



# **Report on Fifth International Conference** **“Recent Advances in Management & Technology”** **(ICRAMT-2023)**

**Organized by**  
**Faculty of Management, Invertis University, Bareilly, UP, India,**

**In Association**



**Livingstone, College, Salisbury, North Carolina, USA**

**Howard University, Washington, D.C, USA**

**ICSI Bareilly Chapter**

**on**

**December 1<sup>st</sup> & 2<sup>nd</sup>, 2023**

**(Friday & Saturday)**

The 5<sup>th</sup> International Conference on **Recent Advances in Management and Technology** was organized by Faculty of Management, Invertis University on **01<sup>st</sup>- 02<sup>nd</sup> December 2023**. The conference was organised in association with **Howard University, Washington DC, USA; Livingstone College Salisbury, North Carolina and Institute of Company Secretaries of India, Bareilly Chapter**.

❖ **Pre-Conference Workshop{30<sup>th</sup> November, 2023(Thursday) }:-**

The conference marked its beginning with One day **Pre-Conference Workshop** on **30<sup>th</sup> November, 2023**. Pre-Conference Workshop was aimed at disseminating research fundamentals and enhancing know-how for the tools and techniques used while conducting research. Workshop provided an opportunity to the research scholars, faculty members and students to identify and eradicate challenges and misconceptions predominant in the various fields of study. Pre-Conference Workshop was moderated by Dr. Swastika Tripathi, Associate Professor, Faculty of Management.

The first session of the workshop was addressed by **Prof. Dr. Ajay Kumar Chauhan, Director- Fellow Program in Management (FPM), Universal Business School, Mumbai**. **Prof. A. K. Chauhan** delivered lecture on **Data Analytics Using SPSS**, where he gave thrust on how important it is to ascertain the identification and correct use of the technical tools available. Not all technical tools can be applied in a study, thus optimum selection criterion is important to be undertaken. Prof. Chauhan mentioned the aid SPSS provides to researchers in order to get actionable insights from research data. He narrated that SPSS has the ability to focus on patterns and thus increases the probability of a researchers` success.

The speaker for the second session was **Dr. Anugamini P. Srivastava, Assistant Professor Symbiosis Institute of Business Management, Symbiosis International (deemed) University, Pune**. **Dr. Anugamini Srivastava** talked about **Demystifying Literature Review**. Dr. Srivastava asserted on identifying research gaps and taking correct lead in research work by focussing on review of literature. The secondary data available in the form of literature review should be examined, understood and analysed promptly by the research scholars in order to conduct and arrive at ideal research conclusion. Dr. Anugamini Srivastava stated that literature review provides new research insight and lays the groundwork for an in-depth research project analyzing previous research.

Dr. Swastika Tripathi, Associate Professor, Faculty of Management proposed vote of thanks for the Pre-Conference Workshop.

## ❖ Day One {1<sup>st</sup> December, 2023 (Friday) }:-

### ➤ Inaugural Session:-

The 5<sup>th</sup> International Conference commenced with the arrival of eminent dignitaries at **11:00 AM on December 01, 2023**. The two-day International Conference was inaugurated by invoking **Maa Saraswati** and lighting of lamp by dignitaries and guests. As customary, the tradition of pinning of badges and presentation of saplings was performed.

The dignitaries who graced the stage were **Conference Patron, Honorable Chancellor Dr. Umesh Gautam (in absentia); Executive Director Mr. Parth Gautam (in absentia), Chief Guest Prof. Dr. D.P. Agarwal, Former Chairman, Union Public service Commission (UPSC); Guest of Honour Prof. Jai Prakash Gupta, Ex-Chancellor, Lingaya's University; Guest of Honour Prof. A.K. Sharma, Department of Humanities and Social Sciences, IIT Kanpur; Keynote Speaker Prof. Santosh Rangnekar, Department of Management Studies, IIT Roorkee; Prof. Y.D.S. Arya, Vice Chancellor, Invertis University; Prof. Manish Gupta, Dean Academics, Invertis University; Mr. Santosh, Registrar, Invertis University; Prof. Arvind Kumar Shukla, Director Conference, Invertis University and Dr. Deepesh Tiwari, Convener, ICRAMT -2023.**

**Prof. Arvind Kumar Shukla, Director Conference** delivered welcome address to the distinguished dignitaries, guests, faculty members, participants and students. **Prof. Manish Gupta, Dean Academics** revealed the theme of the conference and gave insightful address on the recent advances taking place in the fields of management and technology. **Prof. Y.D.S. Arya, Vice Chancellor** addressed the guests and audience by his words of wisdom and understanding on the developments taking place various fields of study.

