rajasthan, India, who enlightened the gathering about the 17 Sustainability development goals (SDGs) to transform the world. The 17 goals according to the newly implemented 2030 agenda for Sustainable Development were explained with a wonderful Power Point Presentation (Online) covering aspects like poverty, Zero hunger, good



health, Quality Education, Gender Equality, Clean water, Affordable and Clean Energy, Decent work and Economic Growth , industry, innovation and infrastructure, reduce inequality, sustainable cities, responsible consumption, climate action, Life below water ,Life on land, Peace and Justice and Partnership to achieve the goal. It was very much informative and wonderful session with question and answer with the speaker and the audience present.

*INTRODUCTION OF KEYNOTE SPEAKER (Dr. Devarshi Pallavi Bhatt'):*

**Dr. Devarshi Pallavi Bhatt** is a great professor is hard to find... difficult to part with, and impossible to forget. She is a Gold Medalist holder in Ph.D Computer Science. She is a Professor and Head in department of Computer Applications at Manipal University Jaipur since July 2016. Previously ma'am has worked with various reputed institutes like Banasthali Vidyapith, Niwai, Tonk; Pune University, Pune; Punjab Technical University for 14 years.

Not only is she a member of The Institute of Electrical & Electronics Engineers & Association for computing Machinery but also the Computer Society of India. She is a Certified Ethical Hacker and a certified EC-Council Security Specialist as well as an EC- Council Instructor.

She has been awarded with The Best Researcher award by Institute of Technical and Scientific Research for doing good quality research publication. She is honoured with Shikshak Sahityakar Samman by Rajasthan Lekhika Sahitya Sansthan. In addition to that, for doing Ph.D in wireless sensor networks, she has been awarded with Pratibha Samman and Shodh Shashtri Samman Tailong Kulam. She has to her credit around 25 National/International research publication Journals and Conferences of repute. She has appeared as a keynote and guest speaker in various National and International platforms Including Bureau of Indian Standards. Presented in reputed platforms like NITs, IITs in India as well as abroad. She is an expert committee member of RPSC (Rajasthan Public Service Commission).

Mam has completed a 2 years Research Project as a Principal Investigator on "Wireless LAN Security" funded by the Pune University. And also, currently Working on "Children Safety System using IoT" research project funded by Manipal University Jaipur.

- She spoke importance of sustainable world, who is affected, how it will happen and what if it happens and how it can happen under which stated that responsible people for the same would be the citizens, the government, the organizations, founder companies etc.It can happen by collective measures, i.e. coming together and work collectively. She concluded by addressing the audience to stay well, stay sustainable.
- Hereafter the event was continued with the Panel Discussions
- The panelists were Dr. Abhijeet Sarkar, Mr. Sumit Bhardwaj, Dr. Sachin Rane and Moderator. Sandeep Jain.

**INTRODUCTION OF THE PANELIST (Dr. Abhijeet Sarkar):**



**Dr. Abhijit Sarkar** is currently working with Sharekhan Ltd, an 100 percent Subsidiary of French Multinational Bank, BNP Paribas. He is the Sr. Vice President and Country Head- Administration & Procurement. In terms of his qualification, he is an MBA in HR, B COM, Doctorate in Management Studies, a qualified Interior Designer, Certified Six Sigma Black belt, Certified Procurement and Supply Chain Manager and Certified Scrum Manager. Fellow with Royal Institute of Chartered Surveyor London, Member of Leaders Excellence, Harvard Square & Certified Green Building Professorial from Assocham Gem Green Building Council.

He is a Core Admin, Procurement & Infrastructure Personnel and an eminent Speaker, have strong recognition within fraternity, have various accomplishment in the field and one of them being getting selected as a core member of Group Admin Forum constituted by ICICI Bank, have received various awards from the fraternity towards various contribution. He is also serving as an Honorary Board Member on the board of INFHRA, an industry body and a member based Not for Profit association, working towards the betterment & promotion of the Facility Management, Administration, Travel & Corporate Real Estate fraternity. He is also acting as an advisory board member of Indian Institute of Business Management and Studies, International B School for Management Studies. He is also in the Central Leadership of an association called, GACS, i.e Global Association for Corporate Services, which is an association passionately driven by leaders in the field of corporate services across the globe.

Sir has appeared in various conferences and seminars as a Speaker for Admin & Facility, Infrastructure, Travel, Security, Technology, Real Estate and procurement fraternity, sharing best practices and trends related to the fraternity.

He has also been featured as One of India's Best Facility Head in an Magazine, Commercial Design, Published by ITP Publishing, during their various issues.

#### *INTRODUCTION OF THE PANELIST (Mr. Sumit Bhardwaj):*

**Mr. Sumit Bhardwaj**, is currently working as Senior Vice President and Head of Delivery for the Payor vertical at CitiusTech. He has over 25 years of experience in the software services industry and is currently responsible for managing Project Delivery for multiple key accounts. He has extensive experience in Healthcare Technology including clinical workflows, hospital information systems, integration. Prior to CitiusTech, he was Vice President (Technology) at Education First where he set up the company's operations in India and managed the India based ODC. Earlier, had worked with Mphasis in Singapore and BLR. He holds an MBA from INSEAD to go with a PGDM in IT Management. He is also an active sportsman and still finds time to turn out for the company in cricket and football.

#### *PANEL DISCUSSION DAY 2*

- They further discussed some topics which were related to VUCA world, the sustainable world, the discussion on moonlight scenarios, importance of sustaining in an organisation etc.

- Moderator. Sandeep Jain, started with vuca world, sustainable meaning in 2 components i.e. business relevance and clean and green part, 1985 founded by Prof. Warren and so on, and also talked on the time during the end of 2nd world war as well as talked about various revolutions that took place thereafter.
- Followed by Sumit sir, who spoke on sentences like every crisis throws 2 types of people, one who cries and the other who sell the tissues taking the example of stock market and covid, how sharekhan boomed after the crises etc.
- Dr. Abhijeet Sarkar and Mr. Sumit Bhardwaj spoke on the human resource part, their impact and importance. They, while explaining further, focused on human resource in health care sector. They also shared certain examples that could relate in our day to day life as well as they all together spoke on the IT sector compared to the HR sector

#### Outcomes of PANEL *DISCUSSION*

The Session continued with the panel discussion in the presence of Mr. Sumit Bhardwaj, Sr. Vice President CitiusTech, Mumbai, India , Mr. Sachin P. Rane, Executive Vice President, Head Software Solutions Detamatics Global Services Limited, Mumbai, India , Dr, Abhijeet Sarkar Sr. Vice President & Country Head-Administration and Procurement ( Sharekhan Ltd. ) Mumbai, India and Prof Sandeep Jain as the moderator of the panel discussion of Human Resource in the Vuca World.

#### **Key outcomes of the panel discussion:-**

Expect the unexpected in the VUCA world,2.Do not sacrifice with your honesty,Do not practice “ Moon Lighting “ i.e. engaging oneself in other employment while on one committed employment,Be Humble, Human and Confident in your approach,Communication Skill is very important, Elevator pitch of 30seconds technique to influence,Continuous habit of learning should be your journey of Life ,There is no Limit of Age,Be a good listener,Learn lessons from your Grand parents and Learn from Mythological Characters and deities

The Research Conference concluded with a Valedictory Speech by Ms.Pallavi Rane, Trustee Atharva Group of Institutes and vote of thanks by Dr.Shubhi Lall Agarwal,Convener of the International Conference.

#### *PAPER PRESENTATIONS : DAY 2*

#### **WINDOW 1: SEMINAR HALL\_27Nov**



Window 1: SEMINAR HALL\_27Nov

- CODE: 26**  
**NAMES: MS. ANU BABULAL PRAJAPATI & MS. KRUTIKA RAVINDRA KORDE**  
**TITLE OF THE PAPER: A STUDY ON OPPORTUNITIES, ISSUES AND CHALLENGES OF STARTUPS IN INDIA**

Recording A AIMS ASB is presenting

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(Affiliated to University of Mumbai, Approved by AICTE, DTE & Govt. of Maharashtra, and NAAC Accredited outstation)

ATHARVA SCHOOL OF BUSINESS  
(Approved by AICTE, DTE & Govt. of Maharashtra)

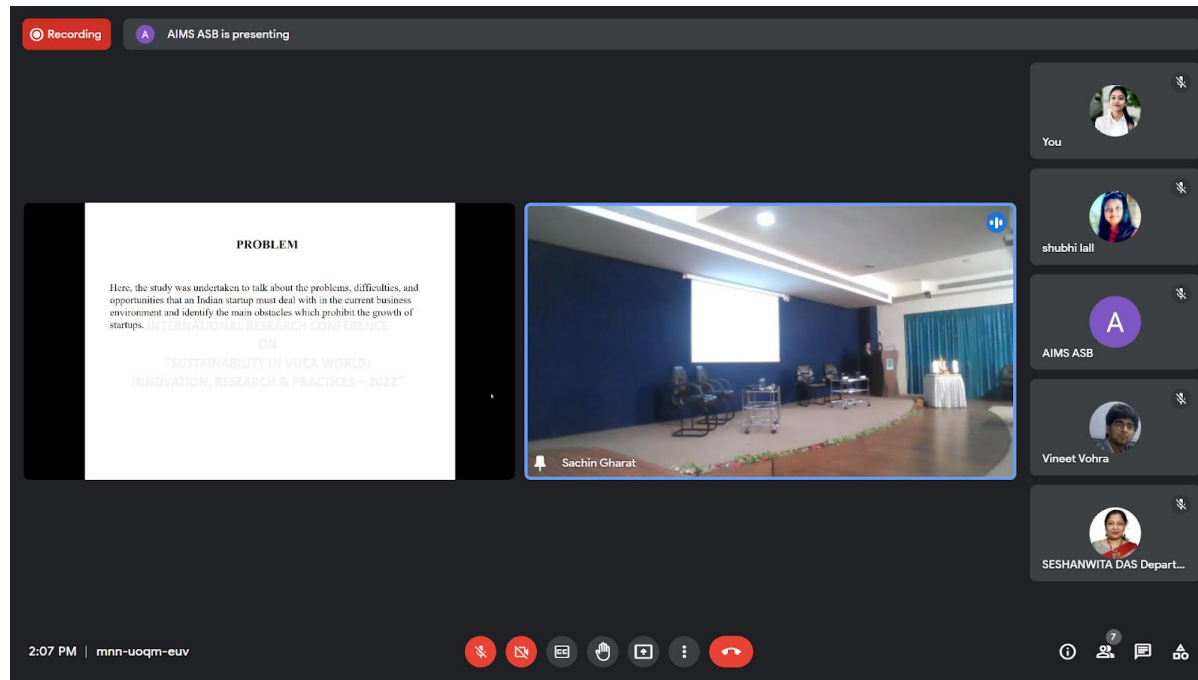
upGrad, Groww, zepto, SKY ROOT, SPINNY, Growth School, SMART MOBILITY, ditto, Simpli, rapido, Classplus, fampay, GIRUL, stanza living, ULTRAHUMAN, LIVING, ZYPP ELECTRIC

