



ATHARVA INSTITUTE OF MANAGEMENT STUDIES

(Affiliated to University of Mumbai, approved by DTE & AICTE)
(NAAC Accredited)

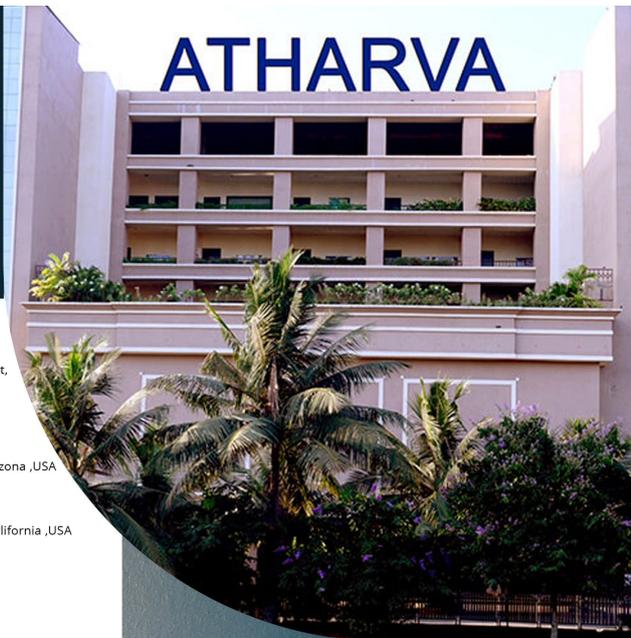
International Research Conference on

Digital Transformation in Business (IRCDBT 2023)-Hybrid Mode

November 25 - 26, 2023

(22nd Annual Conference)

ATHARVA



OUR PATRON



Atharva believes in creating value through continuous efforts to build up future Managers. The efforts started in 2003 when our Executive President, Mr. Sunil Rane created an educational brand Atharva Institute of Management Studies. The purpose of the brand was to create, develop and provide business managers to provide solutions to complex business situations.

Mr. Sunil Rane
Executive President
Atharva Group of Institutes

Mr. Sunil Rane has humanized the brand AIMS through his belief in excellence by pursuing his vision "Excellence in Education" by empowering students' development. AIMS runs four flagship programs viz. Masters in Management Studies (MMS) and Part-time MMS in Finance (MFM), Marketing (MMM) & Human Resource Management (MHRDM) affiliated to the University of Mumbai and approved by AICTE.

FROM THE DIRECTOR'S DESK



We at Atharva Institute of Management Studies (AIMS), strive for excellence in academics reinforced with research. The present Integrity Research Conference on Digital Transformation in Business (IRCDBT 2023) is another step in that direction.

Prof. (Dr) Henry Babu
Director

We look forward to meaningful contributions by researchers from both the academic and practicing world to share their work with peers on this platform. I am quite confident that this conference will be a win-win proposition for all stakeholders. We commit to provide the best environment during the conference and look forward to seeing you there.

CONVENER'S MESSAGE



IRCDBT 2023 is purely an effort to develop research culture amongst Students, Industry Experts, Academicians and Leaders. After presentation, the students will understand the situation and business environment and incorporate the real time knowledge in their decision making process. We intend to develop value based leadership through this International Research Conference.

Prof. (Dr) Shubhi Lall
Head, Research & Development Cell,
researchcell@atharvaims.edu.in
(+91)9320846664

The participants who present their paper are thoroughly judged by eminent judges from the field of research and subsequently their papers are published in *Atharva Journal - A Peer Reviewed Journal of Management Research.*

Keynote Speakers



Dr. Vipin Gupta
Professor & Director, Center for Global Management,
Jack H. Brown College Business and Public
Administration, California State University -
San Bernardino, USA



Mr. Oscar Crawford
Entrepreneur and Human Services Professional, Arizona, USA



Mr. Rajiv Saraf
Corporate Controller, Ambarella Inc, Santa Clara, California, USA

Judges



Prof. (Dr) Sunita Srivastava
Director and Professor,AIMSR,Mumbai,India

Prof. (Dr) Sarmishtha Sarma
Professor,Asian Business School Noida, U.P. India



Prof. (Dr) Swati Bhatia
Head, Research & Development Cell, Associate Professor
Asian Business School Noida, U.P. India

Prof. (Dr) Inderjeet Singh Sodhi
Professor, Rajiv Gandhi National Institute of Youth Development,
Sriperumbudur, Tamil Nadu,India



Dr. Seshanwita Das
Associate Professor, Christ (Deemed to be University)
Delhi Ncr, India

Dr. Tapas Das
Associate Professor, Christ (Deemed to be University)
Delhi NCR,India



Dr. Yesha Mehta
Associate Professor,
Thakur Institute of Management Studies & Research,Mumbai, India

Dr. Neeta Bhatt
Associate Professor,AIMSR,Mumbai,India



Dr. Vaibhav Bhatnagar
Assistant Professor (Sr. Scale), Manipal University Jaipur,
Jaipur, Rajasthan, India

Dr. Sudha Subramaniam
Working on National Level Research Project and IIT funded Research Project
Associate Professor M.L.Dahanukar College of Commerce, Mumbai



Dr. Kiran S Menghani
Vice Principal, Vedanta College, Vithalwadi, Mumbai,
Maharashtra, India

ABOUT THE CONFERENCE

IRCDBT 2023 will focus on innovative areas in management, technology, economics and how it applies to the real-world challenges. IRCDBT 2023 provides a Hybrid leading international forum that brings together researchers and practitioners from diverse fields with the purpose of exploring the fundamental roles, interactions as well as practical impact of Innovation. The Hybrid conference program will include paper presentations along with prominent keynote speakers and a panel discussion. After a Hybrid presentation in IRCDBT 2023, the authors are encouraged to submit their improved papers to esteemed Journals.

Atharva Institute of Management Studies

Atharva Educational Complex
Malad-Marve Road, Charkop Naka,
Malad (West), Mumbai - 400 095
Maharashtra, India
www.atharvaims.edu.in

Panel Discussion on

“Best Practices to Overcome the Challenges in Digital Transformation”

	Mr. Mayur Joshi Head - Products & Digital Initiatives YES SECURITIES Mumbai, Maharashtra, India		Mr. Sumit Bhardwaj Vice President, Citiustech Pvt. Ltd., Mumbai, India
	Mr. Archis Joshi Commercial Head, Dr Reddy's Labs, Mumbai, India Author of 'Arjun in Corporate Mahabharat'		Mr. Pinanshu Champaneri Senior Executive - Human Resources (HRBP & Employee Engagement), Anunta Technologies Management Services Mumbai, India
	Mr. Shivang Sharma Business Analyst Mindgate Solutions Pvt. Ltd., Mumbai, India <i>(Moderator)</i>		

TWO STEP SCREENING PROCESS

1. The papers will be reviewed at AIMS, Mumbai by a team of experts. After presentation in IRCDTB 2023, the authors can submit their improved papers as per the journal guidelines and policies on the online portal of the Publication Partner.

2. The paper presented in IRCDTB 2023 would undergo the usual screening and review process of the Journal.

Registration only confirms your paper presentation and attendance in IRCDTB 2023.

Publication Partner

Selected high quality papers will be published in ABDC, Scopus, Web of Science Journals which are having tie up with this conference and additional fees will be charged as applicable.

Guidelines for Paper Presentation

- The presentation can have a maximum of ten slides.
- Fifteen minutes will be allotted to every presenter followed by five minutes for a Q & A session.
- An e-certificate will be given to the presenter for the paper presentation in IRCDTB 2023.
- The paper presentation does not confirm paper publication.

CONFERENCE SCHEDULE

Day I: 25th November, 2023

Inaugural Ceremony 09:30 - 9:40 hrs	Prof. (Dr) Henry Babu
Convener's Address 09:43-09:45 hrs	Dr. Shubhi Lall Agarwal
Keynote I 09:45-10:30 hrs	Mr. Rajiv Saraf Corporate Controller, Ambarella Inc, Santa Clara, California, USA
Keynote II 10:35-11:35 hrs	Dr. Vipin Gupta Professor & Director, Center for Global Management, Jack H. Brown College Business and Public Administration, California State University - San Bernardino, USA
11:40-12:00 hrs	Releasing of the 'Atharva Journal'
12:00-13:00 hrs	Lunch Break
13:30-16:30 hrs	Plenary Sessions for Research Paper Presentation

Day II: 26th November, 2023

Keynote III 9:45 - 10:30 hrs	Mr. Oscar Crawford Entrepreneur and Human Services Professional, Arizona, USA
Panel Discussion 10:35 - 12:00 hrs (Topic - Best Practices to Overcome the Challenges in Digital Transformation)	Mr. Sumit Bhardwaj Mr. Mayur Joshi Mr. Archis Joshi Mr. Pinanshu Champaneri Mr. Shivang Sharma
12:30 - 13:30 hrs	Lunch Break
13:30 - 16:30 hrs	Plenary Sessions for Research Paper Presentation
	Valedictory Ceremony 16:30 hrs

IMPORTANT DATES

• Last Date of Paper Submission:	November 1, 2023
• Notification for Acceptance:	November 7, 2023
• Submission of Camera Ready Paper:	November 25, 2023

CO- CONVENER



Prof Ketan V Sutaria
Assistant Professor, Finance
+91 98207 93325

STUDENTS COMMITTEE

(MMS 2022-2024)

- Mr. Himanshu Ingle (+91 85549 97982)
- Mr. Sumedh Mane
- Ms. Akshata Dhuri
- Ms. Natasha Singh
- Ms. Samiksha Singh
- Ms. Anshula Kohle
- Ms. Dwiti Sanghvi
- Mr. Dhruv Sanjay Pawar
- Ms. Gayatri Barapatre
- Mr. Gaurang Kiran Patil
- Mr. Nayan Solanki
- Ms. Bhumika Ingle
- Ms. Rachana Salunkhe
- Ms. Pradnya Maingade

Alumni

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- Ms. Ekta Garani
- Mr. Abhishek Patil

(MMS 2023-2025)

- Mr. Suvansh Yadav (+91 88504 76221)
- Ms. Sakshi Kantilal Jain (+91 96377 73233)
- Mr. Ayush Wankhede
- Ms. Divya Vartak
- Ms. Mansi Wala
- Ms. Neha Surve
- Ms. Shreya Bhandarkar
- Mr. Hrushikesh Ravichandra

FEE DETAILS

Student:	Rs. 500/- (Maximum 2 Participants)
Academician:	Rs. 1000/- (Maximum 4 Participants)
Corporate:	Rs. 1500/- (Maximum 4 Participants)
	(Additional Rs. 250 per co author for all categories)

TO REGISTER - CLICK HERE



From 24th November 2023 - 26th November 2023

A Report

Prepared by –

Dr. Shubhi Lall Agarwal

Head - R & D Cell, AIMS, Mumbai

Ms. Pradnya Maingade

Student, MMS, III Sem, AIMS, Mumbai

CONTENT

- *About IRCDTB 2023*

- *Objective of IRCDTB 2023*

- *DAY 0: 24th November 2023*

- *PRESENTATIONS OF CORE COMMITTEE MEMBERS*

- **CODE: 78 - MS. DWITI SANGHVI, MR NAYAN SOLANKI, MR. KETAN SUTARIA**
- **TITLE OF THE PAPER:** Uncovering the Influence of Behavioral Biases on the Gender Gap in Financial Literacy: A Comprehensive Analysis
- **CODE: 79 - MS. DWITI SANGHVI & MS. TANVI PAWAR**
- **TITLE OF THE PAPER:** A comparative study of financial planning among Businessmen and working professionals in Mumbai
- **CODE: 80 - MR. NIKHIL THOSAR & MR. KARAN MALUSHTE**
- **TITLE OF THE PAPER:** To study the customer outlook towards green infrastructure on sustainable development.

- *SCHEDULE DAY 1 : 25th November 2023*

- *DAY 1: 25TH NOVEMBER, 2023*

- *KEYNOTE SPEAKER Mr. Rajiv Saraf,USA*

- *KEYNOTE SPEAKER (Dr.Vipin Gupta)*

- *E Release of Atharva Journal*

- *Day 1: 25th November 2023: Plenary Sessions*

- *Window 1: SEMINAR HALL*

- **JUDGE - DR SESHANWITA DAS, ASSOCIATE PROFESSOR, CHRIST (DEEMED TO BE UNIVERSITY), DELHI NCR,INDIA**

- JUDGE - PROF. (DR) SWATI BHATIA, ASSOCIATE PROFESSOR, ABS, NOIDA, U.P., INDIA
- **CODE: 1 - MR. PALAK SHAH & MS. BHUMIKA INGLE**

- **CODE: 2 - DR. SHUBHI LALL AGARWAL(HOD,SYSTEMS), MS. SAKSHI JOSHI(ASB,MUMBAI), MS. TANAYA TOMAR (AVANADE,CANADA)**
- **TITLE OF THE PAPER:** Digital Marketing and its impact on Business
- **CODE: 3 - MR. PRADEEP YADAV, MR. RADHA DWIVEDI,MS. SAKSHI KESARWANI**
- **TITLE OF THE PAPER:** The evolution of e-commerce in the era of digital transformation: trace the changes in e-commerce practices and a consumer behaviour as a result of digital transformation trends
- **CODE: 4 - DR. ANUPAL MONGIA, MS. MEENAKSHI, MR. ANNJAAN**
- **TITLE OF THE PAPER:** Application of Digital Technologies to Influence SME Business Growth
- **CODE: 5 - MR. AMAR PATIL, MR. SHREYASH RASHINKAR, MR. KETAN SUTARIA**
- **TITLE OF THE PAPER:** Gen AI and Machine learning applied to stock market predictions: Review and Research.
- **CODE: 6 - MR. ABHISHEK CHATTERJI & MS. ARSHITA SINGH**
- **TITLE OF THE PAPER:** Digital Transformation In Business

- **CODE: 7 - MS. AISHWARYA PATHRIKAR**
- **TITLE OF THE PAPER:** FROM ALGORITHMS TO ACTIONS: JARO JAMOON ALGORITHMIC POWER IN CAPITAL MARKETS
- **CODE: 8 - MS. NIKITA GOMES**
- **TITLE OF THE PAPER:** The Impact Of Artificial Intelligence On Business Education.
- **CODE: 9 - MR. HEMANT YADAV, MR MOHD SHAWEZ TARIQ,MR. SHIVAM SINGH,ABS,NOIDA**
- **TITLE OF THE PAPER:** The Impact of digital transformation on traditional business model
- **CODE: 10 - MS. HELEENA PEREIRA & DR. MEGHA JUVEKAR**
- **TITLE OF THE PAPER:** Social Entrepreneurship: Need of the Hour.
- **CODE: 11 (ABSENTIA) - MS. MAHDIYE MOHAMMADI, IRAN**
- **TITLE OF THE PAPER:** The Impact Of Digital Transformation On Business Models: Opportunities And Challenges.

- *Window 2: CLASS ROOM 5*

- *JUDGE: Dr. Neeta Bhatt*

- **CODE: 12 - MR. SAURABH KRISHNAKANT MORE & MS. RIDHI NIKHARGE, AIMS,MUMBAI**
- **TITLE OF THE PAPER:** To investigate the effects of flexible working options on employees' work-life balance in Mumbai
- **CODE: 13 - MR. KARAN PATIL, KOMAL AGARWAL, AIMS, MUMBAI**
- **TITLE OF THE PAPER:** “A PATHWAY FOR TRANSFORMING SMALL BUSINESS UNITS INTO A TECHNOLOGICALLY ADVANCE ORIENTED ENTERPRISES
- **CODE: 14 - MS. UNNATI GUPTA & MS. PREKSHA JAIN, ABS,NOIDA**
- **TITLE OF THE PAPER:** Digital transformation in Retail sector with reference to Amazon Go Stores
- **CODE: 15 - MR. SAMEER HELIYA, PEARLEMEET KAUR, ASB,MUMBAI**
- **TITLE OF THE PAPER:** A study on understanding the benefits of digital transformation in organization culture in Mumbai
- **CODE: 16 - MR. AMAN KUMAR PURBEY & MS. ADITI RASTOGI**
- **TITLE OF THE PAPER:** The Digital Restyling of Healthcare to E-HEALTH
- **CODE: 17 - MR. SOUVIK SEN, MR. JAYDEEP MOHANTY, MR. JEREMIAH RAMESH, ABS,MUMBAI**
- **TITLE OF THE PAPER:** Riding the wave: Challenges and Opportunities in Tidal and Wave power.
- **CODE: 18 - Mr. Raman Kumar Singh & Mr. Rahul Brahma**
- **TITLE OF THE PAPER:** The Role of Artificial Intelligence and Machine Learning in Digital Transformation in business.
- **CODE: 19 - MR. BILAL SHAIKH & MR. RAHUL SATPUTE,AIMS,MUMBAI**
- **TITLE OF THE PAPER:** The study on how fitness impacts/affects the lifestyle of an individual.
- **CODE: 20 - MR. SHAGUN SHETTY & MR. ONKAR VERNEKAR**
- **TITLE OF THE PAPER:** The Impact of Artificial Intelligence on Digital Marketing
- **CODE: 21 - DR. SWATI AGRAWAL & PROF. PRIYA BANSAL, AIMS, MUMBAI**
- **TITLE OF THE PAPER:** A RESEARCH PAPER ON “UNIFIED PAYMENTS INTERFACE: EMERGENCE, GROWTH AND WHERE IT IS HEADED”

- *Window 3: CLASS ROOM 6*

○ *Judge - Dr Sudha Subramaniam, Associate Professor, ML Dahanukar College of Commerce, Mumbai, Maharashtra, India*

- **CODE: 22 - MR. RATIK GUPTA, MS. GARIMA MAKHIJA, MR. AYUESH GUPTA**
- **TITLE OF THE PAPER:** Role of digital transformation in Finance, And its impact on business.
- **CODE: 23 - MS. SWETA MISHRA & DR. MONIKA SHRIMALI**
- **TITLE OF THE PAPER:** Commitment of private banking employees in relation to perceived distributive justice
- **CODE: 24 - DR. REENA POOJARA & MS. SANDHYA SAWANT**
- **TITLE OF THE PAPER:** Comparative study of working and non-working women on their usage of digital banking services
- **CODE: 25 - MR. SHUBHAM DONGARE,AIMS,MUMBAI**
- **TITLE OF THE PAPER:** Customer Behavior on "Omnichannel Marketing: Integration of Online and Offline Channels"
- **CODE: 26 - MS. JANHAVI RAUT & MS. ANUSHREE VARTAK**
- **TITLE OF THE PAPER:** The impact of the COVID-19 pandemic on the industry's digital transformation
- **CODE: 27 - MS. SAKSHI BERDE & MS. HARSHADA MALPURE**
- **TITLE OF THE PAPER:** Students Perception on Digitalisation in education sector.
- **CODE: 28 - MR. RUDRESH DABHANE,AIMS,MUMBAI**
- **TITLE OF THE PAPER:** The study on consumer responses to environmentally sustainable marketing practices in food and beverages category of fast-moving consumer goods sector in India.
- **CODE: 29 - MR. VIKAS TRIPATHI,AIMS,MUMBAI**
- **TITLE OF THE PAPER:** A Study on consumer behavior towards Cadbury dairy milk
- **CODE: 30 - MS. RACHANA SALUNKHE & MS. NIDHI SHAH, AIMS,MUMBAI**
- **TITLE OF THE PAPER:** A study aimed to determine the negative impacts of the consumption of unhealthy food amongst the young generation.
- **CODE: 31 - MS. SUHASI JAIN,AIMS,MUMBAI**
- **TITLE OF THE PAPER:** A Study on Digital Transformation and its Impact on Energy Sector: With special reference to Power Industry.
- **CODE: 32 - MS. KSHITIJA SAWANT,AIMS,MUMBAI**
- **TITLE OF THE PAPER:** Comparative Analysis of Cloud-Based Collaboration Tools for Enhanced Business Productivity

Window 4: CLASS ROOM 7

Judge - Dr Sunita Srivastava, Director and Professor, AIMSR, Mumbai, India

- **CODE: 33 - DR. ASWATHI NAIR, PROF. KETAN SUTARIA, PROF. MAITRI OZA**
- **TITLE OF THE PAPER:** Analysing the effect of promotional offer: Online V/s Offline to Online Electronic Retailers
- **CODE: 34 - MR. PRANAV GODSE, DR. NITIN GODSE**
- **TITLE OF THE PAPER:** Digital Transformation in Education – a necessity in the contemporary world
- **CODE: 35 - DR. VAIBHAV PATIL,AIMS,MUMBAI**
- **TITLE OF THE PAPER:** CRM Automation ROI in the dynamic environment of Pharma Companies

- **CODE: 36 - MS. SAPNA GUPTA, ASB, MUMBAI**
- **TITLE OF THE PAPER:** The Role of Strategic Planning in Driving Digital Transformation
- **CODE: 37 - DR. LEENA JAGAWAT & MR. DHURV JAGAWAT**
- **TITLE OF THE PAPER:** Role of UPI in the digital transformation of Business
- **CODE: 38 - PROF. GANESH APTE, MR. ONKAR BHAROTE, MR. ROHIT**
- **TITLE OF THE PAPER:** Packaged water: Consumer Safety or Pure Economics.
- **CODE: 39 - PROF. GAANYESH KULKARNI, MS. ANSHULA KOLHE, AIMS, MUMBAI**
- **TITLE OF THE PAPER:** Study on how word-of-mouth (WOM) influence the purchase decision of Mumbai households for branded edible oils.
- **CODE: 40 - MS. ANKITA MHATRE & MS. PALLAVI KANGUTKAR, AIMS, MUMBAI**
- **TITLE OF THE PAPER:** STUDY ON IMPACT OF CASHLESS ECONOMY ON SMALL VENDORS.
- **CODE: 41 - MR. SUKANT GUDHEKAR & MS. RUTUJA GURAM**
- **TITLE OF THE PAPER:** Analysing the use of social media influencers as brand ambassadors in crisis communication and reputation management.
- **CODE: 42 - DR. NITIN GODSE**
- **TITLE OF THE PAPER:** Awareness of IoT tools by STEM professionals
- **CODE: 43 - MR. SUMEDH MANE & DR. SWATI AGRAWAL**
- **TITLE OF THE PAPER:** A Mumbai based Study on Analysing the Impact of Promotional Initiatives on Customer Perception in a Health Food company.
- **DAY 2: 26TH NOVEMBER 2023**

- **KEYNOTE SPEAKER (OSCAR CRAWFORD)**
- *PANEL DISCUSSION on “Best Practices to Overcome the Challenges in Digital Transformation”*

- **PANELIST MR. SUMIT BHARDWAJ**
- **PANELIST ARCHIS H JOSHI**
- **PANELIST MAYUR M JOSHI**
- **PANELIST MR. PINANSHU CHAMPANERI**
- **MODERATOR - MR. SHIVANG SHARMA**

- **GLIMPSES OF PANEL DISCUSSION on 26th November 2023**

- *Plenary Sessions Window 1: SEMINAR HALL_26 Nov*

- **CODE: 44 - Mr. Mayuresh Shinde**
- **TITLE OF THE PAPER:** Impact of Social Media Influencers on Consumer Behavior
- **CODE: 45 - MR. SHUBHAM BANE, MR. MEHUL SHARMA, MR. AJIT SHIROOR**
- **TITLE OF THE PAPER:** Consumer Behavior in E-Commerce for Electronics Goods: A Comprehensive Analysis
- **CODE: 46 - MS. ARIFA AKHTER, MS. NAMRATA DAS, MS. KOMAL PRITY**
- **TITLE OF THE PAPER:** Transmuting Efficacy of Artificial Intelligence in Business Analytics and Business Intelligence
- **CODE: 47 - MR. DHRITIMAN SARMA, LAW COLLEGE, KOCHI, KERELA**
- **TITLE OF THE PAPER:** Digital Transformation of Business and Legal Implications
- **CODE: 48 - MS. TANISHA ADIACHA, MR. PARTHIV PATEL**
- **TITLE OF THE PAPER:** Handmade products getting digitally elevated
- **CODE: 49 - Ms. SAUMYA MISHRA**
- **TITLE OF THE PAPER:** "Digital Assistance in Businesses: Transformative Trends and Strategic Implications"
- **CODE: 50 - MR. RAMAKRISHNAN IYER, AIMS, MUMBAI, INDIA**
- **TITLE OF THE PAPER:** Digital Transformation using Machine Learning and Robotic Process Automation

- **CODE: 51 - Ms. SHRADHA FULSUNGE**
- **TITLE OF THE PAPER:** "Mumbai-based study on Consumer's perception and behaviour towards sanitary napkins"
- **CODE: 52 - Ms. VISHAKHA TIWARY, Ms. NIKITA DALAL**
- **TITLE OF THE PAPER:** Digital transformation in Small and Medium-sized Enterprises

Plenary Sessions Window 2: CLASS ROOM 5_26 Nov

JUDGE: PROF. INDERJEET SINGH SODHI, PROFESSOR, DEPARTMENT OF POLITICAL SCIENCE, JAMIA MILLIA ISLAMIA (CENTRAL UNIVERSITY), DELHI

- **CODE: 53 - Ms. TRISHA DOIPHODE, Ms. AAYUSHA RANA**
- **TITLE OF THE PAPER:** Impact of Digitalization on Home Automation and Smart Living Industries-IoT based
- **CODE: 54 - Mr. ATHARVA BABHULKAR, Mr. ANKIT CHAFALE**
- **TITLE OF THE PAPER:** A fundamental analysis of Telecommunication sector with special reference to Bharati Airtel
- **CODE: 55 - Mr. PARTHIV PATEL, Prof. KAJAL DESAI**
- **TITLE OF THE PAPER:** E-commerce an Opportunity or Threat
- **CODE: 56 - Dr. SALONI**
- **TITLE OF THE PAPER:** "Evaluating Disaster Preparedness Practices Among Hospital Staff in Navi Mumbai: An Empirical Analysis"
- **CODE: 57 - Dr. IFTIKAR MESTRY**
- **TITLE OF THE PAPER:** Consumers Awareness for Sustainable Agriculture and its effect on Rural Development
- **CODE: 58 - Dr. MARY VARGHESE**
- **TITLE OF THE PAPER:** The Impact of Artificial Intelligence on Business Education
- **CODE: 59 - Mr. RAHUL SATPUTE, Mr. BILAL SHAIKH, AIMS, MUMBAI**
- **TITLE OF THE PAPER:** A study on consumers preference towards Maggie noodles in comparison with their competitors.
- **CODE: 60 - Mr. Jubin Joseph**
- **TITLE OF THE PAPER:** Summit Surge: Unveiling the G20 Effect on Host Country Stock Markets