**Prof. A.K. Sharma (Professor, IIT Kanpur) Guest of Honor**, presented his views on evolution of management and how the one can explore the impact of historical events in shaping management principles. He focussed that in contemporary times there is need of multifaceted roles of managers and the youth must prepare themselves for the same.

**Guest of Honor, Prof. Jai Prakash Gupta (Ex Chancellor, Lingaya's University)** discussed the significance of Artificial Intelligence and Generative A.I. in performing tasks that traditionally required human intelligence, like problem-solving, learning, planning, and understanding natural language.

**Key Note Speaker Prof. Santosh Rangnekar (Professor, IIT Roorkee)** stated that today's world has turned into a small village thus importance of global platforms which serves as an international organization for public-private cooperation should be rightly understood.

**Chief Guest, Prof. D.P. Agarwal (Ex-Chairman, UPSC)** talked about sustainability and business growth. He said that by embracing sustainable practices, businesses enhance

their reputation, appealing to socially conscious consumers and investors. He quoted the phrase "Fight the hardest battle" which embodies the spirit of overcoming adversity in personal and professional spheres.

**Mr. Santosh Kumar, Registrar extended vote of thanks** to the dignitaries and guests on behalf of Chancellor Invertis University and Mayor Bareilly Dr. Umesh Gautam. He addressed the endless efforts made by the members of organising committee in making the International Conference success.

The session concluded by felicitating our honourable Chief Guest, Guest of Honour and Keynote Speakers.

The two-day conference comprised of **two technical and four online sessions** which were scheduled concomitantly. Each session had a **Chair and Co-chair**, who were experts in the domain. Each author/presenter was given 10 minutes for the paper presentation, which was followed by question-and-answer session for 5 minutes. The conference was structured to foster discussion between participants. There were more than **155 paper presentations** across two days of the International Conference.

### ➤ **1<sup>st</sup> Technical Session:-**

The 1<sup>st</sup> Technical Session of Two-Day International Conference **started at 02:00 PM** in Seminar Hall 1 & 2 where **35 research** scholars and faculty members from across India presented their research work in hybrid mode. The sessions were judged by **Dr. Namrata Das, Professor, MJPR University**. The student session was conducted in Class Room No. 2 & 4, U.V.- Block which was adjudicated by **Mr. Rajiv Bhandari, HoD, BBA** and **Dr. Viksit Tripathi, Associate Professor**.

The list of paper presenters is as follows-

S. NO.	NAME OF AUTHOR(S)	AUTHOR'S AFFLIATION	TITLE OF PAPER
1.	Ms. Yachana Sharma	Research Scholar GLA University	An Empirical Analysis on Work-Life Balance and Inclusive Development in Northern Region's Education Institutes of India
2.	Ms. Suman Kumari	Research Scholar Magadh University	"Breaking Barriers: Women 's Entrepreneurial Triumphs through Self - help groups "
3.	Ms. Ankita Turka	Research Scholar University Business School, Panjab University,	Perceived Organizational Cronyism, Job Stress and Turnover Intentions: An Empirical Evidence of Banking

		Chandigarh	Sector
4.	Ms. Saniya Ulhas Shiurkar	Research Scholar MGM University, Aurangabad.	Fostering organizational success: Human Resource Management and employee engagement.
5.	Mr. Hardik Mukeshkumar Panchmatia	Research Scholar GLS School of Doctoral Research and Innovation	Corporate Governance: A Study of Selected Disclosure Practices of Manufacturing Companies and its Impact on Investment Pattern
6.	Mr. Rajmohan Nair	Research Scholar Gujarat University	Use of Tools of Artificial Intelligence in Management Accounting
7.	Ms. M. Latha	Research Scholar St. Peter's Institute of Higher Education and Research	Exploring The Dynamics of Team Building and Its Influence on Organizational Success
8.	Mr. Bade Mahesh	Research Scholar Annamalai University	Perception Analysis of Sukanya Samridhi Yojana Scheme in Telangana State (a case study of Hyderabad Region)
9.	Mr. Ashutosh Shukla	Research Scholar Khwaja Moinuddin Chishti Language University, Lucknow	Enhancing Customer Allegiance: Unravelling the Influence of E-Service Quality on Loyalty
10.	Mr. Amit Kumar	Research Scholar University Business School, Panjab University, Chandigarh	Perceived Psychological Contract Fulfilment and Individual Ambidexterity: The Mediating Role of Affective Commitment
11.	Ms. Ruchi Gupta	Research Scholar Banaras Hindu University (BHU) varanasi	Effect of innovation inputs and financial constraints on technical efficiency: Evidence from the Indian manufacturing firm".
12.	Ms. Mona	Research Scholar	"Exploring the Influence of

