Dr. Pritam Singh Memorial & FORE International Management Conference (PRISM-FIMC)

November 19-21, 2025

Conference Theme: Responsible Leadership in a Disruptive World: Geo-Politics, Technology & Circularity

Pre-Conference Workshops – November 18, 2025 - FORE School of Management, New Delhi

Time and Venue	Programme Details
02:00 PM - 03:30 PM *Venue: CR 16*	Workshop on Mindfulness and Indian Knowledge Systems – Prof. Ashish Pandey, Professor, IIT, Bombay *Join Here*
03:30 PM - 04:30 PM *Venue: CR 16*	Workshop on Cutting-edge Approaches to Study Design – Prof. Sachin Kumar Mangla, Professor & Vice Dean, O. P. Jindal Global University *Join Here*
04:30 PM - 05:00 PM *Venue: Pragya Hall*	Networking and High Tea

Day 1: November 19, 2025 – Holiday Inn, Aerocity, New Delhi

Time	Programme Details
08:45 AM – 09:30 AM	**Networking & Registration**
09:30 AM – 10:45 AM	**Conference Inaugural**
09:30 AM – 09:35 AM	Lighting of the Lamp
09:35 AM – 09:45 AM	Welcome Address: Dr. Subir Verma, Director, FORE School of Management
09:45 AM – 09:55 AM	Inaugural Address: Mr. P. Dwarakanath, President, PRISM
09:55 AM – 10:20 AM	Keynote Address: Mr. Krishnan Ramachandran, MD & CEO, Niva Bupa
10:20 AM – 10:45 AM	Keynote Address: Dr. T. G. Sitharam, Chairman, AICTE

10:45 AM – 11:00 AM	**Awards and Felicitation** Dr. Pritam Singh Corporate and Academia Transformational Leadership Award Dr. Pritam Singh Corporate and Academia Lifetime Achievement Award Felicitation of Dignitaries & Partners
11:00 AM – 11:10 AM	**Book Launch: "Building a Future Ready India" –** **Dr. T. G. Sitharam**
11:10 AM – 11:20 AM	**Book Launch: "Reimagining Talent: Enabling Collective Growth for Organizations and Employees" –** **Dr. PV Ramana Murthy**
11:20 AM – 11:30 AM	**Book Launch: "Organization Resilience and Leadership Issues in the Dynamic Era"** **Edited by Deepti Dabas Hazarika, Arnab Chakraborty, Shiwangi Sharma, Apurva Anil Chauhan, Neha Yadav**
11:30 AM – 11:45 AM	**Vote of Thanks: Mr. K.S. Bakshi, Secretary, PRISM**
11:45 AM – 12:00 Noon	**High Tea**
12:00 Noon – 01:00 PM	**Corporate Panel Discussion – 1** **Topic:** *Evolution of Leaders and Leadership in the Age of Rapid Technological Disruption* **Moderator:** Dr. C. Jayakumar, Executive VP & CHRO, Larsen & Toubro **Panelists:** Mr. Anurag Malik, Partner & India Leader – People Consulting, EY Ms. Rashmi Govil, Director (HR), Indian Oil Mr. Yuvaraj Srivastava, Group CHRO, MakeMyTrip Mr. Amit Malik, President, WadzPay – Japan Asia Pacific & Australia
01:00 PM – 01:30 PM	**Special Address**: **Mr. Andreas Emser, Dean, Frankfurt School of Finance and Management, Germany** **Topic:** *Responsible Leadership from a European Perspective*
01:30 PM – 02:15 PM	**Lunch**
02:15 PM – 03:15 PM	**Corporate Panel Discussion – 2** **Topic:** *Designing the People Agenda for Organizations in Disruptive Economic, Social, and Political Environments* **Moderator:** Dr. Vipul Singh, HR Head, Lloyds Banking Group **Panelists:** Ms. Dimple Kaloya, CHRO, GCC, HSBC Mr. Sandeep Girotra, Executive Director and Group CHRO, DCM Shriram Mr. Uttam Lal, Director HR, NHPC Mr. Amit Relan, Executive Vice President, Human Resources, Axis Bank

03:15 PM – 04:15 PM	**Ambassadors' Panel** **Theme:** *Geopolitics and Geo-economics in a Transforming World* **Moderator:** Dr. Nalin Mehta, Managing Editor, MoneyControl **Panelists:** Ambassador Dilip Sinha, IFS, Former Ambassador and Permanent Representative of India to the UN (Geneva) Ambassador Arun Singh, IFS, Former Ambassador to the USA Ambassador Debnath Shaw, IFS, Former Ambassador to Azerbaijan and High Commissioner to Tanzania
04:15 PM – 04:40 PM	**ELC Competition Overview: Mr. R. Anand** **Presentation of ELC Awards: Dr. S.Y. Siddiqui & Dr. H. Chaturvedi**
04:40 PM – 04:50 PM	**Closing Remarks: Dr. Asha Bhandarker, Professor, School of Management, Mahindra University**
04:50 PM Onwards	**Networking Tea**

Day 2: November 20, 2025 – FORE School of Management, New Delhi

Time and Venue	Programme Details
08:00 AM – 09:15 AM *Venue: Designated Classrooms*	**Parallel Academic Sessions**
09:15 AM – 10:00 AM *Venue: CR 16*	**Address: Mr. Julian Caletti**, **Associate Programme Officer, United Nations Institute for Training and Research (UNITAR)** **Theme:** *Potential for Scholarship and Internship with the UN System*
10:00 AM - 10:15 AM *Venue: Pragya Hall*	**High Tea**
10:15 AM – 10:30 AM *Venue: Virajam Auditorium*	**Speaker**: Ms. Debbie Dhar, Senior Commissioning Editor, Sage India
10:30 AM – 11:30 AM *Venue: Virajam Auditorium*	**Editors' Meet** **Moderator:** Dr. Sriparna Basu, Professor & Dean Academics, FORE School of Management **Panelists:** Dr. Sushil, Emeritus Professor, IIT Delhi Dr. Keng Boon Ooi, Distinguished Professor, CSI Graduate Business School, UCSI University, Malaysia, and Distinguished Visiting Professor, FORE School of Management Dr. Sachin Kumar Mangla, Professor & Associate Dean, Jindal Global Business School

