FORE INTERNATIONAL MANAGEMENT

FIMC 2026

Purposeful Innovation: Balancing Artificial Intelligence
with Ethical Responsibility

PAPER PRESENTATION BOOKLET

25–27 November 2026

FORE School of Management, New Delhi

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NOV 25, 2026 Pre-Conference Day

Time	Programme	Facilitator / Venue
08:30 AM – 09:00 AM	Registration & Networking	
09:00 AM – 04:00 AM	Doctoral Colloquium	**Prof. Dr Ooi Keng-Boon and Prof. Eva Lim Wei Lee** *UCSI University, Malaysia* **Prof. Louafi** *Director, ENTPE* **Venue – CR-5**
11:00 AM – 01:00 PM	Pre-Conference Workshop: AI in Research	**Prof. Arunabha Mukhopadhyay** ***Professor, IIM Lucknow*** **Venue – CR-4**
01:00 PM – 02:00 PM	***Lunch for Participants***	
02:00 PM – 03:30 PM	Pre-Conference Workshop: AI Adaptation in Consulting	**Mr. Ajay Nahar** ***Partner, Takshashila Consulting*** **Venue – CR-4**
03:30 PM – 04:00 PM	***Networking High Tea***	

NOV 26, 2026 Conference Day 1 — Thursday

Time	Programme	Facilitator / Venue
08:00 AM – 08:30 AM	*Registration & Networking*	
08:30 AM – 10:00 AM	Technical Tracks — I	Parallel Rooms
10:00 AM – 10:15 AM	*Tea Break*	
10:15 AM – 11:15 AM	Industry Roundtable I - Can AI foster Sustainable Urban Mobility?	Prof. Nandan Kumar Singh **Virajam Auditorium**
	Technical Tracks — II	Parallel Rooms
11:30 AM – 01:00 PM	**Conference Inaugural Ceremony & Keynote Address**	**Virajam Auditorium**
01:00 PM – 02:00 PM	*Networking Lunch*	
02:00 PM – 03:30 PM	Technical Tracks — III	Parallel Rooms
	Poster Presentation	Lobby Area of CR-14 & CR-15
	Industry Roundtable II - Artificial Intelligence at the Crossroads: The Implications for Organisations	Prof. Sriparna Basu **Virajam Auditorium**
03:30 PM – 03:45 PM	*Tea / Networking Break*	
03:45 PM – 05:15 PM	Plenary Session I: Editors' Meet	Prof. RPS Kaurav **Virajam Auditorium**
07:00 PM onwards	Conference Gala Dinner	**Jaypee Vasant Continental Hotel, Vasant Vihar**

NOV 27, 2026 Conference Day 2 — Friday

Time	Programme	Facilitator / Venue
08:30 AM – 10:00 AM	Technical Tracks — IV	Parallel Rooms
10:00 AM – 10:15 AM	*Tea Break*	
10:15 AM – 11:30 AM	Plenary Session II: Education Leaders' Panel — Future of Management Education	Prof. Himanshu Joshi Virajam Auditorium
11:30 AM – 01:00 PM	Advances in Management Education in the Age of AI (MSGames)	MSGames Venue – CR-4
	Industry Roundtable III — Accelerating Entrepreneurial Ecosystems: Role of Industry, Higher Education Institutions & Government	Prof. Anita Tripathy Lal Virajam Auditorium
	Technical Tracks — V	Parallel Rooms
	5-Minute Thesis Presentation (5MTP) Competition	CR18 Prof. Nandan Kumar Singh
01:00 PM – 02:00 PM	*Networking Lunch*	
02:00 PM – 03:15 PM	Technical Tracks — VI	Parallel Rooms
03:30 PM – 04:45 PM	Technical Tracks — VII	Parallel Rooms
04:45 PM – 05:15 PM	**Valedictory Ceremony & Conference Round-up**	Virajam Auditorium
05:15 PM onwards	*High Tea & Departure*	

DAY 1 · THURSDAY, 26 NOVEMBER 2026

Technical Tracks — I

08:30 AM – 10:00 AM

Sub-track 1.1 | Circular economy business models: design for reuse, repair, remanufacture, and recycling

Chair: Prof. Aditi Khanna, University of Delhi **Co-chair:** Dr. Aakanksha Kishore

Venue: CR4 **Student coordinator:** Aakarshit Arora

Paper ID	Paper title	Authors
447	Rare Earth Shocks and Indian Sectoral Markets: Spillovers to Green, Energy, and IT Equities	Mohita Rastogi, Dr. Basant Potnuru
353	Strategic Circular Economy Business Model Transformation and Sustainable Performance in Indian Pharmaceutical Companies: The Mediating Role of Circular Innovation Capability and Moderating Role of Digital Transformation- A Study on Hyderabad Region.	Dr. R S Ch Murthy Chodisetty
404	Women in Informal Waste Sector and Circular Economy: A Study in Mumbai	Tanzil Jahan Mohammed Salim Shaikh, Dr. Lalima Mukherjee
110	Critical Mineral Supply Chains and the Clean Energy Transition: Risks, Resilience and Circularity Pathways	Perminder Kaur
281	Prioritizing ESG and Circular Economy Strategies for Sustainable Structural Construction: An Integrated Hybrid MCDM Framework	Dr. Himanshu Shukla, Dr. Sharda Siddh, Mangesh Joshi, Ruchi Sao
263	Customer Engagement in Reverse Logistics: Examining Willingness and Strategic Outcomes in the Fashion Apparel Industry	Jaygiri Goswami, Nirali Shah, Ankit Katrodia, Parth Dave, Shrey Bhupatkar

Sub-track 4.1.1 | AI in marketing: personalisation engines, recommendation systems, and predictive analytics (Session I)

Chair: Prof. Garima Saxena, IMT, Ghaziabad **Co-chair:** Prof. RPS Kaurav

Venue: CR7 **Student coordinator:** Abhishek Das

Paper ID	Paper title	Authors
191	An Exploratory Study of Micro-Moment Marketing in the AI Era	Anshu Mehta, Yashi Bajpayee, Tajesh Nagpal
143	Digital Marketing Strategies and Consumer Buying Behaviour in the Era of AI: An Empirical Study of Inclusive and Sustainable Digital Transformation	Neha Singh Rathore, Dr. Mani Tyagi
379	Do Consumers Reward the Verified Green Claims? A Machine Learning-Based Text Mining Study of Sustainability Labels in Online Skincare Reviews	Suman
476	The Wellness Paradox: Emotional Targeting, Self-Perception and AI-Enabled Wellness Marketing Among Young Indian Consumers	Minni Singla, Gautami Singh
272	Purposeful AI in E-Commerce: A Data Validity First Approach to Customer Segmentation, Prediction, Value, and Retention	Paresh Teredesai
121	Goal-Based Interaction as a Platform Growth Strategy: When Consistency Beats Diversification	Shubham Gupta, Abhishek Abhishek, Garima Saxena, Sapna Popli

Sub-track 5.4 | Corporate governance, board accountability, and financial ethics

Chair: Prof. Imlak Shaikh, MDI, Gurgaon **Co-chair:** Prof. Samta Jain

Venue: CR9 **Student coordinator:** Ansh Aggarwal

Paper ID	Paper title	Authors
359	CEO Overconfidence and Strategic Investment: The Moderating Role of Promoter Ownership in Indian Listed Firms	Tarun Kumar Soni, Tanveer Bajwa, Ankita Pareek
358	Corporate Governance and Investment Inefficiency: Evidence from Indian Listed Firms	Dipti Saraf, Parag Rijwani
368	Financial Constraints and Payout Substitution in Emerging Markets: Evidence from India	Priya Mandleshwar
366	Cultural Beliefs as a Driver of Personal Financial Planning: Mediating Roles of Risk Perception and Risk Management Attitude among IT Sector Employees in India	Kumari Raksha, Sakshi Singhal, Harsh Purohit, Arpan Parashar
485	Priced for Status, Paid with Ease: Rethinking Veblenian Consumption in the UPI Era	Ragini Kumari, Divya Jain
55*	Tax Policy Shocks and Equity Valuation: How do investors of Indian insurance sector respond to GST 2.0 announcement?	Bhaskar Prabhakar Khadakbhavi, Rajesh Desai
150	Protecting the Digital Retail Investor: An SDG 16 Framework for Finfluencer Oversight and Regulatory Governance under SEBI	Tabinda Mahmood