	Mishra	Sushant University	Digital Advertising on the Purchasing Patterns of Professional Women in the NCR Region"
13.	Ms. Aradhna	Research Scholar Invertis University Bareilly	A Study on Customer Perception Towards Uses of Green Banking as A Safety Net in The Era of Climate Change; Special Reference of Bareilly City.
14.	Ms. Sonisha Chandra	Research Scholar Invertis University	Effect of polychronicity, functional flexibility, work engagement and job embeddedness on employee performance in health care sector (Bareilly, UP)
15.	Dr. Nishtha Srivastava	Assistant Professor, Invertis University	Economic Aspects and Sustainable Management of Urbanization by Using Vertical Gardening
16.	Dr. Prithvi Raj Sanyal	Associate Professor, Invertis University	A Study on Comparative Analysis of FDI Inflow From 2008- 2011 And 2019 -2022 With Impact on The Indian Economy
17.	Ms. Anamika Sen	Research Scholar Mahatma Jyotiba Phule Rohilkhand University	Entrepreneurship & Sustainability - Role of Women Entrepreneurs
18.	Mr. Vishesh Mishra & Dr. Shreedhar Satyakam	Assistant Professor, Invertis University	An Analysis of Technical and Allocative Efficiency of Major Crops in North Bihar
19.	Dr. Swastika Tripathi	Associate Professor, Invertis University	Revolutionising Indian Banking and Financial Sector with Fintech
20.	Ms. Divya Tiwari	Assistant Professor, Invertis University	Exploring the Economic Empowerment of Women: A Study on Welfare Indicators and Small-Scale Initiatives
21.	Ms. Shivani	Assistant Professor,	Innovation Unleashed: Overcoming Challenges,

	Tripathi	Invertis University	Embracing Opportunities, and Pioneering the Future in the Indian IT B.P.O. Sector"
22.	Ms. Unnati Agarwal	Assistant Professor, Invertis University	Counting The Costs: Economic Consequences of Climate Change
23.	CA Abhinav Gaur	Assistant Professor, Invertis University	Examining the Durability of Commercial Organizations that Promote Financial Inclusion: The Bandhan Bank Case Study
24.	Mr. Pulkit Srivastava	Assistant Professor, Invertis University	A Local Reaction to Tourism, with a Special Attention to the Home-stay Initiative in K Village, Uttarakhand, India
25.	Mr. Naman Agarwal	Assistant Professor, Invertis University	A Study on Carbon Trading: A New Source of Finance in Current Scenario
26.	Dr. Mamatha G	Research Scholar	A Study on the Impact of Demographic and Socio-economic Factors on Behavioural Finance Biases of Retail Investors
27.	Mr. Vaibhav Parmanand Gallani	Research Scholar	Corporate governance - a study on disclosure practices of selected manufacturing companies and its impact on investment pattern.
28.	Ms. Archana M. S.	Research Scholar	Reliability-enhanced task offloading in mobile-edge computing environments
29.	Mr. Vaibhav Gallani	Research Scholar	Use of tools of artificial intelligence in management accounting
30.	Ms. Rashmi Tripathi	Research Scholar	Lean Accounting: A Promising Approach for Efficiency Improvement in the Indian Hotel Sector
31.	Ms. Leema Thomas	Research Scholar	Women in Kamala Markandaya's novel Some Inner Fury

32.	Dr. N. Anandakrishnan	Research Scholar	Enhancing the identification of high-risk factors in lungs cancer using machine learning
33.	Mr. Sakthi Bharathi. S	Research Scholar	Manipulative advertising impacts on consumer behaviour toward
34.	Ms. Niveditha .M	Research Scholar	Consumer perception of the impact of subliminal and puffery as persuasive techniques in hedonic products on Coimbatore city.
35.	Ms. Pooja Kumari	Research Scholar	An Estimation of Production Function of MSMEs Manufacturing Industries in Haryana

➤ **Evening Session – International Deligates - 1<sup>st</sup> Online Session :-**

The evening session of day one through **online mode** of International Conference was moderated by **Dr. Rubina Verma, HoD Professional Communication, Invertis University**. Dr. Verma welcomed and introduced eminent guests and speakers to the audience.

**Guest of Honor Dr. Nisha Singh, Associate Professor, Livingstone College, Salisbury, NC, USA** gave thrust on the significance of Research for new innovations, research contributions for overall development and to spread the knowledge to others. She added that the technological advancements continue to reshape traditional management practices. This means that businesses must develop strategies to introduce digital technologies and meet organisational goals. One of the first things research scholars, students and faculty should do is to understand how technology impacts operations. **Our second Guest of Honor Ms. Karen K. Alexander, Mayor Salisbury, NC, USA** showcased the importance of education for development of any country. Ms. Karen Alexander has mentioned that management and technical education should be strengthen by the administrative level people. She raised the issues to the respective audience about issues and challenges of commerce and management education in the 21st century.

