

Workplace Disruptions:

Leadership Challenges and Organization Sustainability



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Dr. Shiwangi Sharma
Ms. Shilpa Singh

Dr. Arnab Chakraborty
Dr. Deepti Dabas Hazarika

Workplace Disruptions: Leadership Challenges and Organization Sustainability



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Workplace Disruptions: Leadership Challenges and Organization Sustainability

Editors:

Dr. Shiwangi Sharma

Assistant Professor

School of Leadership and Management, Manav Rachna International
Institute of Research and Studies, Faridabad, Haryana, India

Ms. Shilpa Singh

Assistant Professor

School of Leadership and Management, Manav Rachna International
Institute of Research and Studies, Faridabad, Haryana, India

Dr. Arnab Chakraborty

Associate Professor

School of Leadership and Management, Manav Rachna International
Institute of Research and Studies, Faridabad, Haryana, India

Dr. Deepti Dabas Hazarika

Professor and Dean

School of Leadership and Management, Manav Rachna International
Institute of Research and Studies, Faridabad, Haryana, India

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Dr. Arnab Chakraborty and Dr. Deepti Dabas Hazarika

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Preface

In an era defined by rapid technological advancements, economic uncertainty, evolving societal expectations, and unpredictable global events, workplaces around the world are undergoing a profound transformation. This book of abstracts aims to capture the multifaceted nature of workplace disruption and explore how organizations and leaders can navigate these turbulent waters to achieve long-term sustainability.

The book is a dedication to PadmaShri Late Dr. Pritam Singh, as a tribute to whom, the 4th Pitam Singh Memorial (PRISM) Conference was organized in Nov. 2024 by the School of Leadership and Management, Manav Rachna International Institute of Research and Studies. A congregation of thought leaders, academicians, policy makers, researchers and industry, the scholarly papers presented at the conference have been the pivotal source of inspiration towards this compilation of abstracts.

Disruption in the workplace is no longer a rare occurrence- but a constant. From the digital revolution reshaping industries to the societal shifts that demand greater inclusion, diversity, financial stability and work-life balance, leaders are being called to adapt faster and more decisively than ever before. Whether responding to the pressures of automation, managing the sudden transition to remote work, or adjusting to post-pandemic realities, today's leaders are facing unique challenges that test their vision, resilience, and ability to foster an adaptable organizational culture.

This collection of abstracts brings together diverse perspectives on the evolving challenges of leadership in disrupted work environments. Contributors from a variety of industries, disciplines, and regions provide insights into how disruption affects organizational structure, strategy, culture, workforce dynamics and in fact all areas of management. The pieces presented cover a broad spectrum of issues, from the critical need for agile leadership and the development of resilient teams, to strategies for enhancing organizational sustainability in the face of economic and environmental pressures.

Central to the theme of this book is the idea that disruption, while challenging, also presents opportunities for growth and reinvention. The role of leadership in guiding organizations through such transformation is paramount. It is not just about surviving disruption; it is about leveraging it to build stronger, more innovative and sustainable organizations for the future through a multidisciplinary approach.

Thus, the book has been divided into five coherent yet pertinent tracks comprising with the central ideas of- 1) Marketing strategies in the digital era 2) Financial management 3) Empowered Leadership 4) Technology for Business, and 5) Organizational Sustainability; these tracks comprehensively contribute towards Organizational Sustainability in the changing paradigms.

In this compilation, readers will find thought-provoking research and practical insights that provide a roadmap for organizational leaders, HR professionals, managers, and scholars alike. The abstracts featured in this book represent the first step toward deeper exploration into how organizations can navigate disruption while sustaining growth, fostering innovation, and supporting the well-being of their people, rising to the challenge of practicing adaptive leadership.

Through this Book of Abstracts we believe to engage readers with the ideas and perspectives presented here, and we hope that they get inspired by reflection, discussion, and action towards building more resilient and sustainable organizations in an era of constant change.

The Editors

Dr. Shiwangi Sharma

Ms. Shilpa Singh

Dr. Arnab Chakraborty

Dr. Deepti Dabas Hazarika

School of Leadership and Management, Manav Rachna International
Institute of Research and Studies, Faridabad, Haryana, India

November 09, 2024

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About The Book

*This Book of Abstracts, based on the main theme of **Workplace Disruptions: Leadership Challenges and Organization Sustainability** explores the multifaceted challenges that modern leaders face in an era of rapid change, technological advancements, and evolving workforce expectations and multidisciplinary management issues. The book examines different factors of workplace disruptions—whether technological, societal, economic, or cultural—impact organizations, and provides a framework for leaders to navigate these challenges while ensuring long-term organizational sustainability.*

Divided into five tracks, the book begins with Track 1 defining and categorizing the various **‘Marketing Strategies in the Age of Digital Transformation and Evolving Consumer Dynamics’**. These include digital transformations (AI, automation, and remote work), demographic shifts (multigenerational workforce, diversity, and inclusion), economic volatility, and societal changes such as sustainability and corporate social responsibility. This is followed by Track 2 which explains **‘Responsible Financial Management for a Purposeful Future’**, giving an insight on different financial perspectives. This section gives a research-based view of Business, Economics, ESG, Beyond Profit Business and much more.

The third track- **‘Fostering Well-being in the Changing and Modern Workplace’** elaborates how the role of leadership is central in navigating these disruptions. The text of Track 3 discusses how leaders must adapt their leadership styles and strategies to manage uncertainty, guide teams through change, and foster resilience. Key leadership traits such as emotional intelligence, agility, and ethical decision-making are explored in depth. It emphasizes the importance of sustainability—both environmental and social—as an integral component of strategic decision-making. The role of leadership in embedding sustainability into organizational culture, operations, and product development is thoroughly examined.

Track 4 describes ‘**Leveraging Technology for Sustainable Business**’. With technology advancing at an unprecedented pace, leaders face the challenge of integrating new systems while managing potential disruptions to existing workflows and employee skillsets. The section of the book outlines the research work based on strategies for fostering a culture of continuous learning, adapting to emerging technologies, and leveraging digital tools to enhance productivity and innovation. Track 5 further explicates the sustainable future of work which is beneficial for stakeholders, with the track title as- ‘**Sustainability, Technology and Stakeholders: Key Drivers of the Future**’. The book concludes by looking ahead to the future of work, considering how emerging trends like AI, hybrid workplaces, and the gig economy will continue to reshape leadership and organizational dynamics. It offers guidance for leaders to stay ahead of the curve and prepare their organizations for ongoing disruptions.

The book aims to reach target audiences who are students, researchers, academicians, leaders, managers, HR professionals, and organizational consultants seeking to understand the intersection of leadership, organizational sustainability, and workplace disruptions by providing both theoretical insights and practical applications.

About the Editors



Dr. Shiwangi Sharma, A dedicated academician, researcher, counselor and mentor, Dr. Shiwangi Sharma is having a deliberate experience of 7+ years inclusive of industry and academia. She was awarded her Doctorate in Human Resource Management from Manav Rachna International Institute of Research and Studies in the year 2021. Her flairs for teaching excels in Human Resource Management, Organization Behavior, Strategic Human Resource Management, HR Analytics, Organization Change and Development, Training and Development, Business Organization, Entrepreneurship development, Business Research Methods and Business Negotiation Skills. She has good research hands-on Human Resource management and Organization Behavior, Entrepreneurship, Start-ups, and incorporation of Artificial Intelligence in Human Resource management. Her intellectual Property holds credentials of various Book chapters, research papers in reputed journals, and funded projects.



Ms. Shilpa Singh is currently working as an Assistant Professor in the School of Leadership and Management at MRIIRS, Faridabad. She specializes in the field of marketing and analytics, imparting invaluable insights and expertise to her students. Her academic journey includes a PhD program at BIT Mesra, Ranchi (ongoing), an Advanced Diploma in Management, and a PGDBA from K J Somaiya specializing in Marketing. She has also worked as a Research Assistant in an MGNCRE-funded project. She is a dedicated professional with a rich and diverse background in education, research, and business. Her Interest areas include business analytics and consumer behavior.



Dr. Arnab Chakraborty has more than 17+ years of corporate and academic experience. He is currently working as an Associate Professor – Marketing, Digital Marketing & Economics and Area Chair – Digital Marketing, in School of Leadership and Management, Manav Rachna Institute of Research and Studies, Faridabad. He has also held academic and administrative positions in other premier institutions of the country. He has worked as a Program Manager with Amity Global Business School, Amity University, Noida; and HOD, Department of Management, College of Applied Education and Health Sciences, Meerut. He has conducted several MDPs, FDPs and training programs. He has also published 20 research papers in Scopus indexed, UGC Care list and peer reviewed National and International journals. He has also written 2 books on Economics and International Business, 2 book chapters and has 3 patent publications. He has presented many research papers in management conferences on national and international repute. His area of interest is Developmental Economics, Digital Marketing and Marketing Management. He is Ph.D. in Economics from CCS University, Meerut. Prof. Arnab had qualified UGC NET, and had done MBA (Marketing), PGDBM (Marketing & HR), MA (Economics). He is certified in Micro-economics from IIT Kharagpur and a certified Digital Marketer from Punjab University, Chandigarh.