**A STUDY OF ISSUES, CHALLENGES AND OPPORTUNITIES OF START-UPS IN INDIA**

Group Member: Krutika Korde (Author)  
Anu Prajapati (Co-author)

2:06 PM | mnn-uoqm-euv

You, AIMS ASB, Sachin Gharat, SESHANWITA DAS Depart..., 2 others



The screenshot shows a Zoom meeting interface. At the top, it indicates 'Recording' and 'AIMS ASB is presenting'. The main content area is split into two parts: a presentation slide on the left and a video feed of a speaker on the right. The slide is titled 'PROBLEM' and contains the following text: 'Here, the study was undertaken to talk about the problems, difficulties, and opportunities that an Indian startup must deal with in the current business environment and identify the main obstacles which prohibit the growth of startups. INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD: INNOVATION, RESEARCH & PRACTICES - 2022"'. The video feed shows a speaker named 'Sachin Charat' in a room with a blue wall and a projector screen. On the right side, there is a vertical list of participants: 'You', 'shubhi lall', 'AIMS ASB', 'Vineet Vohra', and 'SESHANWITA DAS Depart...'. At the bottom, there is a control bar with icons for mute, video, chat, and other functions, along with the time '2:07 PM' and the meeting ID 'mnn-uoqm-euv'.

## 2. CODE: 27

**NAMES: MS. ANU BABULAL PRAJAPATI, MS. KRUTIKA RAVINDRA KORDE & MS. PREETI GAWDA**

**TITLE OF THE PAPER: SUSTAINABILITY OF EDUCATION AMONGST STUDENTS IN SOCIAL MEDIA ERA**

Recording A AIMS ASB is presenting

### OBJECTIVE OF THE RESEARCH

- To investigate how social media affects the educational attainment of young people.
- To determine the frequency with which young people utilise social networking sites.
- To ascertain the benefits that young people might receive from social networking platforms.
- To comprehend the advantages that social networking sites have given to young people.

2:15 PM | mnn-uoqm-euv

You

Sachin Gharat

AIMS ASB

SESHANWITA DAS Depart...

2 others



The screenshot shows a Zoom meeting interface. At the top, it indicates 'Recording' and 'AIMS ASB is presenting'. The main content area is split into two parts: a presentation slide on the left and a video feed on the right. The slide, titled 'OBJECTIVE OF THE RESEARCH', lists four bullet points: 'To investigate how social media affects the educational attainment of young people.', 'To determine the frequency with which young people utilise social networking sites.', 'To ascertain the benefits that young people might receive from social networking platforms.', and 'To comprehend the advantages that social networking sites have given to young people.' The video feed shows Sachin Gharat in a conference room setting. On the right side, a vertical list of participants includes 'You', 'shubhi lall', 'Vineet Vohra', 'AIMS ASB', and 'SESHANWITA DAS Depart...'. At the bottom, the time is 2:16 PM and the meeting ID is mnn-uqgm-euv. Standard Zoom controls for mute, video, chat, and call are visible at the bottom center.

### 3. CODE: 28

**NAMES: MS. SAPNA SANJAY GUPTA**

**TITLE OF THE PAPER: HUMAN RESOURCE MANAGEMENT PRACTICES FOR SUSTAINABLE BUSINESS GROWTH**

Recording A AIMS ASB is presenting



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## HUMAN RESOURCE MANAGEMENT PRACTICES FOR SUSTAINABLE BUSINESS GROWTH

### ATHARVA SCHOOL OF BUSINESS

**Sapna Gupta**  
**PGDM BATCH 2022-24**

2:24 PM | mnn-uoqm-euv

Icons: Microphone, Video, Chat, Hand, Screen, More, End Call

Participants: You, Sachin Gharat, AIMS ASB, SESHANWITA DAS Depart..., 2 others

Icons: Info, People, Chat, Screen

  
DIRECTOR  
Atharva Institute of Management Studies  
MUMBAI-95.



The screenshot shows a Zoom meeting interface. At the top, it indicates 'Recording' and 'AIMS ASB is presenting'. The main content area is split into two parts: on the left, a presentation slide titled 'ABSTRACT' from Atharva Institute of Management Studies and Atharva School of Business. The slide lists several points about human resource practices and includes keywords like efficiency, effectiveness, and cost management. On the right, a video feed shows a stage with a screen and a person named Sachin Gharat. To the right of the video feed is a vertical list of participants: 'You', 'shubhi lall', 'Vineet Vohra', 'AIMS ASB', and 'SESHANWITA DAS Depart...'. At the bottom, there is a toolbar with icons for mute, video, chat, and other meeting controls, along with the time '2:24 PM' and a meeting ID 'mnn-uoqm-euv'.



#### 4. CODE: 29

**NAMES: MR. SURAJ PRAMOD RAM, MS. AISHWARYA VINAYKUMAR PATHRIKAR &MS. APOORVA JOSHI**

**TITLE OF THE PAPER: SUSTAINABLE VENTURE CAPITAL- A CATALYST FOR SUSTAINABLE STARTUP**

Recording A AIMS ASB is presenting

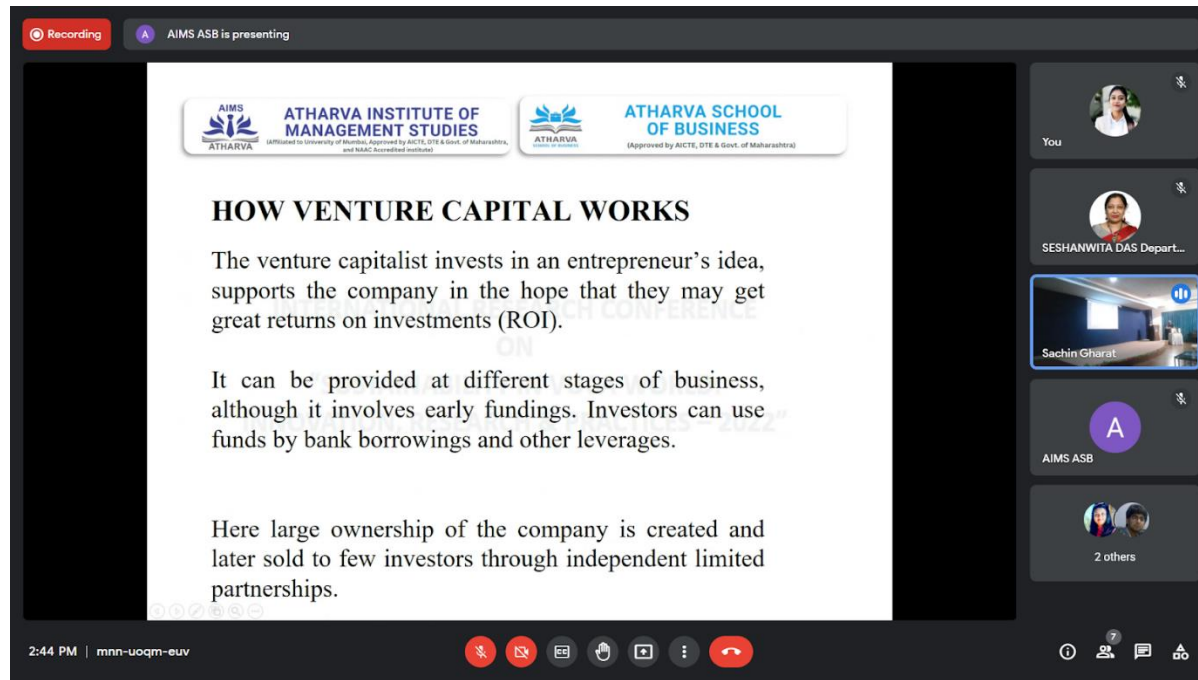
Press Esc to exit full screen



- **INTRODUCTION**
- Private equity financing.
- Newly emerging businesses.
- Risk taking.
- Growth potential
- Innovation to the society.
- Wealthy investors, Investment bankers, and other financial institutions.

2:41 PM | mnn-uoqm-euv

Participants: You, SESHANWITA DAS Depart..., Sachin Gharat, AIMS ASB, 2 others



The screenshot shows a Zoom meeting interface. The main content is a slide titled "HOW VENTURE CAPITAL WORKS". The slide text reads: "The venture capitalist invests in an entrepreneur's idea, supports the company in the hope that they may get great returns on investments (ROI). It can be provided at different stages of business, although it involves early fundings. Investors can use funds by bank borrowings and other leverages. Here large ownership of the company is created and later sold to few investors through independent limited partnerships." The slide also features logos for "ATHARVA INSTITUTE OF MANAGEMENT STUDIES" and "ATHARVA SCHOOL OF BUSINESS". The Zoom interface includes a "Recording" indicator, a list of participants (You, SESHANWITA DAS Depart..., Sachin Gharat, AIMS ASB, 2 others), and a bottom toolbar with icons for mute, video, chat, and other functions. The time is 2:44 PM and the meeting ID is mnn-uoqm-ouv.

## 5. CODE: 31

**NAMES: MR. KISHAN SHRIVASTAV & MS. PRAPTI RATHOD**

**TITLE OF THE PAPER: SUSTAINABLE BUSINESS MODEL- MEDICINE FOR MOTHER EARTH**



**6. CODE: 25**

**NAMES: MR. AYUSH KEJRIWAL, MR. PRANSHU SUNIL SHINDE, MR. VINEET VOHRA & DR. SHUBHI LALL AGARWAL**

**TITLE OF THE PAPER: SUSTAINABILITY IN VUCA WORLD THROUGH E-GOVERNANCE**

Recording | shubhi lall is presenting

**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
Approved by AICTE, ETE & Govt. of Maharashtra

**ATHARVA SCHOOL OF BUSINESS**  
Approved by AICTE, ETE & Govt. of Maharashtra

**NMIMS**  
Narsee Monjee Institute of Management Studies

### Sustainability in VUCA World through E-Governance

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**Mr. Pranshu Sunil Shende**  
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**Mr. Vineet Vohra**  
Student, MBA in Business Analytics, Narsee Monjee Institute of Management Studies Global, Mumbai, India  
[VineetVr.nmims@gmail.com](mailto:VineetVr.nmims@gmail.com)

Sachin Gharat

You

SESHANWITA DAS Depart...