**Dr. R.D. Sharma, Dean School of Business, Livingstone College, Salisbury, NC, USA, the third Guest of Honor** for the session mentioned the relevance of management and technology education in the present scenario. He focused towards the quality education should be given by the institution.

The session was concluded with moderator remarks and interaction with audience. **Dr. Rubina Verma, HoD Professional Communication** extended vote of thanks to the guests and audience.



## ❖ Day Two {2<sup>nd</sup> December, 2023 (Saturday) }:-

### ➤ Morning Session – International Deligates - 2<sup>nd</sup> Online Session :-

The day two started by the welcome address of **Dr. Rubina Verma, HoD Professional Communication, Invertis University**. She introduced prominent speakers for the session. **Guest of Honor Prof. Narendra Rustagi, Director Centre for Global Business Studies, Howard University, Washington, D.C., USA**, talked about the changing times of the use of technology and stated that the right use of technology in enhancing the fields of management and technology.

Our **second Guest of Honor Dr. Surekha Rao, Professor School of Business and Economics, Indian University, Northwest Broadway, Gay, Indiana, USA** addressed the gathering by stating the influence of technology in our daily lives and all the commercial activities of the business. Dr. Rao highlighted the evolution of the women life and the duty of the men. The importance of equal contribution for development of nation.

**The third Guest of Honor Prof. Marilyn Sephcole (Howard University, Washington, D.C., U.S.A)** acknowledging the influence of Technology and Artificial Intelligence in the field of Management at the organization level. Prof. Marilyn also, stated the issues in modern technology acknowledging that people cannot sustain without Android (Smart Phones). She acknowledged that the influence of technology is at a very great extent and mentioned the applications and how it has created an impact on the youth of the modern era and their lifestyle.

**Dr. Rubina Verma, HoD Professional Communication** proposed vote of thanks to the guests and audience.

### ➤ 2<sup>nd</sup> Technical Session:-

The **2<sup>nd</sup> Technical Session** of Two-Day International Conference started at **11:00 A.M.** in Seminar Hall 1 & 2 where **40 research scholars and faculty members** from across India presented their research work in **hybrid mode**. The sessions were judged by **Prof. Dr. N.L. Sharma, Former Head & Dean, Faculty of Management, MJPR University** and **Prof. Vivek Sharma, Dean Faculty of Management, Gopal Narain Singh University, Sasaram, Jamuhar, Bihar**. The **student session** was conducted in Class Room No. 2 & 4, U.V.- Block which was adjudicated by **Dr. Viksit Tripathi, Associate Professor** and **Mr. Rajiv Bhandari, HoD, BBA**.

The list of paper presenters is as follows-

S. NO.	NAME OF AUTHOR/(S)	AUTHOR'S AFFLATION	TITLE OF PAPER
1	Mr. Praveen P. M	Assistant Professor St.Alo Ysius College, Elthu Ruth- Thrissur, Kerala- 680611	A Study on the Customer Perspective on the Electric Passenger Car Adoption in Kerala
2	Mr. Shivam Upadhyay	Scholar, Banda University of Agriculture & Technology	Comparative forecasting of indigenous & exotic cattle's population in Uttar Pradesh
3	Mr. Gaurav Saxena	Assistant Professor, Future Institute of Engineering and Technology, Bareilly	Environment Ethics- an imperative for corporate Sustainability
4	Dr. Bidishasarkar, Ms.Indu Ranga, Mr. Nagarjuna G	Assistant Professor Christ  (Deemed to be University) Bengaluru, Karnataka, India	Influence of Metaverse Technology on Hospitality Sector
5	Mohd. Akhlakhussain	Research Scholar, MJPRU (Bijnor)	"Credit Portfolio Dynamics and Risk Management Approaches in District Central Cooperative Banks across India"
6	Mr. Shameema A.P.	Research Scholar Meskeveeyam College Valanchery	Digital wallet adoption and transaction efficiency: fostering entrepreneurial self-efficacy among differently-abled entrepreneurs in the digital economy
7	Ms. Sneha. P	Research Scholar Meskeveeyam College Valanchery	Organizational Socialization and Effective Commitment: An Inquiry Among Employees in Private Sector Banking Context
8	Ms. Chithra P	Research Scholar Meskeveeyam College Valanchery	Is the disposition of emotional states and stress steered to negative affectivity?