Plenary Sessions Window 3: CLASS ROOM 6_26 Nov

Judge - Prof. (Dr) Sarmishtha Sarma, Professor, ABS, Noida, U.P., India

- **CODE: 61 - Dr. LEENA JAGAWAT, Ms. NISHA PAREEK**
- **TITLE OF THE PAPER:** Block chain and Sustainable Supply Chain: A Synergistic Approach to Digital Transformation
- **CODE: 62 - Dr. APARNA GER**
- **TITLE OF THE PAPER:** "SUSTAINABLE DIGITAL TRANSFORMATION: LEVERAGING HR ANALYTICS FOR EFFICIENT WORKFORCE MANAGEMENT"
- **CODE: 63 - Ms. NEELAM SHEKHAWAT & Ms. PRIYA PREMKUMAR**
- **TITLE OF THE PAPER:** "Integration of Digital Transformation within Social Media Platforms and its Effect on investing decisions of Gen Z"
- **CODE: 64 - Ms. KINJAL MORE**
- **TITLE OF THE PAPER:** TO STUDY THE FACTORS THAT CONTRIBUTE TO CUSTOMERS SWITCHING ELECTRONIC BRANDS IN MUMBAI
- **CODE: 65 - Ms. VAISHNAVI PETKAR, Ms. SAHYOGI GAIKWAD**
- **TITLE OF THE PAPER:** PERCEPTIONS OF EBOOKS AMONG READERS.
- **CODE: 66 - Ms MANSI JADHAV**
- **TITLE OF THE PAPER:** A Study On the Influence of Digitalization on Education
- **CODE: 67 - Ms. MANSI SONA, Ms. AANCHAL MALPANI**
- **TITLE OF THE PAPER:** Role of digitization in changing the pattern of consumption and buying behaviour of a consumer during last two decades
- **CODE: 68 - Mr. KEYUR BHARAT SHAH**
- **TITLE OF THE PAPER:** THE IMMERSION LIQUID COOLING TECHNOLOGY FOR HPCS & DATA CENTRES
- **CODE: 69 - Ms. PARVI CHOUDHARY, Ms. PREETI DODWANI**
- **TITLE OF THE PAPER:** Impact of social media on relationships

Plenary Sessions Window 4: CLASS ROOM 7_26Nov

JUDGE Dr. Yesha Mehta, Associate Professor, TIMSR, Mumbai

JUDGE DR. KIRAN MENGHANI, VICE PRINCIPAL, VEDANTA COLLEGE, MUMBAI, MAHARASHTRA, INDIA

- **CODE: 70 - Dr. MONIKA SHRIMALI, Dr. SWATI AGRAWAL**
- **TITLE OF THE PAPER:** A Comparative Performance Analysis of Celebrity Endorsed Brands: HRX by Hrithik Roshan & Skult by Shahid Kapoor
- **CODE: 71 - Mr. SHIVAKUMAR SANGHVI, Mr. KETAN SUTARIA, Mr. SUNIL ZORE**
- **TITLE OF THE PAPER:** TO STUDY INVESTOR'S PERSPECTIVE TOWARDS FUTURE & OPTIONS IN STOCK MARKET (MUMBAI)
- **CODE: 72 - Prof. KAJAL DESAI, Mr. DEEP ACHALKHAMB**

- **TITLE OF THE PAPER:** Digital Transformation in Business and its impact on Tourism Industry.
- **CODE: 73 - Ms. KRUSHI SHAH, DR. LEENA JAGAWAT**
- **TITLE OF THE PAPER:** Digital Transformation in Retail: E-commerce, Omni channel, and Customer Engagement
- **CODE: 74 - Ms. DIVYA VARTAK, PROF. KAJAL DESAI, MR. PRATHAMESH GOVINDKAR**
- **TITLE OF THE PAPER:** DIGITAL TRANSFORMTION IN SUPPLY CHAIN MANAGEMENT- E-COMMERCE BUSINESS
- **CODE: 75 : DR. NITIN GODSE**
- **TITLE OF THE PAPER:** Impact of IoT tools in Indian Industry
- **CODE: 76 - MR. SHIVAM MADHAWAN, MS. SHREYA BHANDARKAR**
- **TITLE OF THE PAPER:** A Study on how UPI accelerates Financial Inclusion in India – with special reference to Gen X
- **CODE: 77 - Ms. SUDHIKSHA KOTIYAN, MS. SANJANA PRAJAPATI, DR. REENA POOJARA**
- **TITLE OF THE PAPER:** A STUDY ON IMPACT OF HRIS ON ORGANIZATIONAL EFFICIENCY
- **CODE: 78 - MR. AMIN SHAIKH, DR. SUDHIR PUROHIT**
- **TITLE OF THE PAPER:** Comparative study of the digital transformation of payments systems in the banking sector in the last 3 decades before the introduction of electronic payment systems.

- *VALEDICTORY CEREMONY*

- *GLIMPSES OF IRCDTB2023*

About IRCDTB 2023



International Research Conference on Digital transformation in Business was a three days conference organised by Atharva Institute of Management Studies, Mumbai, India

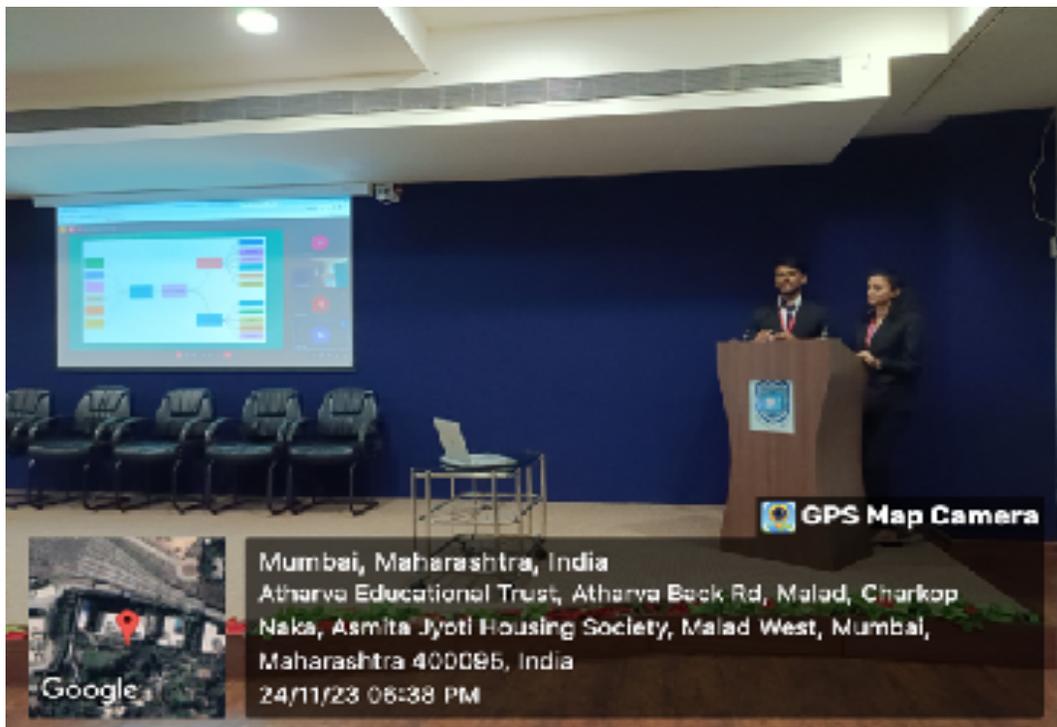
It received a massive response where 120 abstracts from 300 think tanks were received and 87 papers were short-listed for presentation. 11 Judges and 30+ organizations (including Industry) contributed in the conference in terms of panel discussion, paper presentation, contribution in Atharva Journal, Think Tanks and viewers.

Objective of IRCDTB 2023

- The conference was organized to discuss the digital revolution happening across the globe and its different verticals.
- The theme was finalized to bring the latest research happening across the globe in digital transformation in business.
- The conference also wanted to develop a research culture amongst the students and other stakeholders.

DAY 0: 24th November 2023

PRESENTATIONS OF CORE COMMITTEE MEMBERS

CODE: 78 - MS. DWITI SANGHVI, MR NAYAN SOLANKI, MR. KETAN SUTARIA**TITLE OF THE PAPER:** Uncovering the Influence of Behavioral Biases on the Gender Gap in Financial Literacy: A Comprehensive Analysis**Keywords:** Financial Literacy, Behavioural Bias, Gender Gap, Financial Education**CODE: 79 - MS. DWITI SANGHVI & MS. TANVI PAWAR****TITLE OF THE PAPER:** A comparative study of financial planning among Businessmen and working professionals in Mumbai**Keywords:** Saving and investment, financial planning, investment planning, retirement planning.



CODE: 80 - MR. NIKHIL THOSAR & MR. KARAN MALUSHTE

TITLE OF THE PAPER: To study the customer outlook towards green infrastructure on sustainable development.

Keywords: Green infrastructure, Sustainable development



SCHEDULE DAY 1 : 25th November 2023**22nd Annual Research Conference****3 Days International Research Conference on "Digital Transformation in Business"****(IRCDTB - 2023) - Hybrid mode****AIMS 23 Years of Excellence in Education**

25th November 2023	
DAY 1	
Time	Speaker/Host
Lighting of the Lamp,Saraswati Vandana followed by Videos of AGI and CSR : "One For All All For One" 09:20 - 09:35 hrs	Ms. Anshula Kolhe (Student,MMS 2024) Ms. Natasha Singh(Student,MMS 2024)
Director's Address (AIMS) 09:35 - 9:40 hrs	Prof. (Dr) D. Henry
Convener's Address 9:42 - 9:45 hrs	Dr. Shubhi Lall Agarwal
Keynote 1 9:45 - 10:30 hrs	Mr. Rajiv Saraf, USA Corporate Controller, Ambarella Inc, Santa Clara, California, USA
Keynote 2 10:35 - 11:35 hrs	Dr. Vipin Gupta Professor & Director, Center for Global Management, Jack H. Brown College Business and Public Administration, California State University - San Bernardino, USA
11:40 - 12:00 hrs	Releasing of 'Atharva Journal'
12:00 - 13:10 hrs	Lunch Break
13:30 - 16.30 hrs reporting time - 13:15 hrs	Plenary Sessions for Research Paper Presentation

DAY 1: 25TH NOVEMBER, 2023

Ms. Natasha Singh and Anshula Kolhe initiated the conference with Saraswati Vandana to seek blessings from Goddess Saraswati. Atharva Institute's Video and CSR Video of "All for One & One for All" videos were SHOWCASED to introduce the initiatives taken by Atharva Group of Institutes to the audience.

Dr. Shubhi Lall Agarwal, Convener(IRC DTB 2023) introduced the International Research Conference by giving a strong message to master the technical skill in order to bring efficiency and quality in digital data.

Dr. D Henry Babu , Chief Guest and Director, AIMS appreciated the organizing team and participants for being a part of this International Research Conference. He conveyed to all to work on research and bring good research work in the society for the betterment of the nation and society.

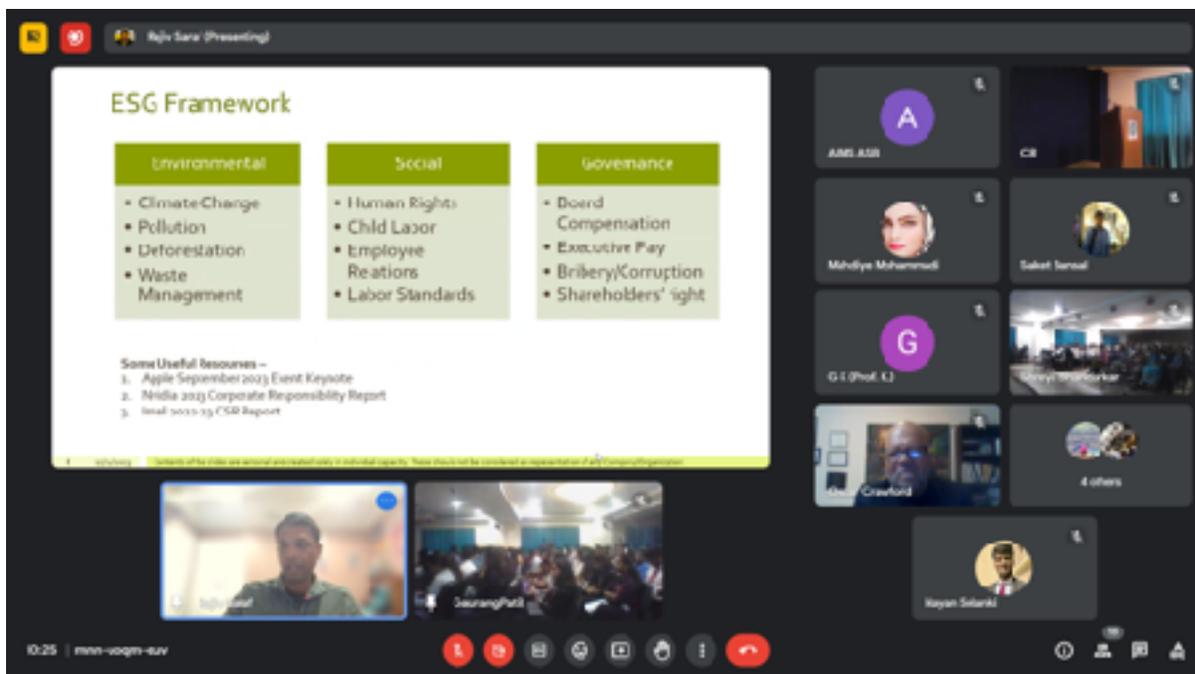
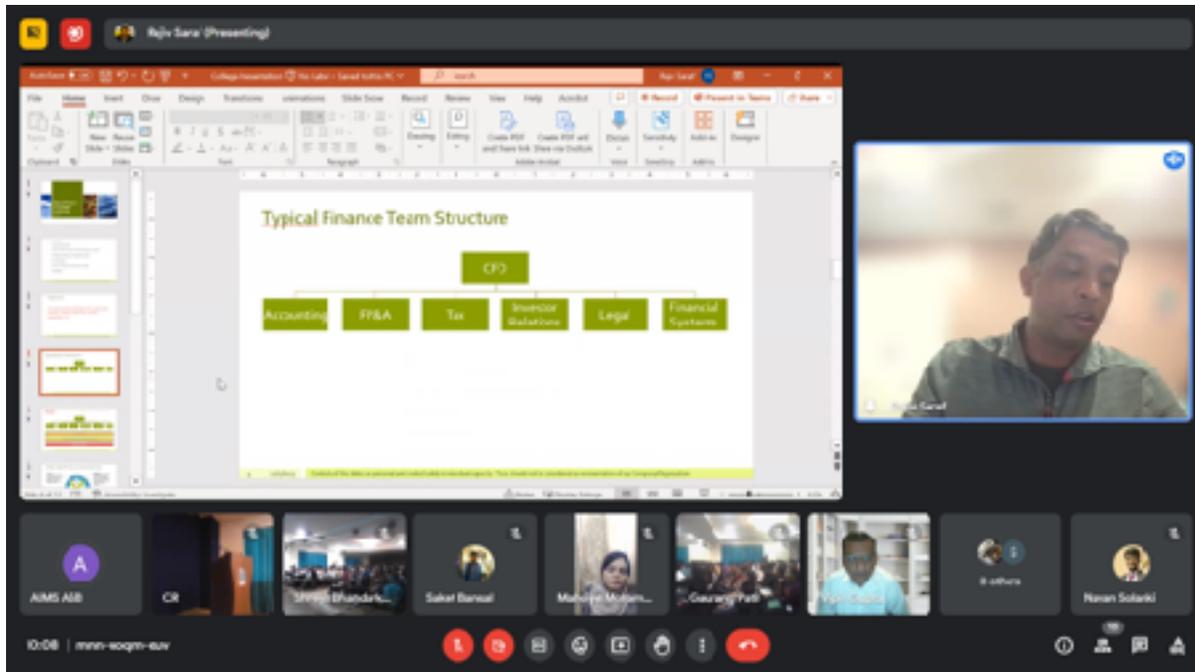
KEYNOTE SPEAKER Mr. Rajiv Saraf , USA

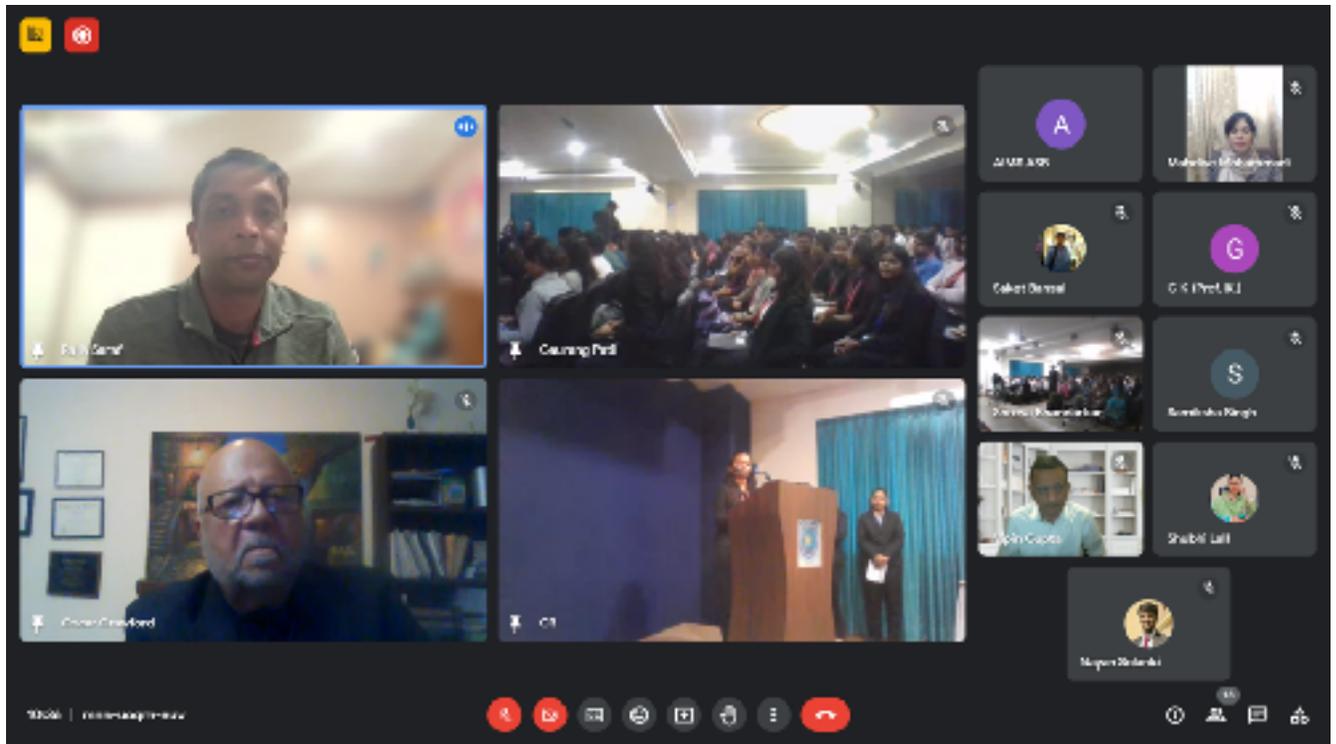


20+ years of experience across all functions in controllership including accounting operations and financial reporting having worked in Asia and the U.S. Proven leader and mentor of large team domestic and offshore teams within controllership function. Proven excellence in implementing business process improvements and Project Management, including ERP implantation and optimization of monthly accounting close processes. Public accounting with a demonstrated track record in International and US GAAP accounting, SEC filings, and Sarbanes-Oxley Act (SOX) compliance. Expertise in leading projects with cross functional teams with companies to solve complex business and operations matters. Highly skilled in accounting and operationalizing complex business transactions including acquisitions, divestitures and spin-offs .Ability to track and resolve complex technical accounting issues with internal and external stakeholders' expectations in mind California Licensed CPA and Indian Chartered Accountant.

Some key leanings from the session:

- ❖ Whatever is essential pick it up and leave the rest as it is not important.
- ❖ Always strive to become perfectionist by bringing optimal solutions.





Question and Answer session with Mr. Rajiv Saraf by students of AIMS, Mumbai

Dr. D Ms. Shreya Bhandarkar concluded the pre-lunch session by presenting vote of thanks in which he extended heartfelt gratitude to all the dignitaries, core committee members, participants and guest for their valuable presence and time.

KEYNOTE SPEAKER (Dr. Vipin Gupta), San Bernardino, USA



Dr. Vipin Gupta (Professor & Director, Center for Global Management, Jack H. Brown College Business and Public Administration, California State University - San Bernardino, USA). He has authored 30+ books, IIMA & Wharton Alumnus, 180+ journal articles on business management, Public Speaker, Professor & Co-Director, Center for Global Management at CSU.

Vipin Gupta, Ph.D., is a professor of management, and co-director of the Center for Global Management at the Jack H. Brown College of Business and Public Administration, California State University, San Bernardino. Professor Gupta has authored more than 180 journal articles and book chapters, including in leading journals such as Journal Business Venturing, Family Business Review, Research in Organizational Behavior, Asia-Pacific Journal of Management, Multinational Business Review, Journal of

World Business, Advances in Global Leadership, and Management Review. He was Global Management Center Co-director, Professor Global Management Center Co-director, Professor.

California State University, San Bernardino (Jack Brown College of Business and Public Administration California State University, San Bernardino (Jack Brown College of Business and Public Administration Jul 2010 – Present.



Dr Vipin Gupta giving his talk while Mr. Oscar Crawford listening to his valuable words.

Dr Vipin Gupta shared his Youtube video with all and later discussed the questions with the audience.

E Release of Atharva Journal- A Peer Reviewed Journal of Management Research



E-Release of Atharva Journal

Research papers from various institutes across the world are a part of Atharva Journal;

1. Customer Perception and Challenges towards Online Cab Services from Thakur Institute of Management Studies and Research ,Mumbai
2. Sustainability in VUCA World: Innovation, Research, and Practices 2022 by Mr. Oscar Crawford, Entrepreneur, Arizona, USA
3. Connectivity and Collaboration - The Challenges of Online Education from Atharva Institute of Management Studies, Mumbai.
4. Sustainability in VUCA World through E-Governance from, NMIMS GLOBAL, Mumbai
5. A Study on Currency Derivatives in Foreign Exchange Market among Consumer in Mumbai from ,Atharva School of Business
6. Practices to Sustain Women Entrepreneurs & Economic Development from Atharva School of Business
7. Human Resource Management Practices for Sustainable Business Growth from Atharva School of Business, Mumbai
8. Tracing the rise of a 'Mindful' Consumer : Legal aspects of Consumer Protection in India from The National University of Advanced Legal Studies ,Kochi , Kerala ,India.

9. A study of awareness about financial literacy among working people in Mumbai (SUBURBAN). from Atharva Institute of Management Studies, Mumbai.
10. Acceleration Of E-Commerce Sector In India form Bal Bharati's M.J.P. College of Commerce, Mumbai
11. A STUDY ON IRDA REGULATIONS ON THE CURRENT SCENARIO AND EMERGING CHALLENGES IN INSURANCE BROKERAGE from SVKM's Narsee Monjee College of Commerce and Economics.
12. facility management by Mr. Abhijit Sarkar, BNP Paribas Sharekhan.

Day 1: 25th November 2023: Plenary Sessions

Window 1: SEMINAR HALL

JUDGE - DR SESHANWITA DAS, ASSOCIATE PROFESSOR, CHRIST (DEEMED TO BE UNIVERSITY), DELHI NCR, INDIA



Dr. Seshanwita is a Post-graduate in Economics as well as Economic Administration and Financial Management (Commerce) and PhD in Economics Administration and Financial Management (Commerce). Dr. Das has a rich academic experience of 20 plus years and worked for various commerce and management institutions in Rajasthan and Delhi NCR. Dr. Das is very much involved in academic research and

has extensively published research papers

JUDGE - PROF. (DR) SWATI BHATIA, ASSOCIATE PROFESSOR, ABS, NOIDA, U.P., INDIA



Dr. Swati Bhatia is presently working as Associate Professor with Asian School of Business under the aegis of Asian Education Group, Noida. She is a double Post Graduate and Doctorate in Management. With assignments in areas of Administration, Human Resource Management, Liaison Coordination, Team Management, Training & Development, Swati has a noteworthy cross-functional experience of over 20 years in corporate and education industry. An out-of-the-box thinker with a flair education while identifying & adopting emerging trends and addressing industry requirements to achieve objectives bearing adherence to norms, her insightful experience in technical activities including scoping, planning, outlook finalisation, resource administration & quality management continues to benefit tasks she's been assigned across various responsibilities entrusted to her. She has to her credit, both National & International book publications, paper

presentations in several National and International Conferences across institutes of repute, with her work having been published in notable Journals as well. She is a member of the editorial board & reviewer of various national and international journals. She is conferred with “The Best Researcher Award in September 2019” for her outstanding performance in the field of research and Development and also awarded the distinguished faculty award and best researcher award at Asian Business School and had been the core member

CODE: 1 - MR. PALAK SHAH & MS. BHUMIKA INGLE

TITLE OF THE PAPER: To Study Consumers’ perspectives and patterns of Mouth Freshener consumption in Mumbai City.

Keywords: Mouth Freshener, Consumer Perspective, Consumption Pattern, Mumbai City, Food Industry.