11:30 AM – 01:00 PM *Venue: Virajam Auditorium*	**Conference Inaugural**
11:30 AM – 11:35 AM	Address: Dr. Sriparna Basu, Professor & Dean Academics, FORE School of Management
11:35 AM – 11:40 AM	Lighting of the Lamp
11:40 AM – 11:50 AM	Welcome Address: Dr. Subir Verma, Director, FORE School of Management
11:50 AM – 12:00 Noon	Inaugural Address: Dr. B.B.L. Madhukar, Chairman, FORE School of Management
12:00 Noon – 12:10 PM	Address: Dr. Keng-Boon Ooi, Distinguished Professor, CSI Graduate Business School, UCSI University, Malaysia, and Distinguished Visiting Professor, FORE School of Management
12:10 PM – 12:20 PM	Address: Mr. Andreas Emser, Dean, Frankfurt School of Finance and Management, Germany
12:20 PM – 12:50 PM	Keynote Address: Dr. Vinayshil Gautam, Vice Chairman, FORE School of Management
12:50 PM – 1:00 PM	Vote of Thanks: Dr. Sriparna Basu, Professor & Dean Academics, FORE School of Management
01:00 PM – 02:00 PM *Venue: Pragya Hall*	**Lunch**
02:00 PM – 03:15 PM *Venue: Virajam Auditorium*	**Corporate Panel Discussion – 3** **Theme:** *AI-led Productivity* **Moderator:** Prof. Shilpi Jain, Dean Corporate Relations and Strategic Alliances, FORE School of Management, New Delhi **Panelists:** Mr. Rishabh Tickoo, Global RevOps Lead, Altimetrik Ms. Rakhi Prasad, Co-founder, ClarityX and Non-executive Director, C E Info Systems (MapmyIndia Mappls) Mr. Amit Sharma, Vice President, Genpact Ms. Mansi Goyal, Senior Advisor, Grey Chain
03:15 PM – 05:30 PM *Venue: Designated Classrooms*	**Parallel Academic Sessions**
05:30 PM – 06:00 PM *Venue: Pragya Hall*	**High Tea**
07:00 PM Onwards	**Conference Dinner at Airport Authority of India**

Day 3: November 21, 2025 – FORE School of Management, New Delhi

Time	Programme Details
09:00 AM – 10:30 AM *Venue: Designated Classrooms*	**Parallel Academic Sessions**
10:30 AM – 11:00 AM *Venue: Pragya Hall*	**High Tea**
11:00 AM – 12:15 PM *Venue: Virajam Auditorium*	**Corporate Panel Discussion – 4** **Theme:** *Financial Leadership: Investing in Sustainable and Disruptive Innovation* **Moderator:** Dr. Sankarshan Basu, Professor, IIM Bangalore **Panelists:** Mr. Adarsh Kumar, Founder - Flamingo Infinite Group, Managing Director & CEO - Flamingo BPO Technology Solutions Ltd., Chairman - FBTS Technologies, Digital Marketing, Executive Search & Staffing, Board Member - FORE School of Management Mr. Girdhari Lal, Director, Deloitte Mr. Shiv Ram Pande, Founding Team & CBO, BitSave Mr. Rajan Gulati, Associate Vice President, Insitor Partners
12:15 PM – 01:15 PM *Venue: Pragya Hall*	**Lunch**
01:15 PM – 02:30 PM *Venue: Virajam Auditorium*	**Corporate Panel Discussion – 5** **Theme:** *Growth, Circularity, and Business Model Innovations* **Moderator:** Dr. Rakhi Tripathi, Professor, FORE School of Management **Panelists:** Ms. Supriya Devasthali, Joint Controller General of Accounts, Public Financial Management System, Department of Expenditure, Ministry of Finance Mr. Anant Jain, Founder & CEO, eBik Mr. Aalok A. Deshmukh, Co-Founder & MD, Super Human Race Mr. Ashu Kalra, Vice President-Head of Global Corporate Real Estate and Environmental Sustainability
02:30 PM – 04:00 PM *Venue: Virajam Auditorium*	**Directors' Panel** **Theme:** *Management Education in a Circular and Tech-enabled Economy* **Moderator:** Dr. Subir Verma, Director, FORE School of Management **Panelists:** Dr. Anadi Saran Pande, Professor & Dean, School of Management, Mahindra University Dr. Arvind Sahay, Director, MDI Gurgaon Dr. Anup Singh, Director General, Nirma University, Ahmedabad Dr. Harivansh Chaturvedi, Director General, IILM, New Delhi Dr. Jones Mathew, Principal & Head of Institution, Great Lakes, Gurgaon

04:00 PM – 4:30 PM *Venue: Virajam Auditorium*	**Valedictory Ceremony, Conference Round-up, Announcement of FIMC 2026** **Book Launch and Conversation between Dr. Yasho V. Verma and Mr. P. Dwarkanath** ***"The Strategy Paradox: Practical Approach for Real-world Challenges"***
04:30 PM - 05:00 PM *Venue: Virajam Auditorium*	**Best Paper Awards** Best Paper Award on Leadership - sponsored by Frankfurt School of Finance and Management, Germany Overall Best Paper Awards - sponsored by ICICI Bank
05:00 PM - 05:30 PM *Venue: Pragya Hall*	**High Tea**

