

6th International Conference on Sustainability and Management Strategy (ICSMS 2019)

September 27-28, 2019

Centre for Sustainability Growth and Development

Institute of Management Technology Nagpur

PROGRAM SCHEDULE

Day 1 - September 27, 2019 (Friday)

08:45 AM – 09:45 AM	Breakfast(Venue:Gallery Outside Tiered 3 & 4)
09:00AM – 10:00 AM	Registration (Venue:Sunshine Gate)
Inaugural Session (Venue: LRC – Learning Resource Center)	
10:00 AM – 10.15AM	Lighting of Lamp and Saraswati Vandana
10.15AM – 10:25 AM	Welcome Address by Dr.Gajavelli VS, Conference Chair, ICSMS 2019
10:25 AM – 10:35AM	Inaugural Address by Dr. Subhajit Bhattacharyya, Director, IMT Nagpur
10:35AM– 10:45 AM	Introduction to Invited Speakers by Dr. Abhishek Narain Singh, IMT Nagpur
10:45 AM – 11.35AM	<p>Keynote Address : “<i>Ecological Economics of Environmental and Human Management: An ADAM (Accretion of Data and Modulation) and EVE (Environmentally Viable Engineering Estimates) Analysis</i>”</p> <p>Dr. Jai Shankar Pandey, IIT Kharagpur Alumnus, Chief Scientist, Head-Centre for Climate Sustainability & Skill Development, Council of Scientific & Industrial Research-National Environmental Engineering Research Institute (CSIR – NEERI), Nagpur.</p>
11:35 AM – 11:45AM	Concluding Remarks and Vote of Thanksby Dr. Gajavelli VS
11:45 AM – 12:00 AM	Group Photo and Tea Break (Venue: Gallery Outside Tiered 3 & 4)
12:00 AM – 01:20 PM	Track – 1 : Sustainability and Business Strategy (Venue: Tiered - 3)
	Track Chairs: Dr. N. Y. Phadnis & Dr. P. Mary Jeyanthi
	<p>Paper 1: CRM: A Strategic Imperative for New Age Banks <i>Authors: Bibhuti Bhusan Acharya</i></p> <p>Paper 2: Environmental Laws And Sustainability Development <i>Authors: Aryan Rawal, Alok Shukla, Abhik Sidhu</i></p> <p>Paper 3: Sustainability in Agricultural Inputs <i>Authors: Raghav Sinha, Tilak Raj Upadhyay</i></p> <p>Paper 4: Sustainability Adoption in Production and Manufacturing</p>

	<i>Authors: Bhawesh Garg, Nidhi Khandelwal, Rohit Verma</i>
01:20 PM – 02:05 PM	Lunch Break (<i>Venue: Gallery Outside Tiered 3 & 4</i>)
2.05 PM – 3.25 PM	Track – 2 : Sustainability, Entrepreneurship & Technology (Venue: Tiered - 3)
	Track Chairs– Dr. C. V Chalapati Rao & Dr. Gajavelli V S
	<p>Special Speaker: Dr. Jennifer D Alford, CSUSB <i>“Exploring geospatial applications for identifying water quality impairments across a heterogeneous river basin”</i></p> <p>Paper 1: Sustainable Entrepreneurship <i>Authors: Sudeep Shrivastava</i></p> <p>Paper 2: Sustainable Entrepreneurship - Importance And Need Of Young Entrepreneur <i>Authors: Priyadarshani Vinay kumar Keshtty</i></p> <p>Paper 3: Agri-Preneurship: Challenges and Opportunities for Sustainable Development <i>Authors: Shivani Katakwar (Hatewar)</i></p> <p>Paper 4: Plantable Seed Paper <i>Authors: Ashray Deolikar, Nishant Tiwary, Melson Eapen</i></p>
3.25 PM – 3.40 PM	Tea Break - (<i>Venue: Gallery Outside Tiered 3 & 4</i>)
3.40 PM – 5.00 PM	Track - 3 : Sustainability and Marketing (Venue: Tiered - 3)
	Track Chairs– Dr. T K Chatterjee & Dr. Sarbjit Singh
	<p>Paper 1: Green marketing – Marketing in the Age of Sustainability <i>Authors: Aryan Singh, Jasraj Nihal Bhatia</i></p> <p>Paper 2: External benchmark based lending rates: Whether an effective panacea for quick rate-cut transmission by banks? <i>Authors: D N Panigrahi</i></p> <p>Paper 3: A Study on Buying Behavior of Indian Consumers <i>Authors: Siddhesh Asatkar, Archiman, Anushka Vaidya</i></p> <p>Paper 4: Green Marketing</p>