Dr. Deepti Dabas Hazarika, An academician, academic administrator and researcher, Dr. Deepti has a total experience of more than two decades with academia and industry. She is a Doctorate in Management (Consumer Behaviour and Tourism Studies) from Guru Jambheshwar University of Science & Technology, an Honours graduate in Economics from Delhi University, MBA from Lal Bahadur Shastri Institute of Management, Delhi, M. Phil. in Management from IGNOU and B. Ed. From Maharshi Dayanand University (MDU), Rohtak.

She has worked extensively with management students, grooming them to achieve their dreams. Her areas of academic specialization are service operations management, consumer behaviour, marketing communications and marketing analytics & KPIs. Over the years, she has developed keen interest and expertise in academic systems, student engagement, outcome-based education and academic accreditation. Dr. Deepti's research interests lie in consumer behavior, service management: planning and operations, student engagement and corporate governance, wherein she has authored numerous papers.

As a member of the Strategic Mentoring Board at Manav Rachna, she has been a part of numerous initiatives for industry-academia connect, notable among which are the Industry Immersion Programme for faculty members and training students and faculty members on real life use cases. She is a member of various University level committees, including the Executive Council and the Internal Quality Assurance Cell.

As Dean of the School of Leadership and Management, her vision is to inspire and ensure continuous improvement, commitment and competence, driving excellence among students and the team at the school.

Table of Contents

Preface	IV - V
Acknowledgment	VI
About The Book	VII - VIII
About the Editors	IX - XI
Table of Contents	XII - XXXVI

Track: 1

Marketing Strategies in the Age of Digital Transformation and Evolving Consumer Dynamics

Sr. No.	Title of Chapters	Page No.
1	THE MEDIATING ROLE OF CRM TO KNOW THE IMPACT OF DIGITAL MARKETING ON PURCHASE INTENTION: A STUDY ON BANKING INDUSTRY <i>Dr. Sujata Banerjee and Prof. Rita Ganguly</i>	2
2	THE MODERATING EFFECT OF MOBILE USAGE PATTERNS IN THE IMPACT OF SOCIAL MEDIA ON BODY IMAGE ISSUES <i>Sakshi Datt</i>	2
3	ENHANCING MARKETING WITH AI: CUTTING-EDGE TACTICS FOR FUTURE CONSUMER ENGAGEMENT <i>Arhita Uppal, Dr. Sonali Banerjee, Dr. Vaishali Agarwal and Dr. Priyanka Chadha</i>	3
4	ANALYSING THE IMPACT OF SOCIAL MEDIA ON SUSTAINABLE CONSUMPTION <i>Nikita Bhati and Dr. Ruchi Jain Garg</i>	3
5	WHAT TO WEAR AND WHAT TO DISPOSE - EXPLORING THE CLOTHING DISPOSITION PRACTICES OF YOUNG ADULTS IN INDIA <i>Deepshikha Garg and Subhalaxmi Mohapatra</i>	4
6	TRANSFORMING THE FUTURE THROUGH INNOVATION: ASSESSING THE IMPACT OF SUSTAINABLE PACKAGING ON CONSUMER PERCEPTION IN E-COMMERCE <i>Kanika Rana, Dr. Sonali Banerjee and Dr. Priyanka Chadha</i>	4

7	STAKEHOLDER'S PERSPECTIVE OF SUSTAINABLE BUSINESS – A CRM APPROACH TOWARDS INTERNATIONAL PATIENTS <i>Huma Sethi</i>	5
8	THE EVOLUTION AND IMPACT OF GREEN MARKETING IN INDIA: EMERGING TRENDS AND TECHNOLOGICAL INNOVATIONS IN 2024 <i>Nitya Tiwari</i>	5
9	DETERMINING THE ROLE OF INFLUENCERS IN PROMOTING SUSTAINABLE CONSUMPTION <i>Priyanka and Anil Kumar Kashyap</i>	6
10	PSYCHOLOGY BEHIND CONSUMER BEHAVIOUR IN RECURRING FASHION: FACTORS DRIVING PURCHASING DECISIONS <i>Ajit Singh and Narinder Tanwar</i>	6
11	FOOD SAFETY PRACTICES AMONG STREET FOOD VENDORS: A COMPREHENSIVE REVIEW WITH A FOCUS ON DELHI NCR <i>Rajeev Ranjan and Dr. Arnab Chakraborty</i>	7
12	CONSUMER PERCEPTION ON THE SUSTAINABILITY OF DURABLE GOODS: A COMPREHENSIVE LITERATURE REVIEW OF DRIVERS AND BARRIERS TO SUSTAINABLE CONSUMPTION <i>Shrutika Mukhija and Narinder Tanwar</i>	7
13	TRANSFORMATION AND SUSTAINABLE GROWTH IN FASHION INDUSTRY <i>Madhurendra Kumar</i>	8
14	EFFECT OF SOCIAL MEDIA MARKETING FOR ENCOURAGING TOURISM <i>Rajni rathi and Narinder Tanwar</i>	8
15	MAPPING EVOLUTION OF CRISIS COMMUNICATIONS IN HEALTHCARE TO IDENTIFY GAPS IN TRAINING OF HEALTHCARE PROFESSIONALS ACROSS CLINICAL AND ADMINISTRATIVE ROLES <i>Garima Sharma Nijhawan and Dr. Deepti Dabas Hazarika</i>	9
16	A STUDY ON “IMPACT OF READY TO EAT MARKET ON CONSUMER BUYING DECISION” <i>Tanya Kishore and Pooja Sehgal Tabeck</i>	9

17	IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR <i>Tushar Arora and Pooja Sehgal Tabeck</i>	10
18	ROLE OF NEUROMARKETING IN ASSESSING CONSUMER PURCHASE INTENTION: A LITERATURE REVIEW <i>Shireen Naaz</i>	10
19	THE IMPACT OF SOCIAL MEDIA IN SHAPING EMPLOYEE TRUST AND ORGANIZATIONAL OUTCOMES IN THE DIGITAL AGE <i>Ngaimuankim Tonsing</i>	11
20	SUSTAINABLE PACKAGING AND INFORMATION DISCLOSURE (TRANSPARENCY) INFLUENCES CONSUMER PURCHASE INTENTION: A STUDY OF GEN Z IN DELHI NCR <i>Muskan Nagar</i>	11
21	THE ROLE OF SOCIAL MEDIA IN FOSTERING INTERCULTURAL DIALOGUE BETWEEN KERALA AND TAMIL NADU SCHOOL STUDENTS <i>Tuttu K.K.P</i>	12
22	DISCONNECTED BY CHOICE: EXPLORING THE FACTORS BEHIND DIGITAL DETOX <i>Nandukrishna T Ajith and Fazeen Rasheed A K</i>	12
23	DIGITALIZATION AND ITS DISRUPTIVE TRANSFORMATION FOR FAMILY BUSINESSES – FROM INDUSTRY 3.0 TO INDUSTRY 4.0 TOWARDS INDUSTRY 5.0: A PERSPECTIVE ARTICLE <i>Pallavi Dua, Isha Chhabra and Priyanka Chadha</i>	13
24	UNDERSTANDING WHAT AFFECTS WOMEN'S BUYING DECISIONS THROUGH SOCIAL MEDIA MARKETING: A LITERATURE REVIEW <i>Shahina Begum M S and Densingh Joshua Israel</i>	13
25	THE IMPACT OF SOCIAL CRM ON BRAND ENGAGEMENT AND CUSTOMER LOYALTY IN THE DIGITAL AGE <i>Miss Neetu and Akhil Goyal</i>	14
26	WHAT DRIVES GEN Z TO TAP AND DINE? EMPIRICAL INSIGHTS ON THE DETERMINANTS OF INTENTION TO USE FOOD DELIVERY APPS WITH MODERATING ROLE OF ONLINE RATINGS <i>Kanika Kanika, Sanjeev Kumar Sharma and Upasna Joshi Sethi</i>	14