Parallel Sessions- PRISM-FIMC 2025

November 20, 2025- 08:00 AM- 09:30 AM

1. Marketing Track 1: Marketing in the Digital Age (Venue: CR 4, Block A, 3rd Floor)

Chair: Prof. Deboshree Ghosh (Programme Director, Taylor's University, Malaysia)
Co-Chair: Prof. Rahul Pratap Singh Kaurav (Associate Professor, FORE School of Management)
Session Co-ordinator: Mitali Jain (341027@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
08:00 AM-08:15 AM	Optimizing Digital Marketing Campaigns Through Personalized Features: A Data-Driven Approach For Enhancing Conversion Rates	Dr. Saurabh Mittal
08:15 AM-08:30 AM	The Morality Gap In Fake Reviews: A Study of Moral Disengagement and Moral Self-Efficacy	Ms Nidhi Aggarwal Dr. Chand Prakash Saini
08:30 AM-08:45 AM	What Drives User Participation in Meme Communities?	Ms Aayushi Sharma
08:45 AM-09:00 AM	The Interplay Among Parasocial Relationship, Influencer Credibility, and Behavioral Intention: Insights from Fashion & Lifestyle Influencers	Ms Alisha Ansari

2. Marketing Track 2: Marketing in the Digital Age (Venue: CR 5, Block A, 3rd Floor)

Chair: Prof. Garima Saxena (Associate Professor, IMT Ghaziabad)
Co-Chair: Prof. Ashutosh Pandey (Associate Professor, FORE School of Management)
Session Co-ordinator: Ansh Aggarwal (193044@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
08:00 AM-08:15 AM	Do Consumer Goals Matter in Building Platform Interactions	Mr Shubham Gupta
08:15 AM-08:30 AM	Effect of Social Media Brand Advertisement on Customer Engagement: Role of Promotional Framing	Dr Subidita Pattanaik
08:30 AM-08:45 AM	Decoding Digital Color: Tonal Range Customization, Emotional Resonance, and Personality Fit in Online Apparel Purchasing	Ms Savitri Kumari
08:45 AM-09:00 AM	Effect of Customer Experience and Persistence Analysis in Health Insurance in India	Mr. Ritesh Verma

3. **International Business Track 1: Geopolitics & Global Business Strategy (Venue: CR 6, Block B, Ground Floor)**

Chair: Prof. Sudeep S. (Associate Professor, FORE School of Management)
Co-Chair: Prof. Pushkar Pushp (Assistant Professor, FORE School of Management)
Session Co-ordinator: Ishika (074079@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
08:00 AM-08:15 AM	Strategic Management Of Transfer Of Technology In India's Defence Sector: Pathways For Effective Adoption, Implementation, And Policy Development	Dr Lakshman Singh
08:15 AM-08:30 AM	Firm Internationalization and Geopolitics- A Case of Luxury Brands	Ms Mehak Dhall
08:30 AM-08:45 AM	Identifying and Mitigating Risk for Luxury Brands in Emerging Markets	Ms Divyangi Jain
08:45 AM-09:00 AM	Resolving MSMEs' Cross-Border Insolvency in India Amid Geopolitical Supply Chain Disruptions	Ms Mrinalini Srivastava

4. **Operations Track 1: Agile & Resilient Supply Chains (Venue: CR 7, Block B, Ground Floor)**

Chair: Prof. Sachin Kumar Mangla (Professor & Vice Dean, OP Jindal Global University)
Co-Chair: Prof. Saurabh Kulkarni (Assistant Professor, FORE School of Management)
Session Co-ordinator: Abhishek Das (341241@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
08:00 AM-08:15 AM	Smart and Sustainable Logistics: A Systematic Literature Review and Bibliometric Analysis	Mr Abhishek Tyagi
08:15 AM-08:30 AM	When Machines Think And Humans Decide: Big Data-Driven Closed-Loop Supply Chains in Industry 5.0	Dr Shubhangini Rajput
08:30 AM-08:45 AM	Green Supply Chain Management Practices and Trends: A Thematic Analysis	Ms Arul Jyothi
08:45 AM-09:00 AM	Optimizing Policy Levers in Dual Alcohol Markets: Taxation, Adulteration, and Enforcement	Dr Sayan Chowdhury

5. **Organizational Behavior and Human Resource Track 1: AI & Future of Work (Venue: CR 14, Block B, Third Floor)**

Chair: Prof. Sanghamitra Buddapriya (Professor, FORE School of Management)
Co-Chair: Prof. Garima Khemani (Assistant Professor, FORE School of Management)
Session Co-ordinator: Mayank Sharma (341154@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
08:00 AM-08:15 AM	Examining the Role of Perceived Supervisor Support on the Influence of Psychological Contracts on Employee Engagement	Dr Chiradip Bandyopadhyay
08:15 AM-08:30 AM	Digital Well-Being at Work: A Systematic Literature Review	Mrs Priyanka Singh (Online)
08:30 AM-08:45 AM	Future-Proofing Competencies: A Systematic Literature Review of Digital Learning Environments on Required Digital Skills and Academic Effectiveness Among University Learners	Prof Maria Johnson
08:45 AM-09:00 AM	Future-Proofing Talent Acquisition: Strategy for Hiring Efficiency and Long-Term Performance	Ms Sanjana Mathur
09:00 AM-09:15 AM	Role of CSR on Organisational Citizenship Behaviour Moderated by the Person-Organisation Fit: The Study of the Indian Banking Sector	Dr Sourbhi Chaturvedi

6. **General Management Track 1: Purpose-Driven Innovation & Sustainable Value (Venue: CR 15, Block B, 4th Floor)**