9	Ms. Shivangi Jayaswal	Scholar, Banda University of Agriculture and Technology, Banda	Precision Agriculture: Integrating Artificial Intelligence (AI) and Geospatial Technology for Soil Mapping
10	Mr. Abhishek Yadav	Scholar, Banda University of Agriculture and Technology, Banda	Parametric and Non-Parametric Methods to Describe Genotype by Environment Interaction and Grain Yield Stability of Field Pea in Banda District
11	Mr. Gobind Singh Gure	Assistant Professor Department of Education, Central University of Rajasthan	Role of quality education for sustainable future of the world
12	Ms. Rubys	Assistant Professor BJM, Govt. College, Chavara, kollam, Kerala	Empowering The Future: The Rise of Women- Led Deep Tech Start-Ups
13	Mr. D.V. Padmaja	Assistant Professor PSG College of Arts and Science	Consumer Perception of the Impact of Subliminal and Puffery as Persuasive Techniques in Hedonic Products on Coimbatore City
14	Mr. Vineet Kumar	Research Scholar Invertis University Bareilly	Digitalization in Banking: Impact on Indian Banks
15	Mr. Ranjan Dansana Dr. Seema Gopinath	Scholar, Central University of Rajasthan	Role of Quality Education for Sustainable Future of The World
16	Ms. Pinki Jayaswal	Scholar, Banda University of Agriculture and Technology, Banda	Crop modelling with regression analysis: Promoting agriculture
17	Ms. Nidhi, Mr. Puneet Ms. Snehanjna	Scholars, SGT University, Gurugram, Haryana, India	A Case Study of Critical Analysis of Financial Performance of Reliance Power Limited

18	Ms. Sarandha Sharma	Research Scholar, Teerthankar Mahaveer University Moradabad Uttar Pradesh	Educational development interventions for children with autism
19	Ms. Sweta Mishra	Research Scholar, D.B.S. College Kanpur	The Changing Perspectives of Agricultural Marketing in Uttar Pradesh
20	Mr. Akhilesh Kumar Yadav	Research Scholar V.S.S.D. College Kanpur	Socio-economic impacts of sugarcane production: A case study in Poorvanchal
21	Mr. Vineet Kumar	Research Scholar, Invertis University, Bareilly	Digitalization in Banking: Impact on Indian Banks
22	Ms. Umaima Ismail	Research Scholar, Aliah University, Kolkata	Childhood stunting under five in India with reference to sustainable development Goals (SDGs): Evidence from the Demographic Health survey 2005-2021
23	Ms. Sonali	Research Scholar, Punjab University, Chandigarh	Factors Influencing Indian Investor Stock Trading Behavior: An Exploratory Study
24	Dr. Saurab. H	Assistant Professor, Central University of Rajasthan	Performance and Time Series analysis of the NFS and AEPS digital payment systems in India
25	Mr. Sakthi Bharathi	Research Scholar, Hindustan College of Arts, Coimbatore	Manipulative advertising impacts on consumer behaviour towards durable products
26	Dr. Viksit Tripathi	Associate Professor, Invertis University, Bareilly	Sustaining Corporate Social Responsibility in Today's Era: (An Indian Perspective)
27	Mr. Tarun Gupta	Assistant Professor, Invertis University, Bareilly	Factors Determining Attitude and Purchase Intention of Indian Consumers Towards Green Products: An Empirical Study
28	Mr. Vivek Gupta	Assistant Professor, Invertis University, Bareilly	Green Bonds: A Catalyst for Sustainable Finance

29	Dr. Hitendra Shukla	Assistant Professor, Invertis University, Bareilly	Hospital Workers and their perception towards NABH guidelines
30	Mr. Nitin Sareen	Assistant Professor, Invertis University, Bareilly	“Convergence of Accounting Standards with International Financial Reporting Standards: Impact on Financial Statements of WIPRO LTD.”
31	Mr. Utkarsh Kumar Verma	Assistant Professor, Invertis University, Bareilly	Recent Trends in Talent Management: Re-Skill and Reinvent
32	Mr. Nitesh Saxena	Assistant Professor, Invertis University, Bareilly	A Financial Assessment of CSC in Bareilly district of UP, India
33	Ms. Ruchi Rastogi	Assistant Professor, Invertis University, Bareilly	Assessment of research culture in private higher education institutions
34	Dr. Angrish Kumar Agarwal	Assistant Professor, Invertis University, Bareilly	Unified payment interface (UPI) - a cashless economy in India
35	Dr. Amit Kumar Srivastava	Associate Professor, Invertis University, Bareilly	An Analysis of Job Satisfaction in Private Banks of Bareilly (With Special Reference to the Job Characteristics Model)
36	Dr. Manmohan Bansal	Assistant Professor, Invertis University, Bareilly	Ethical Implications of AI in Marketing: Balancing Personalization and Privacy
37	Mr. Rajeev Singh Bhandari	Associate Professor, Invertis University, Bareilly	Financial Inclusion: A Gap Analysis between Demand and Supply Side.
38	Dr. Deepesh Tiwari	Associate Professor, Invertis University, Bareilly	The Investor Sentiment and Stock Market Behaviour: An Analysis of Indian Capital Market
39	Dr. S K Singh	Professor, Invertis University, Bareilly	FDI in Organised Retailing and its Impact on unorganised retail sector in Indian scenario
40	Dr. Ankita Tandon	Associate Professor, Invertis University, Bareilly	Examining the role of information and education campaigns in promoting sustainable food consumption