Vineet Vohra

pranshu shende

3 others

3:22 PM | mnn-uoqm-euv

Recording | shubhi lall is presenting

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NMIMS UNIVERSITY

**Sustainability in VUCA World through E-Governance**

**Mr. Ayush Kejriwal**  
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**Mr. Pranshu Sunil Shende**  
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**Mr. Vineet Vohra**  
 Student, MBA in Business Analytics, Narsee Monjee Institute of Management Studies Global, Mumbai, India  
[Vineetvhr.nmims@gmail.com](mailto:Vineetvhr.nmims@gmail.com)

3:23 PM | mnn-uoqm-euv

Participants: You, Sachin Gharat, SESHANWITA DAS Depart..., Vineet Vohra, 4 others

## Window 2: CLASSROOM 27Nov

7. CODE: 37

NAMES: MR. ALOK KUMAR ASHOK SAHU, MR. ANAND NARBDESHWAR PANDEY & MR. SHRI KARTHIK VENKATRAMAN SHETTIYAR

TITLE OF THE PAPER: METAVERSE: AN EXTENDED UNIVERSE

The screenshot shows a Google Meet window with a presentation slide. The slide features the logos of Atharva Institute of Management Studies and Atharva School of Business at the top. The main title is "METAVERSE: AN EXTENDED UNIVERSE" in a stylized font. Below the title is a list of team members: SHRI KARTHIK SHETTYAR – PG42, SAHIL J. SHAH – PG40, ALOK SAHU – PG35, and ANAND PANDEY – PG25. To the right of the text is an image of a person wearing a VR headset. The Meet interface includes a recording indicator, a list of participants (Priyanka Galkwad, Arjun Choudhary, Shubhi Ial 2, and You), and a bottom toolbar with various controls. The Windows taskbar is visible at the bottom of the screen.

## 8. CODE: 38

**NAMES: MR. RIDESH DILIP GUJRAL, MR. SHUBHAM SANTOSH PITLIYA, MR. ATUL ASHOK PANIGRAHI & MS. SANJUKTA GAVALI**

**TITLE OF THE PAPER: REVIEW PAPER ON GOODS AND SERVICE TAX**



**9. CODE: 39**

**NAMES: MR. PARAG VIVEKANAND SHARMA**

**TITLE OF THE PAPER: SCOPE OF ARTIFICIAL INTELLIGENCE IN STOCK MARKET**



Meet - gcb-cvfh-goj

meet.google.com/gcb-cvfh-goj?pli=1&authuser=0

Recording

Shubhi Ial 2 is presenting

ATHARVA ATHARVA ATHARVA

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Atharva Institute of Management Studies, Mumbai

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Atharva School of Business, Mumbai

**SCOPE OF *Artificial Intelligence (AI)* IN THE STOCK MARKET**

Parag Sharma  
PGDM, Student at Atharva School of Business, Batch 2022-24, Mumbai.  
Email: parag14sharma@gmail.com

Priyanka Galkwad

Arjun Choudhary

Shubhi Ial 2

You

Shubhi Ial 2 joined

2:52 PM | gcb-cvfh-goj

Type here to search

32°C Smoke

2:52 PM 11/27/2022

**10.CODE: 40**

**NAMES: MS. HEMA SIKANDAR GUPTA, MS. AJEESHA ASHRAF CHUNDAKATT, MS. SAPNA SANJAY GUPTA & MS. GANDHALI YADAV**

**TITLE OF THE PAPER: WORLD CLASS MANUFACTURING**

The screenshot shows a Google Meet window with a presentation slide and a grid of participants. The slide is titled "ABSTRACT" and lists the following points:

- Attaining good quality by along with minimal cost incurred.
- Time and money can be saved by transforming traditional methods with modern techniques
- Increase in speed of growth, by the implications of zero defect and zero accidents, by minimizing waste along with complete customer satisfaction.
- Keywords:* Productivity, transformation, customer satisfaction, growth and six sigma concept.

The participant grid includes:

- Priyanka Galkwad (muted)
- Arjun Choudhary
- Shubhi lall 2 (muted)
- You (presenting)

At the bottom of the slide, logos for "ATHARVA INSTITUTE OF MANAGEMENT STUDIES" and "ATHARVA SCHOOL OF BUSINESS" are visible. The meeting interface shows "Recording" is on, and the time is 3:00 PM on 11/27/2022.

Recording | Shubhi Ial 2 is presenting

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# WORLD CLASS MANUFACTURING

## ATHARVA SCHOOL OF BUSINESS

Sapna Gupta  
Hema Gupta  
Ajeesha Chundakatt  
Gandhali Yadav

PGDM BATCH 2022-24

2:59 PM | gcb-cvfh-goj

Participants: Priyanka Galkwad, Arjun Choudhary, Shubhi Ial 2, You

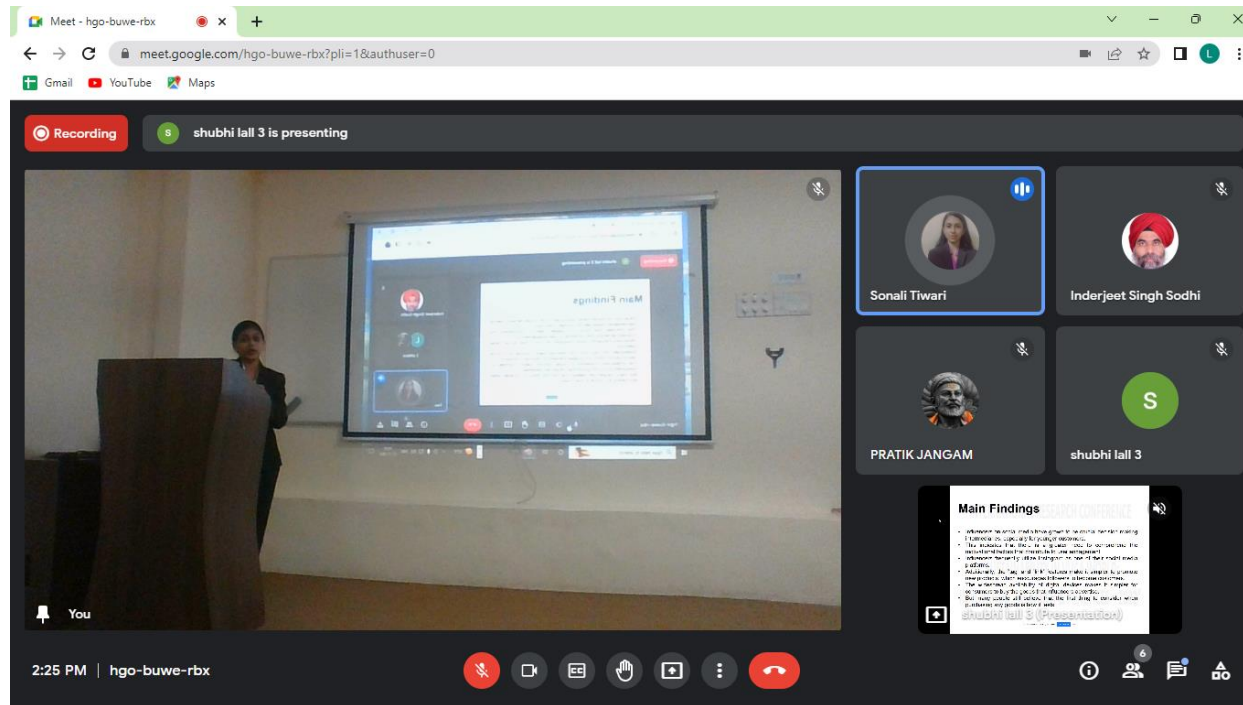
System tray: 32°C Smoke, 2:59 PM 11/27/2022

### Window 3: CLASSROOM 27Nov

11. CODE: 43

NAMES: MS. PAYAL VISHWANATH PIMPLE

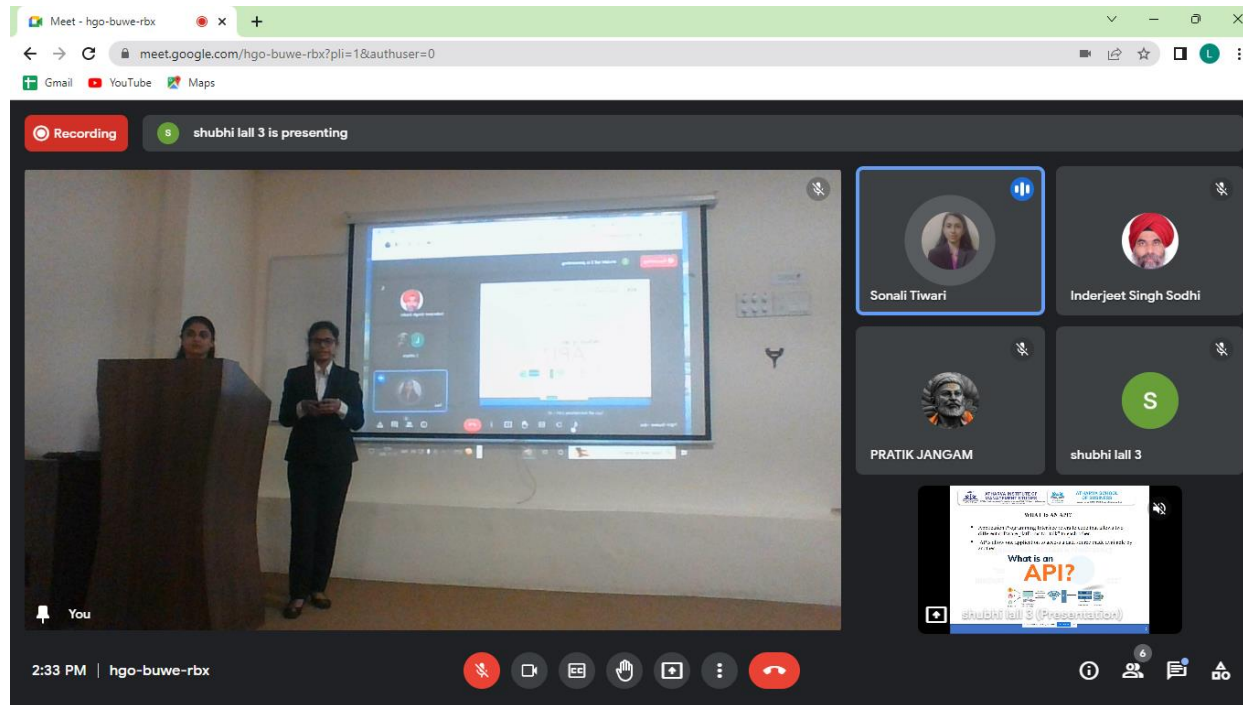
TITLE OF THE PAPER: THE IMPACT OF INFLUENCER MARKETING ON CONSUMER BUYING BEHAVIOUR