CODE: 2 - DR. SHUBHI LALL AGARWAL(HOD,SYSTEMS), MS. SAKSHI JOSHI(ASB,MUMBAI), MS. TANAYA TOMAR (AVANADE,CANADA)

TITLE OF THE PAPER: Digital Marketing and its impact on Business

Keywords: Digital marketing, social media marketing, Instagram, Facebook, Business

The image is a screenshot of a Zoom meeting. The main window displays a presentation slide with the following text:

DIGITAL MARKETING AND ITS IMPACT ON BUSINESS

Dr. Shubhi Lall Agarwal
Head - R & D Cell, Atharva Institute of Management Studies, Mumbai, India

Ms. Sakshi Joshi
Student, PGDM, Atharva School of Business, Mumbai, India

Ms. Tanya Tomar
Manager, Avanade Business Management Consultants, Toronto, ON M5V 3C7, Canada

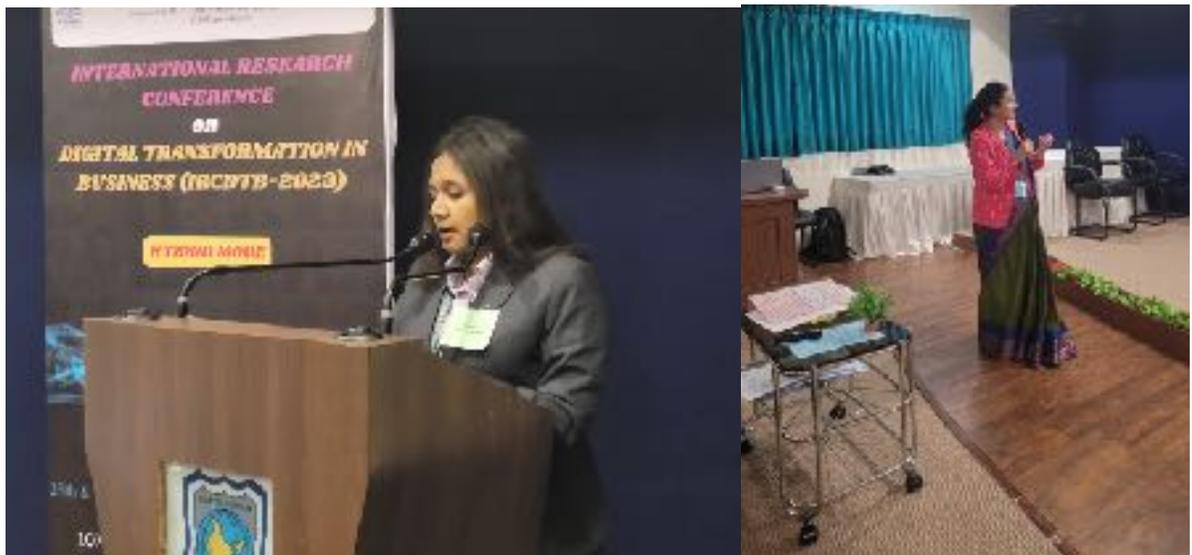
IRCDTB 2023

At the bottom of the slide, it says "15:38 | mm-uogn-eur".

On the right side of the screen, there are four video thumbnails of participants:

- Top: A woman with glasses and a red top.
- Second: A room with a blue wall and a screen, labeled "AIMS AOB".
- Third: A woman with dark hair, labeled "Tanya Tomar".
- Bottom: A person in a room with a blue wall and a screen.

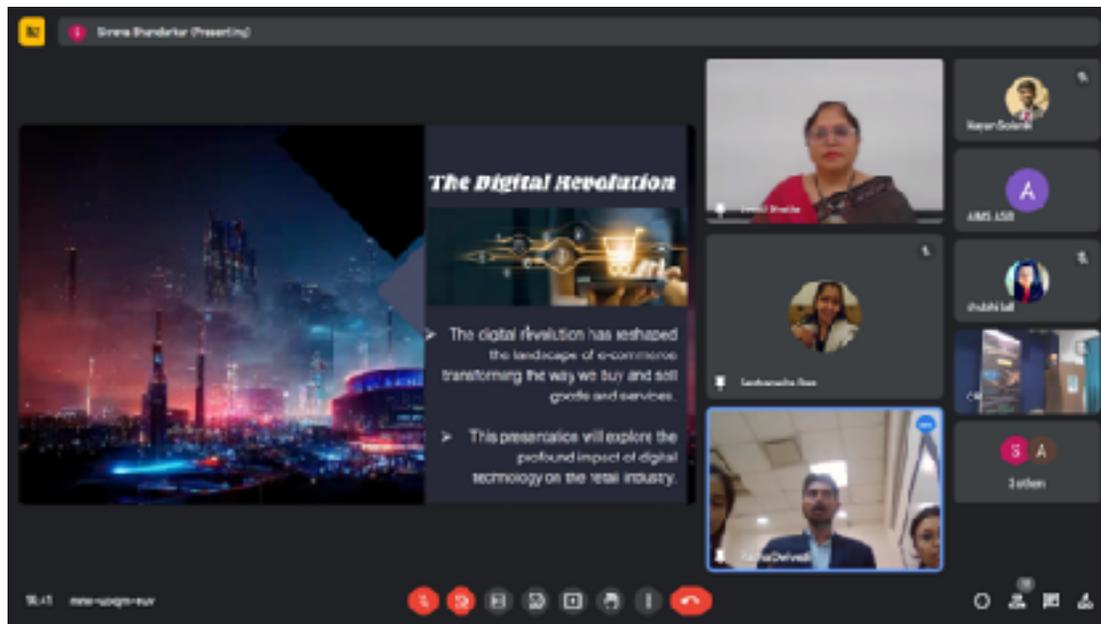
At the bottom of the Zoom window, there is a toolbar with icons for mute, video, chat, share screen, and other controls.



CODE: 3 - MR. PRADEEP YADAV, MR. RADHA DWIVEDI, MS. SAKSHI KESARWANI

TITLE OF THE PAPER: The evolution of e-commerce in the era of digital transformation: trace the changes in e-commerce practices and a consumer behaviour as a result of digital transformation trends

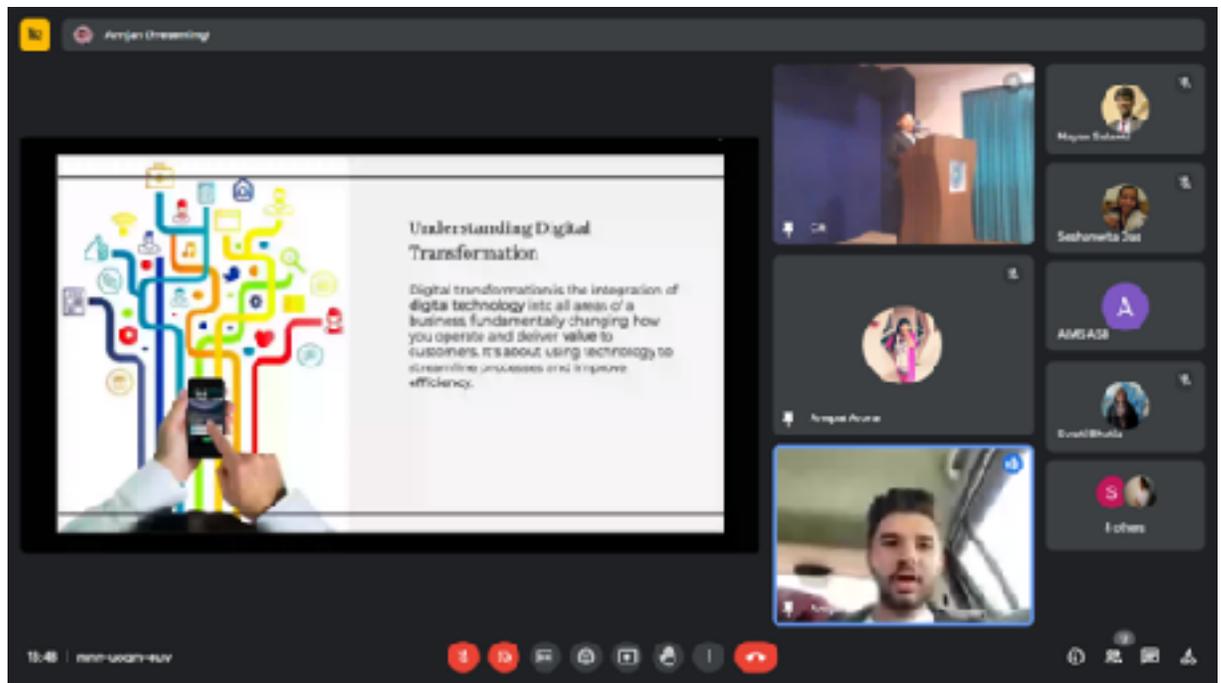
Keywords: innovation Digital tools and technologies Evolution of business Customer behavior Transformation trends Or digital transformation



CODE: 4 - DR. ANUPAL MONGIA, MS. MEENAKSHI, MR. ANNJAAN

TITLE OF THE PAPER: Application of Digital Technologies to Influence SME Business Growth

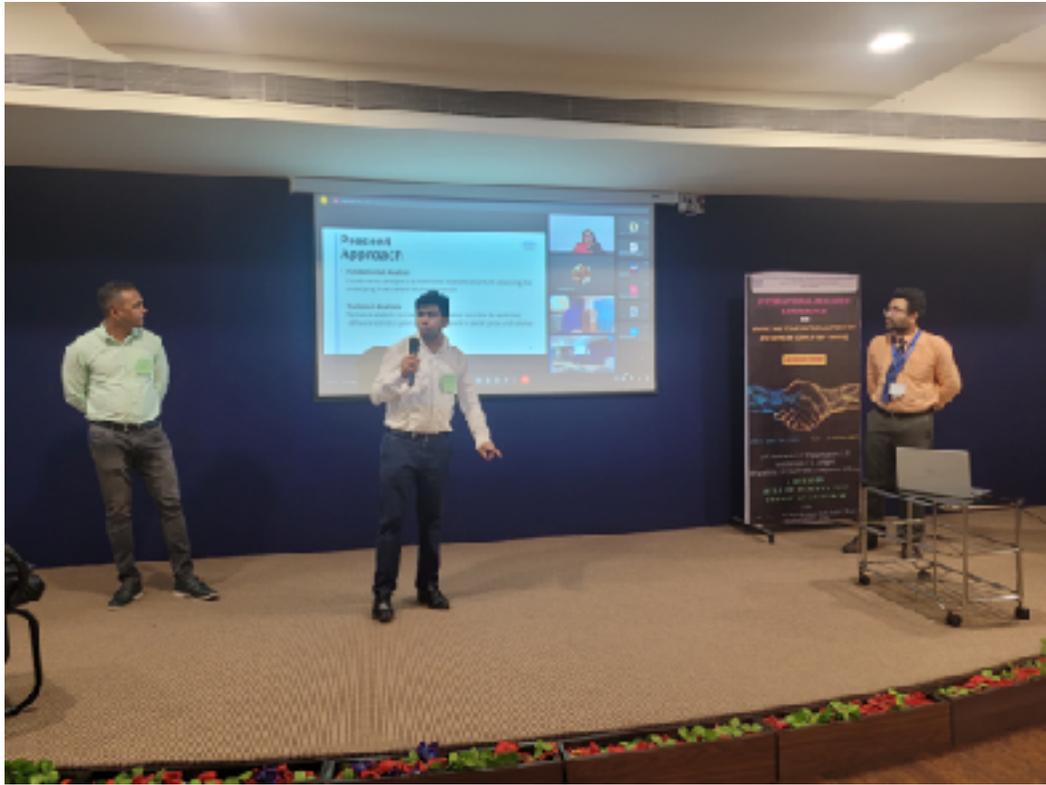
Keywords: Small & Medium-sized enterprises, Digital technologies, E-commerce

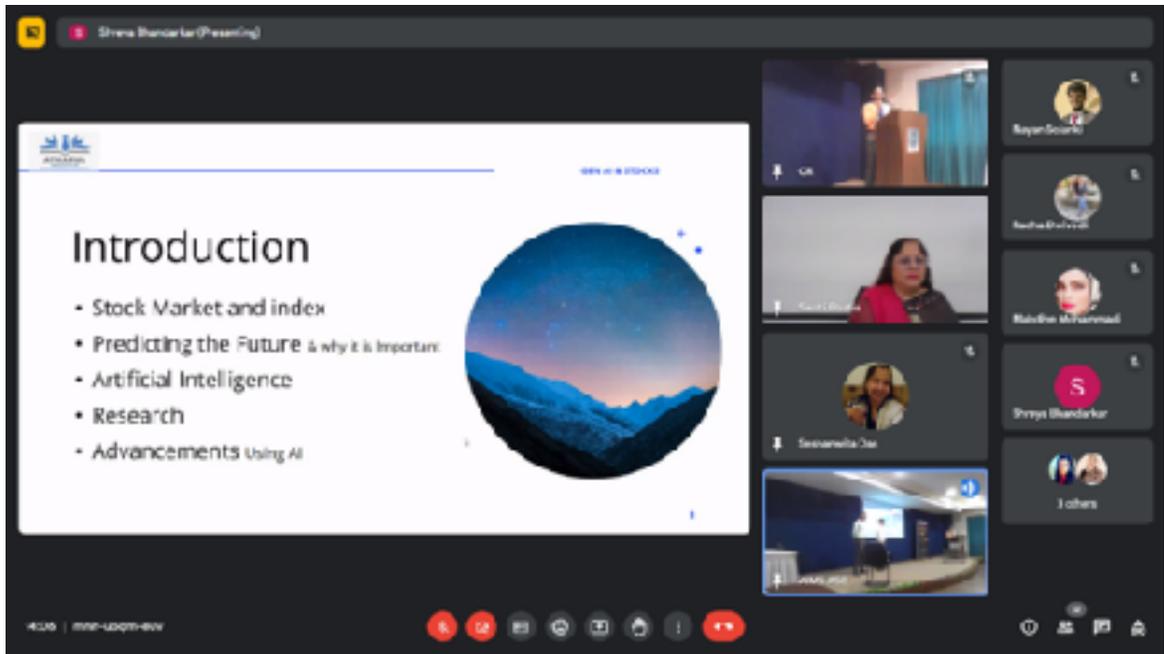


CODE: 5 - MR. AMAR PATIL, MR. SHREYASH RASHINKAR, MR. KETAN SUTARIA

TITLE OF THE PAPER: Gen AI and Machine learning applied to stock market predictions: Review and Research.

Keywords: stock, AI, algorithms, machine learning, deep learning, neural networks, graph-based

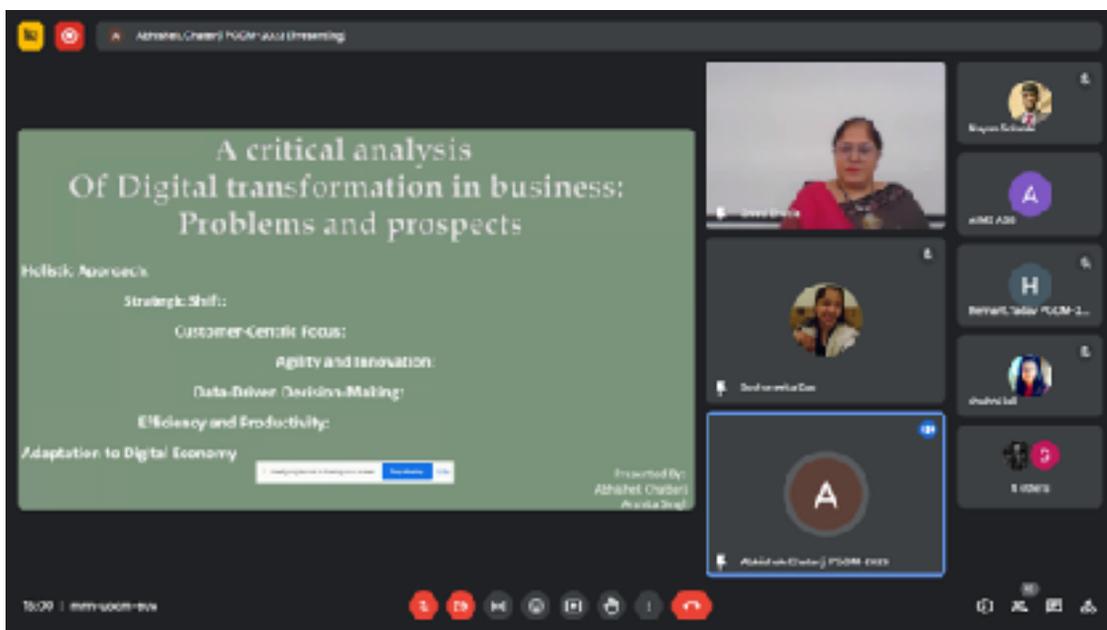


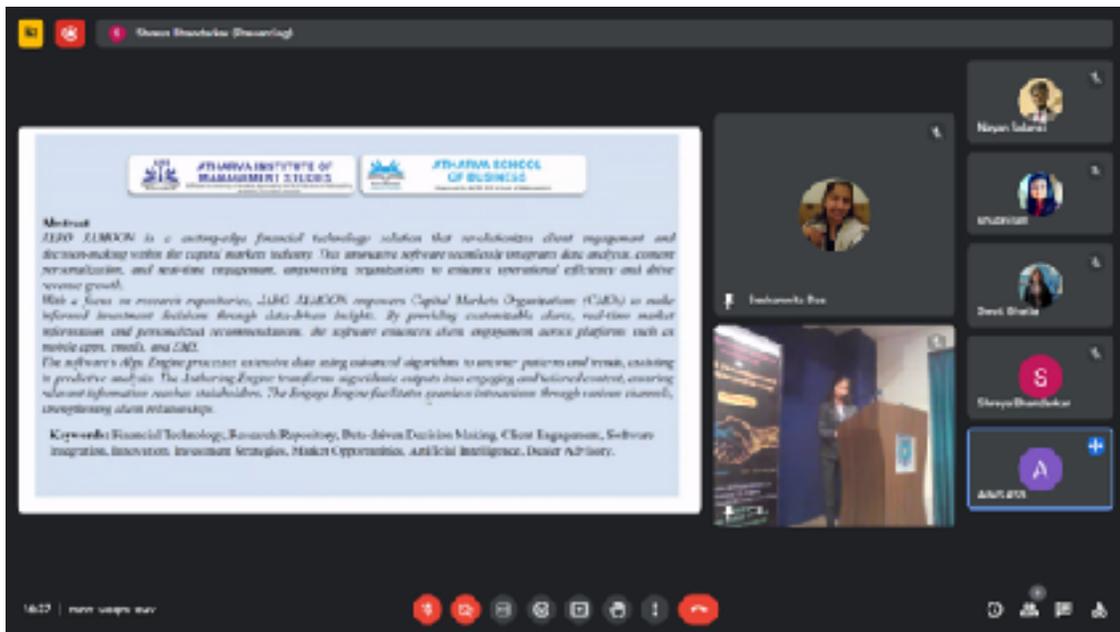


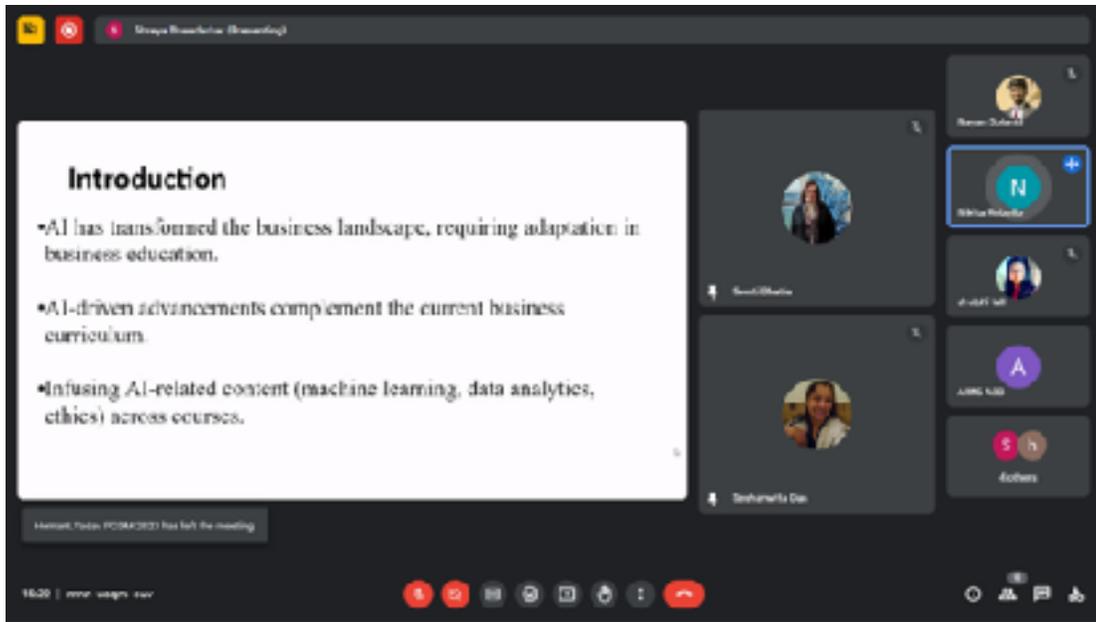
CODE: 6 - MR. ABHISHEK CHATTERJI & MS. ARSHITA SINGH

TITLE OF THE PAPER: Digital Transformation In Business

Keywords: Business, IOT, Digital Transformation, Innovation



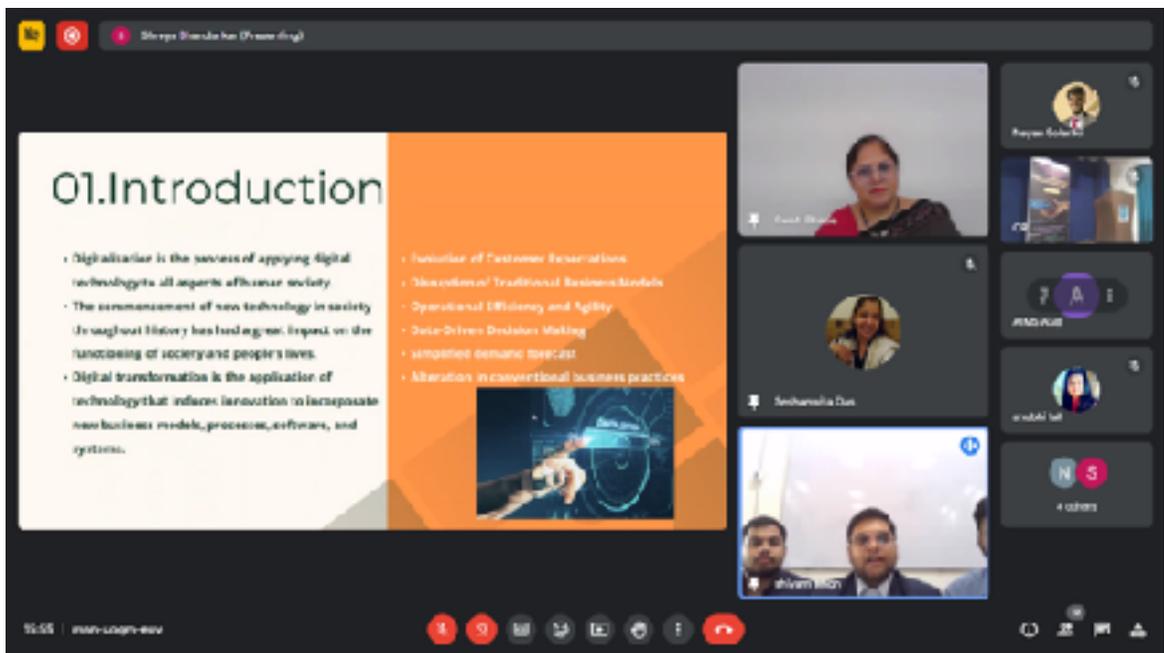
CODE: 7 - MS. AISHWARYA PATHRIKAR**TITLE OF THE PAPER: FROM ALGORITHMS TO ACTIONS: JARO JAMOON ALGORITHMIC POWER IN CAPITAL MARKETS****Keywords:** Business, IOT, Digital Transformation, Innovation**CODE: 8 - MS. NIKITA GOMES****TITLE OF THE PAPER: The Impact Of Artificial Intelligence On Business Education.****Keywords:** Artificial Intelligence, business education, AI integration, pedagogical practices, personalized learning



CODE: 9 - MR. HEMANT YADAV, MR MOHD SHAWEZ TARIQ,MR. SHIVAM SINGH,ABS,NOIDA

TITLE OF THE PAPER: The Impact of digital transformation on traditional business model

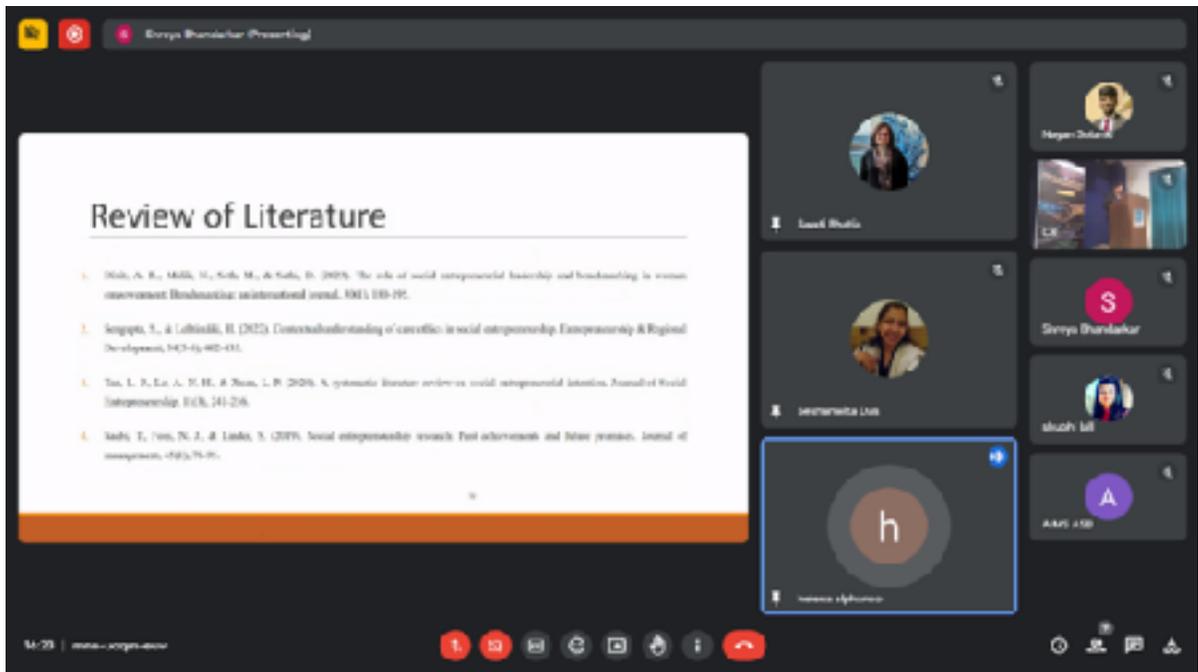
Keywords: DIGITAL TRANSFORMATION, TRADITIONAL BUSINESS MODEL, TECHNOLOGY, DIGITAL BUSINESS MODEL



CODE: 10 - MS. HELEENA PEREIRA & DR. MEGHA JUVEKAR

TITLE OF THE PAPER: Social Entrepreneurship: Need of the Hour.