Sub-track 6.4.1 | Employee well-being, mental health, and psychological safety in AI-augmented environments

Chair: Prof. Sushanta Mishra, IIM Bangalore **Co-chair:** Prof. Sunanda Nayak

Venue: CR13 **Student coordinator:** Hardik Khuntia

Paper ID	Paper title	Authors
442	Can Organizational Support Reduce Technostress? In Context with Academic Institutions	Ayisha Haque, Salma Ahmed

71	Driving Sustainability: The Role of Human Resource Management in Ecosystem Conservation within the Small-Scale Hospitality Sector	Harneet Kaur, Anupam Sharma
279	Enhancement builds well-being, interference drives exhaustion: A dual-pathway view of work-life balance in flexible work	Abu Zayeem
16	Institutional culture and academic talent sustainability in the AI era: the mediating role of employee engagement in higher education institutions	Umadevi VC, A Pouline Juliet
339*	ShadeSense: Leveraging Deep Feature Extraction and Ensemble Learning for Dental Shade Detection	Sangita B Patil, Swayam Parte, Nischoy Ghose, Sahil Zele, Shravan Takke
526	Support or Strain? How AI Integration Shapes Employee Well-Being and the Role of Team Psychological Safety	Abhilasha Malviya
209	The Meaningful Innovation within Workplace Mental Health Context: The Interplay between AI and its Ethical and Responsive Governance	Ridhi Kumar, Priyanka Tiwari, Anand Prakash

Sub-track 7.1 | Strategic management in the AI era: competitive advantage, disruption, and adaptation

Chair: Prof. Sanjay Dhir, IIT, Delhi **Co-chair:** Prof. Ishita Batra

Venue: CR14 **Student coordinator:** Mayank Sharma

Paper ID	Paper title	Authors
94*	A Human-Centric Decision-Support Framework for Supply Chain Quality Management Performance in Industry 5.0: An Integrated Fuzzy DEMATEL–AHP–TOPSIS Approach	Amit Kumar, Patanjal Kumar, Srijib Jha
29	Sustainable Manufacturing Practices: Enablers, and Barriers	Suganthi T
473*	Can Convenience become the new sustainable competitive advantage? A case study of Blinkit quick commerce strategy	Tausif Hussain, Md Shahnawaz Abdin, Amjad Imam Ansari, Asad Ahmad
518	Human Centred Data Integration and Supportive AI for Trustworthy Public Health Delivery in India	Isha Dagar, Sanjay Dhir
378	Creating and Capturing Value from Artificial Intelligence: Which Complementary Assets Do Firms Need?	Suman Kumar
230*	Managed Informality: A Relational Account of WhatsApp in Internal Organisational Communication	Avani Desai, Sayan Basu, Chavi Gupta
377	AI and Digital Tools in Sustainability Monitoring, Carbon Accounting and Climate Risk: A Bibliometric Analysis and Structured Review	Vranda Jain, Gourab Chatterjee, Akarsh Kumar, Suhani Dua

Sub-track 8.1 | AI-enabled and responsible entrepreneurship

Chair: Prof. Chetna Chauhan, Universidad de los Andes **Co-chair:** Prof. Sher Jahan Khan

Venue: CR15 **Student coordinator:** Harsha Thawani

Paper ID	Paper title	Authors
247	AI-Enabled Entrepreneurship and Venture Failure	Puneet Kataria
246	Artificial Intelligence for Sustainable Innovation and Entrepreneurship	Jasmine Dhankhar
386	From Bias to Sustainability? How AI Capability Reaches Sustainable Startup Performance Through Founder Cognition	Dr. Prachi Malgaonkar, Kirtida Vora, Krupali Nakar, Akshay Joshi
371	Mapping the Intersection of AI and Responsible Entrepreneurship	Anurag T P
430	Widening proqX AI's Customer Acquisition Funnel: A Study of Communication Challenges and Marketing Strategy in an Early-Stage Enterprise AI Startup	Harsh Prakash
170	Artificial Intelligence and Entrepreneurial Judgment: A Systematic Literature Review of an Emerging Field	Sankalp Asthana
464	Sustainable Platform Operations: Developing an Operations Management Framework for Workforce Sustainability and Platform Performance in Digital Platform Ecosystems	Dr. Sunita Guru, Nitish Kumar Singh

Sub-track 9 | Purposeful Innovation, Responsible AI & Global Competitiveness: Cases and Perspectives

Chair: Prof. Richa Goel, SCMS, Noida **Co-chair:** Prof. Anuja Shukla

Venue: CR17 **Student coordinator:** Tanisha Garg

Paper ID	Paper title	Authors
436	Carbon Data as a Trade Asset: Digital Monitoring Infrastructure, Platform Design and Ecosystem Strategy for Indian Steel and Aluminum Exporters under the European Union Carbon Border Adjustment Mechanism	Anisha Singh
553	From Persuasion to Prevention: Rapido and the Challenge of Responsible Digital Innovation	Varsha Khattri, Vasundhara B
403	SAMAVESH: Purposeful Innovation through Human-Supervised Agentic AI for Vector-Borne Disease Early Warning in Karnataka's Primary Health Centres: A Responsible-AI Case	Vinitha Thakar, Prof. Ashok Harnal, Prof. Amarnath Mitra, Dr. B G Prakash Kumar
237	The AI Democratization Paradox in Retail Investing: A TCCM–ADO Systematic Review of Information Asymmetry, Financial Literacy, and Behavioural Biases	Ramees Wani
275	Who Watches the Watchers? A Case on AI Surveillance and Public Safety	Shikha Gaur

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Technical Tracks — II

10:15 AM – 11:15 AM

Sub-track 1.3 | AI and digital tools for sustainability monitoring, carbon accounting, and climate risk (Session I)

Chair: Prof. Prashant Gupta, IIM Nagpur **Co-chair:** Prof. Tavishi Tewary

Venue: CR4 **Student coordinator:** Aditi Sharma

Paper ID	Paper title	Authors
458	AI-Based Renewable Energy Forecasting and Operational Optimisation for Green Hydrogen Production: A Sustainable Business Framework for India	Neetu Agarwal, Anusha Syed, Arpan Kumar, Vanshika Jain
558	Beyond the Promise of Green AI: How Social Media Discourse Frames Artificial Intelligence as an Environmental Solution and a Source of Environmental Harm	Rakhi Tripathi
185	Development level and the drivers of carbon emissions: Comparative panel evidence from developed, emerging, and least developed economies	Laxmi Yadav
243	Exploring Short- and Long-term Impacts of Climate Change on the Indian Equity Markets	Radhika Mishra, Dr. Priyanka Ahluwalia
206	FinTech Innovation and Sustainability of Digital Financial Systems: Mediating Roles of Financial Transparency and Operational Efficiency and Moderating Role of Digital Financial Capability	Partap Singh
512	The Role of Digital Transformation and Artificial Intelligence as Drivers of Decent Work and Economic Growth	Srishti Agrawal
295	AI Innovation and Carbon Emissions Across Advanced and Emerging Economies: Territorial and Consumption-Based Evidence	Gagan Choudhary

Sub-track 3.1 | Lean, agile, and resilient operations in a disrupted global environment

Chair: Prof. Ashish Dwivedi, O. P. Jindal Global University; Prof. Bishal Dey Sarkar, IIM Bodhgaya **Co-chair:** Prof. Vipulesh Shardeo