**12. CODE: 48**

**NAMES: MS. VRUTIKSHA SHAH, MS. SIDDHI RAWAL, MS. JIDNYASA TANDEL & MUSKAN JOSHI**

**TITLE OF THE PAPER: IMPACT OF APPLICATION PROGRAMMING INTERFACE IN STOCK MARKET**



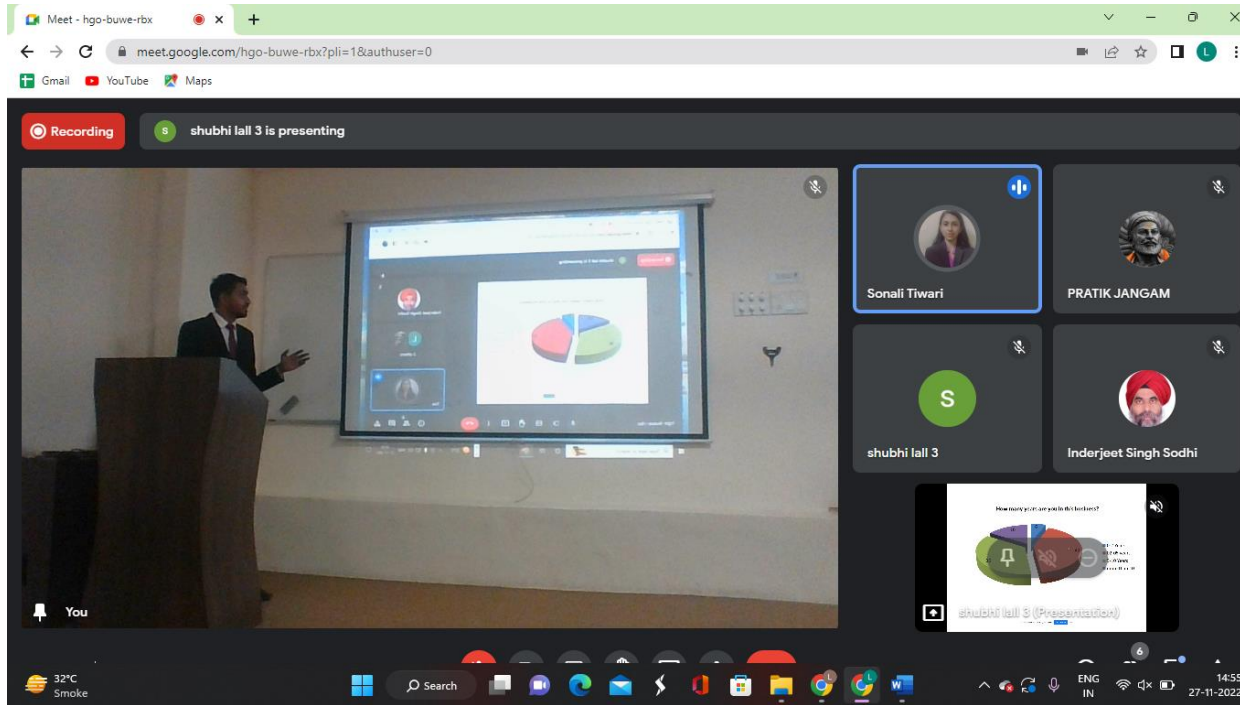
### 13. CODE:

NAMES: MR. ABHISHEK PATIL

**TITLE OF THE PAPER: Restaurant owners' satisfaction level with online food ordering services in the mumbairegion:a study**

The study was based on the satisfaction of restaurant owners towards application and the research is primary research and concluded that the restaurants are not much satisfied with the services as they are charging high commission charges to the restaurants and also not providing the data of customers.





The study was based on the satisfaction of restaurant owners towards application and the research is primary research and concluded that the restaurants are not much satisfied with the services as they are charging high commission charges to the restaurants and also not providing the data of customers.

*ONLINE ATTENDANCE DAY 0: 25 NOVEMBER 2022 (CORE COMMITTEE PRESENTATIONS)*

DOWNLOADED FROM [researchconference@atharvaco.ac.in](mailto:researchconference@atharvaco.ac.in)

First name	Last name	Email	Duration	Time joined	Time exited
AIMS	ASB	researchconference@atharvaco.ac.in	1 hr 5 min	4:16 PM	5:21 PM
Vaibhav	Bhatnagar	vaib*****@***.com	34 min	4:47 PM	5:21 PM
Sachin	Gharat	sach*****@***.in	57 min	4:24 PM	5:21 PM
Abhijeet	Gomsale	abhi*****@***.in	19 min	5:02 PM	5:21 PM

Ekta	Lanjewar	ekta*****@***.in	25 min	4:55 PM	5:21 PM
Sayali	Patil	saya*****@***.in	54 min	4:27 PM	5:21 PM
Ruchi	Sharma	ruch*****@***.com	15 min	5:06 PM	5:21 PM
Mayuri	Waghmare	mayu*****@***.in	19 min	5:02 PM	5:21 PM

### ONLINE ATTENDANCE DAY 1: 26 NOVEMBER 2022

First name	Last name	Email	Duration	Time joined	Time exited
Unnamed device			5 hr 10 min	9:38 AM	4:33 PM
Dr. Sangeeta Trott	(Professor-Marketing, Kharghar)	sang*****@***.edu	3 hr 2 min	1:27 PM	4:30 PM
DENNIS JOSE	22221017	denn*****@***.in	54 min	2:26 PM	3:19 PM
JOEL SUNNY	22221031	joel**@***.in	12 min	3:26 PM	3:38 PM
MOHAMMAD SHAAD	22221041	moha*****@***.in	34 min	2:55 PM	3:29 PM
AIMS	ASB	researchconference@atharvaco e.ac.in	7 hr 18 min	9:19 AM	4:36 PM
shivani	barkiya	shiv*****@***.com	1 hr 5 min	2:31 PM	3:38 PM
Oscar	Crawford	osca*****@***.com	1 hr 21 min	1:46 PM	3:07 PM
shilpi	dey	deys*****@***.com	1 min	1:24 PM	1:26 PM
Sachin	Gharat	sach*****@***.in	7 hr 4 min	9:32 AM	4:36 PM
Sandeep	Jain	sjai*****@***.com	18 min	1:22 PM	2:25 PM
Renu	Jaiswal	renu*****@***.com	1 min	11:08 AM	11:09 AM
Rajesh	Jamwal	raje*****@***.com	1 hr 18 min	3:14 PM	4:31 PM
shubhi	lall	shub*****@***.in	7 hr 16 min	9:20 AM	4:36 PM
Shubhi	Lall	shub*****@***.com	2 min	1:49 PM	1:52 PM
AIMS	Library	libr***@***.in	5 hr 48 min	10:07 AM	3:55 PM
Shefali	Magdum	shel*****@***.com	48 min	1:36 PM	2:24 PM
Vanshika	Malhotra	vans*****@***.com	2 hr 7 min	1:53 PM	4:04 PM
Prof. Vikas Pareek	MGCU Bihar	vika*****@***.in	1 hr 7 min	11:02 AM	12:16 PM

Shilpa	Narang	shil*****@***.com	2 hr	2:26 PM	4:26 PM
Sayali	Patil	saya*****@***.in	7 hr 3 min	9:31 AM	4:34 PM
Pallavi	Rane - Vagal	pall*****@***.com	1 hr 2 min	2:10 PM	3:17 PM
Dr.Abhijit	Sarkar	abhi*****@***.com	1 hr 9 min	11:59 AM	2:55 PM
Sarmistha	Sarma	suns*****@***.com	2 hr 53 min	1:34 PM	4:29 PM
Om	Sharma	trid*****@***.com	2 hr 3 min	2:00 PM	4:33 PM
Adwin	Varghese	adwi*****@***.com	2 hr 17 min	2:10 PM	4:29 PM
Deepak	Waikar	dlwa****@***.com	2 hr 41 min	9:43 AM	12:24 PM

### ONLINE ATTENDANCE DAY 2: 27 November 2022

First name	Last name	Email	Duration	Time joined	Time exited
Unnamed device			5 hr 24 min	10:01 AM	3:51 PM
AIMS	ASB	researchconference@atharvacoe.ac.in	6 hr 35 min	9:17 AM	3:52 PM
Devershi Pallavi	Bhatt	pall*****@***.com	56 min	10:10 AM	11:06 AM
SESHANWITA DAS	Department Of COMMERCE NCR	sesh*****@***.in	1 hr 56 min	1:52 PM	3:48 PM
Sachin	Gharat	sach*****@***.in	6 hr 22 min	9:29 AM	3:51 PM
Rajesh	Jamwal	raje*****@***.com	47 min	10:14 AM	12:29 PM
Ayush	Kejriwal	kejr*****@***.com	24 min	3:27 PM	3:52 PM
shubhi	lall	shub*****@***.in	6 hr 30 min	9:22 AM	3:52 PM
Sayali	Patil	saya*****@***.in	6 hr 22 min	9:29 AM	3:51 PM
Pallavi	Rane - Vagal	pall*****@***.com	8 min	3:22 PM	3:30 PM
pranshu	shende	pran*****@***.com	54 min	2:58 PM	3:52 PM
Inderjeet Singh	Sodhi	inde*****@***.com	11 min	3:28 PM	3:45 PM
Vineet	Vohra	vine*****@***.com	1 hr 55 min	1:57 PM	3:52 PM