Keywords: Social Entrepreneur, Society



CODE: 11 (ABSENTIA) - MS. MAHDIYE MOHAMMADI, IRAN

TITLE OF THE PAPER: The Impact Of Digital Transformation On Business Models: Opportunities And Challenges.

Keywords: Digital transformation, digital technologies, business

Window 2: CLASS ROOM 5

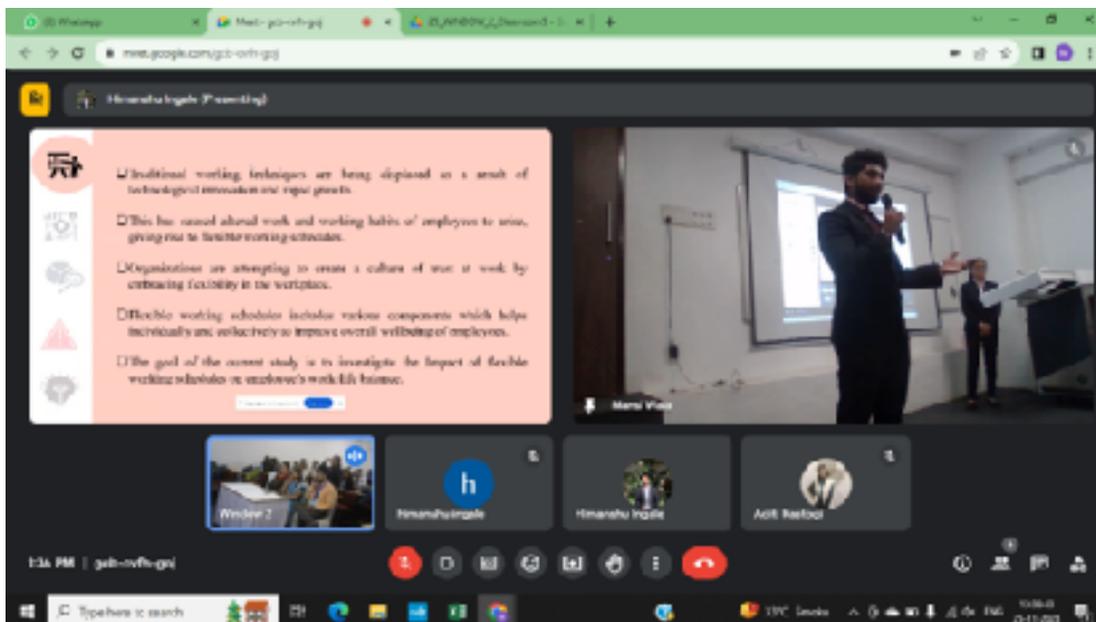
JUDGE: Dr. Neeta Bhatt

After completing her Master's in computer applications, she went ahead to get her Doctorate in Computer Science Her 16 years of experience in Education includes teaching Engineering, MCA and MBA students She is a Guide for 5 PhD scholars. She has a long experience of handling the examination department. She is the Chairperson of Flying Squad Team at Mumbai University Her core competency lies in managing websites. Currently, she is Associate Professor for Systems Department at AIMS,Mumbai,Maharashtra.

CODE: 12 - MR. SAURABH KRISHNAKANT MORE & MS. RIDHI NIKHARGE, AIMS,MUMBAI

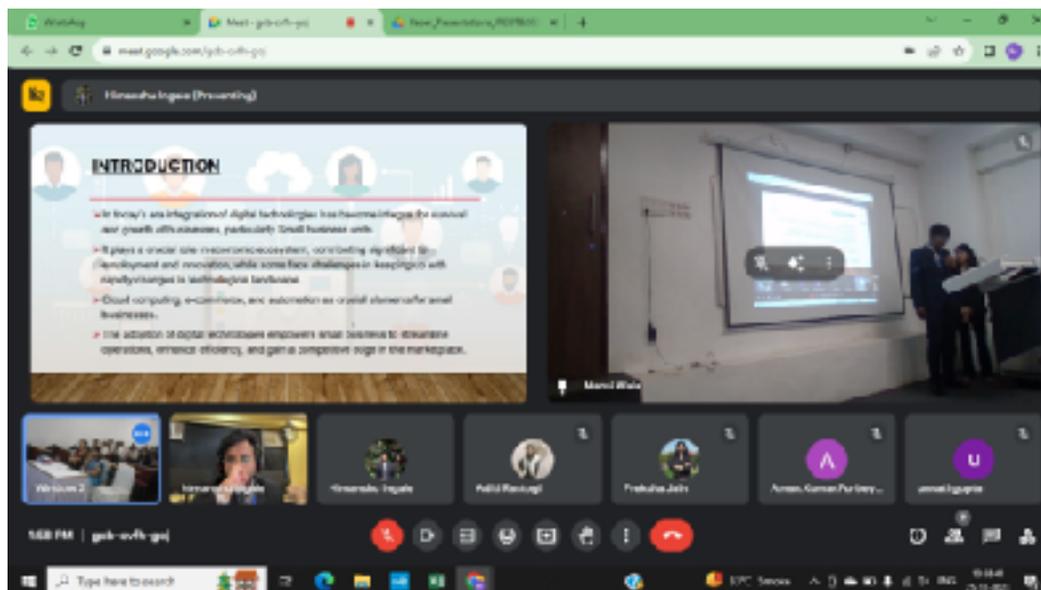
TITLE OF THE PAPER: To investigate the effects of flexible working options on employees' work-life balance in Mumbai

Keywords: Flexible Working Schedules, Work Life Balance, Stress, Employee Satisfaction, Productivity.

**CODE: 13 - MR. KARAN PATIL, KOMAL AGARWAL, AIMS, MUMBAI**

TITLE OF THE PAPER: “A PATHWAY FOR TRANSFORMING SMALL BUSINESS UNITS INTO A TECHNOLOGICALLY ADVANCE ORIENTED ENTERPRISES

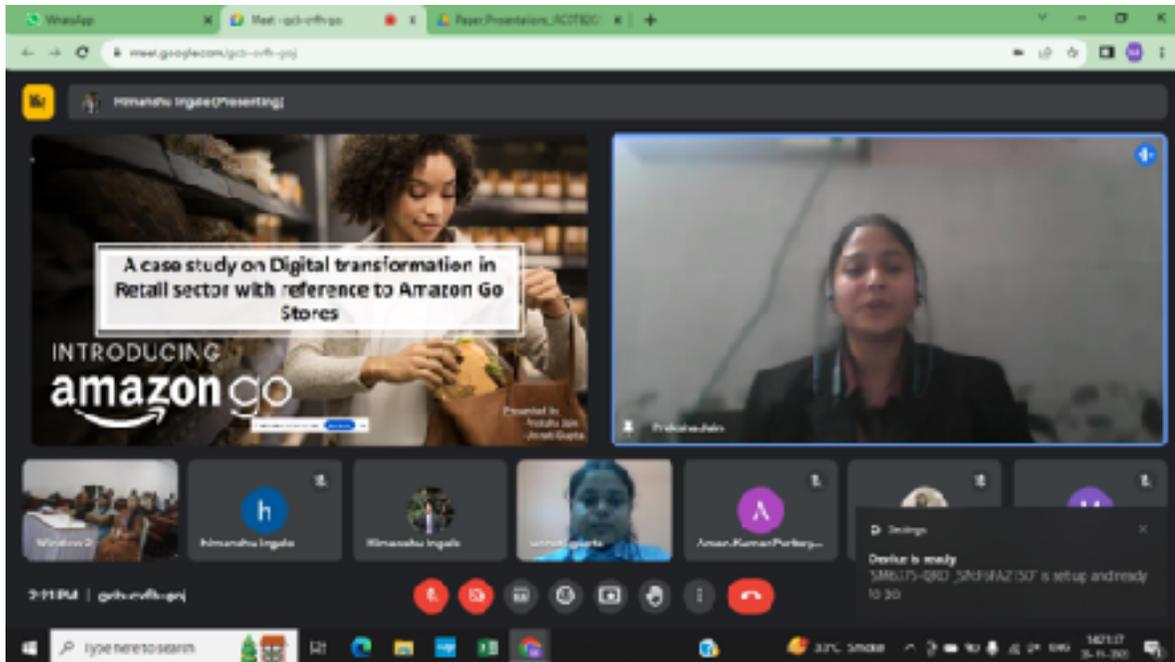
Keywords: Digitalization, Value producing opportunities, small retailers, Pathway for transforming



CODE: 14 - MS. UNNATI GUPTA & MS. PREKSHA JAIN, ABS,NOIDA

TITLE OF THE PAPER: Digital transformation in Retail sector with reference to Amazon Go Stores

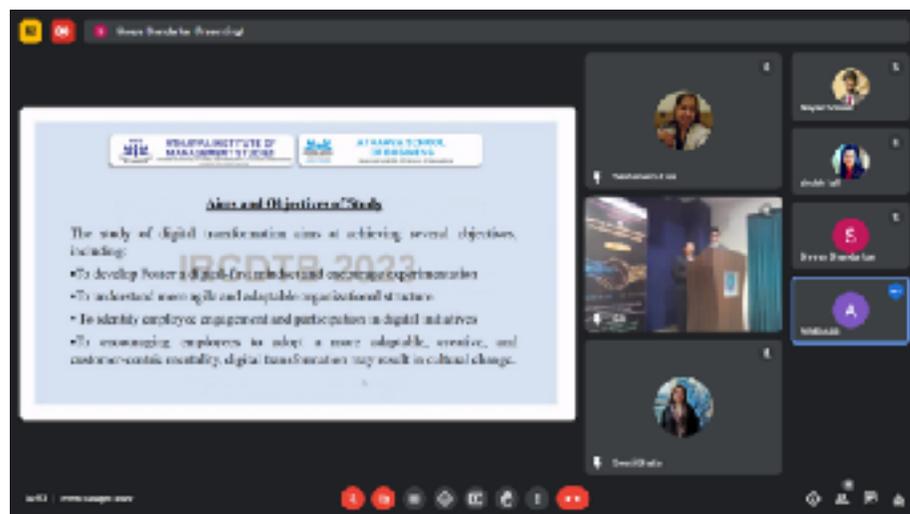
Keywords: Digital transformation, Business, Amazon Go store, Cashier-less, Technology



CODE: 15 - MR. SAMEER HELIYA, PEARLEMEET KAUR, ASB, MUMBAI

TITLE OF THE PAPER: A study on understanding the benefits of digital transformation in organization culture in Mumbai

Keywords: Cultural differences, Technological innovation, Digital workforce, Technology adoption

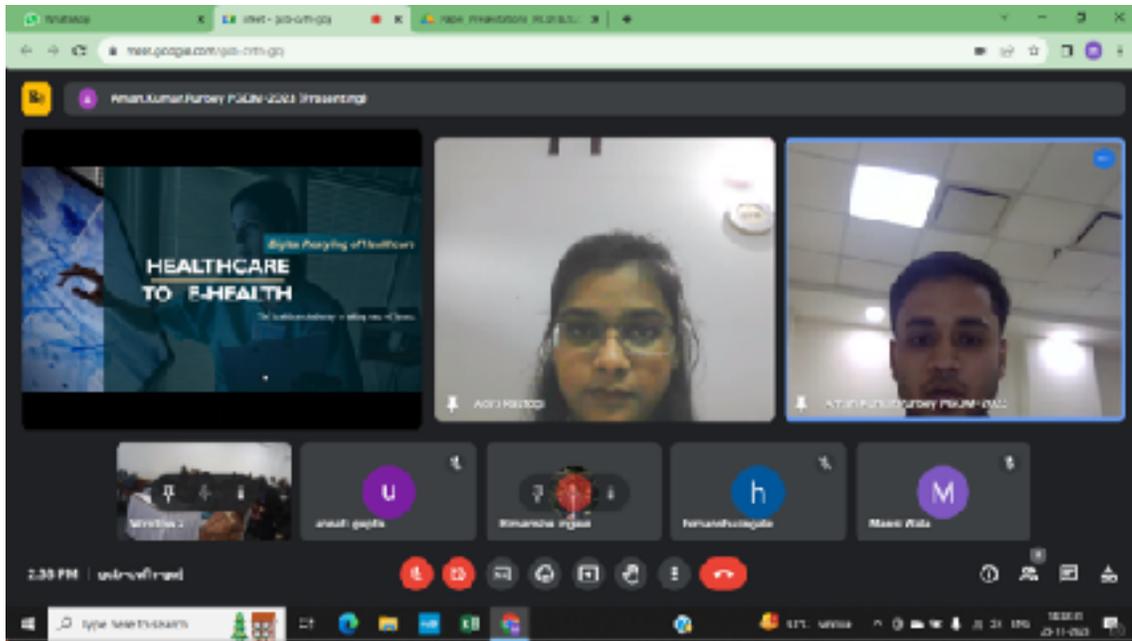




CODE: 16 - MR. AMAN KUMAR PURBEY & MS. ADITI RASTOGI

TITLE OF THE PAPER: The Digital Restyling of Healthcare to E-HEALTH

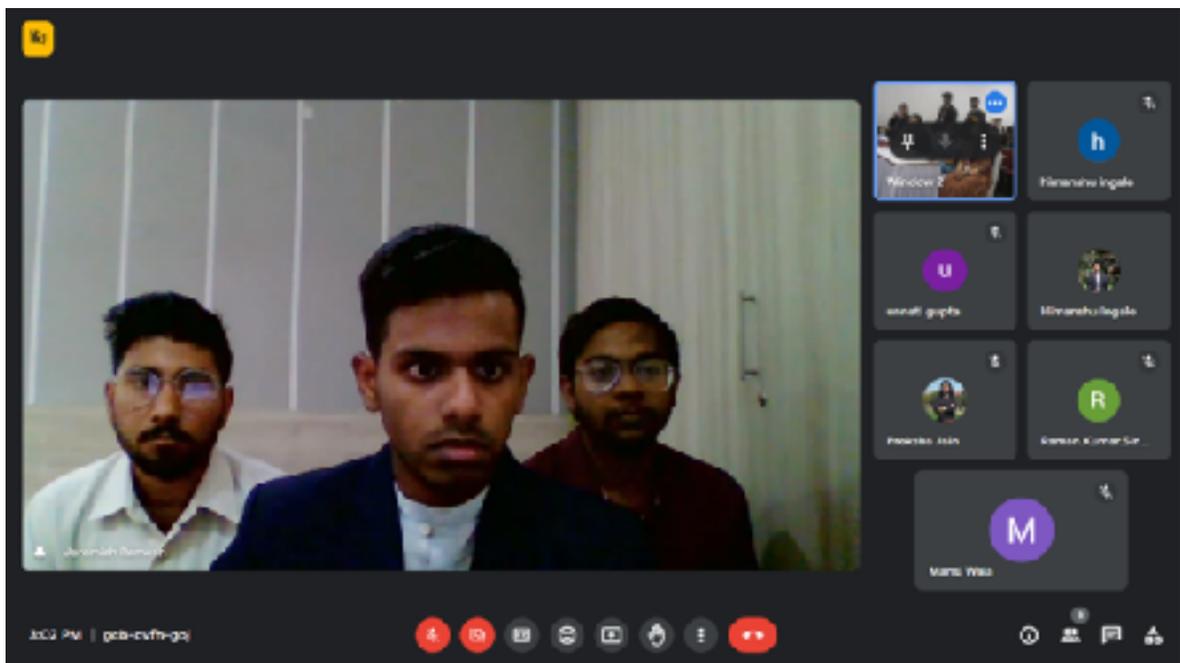
Keywords: Advancements, Empowered, Telemedicines, Intelligence, Personalized, Electronic, Technology, Information, Extensible, Revolutionizing



CODE: 17 - MR. SOUVIK SEN, MR. JAYDEEP MOHANTY, MR. JEREMIAH RAMESH, ABS,MUMBAI

TITLE OF THE PAPER: Riding the wave: Challenges and Opportunities in Tidal and Wave power.

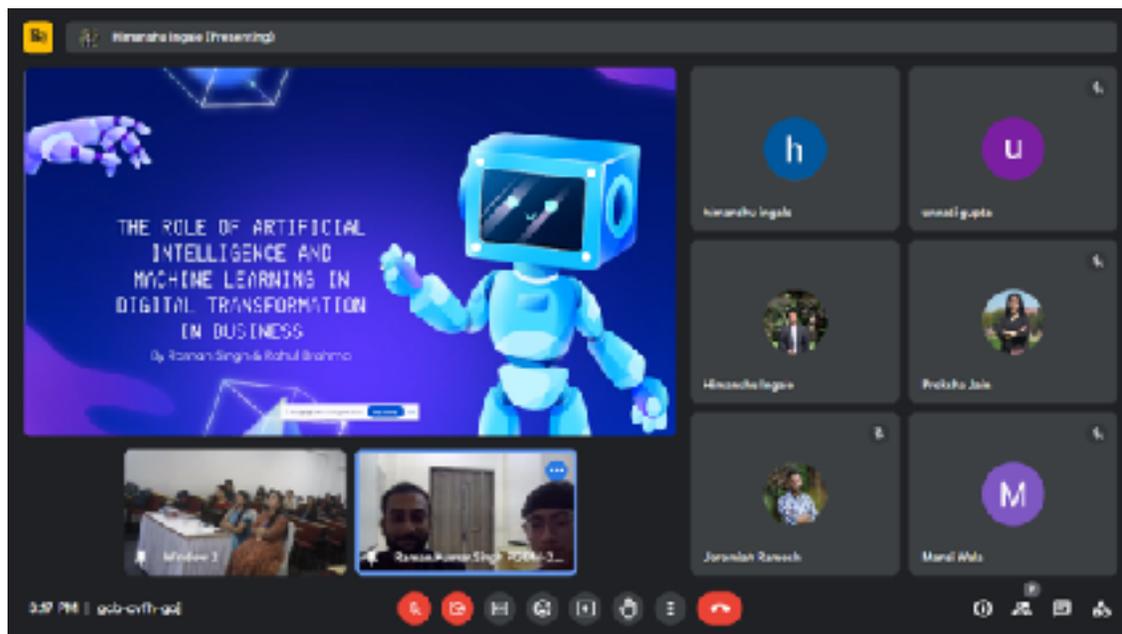
Keywords: Potential, renewable energy, technological, depleting energy, sustainable energy



CODE: 18 - Mr. Raman Kumar Singh & Mr. Rahul Brahma

TITLE OF THE PAPER: The Role of Artificial Intelligence and Machine Learning in Digital Transformation in business.

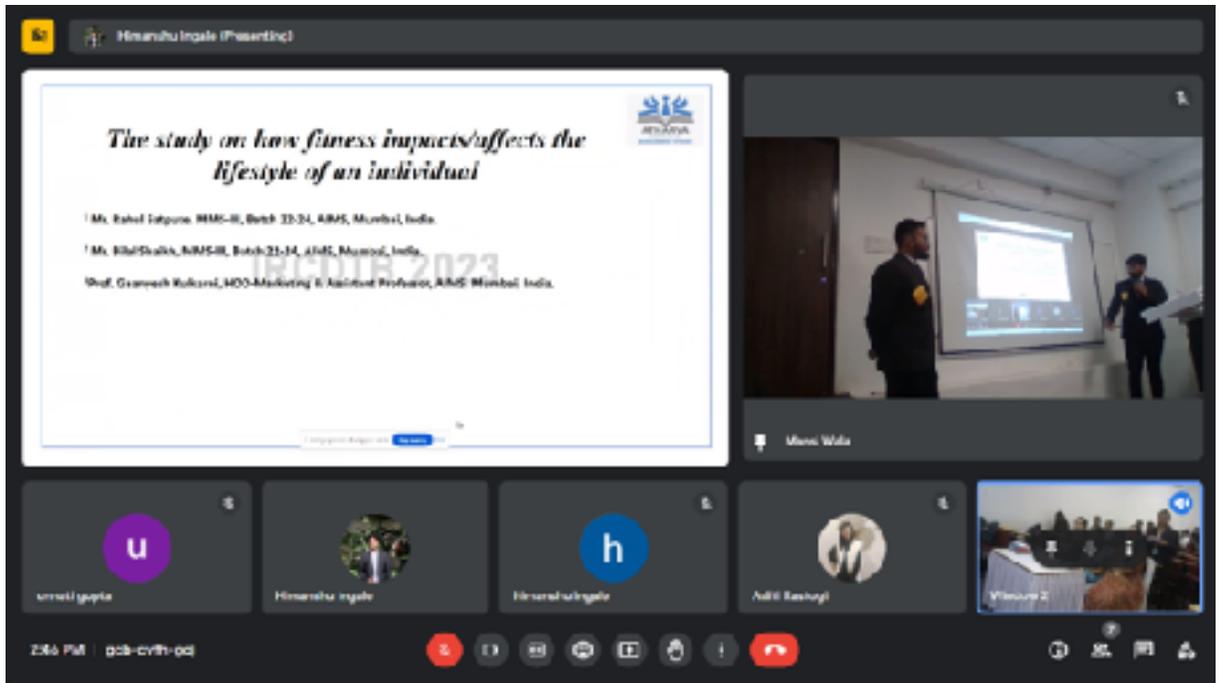
Keywords: Artificial Intelligence, Machine Learning, Technology, Digital Transformation, Personalize Consumer Experience



CODE: 19 - MR. BILAL SHAIKH & MR. RAHUL SATPUTE, AIMS, MUMBAI

TITLE OF THE PAPER: The study on how fitness impacts/affects the lifestyle of an individual.

Keywords: Fitness, Lifestyle, Physical activity, Well-being, Productivity, Social interactions, Quality of life.



CODE: 20 - MR. SHAGUN SHETTY & MR. ONKAR VERNEKAR

TITLE OF THE PAPER: The Impact of Artificial Intelligence on Digital Marketing

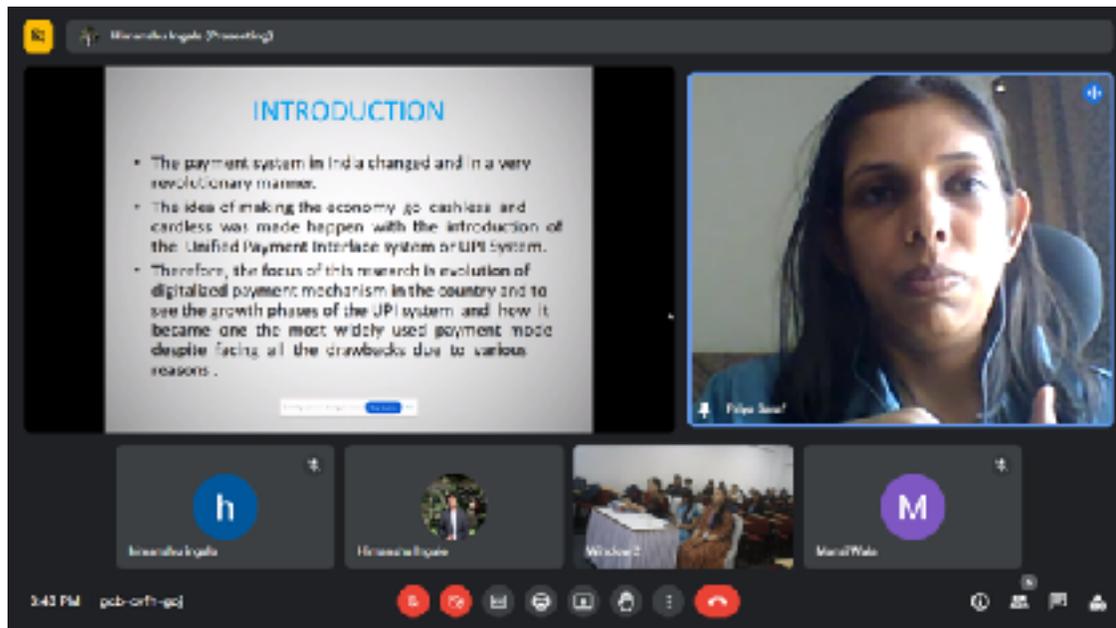
Keywords: Advancement, intricate, insights, refining, efficacy and evolving



CODE: 21 - DR. SWATLAGRAWAL & PROF. PRIYA BANSAL, AIMS, MUMBAI

TITLE OF THE PAPER: A RESEARCH PAPER ON “UNIFIED PAYMENTS INTERFACE: EMERGENCE, GROWTH AND WHERE IT IS HEADED”

Keywords: UPI



Window 3: CLASS ROOM 6

Judge - Dr Sudha Subramaniam, Associate Professor, ML Dahanukar College of Commerce, Mumbai, Maharashtra, India

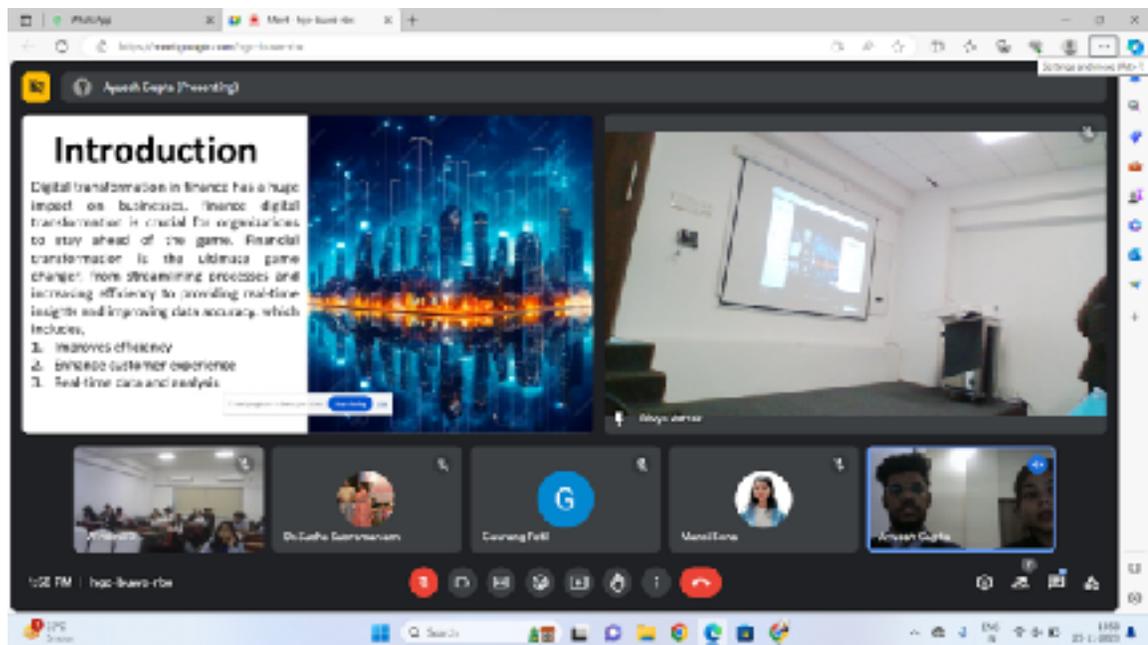


Currently working on a funded research project at Indian Institute of Technology (IIT), Mumbai. She received the SIFE Award for Leadership and was selected in the Final round of the Times Leadership Awards and later received the 'Teacher Leader Award' at the UN World Conference held at the Habitat, Delhi. Received the Underwriters Laboratories & Youth Service America Educator Leader Award two years in a row and rendered valuable work for the CSR initiatives of Underwriters Laboratories, Youth Service America & Walt Disney.