27	AN ASSESSMENT OF INDIA'S DIGITAL TRADE DEVELOPMENT AND INFLUENCING FACTORS <i>Naviti Mehra and Poonam Singh</i>	15
28	THE IMPACT OF DIGITAL ADVERTISEMENT EXPOSURE ON DONATION INTENTIONS AMONG RETAIL DONORS: AN ANALYSIS USING STRUCTURAL EQUATION MODELING <i>Deepak S. Verma, Priyanka Pradhan and Anjali Singh</i>	15
29	SUSTAINABILITY IN DIGITAL TRANSFORMATION: A COMPREHENSIVE BIBLIOMETRIC REVIEW OF EVOLUTION AND FUTURE TRENDS <i>Prasanthi SS Vanapalli</i>	16
30	EMPOWERING DIGITAL COMPETENCE IN INDIA: AN EMPIRICAL STUDY OF THE DIGITAL INDIA INITIATIVE <i>Subhalaxmi Mohapatra, Diti P Vyas and Samantak Chakraborty</i>	16
31	THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES (SMMAS) ON CUSTOMER PURCHASE INTENTIONS FOR KOREAN COSMETIC PRODUCTS IN DELHI NCR REGION <i>Ms. Ekta Bansal and Dr. Neha Wadhawan</i>	17
32	ROLE OF DIGITAL LITERACY IN REDUCING STRESS AND INCREASING EMPLOYEE ENGAGEMENT IN REMOTE BANKING: A CASE STUDY ON THE EVOLUTION OF E-BANKING <i>Vandana Rastogi and Prof. Jayender Verma</i>	17
33	TECHNOVATION AND CONSUMER DYNAMICS: BRIDGING DIGITAL TRANSFORMATION AND SUSTAINABLE GROWTH THROUGH AI ANCHORS ON DD KISAN <i>Sanchita Sardar and Kajal Chaudhary</i>	18
35	DIGITAL CONSUMER AND LEGAL COMPLIANCES IN A SUSTAINABLE ECOSYSTEM: ISSUES, CHALLENGES AND ROAD AHEAD <i>Dr. SK Bose, Dr. Aditi Chaudhary, Dr. Ghazala Abidin, Dr. Manisha Narula, Dr. Yamini Atreya and Ms. Simran Singh</i>	18
36	THE IMPACT OF ONLINE REVIEWS ON CONSUMER INTENTIONS TO CHOOSE GREEN HOTELS: EXPLORING THE ROLE OF PERCEIVED ENVIRONMENTAL RESPONSIBILITY <i>Ms. Shilpa Singh and Dr. Arun Mittal</i>	19

Track: 2

Responsible Financial Management for a Purposeful Future

Sr. No.	Title of Chapters	Page No.
37	HARNESSING THE POWER OF MUTUAL FUNDS: A PATH TO PRUDENT INVESTMENT <i>Sephalika and Dr. Sagar</i>	21
38	ENHANCING INTERNATIONAL BUSINESS THROUGH TAXATION: FOCUS ON ESSENCE OF CONDUCTIVE TAX POLICIES <i>Haji Ameir Juma and Yogenda Singh</i>	21
39	AN ANALYSIS OF INVENTORY MANAGEMENT PRACTICES IN THE SMALL-SCALE CABLE MANUFACTURING INDUSTRY <i>Nishant Maheshwari</i>	22
40	THE ROLE OF GST IN SHAPING THE GROWTH & CHALLENGES OF SME'S: A POLICY AND ECONOMIC PERSPECTIVE <i>Deepika</i>	22
41	THE SOCIAL AND ECONOMIC IMPACTS OF STARTUPS IN THE FINTECH INDUSTRY IN INDIA <i>Mr. Vivekanand and Prof. Shweta Anand</i>	23
42	VIRTUAL REAL ESTATE IN THE METAVERSE: INTEGRATING ESG PRINCIPLES FOR SUSTAINABLE INVESTMENT GROWTH <i>Aditi Arya and Dr. Babita</i>	23
43	THE FINANCIAL LITERACY LANDSCAPE: A STUDY ON INVESTMENT HABITS OF MANAGEMENT STUDENTS <i>Madhav Soni, Deepu Biswas and Ritesh Dwivedi</i>	24
44	IMPACT INVESTING AND GREEN FINANCE <i>Preeti Yadav, Anjani Srivastava and Arun Vashista</i>	24
45	EXPLORING THE LINK BETWEEN ESG SCORES AND FINANCIAL PERFORMANCE: BRIDGING SUSTAINABILITY WITH PROFITABILITY <i>Nalini Krishnan, Akhilesh Kumar Yadav, Kavitha Menon and Manjula Shastri</i>	25
46	OPTIMIZING COLLECTION COSTS FOR FINTECH DRIVEN RETAIL LENDING IN EMERGING MARKETS <i>Vaibhav Soni, Priyanka Sengar and Daitri Tiwary</i>	25

47	BITCOIN AND ITS FINANCIAL ASSET CAPABILITIES ACROSS DEVELOPED AND DEVELOPING COUNTRIES: A COMPARISON WITH GOLD <i>Bhavish Jugurnath</i>	26
48	THE ADOPTION OF INTEGRATED REPORTING: A SYSTEMATIC REVIEW <i>Mootooganagen Ramen</i>	26
49	GLOBAL FINANCE PARADIGM: UNVEILING RESEARCH TRENDS AND THEMES IN FINANCIAL MARKET INTEGRATION <i>Sachit Paliwal and Shipra Saxena</i>	27
50	ASSESSING EFFICIENCY IN BANKS: A SYSTEMATIC REVIEW WITH A FOCUS ON PRIORITY SECTOR LENDING <i>Shanu Tyagi and Neha Goyal</i>	27
51	INSIGHTS ON FINANCIAL LITERACY: A SCIENTOMETRIC ANALYSIS <i>Asha Chaudhary, Rashmi Singel and Dr. Shailza Dutt</i>	28
52	ASSESSING THE ROLE OF FINANCIAL ADVISOR IN PROMOTING RESPONSIBLE INVESTMENT PRACTICES IN INDIA <i>Dr. Deeksha Chandawat</i>	28
53	FINANCIAL LITERACY AMONG WORKING WOMEN IN INDIA: A COMPARISON BASED ON EMPLOYMENT NATURE AND ITS INTERACTION WITH ANNUAL INCOME AND EDUCATIONAL QUALIFICATION <i>Savita Rani</i>	29
54	CHALLENGES FOR M&A IN DEVELOPING SUSTAINABLE FINANCE INITIATIVES <i>Vijay Dube, Dr. Deepti Dabas Hazarika and Dr. Asha Bhandarker</i>	29
55	VARIOUS AGE GROUPS AND THEIR TIME SPENT ON OVER-THE-TOP PLATFORMS: AN ANALYSIS EMPHASIZING INDIA <i>Tilakdeb Mukherjee</i>	30
56	EMPOWERING ECONOMIC CHOICES: DOES IRRATIONAL BEHAVIOR INFLUENCE THE WOMEN'S FINANCIAL DECISION-MAKING WITHIN SELF-HELP GROUPS? <i>Taniya Paul and Amalesh Bhowal</i>	30
57	FINANCIAL SERVICES' OPERATING EFFICIENCY AND PROFITABILITY: METHODS, FUTURE, AND SCOPE—A SUSTAINABLE PERSPECTIVE <i>Mangal Chhering</i>	31

58	DIGITAL FINANCE ADOPTION IN UNORGANIZED MSMES: ASSESSING CURRENT LEVEL OF CHALLENGES WITH SPECIAL REFERENCE TO ZARI-ZARDOZI BUSINESSES <i>Pankaj Juneja and Vaniki Joshi Lohani</i>	31
59	A STUDY OF FINANCIAL TECHNOLOGY IN PAYMENT GATEWAY <i>Dr. Sunil Kumar Agrawal</i>	32
60	A SYSTEMATIC REVIEW WITH BIBLIOMETRIC ANALYSIS ON STOCK MARKET FORECASTING WITH REFERENCE TO ARTIFICIAL NEURAL NETWORK (ANN) <i>Anchal Jain and Dr. Neha Goyal</i>	32
61	DOES DIGITAL FINANCIAL INCLUSION BRIDGE THE INEQUALITY IN INDIA? EVIDENCE FROM HOUSEHOLD SURVEY DATA <i>Sukhvinder Kaur, Prakash Singh and Durai Raj</i>	33
62	DETERMINANTS, CHALLENGES, AND POLICY OVERVIEW FOR IMPROVING SME PARTICIPATION IN GLOBAL VALUE CHAINS <i>Naviti Mehra and Poonam Singh</i>	33
63	FINANCIAL IMPACT OF US MARKET ON INDIAN STOCK MARKET: A STUDY TO EXAMINE CO-INTEGRATION AND INTERDEPENDENCY <i>Dr. Apurva A Chauhan</i>	34
64	DOES ESG RATINGS AFFECT THE FIRM'S FINANCIAL PERFORMANCE <i>Dr. Manika Sharma and ERAM Qaiser</i>	34
65	EXPLORING THE RISK-RETURN APPETITE OF RETAIL INVESTORS IN THE INDIAN CAPITAL MARKET: LEVERAGING DIGITAL TRANSFORMATION FOR ENHANCED INVESTMENT DECISION-MAKING" <i>Arshdeep Singh and Dr. Radhika Chaudhary</i>	35
66	IMPACT OF HISTORICAL VOLATILITY IN INDIAN STOCK MARKET WITH REFERENCE TO NIFTY <i>Bhakti Bhushan Mishra, Dr. Namita Sahay and Preeti Sharma</i>	35
67	CHALLENGES & OPPORTUNITIES IN IMPLEMENTING TECHNOLOGY IN INFRASTRUCTURE PROJECT FINANCE – A SYSTEMATIC REVIEW <i>Jagjit Shrikant Padgaonkar, Bina Sarkar and Esha Bansal</i>	36
68	EXPLORING THE TRENDS IN FINTECH AND DIGITAL FINANCE: CHALLENGES AND OPPORTUNITIES <i>Ridhi Khattar and Anindita Chatterjee</i>	36