Chair: Prof. Sanjay Dhir (Professor, Indian Institute of Technology, Delhi)
Co-Chair: Prof. Ishita Batra (Assistant Professor, FORE School of Management)
Session Co-ordinator: Ashwini Kumar (193070@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
08:00 AM-08:15 AM	Digital Transformation, Circular Economy, and Urban Sustainability: Drivers of Proper vs Improper E-Waste Disposal in Pune, India	Ms Apurva Goel (Online)
08:15 AM-08:30 AM	An Analytical Study of Women-Led Start-Ups in India: Policy Initiatives, Growth Patterns, and Emerging Challenges	Ms Deepti Sharma
08:30 AM-08:45 AM	Sustainable Business Models: Integrating Economic Viability with Environmental Stewardship	Dr Prashant Rastogi
08:45 AM-09:00 AM	Platformization of Innovation: How Ecosystem Leaders Orchestrate Value Co-Creation	Dr Shatakshi Bourai Mr. Devyansh Khandelwal (Online)
09:00 AM-09:15 AM	Modelling the Critical Success Factors of Generative Artificial Intelligence Implementation in Organizations: A M-TISM approach	Ms Siya Choudhary

7. General Management Track 2: Purpose-Driven Innovation & Sustainable Value (Venue: CR 19, Block B, 2nd Floor)

Chair: Prof. Eva Wei- Lee Lim (Associate Professor, UCSI Graduate Business School)
Co-Chair: Prof. Shalini Taneja (Associate Professor, FORE School of Management)
Session Co-ordinator: Aakarshit Arora (193001@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
08:00 AM-08:15 AM	Swadeshi Reimagined: Purpose-Driven Firms, Community Enterprises, and Digital Commons in India- A Framework for Inclusive Self-Reliance	Mr Akhil Anand
08:15 AM-08:30 AM	Overcoming the Cost of Femininity by Frugal Management Orientation	Ms Tanisha Jain
08:30 AM-08:45 AM	Strategic Agility in Startups: Making Sense Through Founder Narratives	Ms Aarna Grover Dr Mukul Joshi
08:45 AM-09:00 AM	Strategic Trade-Offs Between Profitability and Sustainability in Digital Enterprises	Dr Shatakshi Bourai Ms Kirti Bhadoriya Mr. Aditya Pandey (Online)
09:00 AM-09:15 AM	Modeling Flexibility Enablers of Alliance Innovation Performance: An Integrated m-TISM, MICMAC, and Path Analysis Approach	Priyanka Lehkra

8. Strategy Track 1: Digital Capabilities & Climate Solutions (Venue: CR 17, Block D, Ground Floor)

Chair: Prof. Aniket Sengupta (Assistant Professor, University of the Andes)
Co-Chair: Prof. Sher Jahan Khan (Assistant Professor, FORE School of Management)
Session Co-ordinator: Pooja Choudhary (074153@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
08:00 AM-08:15 AM	Carbon Capture Technologies: Current Progress, Emerging Trends, and Future Directions	Ms Hritika Panjwani
08:15 AM-08:30 AM	Strategic Approaches to Managing Trade Imbalances: Insights from India's Exchange Rate Movements	Ms Charu Singla
08:30 AM-08:45 AM	Optimal Automation Efforts and Pricing Strategies in Autonomous Vehicle Markets	Prof Nandan Singh
08:45 AM-09:00 AM	A Financial Feasibility Study of Sugarcane Bagasse-Based Paper Pulp Production as a Livelihood Model for Self-Help Groups in Bihar	Ms Riny Maheshwari
09:00 AM-09:15 AM	Exploring Stage-Specific Stress Factors in Digital Entrepreneurship within Developing Economies: A Focus on Circular Economy and Green Startups	Mr Rishabhdhwaj Bharadwaj
09:15 AM-09:30 AM	Student-Led Digital Entrepreneurship: A Systematic Review on AI Adoption and Venture Development	Khushi Chitkara

9. **Strategy Track 2: Digital Capabilities & Climate Solutions (Venue: CR 18, Block D, 1st Floor)**

Chair: Prof. Erika Galindo (Academic Director, Universidad de las Américas Puebla)
Co-Chair: Prof. Tavishi Tewary (Assistant Professor, FORE School of Management)
Session Co-ordinator: Rahul Vignesh (183057@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
08:00 AM-08:15 AM	A Case Study of M&A in the Automobile Industry: Escorts Kubota	Mr Amarpreet Chhabra
08:15 AM-08:30 AM	AI Orientation, R&D Investments, and Firms' Export Performance: Implications from Indian Firms	Prof. Tarun Kumar Soni Mr. Sunil Kumar Chaudhary
08:30 AM-08:45 AM	An Analysis of how Agentic Technology can Aid the Speed and Accuracy of Underwriting: An Indian Life Insurance Case Study	Mr. Ritesh Verma
08:45 AM-09:00 AM	Using AI-Driven Green Human Resource Management to Improve Corporate Sustainability: A Multi-Method Synthesis	Ms Prisha Chandna
09:00 AM-09:15 AM	Leadership and Sustainability in Low-Power IoT: A Responsible Innovation Framework for BLE Mesh Sensor Ecosystems	Mr Shaik Shariff

November 20, 2025- 3:15 PM- 5:30 PM

1. **Marketing Track 3: Marketing in the Digital Age (Venue: CR 4, Block A, 3rd Floor)**