CODE: 22 - MR. RATIK GUPTA, MS. GARIMA MAKHIJA, MR. AYUESH GUPTA

TITLE OF THE PAPER: Role of digital transformation in Finance, And its impact on business.

Keywords: UPI, Digital revolution, impact on business



CODE: 23 - MS. SWETA MISHRA & DR. MONIKA SHRIMALI

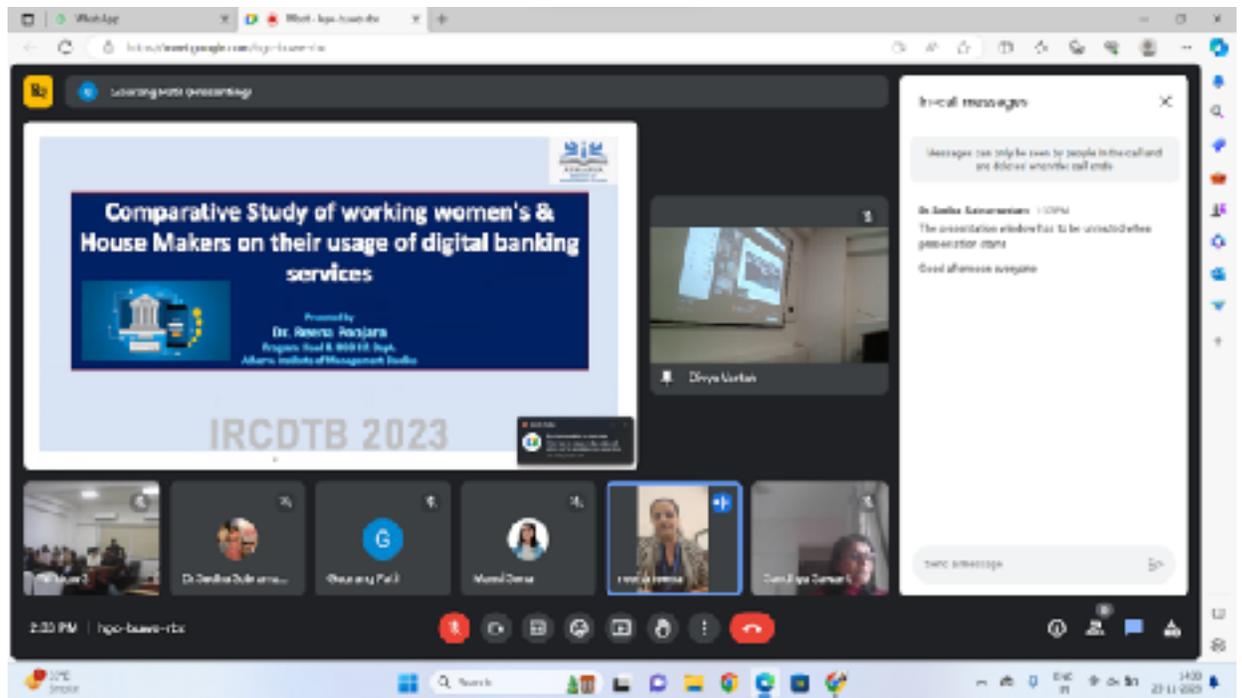
TITLE OF THE PAPER: Commitment of private banking employees in relation to perceived distributive justice

Keywords: Distributive Justice, Banking Employees, Organizational Commitment

CODE: 24 - DR. REENA POOJARA & MS. SANDHYA SAWANT

TITLE OF THE PAPER: Comparative study of working and non-working women on their usage of digital banking services

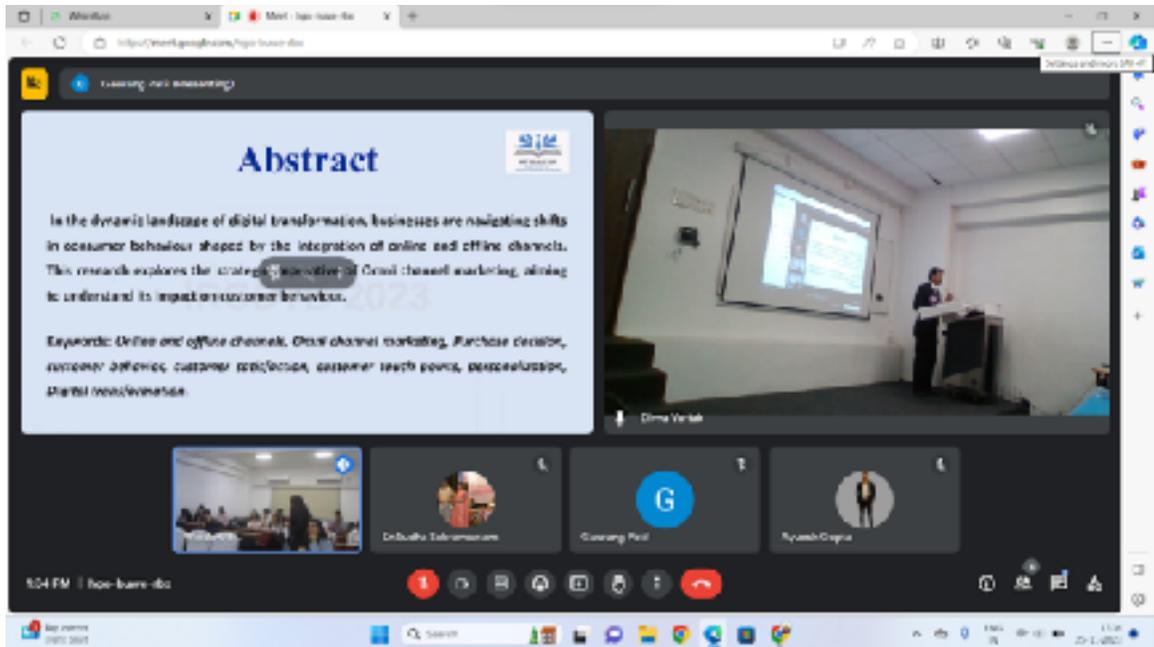
Keywords: Digital banking services, Employed women, House makers



CODE: 25 - MR. SHUBHAM DONGARE,AIMS,MUMBAI

TITLE OF THE PAPER: Customer Behavior on "Omnichannel Marketing: Integration of Online and Offline Channels"

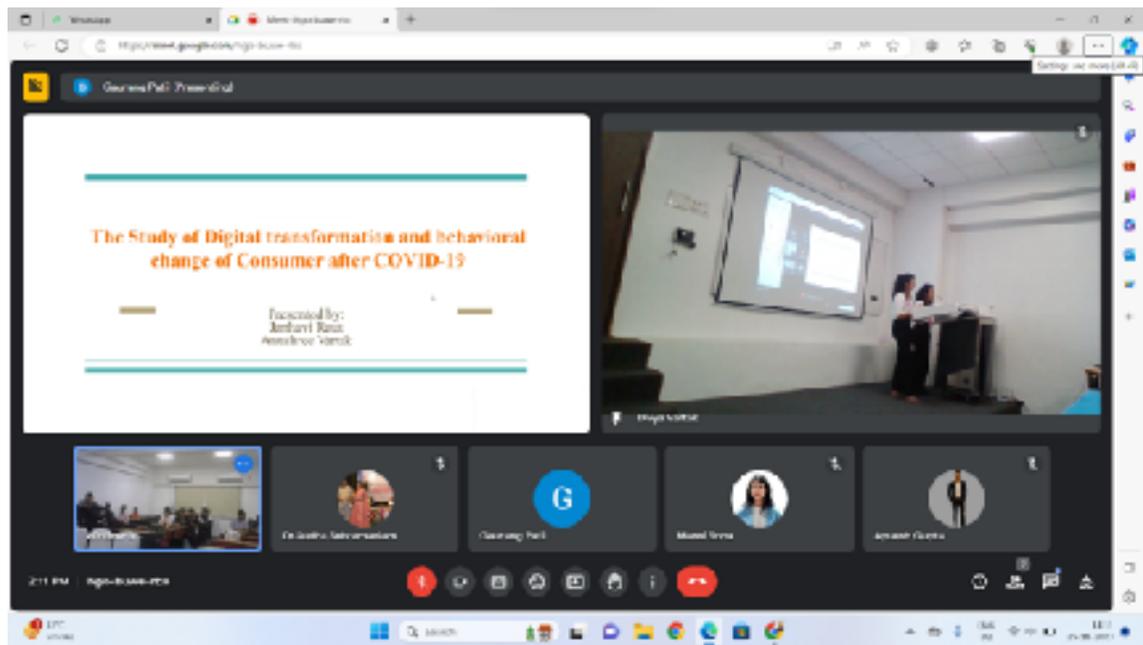
Keywords: Omni-channel, Customer, Retailing, retailer, inventory management, etc



CODE: 26 - Ms. JANHAVI RAUT & Ms. ANUSHREE VARTAK

TITLE OF THE PAPER: The impact of the COVID-19 pandemic on the industry's digital transformation

Keywords: COVID-19 Pandemic, Digitalization, Industry, Productivity



CODE: 27 - Ms. SAKSHI BERDE & Ms. HARSHADA MALPURE

TITLE OF THE PAPER: Students Perception on Digitalisation in education sector.

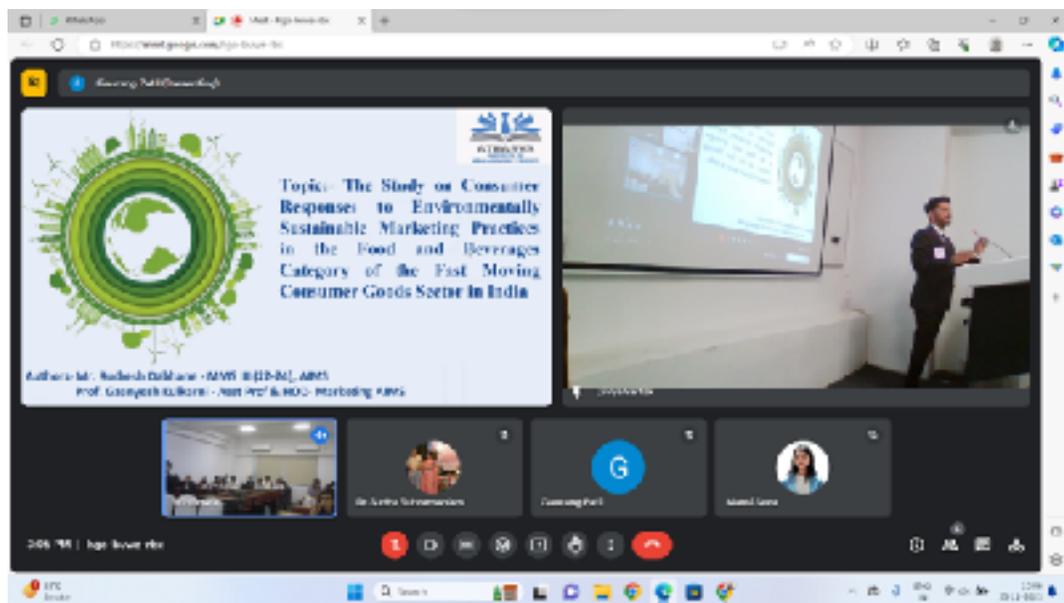
Keywords: Digital tools, student learning, study courses, digital technologies, students approach



CODE: 28 - MR. RUDRESH DABHANE,AIMS,MUMBAI

TITLE OF THE PAPER: The study on consumer responses to environmentally sustainable marketing practices in food and beverages category of fast-moving consumer goods sector in India.

Keywords: sustainable marketing, consumer responses, environmentally friendly practices, fast-moving consumer goods, food and beverages, India, consumer behavior, green consumption, environmental awareness, marketing strategies.





CODE: 29 - MR. VIKAS TRIPATHI,AIMS,MUMBAI

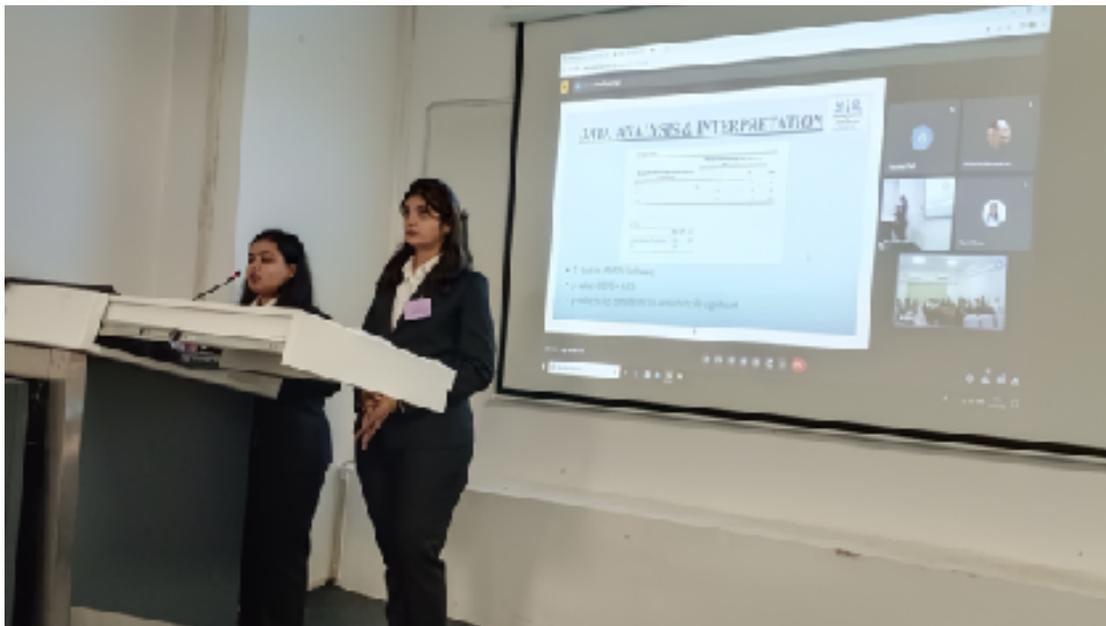
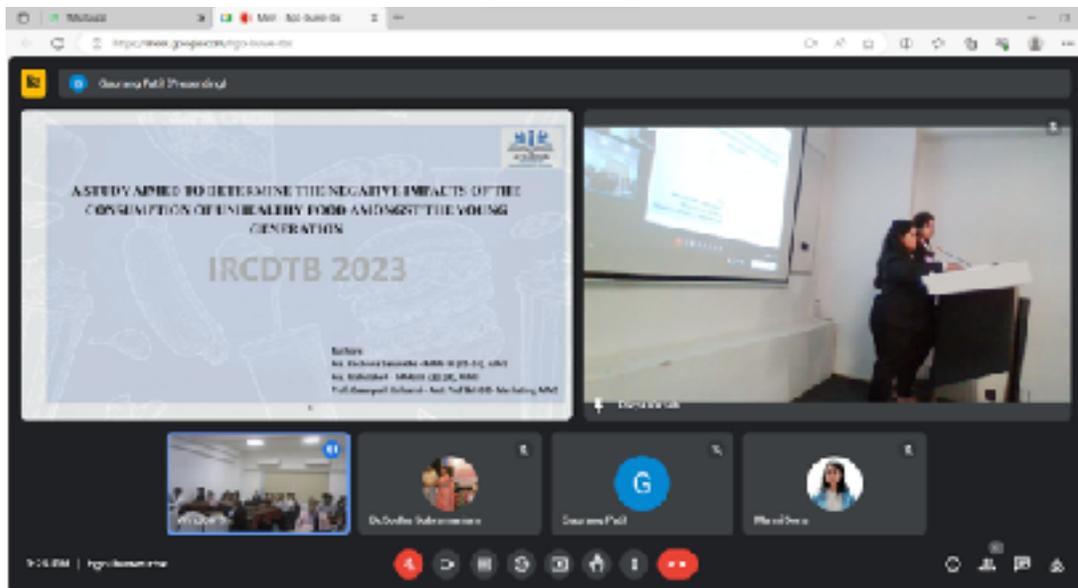
TITLE OF THE PAPER: A Study on consumer behavior towards Cadbury dairy milk

Keywords: Keywords: consumer behavior, Cadbury Dairy Milk, purchasing decisions, preferences, brand loyalty, advertising, taste perception, socio -demographic factors, marketing strategies

CODE: 30 - MS. RACHANA SALUNKHE & MS. NIDHI SHAH, AIMS,MUMBAI

TITLE OF THE PAPER: A study aimed to determine the negative impacts of the consumption of unhealthy food amongst the young generation.

Keywords: Unhealthy food, younger generation, long-term impact, adverse effects



CODE: 31 - MS. SUHASI JAIN,AIMS,MUMBAI

TITLE OF THE PAPER: A Study on Digital Transformation and its Impact on Energy Sector: With special reference to Power Industry.

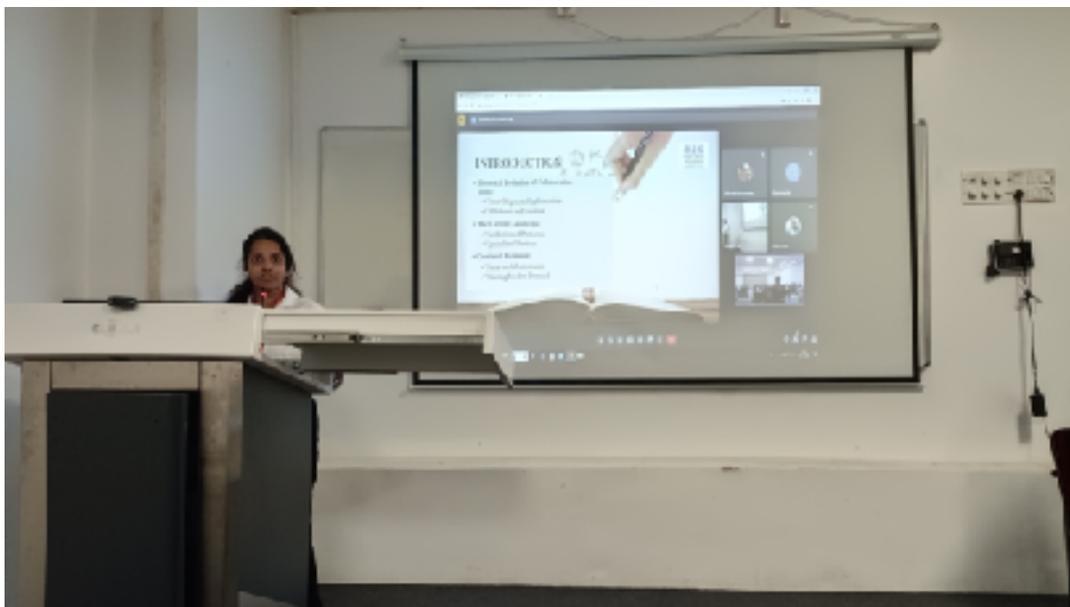
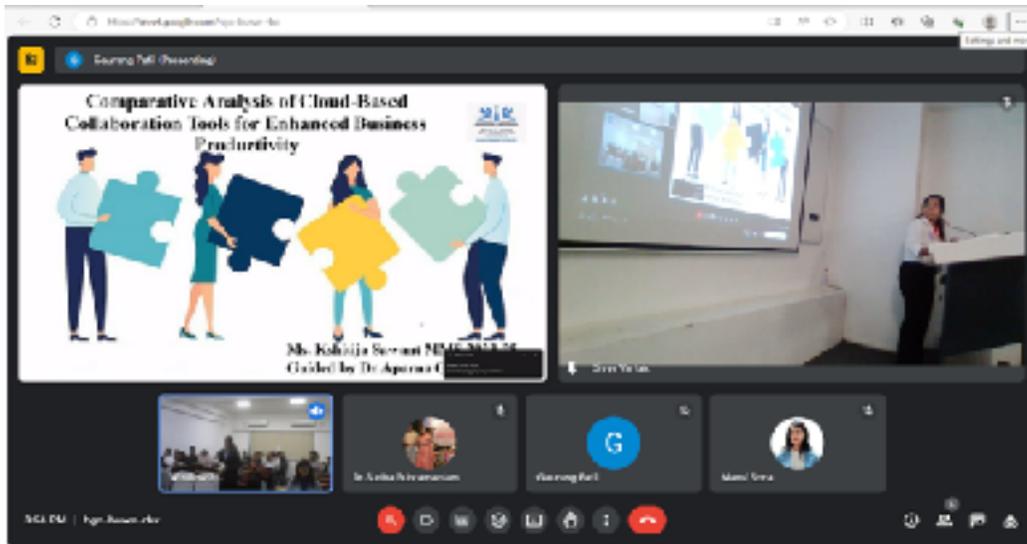
Keywords: Digital Transformation, Energy sector, Power Industry, Sustainability



CODE: 32 - MS. KSHITIJA SAWANT,AIMS,MUMBAI

TITLE OF THE PAPER: Comparative Analysis of Cloud-Based Collaboration Tools for Enhanced Business Productivity

Keywords: Collaboration tools, cloud storage, business productivity, gap analysis.



Window 4: CLASS ROOM 7

Judge - Dr Sunita Srivastava, Director and Professor, AIMSIR, Mumbai, India



Dr. Sunita has worked in various capacities as Director, Dean, Professor, Consultant, and Corporate Trainer over the last 4 decades.

She has represented the Institute while signing MoUs for academic collaborations with Swiss School of Management, Switzerland, ENAE Business School, Spain, Lincoln's University, USA and Leaders' Institute, Australia.

In 2022, SALT, a finance Start-up, and the Big FM Show for highlighting the changing landscape in B-school education today interviewed her. Several thousands of MBA aspirants viewed her interview with IMS on ways to shortlist the right B-school in February, 2023.

She is the recipient of several prestigious awards. The most recent ones are in the field of Innovation. One citation titled "Outstanding Leader in Higher Education" was presented to her during the Education Innovation Summit held in Pune in December 2022 and another was "Innovative Education Leader" during the 15th Innovative Education Leadership Awards at Taj Lands End on 17th February 2023. She received the award as "Mumbai's Woman Leader" given to her by World Women Leadership Congress & Awards at Taj Lands End on 13th July, 2023.

CODE: 33 - DR. ASWATHI NAIR, PROF. KETAN SUTARIA, PROF. MAITRI OZA

TITLE OF THE PAPER: Analysing the effect of promotional offer: Online V/s Offline to Online Electronic Retailers

Keywords: Online retailer Offline retailer, Promotional offer

CODE: 34 - MR. PRANAV GODSE, DR. NITIN GODSE

TITLE OF THE PAPER: Digital Transformation in Education – a necessity in the contemporary world

Keywords: Digital technologies, Education, Transformation

CODE: 35 - DR. VAIBHAV PATIL, AIMS, MUMBAI

TITLE OF THE PAPER: CRM Automation ROI in the dynamic environment of Pharma Companies

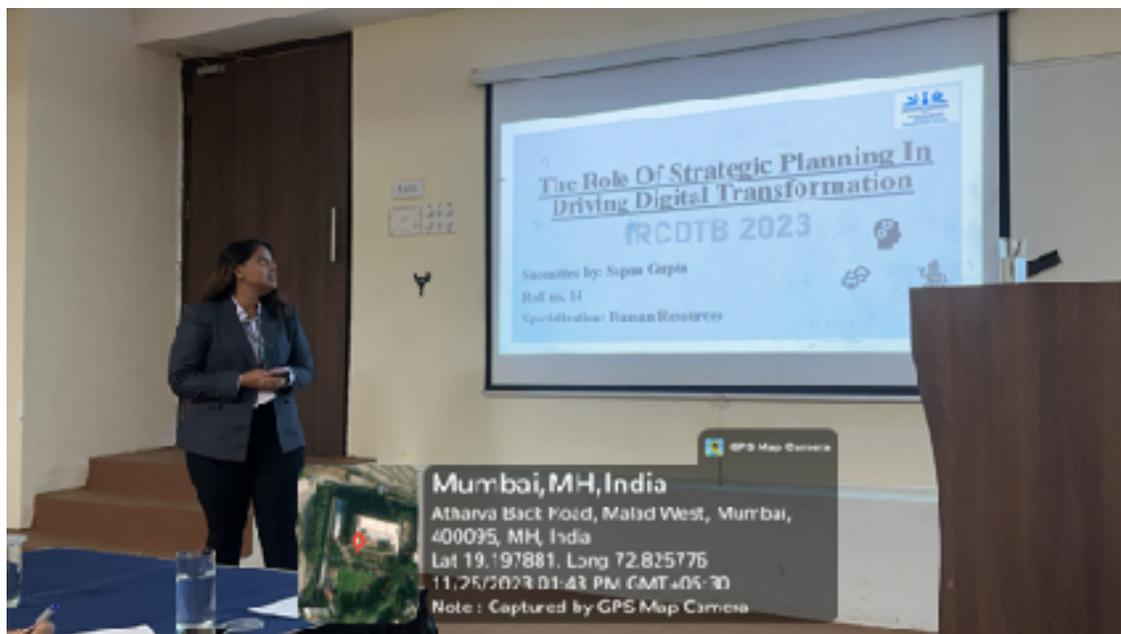
Keywords: CRM, Automation, ROI, Pharma Companies



CODE: 36 - MS. SAPNA GUPTA, ASB, MUMBAI

TITLE OF THE PAPER: The Role of Strategic Planning in Driving Digital Transformation

Keywords: strategic alignment, change management, industry-specific strategies, catalysts, digital transformation success, prevailing notion, technology, digital evolution, enduring significance, strategy, navigating, digital age.