### ONLINE MEETINGS OF THE STUDENTS AND ALUMNI





PICTURE GALLERY



Mr Sachin Rane





Mr. Sandeep Jain, Moderator



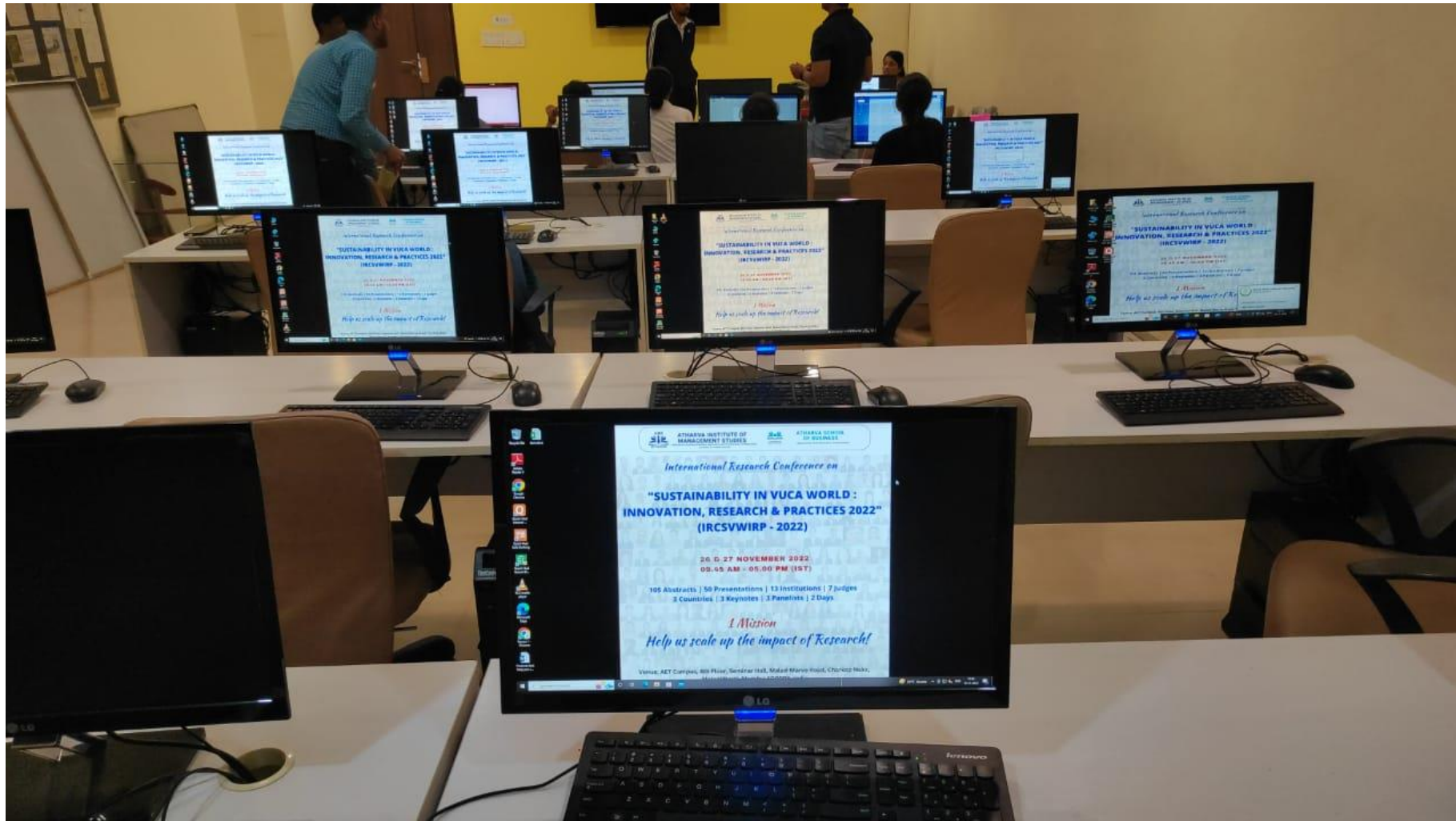
MS. Ekta Garani, Student MMS and Member Core Committee



