ST. JOSEPH'S INSTITUTE OF MANAGEMENT

No. 28/1 Primrose Road, (Off M.G. Road), Bangalore - 560025

UTKARSH 2024: Sixth International Conference

On
Leading Digital Transformation: Past, Present and the Future

February 16 & 17, 2024

Track 1: Presentation Schedule (Offline)

Date: 17th February 2024 | Track Chair: Dr Anand Das Gupta and Dr Peter Leo Deepak J

Time	Paper ID	Title	Presenting Author
9:30 – 9:45 am	LC-2024-86	Predicting Stock Prices Using Neural Network In Energy Sector	Mr. Shreyas P
9:45 – 10:00 am	LC-2024-60	Exploring The Role Of Social Media And Other Factors In The OTT Platform Landscape Post-Pandemic	Dr. V. R. Hiremath
10:00 - 10:15 am	LC-2024-79	Investment Decision-Making Among Female Professionals In Bengaluru: The Gold Factor	Dr. Fatin
10:15 - 10:30 am	LC-2024-100	Carbon Neutrality, Carbon Footprint And Circular Economy Indian Initiatives To Combat Carbon Footprint	Dr. Hemalatha Ramakrishnan
10:30 - 10:45 am	LC-2024-101	Decent And Green Work Domains Under MGNREGA: With Special Reference To Ranchi District	Dr. Jhumur S Roy
10:45 - 11:00 am	LC-2024-104	Price Discovery and Volatility Spillover Effect Between Spot and Futures Market of Gold and Silver – GARCH Model	Dr. Hariharan R

*Time allotted to each participant to present their paper is 10 minutes followed by discussion for 05 minutes. Kindly adhere to the schedule.
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Track 2: Presentation Schedule (Offline)

Date: 17th February 2024 | Track Chair: Dr Avil Saldanha

Time	Paper ID	Title	Presenting Author
9:30 – 9:45 am	LC-2024-71	Digitalization Of Hospital Services – A Study On Customer Centric Strategies And Satisfaction	Dr. Suplab Kanti Podder, Ms. Swathi S
9:45 – 10:00 am	LC-2024-35	Perception Of Employees On Employee Retention Strategies In Selected Private Sector Banks Bengaluru City	Dr. G. Murali Krishna
10:00 - 10:15 am	LC-2024-63	The Role Of Cultural Dimensions And Human-Centric Approaches In Enhancing Customer Satisfaction In The Hotel Industry And Their Cross Cultural Contexts	Dr. Mitali Gupta
10:15 - 10:30 am	LC-2024-103	Employee Perspectives on Beliefs, Anxiety, and Readiness for Change in the Adoption of Artificial Intelligence in the IT and Manufacturing Sectors	Ms. Parvathi Arul Kumar
10:30 - 10:45 am	LC-2024-106	The Mediating Influence of Emotional Intelligence: Gaslighting's Impact on Employee Productivity	Ms. Kashish Gupta

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Track 3: Presentation Schedule (Offline)

Date: 17th February 2024 | Track Chair: Dr Binny Cherian

Time	Paper ID	Title	Presenting Author
9:30 – 9:45 am	LC-2024-76	Are The Retail Investors All Set To Use Algorithmic Trading Platforms In India?	Ms. Bhumika Bunkar
9:45 – 10:00 am	LC-2024-97	Educational Innovation And Digitalisation During Crisis – A Critical Analysis	Ms. Brunda S
10:00 - 10:15 am	LC-2024-107	Emotional Intelligence and Self-Leadership: Insights from the Service Sector	Ms. Sona John
10:15 - 10:30 am	LC-2024-105	Perceptions and Acceptance of AI in Training Programs: A User-Centric Investigation	Ms. Anush Johnson
10:30 - 10:45 am	LC-2024-94	Restructuring Business Models In Food Industry For Sustainability- A Study At Mysore City	Dr. Sunitha S P
10:45 – 11:00 am	LC-2024-51	Consumer's Price Sensitivity And Shrinkflation Strategy As A Trailblazer Of Chocolate Market	Ms. Arathy Joshy

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Track 4: Presentation Schedule (Offline)