CODE: 37 - DR. LEENA JAGAWAT & MR. DHRUV JAGAWAT

TITLE OF THE PAPER: Role of UPI in the digital transformation of Business

Keywords: UPI, digital transformation, business, financial transactions, customer engagement, financial inclusion, data analytics.

**CODE: 38 - PROF. GANESH APTE, MR. ONKAR BHAROTE, MR. ROHIT**

TITLE OF THE PAPER: Packaged water: Consumer Safety or Pure Economics.

Keywords: Packaged water, Safety, Economics, Purity, health.



CODE: 39 - PROF. GAANYESH KULKARNI, MS. ANSHULA KOLHE, AIMS, MUMBAI

TITLE OF THE PAPER: Study on how word-of-mouth (WOM) influence the purchase decision of Mumbai households for branded edible oils.

Keywords: branded edible oils, word-of-mouth, purchase decision, Mumbai households.



CODE: 40 - MS. ANKITA MHATRE & MS. PALLAVI KANGUTKAR, AIMS, MUMBAI

TITLE OF THE PAPER: STUDY ON IMPACT OF CASHLESS ECONOMY ON SMALL VENDORS.

Keywords: Cashless Transactions, Digital illiteracy, financial illiteracy, Small vendors, Retail market place.



CODE: 41 - MR. SUKANT GUDHEKAR & MS. RUTUJA GURAM

TITLE OF THE PAPER: Analysing the use of social media influencers as brand ambassadors in crisis communication and reputation management.

Keywords: Social media influencers, Brand ambassadors, Influencer marketing, Crisis management tactics



CODE: 42 - DR. NITIN GODSE

TITLE OF THE PAPER: Awareness of IoT tools by STEM professionals

Keywords: Internet of Things, Industrial application, Horizontal deployment, ROI, Manpower saving

CODE: 43 - MR. SUMEDH MANE & DR. SWATI AGRAWAL

TITLE OF THE PAPER: A Mumbai based Study on Analysing the Impact of Promotional Initiatives on Customer Perception in a Health Food company.

Keywords: Promotional Initiatives, Customer perception, Health food industry, Marketing strategies, Quantitative analysis, Brand associations, Customer loyalty, Customer buying behaviour.

DAY 2: 26TH NOVEMBER 2023

26th November 2023	
DAY 2	
Time	Speaker/Host
Lighting of the Lamp,Saraswati Vandana followed by Videos of AGI & CSR : "One For All All For One" 09:20 - 09:35 hrs	Ms. Anshula Kolhe (Student,MMS 2024) Ms. Natasha Singh(Student,MMS 2024)
Director's Address (AIMS) 09:35 - 9:40 hrs	Prof. (Dr) Henry Babu
Co-Convener's Address 9:42 - 9:45 hrs	Prof. Ketan Sutaria
Keynote 3 09:47 - 10:30 hrs	Mr. Oscar Crawford Entrepreneur and Human Services Professional, Arizona ,USA
Panel Discussion (Topic - Best Practices to Overcome the Challenges in Digital Transformation) 10:35 - 12:00 hrs	Mr. Sumit Bhardwaj Mr. Mayur Joshi Mr. Archis Joshi Mr. Pinanshu Champaneri Mr. Shivang Sharma
Vote of Thanks by Convener 12:05 - 12:10 hrs	Dr. Shubhi Lall Agarwal
Group Photograph 12:10 - 12:20 hrs	Ms. Anshula Kolhe (Student,MMS 2024) Ms. Natasha Singh(Student,MMS 2024)
12.20 - 13:10 hrs	Lunch Break

13:30 - 16.30 hrs reporting time - 13:15 hrs	Plenary Sessions for Research Paper Presentation
16:30 hrs Onwards	Valedictory Ceremony

KEYNOTE SPEAKER (OSCAR CRAWFORD)



He retired in 2014 to create Oscar Crawford Media, a media company producing original works of information, inspiration, and entertainment in fiction and non-fiction. The premise for my work is to teach humanity how to appropriately love and care for each other and all life.

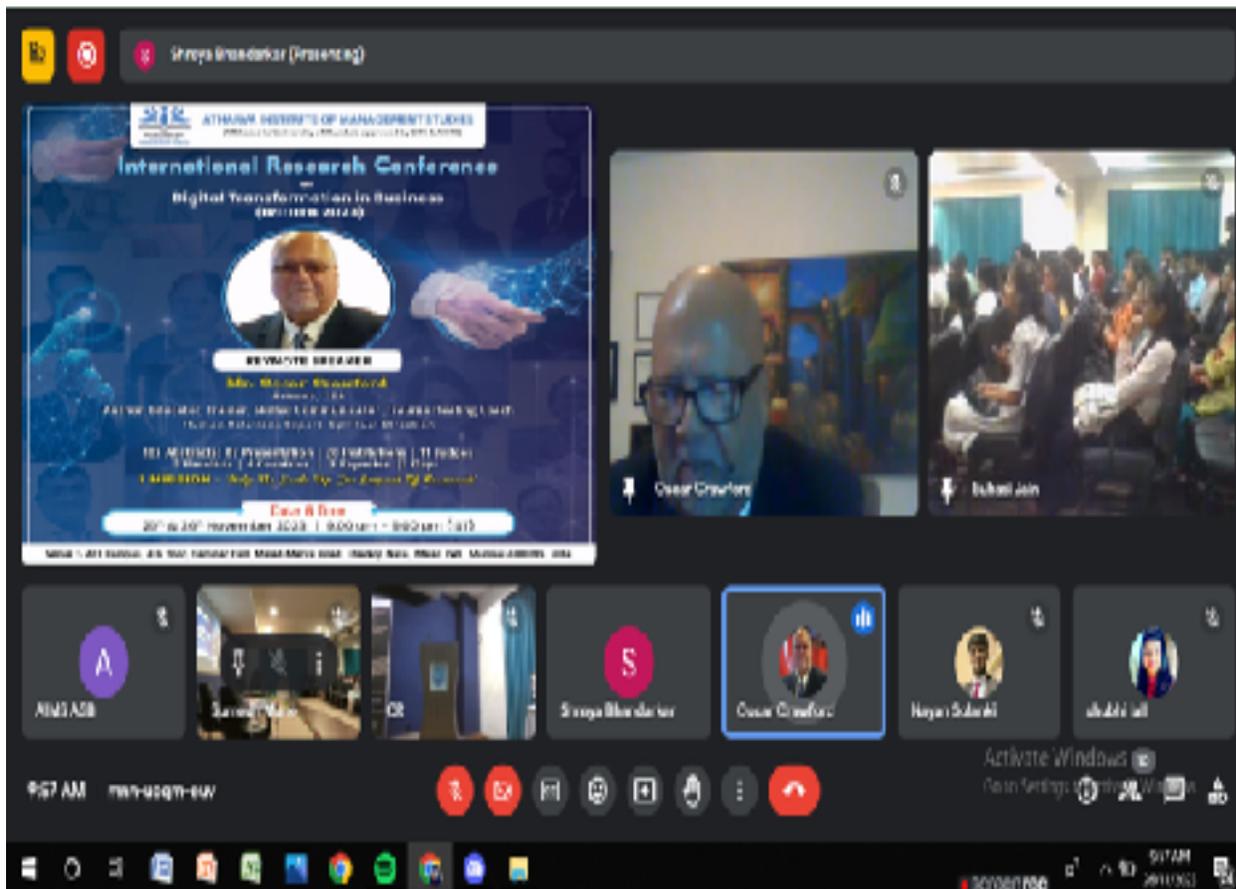
He was Online Instructor for Graduate and Undergraduate Students Provided Instruction Christian Worldview to more than 1,000 students. – Tempe Campus –

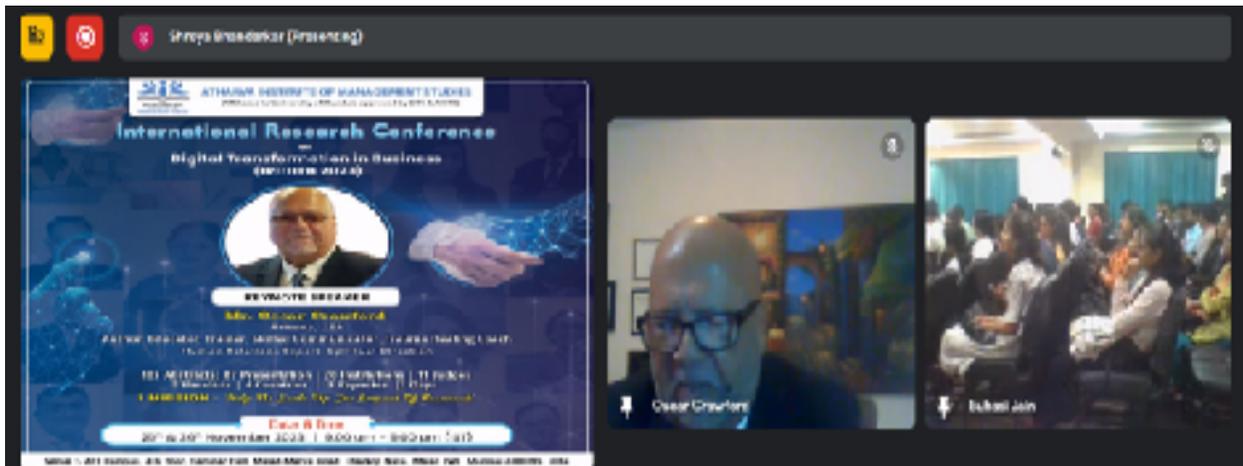
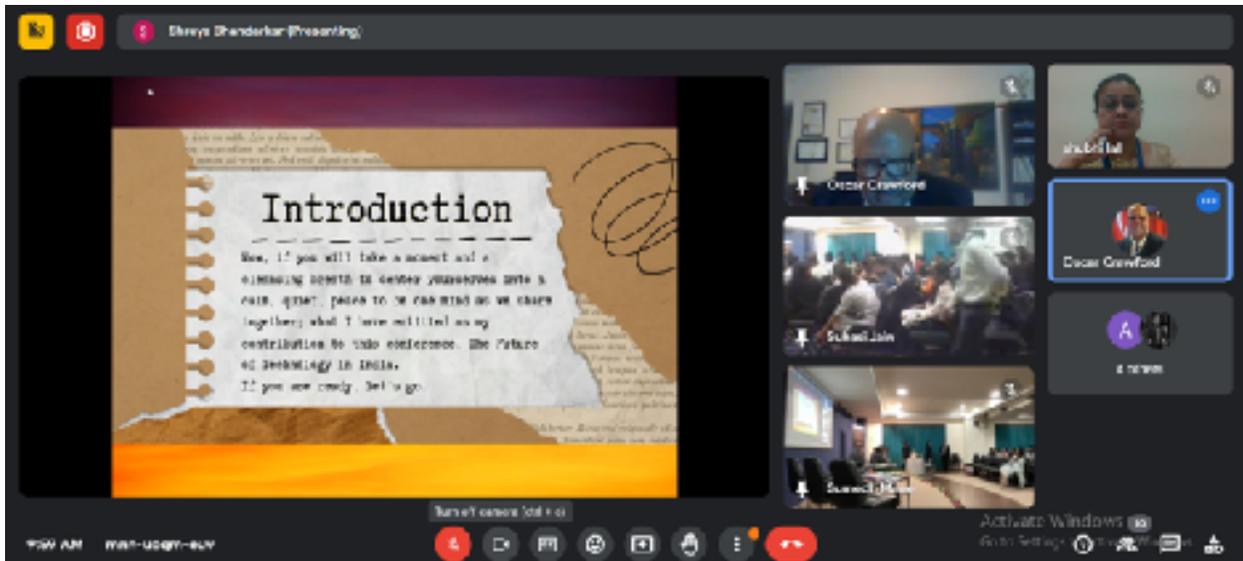
Tempe, Arizona at Grand Canyon University 2012 - 2014 Apollo Group – University of Phoenix, AZ - 2004 – 2008

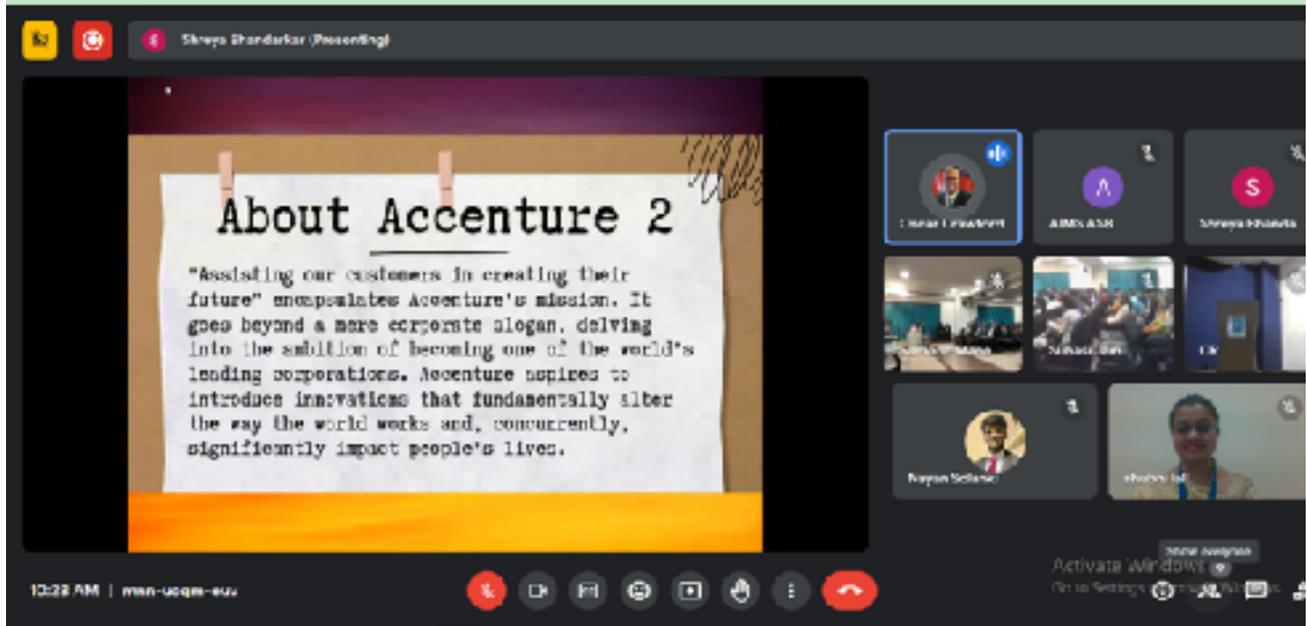
- Military Enrollment Counselor enrolling more than 100 new or returning active duty military or veteran students and their spouses annually.
- The New Salem Church – Columbus, OH 1995 – 2002
- Director of Christian Education (1995 –1996) Director of Local and Global Missions (1997 – 2002)
- 95 and 96, He was responsible for the creation and design of Christian educational activity for classes for preschool to seniors. 40 teachers served 500 students weekly.
- 97 – 02, He was responsible for the creation of a service division to serve the homeless, the unemployed, persons with HIV/AIDS, victims of sexual and domestic violence, individuals and families in need of food, financial aid to maintain housing and related services, and affected by substance abuse and addiction. A team of 120 volunteers served weekly to provide direct services annually to more than 20,000 people in need.

Key Takeaways

Mr. Oscar conveyed the audience to assist our customers in creating their future. He talked about developing the best practice to help people grow with the digital transformation. Up skilling the masses is the need of the hour.







PANEL DISCUSSION on “Best Practices to Overcome the Challenges in Digital Transformation”

PANELIST MR. SUMIT BHARDWAJ



Sumit Bhardwaj, is currently a Senior Vice President at CitiusTech. Sumit Bhardwaj holds a 2005 - 2006 MBA @ INSEAD. With a robust skill set, that includes Leadership, IT Strategy, Data Warehousing, Requirements Analysis, SDLC and more, Sumit Bhardwaj contributes valuable insights to the industry. Sumit Bhardwaj has 4 emails on RocketReach.

PANELIST ARCHIS H JOSHI



Archis H Joshi is Commercial Head of Dr Reddy’s Labs. He is heading 460 Crore business. He is a qualified psychologist. He is an author of the book “ Arjuna in Corp[orate Mahabharat” . His articles are also published inn Economic Times. He is Guest faculty at two esteemed ‘B’ schools in Mumbai.

PANELIST MAYUR M JOSHI



An alumnus of Atharva, he is Leading the process to define organization’s theme for

digital platforms, UI/UX low fidelity wireframe creation and ideation and ensuring standardization on digital channels (WEB & Mobile). He is responsible for leading the organization's digital initiatives for core Order Management Systems & Risk Management Systems.

Running digital campaign by profiling existing customers in various buckets for up/cross sell & profiling Yes Bank customers (yet to be Yes Securities customers) to pitch product basis suitability. Working in tandem with Marketing to create social media presence and generate hot leads for conversions. Rolling out incentives, offers & rewards to ensure Yes Securities product is lucrative for RMs to sell & have high recall value in the minds of the Sales Team. Co-ordinate & maintain strong relationship with Yes Bank Program Team, ensuring Yes Securities' product recall value.

PANELIST MR. PINANSHU CHAMPANERI



Alumnus Pinanshu Champaneri has a diverse work experience in human resources. Currently, in 2021, Pinanshu Champaneri works at Anunta Tech as a Senior Human Resource professional. Additional information about their current role is not provided.

They then interned at Reliance Nippon Life Insurance in 2017, where they contacted and interviewed qualified candidates for job positions, utilized online recruiting services, and conducted applicant pre-screening and interviews.

Pinanshu Champaneri completed a Master of Business Administration (MBA) in Human Resources Management/Personnel Administration from Atharva Institute of Management Studies from 2016 to 2018. Later in 2017, they worked as a Human Resources Trainee at The Westin Mumbai Garden City, where they managed HR administration processes, supported departmental training requirements, and assisted with recruitment needs.

From 2018 to 2021, they served as a Senior Executive Human Resource Business Partner at Datamatics Global Services Limited. In this role, they provided HR guidance to line management and developed programs to promote new managers from within. They also established successful programs focused on skill and competency gap analysis.

MODERATOR - MR. SHIVANG SHARMA



He is holding nearly three years of professional experience in the field of Computer Engineering. With a dynamic background in the technology sector, this professional has

contributed significantly to two notable organizations, demonstrating expertise and dedication. Having spent 1 year and 6 months at Byju's and an additional 1 year and 5 months at Mindgate currently, He brings a wealth of knowledge and hands-on experience to the table. Their journey in the world of computer engineering has allowed them to work on various projects, build expertise, and make valuable contributions to their respective organizations.

With a combined experience of 3 years in the industry, this individual's work reflects their commitment to the ever-evolving field of computer engineering. Shivang Sharma completed a Master of Business Administration (MBA) from Atharva Institute of Management Studies.

GLIMPSES OF PANEL DISCUSSION on 26th November 2023



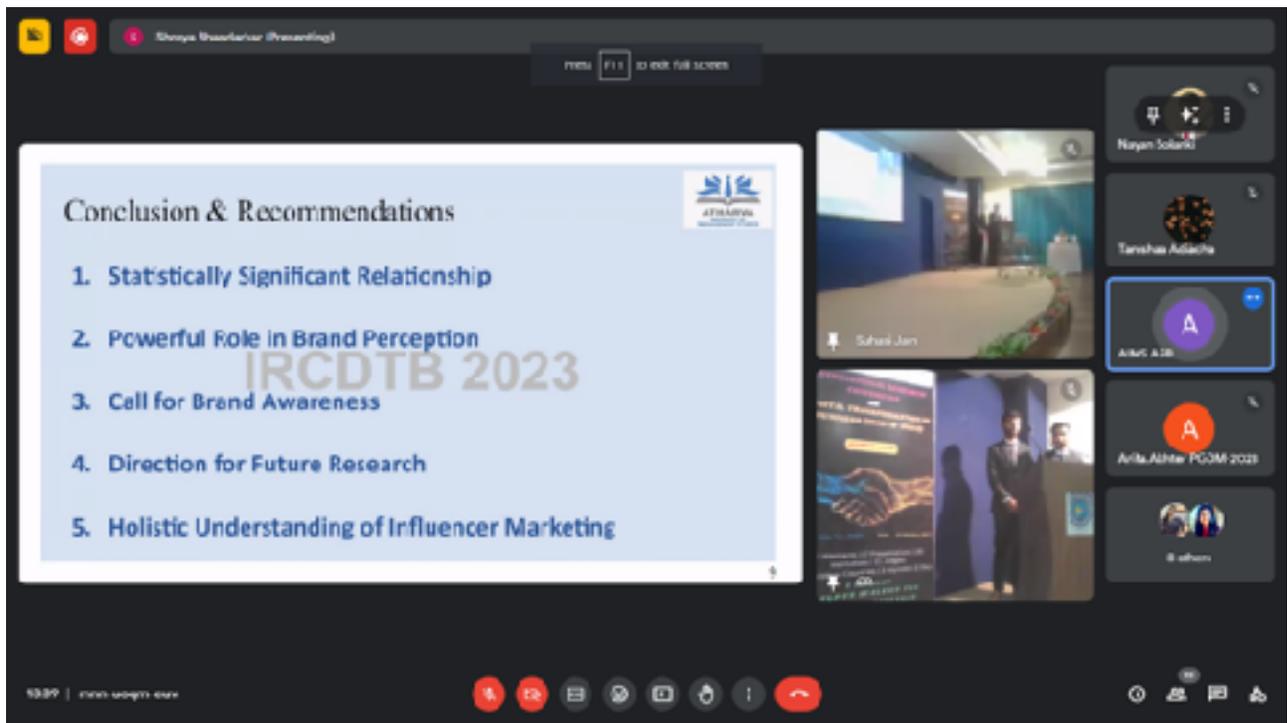
Dr. Shubhi Lall Agarwal, Convener, IRCDTB 2023 concluded the pre-lunch session by presenting vote of thanks in which he extended heartfelt gratitude to all the dignitaries and alumni for their valuable presence and time.

