

AMSICON (11th – 13th APR 2019) Itinerary
DAY 1 (11th APR 2019)

TIME	EVENT
08:30 AM – 10:00 AM	Registration
10:00 AM – 11:00 AM	Inauguration
11:00 AM – 11:15 AM	Tea Break
11:15 AM – 11:45 AM	Key Note Address 1 (Dr. Furqan Qamar, Secretary General, Association of Indian Universities)
11:45 AM – 12:30 PM	Panel Discussion 1 (Title: “The Education Quandary: Global Challenges and Local Prospects” Panelists: Dr. Furqan Qamar et. al.)
12:30 PM – 1:00 PM	Group Photo
01:00 PM – 02:00 PM	Lunch
02:00 PM – 03:30 PM	Parallel Technical Session 1 (Business Communication and Gender Studies – Session A; Organizational Behaviour & Human Resources – Session A; Finance – Session A; Operations & Systems – Session A)
3:30 PM – 3:45 PM	Tea Break
03:45 PM – 04:30 PM	Campus Tour

DAY 2 (12th APR 2019)

TIME	EVENT
09:00 AM – 10:15 AM	Panel Discussion 2 (Title: “Analytics & Artificial Intelligence: Global Challenges and Local Prospects” Panelists: Mr. Satish Medapati, CEO, Intenico inc.; Ms. Mathangi Sri, Head – Analytics, Phonepe; Mr. Swaminathan S, Senior Consultant & Head, TCS Research; Mr. Udaya Shankar, Lead – Emerging Markets, Cognitive & Analytics India, L&T Infotech)
10:15 AM – 11:30 AM	Parallel Technical Session 2 (Business Communication and Gender Studies – Session B; Organizational Behaviour & Human Resources – Session B; Statistics & Economics – Session A)
11:30 AM – 11:45 AM	Tea Break
11:45 AM – 1:15 PM	Parallel Technical Session 3 (Business Communication and Gender Studies – Session C; Statistics & Economics – Session B; Marketing – Session A; Organizational Behaviour & Human Resources – Session C)
1:15 PM – 2:15 PM	Lunch
2:15 PM – 3:30 PM	Panel Discussion 3 (Title: “Stradling Theory and Praxis – Industry & Academia” Panelists: Mr. Swaminathan S, Senior Consultant & Head, TCS Research; Mr. Udaya Shankar, Lead – Emerging Markets, Cognitive & Analytics India, L&T Infotech Dr. Ray Titus, Dean, Alliance School of Business, Alliance University Dr. Vivekanand G, Dean, Research, Alliance University)
3:30 PM – 5:00 PM	Parallel Technical Session 4 (Business Communication and Gender Studies – Session D; Finance – Session B; Marketing – Session B; Operations & Systems – Session B)
5:00 PM – 5:15 PM	Tea Break
5:15 PM – 7:30 PM	Cultural Programme
7:30 PM Onwards	Gala Dinner

DAY 3 (13th APR 2019)

TIME	EVENT
09:00 AM – 10:00 AM	Key Note Address 2 (Title: Decoding Communication through Social Media; Dr. Asha Kaul, Professor, Indian Institute of Management – Ahmedabad)
10:00AM – 10:15 AM	Tea Break
10:15 AM – 11:45 AM	Parallel Technical Session 5 (Business Communication and Gender Studies – Session E; Marketing – Session C; Organizational Behaviour & Human Resources – Session D; Statistics & Economics – Session C) / Virtual Presentations
12:00 PM – 1:00 PM	Valedictory Session
01:00 PM – 2:00 PM	Lunch

Marketing

Marketing Technical Session A

Authors	Affiliation	Title
Nandish Manangi, Sanjeev Padashetty	Alliance University, Bangalore, India	COMPUTING THE VALUE FACTORS INFLUENCING BUYING BEHAVIOR IN ORGANIC FOOD RETAIL
Ray Titus, Alex Fenton, Sejal Valera	Alliance University, Bangalore, India Salford Business School, Salford University, England Institute of Product Leadership, India	DIGITAL AIDED IMAGE CONSTRUCTION: RESEARCH INSIGHTS ON VIRTUAL SOCIAL SELVES
Girish Kumar, Uma Vakadae Ramkumar	Christ University (Deemed to be), Bangalore, India	ASCERTAINING THE KEY OMNICHANNEL RETAIL CAPABILITY PRIORITY FOR TYPICAL FORMATS IN THE CONTEXT OF INDIAN ORGANIZED RETAILERS
N.Viswanadham, Mwita Daniel, Kinogo Ismail	University of Dodoma, Tanzania	THE DETERMINANTS OF HIGHER LEARNING STUDENTS' BANK CHOICE

