



**Dr. Pritam Singh Memorial & FORE International
Management Conference (PRISM-FIMC)
November 19-21, 2025**

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

Time	Programme Details
02:00 PM - 03:30 PM	Workshop on Mindfulness and Indian Knowledge Systems, facilitated by Prof. Ashish Pandey, Professor, IIT, Bombay
03:30 PM - 04:30 PM	Workshop on Cutting-edge Approaches to Study Design, facilitated by Prof. Sachin Kumar Mangla, Professor & Vice Dean, O. P. Jindal Global University
04:30 PM - 05:00 PM	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 by Director, FORE School of Management
09:45 AM – 09:55 AM	Inaugural Address by President, PRISM
09:55 AM – 10:20 AM	Keynote Address by Krishnan Ramachandran, MD & CEO, Niva Bupa
10:20 AM – 10:45 AM	Keynote Address by Dr. T. G. Sitharam, Chairman, AICTE
10:45 AM – 11:15 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

11:15 AM – 11:30 AM	Vote of Thanks, Secretary, PRISM
11:30 AM – 12:00 Noon	High Tea
12:00 Noon – 01:00 PM	Corporate Panel Discussion – 1 Topic: <i>Evolution of Leaders and Leadership in the Age of Rapid Technological Disruption</i> Moderator: Dr. C. Jayakumar, Executive VP & CHRO, Larsen & Toubro Panelists: Anurag Malik, Partner & India Leader – People Consulting, EY Rashmi Govil, Director (HR), Indian Oil Yuvaraj Srivastava, Group CHRO, MakeMyTrip Amit Malik, President, WadZPay – Japan Asia Pacific & Australia
01:00 PM – 01:30 PM	Special Address by Dr. Andreas Emser, Dean, Frankfurt School of Finance and Management, Germany Topic: <i>Responsible Leadership from a European Perspective</i>
01:30 PM – 02:15 PM	Lunch
02:15 PM – 03:15 PM	Corporate Panel Discussion – 2 Topic: <i>Designing the People Agenda for Organizations in Disruptive Economic, Social, and Political Environments</i> Moderator: Dr. Vipul Singh, HR Head, Lloyds Banking Group Panelists: Dimple Kaloya, CHRO, GCC, HSBC Ayush Gupta, Director (HR), GAIL (India) Limited Sunit Sinha, Partner and Head – Human Capital Advisory Solutions, KPMG India Amit Relan, Executive Vice President, Human Resources, Axis Bank
03:15 PM – 04:15 PM	Ambassadors' Panel Theme: <i>Geopolitics and Geo-economics in a Transforming World</i> Moderator: Dr. Nalin Mehta, Managing Editor, MoneyControl Panelists: Dr. Dilip Sinha, IFS, Former Ambassador and Permanent Representative of India to the UN (Geneva) Mr. Arun Singh, IFS, Former Ambassador to USA Mr. Debnath Shaw, IFS, Former Ambassador to Azerbaijan and High Commissioner to Tanzania
04:15 PM – 04:40 PM	ELC Competition Overview by R. Anand Presentation of ELC Awards by Dr. S.Y. Siddiqui & Dr. H. Chaturvedi
04:40 PM – 04:50 PM	Closing Remarks by 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	Programme Details
08:00 AM – 09:15 AM	Parallel Academic Sessions
09:30 AM – 10:30 AM	Address by Mr. Julian Caletti, Associate Programme Officer, United Nations Institute for Training and Research (UNITAR) Theme: <i>Potential for Scholarship and Internship with the UN System</i>
10:30 AM – 11:30 AM	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	Conference Inaugural
11:30 AM – 11:35 AM	Welcome Address by 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	Inaugural Address by Dr. B.B.L. Madhukar, Chairman, FORE School of Management
11:50 AM – 12:00 Noon	Address by Dr. Subir Verma, Director, FORE School of Management
12:00 Noon – 12:10 PM	Address by 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 by Dr. Andreas Emser, Dean, Frankfurt School of Finance and Management, Germany
12:20 PM – 12:50 PM	Keynote Address by Dr. Vinayshil Gautam, Vice Chairman, FORE School of Management
12:50 PM – 1:00 PM	Vote of Thanks by Dr. Sriparna Basu, Professor & Dean Academics, FORE School of Management
01:00 PM – 02:00 PM	Lunch
02:00 PM – 03:15 PM	Corporate Panel Discussion – 3 Theme: <i>AI-led Productivity</i> Moderator: Prof. Shilpi Jain, Dean Corporate Relations and Strategic Alliances, FORE School of Management, New Delhi Panelists: Rishabh Tickoo, Global RevOps Lead, Altimetrik Rakhi Prasad, Co-founder, ClarityX and Non-executive Director, C E Info Systems (MapmyIndia Mappls) Anuradha Gupta, Cofounder & CEO, Amantya Technologies