Date: 17th February 2024 | Track Chair: Dr Jessy Nair

Time	Paper ID	Title	Presenting Author
9:30 – 9:45 am	LC-2024-75	Comprehensive Study On Digital Transformation Of Learning And Development In Corporates	Ms. Kangana Dutta
9:45 – 10:00 am	LC-2024-62	Analyzing Consumer Empowerment Through Restaurant Reviews: A Study Of Bengaluru's Dining Experience	Dr. Vansh Tyagi,
10:00 - 10:15 am	LC-2024-81	Artificial Intelligence For Sustainability: A Study With Reference To Select SMEs In Bharat	Dr Mamatha S
10:15 - 10:30 am	LC-2024-98	Gig Economy Integration: Prospectus And Challenges In India	Ms. P. Maheswari
10:30 - 10:45 am	LC-2024-91	Strengthening Consumer-Brand Relationship Through Mindfulness: An Overview Of Past Research And Future	Mr. Mayur G Raj
10:45 – 11:00 am	LC-2024-108	The Evolution of Environmental, Social and Governance (ESG) Disclosures In India: A Regulator Perspective	Ms. Amita Priyadarshini

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Track 5: Presentation Schedule (Online)

Date: 17th February 2024 | Track Chair: Dr Anup Krishnamurthy

Time	Paper ID	Title	Presenting Author
9:30 – 9:45 am	LC-2024-29	A Study On The Impact Of Customer Centric Strategies On Customer Satisfaction With Reference To Automobile Industry	Dr. T. Navaneetha
9:45 – 10:00 am	LC-2024-10	A Study On Reducing Packaging Waste And Understanding Sustainable Way Of Reverse Supply Chain Implementation For Ecommerce With Reference To Amazon	Ms P. Parvathi
10:00 - 10:15 am	LC-2024-06	Logistical Challenges Of Chinese E-Commerce Platforms: An Empirical Evidence	Prof. Bhaskar Basu
10:15 - 10:30 am	LC-2024-57	Greenium For Incorporation Of Sustainable Finance, Causes And Effects Of Climate Risk; Issues And Challenges Ahead In The Indian Scenario For Reducing Carbon Emissions	Dr. Suguna Basavaraj, Dr. Shivakumar Upavasi
10:30 - 10:45 am	LC-2024-99	Impact Of Artificial Intelligence Based Customer Analysis On Customer Relationship Management (CRM) Performance Through The Mediating Role Of Customer Centric Retailing Strategies In Organized Retail Outlets	Dr. R. Swaranalatha
10:45 - 11:00 am	LC-2024-39	The Importance of Digital Transformation in an Ageing World: From Vulnerable to Valuable	Charmaine Savia Siqueira Lobo

* Join the session 10 minutes prior to the scheduled time of starting the session.

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Track 6: Presentation Schedule (Online)

Date: 17ᵗʰ February 2024 | Track Chair: Dr Ashwin Randolph John

Time	Paper ID	Title	Author(s)
9:30 – 9:45 am	LC-2024-13	A Study On Digital Banking Transformation In Old Private Sector Banks	Mr. Harshith Kumar Shetty N
9:45 – 10:00 am	LC-2024-78	The Growth And Potential Impact Of Cryptocurrency On Traditional Financial Systems	Dr. Aruna Rani
10:00 - 10:15 am	LC-2024-93	"Infrastructure Credit Forecasting"- An Application Of Box-Jenkins Methodology	Dr. Smitha B Nair
10:15 - 10:30 am	LC-2024-64	Digital Leadership: Increasing Artificial Intelligence (Ai) And Attitude Of Employees Across Industries Regarding Their Job Security	Ms. Arafa Mujahid
10:30 - 10:45 am	LC-2024-02	Digital Currency Of India: A Paradigm Shift In Indian Payment System	Dr. Vishweswar Sastry V N, Dr. Guruprasad Desai, Dr Santosh B R
10:45 – 11:00 am	LC-2024-58	Global Crisis Covid 19: Effects And Opportunities On Indian Start- Ups	Ms. Meera. K

* Join the session 10 minutes prior to the scheduled time of starting the session.