The list of student presenters is as follows-

<b>S. No.</b>	<b>Name of Student</b>	<b>Course</b>	<b>Year</b>	<b>TITLE OF PAPER</b>
1.	Sharad Chandak	B.Com (H)	III	A study of what has made India the world's leading outsourcing destination
2.	Divyam Goel	B.Com (H)	V	Unveiling hyperreality of Indian financial market
3.	Dipika Jaiswal	B.Com (H)	V	Exploring the educational revolution: understanding the transformative role of artificial intelligence in reshaping contemporary education
4.	Narendra Kumar Verma	B.Com (H)	V	Education and Development
5.	Sejal Srivastava	B.Com (H)	V	Impact of AI on education
6.	Umra Saleem	B.Com (H)	V	Impact of AI on education
7.	Ishika chauhan	B.Com (H)	V	Rural entrepreneurship and inclusive growth
8.	Neha Gangwar	B.Com (H)	V	Rural Entrepreneurship and Inclusive Growth
9.	Ayushman Singh	B.Com (H)	V	Education and Development
10.	Lavish Arora	B.Com (H)	V	Education and Development
11.	Ayush Rastogi	B.Com (H)	V	Sustainable development goals
12.	Anshika	B.Com (H)	V	Issues and dimensions of Women empowerment
13.	Abhay Pratap Singh	BBA	I	Technological advancement through G20
14.	Anurag Singh	BBA	I	Ethical issues related to Technology
15.	Parv Johari	BBA	I	Education and development
16.	Anshika Agarwal	BBA	I	Social Entrepreneurship
17.	Mohd. Sohil	BBA	I	Finance
18.	Nyasha Rai	BBA	I	Internet of things
19.	Amit Kumar Gautam	BBA	I	Marketing management
20.	Kanak gupta	BBA	I	AI and HRM

21.	Rushan Ahmed	BBA	I	GST
22.	Umanshi Agrawal	BBA	I	Digital Marketing
23.	Kunal raj	BBA	I	Paan masala industry
24.	Anya	BBA	I	Sustainable clothes
25.	Ayushi Sharma	BBA	I	Education And Development
26.	Suyash Dixit	BBA	I	Gender equality
27.	Ashutosh Singh	BBA	I	About Maharana Pratap
28.	Palash Agarwal	BBA	I	Future of digital marketing in India
29.	Bhupesh Rawat	BBA	I	Gender equality
30.	Nandini Sharma	BBA	I	Education and Development
31.	Mahi Gupta	BBA	I	Marketing Myopia
32.	Simranpreet Kaur	BBA	I	Influence Market
33.	Mohit Gangwar	BBA	I	The Role of Artificial intelligence in Business
34.	Komal Agnihotri	BBA	I	Traditional marketing vs digital marketing
35.	Vaibhav Raj	BBA	I	Green Marketing
36.	Kashish	BBA	I	Marketing strategies of Lakme in India
37.	Amar Singh Mourya	BBA	I	Agriculture and agri-business
38.	Aniket Verma	BBA	I	Indian Bank sector
39.	Anushree Bhardwaj	BBA	I	Topic: Female Education
40.	Khushee Kumari	BBA	I	Issue and dimension of Women Empowerment
41.	Suhail khan	BBA	I	Technology & Economic Transform
42.	Harshpreet Kaur	BBA	I	Education and development
43.	Shruti Dargarh	BBA	I	Rural Development