Marketing Technical Session B

Authors	Affiliation	Title
Ganjikunta Ganesh, Rohith Mittapally	Alliance University, Bangalore, India	UNDERSTANDING THE ATTITUDE AND INTENTION TO USE INTERNET OF THINGS (IOT) TECHNOLOGIES IN INDIA
Ganapati Pola Rama Naga Suryateja, Pasapala Madhava Reddy	Alliance University, Bangalore, India	UNDERSTANDING THE ATTITUDE AND INTENTION TO USE ROBOTIC PETS IN INDIA
G.Abhinaya, N.B.Sunanda, Linga Lenin, Disha Mundada, Naveen Kumar	Alliance University, Bangalore, India	IMPACT OF DIGITAL MARKETING ON ONLINE CONSUMER PURCHASE INTENTION
Divya Panday, Trapti Gupta, Akshay Tak, Sadhay Menon, Nikhil Choudhary, Yugesh Jagtap	Alliance University, Bangalore, India	POLITICAL BRANDING THROUGH SOCIAL MEDIA

Marketing Technical Session C

Authors	Affiliation	Title
Prakash.N, A. Satyanandini	CHRIST (Deemed to be University), Bangalore, India	GLOBAL CHALLENGES AND LOCAL PROSPECTS – MEDICAL TOURISM (INSPIRING POSSIBILITIES AND CHALLENGING JOURNEY)
Sukanya Roy, Sunil Kumar	Indian School of Business, Mohali Alliance University, Bangalore, India	SHIFTING TRENDS IN TRADITIONAL MARKETING ECOSYSTEM: AN ANALYSIS OF YOUTUBE VIDEOS AND CUSTOMER ENGAGEMENT
G.N. Ramachandran, Dolphy M. Abraham	Alliance University, Bangalore, India	ABSORPTIVE CAPACITY AND CLOUD COMPUTING ADOPTION: A REVIEW
Indu Sharma	Alliance University, Bangalore, India	AN EXPLORATORY STUDY ON CHILDREN AS A CONSUMER: FROM INFLUENCER TO DECISION MAKER

Operations & Systems

Operations & Systems Technical Session A

Authors	Affiliation	Title
Rahul Mishra	Alliance University, Bangalore, India	DATA PROTECTION AND PRIVACY ISSUES IN INDIA: LEGAL PERSPECTIVE
Indumathi. R	Presidency College, Bangalore	ESTABLISHING THE LINK BETWEEN TECHNOLOGY AND SUSTAINABLE TRANSPORTATION SYSTEM
Ram Kumar Ganapathi	Alliance University, Bangalore, India	BLOCKCHAIN AND CYBERSECURITY – BENEFITS FOR ORGANIZATIONS
Manohar Kapse, Jayant Sonwalkar	Christ University (Deemed to be), Bangalore, India	MODEL OF A MANAGEMENT PROGRAM AS PERCEIVED BY FACULTY MEMBERS AND STUDENTS

Operations & Systems Technical Session B

Authors	Affiliation	Title
R.R. Alluri	Alliance University, Bangalore, India	EMERGING ISSUES IN CRYPTOGRAPHIC AGILITY
Kota Kumar Surya Sai, Thulasi Mala Venkatesha, Cherishma Nadella	Alliance University, Bangalore, India	UNDERSTANDING PERSONAL FACTORS THAT INFLUENCE THE ATTITUDE AND INTENTION TO USE BLOCKCHAIN TECHNOLOGIES FOR MANUFACTURING, IN INDIA
Karan Mehta, Pruthvi Parsana, Devang Agrawal	Alliance University, Bangalore, India	UNDERSTANDING THE ORGANIZATIONAL FACTORS THAT INFLUENCE THE ATTITUDE AND INTENTION TO USE BLOCKCHAIN TECHNOLOGIES FOR MANUFACTURING IN INDIA