Chair: Dr.Tapas Ranjan Mohrana (Assistant Professor, XLRI Jamshedpur)
Co-Chair: Prof. Surabhi Koul (Assistant Professor, FORE School of Management)
Session Co-ordinator: Ashwini Kumar (193070@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
03:15 PM-03:30 PM	Promoting Sustainability Through Green Brand Attributes: A Study on Green Customer Loyalty	Mrs Priyanka Yadav Ms Neetu Yadav
03:30 PM-03:45 PM	Sustainable Consumer Engagement: Reinforcement Effects and Environmental Values in Quick Commerce	Dr Rajarshi Debnath
03:45 PM-04:00 PM	The Psychology of Consumer Behavior: Understanding Choices and Decisions	Mr Ajay Yadava (Online)
04:00 PM-04:15 PM	Understanding the Role of Gig-Influencers in Shaping Brand Perception: A Conceptual Framework for Influencer Marketing Effectiveness	Dr Priyanka Srivastava (Online)
04:15 PM-04:30 PM	Leading the Green Shift: How Responsible Marketing Fosters Circularity In India's Food Industry	Dr Seema Sahai Prof Nitasha Barara

2. Marketing Track 4: Marketing in the Digital Age (Venue: CR 5, Block A, 3rd Floor)

Chair: Prof. Lokesh Jindal (Associate Professor, Atal Bihari Vajpayee School of Management and Entrepreneurship, Jawaharlal Nehru University, New Delhi)
Co-Chair: Prof. Ayushi Sharma (Assistant Professor, FORE School of Management)
Session Co-ordinator: Ansh Aggarwal (193044@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
03:15 PM-03:30 PM	The Dark Side of Over-Endorsement: A Mediating-Moderating Analysis of Influencer Attributes on Consumer Purchase Intention	Ms Neetu Yadav Mrs Priyanka Yadav
03:30 PM-03:45 PM	The Dual Pathways of Digital Financial Influence: How Trust and Social Proof Shape Investment Intentions	Ms Priyanka (Online)
03:45 PM-04:00 PM	Demographics of Podcast Listeners: A Digital Pathway to Sustainable Business Awareness	Dr Maulik Shah
04:00 PM-04:15 PM	Am I Positively Biased Or Negatively Biased? A Meta-Analysis	Dr Astha Singhal
04:15 PM-04:30 PM	Impact Assessment of Social Media Determinants on Non-Deceptive Counterfeiting: Empirical Evidence from Indian Counterfeit Markets.	Dr Ritu Raj

3. International Business Track 2: Geopolitics & Global Business Strategy (Venue: CR 6, Block B, Ground Floor)

Chair: Prof. Alexandre Lambert (Academic Director, Geneva Institute of Geopolitical Studies (GIGS))
Co-Chair: Prof. Faisal Ahmed (Professor, FORE School of Management)
Session Co-ordinator: Mayank Sharma (341154@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
03:15 PM-03:30 PM	Enforcement in RBI and a Comparative Analysis with the UK, US, and Singapore	Ms Riny Maheshwari
03:30 PM-03:45 PM	Factors Influencing Business Ecosystem Amid Iran-Israel Geopolitics	Mr. Amaan Abbas
03:45 PM-04:00 PM	The Evolving Landscape of Life Insurance in Nepal: Unveiling Emerging Determinants of Policyholders' Purchase Decisions	Mr Indra Subedi (Online)
04:15 PM-04:30 PM	Deciphering the Interlinkage Between Corporate Political Activity and Political Risk: A Strategic Approach	Ms Soumya Tiwari

4. **Finance Track 1: Finance, Accounting & Digital Transformation (Venue: CR 14, Block B, 4th Floor)**

Chair: Prof. Anushka Verma (Assistant Professor, O.P. Jindal Global University)
Co-Chair: Prof. Pratibha Wasan (Professor, FORE School of Management)
Session Co-ordinator: Ishika (074079@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
03:15 PM- 03:30 PM	Stock Market Liquidity and Corporate Financial Decisions: Evidence from Indian Listed Companies	Mr Suraj Srivastava
03:30 PM- 03:45 PM	Acquirer's Geographical Complexity and the Time of Deal Completion: Impact on Different Periods of Performance.	Mr Adnan Khan
03:45 PM- 04:00 PM	Value Creation in Private Equity Investments	Dr Vrinda Rawal
04:00 PM- 04:15 PM	Resilience and Recovery: Cross-Border M&A Performance Through Crisis and Beyond	Ms Divya Jain
04:15 PM- 04:30 PM	Building Trust in The Machine: Leveraging Emotional AI and Human-Like Features to Overcome the Privacy Paradox in Banking	Mr Mohd Afridi
04:30 PM- 04:45 PM	Regulation, Governance, and Firm Characteristics: An Empirical Study of SDG Disclosure in Indian Hospitality Firms	Ms. Ankita

5. **Finance Track 2: Finance, Accounting & Digital Transformation (Venue: CR 15, Block B, 4th Floor)**

Chair: Prof. C P Gupta (Professor of Practice, Lal Bahadur Shastri Institute of Management, Delhi)
Co-Chair: Prof. Vandana Gupta (Professor, FORE School of Management)
Session Co-ordinator: Aakarshit Arora (193001@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
03:15 PM- 03:30 PM	A Study on the Adoption of Financial Technology in Mutual Fund Distribution	Ms Shikha Katwala
03:30 PM- 03:45 PM	Financial Inclusion and Credit Creation: Evidence from India	Dr Nidhi Kesari Dr Nikhil Srivastava
03:45 PM- 04:00 PM	Basel Reform and Liquidity Risk	Dr Nidhi Kesari Dr Nikhil Srivastava
04:00 PM- 04:15 PM	Do Tightening and Loosening Macroprudential Policies Affect Income Diversification?	Dr Nikhil Srivastava
04:15 PM- 04:30 PM	Sovereign cloud and data localisation design paradigms for CA-led cloud accounting in India	Mrs Shazpreet Kaur
04:30 PM- 04:45 PM	Confidence or Fundamentals? Measuring Financial Contagion in India's BFSI Sector	Dr. Vaishali Ojha

6. **Organizational Behavior and Human Resource Track 2: AI & Future of Work (Venue: CR 16, Block C, 4th Floor)**