Mansi Goyal, Senior Advisor, Grey Chain

03:15 PM – 05:30 PM Parallel Academic Sessions

05:30 PM – 06:00 PM High Tea

06:00 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	Parallel Academic Sessions
10:30 AM – 11:00 AM	High Tea
11:00 AM – 12:15 PM	Corporate Panel Discussion – 4 Theme: <i>Financial Leadership: Investing in Sustainable and Disruptive Innovation</i> Moderator: Prof. Sankarshan Basu, Professor, IIM Bangalore Panelists: Rashmi Mohanty, Chief Financial Officer, SBI Cards Shiv Ram Pande, Founding Team & CBO, BitSave Rajan Gulati, Associate Vice President, Insitor Partners
12:15 PM – 01:15 PM	Lunch
01:15 PM – 02:30 PM	Corporate Panel Discussion – 5 Theme: <i>Growth, Circularity, and Business Model Innovations</i> Panelists: <i>(To Be Confirmed)</i>
02:30 PM – 04:00 PM	Directors' Forum – Valedictory Session Theme: <i>Management Education in a Circular and Tech-enabled Economy</i> 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	Awards Best Paper Award on Leadership sponsored by Frankfurt School of Finance and Management, Germany Overall Best Paper Awards
04:30 PM - 05:00 PM	High Tea

Parallel Sessions- PRISM-FIMC 2025

November 20, 2025- 08:00 AM- 09:15 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

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
08:30 AM-08:45 AM	What Drives User Participation in Meme Communities?	Ms Aayushi Sharma
08:45 AM-09:00 AM	Impact Assessment of Social Media Determinants on Non-Deceptive Counterfeiting: Empirical Evidence from Indian Counterfeit Markets.	Dr Ritu Raj

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

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: Hardik Khuntia

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	Factors Influencing Business Ecosystem Amid Iran-Israel Geopolitics	Mr. Amaan Abbas

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

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: Dr. More Ramulu (Advisor-I, AICTE)

Co-Chair: Prof. Sanghamitra Buddapriya (Professor, FORE School of Management)

Session Co-ordinator: Mayank Sharma

Time (IST)	Article Title	Name of the Presenter
08:00 AM-08:15 AM	The Role of Risk Cognition in the Link Between Entrepreneurial Personality and Firm Performance in the Post-Pandemic Economy	Dr Bhajan Lal
08:15 AM-08:30 AM	Digital Well-Being at Work: A Systematic Literature Review	Mrs Priyanka Singh
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

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: Dhairya Aggarwal

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
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

7. General Management Track 2: Purpose-Driven Innovation & Sustainable Value (Venue: CR 16, Block C, 4th 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

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
08:45 AM-09:00 AM	Strategic Trade-Offs Between Profitability and Sustainability in Digital Enterprises	Dr Shatakshi Bourai

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: Deepanshi Seth

Time (IST)	Article Title	Name of the Presenter
08:00 AM-08:15 AM	Understanding What Shapes Entrepreneurial Intention in the Emerging Workforce	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 Rishabh Dhawaj Bharadwaj

9. Information Technology Track 1: Technology-driven Business Innovation & Responsible Leadership (Venue: CR 18, Block D, 1st 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: Nishitha Dutta

Time (IST)	Article Title	Name of the Presenter
08:00 AM-08:15 AM	Technological Disruptions in the Agriculture Supply Chain: Building A Sustainable Agri-Warehouse for the Future	Mr Mohammed Zamir
08:15 AM-08:30 AM	Understanding Public Acceptance of AI-Generated Political Content on Social Media: An Application of the AIDUA Model	Ms Paramvir Kaur
08:30 AM-08:45 AM	Towards a Comprehensive Framework for AI Adoption in E-Commerce: A Multi-Theory Perspective	Ms Saumya Satija
08:45 AM-09:00 AM	Optimization of Deep Learning Inference on Low-Power Mobile Devices for Agritech Applications for Real-Time Sugarcane Leaf Disease Diagnosis	Mrs Madhulika Mittal
09:00 AM-09:15 AM	Responsible Leadership for a Connected World: Scaling Sustainable Smart Homes With MATTER, AI, and Circular Design	Mr Navodit Bhardwaj