69	SERVICE PROVIDERS' PERSPECTIVE ON TAMILNADU CHIEF MINISTER HEALTH INSURANCE SCHEME – A QUALITATIVE STUDY <i>Bharathi Thiagarajan and Chandramohan Annavarappu</i>	37
70	NAVIGATING CHANGE: HOW FINTECH COMPANIES ARE TRANSFORMING TRADITIONAL BANKING IN INDIA <i>Dr. Gitanjali Shankarappa and Jayesh J Jadhav</i>	37

Track: 3

Fostering Well-being in the Changing and Modern Workplace

Sr. No.	Title of Chapters	Page No.
71	A BIBLIOMETRIC ANALYSIS ON THE IMPACT OF WORKPLACE SPIRITUALITY ON EMPLOYEE ENGAGEMENT <i>Kritika Ohri and Dr. Hitakshi Dutta</i>	39
72	SYSTEMATIC REVIEW OF GEN Z ASPIRATIONS FROM WORKPLACE POST COVID 19 <i>Ritu Rani Saini</i>	39
73	A COMPREHENSIVE FRAMEWORK FOR EVALUATING ORGANIZATIONAL TRAINING EFFECTIVENESS: AN INTEGRATIVE LITERATURE REVIEW <i>Shweta Sharma and Somraj Sarkar</i>	40
74	INVESTIGATING THE MODERATING EFFECT OF EMPLOYEE ATTRITION ON THE RELATIONSHIP BETWEEN SELF-EFFICACY, ORGANIZATIONAL EFFICIENCY, AND OPERATIONAL EXCELLENCE <i>Ms. Shalini Verma and Dr. Manish Srivastava</i>	40
75	UNDERSTANDING AND ADDRESSING WOMEN EMPLOYEE ATTRITION IN INDIAN IT/ITES COMPANIES: A THEMATIC ANALYSIS <i>Alipta Dutta</i>	41
76	SUPPORTING HEALTHCARE WORKERS WELL-BEING: A COMPREHENSIVE REVIEW OF WORKPLACE FACTORS <i>Yashu Gupta and Dr. Shiwangi Sharma</i>	41
77	ANALYZING THE ROLE LEADERSHIP IN MANAGING TECHNOSTRESS AND TECHNO-OVERLOAD IN THE EMERGING WORK PARADIGM AT 21ST CENTURY ORGANIZATIONS <i>Nikita Gupta and Neeraj Sharma</i>	42
78	TRANSFORMATIONAL LEADERSHIP AS AN ENABLER FOR ORGANIZATIONAL SUCCESS IN A VOLATILE ENVIRONMENT: FOCUS ON REFORMS MANAGEMENT <i>Chancy Simbeye</i>	42
79	THE ROLE OF DEI IN BUSINESS GROWTH: THE INTEGRATION OF EMPLOYEE WELLBEING FOR SUSTAINABLE SUCCESS <i>Dr. Deepti Kumari and Dr. Vijay Agrawal</i>	43

80	RESILIENCE REDEFINED: ROARK'S JOURNEY AS AN INSPIRATION FOR CONTEMPORARY START-UP CULTURE <i>Swonam Kieran Roul, Dr. Kajal Chaudhary and Dr. Shivani Vashist</i>	43
81	WOMEN EMPLOYEES IN THE INDIAN GRAPHIC DESIGN INDUSTRY: A QUALITATIVE EXPLORATION OF REPRESENTATION, BIAS AND LEADERSHIP <i>Pinkal Raval</i>	44
82	SPIRITUALITY AT WORKPLACE: AN ETHNOGRAPIC RECOUNT OF THE STUDENT COMMUNITY (GOA CAMPUS) <i>Smitha Bhandare Kamat</i>	44
83	NAVIGATING WORKPLACE DISRUPTIONS: LEADERSHIP STRATEGIES FOR ENHANCING ORGANIZATIONAL SUSTAINABILITY IN THE DIGITAL AGE <i>Amit Kumar and Vinit Sikka</i>	45
84	EMOTIONAL INTELLIGENCE AS A PREDICTOR OF LEADERSHIP RESILIENCE IN CRISIS MANAGEMENT <i>Tapas Gupta and Utpala Das</i>	45
85	ADAPTING TO WORKPLACE CHANGES: ADDRESSING LEADERSHIP OBSTACLES AND IMPLEMENTING APPROACHES FOR LONG-TERM ORGANIZATIONAL CONTINUITY <i>Archit Chopra, Dr. Jyotsana Verma and Dr. Dharmendra Mehta</i>	46
86	WORKPLACE DISRUPTIONS: LEADERSHIP CHALLENGES, POWERSHIFTS AND STRATEGIC CHALLENGES & THEIR IMPACT ON BUSINESS LEADERSHIP <i>Dr. Kalpana Singh</i>	46
87	FUELLING THE FUTURE WITH JOB PASSION AND INTRINSIC MOTIVATING FACTORS AMONG GEN Z EMPLOYEES USING SELF-DETERMINATION THEORY <i>Ms. Monika T and Dr. Densingh Joshua Israel</i>	47
88	MOTIVATED RELATIONSHIP BETWEEN MENTOR AND MENTEE FOR EFFECTIVE MENTORING: TWO WAY LEARNING IS A KEY <i>Ashish Kumar Singhal and Dr. Urvashi Sharma</i>	47
89	EMOTIONAL INTELLIGENCE OF HEALTHCARE EMPLOYEES IN CHENNAI: A COMPREHENSIVE STUDY <i>T. Lakshmi Pradha and Dr. M.Soundarapandian</i>	48
90	CATALYZING PRO SOCIAL BEHAVIOUR TOWARDS HAPPINESS: MODERATING ROLE OF NUDGING <i>Dr Anshu Singh and Dr Richa Sharma</i>	48

91	DETERMINANTS OF OCCUPATIONAL STRESS IN BANKING INDUSTRY: SPECIAL REFERENCE TO NCR REGION <i>Manisha Rani and Dr. Rekha Narang</i>	49
92	JOB SATISFACTION AMONG HEALTH WORKFORCE IN MEDICAL COLLEGES OF NEPAL: A MIXED METHOD STUDY <i>Dipak Prasad Dahal and Nidhi Gupta</i>	49
93	GENERATIONAL DIFFERENCES IN JOB SATISFACTION: A RETAIL INDUSTRY PERSPECTIVE ON MILLENNIALS AND GEN Z <i>Ms. Ashiya Sultana and Dr. Utpala Das</i>	50
94	DECISION SCENARIOS TO DEAL WITH CHANGE: BUILDING SUCCESS CAPABILITIES IN TOYOTA INDIA <i>Mehvish Bhat, Ankur Agrawal and Michail V. Barmpas</i>	50
95	IMPACT OF WORK-LIFE BALANCE ON WELL-BEING OF WORKING WOMEN IN SERVICE SECTOR <i>Sapna Devi and Dr. Rekha Narang</i>	51
96	WORKPLACE POLITICS AND PEER PRESSURE IN HIGHER EDUCATION: A LITERATURE REVIEW ON THEIR IMPACT ON EMPLOYEE MENTAL WELLNESS <i>Nisha Rani, Dr. Akanchha Singh and Prof. (Dr.) Sunil Kumar Roy</i>	51
97	GLOBAL LEADERSHIP: EFFECTIVE LEADERSHIP TO DRIVE CHANGE, FOSTER INNOVATION, AND CREATE INCLUSIVE ENVIRONMENT IN TODAY'S INTERCONNECTED WORLD <i>Naveen Prakash Dubey and Dr. Shipra Saxena</i>	52
98	EFFECT OF TECHNOSTRESS ON JOB PERFORMANCE: THE MODERATING ROLE OF TECHNOLOGY TRAINING <i>Dimple Chaudhary and Dr Swati Punjani</i>	52
99	EXPLORING THE CONVERGENCE OF ARTIFICIAL INTELLIGENCE AND GENDER EQUALITY AT WORKPLACE: A SYSTEMATIC REVIEW <i>Shilpy Kapoor, Dr. Bhakti Ranjit Pawar and Dr. Parul Gandhi</i>	53
100	REDEFINING SPIRITUAL LEADERSHIP: THE GROWING ROLE OF WOMEN <i>Dr. Swati Chauhan and Dr. Shivani Vashist</i>	53
101	IMPACT OF GREEN HRM & GREEN TRANSFORMATIONAL LEADERSHIP ON GREEN INNOVATION, PROACTIVE ENVIRONMENTAL STRATEGY, AND FIRM PERFORMANCE <i>Dr. Neha Verma, Dr. Vandana Gupta and Dr. Sumit Agarwal</i>	54
102	IMPACT OF JOB EMBEDDEDNESS ON ATTRITION AND RETENTION OF MILLENNIAL EMPLOYEES IN IT FIRMS IN REFERENCE TO MEDIATING EFFECT OF QUALITY OF WORK LIFE AND CAREER GROWTH <i>Ms. Rency Alex, Dr. S. Shameem and Dr. D. Raja Jebasingh</i>	54