Chair: Prof. Govind Pathak (Professor, Indian Institute of Technology (Indian School of Mines), Dhanbad)
Co-Chair: Prof. Prachi Bhatt (Professor, FORE School of Management)
Session Co-ordinator: Abhishek Das (341241@fsm.ac.in)

Special Address: Mr. Rahul Kumar Sharma, Senior Managing Editor, SAGE

Time (IST)	Article Title	Name of the Presenter
03:15 PM-03:30 PM	Management Responses to Faculty Exit: Impact of Supportive Vs. Dismissive Offboarding on Psychological Well-Being in Academic	Dr Anju Shukla Dr Divya Sharma
03:30 PM-03:45 PM	Understanding What Shapes Entrepreneurial Intention in the Emerging Workforce	Ms Hritika Panjwani
03:45 PM-04:00 PM	A Systematic Literature Review on the Impact of Soft Skills Training on Enhancing the Employability of Graduates	Mr Himanshu Saxena
04:00 PM-04:15 PM	The Role of Risk Cognition in the Link Between Entrepreneurial Personality and Firm Performance in the Post-Pandemic Economy	Dr Bhajan Lal
04:15 PM-04:30 PM	Eye Net: Automated Eye Disease Detection Using Deep Learning	Mr Sovan Bhattachary

7. **General Management Track 3: Purpose-Driven Innovation & Sustainable Value (Venue: CR 7, Block B, Ground Floor)**

Chair: Prof. Arunaditya Sahay (Distinguished Professor, FORE School of Management)
Co-Chair: Prof. Anil Kumar Singh (Professor, FORE School of Management)
Session Co-ordinator: Mitali Jain (341027@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
03:15 PM-03:30 PM	Speech Emotion Recognition for Artificial Intelligence-Based Smart Home Assistant: Using Deep Learning Models on Raspberry Pi 4	Mr Sovan Bhattacharya
03:30 PM-03:45 PM	Hierarchical Modelling of Sustainability Drivers in Indian Logistics	Mrs Shweta Goela Dr Nisha Bamel
03:45 PM-04:00 PM	Understanding the Unique Barriers and Enablers for "Born Circular" Startups in India: A Qualitative Assessment Towards Achieving SDG 12.5	Ms Nishita Mathur
04:00 PM-04:15 PM	Global Perspective on SDG 3: Unsupervised Machine Learning-Driven Health Interventions	Ms Vinitha T
04:15 PM-04:30 PM	Impact of Organizational Agility and Open Innovation on Green Innovation Performance	Dr Rubina Chakma

8. **Information Technology Track 1: Technology-driven Business Innovation & Responsible Leadership (Venue: CR 17, Block D, Ground Floor)**

Chair: Prof. Himanshu Joshi (Professor, International Management Institute, New Delhi)
Co-Chair: Prof. Amarnath Mitra (Associate Professor, FORE School of Management)
Session Co-ordinator: Pooja Choudhary (074153@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
03:15 PM-03:30 PM	Technological Disruptions in the Agriculture Supply Chain: Building A Sustainable Agri-Warehouse for the Future	Mr Mohammed Zamir (Online)
03:30 PM-03:45 PM	Understanding Public Acceptance of AI-Generated Political Content on Social Media: An Application of the AIDUA Model	Ms Paramvir Kaur
03:45 PM-04:00 PM	Towards a Comprehensive Framework for AI Adoption in E-Commerce: A Multi-Theory Perspective	Ms Saumya Satija
04:00 PM-04:15 PM	Optimization of Deep Learning Inference on Low-Power Mobile Devices for Agritech Applications for Real-Time Sugarcane Leaf Disease Diagnosis	Mrs Madhulika Mittal (Online)
04:15 PM-04:30 PM	Responsible Leadership for a Connected World: Scaling Sustainable Smart Homes With MATTER, AI, and Circular Design	Mr Navodit Bhardwaj (Online)

9. **Information Technology Track 2: Technology-driven Business Innovation & Responsible Leadership (Venue: CR 18, Block D, 1st Floor)**

Chair: Prof. Marek Palace (Senior Lecturer, Liverpool John Moores University, Liverpool)
Co-Chair: Prof. Rakhi Tripathi (Professor, FORE School of Management)
Session Co-ordinator: Rahul Vignesh (183057@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
03:15 PM-03:30 PM	Paradoxes of Generative Technologies in Management Education: A Gioia-Informed Qualitative Study	Dr Veenu Sharma
03:30 PM-03:45 PM	Post-Human Intimacy: How Virtual Romance is Evolutionarily Rewiring Mate Selection	Ms Somya Bansal
03:45 PM-04:00 PM	The Shifting Footprints: India's Footwear Industry in Omnichannel Transition	Mr Naman Srivastava
04:00 PM-04:15 PM	The Strategic Edge of Tech Stewardship: Rethinking Leadership for Sustainable Entrepreneurial Ecosystem	Dr. Anita Tripathy Lal
04:15 PM-04:30 PM	Bridging the Digital Health Divide: RAG-Powered AI Systems for Equitable Universal Health Coverage.	Ms Vinitha T