	<p><i>Authors: Ankita Singh</i></p> <p>Paper 5: Green Marketing- marketing in the age of sustainability <i>Authors: Debashish Karmakar</i></p>
05:00 PM – 05:15 PM	Tea Break (Venue: Gallery Outside Tiered 3 & 4)
05:15 PM – 05:45 PM	Brainstorming Session on Sustainability Networking(Venue: Tiered 3) Centre for Sustainability, Growth and Development (CSGD), IMT Nagpur Panel: Dr. C.V. Rao, Dr. P. Mary Jeyanthi, Dr. Abhishek Narain Singh, Prof. Sayan Banerjee & Dr. Gajavelli.
07:00 PM – 08:00 PM	Cultural Event by CSGD Student Managers Team (Venue: Learning Resource Centre)
08:00 PM	Conference Dinner(Venue: Faculty Mess)

Day 2 - September 28, 2019 (Saturday)

08:45 AM – 09:45 AM	Breakfast(Venue: Gallery Outside Tiered 3 & 4)
09:00 AM – 10:00 AM	Registration (Venue: Sunshine Gate)
10:00 AM – 11:20 PM	Track - 4 : Sustainable practices in IT & General Management (Venue: Tiered - 3)
	Track Chairs- Dr. Veena Pailwar & Dr. Chalapati Rao
	<p>Invited Speaker: Dr. Breena Coates, Professor Emeritus of Global Strategy & Sustainability, Chairperson- School of Management Studies, California State University San Bernardino, CA, United States.</p> <p>Paper 1: Yulu: Providing A Sustainable Solution for Urban Micro-mobility <i>Authors: Tanmay Murugkar, Shrirupa Baidya Roy, Dr. Abhishek N. Singh</i></p> <p>Paper 2: Preference of New-age Viewership vis-a-vis OTT Services: An Exploratory Study <i>Authors: Sanjay Kumar Jena, Rabi Narayan Patnaik</i></p> <p>Paper 3: A Case Study On Grid Integrated Microgrid System <i>Authors: Pratik Raut, Saurabh Shelke, Poornima Rao, Prajakta Makhi, Lijo Abraham</i></p> <p>Paper 4: AI and Machine Learning in Talent Acquisition <i>Authors: Supriya D. Paigude</i></p>
11.20 PM – 11.30 PM	Tea Break (Venue: Gallery Outside Tiered 3 & 4)
11.30 PM – 12.50 PM	Track - 5 : Sustainability in Employment Generation and Practices

	Organizations (Venue: Tiered - 3)
	Track Chairs- Prof. Sayan Banerjee & Dr. Jasbir Singh Matharu
	<p>Special Speaker: Prof. Sayan Banerjee <i>“Economic Sustainability – Addressing the Issue of Income Inequality”</i></p> <p>Paper 1: Sustainable Development - Impact Assessment Study Of S.E.Z. <i>Authors: Shashank Shende</i></p> <p>Paper 2: Spirituality, Sustainability and Responsible Organizations <i>Authors: Harshita Kajaria, Simran Madaan</i></p> <p>Paper 3: Sustainability of human resource in an organization <i>Authors: Bharat Phulwani</i></p> <p>Paper 4: Sustainability of the business and employment generation in the field of UPVC widows <i>Authors: Adarsh Sharma, Purwa Verma , Dr.P. Mary Jeyanthi</i></p>
12:50 PM – 01:45 PM	Lunch Break (<i>Venue: Gallery Outside Tiered 3 & 4</i>)
01:45 PM – 03:05 PM	Track - 6 :Sustainability & Economic Development (Venue: Tiered - 3)
	Track Chairs – Dr. C. V. Chalapati Rao & Dr. Gajavelli VS / Dr. Kulbir Singh
	<p>Paper 1: Ensuring sustainability in Retail: A study of initiatives taken by LEED certified Green Mall (Mall of India, Noida) <i>Authors: Abhilasha Singh Upadhyaya, Arun Kumar Deshmukh</i></p> <p>Paper 2: Economic Growth, Energy Consumption & Carbon Dioxide Emissions : Evidence For Developing Countries <i>Authors: Gunjan Dwiwedi</i></p> <p>Paper 3: The sustainability of employment with the increasing indispensability of technology <i>Authors: Huner Shukla</i></p> <p>Paper 4: Sustainability in Banking System <i>Authors: Anshul Jaiswal, Diksha Sehgal</i></p> <p>Paper 5: Appropriation of Sustainability Functions to Gain Strategic Advantage in a Supply</p>

	chain: A Suppliers Perspective <i>Authors: Anup Kumar, S. Srivatwa</i>
03:05 PM – 03:20 PM	Tea Break (Venue: Gallery Outside Tiered 3 & 4)
Valedictory Session (Venue: Tiered 3)	
03:30 PM – 04:45 PM	<p>Valedictory Address: Dr. C V Chalapati Rao, Freelance consultant on Environmental Management & Senior most Ex-Chief Scientist, Council of Scientific & Industrial Research- National Environmental Engineering Research Institute (CSIR – NEERI), Nagpur.</p> <p>Concluding Remarks: Dr. Janaki Ramudu, Dean – Academics, IMT Nagpur.</p>
04:45 PM – 05:00 PM	Certificate Distribution and Best Paper Award
	Vote of Thanks
05.00 PM	High Tea (Venue: Gallery Outside Tiered 3 & 4)