103	THE IMPACT OF ORGANIZATIONAL COMMITMENT ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR DURING WORKPLACE DISRUPTIONS IN PRIVATE COLLEGES <i>Ms. Roopa Devi. G and Dr. Shubha Chandra</i>	55
104	THE IMPACT OF EMPLOYEE BRAND LOVE ON WORKPLACE ENGAGEMENT: KEY ANTECEDENTS EXPLORED <i>Dr. Bhumika Achhnani, Dr. Bindiya Gupta and Dr. Shweta Mittal</i>	55
105	HUMAN RESOURCE MANAGEMENT CHALLENGES IN SOCIAL ENTERPRISES: THE ROLE OF WORKPLACE DISRUPTIONS IN SHAPING HR PRACTICES AND POLICIES IN MUMBAI AND PUNE <i>Aditi Gaur and Nisha Mohan Ram Yallapragada</i>	56
106	GLASS CEILINGS AND GOLDEN LADDERS, DOES GENDER MATTER? <i>Sunita Sunita and Shital Jhunjhunwala</i>	56
107	PHYSIOTHERAPY AS A CATALYST FOR MAINTAINING EMPLOYEE HEALTH AND WORKPLACE WELLBEING: A SCOPING REVIEW <i>Kshitija Bansal, Jasmine Kaur Chawla, Nitesh Bansal and Gillian Webb</i>	57
108	EXPLORING FACTORS AFFECTING EMOTIONAL INTELLIGENCE COMPONENTS THROUGH EXPLORATORY FACTOR ANALYSIS: A STUDY ON IT PROFESSIONALS WORKING IN HYBRID MODE <i>Jasleen Kaur and Dr. Anushree Chauhan</i>	57
109	IMPACT OF LEADERSHIP ON WORK VALUE <i>Ipsita Ghatak and Soma Bose Biswas</i>	58
110	EFFECTIVENESS OF A PRACTICE-BASED TRAINING ON HEALTHCARE WASTE MANAGEMENT FOCUSED ON EMPLOYEE WELL-BEING: A QUASI EXPERIMENTAL STUDY <i>Sharmistha D Goel, Anmol Mathur, Adeeba Saleem and Mrinal Singh</i>	58
111	WOMEN ON BOARDS OF AUTOMOTIVE COMPANIES AND CARBON PERFORMANCE: EVIDENCE FROM EUROPE <i>Rhoda Alexander and Nidhi Singh</i>	59
112	ENHANCING EMPLOYEE PERFORMANCE THROUGH FLEXIBLE WORK ARRANGEMENTS: THE MEDIATING ROLE OF WORKPLACE INCLUSION AND ROLE OF TECHNOLOGY ACCESS <i>Apoorva Tiwari, Devvandya Mishra and Vishakha Kumari</i>	59
113	EXPLORING THE IMPACT OF EMPLOYEE PERFORMANCE AND WELL-BEING ON QUIET QUITTING: THE ROLE OF WORK MODE IN THE IT SECTOR <i>Swarn Priya, Dr. Rimjhim Jha and Dr. Narendra Singh Chaudhary</i>	60

114	IMPACT OF HAPPINESS CURRICULUM ON PRIMARY EDUCATION <i>Dr. Soma Arora, Ms. Avni Bhatia and Pooja Bhatt</i>	60
115	MANAGING TIME IN RETIREMENT: A STUDY OF STRATEGIES AND IMPACTS <i>Sandeep Kumar and Dr. Priyanka Singh</i>	61
116	WORKPLACE DISRUPTION AND LEADERSHIP ADAPTATION: NAVIGATING THE CHALLENGES OF A DYNAMIC WORKFORCE FOR ORGANISATIONAL SUSTAINABILITY <i>Astha Shukla, VN Bajpai and Ashish Kumar Jha</i>	61
117	THE ORGANIZATIONAL CULTURE-OPEN INNOVATION FIT MODEL: A STRATEGIC IMPERATIVE FOR LEADERS AND POLICYMAKERS <i>Shraddha Bhadauria, Vinay Singh and Shipra Saxena</i>	62
118	ASSESSING THE EFFECT OF THE NEW NORMAL WORKING MODEL ON EMPLOYEES' HOLISTIC WELLBEING <i>Ambani Rathaur and Dr. Kulbir Kaur Bhatti</i>	62
119	EMPLOYEE ENGAGEMENT AND CIRCULAR ECONOMY: A SLR AND BIBLIOMETRIC REVIEW <i>Kamal Preet Kaur and Arti Gaur</i>	63
120	UNVEILING THE IMPACT OF INCLUSIVE LEADERSHIP IN ORGANIZATIONAL RESILIENCE: "A PATH TO SUSTAINABLE DEVELOPMENT" <i>Dr. Shiwangi Sharma, Mr. Amit Yadav and Dr. Smriti Khanna</i>	63
121	EMPLOYEE ENGAGEMENT IN PRIVATE BANKS: A CRITICAL REVIEW OF PRACTICES <i>Priyanka Devi</i>	64
122	LEADERSHIP CHALLENGES AND BARRIERS IN THE ERA OF DIGITAL ECOSYSTEM <i>Sanchita Sengupta</i>	64
123	BIBLIOMETRIC ANALYSIS ON EMOTIONAL INTELLIGENCE: A CO-WORD ANALYSIS ON MAPPING THE FIELD AND FUTURE <i>Sugandh Katyal, Jaya Yadav and Dr. Vijit Chaturvedi</i>	65
124	RESEARCH DATA TRENDS ON EMPLOYEE WELLNESS BY TEXT MINING AND GENERATIVE AI <i>Srinivasan Ramachandran, Pratibha Chaurasia and Surabhi Seth</i>	65
125	SYSTEMATIC LITERATURE REVIEW: HIGH-PERFORMANCE WORK SYSTEM (HPWS) <i>Shivangi Tomar and Urvashi Sharma</i>	66