November 21, 2025- 9:00 AM- 10:30 AM

1. Marketing Track 5: Marketing in the Digital Age (Venue: CR 4, Block A, 3rd Floor)

Chair: Prof. Anil Kumar Kashyap (Associate Professor, HPKV Business School, Central University of Himachal Pradesh)
Co-Chair: Prof. Ajay Kumar (Assistant Professor, Sharda University)
Prof. Nazia Gera (Assistant Professor, FORE School of Management)
Session Co-ordinator: Aakarshit Arora (193001@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
09:00 AM-09:15 AM	When Brands Touch all Senses: A Neuromarketing Approach to Consumer Decision-Making	Ms Tusheema Dutta
09:15 AM-09:30 AM	Analyzing the Discrepancies Between Indian Brand Claims and Consumer Experience	Ms Vanshika Sabharwal
09:30 AM-09:45 AM	AI Personalization and Purchase Intention: Mediating Roles of Privacy, Value, and Trust in India	Dr Pushpendra Kumar
09:45 AM-10:00 AM	Continued Usage of Hedonic Digital Products: An Integrated Model of Psychological Factors, Contextual Drivers, and Wellbeing	Mr Pawan Kumar (Online)
10:00 AM-10:15 AM	The Influence of Personality Traits on Consumer Decision-Making Styles: A Generational Analysis of Indian Consumers	Ms Rachna Agrawal Dr Khagendra Gangai

2. Marketing Track 6: Marketing in the Digital Age (Venue: CR 5, Block A, 3rd Floor)

Chair: Prof. Raj K Kovid (Professor, UPES School of Business, Dehradun)
Co-Chair: Prof. Varsha Khattri (Associate Professor, FORE School of Management)
Session Co-ordinator: Mitali Jain (341027@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
09:00 AM-09:15 AM	Desire by Design: How AI Extends the Culture Industry's Control Over Consumer Identity – A Systematic Literature Review	Mr Manish Singh
09:15 AM-09:30 AM	Mapping the Evolution of Algorithmic Recommendation Systems in E-Commerce (2020–2025): Productivity, Impact, and Thematic Hotspots from a Bibliometric Study	Ms Meera Brahmapurkar (Online)
09:30 AM-09:45 AM	From Fascination to Fulfillment: Unraveling the Influence of Destination Image and Source Credibility on Well-Being and Intention to Visit	Ms Km Ankita Mishra
09:45 AM-10:00 AM	Modelling The Antecedents Of Chatgpt Usage And Continuance Intentions Among Students In Academia. Exploring The Moderating Role Of Personal Innovativeness And Personalization. An Integrated Theory Approach.	Dr Abdul Rahim Munshi Mr. Pushpak Deshpande
10:00 AM-10:15 AM	Unveiling AI's Role in Sustainable Marketing: A Grey-DEMATEL Analysis of Strategic Solutions	Ms Lalita D

3. **International Business Track 3: Geopolitics & Global Business Strategy (Venue: CR 6, Block B, Ground Floor)**

Chair: Prof. Pooja Lakhanpal (Professor, Indian Institute of Foreign Trade)
Co-Chair: Prof. Ana Sinha (Assistant Professor, FORE School of Management)
Session Co-ordinator: Ashwini Kumar (193070@fsm.ac.in0

Time (IST)	Article Title	Name of the Presenter
09:00 AM-09:15 AM	Global and Domestic Determinants of Exchange Rate Dynamics in Emerging Economies: Evidence from a Panel VAR Approach	Ms Mansi Patel
09:15 AM-09:30 AM	Turning Ideas into Impact: How India can Spark Innovation and Bring Intellectual Property to Life in Emerging Economies	Mr Parimal Khade (Online)
09:30 AM-09:45 AM	Embedding Monozukuri and Kotozukuri in the Internationalization of Northeastern Tribal Craft Industries: A Study of Tribal Bamboo, Textiles, Jewellery in Tripura and Assam	Mr Pratnadeep Banik
09:45 AM-10:00 AM	Corporate Survival or Controlled Exit: Exploring Global Divergence in International Insolvency Remedies	Ms Mrinalini Srivastava
10:00 AM-10:15 AM	Financial Sector Development and Development Finance Inflows: Evidence from Southeast Asia	Mr Hardik Gupta

4. **Operations Track 2: Agile & Resilient Supply Chains (Venue: CR 7, Block B, Ground Floor)**

Chair: Prof. Ai-Fen Lim (Assistant Professor, UCSI Graduate Business School)
Co-Chair: Prof. Akansha Kishore (Assistant Professor, FORE School of Management)
Session Co-ordinator: Ansh Aggarwal (193044@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
09:00 AM-09:15 AM	Understanding the Determinants Hindering Blockchain Implementation in Indian Cold Supply Chains	Prof Sunita Guru
09:15 AM-09:30 AM	Challenges in Building a Resilient Net-Zero Supply Chain Due to Technological Innovations	Prof Nitasha Barara Dr Seema Sahai Prof. Ashu Sharma
09:30 AM-09:45 AM	Strategic Modeling of Blockchain Adoption Barriers in Fresh Food Supply Chains: A Neutrosophic Multi-Method Approach	Dr Sumeet Kaur
09:45 AM-10:00 AM	Modeling Supply Chain Resilience through Measure of Performance (MOP): A Malthusian-Inspired Logistic Framework	Mr Sanjeevan Singha Roy

5. **Finance Track 3: Finance, Accounting & Digital Transformation (Venue: CR 16, Block C, 4th Floor)**

Chair: Prof. Prashant Gupta (Professor, Indian Institute of Management, Nagpur)
Co-Chair: Prof. Himanshu Joshi (Professor, FORE School of Management)
Session Co-ordinator: Abhishek Das (341241@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
09:00 AM-09:15 AM	The Impact of Environmental, Social, and Governance (ESG) Performance on Corporate Cash Holdings: The Moderating Effects of Corporate Governance and Product Market Competition	Ms Prinsi Singh
09:15 AM-09:30 AM	From Consultancy to Community: A Conceptual Framework for Driving Sustainable Real Estate through Eco-Squads	Mrs Surbhi Taneja
09:30 AM-09:45 AM	Mapping A Decade Of Research In Digital Finance And User Behaviour: A Bibliometric Analysis (2015–2024)	Mr Pankaj Juneja
09:45 AM-10:00 AM	Evolving Trends and Intellectual Structure of Green Finance: A Bibliometric Perspective.	Dr Smruti Vakil Dr Maulik Shah
10:00 AM-10:15 AM	Understanding Asset Allocation Decision-Making: A Behavioral Bias Perspective using Bibliometric and Systematic Analysis	Ms Garishma Gulyani