44.	Kumar Nidhi	BBA	I	Event marketing
45.	Mishtthi Chugh	BBA	I	Gender equality
46.	Niharika Bisht	BBA	I	Communication and network technology
47.	Kashish Verma	BBA	I	Leadership
48.	Amrit Kaur	BBA	I	Smart connected products and services
49.	Aksh Rastogi	BBA	I	Technical Analysis
50.	Tanishka Seth	BBA	I	Multimedia and image processing
51.	Aksha khan	BBA	I	Paytm Indian economic
52.	Riddhi Singh	BBA	I	Marketing management -STP
53.	Anshika Saxena	BBA	I	Marketing management (strategy of Swiggy and Zomato)
54.	Aditya Agarwal	BBA	I	Technology and Economic Transformations
55.	Sanyam Kalra	BBA	I	Presence of AI
56.	Yash Kumar Singh	BBA	I	Swot Analysis of BCCI
57.	Samvedna Agarwal	BBA	I	Legal systems in India
58.	Sarthak Pandey	BBA	I	Bank And Cybersecurity
59.	Tanya Gupta	BBA	I	Marketing
60.	Palak Kavra	BBA	I	Business environment
61.	Shubh Mithwani	BBA	I	Entrepreneurship and sustainability
62.	Harsh Saxena	BBA	I	Role of IT in Banking Sector
63.	Nikki Patel	BBA	I	Education and Development
64.	Ayush Arora	BBA	I	Technology and economic transformation
65.	Shivanshi	BBA	I	Digital marketing and it's impacts on Small Business
66.	Disha Jawrani	BBA	I	The Role of Management Functions in Organizational Adaptability.
67.	Shreya Singh	BBA	I	UPI Vs Other Traditional Payment System
68.	Umra khan	BBA	I	Role of research in HRM.



69.	Umra Imran	BBA	I	Amul
70.	Tanya Gupta	BBA	I	Roles of Education in skills development
71.	Arnit Shukla	BBA	I	National Income
72.	Sindhu Mani	BBA	I	Titan watch
73.	Amit Kumar Gautam	BBA	I	Marketing management
74.	Ishita Tandon	BBA	I	Women driven innovation
75.	Mohammad Faisal Ansari	BBA	V	MHADx: Market and Human Resource Research Through Disguised Experiments
76.	Mishtthi Chugh	BBA	I	Marketing management
77.	Deepak Kumar	BBA	I	Coca cola vs PepsiCo
78.	Bhoomesh Taneja	BBA	V	Education and development
79.	Mohd Adil	BBA	V	Awareness of National Pension System Among the Citizens of Baheri City Uttar Pradesh India
80.	Harshika Singh	MBA	I	Sustainable development goals - challenges for India.
81.	Nimmi Sharma	MBA	I	Issues and challenges of women empowerment
82.	Jitesh Singh	MBA	I	Impact of digital Currency on financial markets

### ➤ Valedictory Session:-

The two-day International Conference ended with a valedictory session. **Ms. Ananta Narayan, Assistant Professor, Faculty of Management** invited **Dr. Ankita Tandon, HOD MBA** to extend warmly welcome to the esteemed dignitaries. Conference **Patron, Honorable Chancellor Dr. Umesh Gautam (in Absentia), Executive Director, Mr. Parth Gautam (in Absentia), Honorable Vice Chancellor Prof. YDS Arya, Chief Guest Prof. A.K. Sharma, Professor Emeritus, Department of Humanities & Social Sciences IIT Kanpur, Guest of Honor Prof. N.L. Sharma, Ex-Dean, Faculty of Commerce, Mahatma Jyotiba Phule Rohilkhand University, Bareilly, Guest of Honor Prof. Sanjay Mishra, Faculty of Management, MJP Rohilkhand University, Bareilly, Expert Speaker CS Ankit Agarwal, Chairman, ICSI-Bareilly Chapter, Advisory Board Members Prof. Manish Gupta Dean Management, Dr. Arvind Kr. Shukla, Director Conference and Convener of the International Conference Dr. Deepesh Tiwari** graced the stage by their auspicious presence.

The Valedictory **Guest speaker Prof. A.K. Sharma, IIT Kanpur** discussed about the significance of Spirituality Intelligence (SI). Prof. Sharma narrated that Spirituality Intelligence results in an increase in psychological well-being of individuals as well as having a goal in their life. He emphasised that SI has recently caught the attention of researchers who mainly explored its impacts and associations with teacher-related variables such as pedagogical success, leadership style, self-regulation, job satisfaction, burnout, professional commitment, and critical thinking ability.

**Guest of Honor Prof. N.L. Sharma**, mentioned the significance of behavioural aspects in today's everchanging educational scenario due to excessive use of technology. Prof. Sharma gave thrust on the effective use of technology in management aspects to empower businesses to innovate rapidly, responding promptly to market shifts and customer needs. **Second Guest of Honor Prof. Sanjay Mishra, Faculty of Management, MJP Rohilkhand University** narrated that the today's youth should think twice before getting themselves tangled into the grip of technological advancement. Youth should make use of technology but vice-versa is injurious.

**Expert Speaker CS Ankit Agarwal, Chairman, ICSI-Bareilly Chapter** shared remarkable insights of investment, taxation and laws with students and audience. He emphasised that students should remain up-to-date with the changes making impact in the corporate world.

**Mr. Utkarsh Kumar Verma Assistant Professor, Faculty of Management** presented a concise report on the impactful technical sessions held during the conference.