126	CORPORATE DOWNSIZING, HR POLICIES AND LEGAL COMPLIANCE- INDIAN AVIATION ORGANIZATIONS EMPLOYEES PERSPECTIVE <i>Suchandra Mukherjee and Mamta Chawla</i>	66
127	SYSTEMATIC REVIEW OF THE MILLENNIAL GENERATION OF EMPLOYEES: EVIDENCES FROM THE LITERATURE <i>Sahil Malik, Areeba Furqan, Surbhi Kapur and Anindita Chatterjee</i>	67
128	MAPPING THE LANDSCAPE OF WORKPLACE BULLYING: A STUDY OF ITS ANTECEDENTS, CONSEQUENCES, AND COPING METHODS IN THE IT INDUSTRY <i>Nidhi Kataria and Garima Sharma</i>	67
129	INFLUENCE OF LEADERSHIP DEVELOPMENT PROGRAMS ON SCHOOL LEADERS-A COMPREHENSIVE REVIEW <i>Jyoti Lohia and Dr. Gautam Srivastava</i>	68
130	WOMAN IN LEADERSHIP WORKPLACE DISRUPTIONS: LEADERSHIP CHALLENGES AND ORGANIZATIONAL SUSTAINABILITY <i>Mrs. Bhakti Thatte</i>	68
131	HEALTH AND WELL-BEING IN DYNAMIC WORKPLACES: ADDRESSING MENTAL HEALTH, BURNOUT, AND WORK-LIFE BALANCE <i>Komal Rani and Dr. Anjani Shrivastava</i>	69
132	IMPACT OF SOFT SKILLS ON ORGANIZATIONAL EXCELLENCE: A FUZZY-SET QUALITATIVE COMPONENT ANALYSIS (FSQCA) <i>Vandana Kumari, Dr. Balvinder Shukla and Dr. Taranjeet Dugga</i>	69
133	CLIMATE CHANGE AND GENDER EQUALITY <i>Ms. Rajeshwari Nagpal, Dr. Anjani Srivastava, Mr. Arun Vashishta and CS Jyoti Pandey</i>	70
134	EXPLORING THE PSYCHOLOGICAL IMPACT OF AI ON WORKPLACE DYNAMICS AMONG MILLENNIALS AND GEN Z <i>Dr. Yogita Sharma, Ms. Bhavika Dua and Ms. Devopriya Dey</i>	70
135	BEYOND POLICIES: THE DIVERSITY, EQUITY AND INCLUSION EFFECT ON CAMPUS CONNECTION <i>Ramini Singh, Ananya Prasad and Divyansh Singh</i>	71
136	THE SIGNIFICANCE OF GREEN HUMAN RESOURCE MANAGEMENT PRACTICES TOWARD ACHIEVING ENVIRONMENTAL SUSTAINABILITY <i>Nicy Pavartikaran and Denis Amirtharaj</i>	71
137	TRAVEL & LEISURE: MILLENNIAL TRAVELERS' EXPERIENCE IN CONTEXT OF MIGRATION <i>Sapna Dua and Dr. Shilpa Arora</i>	72

138	MITIGATING CROSS-BORDER SUPPLY CHAIN DISRUPTIONS: STRATEGIES FOR RESILIENCE AND AGILITY <i>Prateek Khanna</i>	72
139	ASSESSING THE ROLE OF WORK-LIFE BALANCE IN ENHANCING EMPLOYEE RETENTION AND PRODUCTIVITY IN THE POWER SECTOR: A CASE STUDY APPROACH <i>Neha Bajaj</i>	73
140	EXAMINING THE KEY FACTORS THAT FOSTER EMPLOYEE RESILIENCE: EMPIRICAL EVIDENCE FROM THE IT SECTOR USING DISCRIMINANT ANALYSIS <i>Dr. Shiwani Singh and Dr. Taruna</i>	73

Track: 4

Leveraging Technology for Sustainable Business

Sr. No.	Title of Chapters	Page No.
141	STAKEHOLDER INTERACTIONS AND THE GIG ECONOMY: EXPLORING ENABLERS AND CHALLENGES <i>Sanjana Singh, Richa Awasthy and Anshu Gupta</i>	75
142	TRANSFORMATION PROCESSES IN MANUFACTURING COMPANIES USING LEAN 4.0 <i>Puneet Gupta</i>	75
143	APPLICATIONS OF AI IN HEALTHCARE: OPPORTUNITIES AND CHALLENGES <i>Preeti Singh</i>	76
144	EXPLORING CORE COMPETENCY STRATEGIES FOR ACHIEVING SUSTAINABLE COMPETITIVE ADVANTAGE IN STARTUP ECOSYSTEMS WITH AI-DRIVEN MECHANISM <i>Pawan Omer, Anand Kumar Dixit and Shantanu Kumar</i>	76
145	EXPLORING SUSTAINABLE METAEXPERIENCE: A REVIEW USING PARETO ANALYSIS <i>Eshita Gupta and Dr. Ruchi Jain Garg</i>	77
146	BEYOND THE BUZZWORD: THE REALITY OF ALGORITHMIC EMPATHY IN MODERN MARKETING <i>Anjani Johrawanshi</i>	77
147	STRATEGIC INTEGRATION OF ARTIFICIAL INTELLIGENCE IN DELOITTE UK: A FUTURE BUSINESS DEVELOPMENT PLAN <i>Amit Kumar and Neha Wadhawan</i>	78
148	AI AND BLOCKCHAIN SYNERGY: PIONEERING THE NEXT WAVE OF INDUSTRY TRANSFORMATION <i>Sandeep Kumar</i>	78
149	BRAIN-CONTROLLED CAR FOR THE DISABLED USING ARTIFICIAL INTELLIGENCE <i>Sangeeta P Sangani</i>	79
150	CYBER SECURITY IN DIGITAL WORLD <i>Priya Dwivedi</i>	79

151	EFFECT OF METAVERSE ON CORPORATE COMMUNICATIONS IN THE MEDIA AND ENTERTAINMENT SECTOR <i>Vinamra Jain, Pooja Sehgal Tabeck, Vinay Nayak and Anjali Wason</i>	80
152	BRAIN STROKE PREDICTION USING MACHINE LEARNING ALGORITHM <i>Sangeeta P Sangani</i>	80
153	STUDY ON DEEP BRAIN STIMULATION AND PARKINSON'S DISEASE: A REVIEW <i>Shruti Gupta, Savita Dagar and Divya Sharma</i>	81
154	ELECTRONIC PAYMENT REVOLUTION IN THE BANKING SECTOR: A QUALITATIVE ANALYSIS OF INVESTOR PERCEPTIONS AT STATE BANK OF INDIA <i>S. Chandra Sekhar</i>	81
155	RESEARCH DATA TRAJECTORIES ON EMPLOYEE WELLNESS THROUGH STATISTICAL TEXT MINING AND GENERATIVE AI <i>Srinivasan Ramachandran, Pratibha Chaurasia and Surabhi Seth</i>	82
156	EMPOWERING BUSINESSES THROUGH AI: THE ROLE OF GENERATIVE MODELS IN SHAPING THE FUTURE OF WORK <i>Taruna Chopra and Hemant Kushwaha</i>	82
157	ARTIFICIAL INTELLIGENCE: A MULTI-FACET MODEL FOR ACHIEVING SUSTAINABLE DEVELOPMENT GOALS <i>Anupama Chadha, Shagufta Jabin, Anjali Gupta and Sona Gandhi</i>	83
158	HEALTH AND WELLNESS AT WORK: INTEGRATING PHYSIOTHERAPY AND AI-HUMAN INTERACTION FOR EMPLOYEE WELL-BEING <i>Nitesh Malhotra, Divya Aggarwal and Pooja Sharma</i>	83
159	BLOCKCHAIN TECHNOLOGY FOR CONTENT AUTHENTICATION IN JOURNALISM <i>Iram Fatima, Shahi Raza Khan, Ayush Kumar Jha, Dr. Abdul Qadir Siddiquee and Dr Ihtiram Raza Khan</i>	84
160	NAVIGATING CYBERSECURITY THREATS AND STRATEGIES IN MOBILE WALLET ADOPTION: A USER-CENTRIC APPROACH <i>Sakshi</i>	84
161	REWIRING NERVE HEALTH: THE EFFECTS OF NEURODYNAMIC MOBILIZATION ON LUMBAR RADICULOPATHY—A NARRATIVE REVIEW <i>Nitya Chopla, Pooja Sharma, Nitesh Malhotra and Divya Aggarwal</i>	85

162	AUTOMATION-DRIVEN INNOVATION: THE EVOLUTION OF MARKETING STRATEGIES FOR COMPETITIVE ADVANTAGE IN THE DIGITAL ERA <i>Isha Yadav and Poonam Puri</i>	85
163	FROM AUTOMATION TO INTEGRATION NAVIGATING THE SHIFT FROM INDUSTRY 4.0 TO 5.0 IN APPAREL RETAIL <i>Pushpesh, Dr. Md Saifullah Khalid and Dr. Neha Yadav</i>	86
164	RESEARCH PRODUCTIVITY AND IMPACT: A BIBLIOMETRIC STUDY OF PH.D. THESES IN COMMERCE, ENGINEERING, AND COMPUTER SCIENCE AT PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR (2010-2021) <i>Dr. Sandeep Laxman Lokhande</i>	86
165	A SURVEY ON FUTURISTIC INCARNATION OF AI IN EDUCATIONAL INSTITUTES <i>Navya Gupta, Loveleen Kour, Vanshika Verma, Rashmi Rameshwari and Srinivasan Ramachandran</i>	87
166	GAMIFICATION IN HIGHER EDUCATION: A COMPREHENSIVE REVIEW OF IMPACT ON STUDENT ENGAGEMENT AND ACHIEVEMENT IN STEM FIELDS <i>Sonia Yadav and Sweta Dixit</i>	87
167	THE SYNERGY OF ICT, INNOVATION, AND DIGITAL COMPETENCIES: EMPOWERING WOMEN MICRO-ENTREPRENEURS <i>Nisha Devi, Priyanka Chadha and Gitanjali Upadhaya</i>	88
168	A COMPREHENSIVE LITERATURE REVIEW ON VULNERABILITIES OF BLOCKCHAIN TECHNOLOGY <i>Urvashi Sangwan</i>	88
169	BRIDGING TECHNOLOGY AND SUSTAINABILITY IN ORTHODONTIC CARE THROUGH ENTREPRENEURIAL VISION <i>Swasti Verma, Puneet Batra, Preeti Nandal, Paridhi Gupta and Vineeta Sharma</i>	89
170	BRINGING CONSTRUCTIVISM IN CLASSROOMS THROUGH TECHNOLOGY INTEGRATION IN LIGHT OF NEP 2020 <i>Shefali Aggarwal, Dr. Savita Sharma and Anindita Chatterjee</i>	89
171	DRIVESAFE AI <i>Aman Jatain</i>	90
172	THE IMPACT OF CHATBOTS IN IMPROVING HEALTHCARE ACCESS AMONG YOUNG ADULTS <i>Harsha Chahar and Dr. Vijayetta Sharma</i>	90