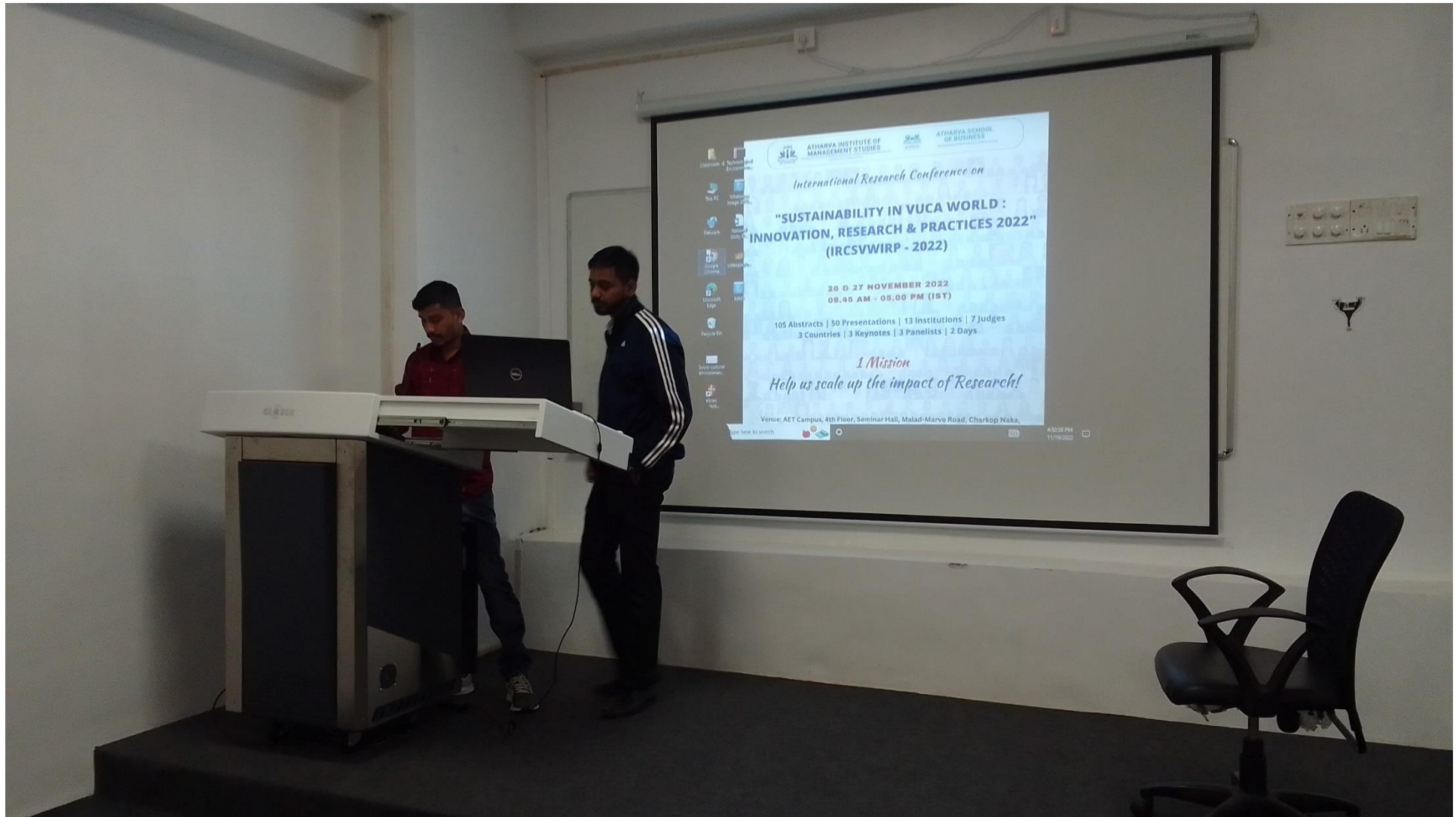


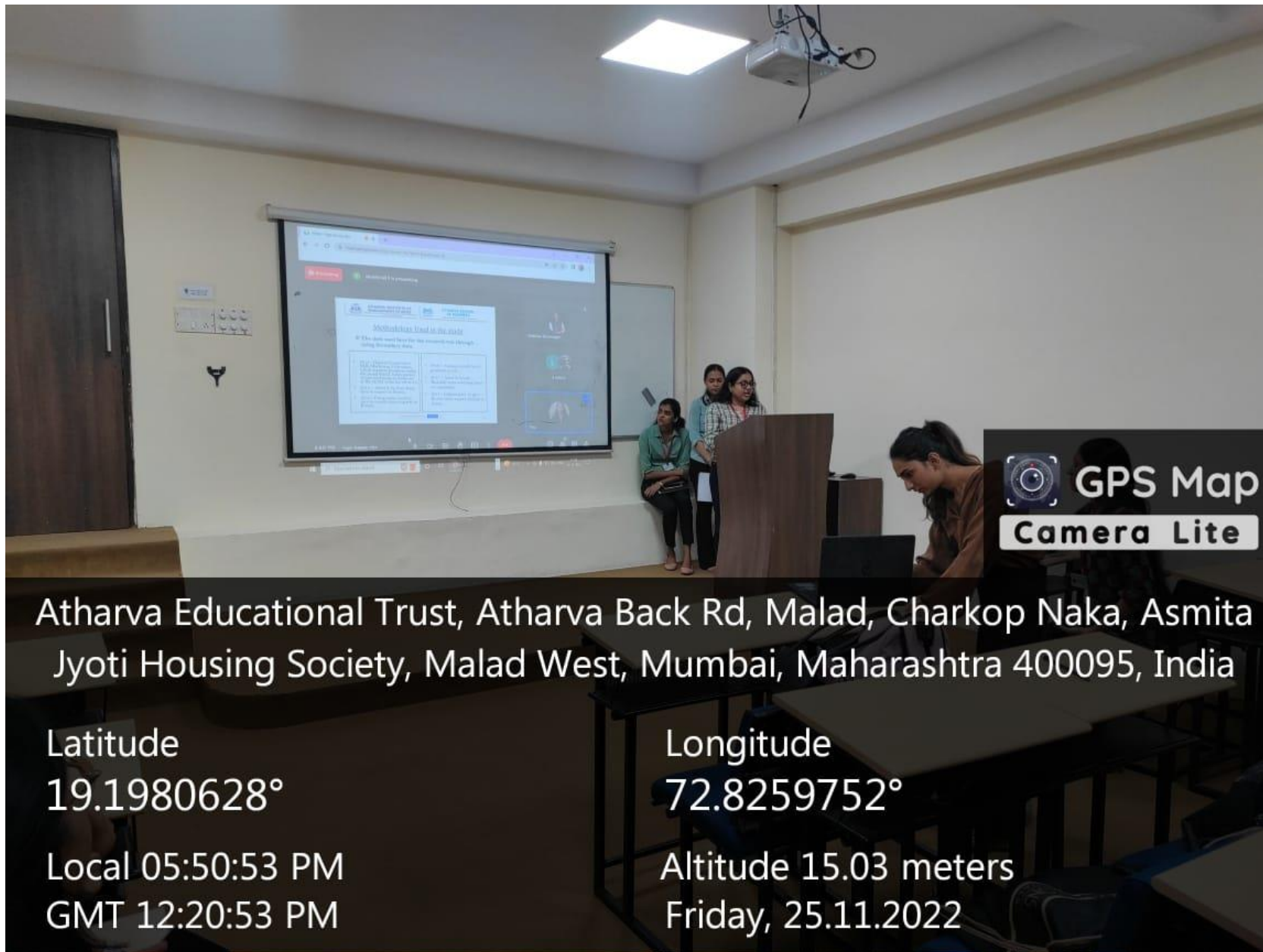




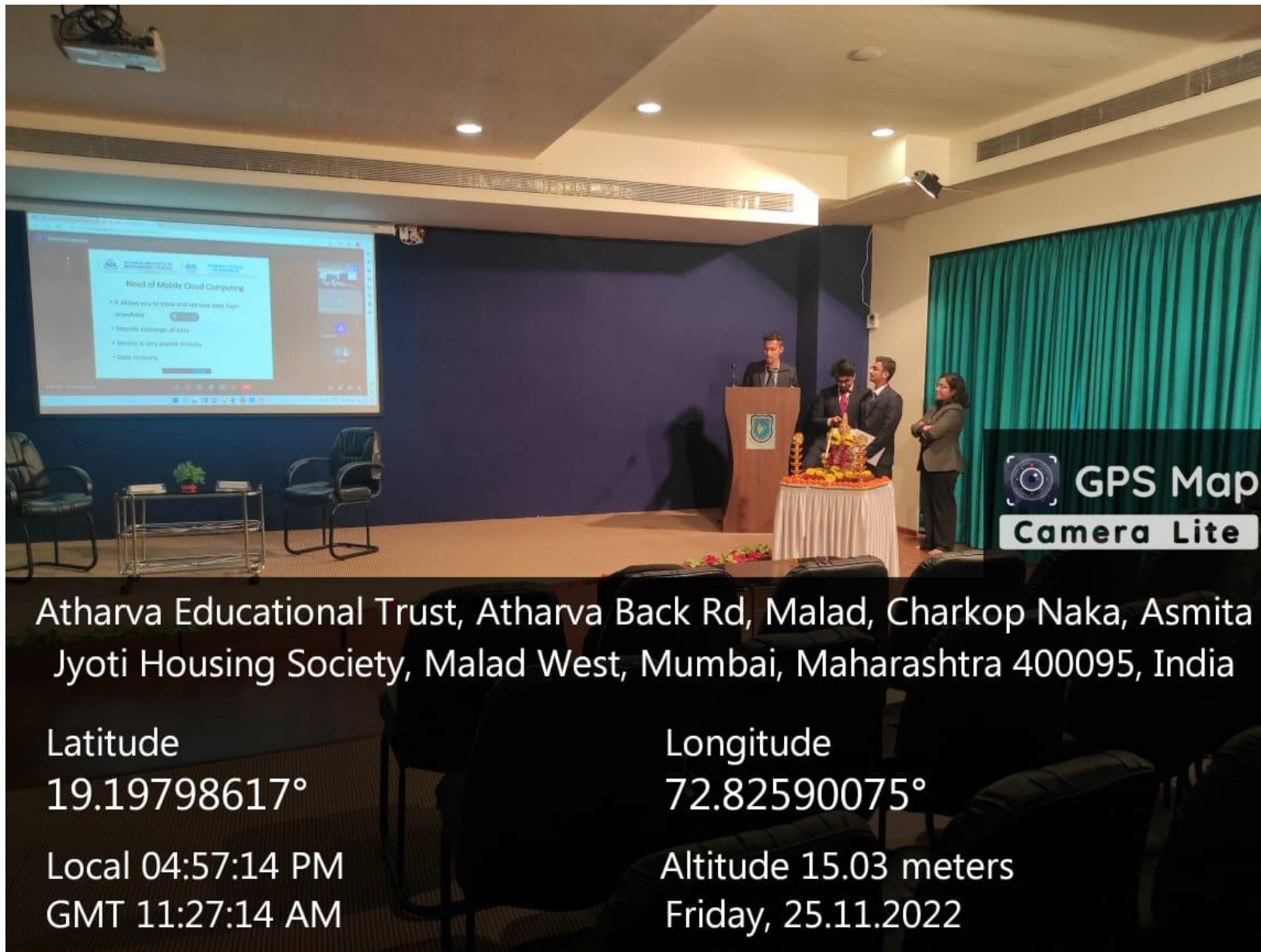












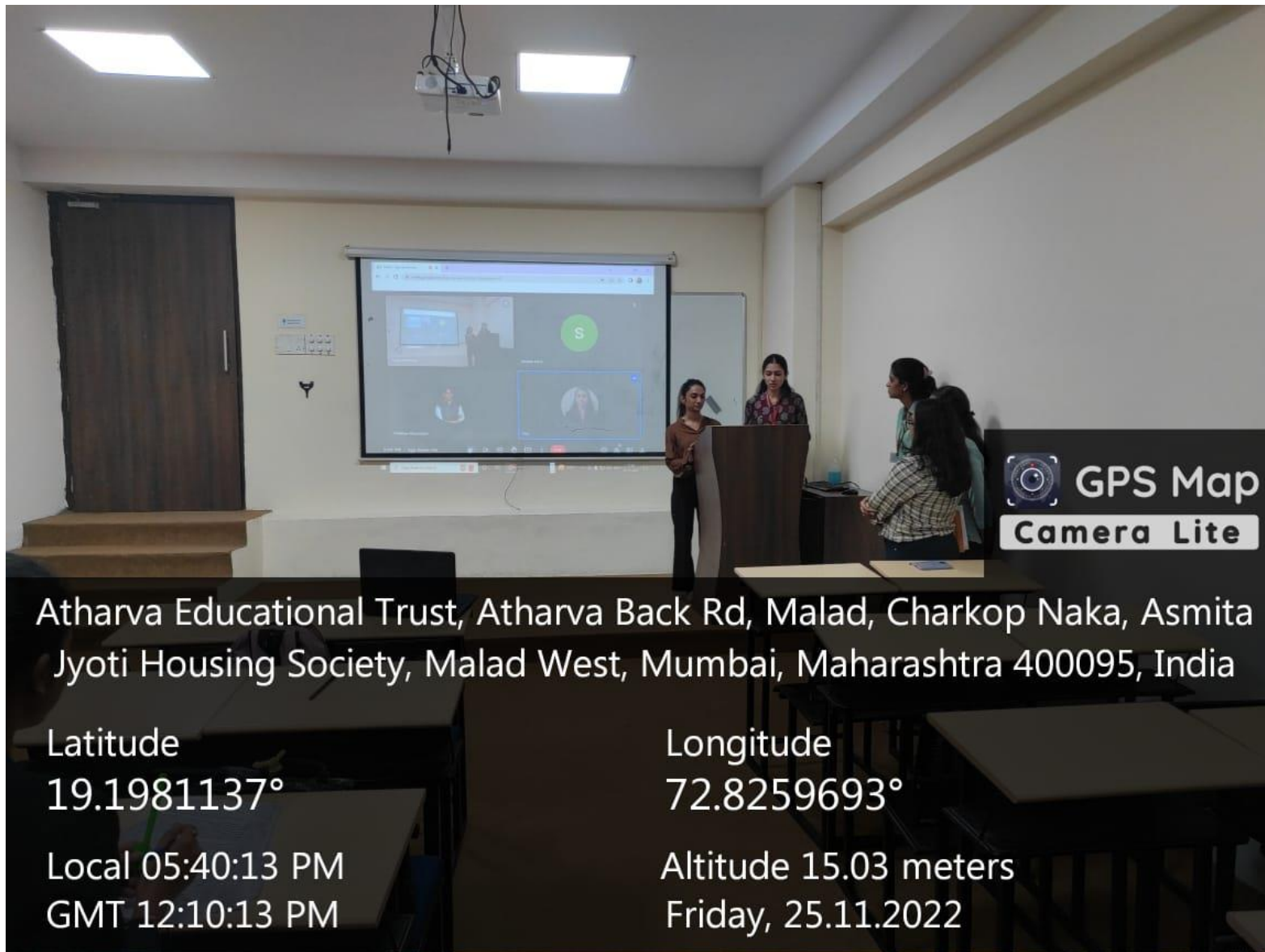
Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India