Plenary Sessions Window 1: SEMINAR HALL_26 Nov

CODE: 44 - Mr. Mayuresh Shinde

TITLE OF THE PAPER: Impact of Social Media Influencers on Consumer Behavior

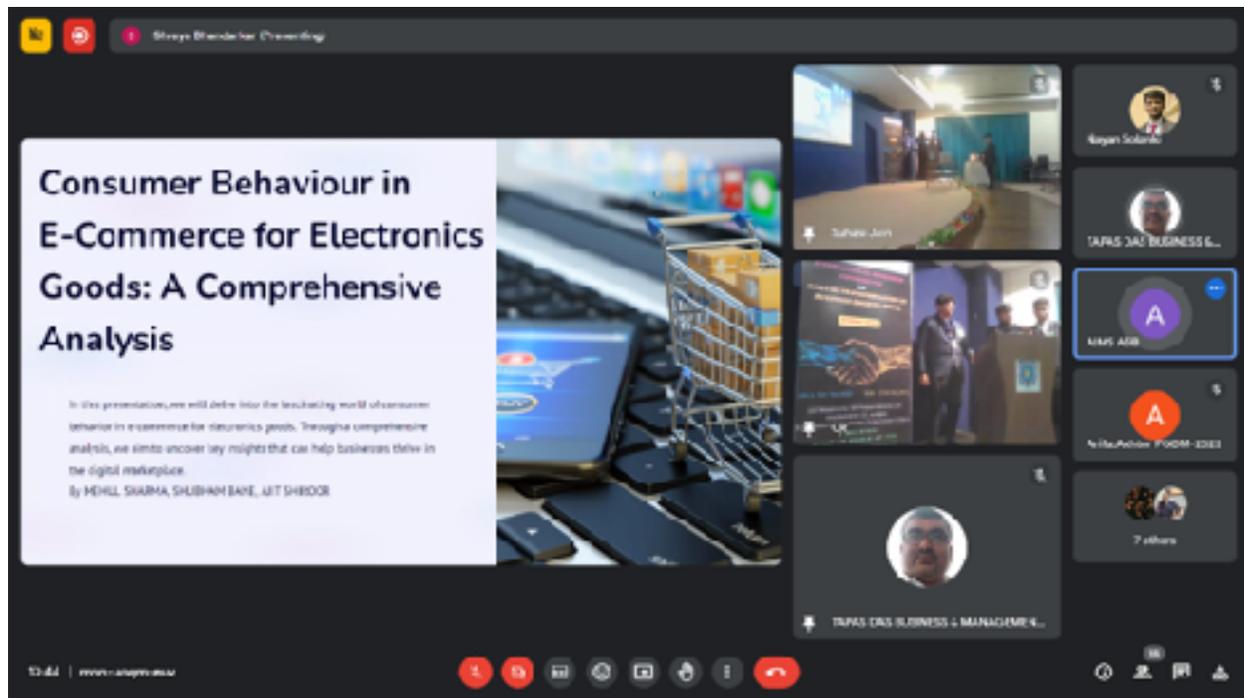
Keywords: Social media, influencers, consumer, marketing



CODE: 45 - MR. SHUBHAM BANE, MR. MEHUL SHARMA, MR. AJIT SHIROOR

TITLE OF THE PAPER: Consumer Behavior in E-Commerce for Electronics Goods: A Comprehensive Analysis

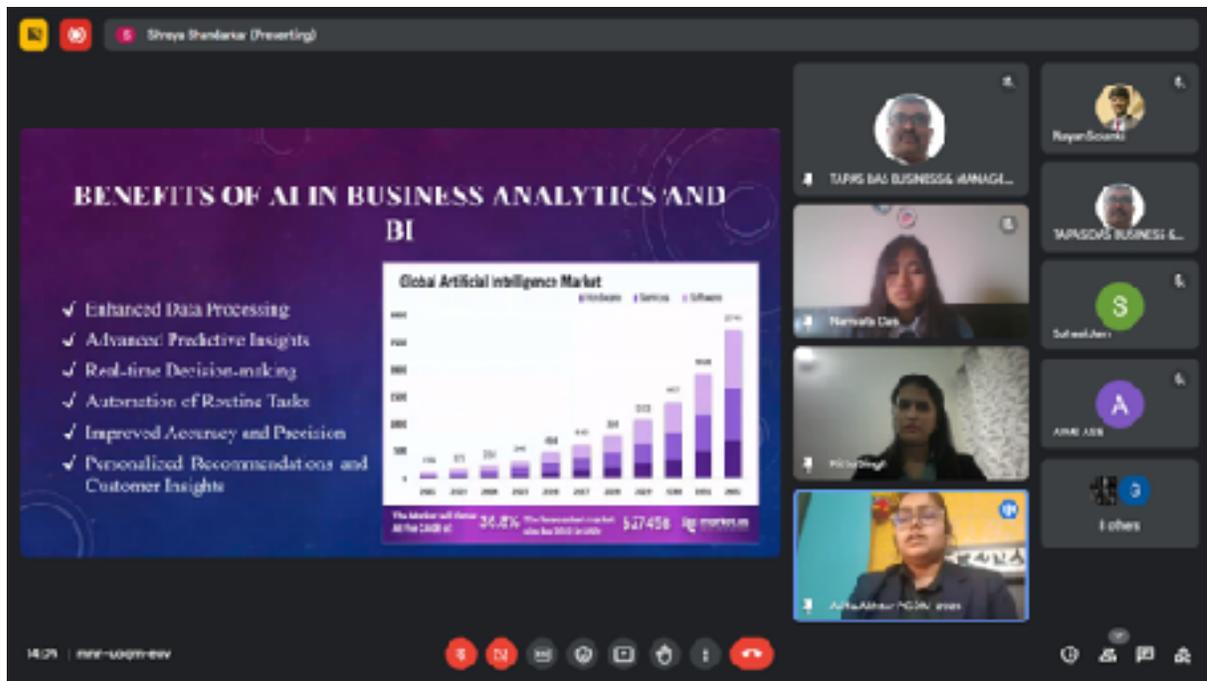
Keywords: Cutting-edge technology, artificial intelligence, online buying experience, counterfeit products, social media influencers



CODE: 46 - MS. ARIFA AKHTER, MS. NAMRATA DAS, MS. KOMAL PRITY

TITLE OF THE PAPER: Transmuting Efficacy of Artificial Intelligence in Business Analytics and Business Intelligence

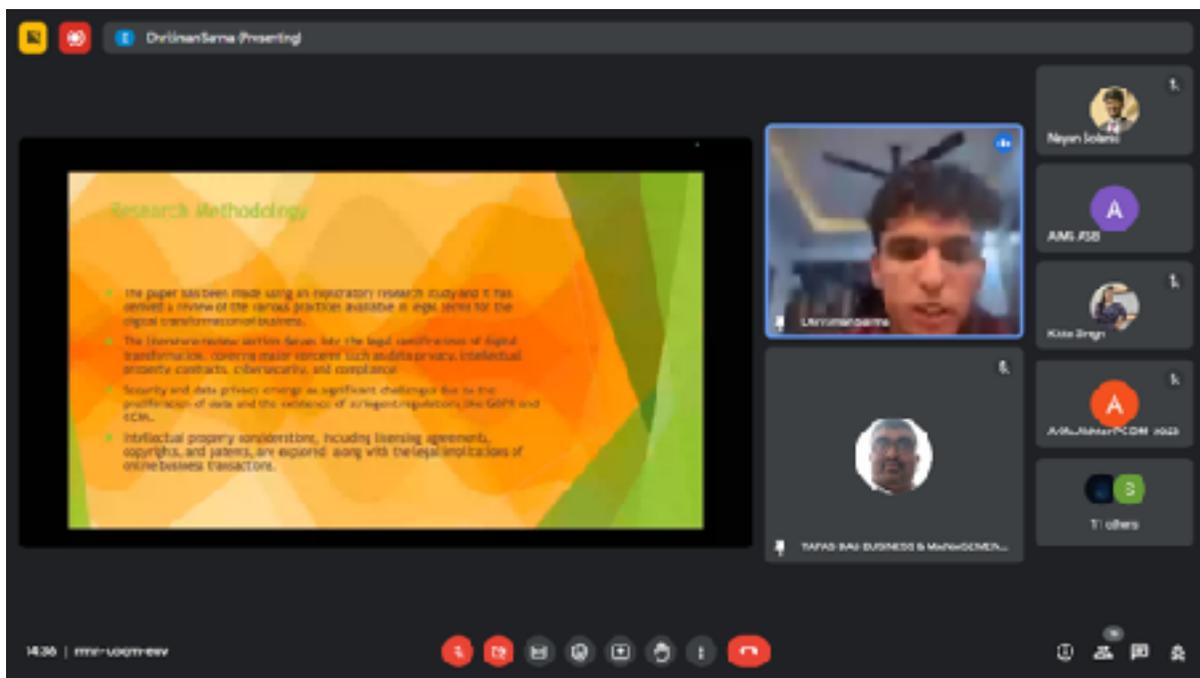
Keywords: Artificial Intelligence, Advanced Analytics, AI Analytics, Business Analytics, Business Intelligence and Business Analysts



CODE: 47 - MR. DHRITIMAN SARMA, LAW COLLEGE, KOCHI, KERELA

TITLE OF THE PAPER: Digital Transformation of Business and Legal Implications

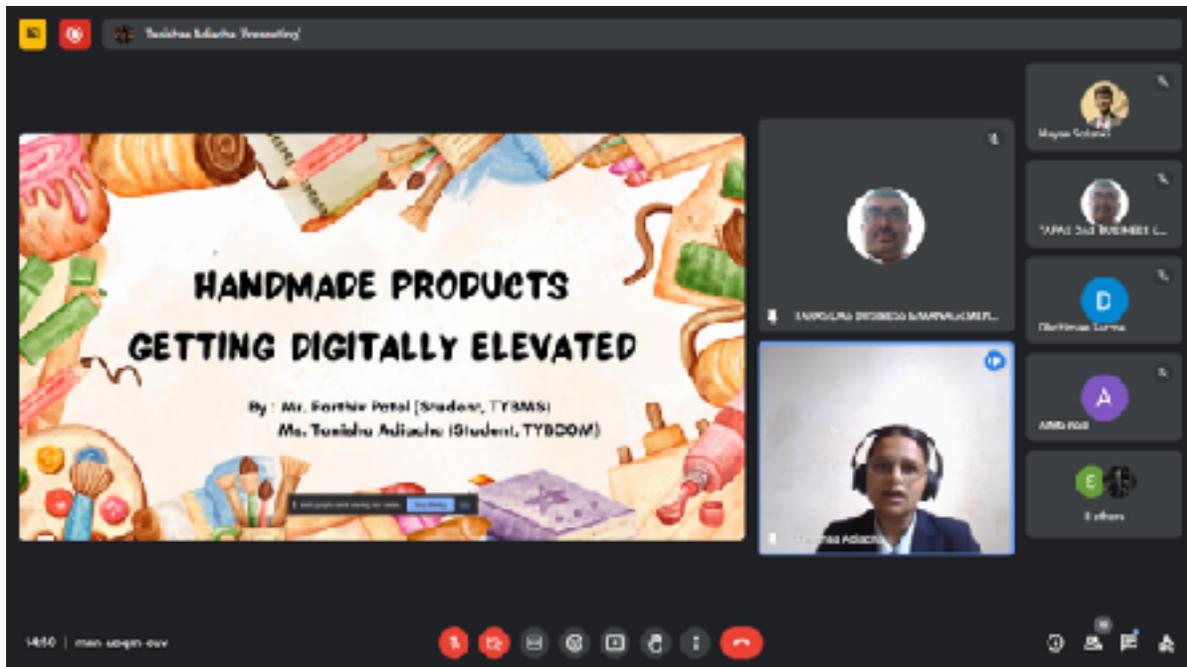
Keywords: Digital transformation, Business, Consumer, Cyber Law, Consumer Protection.



CODE: 48 - MS. TANISHA ADIACHA, MR. PARTHIV PATEL

TITLE OF THE PAPER: Handmade products getting digitally elevated

Keywords: Handmade products, Digital platform, Skill job, E-commerce, Digital revolution, E-selling



CODE: 49 - Ms. Saumya Mishra

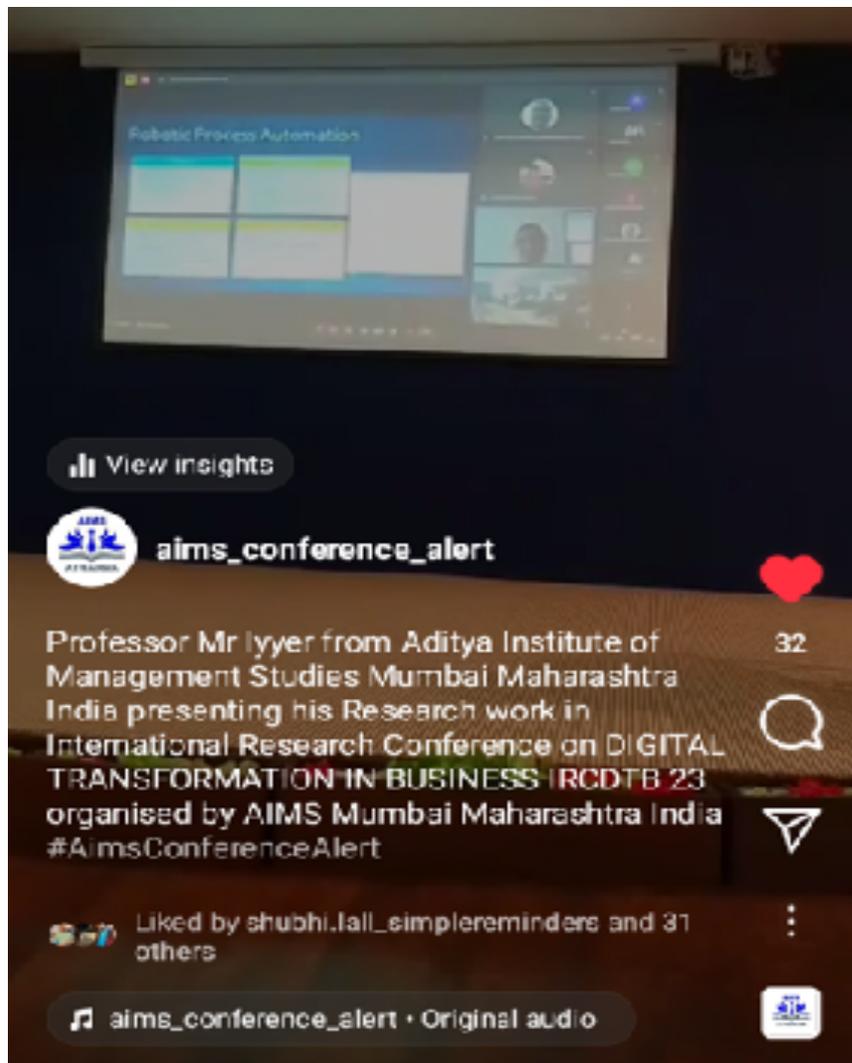
TITLE OF THE PAPER: "Digital Assistance in Businesses: Transformative Trends and Strategic Implications"

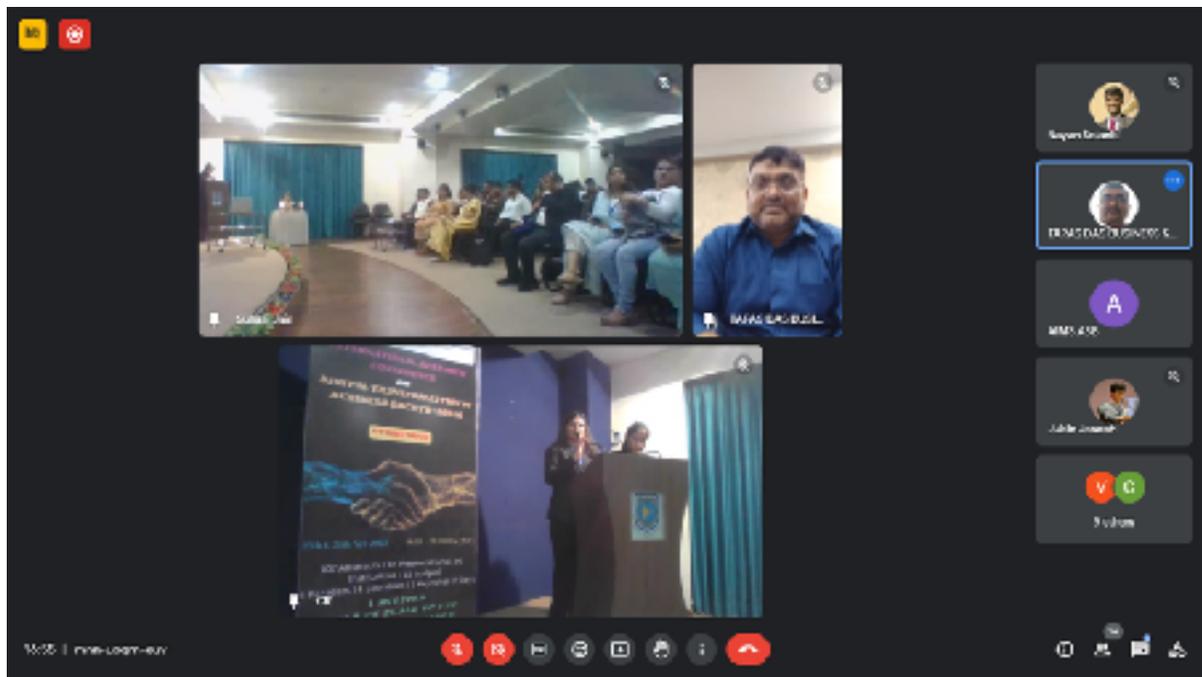
Keywords: Virtual assistance, digital assistance, artificial intelligence

CODE: 50 - MR. RAMAKRISHNAN IYER,AIMSR,MUMBAI,INDIA

TITLE OF THE PAPER: Digital Transformation using Machine Learning and Robotic Process Automation

Keywords: Robotic Process Automation, Machine Learning, Intelligent Automation, Incident Management process





CODE: 51 - MS. SHRADHA FULSUNGE

TITLE OF THE PAPER: "Mumbai-based study on Consumer's perception and behaviour towards sanitary napkins"

Keywords: Sanitary napkins, Women's health, hygiene, perceptions.

CODE: 52 - MS. VISHAKHA TIWARY, MS. NIKITA DALAL

TITLE OF THE PAPER: Digital transformation in Small and Medium-sized Enterprises

Keywords: Transitional digital era, holistic success, Fundamental rethinking

Plenary Sessions Window 2: CLASS ROOM 5_26 Nov

JUDGE: PROF. INDERJEET SINGH SODHI, PROFESSOR, DEPARTMENT OF POLITICAL SCIENCE, JAMIA MILLIA ISLAMIA (CENTRAL UNIVERSITY), DELHI



He is presently Professor (Public Administration) and Head, Department of Local Governance. He is Ph.D., M.A. (Public Administration), and M.A. (Political Science) from the University of Rajasthan, Jaipur. He worked as Associate Professor (Public Administration), University of Dodoma, Tanzania (Africa) and as Head, Department of Public Administration, St. Wilfred's Post Graduate College, Jaipur (Affiliated to University of Rajasthan, Jaipur) and faculty member in the Department of Public Administration, S.S. Jain Sobodh P.G. (Autonomous) College, Jaipur (Affiliated to University of Rajasthan, Jaipur). He has about 16 years teaching experience. Conducted Research Studies on behalf of HCM Rajasthan State Institute of Public Administration, Jaipur sponsored by the Ministry of Personnel, Public Grievances and Pensions. He has written extensively published books from International and National publishers. More than thirty articles / papers published in International / National Journals and Books. He participated in various International / National conferences. He attended various training programmes. He has specialization in Governance, E-Governance, Public Policy, Local Governance, Panchayati Raj, Urban Development, Reform, etc. He is life member of Indian Institute of Public Administration (IIPA), Indian Political Science Association (IPSA), New Public Administration Society of India (NEPASI), Indian Public Administration Association (IPAA) and Administrative Change.

CODE: 53 - Ms. TRISHA DOIPHODE, Ms. AAYUSHA RANA

TITLE OF THE PAPER: Impact of Digitalization on Home Automation and Smart Living Industries-IoT based

Keywords: Smart home technology, IoT-based home automation, Digitalization and smart homes, Smart home impacts on society user behavior, Smart home advantages and challenges



CODE: 54 - MR. ATHARVA BABHULKAR, MR. ANKIT CHAFALE

TITLE OF THE PAPER: A fundamental analysis of Telecommunication sector with special reference to Bharati Airtel

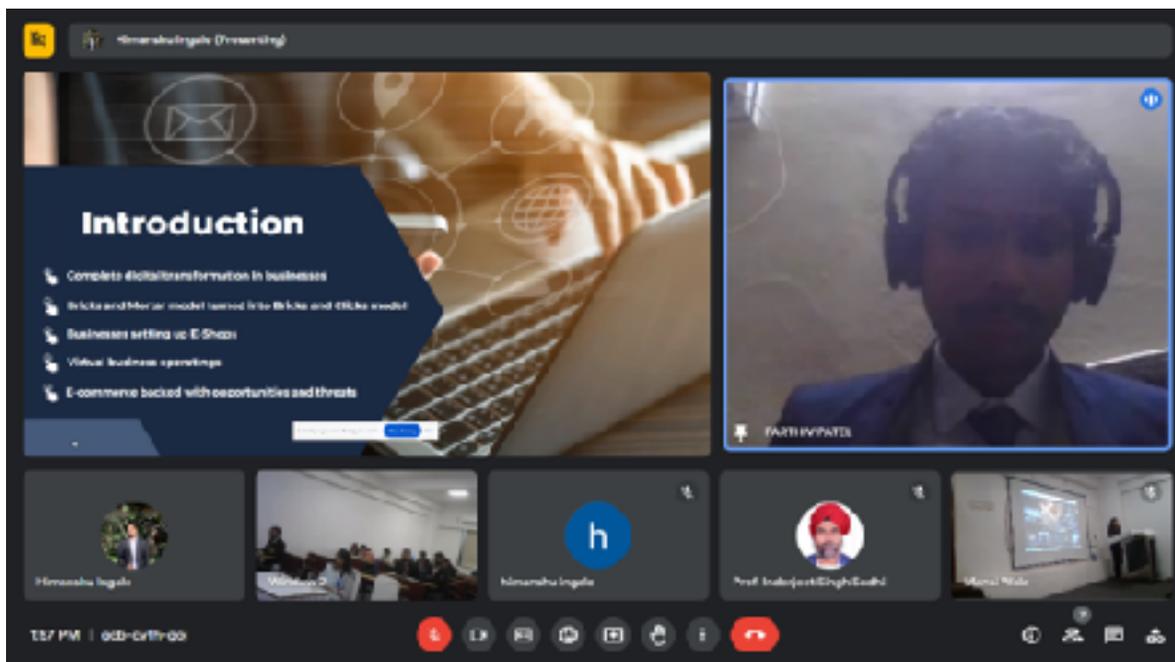
Keywords: Fundamental analysis, Financial health, Investment potential, financial statements, Competitive positioning.



CODE: 55 - MR. PARTHIV PATEL, PROF. KAJAL DESAI

TITLE OF THE PAPER: E-commerce an Opportunity or Threat

Keywords: E-commerce, Artificial Intelligence, Future Growth, Big Data, Cyber Crime, E-business



CODE: 56 - DR. SALONI

TITLE OF THE PAPER: "Evaluating Disaster Preparedness Practices Among Hospital Staff in Navi Mumbai: An Empirical Analysis"

Keywords: Emergency Preparedness, Healthcare Personnel, Disaster Management Practices



CODE: 57 - DR. IFTIKAR MESTRY

TITLE OF THE PAPER: Consumers Awareness for Sustainable Agriculture and its effect on Rural Development

Keywords: Famine, Sustainable Agriculture, ecosystems, infrastructure, increasing CO2

CODE: 58 - DR. MARY VARGHESE

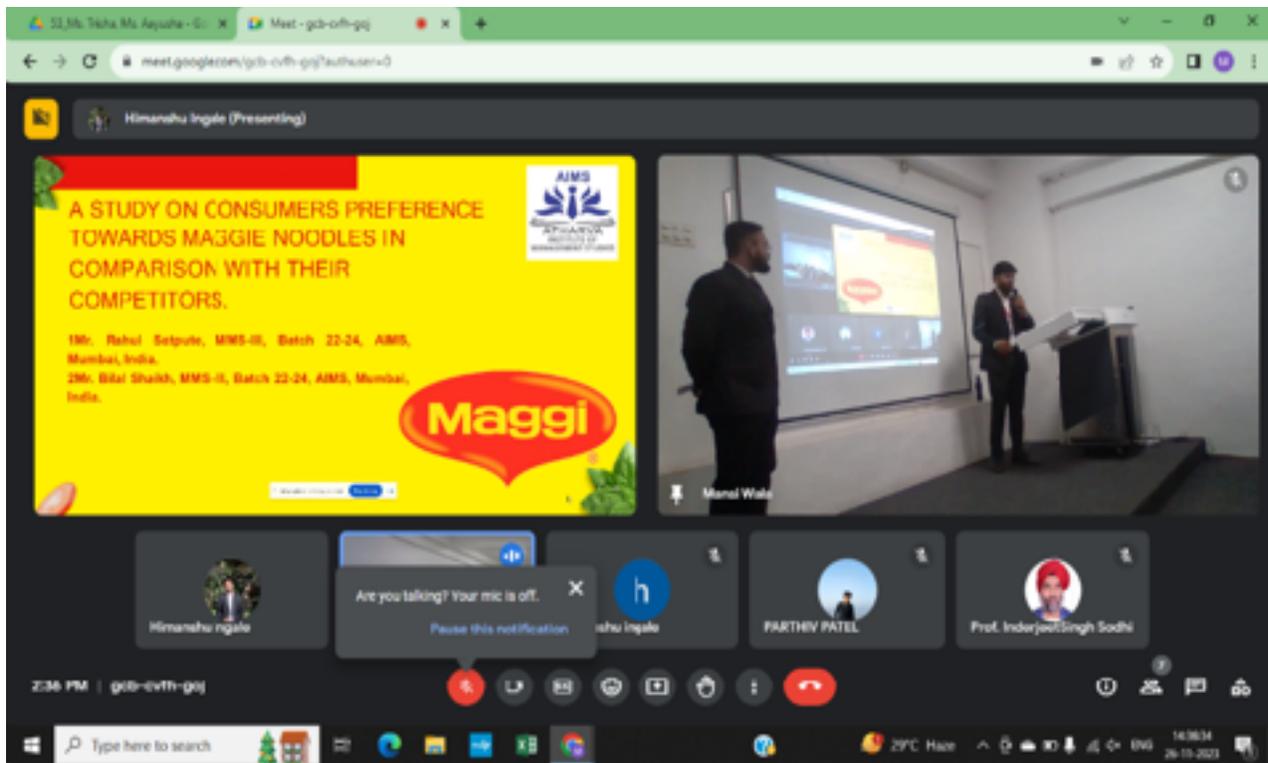
TITLE OF THE PAPER: The Impact of Artificial Intelligence on Business Education

Keywords: Artificial Intelligence, business education, AI integration, pedagogical practices, personalized learning

CODE: 59 - MR. RAHUL SATPUTE, MR. BILAL SHAIKH, AIMS,MUMBAI

TITLE OF THE PAPER: A study on consumers preference towards Maggie noodles in comparison with their competitors.

Keywords: Maggie noodles, Controversy, Brand value, Loyalty, Health Risk



CODE:60 - Mr. Jubin Joseph

TITLE OF THE PAPER: Summit Surge: Unveiling the G20 Effect on Host Country Stock Markets

Keywords: The Group of 20, or G20, is an international governmental forum with a rotating presidency comprising 19 sovereign countries, the European Union, and the recent full member, the African Union.