173	ROLE OF ARTIFICIAL INTELLIGENCE IN DISASTER MANAGEMENT <i>Rahul Tyagi, Gaurav Pandey and Sunny Tanwer</i>	91
174	THE USE OF MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE IN ENHANCING EMPLOYABILITY <i>Ravi Sharma</i>	91
175	DISRUPTION THROUGH NEW TECHNOLOGY IN THE WORLD OF STARTUPS: A SUCCESS STORY OF A TECHNOLOGICAL ENTREPRENEUR <i>Dr. Sweta Singhal</i>	92
176	HR ANALYTICS: UNVEILING INSIGHTS WITH SQL AND INTERACTIVE DASHBOARDS <i>Ashish James, Madhumita Mahapatra and Amit Kumar</i>	92
177	UNDERSTANDING THE IMPACT OF IOT ON SHAPING PERCEPTIONS OF HEALTHCARE ANALYTICS <i>Linda Susan Mathew</i>	93
178	THE ARTISTRY OF MACHINES: GENERATIVE AI'S CREATIVE EVOLUTION <i>Ritu Sharma</i>	93
179	GENERATIVE ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT - CURRENT TRENDS AND EMERGING STRATEGIES FOR FUTURE <i>Nitya Krishna</i>	94
180	THE MARKETING IMPACT OF AI DRIVEN UX DESIGN BASED ON PSYCHOLOGY <i>Soma Arora and Chandni Dhingra</i>	94
181	ROLE OF INFOGRAPHICS IN DEVELOPMENT OF EDUCATION-BASED VIDEO PROGRAMS ON PUBLIC PLATFORMS: A PEDAGOGICAL APPROACH IN 21ST CENTURY <i>Prasan Kapoor</i>	95
182	MATERIAL HANDLING EQUIPMENT AHP PAPER <i>Rajesh Chander and Shilpa Arora</i>	95
183	FACTORS AFFECTING DESIGN AS CAREER CHOICE: AN EMPIRICAL STUDY FROM GUJARAT <i>Drishiti S Agrawal, Simran S Lakhwani and Diti P Vyas</i>	96

184	ROLE OF MONITORING TO CONDUCT EFFECTIVE REVIEW MEETINGS TO INCREASE STUDENT LEARNING OUTCOMES IN PRIMARY SCHOOLS <i>Parmod Kumar and Arpit Upadhyay</i>	96
185	OPERATING CYCLE DYNAMICS AND STRATEGIC MANAGEMENT: A COMPARATIVE ANALYSIS OF THE CONSUMER ELECTRICAL PRODUCTS, SAAS, AND AUTOMOBILE INDUSTRIES IN INDIA <i>Amit Kumar, Saibal Sengupta and Vinit Sikka</i>	97
186	AN ASSESSMENT OF THE EFFECTIVENESS OF THE PURCHASING SYSTEM EMPLOYED IN THE INDIAN PUBLIC PROCUREMENT PROCESS <i>Pranesh Kumar</i>	97
187	NAVIGATING THE NEW FRONTIER: A COMPARATIVE ANALYSIS OF STUDENTS' AND EDUCATORS' PERSPECTIVES ON GENERATIVE AI AND CHATGPT IN TRANSFORMING EDUCATIONAL PARADIGMS <i>Pushpesh and Dr. Neha Yadav</i>	98
188	AI-ENABLED LEARNING: A FRAMEWORK FOR IMPROVING EMPLOYEE PERFORMANCE THROUGH AI-LED TRAINING <i>Kunika Arora and Anjali Singh</i>	98
189	TECHNOSTRESS IN REMOTE WORK ENVIRONMENTS: UNDERSTANDING ITS IMPACT ON IT PROFESSIONALS <i>Mahanish Panda and Roma Puri</i>	99
190	CAUSES OF INFORMATION OVERLOAD AMONG CONSUMERS IN THE ONLINE SHOPPING ENVIRONMENT: A QUALITATIVE RESEARCH <i>Ms. Kajal and Prof (Dr.) Tejinderpal Singh</i>	99
191	ENHANCING AML EFFORTS WITH PRIVACY-PRESERVING GRAPH-BASED MACHINE LEARNING AND FULLY HOMOMORPHIC ENCRYPTION <i>Riyanshi Yadav, Aaradhya Nagar, Mohit Sharma, Nancy Gupta and Vivek Agarwal</i>	100
192	FROM PAYCHECKS TO PIXELS-HOW AI IS REDEFINING EMPLOYMENT <i>Dr. Karishma Gulati Trehan, Sanya, Urusha Farooqi and Vidushi Sundriyal</i>	100
193	INVESTIGATING THE INFLUENCE OF ONLINE REVIEWS ON SOCIALLY RESPONSIBLE CONSUMPTION BEHAVIOR TOWARDS GREEN PRODUCTS IN GENZ <i>Shilpa Singh, Ankita Das and Arvind Kumar</i>	101

194	IMPACT OF AI ON EMPLOYABILITY SKILLS OF STUDENTS: A REVIEW OF LITERATURE <i>Anil Garg and Dr. Swati Punjani</i>	101
195	TRANSFORMING HYGIENE: THE IMPACT OF ARTIFICIAL INTELLIGENCE ON SWACHH BHARAT ABHIYAN <i>Ram Mohan Dhara and Sandip Mukhopadhyay</i>	102
196	A FUZZY ISM AND FUZZY MICMAC BASED INVESTIGATION OF GREEN SKEPTICISM: MAPPING THE BARRIERS TO GREEN PRODUCT ADOPTION <i>Sanju Rawal, Rupali Madan and Jyotsana Chawla</i>	102
197	EXPLORING THE RELATIONSHIP BETWEEN USER EXPERIENCE AND E-LEARNING TOOL ADOPTION: A UTAUT-BASED STUDY <i>Shalini Prakash and Jayesh J Jadhav</i>	103
198	EVOLVING AI ECOSYSTEM FOR HEALTHCARE IN INDIA: AN OVERVIEW OF OPPORTUNITIES AND CHALLENGES <i>Nitin Sagar, Priyanka Srivastava and Aman Singhania</i>	103
199	EXPLORING THE ROLE OF DIGITAL FORENSICS IN INSURETECH: INVESTIGATING CYBERSECURITY THREATS AND LEGAL IMPLICATIONS IN THE INSURANCE INDUSTRY <i>Mr. Harsh Vikram Arora, Dr. Kamshad Mohsin and Dr. Aparna Sharma</i>	104
200	BIG DATA SECURITY WITH THE FUSION OF BLOCKCHAIN AND CRYPTOGRAPHY <i>Arvind Dangi, Aditya Sharma, Vikas Singh and Aditya</i>	104