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Track 7: Presentation Schedule (Online)

Date: 17th February 2024 | Track Chair: Dr Caren Rodrigues

Time	Paper ID	Title	Presenting Author
9:30 – 9:45 am	LC-2024-36	Employee Engagement In A Hybrid Workplace Model: Effect On IT Employees In Bengaluru City	Mrs. Rajimol K P
9:45 – 10:00 am	LC-2024-48	An Exploratory Study On The Evolution Of Hybrid Work	Ms. Sarah John
10:00 - 10:15 am	LC-2024-59	The Impact Of Servant Leadership On Job Satisfaction Among Manufacturing Industries	Dr. Tess Jacob
10:15 - 10:30 am	LC-2024-96	Femvertisement: Depiction On Role Of Women Empowerment In Advertising Industry	Dr. Aruna M
10:30 - 10:45 am	LC-2024-80	Factors Influencing Job-Offer Prioritization In A Competitive Job Market	Prof. Sriram Prabhakar
10:45 - 11:00 am	LC-2024-89	Retention Of Employees Through Actuation: Foregrounding The 3Rs Of Employee Retention	Dr. L. Santhosh Kumar

* Join the session 10 minutes prior to the scheduled time of starting the session.

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Track 8: Presentation Schedule (Online)

Date: 17th February 2024 | Track Chair: Dr Maria Immanuvel

Time	Paper ID	Title	Presenting Author
9:30 – 9:45 am	LC-2024-14	Digital Transformation And Fintech: An Overview Over The Last Decade	Mr. Akshay Mishra
9:45 – 10:00 am	LC-2024-70	Crypto Versus CBDC: Challenging Indian Financial Scenario	Ms. Arafa Mujahid
10:00 - 10:15 am	LC-2024-11	Influence Of Mental Accounting And Herding Behaviour On Investment Decisions At The Household Level: A Literature Review	Mr. Mohammadullah Ibrahimi
10:15 - 10:30 am	LC-2024-12	Bibliometric Analysis: Impact Of Moonlighting On Gig Economy Workforce	Dr. Dathi Mol. W. S
10:30 - 10:45 am	LC-2024-83	Digital Assets: A Bibliometric Analysis To Identify Developments, Research Streams, And Direction For Future Research	Prof. Baskar Pmohanasundram

* Join the session 10 minutes prior to the scheduled time of starting the session.
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Track 9: Presentation Schedule (Online)

Date: 17ᵗʰ February 2024 | Track Chair: Dr Nazia Zabin Menon

Time	Paper ID	Title	Presenting Author
9:30 – 9:45 am	LC-2024-55	Leveraging Contextual Marketing Strategies For Promoting Green Transportation Adoption	Ms. Sejana Jose V
9:45 – 10:00 am	LC-2024-74	Assessing The Role Of Psychological Capital And Emotional Intelligence In Employee Well-Being Amongst IT Employees	Mr. Bhavika Jain
10:00 - 10:15 am	LC-2024-50	Application Of Blockchain & Smart Contracts In Land Registry	Dr. C. Thiyaneswaran, Mr. M. Hariharan
10:15 - 10:30 am	LC-2024-52	A Study On Consumer Preference Towards Private Over Public Transportation Post Pandemic With Reference To Coimbatore	Mr. M. Rajesh
10:30 - 10:45 am	LC-2024-8	Religion and Consumer Culture: Unveiling the Connection to Unrestrained Spending	Jagadish Tulimelli
10:45 - 11:00 am	LC-2024-65	Digital Transformation In Hr Tools – A Perspective From Engineering Institutions From Bangalore	Ms. Rajimol KP

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Track 10: Presentation Schedule (Online)

Date: 17th February 2024 | Track Chair: Dr Deepika Joshi

Time	Paper ID	Title	Presenting Author
9:30 – 9:45 am	LC-2024-109	An empirical study on sustainable entrepreneurship and its role in addressing social issues and environmental issues	Prof. Manisha Choudhary
9:45 – 10:00 am	LC-2024-110	Electricity consumption and government alignment for selected SMEs in India	Dr. Oum Kumari R.
10:00 - 10:15 am	LC-2024-111	Mathematical model for social entrepreneurship: Perspectives from North India	Dr. Vishwas Joshi
10:15 - 10:30 am	LC-2024-116	Study of operational issues in managing the pharmaceutical warehouses	Dr. Shikha Singh
10:30 - 10:45 am	LC-2024-117	A Study on the Logistics Market in India An Idea of Policy Change	Ms. Pali Gaur

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