Latitude  
19.19798617°

Longitude  
72.82590075°

Local 04:57:14 PM  
GMT 11:27:14 AM

Altitude 15.03 meters  
Friday, 25.11.2022











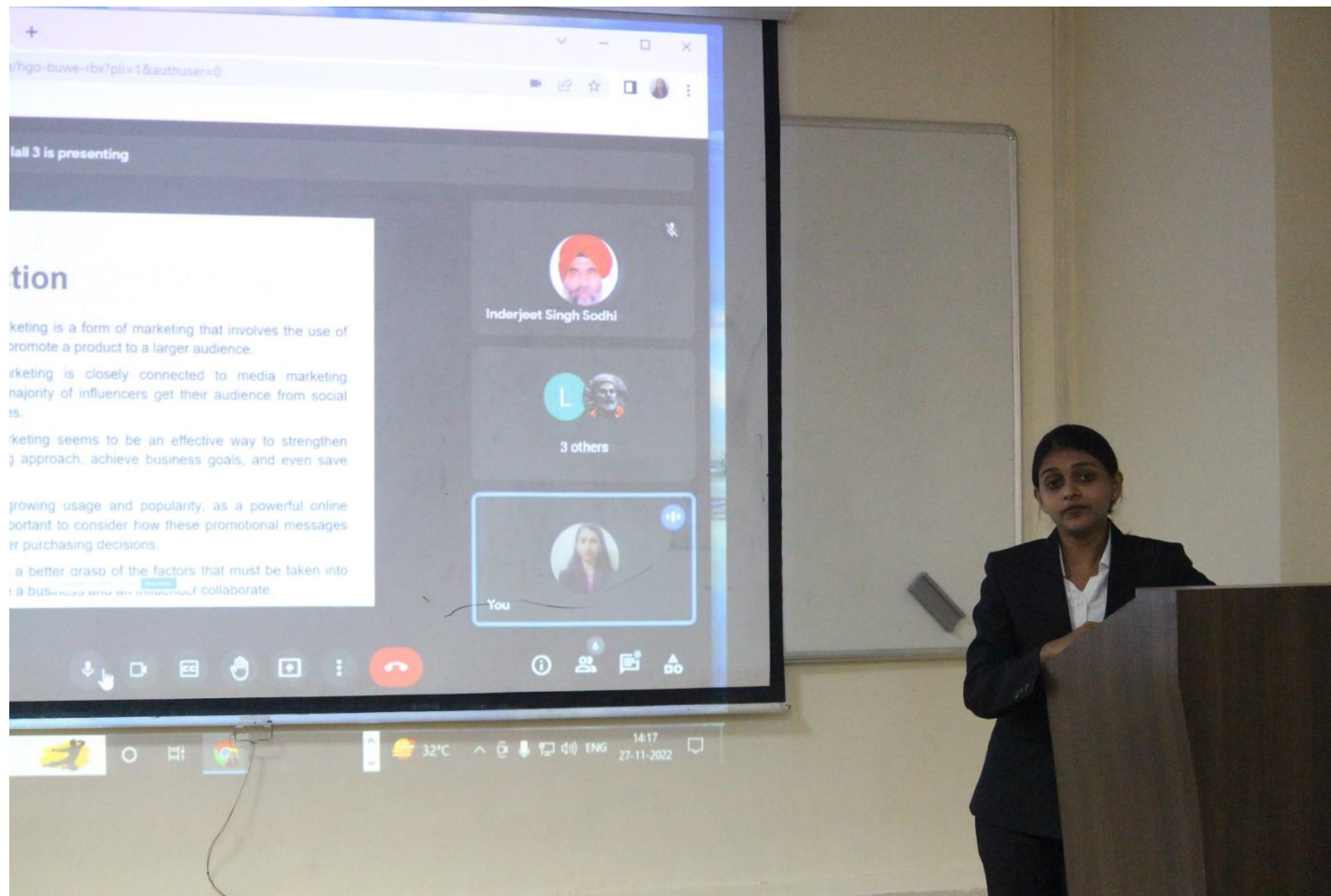
















































# SAMPLE CERTIFICATES

  
DIRECTOR  
Atharva Institute of Management Studies  
MUMBAI-95.







## CERTIFICATE

This is to certify that

***Dr Sudhir Purohit***

has coordinated research conference,

introduced Keynote speakers and managed rescheduling of the Plenary Session

in International Research Conference on

“Sustainability in Vuca World : Innovation, Research & Practices” ( IRCSVWIRP 2022 )

held on 26th & 27th November 2022. This online conference was organized by

***Atharva Institute of Management Studies, Mumbai &***

***Atharva School of Business, Mumbai***

*in association with*

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Convener

**Dr Harshita Kumar**  
Director, ASB

**Dr. Harish Kumar S Purohit**  
Director, AIMS



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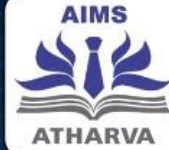
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**Dr Harshita Kumar**  
Director, ASB

**Dr. Harish Kumar S Purohit**  
Director, AIMS





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Director, ASB

**Dr. Harish Kumar S Purohit**  
Director, AIMS





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in International Research Conference on

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&



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(Approved by AICTE, DTE & Govt. of Maharashtra)

*presents*

# INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD : INNOVATION, RESEARCH & PRACTICES"

NOVEMBER 26, 2022 (SATURDAY)  
NOVEMBER 27, 2022 (SUNDAY)

**AET CAMPUS**

Malad-Marve Road, Charkop Naka, Malad (West), Mumbai - 400 095, Maharashtra, India

ATHARVA





# ABOUT US

## ATHARVA INSTITUTE OF MANAGEMENT STUDIES

At Atharva, we believe in creating value through continuous effort to build up future managers. The journey of Atharva Institute of Management Studies (AIMS) began in the year 2003 with our Executive President, Mr. Sunil Rane who envisaged the need for the Quality and Value Education. Mr. Sunil Rane believes in sensitizing the students. The purpose of AIMS is to create, develop, and nurture a sustainable environment for business managers, who in turn will provide a sustainable solution to complex situations and create corporate global citizens to create sensitivity through a sustainable environment.


Mr. Sunil Rane has humanized the brand AIMS through his belief in excellence by pursuing his vision "Excellence in Education" by empowering students' development. AIMS started with merely 25 students in 2003, which is now ranging to a strength of 300 students per year under our flagship programs affiliated to University of Mumbai viz. Masters in Management Studies(MMS) and three years Management Program for working executives in Finance, Marketing & HR. AIMS has set quite a few benchmarks in the industry and across the Nation by introducing the corporate concept of Mentor-Mentee Program, Stock Market Simulation Program, IT Awareness Program 'IT Talks', E-Cell, Leadership Talks, Alumni Speaks, Expert Talks, International Research Conference and Live Projects with reputed brands.

## ATHARVA SCHOOL OF BUSINESS

At Atharva School of Business(ASB), we believe in creating value through continuous efforts to build up future Managers & Leaders with a new and practical approach. Atharva School of Business has started a flagship programme, Post Graduate Diploma in Management(PGDM). Its multi-disciplinary approach offers a fine blend of General Management & Functional Specialization in Finance, Marketing, Human Resource, Operations & Information Technology approved by AICTE. With a strong emphasis on Acquisition, Application and Assimilation of knowledge: this programme focuses on creating the confident and strong managers of tomorrow. ASB also went onto set quite a few benchmarks in the industry under the guidance of the Director of ASB, Dr. Harshita Kumar by introducing the corporate concept of ASB-MAP (Mentor Accelerated Programme), Mentor-Mentee Programme, promoting cross Functional Leadership, Stock Market, Simulation Programme, Mentor Accelerated Programme and Live Projects with reputed companies.

## AET CAMPUS

Malad-Marve Road, Charkop Naka, Malad (West), Mumbai - 400 095, Maharashtra, India



ATHARVA

# FROM OUR PATRONS



**Shri Sunil Rane**

Executive President,  
Atharva Group of Institutes

Atharva believes in creating value through continuous efforts to build up future Managers. The efforts started in 2003 when our Executive President, Mr. Sunil Rane created an educational brand Atharva Institute of Management Studies. The purpose of the brand was to create, develop and provide business managers to provide solutions to complex business situations. Mr. Sunil Rane has humanized the brand AIMS through his belief in excellence by pursuing his vision "Excellence in Education" by empowering students' development. AIMS runs two flagship programs viz. Masters in Management Studies (MMS) and Part-time MMS in Finance (MFM), Marketing (MMM) & Human Resource Management (MHRDM) affiliated to the University of Mumbai and approved by AICTE.



**Ms Varsha Rane**

Vice Chairman, Atharva Foundation,  
Trustee - Atharva Group of institutes

We have a vision to build up excellent center of Technical and Professional Education coupled with Industrial Interaction. This will be structured with the Academic Excellence that the institution has set for itself. The Institute is committed to highlight the fundamental values in life by directing our students to achieve excellence in their fields. I wish luck to all the participants for the International Research Conference and hope that this conference will scale the magnitude of Research in their minds and they will work for our society after participating in our Conference.



**Ms Pallavi Rane**

Trustee,  
Atharva Group of Institutes

Atharva believes in Excellence in Education with our deep roots in Research, Technology and Innovation have moved further towards "Learning beyond Education". Creating a sustainable future for Business Education requires the cultivation of meaningful relationships with Business Partners & Communities, built on trust and action. I am heartened that AIMS & ASB today reflects a holistic Educational System that brings both Educational Best Practices and real-life Corporate exposure to give its students the right mix of management inputs for them to emerge as Industry relevant Managers. AIMS & ASB is proud to convene an International Conference on Sustainability in order to explain how Higher Education and Business Experts can sustain in the market and work for the benefit of the society and the planet. I welcome you all to this Hybrid International Conference.

# FROM THE DIRECTOR'S DESK

## ATHARVA INSTITUTE OF MANAGEMENT STUDIES



**Dr. Harish Kumar S. Purohit**  
Director

We at Atharva Institute of Management Studies (AIMS), always strive for Excellence in Academics reinforced with Research. The present "International Research Conference on Sustainability in VUCA World: Innovation, Research & Practices" is another step in that direction. We look forward to meaningful contributions by Researchers from both the Academicians and corporate practicing world to share their work/thoughts with peers on this platform. I am quite confident that this conference will be a win-win proposition for all the stakeholders. We commit to provide the best environment during the conference and look forward to seeing you there.

## ATHARVA SCHOOL OF BUSINESS



**Dr. Harshita Kumar**  
Director

Dear Researchers,  
It is my immense pleasure to welcome you all at International Research Conference on "Sustainability in VUCA World :Innovation, Research & Practices" on 26th & 27th November 2022. This Conference will provide you an opportunity for the meeting of International Researchers, Management Faculty & Specialist from various domain. I hope the eminent Speakers will cover the theme in an innovative manner from different perspectives. I am sure that this conference will offer solutions to major topics/ issues. I am also thankful to the supporting organizations which have provided support to this conference. Please accept my personal invite to come and join this conference and I wish all of you great success in future endeavors. Happy Researching!!

# ABOUT THE INTERNATIONAL CONFERENCE

International Research Conference on Sustainability in VUCA World : Innovation, Research & Practices will focus on innovative areas in management, technology, economics and how it applies to the real world challenges. International Research Conference on **"Sustainability in VUCA World : Innovation, Research & Practices"** 2022 provides a leading international forum that brings together researchers and practitioners from diverse fields with the purpose of exploring the fundamental roles, interactions as well as practical impact of innovation. The conference programme will include paper presentations along with prominent keynote speakers and a panel discussion. After presentation in conference, the authors are encouraged to submit their improved papers to "Metamorphosis - A Journal of Management Research", published by SAGE and listed in UGC CARE.