PLENARY SESSIONS WINDOW 3: CLASS ROOM 6_26 NOV

Judge - Prof. (Dr) Sarmishtha Sarma, Professor, ABS, Noida, U.P., India



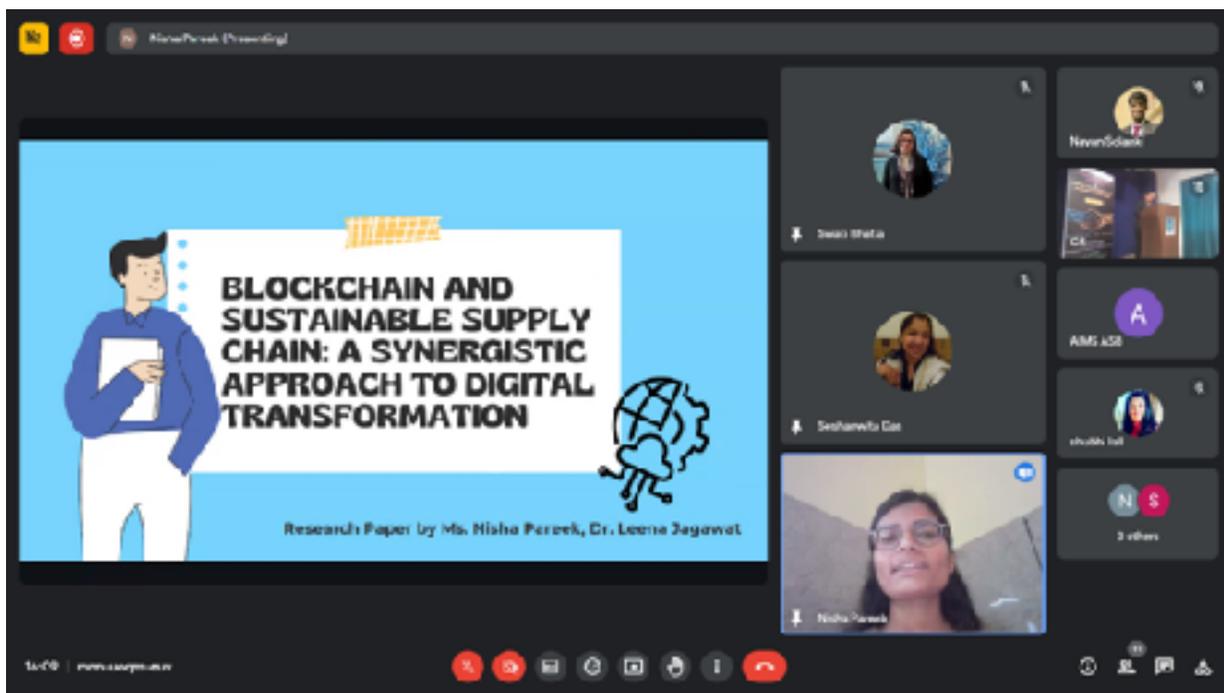
Prof.(Dr) Sharmishta Sarma Professor, ABS,NOIDA,UP,INDIA. Dr Sarmishta Sarma is a Professor, Consultant, Author, Editor and Columnist. At present she is a Professor of Marketing at Institute of Innovation in Technology and Management (Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India). She is a Consultant to Tata Consultancy Services since 2018. She had a popular column in Dainik Bhaskar named “Shabdarth” brought out in Hindi, Marathi and Gujarati. She has authored 5

books in various domains of Marketing and is presently Editor in Chief of IITM Journal of Business Studies (JBS) a UGC Care Listed Journal. Also she is in the editorial advisory board of Ecoforum Journal in Romania actively promoting research in business management globally.

- Along with all these roles she is associated with National Council of Educational Research and Training (NCERT) as a teacher trainer and was a member of the team that designed all India Teacher Training Manual. She has also been a member for designing Global Supply Chain Management course for IGNOU, MBA Programme. She is empanelled as a subject matter expert with National Productivity Council and a research guide with All India management Association (AIMA).
- At present she is a part of reviewer committee for two projects one with State Council of Educational Research and Training Assam Government, Commerce Course Class-11 and in Updating Curriculum Syllabi and Textual Material of Vocational Education Textbooks Class 10TH, 11TH and 12TH for Pandit Sunderlal Sharma Central Institute of Vocational Education (PSSCIVE), Bhopal.

CODE: 61 - DR. LEENA JAGAWAT, MS. NISHA PAREEK

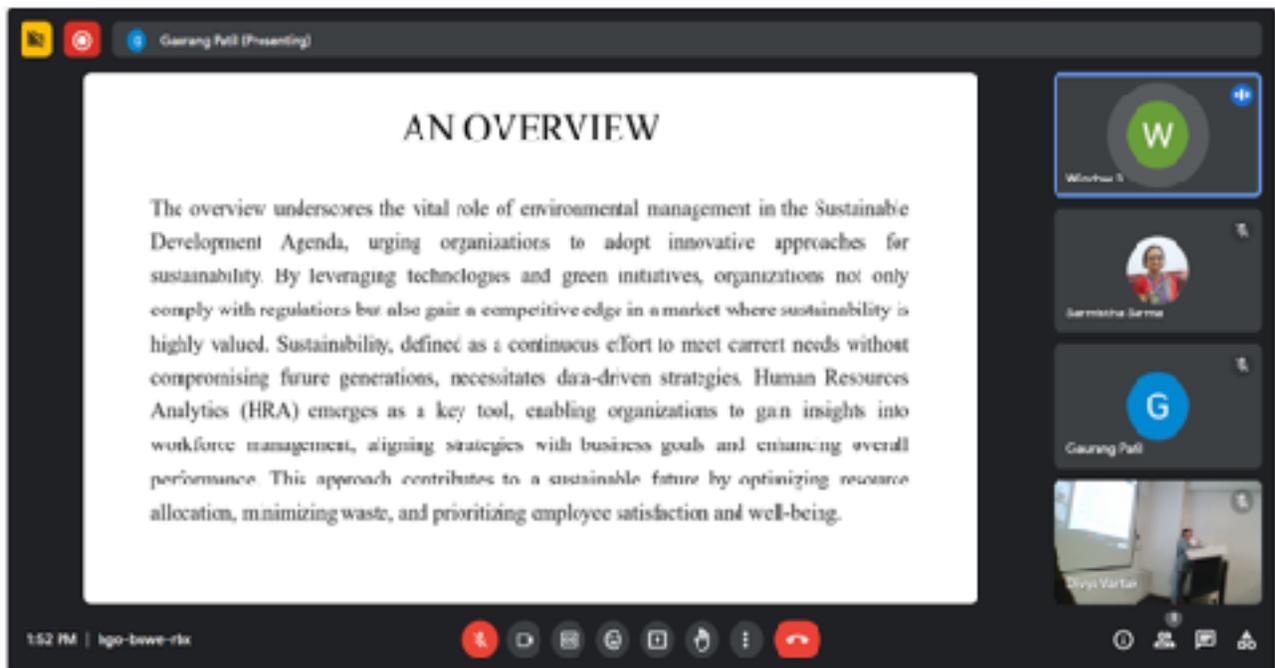
TITLE OF THE PAPER: Block chain and Sustainable Supply Chain: A Synergistic Approach to Digital Transformation



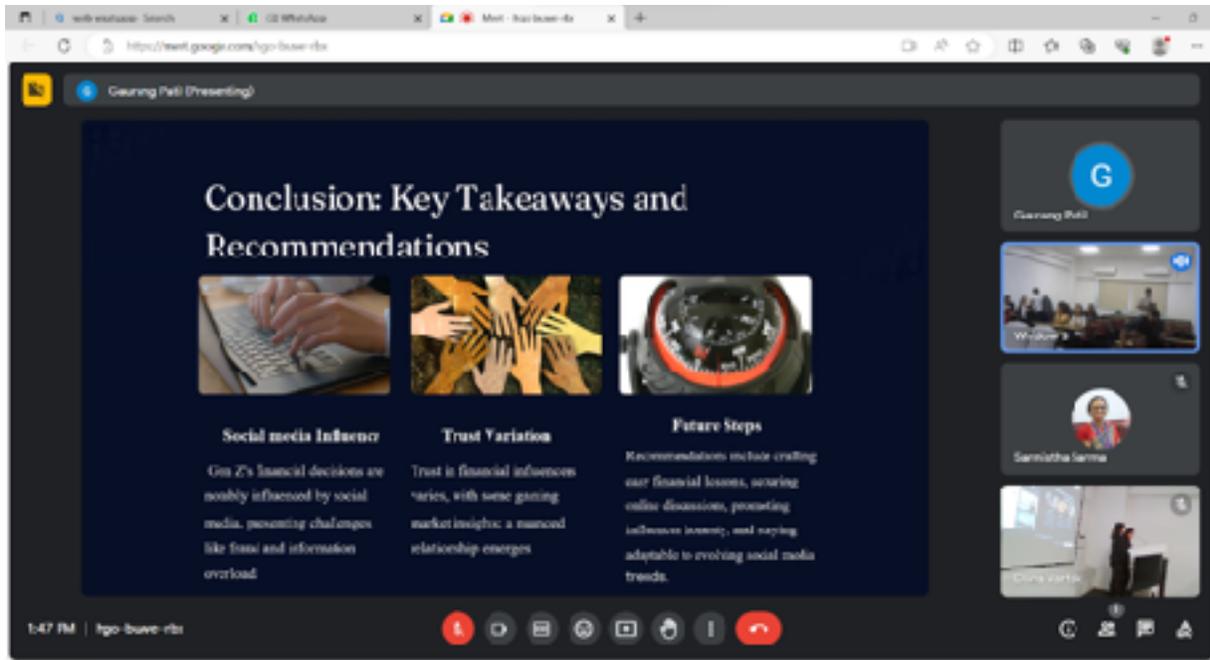
CODE: 62 - DR. APARNA GER

TITLE OF THE PAPER: "SUSTAINABLE DIGITAL TRANSFORMATION: LEVERAGING HR ANALYTICS FOR EFFICIENT WORKFORCE MANAGEMENT"

Keywords: Sustainable Digital Transformation, HR Analytics, Workforce Management, Organizational Performance, HRM 5.0, Responsible Digital Transformation, Interdisciplinary Approach, Corporate Success.

**CODE: 63 - MS. NEELAM SHEKHAWAT & MS. PRIYA PREMKUMAR**

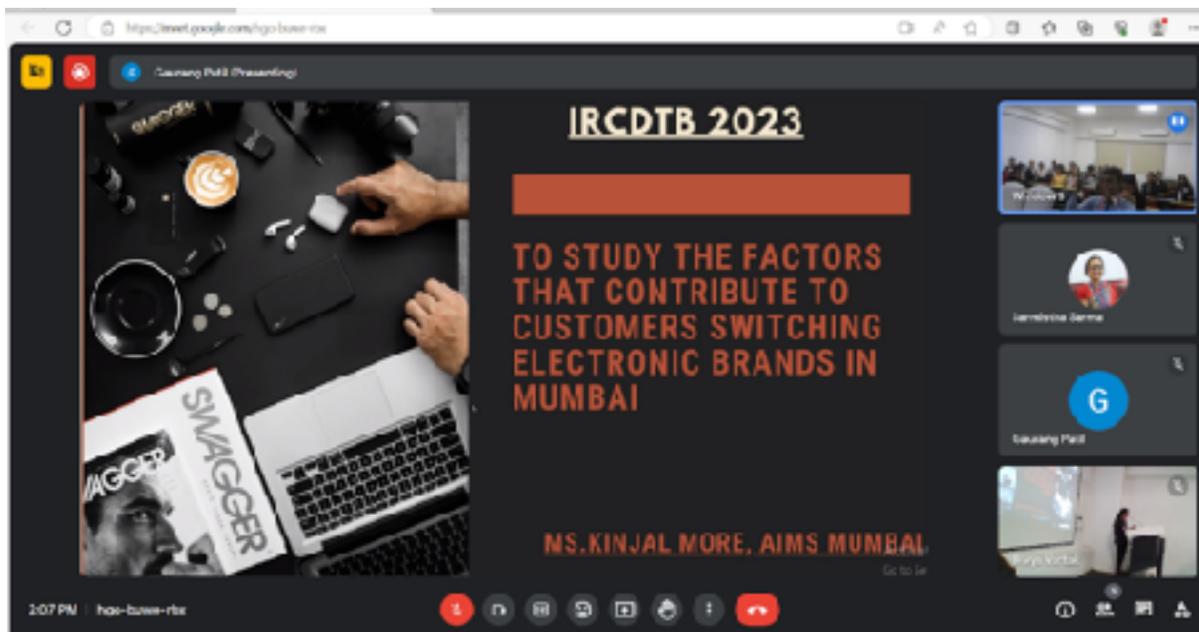
TITLE OF THE PAPER: "Integration of Digital Transformation within Social Media Platforms and its Effect on investing decisions of Gen Z"



CODE: 64 - MS. KINJAL MORE\

TITLE OF THE PAPER: TO STUDY THE FACTORS THAT CONTRIBUTE TO CUSTOMERS SWITCHING ELECTRONIC BRANDS IN MUMBAI

Keywords: customer perception, brand switching

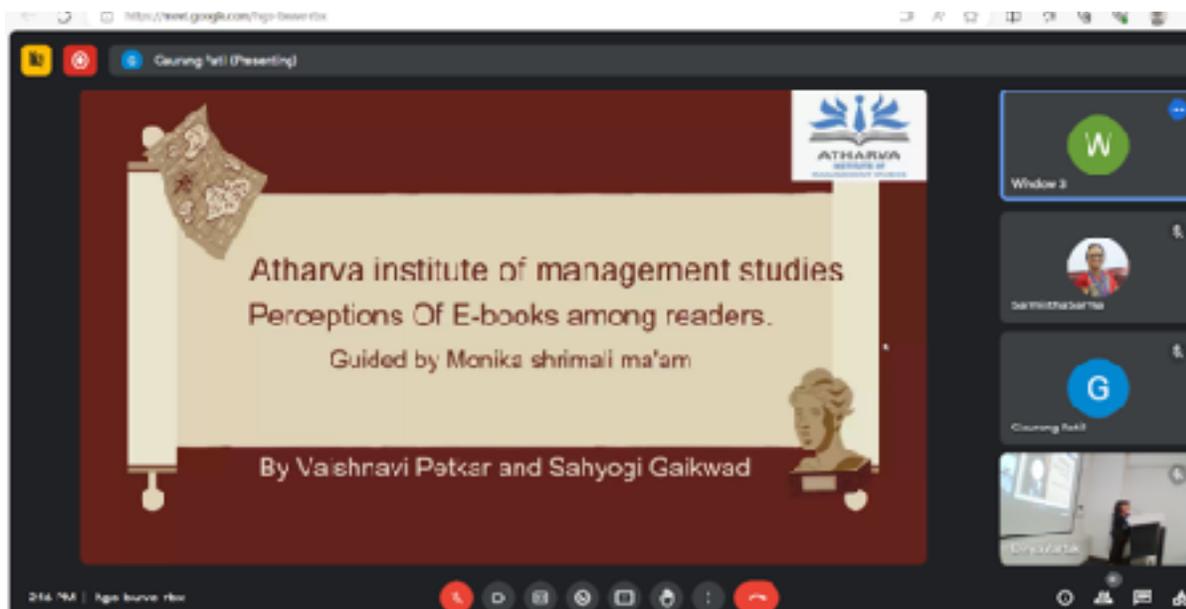


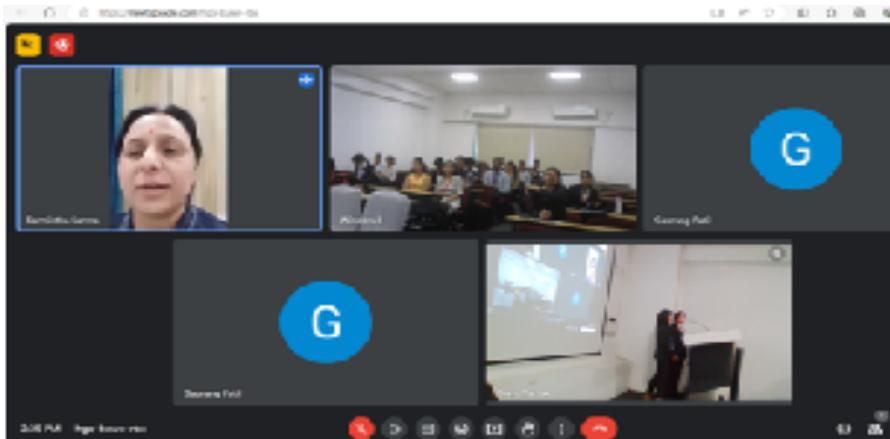


CODE: 65 - Ms. VAISHNAVI PETKAR, Ms. SAHYOGI GAIKWAD

TITLE OF THE PAPER: PERCEPTIONS OF EBOOKS AMONG READERS.

Keywords: ebook, electronic book, e-book, eBook, electronic version, printed book, text, images, flat-panel display, computers, electronic devices, e-reader devices, desktop computers, laptops, tablets, smartphones, lower prices, increased comfort, larger selection, electronic bookmarks, referencing, annotate pages, adults, reading, e-reader, tablet, ownership, devices, perceptions.

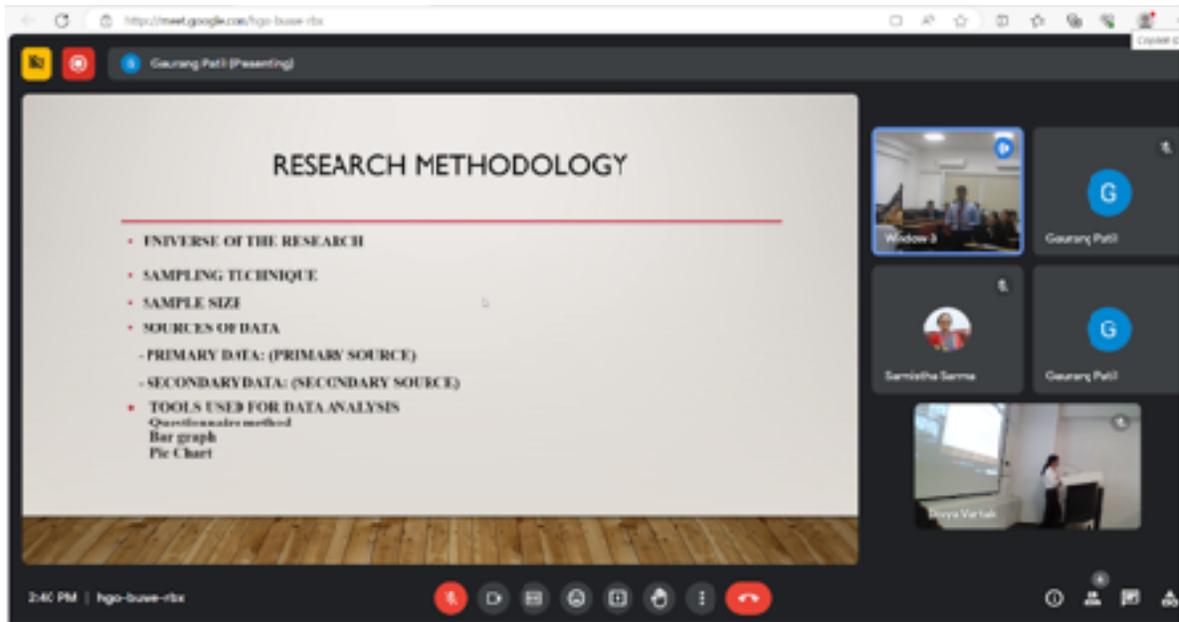




CODE: 66 - MS MANSI JADHAV

TITLE OF THE PAPER: A Study On the Influence of Digitalization on Education

Keywords: Modernization, Education Sector, Innovation, Technology, Transformation.





CODE: 67 - MS. MANSI SONA, MS. AANCHAL MALPANI

TITLE OF THE PAPER: Role of digitization in changing the pattern of consumption and buying behaviour of a consumer during last two decades

Keywords: Digital consumer, Buying behaviour, Internet, Online buying trends, AI, Augmented reality



CODE: 68 - MR. KEYUR BHARAT SHAH

TITLE OF THE PAPER: THE IMMERSION LIQUID COOLING TECHNOLOGY FOR HPCS & DATA CENTRES

Keywords: Computer server; Cooling system; Data Centre; History; Implementation; Review; Immersion Cooling; High Performance Computing; Energy Saving; Thermal Modeling, Supercomputers; Energy efficiency

CODE: 69 - MS. PARVI CHOUDHARY, MS. PREETI DODWANI

TITLE OF THE PAPER: Impact of social media on relationships

Keywords: Emotional well-being, relationships, social media



Plenary Sessions Window 4: CLASS ROOM 7_26Nov

JUDGE DR. YESHA MEHTA, ASSOCIATE PROFESSOR, TIMSR, MUMBAI

Experienced Associate Professor with a demonstrated history of working in the

education management industry. Skilled in Marketing, Digital Marketing, Consumer Behaviour, E-learning, and Instructional Design.

JUDGE DR. KIRAN MENGHANI, VICE PRINCIPAL, VEDANTA COLLEGE, MUMBAI, MAHARASHTRA, INDIA



Dr Kiran Menghan she has over twenty years of experience in teaching at college level – both Junior and Senior levels. Vice Principal in Vedanta College. Assistant Professor at Bunts Sangha's, Anna Leela College of Commerce and Economics since 2017. Lecturer at J W sadhubella girls college from 2011 to 2017. Mcom Co-ordinator at J W Sadhubella college from 2014 to 2017.

Conducted various adequate classes on the Economics of Global Trade and Finance for MCom level students. Have experienced with SDT Kalani College as a Faculty of BMS section in the year 2009 -10. Have experienced as the education counselor cum college in-charge Principal at R K Abhang Jr college from years 2003 to 2007. Have known well as and teacher, lecturer along with as a debater and Alumni member and served as Micro and Mega Teaching Guide in Seva Sadan College of Education for B-ed Students.

CODE: 70 - DR. MONIKA SHRIMALI, DR. SWATI AGRAWAL

TITLE OF THE PAPER: A Comparative Performance Analysis of Celebrity Endorsed Brands: HRX by Hrithik Roshan & Skult by Shahid Kapoor

Keywords: Celebrity Endorsement, Comparative Performance, Brands

CODE: 71 - MR. SHIVAKUMAR SANGHVI, MR. KETAN SUTARIA, MR. SUNIL ZORE

TITLE OF THE PAPER: TO STUDY INVESTOR'S PERSPECTIVE TOWARDS FUTURE & OPTIONS IN STOCK MARKET (MUMBAI)

Keywords: Futures, options, derivatives, investor perspectives, risk management, portfolio diversification, market efficiency.



CODE: 72 - PROF. KAJAL DESAI, MR. DEEP ACHALKHAMB

TITLE OF THE PAPER: Digital Transformation in Business and its impact on Tourism Industry.

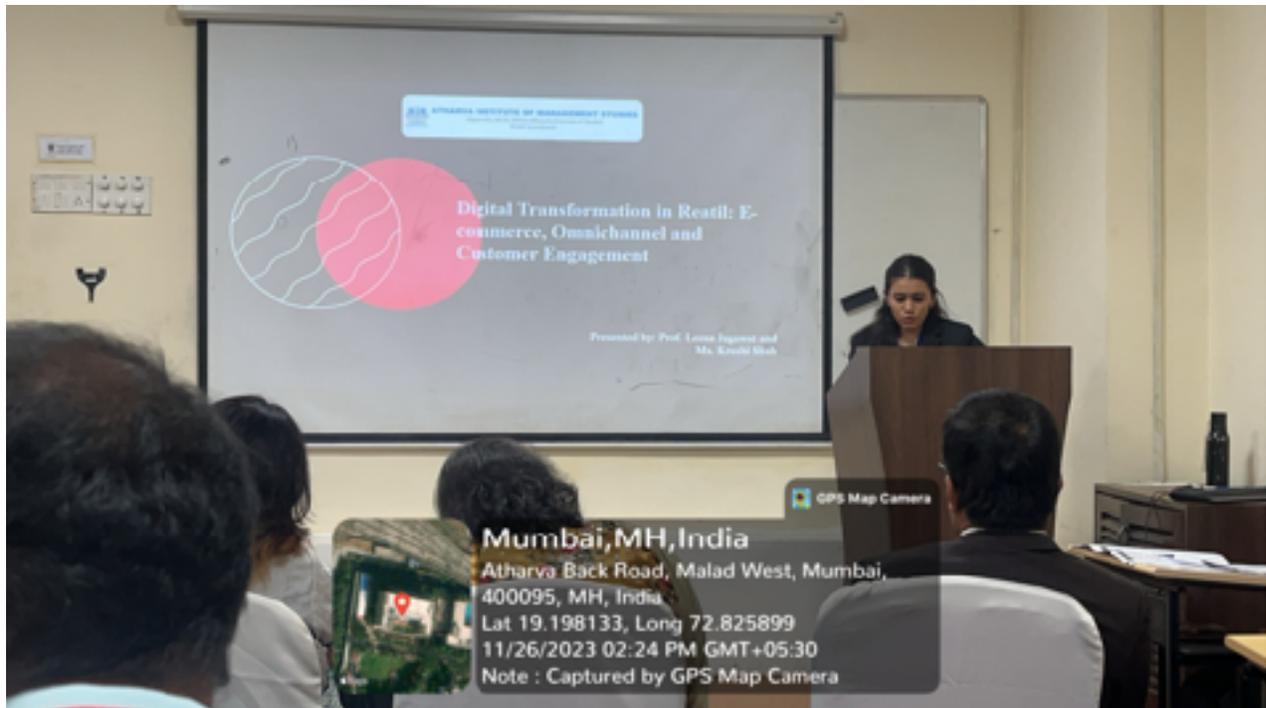
Keywords: Digital transformation, tourism



CODE: 73 - MS. KRUSHI SHAH, DR. LEENA JAGAWAT

TITLE OF THE PAPER: Digital Transformation in Retail: E-commerce, Omni channel, and Customer Engagement

Keywords: E-commerce, Omni channel, and Customer Engagement



CODE: 74 - MS. DIVYA VARTAK, PROF. KAJAL DESAI, MR. PRATHAMESH GOVINDKAR

TITLE OF THE PAPER: DIGITAL TRANSFORMATION IN SUPPLY CHAIN MANAGEMENT- E-COMMERCE BUSINESS

Keywords: Supply chain management, e commerce



CODE: 75 : DR. NITIN GODSE

TITLE OF THE PAPER: Impact of IoT tools in Indian Industry



CODE: 76 - MR. SHIVAM MADHAWAN, MS. SHREYA BHANDARKAR

TITLE OF THE PAPER: A Study on how UPI accelerates Financial Inclusion in India – with special reference to Gen X

Keywords: Unified Payment Interface, Generation X, Financial Inclusion

CODE: 77 - MS. SUDHIKSHA KOTIYAN, MS. SANJANA PRAJAPATI, DR. REENA POOJARA

TITLE OF THE PAPER: A STUDY ON IMPACT OF HRIS ON ORGANIZATIONAL EFFICIENCY

Keywords: HRIS, Organisational Efficiency, HR, Information Database



CODE: 78 - MR. AMIN SHAIKH, DR. SUDHIR PUROHIT

TITLE OF THE PAPER: Comparative study of the digital transformation of payments systems in the banking sector in the last 3 decades before the introduction of electronic payment systems.

Keywords: Digitization, Banking sector, Technology, Customer, Payment

VALEDICTORY CEREMONY

Under the theme: Digital transformation in Business, E certificates was distributed to all the participants for their contribution after the completion of plenary sessions.



The Student's Core Committee behind the IRCDTB 2023

GLIMPSES OF IRCDTB2023