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 (Associate Professor, FORE School of Management)

Session Co-ordinator: Dhairya Aggarwal

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
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
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
04:15 PM-04:30 PM	Leading the Green Shift: How Responsible Marketing Fosters Circularity In India's Food Industry	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

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
03:30 PM-03:45 PM	The Dual Pathways of Digital Financial Influence: How Trust and Social Proof Shape Investment Intentions	Ms Priyanka
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

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

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	Resolving MSMEs' Cross-Border Insolvency in India Amid Geopolitical Supply Chain Disruptions	Ms Mrinalini Srivastava
03:45 PM-04:00 PM	The Evolving Landscape of Life Insurance in Nepal: Unveiling Emerging Determinants of Policyholders' Purchase Decisions	Mr Indra Subedi
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: Hardik Khuntia

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

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

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
03:45 PM-04:00 PM	Basel Reform and Liquidity Risk	Dr Nidhi Kesari
04:00 PM-04:15 PM	Do Tightening and Loosening Macroprudential Policies Affect Income Diversification?	Dr Nikhil Srivastava

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

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
03:30 PM-03:45 PM	Carbon Capture Technologies: Current Progress, Emerging Trends, and Future Directions	Ms Hritika Panjwani
03:45 PM-04:00 PM	Examining the Role of Perceived Supervisor Support on the Influence of Psychological Contracts on Employee Engagement	Dr Chiradip Bandyopadhyay
04:00 PM-04:15 PM	A Systematic Literature Review on the Impact of Soft Skills Training on Enhancing the Employability of Graduates	Mr Himanshu Saxena
04:15 PM-04:30 PM	Role of CSR on Organisational Citizenship Behaviour Moderated by the Person-Organisation Fit: The Study of the Indian Banking Sector	Dr Sourbhi Chaturvedi

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

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
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. Strategy Track 2: Digital Capabilities & Climate Solutions (Venue: CR 17, Block D, Ground 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: Deepanshi Seth

Time (IST)	Article Title	Name of the Presenter
03:15 PM-03:30 PM	A Case Study of M&A in the Automobile Industry: Escorts Kubota	Mr Amarpreet Chhabra
03:30 PM-03:45 PM	AI Orientation, R&D Investments, and Firms' Export Performance: Implications from Indian Firms	Mr. Sunil Kumar Chaudhary
03:45 PM-04:00 PM	An Analysis of how Agentic Technology can Aid the Speed and Accuracy of Underwriting: An Indian Life Insurance Case Study	Mr. Ritesh Verma
04:00 PM-04:15 PM	Using AI-Driven Green Human Resource Management to Improve Corporate Sustainability: A Multi-Method Synthesis	Ms Prisha Chandna

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: Nishitha Dutta

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 20, 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

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

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

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
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
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: Dhairya Aggarwal

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
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

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
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

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	Prof. 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
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: Deepanshi Seth`

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
09:30 AM-09:45 AM	Regulation, Governance, and Firm Characteristics: An Empirical Study of SDG Disclosure in Indian Hospitality Firms	Ms. Ankita
09:45 AM-10:00 AM	Corporate Governance and Numerical Irregularities: Evidence from Benford Analysis of Related Party Transactions among NSE-50 Firms	Ms Kirti Verma
10:00 AM-10:15 AM	From Potential to Practice: What Drives Use of Artificial Intelligence Tools in Investment Practices across Indian Metro Cities	Ms Vinita Panjwani

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 (Associate Professor, FORE School of Management)

Session Co-ordinator: Mayank Sharma

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
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: Hardik Khuntia

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
09:45 AM-10:00 AM	From Disconnection to Dedication: Leadership Moderation in the Loneliness-Engagement Link	Ms Shubham Shah
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

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 Singhanian (Assistant Professor, FORE School of Management)

Session Co-ordinator: Nishitha Dutta

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
09:15 AM-09:30 AM	Sustaining Gen Z Engagement with Responsible Leadership in the Indian Hospitality Industry	Ms Farheen Belgaumwala
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