Organizational Behavior & Human Resources

Organizational Behavior & Human Resources Technical Session A

Author	Affiliation	Title
Bharati Rao, S. Anil Kumar, Mihir Dash	Alliance University, Bangalore, India	CAN MOTHER'S EDUCATION MATTER IN STUDENT EMPLOYABILITY?
Ranjith Thavarul Puthiyedath	Alliance University, Bangalore, India	DEPENDENCY ON SOCIAL MEDIA FOR RECRUITMENT, ARE WE EXCLUDING DIVERSITY?
Aniisu K Verghese	Alliance University, Bangalore, India	UNDERSTANDING INFLUENCE OF COMMUNICATION SATISFACTION ON ORGANIZATIONAL IDENTIFICATION AND ORGANIZATIONAL CITIZENSHIP BEHAVIORS: A QUALITATIVE STUDY AMONG KNOWLEDGE WORKERS
H Krishnan, Vivek Anand	East Point Group of Institutions, Bangalore, India Alliance University, Bangalore, India	PROPOSING A MODEL OF INDIVIDUAL LEVEL SUSTAINABLE HRM

Organizational Behavior & Human Resources Technical Session B

Author	Affiliation	Title
Piyali Chakraborty	Pacific Academy of Higher Education and Research University, Rajasthan, India	HOW TRAINING TRANSFER BOOSTS ORGANIZATIONAL GROWTH – A REVIEW BASED PAPER
Akhil Prakash, Christina Jofi	Alliance University, Bangalore, India	OLFACTION AND PERSONALITY TRAITS
Janani Krishnan, Aswathi Nair, Mohanasundaram K	Alliance University, Bangalore, India	THE IMPACT OF DISPOSITIONAL MINDFULNESS ON ACADEMIC PERFORMANCE OF UNDERGRADUATE STUDENTS IN INDIA
Bharati Rao, S. Anil Kumar, Mihir Dash	Alliance University, Bangalore, India	A STUDY ON PSYCHOLOGICAL ATTRIBUTES INFLUENCING UNDERGRADUATE STUDENT EMPLOYABILITY

Organizational Behavior & Human Resources Technical Session C

Author	Affiliation	Title
Bharati Rao, S. Anil Kumar, Mihir Dash	Alliance University, Bangalore, India	GENDER AND EMPLOYABILITY
Asha S	Dayananda Sagar University, Bangalore	REVIEW OF SELF-DETERMINATION THEORY (SDT)
Joseph Roche	Alliance University, Bangalore, India	THE ROLE OF EMPLOYER BRANDING IN EMPLOYEE ENGAGEMENT

Organizational Behavior & Human Resources Technical Session D

Author	Affiliation	Title
Karanam Nagaraja Rao Femina Sayed	Alliance University, Bangalore, India	BUILDING CUSTOMER-CENTRIC ORGANIZATIONS- AN EVOLVING ROLE OF HR
Mihir Dash, SuprabhaBakshi, Shongita Roy, Arpana M	Alliance University, Bangalore, India	MODELLING OF MENTORING NEEDS ASSESSMENT IN IT COMPANIES
Sathiyaseelan Balasundaram, Pratima Verma	Christ University, Bangalore, India Alliance University, Bangalore, India	NISHKAM KARMA: RELATIONSHIP WITH WORKPLACE ENGAGEMENT

Statistics & Economics

Statistics & Economics Technical Session A

Author	Affiliation	Title
Suman Kalyan Ghosh, Subhradev Sen	Alliance University, Bangalore, India	CARING NATURE IN PAPER USAGE: A CHALLENGE IN HIGHER EDUCATION?
Nithya Ramalingam, Bhavna Ranjan Ahuja	Alliance University, Bangalore, India	FINANCIAL DEVELOPMENT-ECONOMIC GROWTH NEXUS IN INDIA
Tejaswinii V. Shende	Pune, Maharashtra, India	DR. BABASAHEB AMBEDKAR'S THOUGHT OF NATIONAL SECURITY WITH ECONOMIC DEVELOPMENT IN INDIA