Venue: CR6 **Student coordinator:** Pratham Singhal

Paper ID	Paper title	Authors
406	Marketing-Operations Integration in Real-Estate Development: Examining Supply-Chain Coordination and Project Performance	Apoorva Srivastava, Disha Hirwani
248	Reducing PR-to-PO Lead Time for Agile and Resilient Manufacturing Supply Chains: A DEMATEL–ISM–MICMAC Analysis of Critical Delay Drivers	Mangesh Joshi, Himanshu Shukla, Akhil Deote
542	Uncovering Patterns in Sustainable Global Value Chains and Smart Grid Integration Using Association Rule Mining	Chandra Pal, Monica Shukla
314	Optimizing Industrial Engine Testing: Unveiling Operational Efficiency with SMED for quick Changeovers	Ved Prabha Toshniwal, Jeetesh Sharma, Gunjan Soni, Makkhan Lal Meena
26	Enabling Digital Supply Chain Transformation in Textile Manufacturing: A Decision-Support Framework	Gaurav Mishra, Abhishek Sahu, Deepak Sharma, Mohd. Shuaib
255	Digital Transformation of Supply Chains in Emerging Economies: AI Adoption Enablers, Barriers, and Capability Building for Sustainable Resilience Outcomes	Apoorv Bhardwaj, Patanjal Kumar

Sub-track 4.7 | Consumer Psychology, Social Identity, and Emerging Consumption Practices

Chair: Dr. Pratibha Singh, TAPMI, Manipal **Co-chair:** Dr. Astha Singhal

Venue: CR7 **Student coordinator:** Vartika Srivastava

Paper ID	Paper title	Authors
545	From Adoption to Usage: Understanding Mobile Shopping App Behaviour in India through an Extended UTAUT Model	Priyanka Munjal, Priyanka Chadha, Ashish Gupta
25	Impact of Artificial Intelligence -Driven Dark Patterns on Consumer Trust Among Generation Z in India.	Tania Tyagi, Dr. Yogita Sharma
276	Love, Hush and Dhokha, Darling : How Durex Turns Taboo into Talkable Branding	Sparsh Aggarwal, Nabhya Kathuria
454	Predicting Channel Partner Satisfaction in OTC Wound Care Retail: A Machine Learning Approach	Amarnath Mitra
483	Understanding Contemporary Private Label Consumption: Integrating Existing Empirical Evidence and a Conceptual Framework of Consumer Evaluation Logics	Hemant Bisht, Dr. Sourabh Arora
490	Understanding Customer Responses to Service Robots: The Role of Service Quality, Customer Experience, and Engagement	Rakesh Kumar
202	Plant based meat products	Kavya Agrawal, Dr Nupur Arora, Dr Aanchal Aggarwal

Sub-track 5.2 | FinTech and digital finance including AI-driven financial inclusion

Chair: Prof. Pooja, IIM Visakhapatnam **Co-chair:** Prof. Vandana Bhama

Venue: CR9 **Student coordinator:** Vrinda

Paper ID	Paper title	Authors
530	Digital Payments in India: An Analysis of Growth Patterns, Structural Breaks and Barriers to Adoption	Shreya Bajaj, Sudeep S.
198	Discrete Emotions in Digital Banking and FinTech Services: A Systematic Literature Review	Anirban Debsharma
278	Spillovers Between Cryptocurrency-BRICS Equity Nexus: Evidence from Volatility Connectedness and Country-Level Heterogeneity	Garima Anand, Bharti Bharti
320	The Impact of Institutional Quality on Bank Asset Quality: Panel Evidence from Indian Scheduled Commercial Banks	Indumati Pandey
211	Hello! UPI, Hello Risk? A Data-Driven Evaluation	Nabiha Fatima, Mohammed Kamalun Nabi, Saif Siddiqui
566	Does Accounting Conservatism Facilitate Debt or Equity? Evidence from Family Firms in an Emerging Market	Pratibha Wasan
218	Investigating The Intention To Use Smartphone-Based Trading Technology Among Education Stakeholders: A UTAUT Framework Approach	Yashika Verma

Sub-track 6.4.2 | Employee well-being, mental health, and psychological safety in AI-augmented environments

Chair: Prof. Sushanta Mishra, IIM Bangalore **Co-chair:** Prof. Sunanda Nayak

Venue: CR13 **Student coordinator:** Vanshika Gupta

Paper ID	Paper title	Authors
126	The Privacy Paradox in Urban Spaces: A Diagnostic Study on Public Awareness and Behavioral Manifestations of Surveillance Capitalism in Delhi/NCR	Shweta Kumar, Ajay Kumar
466	Human-Centric Work 5.0: Exploring the Interplay of HR Analytics, AI Automation, Hybrid Work, Psychological Safety and Employee Well-Being	Dr. Pratik Kumar Singh, Anshika Jain
305	Artificial Intelligence Mediated Digital Trust Failure: An HRD Framework for Digital Trust Governance	Poondy Rajan, B. Aiswarya Ramasundaram, D.S. Carmel Priyadarshini, Dr. Tamil Selvi
336	Dark Side of the Absence of Human Intervention in AI-led Decision-Making in HRM: A Phenomenon of Over-Reliance	Sagar Radhi
48	Beyond Publications and Teaching: Reimagining Faculty Reward Systems for AI-Enabled Value Creation in Indian Business Schools	Shelly Pandey
158	Safe to Disagree with the Machine: Algorithmic Psychological Safety and Employee Well-being in AI-Augmented Work	Maninder Kaur
161	Quiet Quitting in the Age of Algorithms: Dehumanization, Reactance, and Injustice at Work	Mushkan Sah Kanwal

Sub-track 7.2 | Geopolitics and global business: trade tensions, supply chain nationalism, and regulatory fragmentation

Chair: Prof. Rahul Mishra, JNU, Delhi **Co-chair:** Prof. Pushkar Pushp

Venue: CR14 **Student coordinator:** Aakarshit Arora

Paper ID	Paper title	Authors
533	Do External Macro Risks Trigger Corporate Financial Distress? Evidence from Indian Listed Firms	Vandana Gupta
557	EOQ Model for a Two-warehouse Inventory System under Triangular Fuzzy Criterion	Dr. Alok Kumar
291	Rewiring Global Value Chains: The New Economics of Sustainability Standards	Nimmy Jacob, Dr. Ritika
284	Employee Stock Option plan and Earnings Management: Evidence from Indian Listed Firms	Satyabrata Malik, Chandra Sekhar Mishra, Prabina Rajib

Sub-track 2.6 | Ethical decision-making, moral courage and stakeholder accountability

Chair: Dr. Vikas Kumar, Central University of Haryana **Co-chair:** Dr. Saurabh Mittal

Venue: CR5 **Student coordinator:** Abhishek Das

Paper ID	Paper title	Authors
543	A Multi-Criteria Group Decision-Making Framework for Quick-Commerce Platform Evaluation Using Intuitionistic Fuzzy Optimization Technique	Hitesh Arora
43	Responsible AI for Business Value Realization in India's BPM Industry: A Systematic Literature Review and Conceptual Framework	Ritesh Arya, Dr. Rekha Mishra
407	Servant Leadership as Service Design: A Systems Perspective on Value Co-Creation	Dr. Malay Patel, Neer Shah, Mahammad Sadab Saiyad, Sarvesh R V

Paper ID	Paper title	Authors
499	Is value creation inherent to the conceptualization of a 'Responsible Business'? A practice-oriented exploration	Ashish Goel
484	Student Absenteeism in University: Reasons Why They Don't Show Up	Anishka Baisoya, Sameeha Petwa

DAY 1 · THURSDAY, 26 NOVEMBER 2026

Technical Tracks — III

02:00 PM – 03:30 PM

Sub-track 1.2 | ESG measurement, non-financial reporting frameworks, and sustainability assurance

Chair: Prof. Ashish Aggarwal, IIM Lucknow, Noida Campus **Co-chair:** Prof. Shallini Taneja

Venue: CR4 **Student coordinator:** Ansh Aggarwal

Paper ID	Paper title	Authors
233	An Integrated Neural Network and Generative Adversarial Network Framework for Data-Driven Route Prioritization	Gajendra Nagar, Atul Sharma
154	Anchors or Elevators: Prioritizing the Hierarchy of Facilitators in Sustainable HRM Adoption using TISM-MICMAC Analysis	Amita Yadav, Ashutosh Nigam
215	Do Investors Value SDG Disclosures? Evidence from Asia-Pacific Banks under Fragmented Institutional Regimes	Ms. Singh, Dr. Meena Bhatia, Dr. Shuchi Pahuja
196	Driving SDG Engagement Quality: Institutional Pressure, Board Governance, and ESG Performance in the Shift from Symbolic Compliance to Strategic Value	Smriti Yadav
555	From Evidence to Exaggeration: Do Verification and Accountability Safeguards Survive Promotional Pressure in AI-Generated Sustainability Communication?	Akshat Chopra, Shallini Taneja
304	From Green Innovation to Circular Economy Performance: The Role of ESG Performance and the Moderating Influence of AI-Based Sustainability Monitoring	Jalaja Enamala, Ravi Chandra B.S, Raju Challa, Sukanya Metta, Srinivas Donthamsetti, Suneetha Sunkari, Neeraja Enamala
452	Bridging the intention-action gap in student pro-environmental behaviour: evaluating AI-driven sustainability monitoring and carbon accounting in Indian higher education institutions	Kashish Akbar