6. **Finance Track 4: Finance, Accounting & Digital Transformation (Venue: CR 17, Block D, Ground Floor)**

Chair: Prof. Gaurav Gupta (Associate Professor, FORE School of Management)
Co-Chair: Prof. Vandana Bhama (Associate Professor, FORE School of Management)
Session Co-ordinator: Pooja Choudhary (074153@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
09:00 AM-09:15 AM	Unravelling the ESG–Oil Nexus: A Wavelet Coherence Perspective from Asia-Pacific Economies	Ms Priya Rani
09:15 AM-09:30 AM	East Meets West: A Systematic Comparative Review of Sustainability Leadership in Corporate ESG Governance	Ms. Manvika Kohli Mr. Hardik Singh
09:30 AM-09:45 AM	Corporate Governance and Numerical Irregularities: Evidence from Benford Analysis of Related Party Transactions among NSE-50 Firms	Ms Kirti Verma
09:45 AM-10:00 AM	From Potential to Practice: What Drives Use of Artificial Intelligence Tools in Investment Practices across Indian Metro Cities	Ms Vinita Panjwani Dr Shweta Goela

7. **Organizational Behavior and Human Resource Track 3: AI & Future of Work (Venue: CR 14, Block B, 4th Floor)**

Chair: Prof. Sushanta Kumar Mishra (Professor, Indian Institute of Management, Bangalore)
Co-Chair: Prof. Sunanda Nayak (Assistant Professor, FORE School of Management)
Session Co-ordinator: Mayank Sharma (341154@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
09:00 AM-09:15 AM	Cultural Intelligence and Human-Centric Innovation of Industry 6.0	Ms Sapna Singh
09:15 AM-09:30 AM	Reconceptualizing the Future of Work: A Qualitative Study on the Role of Soft Skills in Shaping Ethical Behaviour within AI-Augmented Organizations	Ms Shivangee Arora
09:30 AM-09:45 AM	Artificial Intelligence, Diversity, and Inclusion: A Systematic Literature Review using the TCCM Framework	Ms Pratiksha Jankar (Online)
09:45 AM-10:00 AM	The Interplay Of Moonlighting Motivations And Organizational Efficacy On Employee Efficacy Among Indian IT Employees	Mrs Shalini Verma
10:00 AM-10:15 AM	The Future of Work And The Right To Disconnect: Insights From A Systematic Review	Ms Swati Sachdeva

8. **Organizational Behavior and Human Resource Track 4: AI & Future of Work (Venue: CR 15, Block B, 4th Floor)**

Chair: Prof. Chiradip Bandopadhyay (Associate Professor, FORE School of Management)
Co-Chair: Prof. Sonika Jha (Assistant Professor, FORE School of Management)
Session Co-ordinator: Ishika (074079@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
09:00 AM-09:15 AM	Speech Emotion Recognition for Artificial Intelligence-Based Smart Home Assistant: Using Deep Learning Models on Raspberry Pi 4	Mr Sovan Bhattacharya
09:15 AM-09:30 AM	Balancing Screens and Sanity: A Narrative Analysis of Remote Work and Mental Well-Being Among Gen-Z Employees	Ms Isha Gupta
09:30 AM-09:45 AM	Sustainable Leadership in Education and Training Sectors	Ms Manvika Kohli Mr. Hardik Singh
09:45 AM-10:00 AM	From Disconnection to Dedication: Leadership Moderation in the Loneliness-Engagement Link	Ms Shubham Shah Ms Vibha Swaroop Ms Shubha Swaroop
10:00 AM-10:15 AM	Role of Leadership Practices to Embrace Neurodiversity Practices in the Workplace: A Step Towards Diversity, Equity & Inclusion	Ms Biswarupa Das
10:15 AM-10:30 AM	Women 5.0 in the Age of Algorithmic HR: Inclusive Leadership, Male Allyship and Digital Maturity as Catalysts of Workplace Equity	Dr Sahana Madan Dr.Hemant Kumar S (Online)

9. **Information Technology Track 3: Technology-driven Business Innovation & Responsible Leadership (Venue: CR 18, Block D, 1st Floor)**

Chair: Prof. Dharmendra Singh (Associate Professor, Modern College of Business and Science, Muscat, Oman)
Co-Chair: Prof. Garima Malik (Associate Professor, BIMTECH, Greater Noida)
Prof Shubham Singhania (Assistant Professor, FORE School of Management)
Session Co-ordinator: Rahul Vignesh (183057@fsm.ac.in)

Time (IST)	Article Title	Name of the Presenter
09:00 AM-09:15 AM	Governing the Multi-Admin Smart Home: Responsible Leadership Frameworks for Ethical Trust, Data Sovereignty, and Circular Digital Ecosystems	Mr Navodit Bhardwaj (Online)
09:15 AM-09:30 AM	Sustaining Gen Z Engagement with Responsible Leadership in the Indian Hospitality Industry	Ms Farheen Belgaumwala (Online)
09:30 AM-09:45 AM	Emerging AI Paradigms in Text-to-Image Generation: Trends and Techniques in Zero-Shot and Few-Shot Learning for Responsible Innovation	Ms Subuhi Ansari
09:45 AM-10:00 AM	Hamare Ram: Real-Time Multilingual Translation System for Live Theater	Mr. Arindam Chakraborty
10:00 AM-10:15 AM	Leadership and Sustainability in Low-Power IoT: A Responsible Innovation Framework for BLE Mesh Sensor Ecosystems	Mr Shaik Shariff (Online)