Statistics & Economics Technical Session B

Author	Affiliation	Title
R.R. Alluri	Alliance University, Bangalore, India	THE NEED FOR ECOSYSTEM SERVICES AND SOLUTIONS TO MEET GLOBAL CHALLENGES
Mihir Dash, Ramanna Shetty	Alliance University, Bangalore, India	SENSITIVITY OF THE GLOBAL TEXTILE & CLOTHING TRADE POST-MFA USING A MODIFIED GRAVITY MODEL
Daniel Kamaru Adamu	University of Jos, Plateau State, Nigeria	EDUCATION SERVICES, HEALTH SERVICES AND SOCIO-ECONOMIC DEVELOPMENT IN UGANDA: A CASE OF KASESE DISTRICT, UGANDA

Statistics & Economics Technical Session C

Author	Affiliation	Title
Sujith P Surendran	Alliance University, Bangalore, India	ACCESS TO ENERGY IN INDIA: AN ANALYSIS OF THE DRAFT NATIONAL ENERGY POLICY 2017
R.R. Alluri	Alliance University, Bangalore, India	CIRCULAR ECONOMY FOR SUSTAINABLE DEVELOPMENT
Sushmitha.V, Vinutha T. N	MES Institute of Management, Bangalore, India	FINANCIAL INCLUSION AND INDEPENDENCE: AN EMPIRICAL STUDY ON WOMEN'S MANTLE IN THE ECONOMY
Aparna R Hawaldar	Christ (Deemed to be University), Bengaluru, India	THE RATIONALITY AND IRRATIONALITY OF FINANCING SOCIAL ENTERPRISES

Business Communication & Gender Studies

Business Communication & Gender Studies Technical Session A

Author	Affiliation	Title
Subrata S Satapathy	Utkal University, Bhubaneswar, Odisha, India	CREATING A BARRIER FREE SPACE FOR DIGITAL EMPOWERMENT OF WOMEN: A STUDY IN RURAL ODISHA
Dolon Ray	Chhatna Chandidas Mahavidyalaya, West Bengal, India	THE CHURNING OF ARTIFICIAL INTELLIGENCE THROUGH A LITERARY CASE-STUDY
Madhubrata Bhattacharyya	Department of English, Jadavpur University, India	WOMEN, WORKPLACE AND THE SUBVERSION OF EXPECTATION IN SAYAKA MURATA'S CONVENIENCE STORE WOMAN
Swati Pal	Janki Devi Memorial College, University of Delhi, India	REWRITING THE EPICS: UNGENDERING SPACES?

Business Communication & Gender Studies Technical Session B

Author	Affiliation	Title
Rumpa Das	Maheshtala College, West Bengal, India	KANYASHREE PRAKALPA IN WEST BENGAL - MERGING HUMAN DEVELOPMENT, INCLUSIVITY AND GENDER
Reena Raj, Naveen Ananda Kumar J	Christ (Deemed to be University), Bengaluru, India	ANALYSIS OF MAJOR CRIME AGAINST WOMEN IN INDIA FROM 2008-2016
Arnab Ray	Rabin Mukherjee College, Kolkata, India	USE OF AUTHENTIC MATERIALS FOR COMMUNICATIVE LANGUAGE TEACHING

Business Communication & Gender Studies Technical Session C

Author	Affiliation	Title
R. Ragu Prasadh	Loyola Institute of Business Administration, Chennai, India	THE ROLE OF ECOFEMINISM IN ENVIRONMENTALLY-RELATED CONSUMPTION
Mangalagouri.V.Manavade	NMKRV College, Bangalore, India	INSTITUTIONALIZING 'GENDER AND WOMEN'S STUDIES' IN INDIAN UNIVERSITIES
J. Joseph Durai Selvam	Christ University, Bangalore, India	BARRIERS IN ICT ENABLED TEACHING: AN EXPLORATORY STUDY
Maria Justina Grey	Nalla Narasimha Reddy Group of Institutions, Hyderabad	LINGUISTIC FACTORS AFFECTING WRITING SKILLS OF COLLEGE LEARNERS IN OMAN