Sub-track 2.5 | Blockchain, IoT, edge computing and their business implications

Chair: Prof. Dr. Ooi Keng-Boon, UCSI University, Malaysia; & Dr. Suvashis Choudhary **Co-chair:** Prof. Subhadeep Mandal

Venue: CR5 **Student coordinator:** Hardik Khuntia

Paper ID	Paper title	Authors
227	An Integration-to-Intelligence (I2I) Framework to foster Wisdom in Organizational Decision-Making	Hari Shankar Venkatasubramanian, Dr. Sreekanth V K
343	From Technology Adoption to Financial Planning: The Sequential Role of Insurance Awareness and Efficacy	Kumari Raksha, Harsh Purohit, Arpan Parashar, Deepika Bansal
273	Unraveling Cryptocurrency-Latin American Equity Market Connectedness: Evidence on Time-Varying Spillovers and it's Drivers	Garima Anand, Bharti Bharti
405	Smart Sustainability Utilising IoT to Promote Eco-Friendly Packaging Solutions	Anshul Malik, Ruchi Jain, Swati Sharma
497	Digital Supply Chain Transformation Through Artificial Intelligence and Autonomous Systems: A Bibliometric Analysis (2014–2026)	Raj Kumar

Sub-track 3.2 | AI and automation in production planning, scheduling, and quality control

Chair: Dr. Sandeep Jagtap, Lund University, Sweden **Co-chair:** Prof. Sumeet Kaur

Venue: CR6 **Student coordinator:** Mayank Sharma

Paper ID	Paper title	Authors
131	From Churn Risk to Retention Priority: A Value-Aware Framework for FinTech Customer Retention	Shweta Harish, Noor Azman Ali, Ida Yasin
435	Hexagonal Tessellation-Based Smart Facility Layout Optimization Framework	Dr. Sachin Pund, Dr. Yogesh Deshpande, Prof. Sarvesh Biyani, Prof. Amrita Mundale
356*	Unpacking AI-Robotics Effects on Supply Chain Outcomes: Resource Orchestration as the Core Mechanism with Digital Maturity and Agility Contingencies	Amit Kumar, Patanjal Kumar
169	Structural Limitations of Traditional DMAIC in High-Dimensional Smart Manufacturing Systems: A PRISMA-Based Systematic Review Toward Predictive Quality 4.0	Tannu Vats
326	A MINLP Optimization Model for Hydrogen-Loss-Centric Route Selection in Hydrogen Transportation Network	Ravi Ranjan, Ravi Kishor Ranjan, Suvendu Naskar
322	Nonlinear Effects of Renewable Energy, Trade and FDI on Carbon Emissions in Developing Economies	Smita Bodne

Sub-track 4.3 | Ethical marketing and data privacy

Chair: Prof. Vivek Tomar, Symbiosis, NOIDA **Co-chair:** Prof. Asif Zameer

Venue: CR7 **Student coordinator:** Harsha Thawani

Paper ID	Paper title	Authors
269	Artificial Intelligence in Entrepreneurial Finance and Resource Acquisition	Sagar Joshi

Paper ID	Paper title	Authors
171	Consumer Trust in AI Generated Marketing	Anika Chopra
448	From Explainability to Loyalty: How Transparent AI Recommendations Shape Trust in E-commerce	Shubhanshu Naik, Parul Kumari Bhati, Samarpit Shrivastava
439	Does Market Justification Still Work When Switching Is Easy? A Boundary-Condition Test of Price-Increase Justifications in a Streaming Subscription Context	Kartik Sood, Ena Hooda, Astha Singhal

Sub-track 5.3 | Sustainable finance: ESG investing, green bonds and impact investing

Chair: Prof. Amit Kumar Singh, Delhi School of Economics, University of Delhi **Co-chair:** Prof. Shubham Singhania

Venue: CR9 **Student coordinator:** Tanisha Garg

Paper ID	Paper title	Authors
413	Climate Risk and Corporate Financial Performance: The Role of Green Bonds in Advancing Sustainable Finance	Dr. Kapil Arora
537	Decoding the Blue Economy: Analysis of Research Trends, Theories, and Future Directions using JACKY–TCM	Saurabh Mittal
148	Dynamic Energy–Equity Spillovers in BRICS: Renewable and Non-Renewable Energy across Crisis Periods Using TVP-VAR	Ratna Priya, Dr. Bharti Bharti
399	From Mandate to Mindset: How a State-Owned Bank Operationalizes ESG	Arunima Haldar, Neetu Sharma, Jatin Jatoliya
47	Nexus Between Shadow Banking and Sustainability: A Systematic Literature Review Using the TCCM Framework	Akaash Kumar, Dr. Ritika Chopra
226	Promoter Concentration and ESG Adoption Barriers: A North Indian Family Business Perspective	Azeem Rafat, Dr. Abhinav Gupta
277	The Asymmetric Impact of ESG Ratings on Financial Performance: Evidence from Panel Quantile Regression	Renu Bala

Sub-track 6.5 | Upskilling, reskilling, and lifelong learning strategies for AI-driven workforce transitions

Chair: Prof. Umesh Bamel, IMI Delhi **Co-chair:** Prof. Rajwinder Kaur

Venue: CR13 **Student coordinator:** Aditi Sharma

Paper ID	Paper title	Authors
205	AI-Driven Skill Disruption: Exploring Alternative Workforce Skill Requirements for 2030	Ramsha Khan, Rushda Kalim
207	Artificial intelligence capability: a systematic literature review using the tccm-spar framework	Pooja Kumari
546	Managing AI-Driven Workforce Transformation: A conceptual configuration matrix model	Garima Khemani, Raja Emani
318	Preparing Young Professionals for the AI-Driven Workplace: The Effects of Responsible AI Perceptions, Reskilling Opportunities, and Perceived Job Security	Parulkumari Bhati, Shubhanshu Naik
388	Balancing the Algorithm and the Human Mind: A Job Demands – Resources Framework for Purposeful AI Adoption and Employee Mental Well-Being	Medha Takawale, Suruchi Pandey
208	RESKILLING FOR THE AI ERA: BUILDING AN ADAPTABLE AND FUTURE-READY WORKFORCE	Nishu Goel, Nidhi Sinha
232	When Everyone Has a Badge? Micro-Credential Inflation, Career Signalling, and the Persistence of the Degree Among Generation Z	Dr.Ranjana Mary Varghese

Sub-track 7.3 | Corporate sustainability strategy: integrating ESG into business models and competitive positioning

Chair: Prof. Vikas Gupta, O. P. Jindal Global University **Co-chair:** Prof. Monika Dahiya

Venue: CR14 **Student coordinator:** Pratham Singhal

Paper ID	Paper title	Authors
503	A conceptual framework for strategy-sustainability integration: Moving from 'if' and 'when' to How	Ashish Goel
219	Porter's Five-Forces Analysis of the Second-Life Battery-Storage Industry An Industrial-Economics Assessment, with Implications for India	Shubham Swaroop, Tirthankar Dutta, Siddhant Samanta Singhar
44	Can ESG Predict Financial Distress? A Pillar-Level Analysis from an Emerging Market using Machine Learning Models	Shubham Singhania, Ajit Kumar Singh, Varda Sardana
532	Rethinking Corporate Sustainability Through the ESG Lens: Concepts, Contradictions, and Strategic Imperatives	Vrinda Rawal, Gagandeep Sharma
34	Is Gold a Safe Haven for Indian Investors? Evidence from Two Decades of Multi-Asset Data	Lovleen Gupta, Santosh Kumar
539	Does ESG add anything to conventional portfolio ? Evidence from mean-variance spanning and tail risk in the United States and Europe	Vikas Pandey, Bhaksar Chhimwal
455	Digital Financial Influence: The Role of Finfluencer Attributes in Investment Decisions	Annu Yadav; Tanya Ranjan; Anjali Malik; Mahender Yadav