**Award Ceremony** for best presentations in student as well as research scholar/faculty category was organised. In the **research scholar/faculty category-** **Lt. Col. Mohit Bhanot** bagged the **first prize** on the paper presentation titled "**Armed Forces an attractive career option for today's youth**"; **Dr. Prithvi Raj Sanyal, Associate Professor, Department of B.Com** stood **second** for the paper presentation titled "**A study on comparative analysis of FDI inflow from 2008-11 and 2019-22 with impact to the Indian economy**" and **Ms. Sonisha Chandra** was awarded with **third prize** for the paper presentation titled "**Effect of polychronicity, functional flexibility, work engagement and job embeddedness on employee performance in health care sector, Bareilly (U.P.)**".

In the **student category-** **Mr. Kushagra Mishra & Mr. Faisal Ansari (BBA III Year)** stood **first** for the paper presentation titled "**Understanding the brand recall and consumption pattern of Gen Z**"; **Ms. Harshika Singh & Mr. Abhay Pratap Singh** stood at **second** place for the paper presentation titled "**Sustainable Development in India-Advances in Management & Technology through G-20**"; **third** position was captured by **Ms. Anshika Agrwal** for the paper presentation titled "**Social Entrepreneurship**".

Convener of the International Conference **Dr. Deepesh Tiwari**, Co-Convener **Dr. Manmohan Bansal**, Organizing **Secretary Mr. Utkarsh Kumar Verma** extended sincerest thanks to the members of various committees, faculty and staff members who worked day and night to make this event successful.

**5<sup>th</sup> International Conference** concluded successfully by achieving its objective of creating an immersive academic experience for two days, enthusiastic participation by research scholars, faculty members and students and registering positive feedback in bringing sustainable and novel environment.

The two-day **5<sup>th</sup> International Conference** came to a remarkable, memorable, knowledgeable end with **National Anthem**.

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# REFLECTIONS

## INVERTIS UNIVERSITY

**75th Anniversary** **5<sup>th</sup> INTERNATIONAL CONFERENCE** **G20**  
**Recent Advances in Management & Technology**  
**(ICRAMT-2023)**  
 December 1<sup>st</sup> & 2<sup>nd</sup>, 2023

In collaboration with  
  
 Howard University  
 Washington, DC  
 USA  
  
 Livingstone College  
 Salisbury, North Carolina  
  
 Institute of Company  
 Secretaries of India  
 Bareilly Chapter

  
**Ms. Karen K. Alexander**  
 Mayor  
 Salisbury, NC, USA  
 GUEST OF HONOUR

  
**Prof. A.K. Sharma**  
 Department of Humanities  
 & Social Sciences  
 IIT Kanpur  
 GUEST OF HONOUR

  
**Prof. Jal Prakash Gupta**  
 Ex Chancellor  
 Lingaya's University  
 GUEST OF HONOUR

  
**Prof. (Dr.) D.P. Agarwal**  
 Former Chairman  
 Union Public Service Commission  
 CHIEF GUEST

  
**Prof. Santosh Rangnekar**  
 Department of  
 Management Studies  
 IIT Roorkee  
 KEYNOTE SPEAKER

  
**Prof. Marilyn Sephocle**  
 Howard University  
 Washington, District of  
 Columbia, USA  
 GUEST OF HONOUR

  
**Dr. R.D. Sharma**  
 Dean, School of Business  
 Livingstone College  
 Salisbury, NC, USA  
 GUEST OF HONOUR

  
**Prof. Narendra Rustagi**  
 Director, Centre for Global  
 Business Studies  
 Howard University  
 Washington, D.C., U.S.A.  
 GUEST OF HONOUR

  
**Prof. Surekha Rao**  
 School of Business and Economics  
 Indiana University  
 Northwest Broadway,  
 Gary, Indiana USA  
 GUEST OF HONOUR

  
**Dr. Nisha Singh**  
 Associate Professor  
 Livingstone College  
 Salisbury, NC, USA  
 GUEST OF HONOUR

**Organised By**  
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**Invertis University, Bareilly**

**INVERTIS UNIVERSITY BAREILLY** **ICS**  

**5<sup>th</sup> INTERNATIONAL CONFERENCE**  
 of  
 Recent Advances in  
 Management & Technology  
**PRE CONFERENCE WORKSHOP**  
 THURSDAY, 30 NOVEMBER 2023

  
**DR. AJAY KUMAR CHAUHAN**  
 Founder & CEO  
 Research Shiksha

  
**DR. ANUGAMINI SRIVASTAVA**  
 Assistant Professor  
 Symbiosis Institute of  
 Business Management, Pune

Session 1 10:00 AM-12:00 Noon	Data Analytics Using SPSS
Session 2 1:00 PM - 3:00 PM	Demystifying Literature Review

**ONLINE MODE**  
 **Google Meet**



