Business Communication & Gender Studies Technical Session D

Author	Affiliation	Title
Aadrita Biswas	Alliance University, Bangalore, India	IMPRACTICALITY OF GENDERED NORMS
Aswathi Nair	Alliance University, Bangalore, India	THE IMPACT OF EMERGENT GROUPS IN SOCIAL MEDIA FOR DISASTER MANAGEMENT IN THE CONTEXT OF KERALA FLOODS.
Rajendra. N, Sudeshna Mukherjee	University of Bangalore, Bangalore, India	EMPOWERING POTENTIAL OF TECHNOLOGY ENABLED ASSISTIVE STUDY MATERIAL: A CASE STUDY OF BRAILLE RESOURCE CENTRE, BANGALORE UNIVERSITY
Sabina Zacharias	Alliance University, Bangalore, India	REFIGURING HISTORY, HISTORIOGRAPHY AND LEGEND: THE POLITICS OF SUBVERSION ~ REREADING THE LEGENDS OF KERALA: THE POLITICS OF LEGEND MAKING

Business Communication & Gender Studies Technical Session E

Author	Affiliation	Title
Jaya Sarkar	Birla Institute of Technology and Science- Pilani, Hyderabad Campus, India	AESTHETICIZING THE CYBORG ENTITY: SHOWING AND TELLING THE POSTHUMAN IN SHELLEY JACKSON'S PATCHWORK GIRL
Sridevi Kannan		INCLUSION OF WOMEN IN FUNERAL RITES OF HINDUISM A CATALYST FOR EMPOWERMENT
Arkapravo Banerjee	Saroj Mohan Institute of Technology, India	TEACHING TO SPEAK WITHOUT TLMS: SELECT METHODOLOGIES
Rashmi R Shet, Pratima Verma	Alliance University, Bangalore, India	SPIRITUAL INTELLIGENCE AND "SUPERMOM SYNDROME" A STUDY ON MENTAL HEALTH OF A WORKING MOTHER

Finance

Finance Technical Session A

Author	Affiliation	Title
Suresh Naidu Boddu	JSS Academy of Technical Education, Bangalore, India	ARE INDIAN PUBLIC SECTOR BANKS POOR IN MANAGING CREDIT RISK?
Nikitha Neelappa. S, Karthigai Prakasam C	Christ University, Bangalore, India	FINANCIAL LITERACY AMONG URBAN STREET VENDORS
M.S. Prathibha Raj	Indus Business Academy, Bangalore, India	A STUDY ON EFFECTIVE IMPLEMENTATION OF BASEL III NORMS IN INDIAN BANKS AND RISK MANAGEMENT PRACTICES - WITH SPECIAL REFERENCE TO PRIVATE SECTOR BANKS

Finance Technical Session B

Author	Affiliation	Title
Mareena Mathew	CHRIST (Deemed to be University), Bangalore, India	QUALITY OF EARNINGS – AN EMPIRICAL STUDY ON INDIAN AUTO SECTOR
Pooja Gupta	Alliance University, Bangalore, India	SHAREHOLDING PATTERN AND CORPORATE PERFORMANCE IN SELECT INDIAN COMPANIES
George Mathew	St. Xavier's College, Mumbai, India	GST AND IT' S IMPACT ON MICRO, SMALL AND MEDIUM ENTERPRISES AND SMALL TRADERS

Virtual Presentations

Author	Affiliation	Title	Stream
Asijit Datta, Chitragada Deb	The Heritage College, Kolkata, India Shri Shikshayatan College, Kolkata, India	CADAVERS, TRANSACTIONS AND BIRTH OF KNOWLEDGE: SCANNING DISPOSABLE BODIES IN PADMANABHAN'S HARVEST AND THE VISIBLE HUMAN PROJECT	Business Communication & Gender Studies
Anindita Das	The University of Burdwan, India	REPRESENTATION OF THE MALE DANCING BODY IN 21ST CENTURY BOLLYWOOD: ITS CREATION AND RECEPTION	Business Communication & Gender Studies
Ananta Geetey Uppal	Galgotias University, Greater Noida, India	SCOPE AND LIMITATIONS OF VARIOUS METHODS OF ELT WHILE TEACHING PROPOSAL WRITING	Business Communication & Gender Studies
Karthik S		PERFORMANCE EVALUATION OF MUTUAL FUNDS BASED ON DELTA OF RETURN AND RISK A PERSPECTIVE INFLUENCED BY COMPONENTS OF PROSPECT THEORY- IN THE CONTEXT OF INDIAN EQUITY MUTUAL FUNDS	Finance