Sub-track 8.2 | Innovation management: open innovation, R&D strategy, and technology commercialization

Chair: Prof. Eva Lim Wei Lee, UCSI University, Malaysia; & Dr. Deepak Kumar, Nalanda University **Co-chair:** Prof. Amarnath Mitra

Venue: CR15 **Student coordinator:** Vartika Srivastava

Paper ID	Paper title	Authors
472	Operational data architecture and ecosystem governance in inbound logistics: a motion-data strategy for 3pl platform coordination and digital readiness	Sumit Rawat
347	Startups' Entrepreneurs' Behavioral Intention towards FinTech Crowdfunding Services Adoption: A multi-method approach through a configurational perspective	Pooja Devi
531	Decoding Generation Z's Investment Behavior through PRISMA-Based Systematic Literature Review	Aakriti Talwar, Dr. Jatin Vaid
412	Does Firm-Level Corruption Moderate the Innovation-Performance Relationship? Evidence from a Multi-Wave Panel of Indian Firms	Syed Mohammad Asghar Tahir, Andualem Gezahegn Desu, Sanjay Medhavi
369	Purposeful Eco-Innovation as a Catalyst for Green Purchase Behavior and Its Impact on Customer Satisfaction: An Empirical Investigation	Shivika Kaushik, Sanjeev Kumar Sharma
556	MakeMyTrip's Journey from Opaque Screens to Agentic Booking: Capability Building and the Durability of Incumbent Advantage in the Age of AI	Ritesh Varma

Sub-track 8.4 | Startup ecosystems, incubators, accelerators, and policy frameworks

Chair: Dr. Davinder Singh, BML Munjal University, Gurugram **Co-chair:** Prof. Anita Tripathy Lal

Venue: CR17 **Student coordinator:** Vrinda

Paper ID	Paper title	Authors
361	Foundations before Frontier Technology: Finance, Supply Chains and the Sustainability of Women-Led Startups in Gujarat, India	Pankti Pandya, Dr. Parth Kishorkumar Dave, Pratik Pravin, Shrey Bhupatkar, Devanshi Dave, Isha Trivedi
195	Islandpreneurs: The Rise of Entrepreneurial Minds	Prof.B. Charumathi, Shalika Santosh
240	The Regulative Tilt: India's SDG-Aligned Entrepreneurship Support Provides Most Where It Designs for Women Least	Abu Ghaffari, Mohd Shamim, Rubina Fakhr
471	Data Collection and Requirements Analysis for Streamlining Government Welfare Schemes	Raja Sree, Indra Priyadharshini S, Padmavathy T V, Vijayalakshmi V, Petcy Metilda
147	Where Sustainability Meets Innovation: Mapping a New SDG-Oriented Investment Ecosystem	Vansh Bathla, Karam Pal Narwal, Kajal Batra, Gurvinder Singh

Poster | Poster presentation

Panelist: Dr. Priyanka Sharma, IIM Lucknow; Prof. Pranav Mishra, LLDIMS **Faculty coordinator:** Prof. Tarun Kumar Soni

Venue: Lobby area of CR 14 and 15 **Student coordinator:** Vanshika Gupta

Paper ID	Paper title	Authors
509	AI driven Phygital retailing Mapping Theoretical Foundations, Consumer Engagement, and Responsible Innovation	Jagriti Jajoria

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Technical Tracks — IV

08:30 AM – 10:00 AM

Sub-track 2.4 | Cybersecurity, data privacy, and digital trust in AI-enabled enterprises

Chair: Prof. Arghya Ray, IIT Delhi **Co-chair:** Prof. Lakshay Mehla

Venue: CR5 **Student coordinator:** Aakarshit Arora

Paper ID	Paper title	Authors
384	Detecting Deepfakes for Purposeful and Ethical AI Innovation	Anand Kumar Jaiswal, Rajesh Kumar
496	Predicting Payment After Unsolicited Requests for Money: A Cross-Country Study of Digital Access, Phone-Use Conditions, and Geographic Generalization	Yogesh Parate, Somu Gorai, Gaana J
461	Personalization with a Price: Unraveling the Personalization-Privacy Paradox in Telematics-Based Automobile Insurance	Tanya Ranjan, Anjali Malik, Annu Yadav, Mahender Yadav
514	Quantum Approach for Spam Filtering: Combining Signed Network Analysis and QSVM	Thiagarajan Kittappa, Karthick Kishore SK, Senthilkumar Bose, Tarun V
416	Consumer Preferences and Purchase Intention for Affordable Alcohol Mixers among Young Urban Consumers in India	Ashima Taneja; Akshit Dadhich

Sub-track 2.3 | AI governance, explainability, and responsible AI frameworks for organisations

Chair: Prof. Umar Bashir Mir, IMI Delhi; Dr. Pratibha Singh, TAPMI, Manipal **Co-chair:** Prof. Gaurav Kabra

Venue: CR22 **Student coordinator:** Abhishek Das

Paper ID	Paper title	Authors
104	The Epistemic Gap: A Responsible Leadership Framework for Measuring, Sustaining and Controlling Human–AI Collaboration in Organisations	Chimalamarry Naga Shivani Sharma, Vavilala Venkata Ramana Prasad
451	Transforming Road Accident Investigation Through Vehicle-Generated Data: An OBD-Based Black Box Framework	Atul Kirti
423	Responsible AI and Organizational Resilience: Ethical AI Governance, Algorithmic Trust, and Digital Organizational Culture	Partap SIngh
415	“Machine Learning-Based Prediction of Sustainable Development Goal 3 Attainment: A Comprehensive Analysis of Global Health Indicators Using Logistic Regression and ANOVA”	Vinitha Thakar, Prof. Amarnath Mitra
315	Propaganda Machines and Recommender Engines: Are We Engineering the Loss of Free Will?	Ritika Dhar, Yogita Sharma

Sub-track 4.4 | Sustainable and green marketing

Chair: Prof. Gobinda Roy, IMI Kolkata **Co-chair:** Prof. Swati Sharma

Venue: CR7 **Student coordinator:** Ansh Aggarwal

Paper ID	Paper title	Authors
437	Is Quick Commerce Built to Last? Consumer Perception, AI-Driven Engagement, and Sustainability in India's Q-Commerce Boom	Anshika Sharma, Anshika Yadav, Jatin Vaid
551	Sustainability Intention–Action Paradox in wellness tourism: An Adaptive Capacity Framework.	Ashutosh Pandey
408	Value–Identity Congruence in Sustainability Appeals	Rajarshi Debnath
381	From External Stimuli to Sustainable Fashion Purchase Intention: A Stimulus-Organism-Response Framework	Pinki Rani, Anushka Sharma, Khyati Kochhar
427	When Green Trust Shapes Sustainable Choices: The Role of Psychological Reactance, AI Trust, and Perceived Autonomy Support	Twinkle Arora, Dr. Meenakshi Bisla
500	Environmental Concern and Sustainable Mobility: Examining ride-sharing adoption among Working Professionals in Urban India	Nimisha Srivastava, Charu Sijoria, Sunnupu Suresh
139	From Personalization to Purchase: An Integrated Framework of Consumer Processing in Sustainable Fashion E-Commerce	Purvi Agarwal, Prof. Priyanka Sharma

Sub-track 5.1 | AI in financial analysis, forecasting, algorithmic trading, and risk modelling

Chair: Mr. Ajanavit Prasad, Grant Thornton Bharat **Co-chair:** Prof. Vikas Pandey

Venue: CR9 **Student coordinator:** Hardik Khuntia

Paper ID	Paper title	Authors
151	A FinBERT-Based Analysis of Investor Sentiment, NIFTY 50 Returns and Volatility: From Financial News to Market Dynamics	Sanchita Saxena, Dr. Nidhi Singh
357	AI-Based Prediction of IPO Performance in India: Evidence from Issue Characteristics, Underpricing, and Long-Term Returns	Kundan Kumar, Chahat Rao, Mohit Kumar