## OUR PUBLICATION PARTNER

Metamorphosis - A Journal of Management Research, is a bi-annual, peer reviewed UGC listed Journal published by SAGE. It is dedicated to promoting the understanding of management among academics and practitioners through empirical investigation, theoretical analysis, and exchange of thoughts by rigor and relevance. The journal covers a wide range of research/ academics on all topics relevant to management. This journal is a member of the Committee on Publication Ethics (COPE). SAGE is the world's leading independent publisher. Your articles will have global reach through SAGE's principal offices in Los Angeles, London, New Delhi & Singapore. The authors can submit their papers as per the journal guidelines and policies on the online portal of Metamorphosis. Also mention that the paper was presented in "International Research Conference on **Sustainability in VUCA World : Innovation, Research & Practices - 2022**". The papers would undergo the usual screening and review process.

The details about the journal including the submission process are available at <https://journals.sagepub.com/home/met>

Disclaimer/ Plagiarism Policy: The core work carried out by the author shall be based on original ideas and shall be covered by Zero Tolerance Policy on Plagiarism. In case plagiarism is found and claimed, then it would be brought under Plagiarism Disciplinary Authority (PDA) for necessary and maximum penalty.



# ABOUT THE INTERNATIONAL CONFERENCE

## TWO STEP SCREENING PROCESS

1. The papers will be reviewed at AIMS, Mumbai by Experts. After presentation in International Research Conference on Sustainability in VUCA World : Innovation, Research & Practices - 2022, the authors can submit their improved papers as per the journal guidelines and policies on the online portal of Metamorphosis.
2. The paper presented would undergo the usual screening and review process of the Journal. The details about the journal including the submission process are available at <https://journals.sagepub.com/home/met>
3. Registration only confirms your paper presentation and attendance in the Conference.

## IMPORTANT DATES

Last Date of Registrations with Abstract	October 15, 2022
Notification for Acceptance	October 18, 2022
Date of Submission of Camera Ready-Paper	November 2, 2022
Date of Conference	November 26, 2022 & November 27, 2022

# INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD : INNOVATION, RESEARCH & PRACTICES" - 2022

## SUGGESTED THEMES

### SYSTEMS

- Green Computing
- Sustainable Computing
- Green Servers
- IT Act
- Clean Energy
- Energy Efficient Algorithms
- Artificial Intelligence
- Data Analytics
- Data Mining
- Sustainable Information Systems and Management
- Cloud Computing
- Robotics
- Machine Learning
- Big Data and Data Processing Techniques
- Exploratory Data Analysis
- Management Information System
- Enterprise Resource Planning
- E-Governance
- Ethical Hacking
- Sustainable Innovation

### FINANCE

- Advances in Finance & Accounts
- Behavioral Finance
- Investment Management
- Financial Crisis, Systemic Risk & Macro Finance
- Crowd Finding & Financial Inclusion
- Quality of Financial Reporting
- Digital Transformation of Financial Services
- Green Accounting
- Taxation Policy
- Risk Management Strategies under VUCA World
- FDI & Economic Growth
- Crypto Currencies : Issues & Perspective
- Digital Payment & Private Credit Data
- Green Finance
- Blockchain in Financial Institutions & Markets
- Micro Finance
- Cost Management
- Electronic Payment System

### HUMAN RESOURCE

- Changing Dynamics of HR
- Emotional Intelligence
- Digitalization of HR
- Human Resource Management Practices for Sustainable Business Growth
- HR as Business Partner

# INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD : INNOVATION, RESEARCH & PRACTICES" - 2022

## MARKETING

- Digital Marketing
- Customer Engagement
- Social Media Marketing
- Sustainable Marketing
- B2B Marketing
- Real Time Marketing
- Artificial Intelligence & Social Media
- Marketing Innovation
- Omnichannel Marketing
- Marketing Analytics
- Content Marketing
- Ethical Marketing
- Mobile Marketing
- Tourism Marketing

## OPERATIONS

- Supply Chain Management
- Sustainable Supply Chain
- Inventory Management
- Clean Production
- Green Buying
- Bench Marking
- Green Supply Chain
- Waste Management
- Quality Management
- Six Sigma
- Materials Handling
- 5 S
- Enterprise Resourcing Planning(ERP)
- Blockchain in Supply Chain Management
- Machine Learning
- Industry 4 , Just-in-Time
- Kaizen , Kanban
- Lean Manufacturing
- World Class Manufacturing
- Zero Defect
- Spending Analysis
- Strategic Purchasing
- Sustainable Global Supply Chain
- Sustainable Logistics and Transportation

## OTHERS

- New Education Policy
- Skill Based Education
- Environment Protection
- Emotional Quotient
- Financial Literacy
- Social Responsibility
- Corporate Governance
- Group Cohesiveness
- Business Ethics
- Small Scale Industries
- Entrepreneurship and Digital Transformation

# INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD : INNOVATION, RESEARCH & PRACTICES" - 2022

## REGISTRATION DETAILS

1. The Presentation can have a maximum of ten slides.
2. Fifteen minutes (15 min) will be allotted to every presenter followed by Five minutes (5 min) for a Question & Answer Session.
3. An E-certificate will be given to the presenter for the paper presentation in the Conference.
4. The paper presentation does not confirm paper publication.

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CATEGORY	FEE
Indian Authors	Rs. 1000
International Authors	USD 50

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# INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD : INNOVATION, RESEARCH & PRACTICES" - 2022

## KEYNOTE SPEAKERS



**Dr. Deepak Waikar**

Ex-Chair, IEEE Power & Energy Society Chapter, Singapore  
Chair, IEEE Education Society Chapter, Singapore



**Dr. Vikas Pareek**

Dean, School of Computational Sciences, Information &  
Communication Technology, Mahatma Gandhi Central  
University, Motihari, District- East Champaran, Bihar, India  
[A Central University established by an Act of Parliament]



**Dr. Devershi Pallavi Bhatt**

Associate Professor & HOD, Department of Computer  
Applications, Manipal University Jaipur(MUJ), Jaipur,  
Rajasthan, India [NAAC A+ Accredited]

## PANELISTS



**Mr. Sumit Bhardwaj**

Sr. Vice President,  
CitiusTech., Mumbai, India



**Dr. Abhijeet Sarkar**

Sr. Vice-President & Country Head - Administration &  
Procurement (Sharekhan Ltd), MBA (HR), PhD (Management  
Studies), Mumbai, India



**Dr. Sachin P Rane**

Executive Vice President, Head Software Solutions  
Datamatics Global Services Limited, Mumbai, India

# INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD : INNOVATION, RESEARCH & PRACTICES" - 2022

## JUDGES



**Prof. (Dr) Inderjeet Singh Sodhi**

Head, Department of Public Administration, Dean (Research), Dean (Students' Welfare), Rajiv Gandhi National Institute of Youth Development (Institute of National Importance) Sriperumbudur, Tamil Nadu



**Prof.(Dr) Sharmishta Sarma**

Professor, Institute of Innovation in Technology and Management(IITM), Guru Gobind Singh Indraprastha University New Delhi, India



**Prof. (Dr) Sangeeta Trott**

HOD (Decision Sciences), ITM Business School, Navi Mumbai, India



**Dr. Seshanwita Das**

Associate Professor, School of Commerce, Finance & Accountancy, CHRIST (Deemed to be University), Delhi NCR, India  
Editor, Education Research & Development Association (A Not for Profit Organization)



**Dr. Tapas Das**

Associate Professor, School of Business and Management, CHRIST (Deemed to be University), Delhi NCR, India



**Dr. Vaibhav Bhatnagar**

Assistant Professor (Senior Scale), Department of Computer Applications, Manipal University Jaipur(MUJ), Jaipur, Rajasthan, India



**Prof.(Dr.) Sumit Kumar Gupta**

State Coordinator of Space Development Nexus , Vigyan Bharti (VIBHA)  
DST Coordinator Inspire Cam, Director ,Academic of Physics IIT-JEE

# INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD : INNOVATION, RESEARCH & PRACTICES" - 2022

## CONFERENCE SCHEDULE

### DAY 1 (NOVEMBER 26th, 2022)

<b>Convener's Address</b> 10.00 - 10.05 hrs	Dr. Shubhi Lall Agarwal
<b>Trustee's Address</b> 10:07-10:12 hrs	Ms. Pallavi Rane
<b>Director's Address (AIMS)</b> 10:15-10:20 hrs	Dr. Harish Kumar Purohit
<b>Keynote 1</b> 10.30 - 11.30 hrs	Dr. Deepak Waikar
<b>Keynote 2</b> 11.35 - 12.35 hrs	Prof. (Dr.) Vikas Pareek
<b>Vote of Thanks by Co-Convener</b> 12.37 - 12.40 hrs	Dr. Sudhir Purohit
12.40 - 14.00 hrs	Lunch
14.00- 16.40 hrs	Plenary Sessions for Research Paper Presentation

# INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD : INNOVATION, RESEARCH & PRACTICES" - 2022

## CONFERENCE SCHEDULE

DAY 2 (NOVEMBER 27th, 2022)

<b>Co-Convener's Address</b> 10.05 - 10.15 hrs	Dr. Sudhir Purohit
<b>Director's Address (ASB)</b> 10.17 - 10.25 hrs	Dr. Harshita Kumar
<b>Keynote 3</b> 10.30 - 11.30 hrs	Dr. Devershi Pallavi Bhatt
<b>Panel Discussion</b> 11.35 - 13.00 hrs <b>Topic:</b> Human Resource Management Practices for Sustainable Business Growth	Mr. Sumit Bhardwaj Dr. Abhijeet Sarkar Dr. Sachin P Rane
<b>Vote of Thanks by Convener</b> 13.05 - 13.20 hrs	Dr. Shubhi Lall Agarwal
13.25 - 14.00 hrs	Lunch
14.05 - 16.40 hrs	Plenary Sessions for Research Paper Presentation
<b>Valedictory Ceremony</b> 16:40 hrs	Ms. Pallavi Rane





## ORGANIZING COMMITTEE



**Dr. Shubhi Lall Agarwal**  
**Convener**

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**Co-convener**

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Ms. Prapti Rathod MMS, Batch 21-23	Ms. Kruti Shah MMS, Batch 21-23
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Ms. Sanjukta Gavali PGDM, Batch 22-24	Mr. Anush Apte PGDM, Batch 22-24

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Designed by  
Sayali Patil  
(MMS 21-23)