Track: 5

Sustainability, Technology and Stakeholders: Key Drivers of the Future

Sr. No.	Title of Chapters	Page No.
201	REDEFINING BUSINESS CAPABILITIES: THE POWER OF INTERDISCIPLINARY INTEGRATION <i>Jaya Mishra and Dr. Utpala Das</i>	106
202	BUSINESS BEYOND PROFIT: SHAPING A PURPOSE-DRIVEN FUTURE <i>Surinder Kumar Bhutani and Prof. (Dr) Ashok Kumar</i>	106
203	RAISA TECHNOLOGIES AND THEIR IMPACT ON ACHIEVING SDGS IN TOURISM: A STRATEGIC APPROACH TO MITIGATING THE EFFECTS OF POPULATION DECLINE <i>Jona Rai and Mani Tyagi</i>	107
204	CRITICAL ANALYSIS OF RIVER POLLUTION LAWS: CASE STUDY OF GOMTI <i>Kehaan Sengupta, Karan Tripathi and Ritesh Dwivedi</i>	107
205	STRENGTHENING INDUSTRY- ACADEMIA PARTNERSHIP IN AGRICULTURE- ROLE OF INCUBATION CENTERS <i>Meenal Rawat, Arvinder Kaur and Eram Aziz</i>	108
206	WOMEN ENTREPRENEURS AS CLIMATE CRUSADERS: A CASE STUDY OF WOMAN LED ENTERPRISES COMBATING CLIMATE CHANGE <i>Raghav Datta, Vanshika Gaurwal and Ritesh Dwivedi</i>	108
207	THE ATAL PENSION YOJANA: AN OVERVIEW OF STUDY IN DELHI <i>Sumit Manchanda</i>	109
208	BUSINESS POLICIES AND STRATEGIC DEVELOPMENT: A RISE & FALL OF AIR INDIA <i>Ratna Priya Verma and Divya Tiwari</i>	109
209	IMPACT ASSESSMENT OF ART-BASED PEDAGOGICAL TEACHER TRAINING ON STUDENT DEVELOPMENT: A CASE STUDY OF RURAL PRIMARY SCHOOLS IN NAINITAL, UTTARAKHAND <i>Diti P Vyas, Stanzin Dothon, Chuskit Angmo, Sandesh Reddy, Mishal Desai and Nidhi Vyas</i>	110

210	CORPORATE GOVERNANCE AND CORPORATE SUSTAINABILITY PERFORMANCE: A SYSTEMATIC LITERATURE REVIEW <i>Shalki Bansal and Nidhi Kaicker</i>	110
211	IMPACT OF GLOBAL CLIMATE CHANGE AND SUSTAINABLE DEVELOPMENT <i>Rinky Kumari</i>	111
212	MANAGEMENT OF PCOD (POLYCYSTIC OVARY DISEASE) THROUGH YOGA <i>Dr Subramaniam S Iyer</i>	111
213	SUSTAINABILITY WITHIN THE FASHION INDUSTRY: THE ROLE OF SUSTAINABLE FINANCE, ASSOCIATED CHALLENGES AND EXEMPLARY PRACTICES <i>Dr. Anupama Hooda and Bhawna Dahiya</i>	112
214	CHALLENGES AND DEVELOPMENTS IN ESG REPORTING: A SYSTEMATIC REVIEW OF LITERATURE FROM EMERGING MARKETS <i>Rekha Mishra</i>	112
215	UNIVERSITY ENVIRONMENT FOR ENTREPRENEURSHIP DEVELOPMENT IN INDIA <i>Ravi Shankar Rai, Asha Prasad and BK Murthy</i>	113
216	BRIDGING THE EMPLOYABILITY GAP: ADAPTING THE SERVQUAL MODEL FOR MANAGEMENT GRADUATES <i>Seema Laddha</i>	113
217	EFFECT OF TRADITIONAL AND NON-TRADITIONAL ENERGY SOURCES ON SDG 7.1 ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MODERN ENERGY: STUDY OF BRICS NATIONS <i>Rajnish Yadav, Shweta Anand and Kavita Singh</i>	114
218	ASSESSING ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) RISKS OF TOBACCO PRODUCT WASTE: A CROSS-SECTIONAL STUDY <i>Adeeba Saleem, Pearl Batra, Rimjhim Sharma, Ojasvi Bhatia, Bani Talwar, Anmol Mathur and Sharmistha Goel</i>	114
219	ACOUSTIC COVERT CHANNEL EXPLOITS IN MILITARY COMMUNICATIONS <i>Piyush Parashar and Dr. Anupma Chadha</i>	115

220	EDUCATION FOR SUSTAINABLE FUTURE AMIDST STUDENT INCIVILITY, ACADEMIC BURNOUT AND ITS IMPACT ON LEARNING ENGAGEMENT <i>Dr. Luxmi Malodia, Priya Kumari Butail and Dr. Sumit Goklaney</i>	115
221	EXPECTATIONS OF THE INDUSTRY FROM MANAGEMENT GRADUATES: A COMPREHENSIVE ANALYSIS <i>Suhani Agarwal</i>	116
222	NEP 2020 INDIA: UNVEILING THE CHALLENGES AND POTENTIAL DRAWBACKS <i>Rudra Arora</i>	116
223	THE INTRODUCTION TO THE CHANGING DYNAMICS OF POLICE COMMISSIONERATE SYSTEM IN INDIA WITH REFERENCE TO POLICE COMMISSIONERATE LUDHIANA, PUNJAB <i>Ramandeep Singh</i>	117
224	BUILDING THE FOUNDATION: A FRAMEWORK FOR R&D MANAGEMENT COURSE CURRICULUM FOR BIOTECHNOLOGY POSTGRADUATE SCHOLARS AND RESEARCH MANAGERS IN INDIA <i>Sagar Samrat Mohanty and Sonal Pathak</i>	117
225	APPLYING FUZZY LOGIC TO ASSESS AND MITIGATE CLIMATE CHANGE IMPACT ON AGRICULTURE IN INDIA: A PATHWAY TO ACHIEVE SDG 13.2 <i>Ruchika Chawla</i>	118
226	BUSINESS RESPONSIBILITY & SUSTAINABILITY REPORTING (BRSR): COMPARATIVE ANALYSIS OF INDIAN ENERGY SECTOR COMPANIES <i>Asma Anjum and Dr. Jayender Verma</i>	118
227	HEALTHCARE WASTE: REDUCE REUSE RECYCLE <i>Harinder Pal Singh and Shraddha Agarwal</i>	119
228	LIFE CYCLE ASSESSMENT OF ELECTRIC VEHICLES. EVALUATING ENVIRONMENT IMPACT AND SUSTAINABILITY <i>Yogesh Joshi and Gautam Srivastava</i>	119
229	GREEN ENTREPRENEURSHIP: EXPLORING THE INCENTIVES AND BENEFITS OF SUSTAINABLE BUSINESS PRACTICES <i>Dr. Mani Tyagi and Dr. Shenki Tyagi</i>	120
230	EXPLORING THE IMPACT OF DEMOGRAPHIC FACTORS IN THE START-UP ECOSYSTEM IN DELHI NCR <i>Gopan P K</i>	120

231	ENHANCING STAKEHOLDER ENGAGEMENT IN ENTERPRISE RISK MANAGEMENT: A CASE STUDY OF ZIMBABWEAN BANKS <i>Brenda R Mariza and Preeti Sharma</i>	121
232	NET-ZERO ENERGY BUILDING THROUGH RETROFITTING FOR SUSTAINABLE SUPPLY CHAIN MANAGEMENT OF THE POWER SYSTEM <i>Charan Singh Baswana and Shilpa Arora</i>	121
233	RECONFIGURING MANAGEMENT EDUCATION IN INDIA: A COMPETENCY-BASED PERSPECTIVE <i>Dr. Deepti Dabas Hazarika and Dr. Arnab Chakraborty</i>	122
234	RISING STRONG: EMPOWERING WOMEN FOR A BETTER TOMORROW <i>Narinder Tanwar</i>	122
235	REVIEW ON “FROM POLICY TO PRACTICE: ADDRESSING IMPLEMENTATION CHALLENGES OF NEP 2020 IN HIGHER EDUCATION” <i>Rachna Vats and Dr. Shiwangi Sharma</i>	123
236	SUSTAINABLE SELLING: THE WAY FORWARD <i>Dr. Gautam Srivastava</i>	123
237	WHY BLOCKCHAIN IS NOT A GOOD IDEA IN FINANCIAL MARKETS: A CRITICAL ANALYSIS <i>Pankaj Azad and Manika Sharma</i>	124



ABOUT THE CONFERENCE

The *4th PRITAM SINGH MEMORIAL (PRISM) CONFERENCE*, scheduled on November 19-21, 2024, addressed "*Workplace Disruptions: Leadership Challenges and Organization Sustainability.*" Amidst the '*VIKSIT BHARAT*' era, it underscores agility, innovation, and resilience as pivotal for business continuity. Sub-themes encompass dynamic workplaces, geopolitical shifts, future leadership, diversity equity inclusion practices, and academia-business alliances.

Esteemed thought leaders, policymakers, and educators converged to deliberate on strategies essential for sustainable growth amidst relentless disruption. Discussions delved into embracing change, leveraging research insights, and fostering collective intelligence. Attendees engaged in formal discourse to navigate complexities and sculpt pathways toward enduring organizational prosperity



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