93	Data-Driven Forecasting of Life Insurance Sales in India: Implications for FinTech and Responsible Management	Dayanand Das, Gurpreet Kaur
492	Mapping the nexus between corporate cash holdings and monetary policy transmission: A systematic literature review	Ritika Juhi
58	Leading Green in the Digital Age: A Serial Mediation Model of GHRM and Green Creative Behaviour Linking Digital Leadership to Sustainability in the Hospitality Sector	Bhajan Lal, Rajwinder Kaur, Aishwarya Nainan
425	The Impact of Financial Statement Utilization on the Quality and Effectiveness of Managerial Decision-Making in MSMEs	Govinda T
113	AI Applications in Retail Investing: A Grounded Theory Approach	Vandana Rastogi, Jayender Verma

Sub-track 7.4 | Digital transformation strategies: platform economics, data strategy, and ecosystem management

Chair: Dr. Bhushan Kumar, Kookmin University, South Korea **Co-chair:** Prof. Ana Sinha

Venue: CR14 **Student coordinator:** Mayank Sharma

Paper ID	Paper title	Authors
133*	Analysing the Relationship Between Digital Commerce Platforms and Performance of Small Enterprises: An Empirical Analysis of Emerging Economy	Pramahender Singh, Dr. Ramesh Chander
66	Authentic or Artificial? A Qualitative Content Analysis of AI-Generated Fashion Advertising on Instagram in India	Kaiwallya Vinod
375	Effects of digitalization on strategic performance of Automobile OEMs-SLR	Shuvajit Chakraborty
460	Governing the AI Evaluator: A Human-Anchored Lifecycle for LLM as a Judge in Large Scale Recommendation Systems.	Vardhman Jain
175	Trading Strategies in Indian IPOs: Testing the Persistence of Momentum and Breakout Returns	Kailash Talreja, Archana Singh
420	Understanding digital transformation through tccm framework	Sourabh Abrol

Sub-track 4.1.2 | AI in marketing: personalisation engines, recommendation systems, and predictive analytics (Session II)

Chair: Prof. Mukta Srivastava, TAPMI **Co-chair:** Prof. RPS Kaurav

Venue: CR4 **Student coordinator:** Harsha Thawani

Paper ID	Paper title	Authors
349	Exploring the Drivers of Non-Deceptive Counterfeit Consumption: Evidence from the Indian Fashion Market	Dr. Ritu Raj
434	The role of consumer expertise in shaping responses by AI chatbots: A study of Warm vs Analytical AI in Hotel recommendations	Hetush Gupta, Astha Singhal
431	Beyond ESG Scores: Does ESG Momentum Drive Corporate Performance? Evidence from an Emerging Market	Chanchal Kushwaha, Krishnendu Ghosh
362	When Algorithmic Recommendations Backfire: From Consumption Pressure to Deconsumption Through Psychological Reactance.	Dr. Ankita Sharma
444	When Brands Meme: Exploring the Role of Meme-based Communication in Shaping Brand Culture	Aayushi Sharma, Rahul Pratap Singh Kaurav, Surabhi Koul
338	Role of Artificial Intelligence in Personalised Advertising Shape Consumer Trust and Purchase Intention	Rachna Gupta, Sunil Kumar Roy

Sub-track 6.3 | Diversity, equity, and inclusion: algorithmic bias in HR and building equitable workplaces

Chair: Prof. Aditi Dey Sarkar, NMIMS Mumbai **Co-chair:** Prof. Aarushi Singh

Venue: CR6 **Student coordinator:** Tanisha Garg

Paper ID	Paper title	Authors
65	Digital Inclusion and Neurodiversity: IT Pathways to Sustainable Organizations	Vipul Nayyar
99*	Strategizing LGBTQ Inclusion at Work: A Systematic Review and Evidence-Based Integrated Model	Shivangi Singh, Pradeep Chauhan, Abhishek Sahu
316	Too Many Cooks Innovate the Broth? A Multilevel Model linking Team Cognitive Diversity, AI-induced Job Insecurity and Innovative Work Behavior	Lakshika Malik
308	Quiet Quitting and Psychological Safety in AI-Driven Workplaces	Shashi Bansal, Priyanka Yadav
172	Digital Communication Overload and Employee Well-being: Insights using an Input-Mediator-Outcome (IMO) Framework	Aradhana Tagotra
433*	Innovation Odyssey: Orchestrating Brilliance Amidst Job Challenges, Resources, And Gender Dynamics	Ashish Saini, Kumari Ruchi, Anjali Dutta

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Technical Tracks — V

11:30 AM – 01:00 PM

Sub-track 2.2 | Gen AI and Large Language Models – applications and organisational implications

Chair: Dr. Sameer Anand, University of Delhi **Co-chair:** Prof. Alok Kumar

Venue: CR5 **Student coordinator:** Aditi Sharma

Paper ID	Paper title	Authors
234	Board Leadership Structure, IPO Underpricing, and Differential Investor Response: Evidence from Indian Stock Market	Amit Kumar Singh, Mukesh Kumar
146	Borrowed Competence: AI Reliance, Avoidance, and the Assisted–Unaided Ability Gap	Vijaya Tripathi, Abs Shalini, Pushp Lata
155	The AI compliance paradox: When pressure to adopt AI creates facades of conformity and suppresses employee voice	Suhans Bansal, Prof. Dr. Amit Gupta
515	Quantum Approach for Plagiarism detection using Custom Unitary Quantum Gates	Thiagarajan Kittappa, Rithanya T, Tarun V
523	Recognising Fake News Articles from Social Media Images Using Machine Intelligence Techniques	Sajal Mitra, Parthajit Roy
197	Think, Create, or Prompt? The Impact of AI on Creativity and Critical Thinking of Indian Students	Ghausia Begum, Areeba Nayab

Sub-track 3.5 | Sustainable and circular operations

Chair: Dr. Taranga Datta, Bournemouth University, UK **Co-chair:** Prof. Sayan Chowdhury

Venue: CR6 **Student coordinator:** Pratham Singhal

Paper ID	Paper title	Authors
105*	AI-Driven Decision Making: Balancing Algorithmic Efficiency and Managerial Intuition in Hybrid Workforces	Kishan Kumar
134	Energy Demand Forecasting for Sustainable Development Using Hybrid Machine Learning Models: A Case Study Approach	Krishna Mohan Agarwal, Anchal Patil, Shikha Aggarwal, Nitika Sharma
160	Fragmented Frameworks, Unequal Outcomes: Circular Economy Policy and the Circular Start-up Typology	Swati Kasana
238	Prioritizing Responsible AI Applications for Sustainable Manufacturing Operations: A Hybrid BWM–MARCOS Decision Framework	Mangesh Joshi, Himanshu Shukla
443	A Hybrid Machine Learning and Multi-Objective Evolutionary Optimization Framework for Sustainable Bus Route Optimization	Dr. Sachin Pund
565	Integrating Smart Production, Carbon Pricing and Circular Economy Principles for Sustainable Supply Chain Optimisation	Aakanksha Kishore
497	Digital Supply Chain Transformation Through Artificial Intelligence and Autonomous Systems: A Bibliometric Analysis (2014–2026)	Apoorv Bhardwaj

Sub-track 4.5 | Customer experience management in AI-mediated and omnichannel environments

Chair: Dr. Preeti Tak, IIFT, Delhi **Co-chair:** Prof. Ayushi Sharma

Venue: CR7 **Student coordinator:** Vartika Srivastava

Paper ID	Paper title	Authors
72	Customer Interaction in Business-to-Business Markets: Role of AI and Digital Technologies	Sandip Mukhopadhyay, Sumnedha Chauhan, Parul V Gupta
561	Exploring the Impact of Virtual Try-Ons on Consumer Buying Decisions in the Realm of Luxury Gifting	Ayushi Sharma, Swati Sharma
83*	From Academic Stress to Cyberloafing: The Moderating Influence of Academic Self-Efficacy	Garima Chandna
507	Generative Engine Optimization: A Systematic Literature Review — Extended Abstract	Anuja Shukla, Anubhav Mishra
564	Spot-Aware Strategic Resilience Investment Under Disruption Risk: A Generalized Distribution Approach	Nandan Singh

Sub-track 4.2 | Digital consumer behaviour: social media, influencer marketing, and online communities

Chair: Prof. Sudhir Rana, Liwa University, UAE **Co-chair:** Prof. Ashutosh Pandey

Venue: CR19 **Student coordinator:** Vrinda

Paper ID	Paper title	Authors
81	Does Prior Augmented Reality Experience Alter How Virtual Try-On Makeup Applications Affect Women's Intention to Buy Cosmetics? A PLS-SEM Analysis	Vivek Pant
261	Can AI make shopping feel human? Exploring the influence of AI service agent quality on customer engagement and purchase intention in Indian e-commerce	Dr. Tania Thomas, Dr. Dawn Jose, Harisankar S, Divya Vijay V

392	Co-creating Value Beyond Transections: The Role of Customer Empowerment in Omnichannel	Sakshi Sahu, Rakesh Kumar
493	Breaking Up with the Label: Tracing Consumer Rejection of Private Labels	Komal Yadav, Dr. Sourabh Arora
440	The Impact of AI-Generated Review Summaries on Consumer Behavior in the Gaming Industry	Sambhav Jain, Astha Singhal
184	From AI to Influencer Exploring Personalised Beauty Recommendations and Consumer Buying Decisions	Vanshika Sabharwal

Sub-track 6.2 | Future of work: automation, hybrid models, gig economy, and evolving employment relations

Chair: Prof. Upasna Agarwal, IIM Mumbai **Co-chair:** Prof. Chiradip Bandyopadhyay

Venue: CR13 **Student coordinator:** Vanshika Gupta

Paper ID	Paper title	Authors
393	Identifying Early Warning Signals of Candidate Attrition During Recruitment for Cost Optimization	Tanishka Gupta
395	Key Determinants of Attrition of Medical Representatives in the Indian Pharmaceuticals Industry: A multistakeholder Qualitative Analysis	Sumana Sarkar
200	Measuring the Business Value of IT Training: A Data-Driven Analysis of Training Effectiveness, Employee Performance, and ROI	Lingesh G R
159	The visibility ladder: presence-weighted measurement bias in hybrid-work HR analytics and the internal gig boundary	Maninder Kaur
376	The Impact of Technology-Related Job Monitoring on Employee Turnover Intention: The Mediating Role of Work Engagement.	Ayushi Saxena, Pallavi Singh, Prachi Pathak
432*	Towards effective human–AI collaboration at work: A review and research agenda	Monika Soni, Dr. Rahul Bodhi
552	Who Is Accountable When the Machine Recommends? Responsibility Assignment in AI-Assisted Hiring Decisions in Indian Organisations	Manisha Rawat

5-minute thesis | 5-minute thesis presentation

Panellist: Prof. A. Sahay **Faculty coordinator:** Prof.

Venue: CR18 **Student coordinator:** Aakarshit Arora

Paper ID	Paper title	Authors
225	Cyberbullying: Assessing the Other Side	Suhans Bansal
300	Characterization of Attack and Measures for A Complex Network	Reetendra Singh
418	A Sugeno-Type (Takagi–Sugeno–Kang) Fuzzy Inference System with Triangular Membership Functions for Computer-Aided Diagnosis of Lung Cancer	Avikshit Sharma
298	AI-Mediated Sustainability Communication and Governance: A Non-Substitutability Framework for Credible Business Communication	Kanakamedala Venkata Ramakrishna
297	Governing AI-Enabled Multimodal Logistics Under Systemic Disruption: The S^3-LOGIC Framework for Responsible and Resilient Infrastructure Governance in India	Ramakrishna Kanakamedala
527	From Clinical Problems to Strategic Prioritization of AI Investment Opportunities	Wungkhai Hommichon, Sanjay Dhir
121	Goal-Based Interaction as a Platform Growth Strategy: When Consistency Beats Diversification	Shubham Gupta, Abhishek Abhishek, Garima Saxena, Sapna Popli

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Technical Tracks — VI

02:00 PM – 03:15 PM

Sub-track 1.5 | Net-zero strategies, science-based targets, and corporate climate action

Chair: Prof. Ganesh, Dubai Business School, University of Dubai **Co-chair:** Prof. Nandan Kumar Singh

Venue: CR4 **Student coordinator:** Abhishek Das

Paper ID	Paper title	Authors
214	Artificial intelligence focus and assessed ESG performance: panel evidence from Indian listed firms	Shallu, Monika
354	Sustainable Finance Practices and Performance on Indian Banking Industry: The Mediating Role of Green Banking Capability- An Empirical Investigation of Telangana Region.	Dr R S Ch Murthy Chodisetty
446	Filling the Gaps in Carbon Accounting: Machine-Learning Estimation of Scope 1 and 2 Emissions Intensity of Indian Listed Firms from Financial and Operational Indicators	Kavya Nair
438	Do Climate Narratives Match Climate Performance? A Text-Analytics Assessment of BRSR Disclosures in Emission-Intensive Indian Sectors	Anshjot Singh
188	Export Performance, Environmental Pressure and Energy Use in BRICS Economies: Evidence from a Cross-Sectionally Augmented ARDL Framework	Smita Bodne

Sub-track 2.1 | AI, Technology & Responsible Leadership (General)

Chair: Prof. Sanjeev Mittal, Former Vice-Chancellor, Sambalpur University **Co-chair:** Prof. Priyanka Munjal

Venue: CR5 **Student coordinator:** Ansh Aggarwal

Paper ID	Paper title	Authors
429	Artificial Intelligence, Technology and Responsible Leadership: Reframing Organisational Change through Human Agency, Accountability and Sustainable Value	Dr. Trilochan Bhatt, Lalit Mohan Bhatt
449	From Responsible AI to Responsible Autonomy: TATTVA — A Six-Test Governance Framework for Agentic AI Systems in Business	Shailee Choudhary
149	Sustainable Finance: A Review of Environmental, Social, and Governance (ESG) Criteria in Financial Decisions	Samriddhi Chourasia, Anil Chourasia
380*	The Algorithmic Hook and Attention Hold: An Empirical Analysis of Short-Form Video Consumption and Attention Fatigue among Generation Z Students in assam	Sartaz Aziz, Manoj Khaund, Heera Barpujary
80*	The forecast is not the decision: evaluating zero-shot time-series foundation models through inventory value, calibration and carbon in supply chain demand planning	Hanumantha Raju, Vishalakshi G. R., Nikhil C, Thejaswini S
513	Predicate Optimization in Quantum Progressive Modular Learning Neural Network	Thiagarajan Kittappa, Gokulakkannan S, Senthilkumar Bose, Tarun V
535	From Screen to Streets: A Configural Approach to Social-media-induced Offline Violence	Lakshay Mehla

Sub-track 4.6 | AI-driven business transformation: marketing channels, workforce and sectoral applications

Chair: Dr. Abhinav Srivastava, IRMA, Anand **Co-chair:** Prof. Rajarshi Debnath

Venue: CR7 **Student coordinator:** Hardik Khuntia

Paper ID	Paper title	Authors
517	Omni-Channel Marketing And Its Distinction from Multi-Channel Marketing: An Exploratory Study	Qazi Zameer
559	When Expertise is No Longer Exclusively Human: Generative AI Encroachment, Expertise Uniqueness, and the Reconstruction of Professional Identity Among Knowledge Workers in Organizations	Dr. Aarushi Singh
370*	Enabled Performance Management: A UTAUT Perspective on Big Data Capability in select Public and Private Sector Banks	Kirandeep Kaur, Sanjeev Kumar Sharma
103	Generation Z in the AI-Driven Future of Work: A Systematic Review of Changing Employee Expectations, Job Satisfaction and Retention in India	Shefali Jain, Dr. Pooja Lakhanpal
145	Financial Viability and Commercial Simulation of Electric vs. Diesel Tractors: OEM Enterprise Economics and Customer TCO in Capital-Constrained Indian Agriculture.	Nikita Chakarvarty

Sub-track 5.5 | Artificial Intelligence for Corporate Financial Decision-Making

Chair: Prof. Sheeba Kapil, IIFT Delhi **Co-chair:** Prof. Gaurav Gupta

Venue: CR9 **Student coordinator:** Mayank Sharma

Paper ID	Paper title	Authors
541	Do CEO Characteristics and their artificial intelligence expertise reduce investment-cash flow sensitivity? Evidence across firm sizes in India	Gaurav Gupta
220	Evaluation Artificial Intelligence Techniques for Financial Fraud Detection and Prevention: A hybrid Fuzzy AHP- TOPSIS MCDM Approach	Kamna Chopra, Dr. Neha Gupta

Paper ID	Paper title	Authors
87	From Clicks to Credit: Digital Payment Adoption and Credit Inclusion Across MSCI Economies	Indumati Pandey
213	Governance Gaps in AI- Driven Financial Services: A Global Case-Based Risk Analysis	Charu Banga, Yueting Cui, Mariia Komkova, Artemii Graf, Aamna Fathima Manyar
560	Technical Analysis and Investment Strategy: A Beta-Portfolio Perspective	Vandana Bhama

Sub-track 6.1 | AI in talent acquisition, performance management, and workforce analytics

Chair: Prof. Sanghamitra Bhattacharyya, Great Lakes Institute of Management, Gurgaon **Co-chair:** Prof. Prachi Bhatt

Venue: CR13 **Student coordinator:** Harsha Thawani

Paper ID	Paper title	Authors
372	An Empirical Investigation of Generative Artificial Intelligence-Enabled Talent Management: Employee Engagement, Talent Retention, Workforce Management, and Perceived Fairness	Ruchika Arora
344	Beyond Single Constructs: A Multivariate Psychometric Framework for Career Pathway Prediction in High-Stakes, Collectivist Secondary Education Contexts	Praveen Kumar
374	Examining the Influence of AI Based Recruitment and Recruitment Fairness on Employer Brand.	Chiradip Bandyopadhyay
534	Leveraging Artificial Intelligence in Business Review Meetings: A Framework for Operational Excellence in Indian Fashion Retail	Deepesh Sheth
350	AI-Mediated CSR Communication and Employee Engagement: A Conceptual Framework	Raj Kumar
162	What Employees Talk About: Topic Modeling and Sentiment Analysis of HR issues in Indian IT Organizations	Priyanka Sharma

Sub-track 5.6 | Financial decision-making, digital inclusion, and sustainable consumption

Chair: Prof. Parag Rijwani, Nirma University **Co-chair:** Prof. Himanshu Joshi

Venue: CR17 **Student coordinator:** Tanisha Garg

Paper ID	Paper title	Authors
112	Analytical Integration, Investor Behaviour and Decision Discipline Among Indian Equity Investors: Evidence from a Cross-Sectional Survey	Kapil Arora, Aparna Pavani
259	Financial Legibility First: A Behaviorally Grounded, AI-Assisted Path to Savings, Insurance, and Credit Access for India's Informal Workforce	Pragati Jain, Baibhav Mishra
544	When Is Sustainable Apparel Worth the Price? The Roles of Durability, Cost per Wear, and Greenwashing Perceptions	Reshmi Manna, Shirsendu Nandi, Gyanesh Sinha, Nitya Agrawal
363	Understand Reason for and Against Central Bank Digital Currency Adoption: A Mixed-Method Approach Using Extended Behavioural Reasoning Theory	Jitender Kumar, Manju Rani
189	Understanding How ESG Shapes Corporate Financial Decisions: A Systematic Review of Theoretical Perspectives	Bhavya Joshi, Himanshu Joshi
538	Struggling to live a life of dignity: Financialisation of Indian middle class	Shalini Aggarwal, Prerna Dhawan, Sanjeev Jain
249	Environment and Society Impairment by Organizations: Ethics-Economics Interaction Problems and Managerial Control Solutions	Nivedita Bhanja , VG Sridharan, Abhilash Nair

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Technical Tracks — VII

03:30 PM – 04:45 PM

Sub-track 7.5 | Strategic responses of SMEs and family businesses to digital and global disruption

Chair: Dr. Reeti Kulshreshtha, BIMTECH **Co-chair:** Prof. A. Sahay

Venue: CR14 **Student coordinator:** Aditi Sharma

Paper ID	Paper title	Authors
548	Digital and Global Disruption in Indian SMEs: Mapping Strategic Responses, Research Clusters, and an Agenda for Future Inquiry	Ishita Batra
137	Workplace Surveillance in the Digital Age: A Reddit-based Netnographic Analysis	Aubid Parrey, Heena Sharma
494	Engagement in Family Businesses Across Generations: A Literature Review	Yashsvi Pancholi, Prachi Bhatt
426	Examining the Relationship Between Financial Information Utilization and Strategic Decision Outcomes in MSMEs	Govinda T

Sub-track 1.4 | Corporate social responsibility, stakeholder capitalism, and shared value creation

Chair: Prof. Lokesh Vijayvargy, Jaipuria Institute of Management, Jaipur **Co-chair:** Prof. Pratibha Wasan

Venue: CR4 **Student coordinator:** Pratham Singhal

Paper ID	Paper title	Authors
441	CSR Engagement and Post-Merger Financial Performance: The Moderating Role of Promoter Ownership in Indian Firms	Dolly Bhati, Dr. Shikha Mittal Shrivastav
61	Green Human Resource Management and Social Responsibility Initiatives in Higher Education: Investigating the Mediating Role of Employee Engagement for ESG-Oriented Sustainability	Riya Sharma, Anupam Sharma
138	The Responsible Customer Engagement Paradox: Dual Pathways of AI-Driven Personalisation	Riddhi Gupta, Manita Arora
495	Same need, different answers: Knowledge governance in Indian corporate philanthropy	Raj Kumar
364	Strategic Social Entrepreneurship and Sustainable Enterprise Performance: The Mediating Role of Social Innovation Capability and Moderating Role of Digital Transformation.	Dr R S Ch Murthy Chodisetty

Sub-track 3.3 | Industry 4.0: smart manufacturing, IoT, and cyber-physical systems

Chair: Prof. Harpreet Kaur, IIM Amritsar **Co-chair:** Prof. Shubhangini Rajput

Venue: CR6 **Student coordinator:** Vartika Srivastava

Paper ID	Paper title	Authors
179*	An Industry 4.0 Framework for Product-Aware Dynamic Balancing in Food-Grain Supply Chains	Atul Sharma, Gajendra Nagar
75	A Multi-Layered Taxonomy and Critical Review of Smart Parking Systems: From Predictive AI to Cyber-Physical Digital Twins	Ashutosh Sononey, Monali Shetty
255	Digital Transformation of Supply Chains in Emerging Economies: AI Adoption Enablers, Barriers, and Capability Building for Sustainable Resilience Outcomes	Apoorv Bhardwaj, Patanjal Kumar

Sub-track 3.4 | Supply chain resilience: risk management, disruption response, and recovery strategies

Chair: Prof. Amit Kumar Bardhan, Faculty of Management Studies, University of Delhi **Co-chair:** Prof. Hitesh Arora

Venue: CR19 **Student coordinator:** Vrinda

Paper ID	Paper title	Authors
144	GST 2.0 and Supply Chain Integration: An Empirical Study of the Influence of Digital GST Compliance, Warehouse Optimisation and Logistics Coordination on Supply Chain Integration in Uttarakhand	Tushar Dhiman
199*	Improving delay prediction using pre-dispatch information: perspectives on model selection and destination encoding in road freight	Sakshi Aggarwal, Dr. Deepti Aggrawal
550	Perception Over Packaging: How Sustainability Signals Shape Green Purchase Intention for Alcoholic Beverages in India	Anil Singh
280	Reimagining Last-Mile Operations in Indian Online Retail: An Integrated ISM–MICMAC and DEMATEL Framework for Intelligence, Resilience and Sustainability	Dr. Himanshu Shukla, Dr. Pratap Chauhan, Mangesh Joshi
508	Satellite-Based Disruption Signals on Energy Infrastructure Under Attack: Evidence from Iran	Sayan Chowdhury

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