

18TH NATIONAL CONFERENCE
GJ-NatConMITE
— 2 0 2 1 —

**NAVIGATING THE NEW NORMAL:
RETHINKING BUSINESS IN A CHANGING WORLD**
WEDNESDAY, 13TH OCTOBER 2021

Venue:  zoom

Tentative Presentation Schedule

9:15 am - 9:45 am Log-in Process Meeting ID: 840 783 4954 Pass Code: 12345

10:00 am – 12:00 pm Parallel Technical Tracks for Paper Presentation

Research Track on Strategic Management (Finance/Economics and Marketing)

- **Social and Political Connections and Access to Credit: Evidence from Micro-enterprises in India**
Malik Altaf Hussain, Centre for Economic Studies and Planning (CESP), Jawaharlal Nehru University, New Delhi
- **Investigating The Influence of Social Media Influencers on Consumer Decision Making Process of Plurals and Millennials**
Lovedeep Sidhu, I.K. Gujral Punjab Technical University, Kapurthala, Punjab
Dr. Ramandeep Saini, Chandigarh Group of Colleges, Landran, Punjab
- **A Holistic Perspective of Customer Satisfaction Towards Green Banking Practices**
Rimple Sharma, I.K. Gujral Punjab Technical University, Kapurthala, Punjab
Dr. Rajni Sofat, Guru Nanak Institute of Management & Technology, Ludhiana, Punjab
- **Hotel Digital Marketing as a tool to enhance Competitive Effectiveness – Post COVID-19: Model Revisited**
Sarthak Chourasia, SYNA, International College of Management Studies, Katni, Madhya Pradesh
Dr. Sukhmeet Kaur, School of Management (UG), MIT World Peace University, Pune, Maharashtra
- **Competing in COVID Era by Adopting Defensive Marketing**
Amit Kumar, Jaypee University of Information Technology, Solan, Himachal Pradesh
Anupriya Kaur, Jaypee University of Information Technology, Solan, Himachal Pradesh
- **Corporate Disclosure and Firm Performance- Evidence from India**
Rekha Rathor, S. D. Institute of Management & Technology, Yamunanagar, Haryana
- **Impact of Transportation Development on Economic Growth: A Bibliometric Analysis**
Nidhi Sareen, UIAMS, Panjab University, Chandigarh
Dr. Monika Aggarwal, UIAMS, Panjab University, Chandigarh

Research Track on Human Resource Management

- **Investigation of impact of employee silence in Private hospitals-A Structural Equation Modeling Approach**
Jaspreet Kaur, Chandigarh University, Gharuan, Punjab
Dr. Rupali Arora, Chandigarh University, Gharuan, Punjab
- **Organizational Trust and Employee Silence among nurses in Private hospitals**
Jaspreet Kaur, Chandigarh University, Gharuan, Punjab
Dr. Rupali Arora, Chandigarh University, Gharuan, Punjab

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• **Transformation of Human Resource Management in Post Covid Era: A Systematic Approach to 8 Box Model**
Debadrito Saha, Symbiosis Institute of Business Management, Pune, Maharashtra

• **The Moderating Influence of Gender Differences in E-recruitment Adoption**

Davinder Kaur, I.K. Gujral Punjab Technical University, Kapurthala, Punjab
Rajpreet Kaur, I.K. Gujral Punjab Technical University, Kapurthala, Punjab

• **Investigating Students' Perception towards Employability from Higher Education Institutes of Punjab Region**

Venus Kalra, I.K. Gujral Punjab Technical University, Kapurthala, Punjab
Dr. Rohan Sharma, I.K. Gujral Punjab Technical University, Kapurthala, Punjab

• **Intellectual Capital and Firm Performance: A Systematic Literature Review**

Deeksha Bhola, UIAMS, Panjab University, Chandigarh
Dr. Meena Sharma, UBS, Panjab University, Chandigarh
Dr. Monika Aggarwal, UIAMS, Panjab University, Chandigarh

• **Emerging Practices of Corporate Social Responsibility in India**

Shaifali Gupta, I.K. Gujral Punjab Technical University, Kapurthala, Punjab
Dr. Rajni Sofat, Guru Nanak Institute of Management & Technology, Ludhiana, Punjab

Research Track on Information Technology

• **Brands Gamified: Concept, Applications and Challenges**

Suzanee Malhotra, Shaheed Bhagat Singh Evening College, University of Delhi, New Delhi

• **Risk Mitigation Strategies for Cloud Data Security in IT and ITES Sector during COVID-19**

Remya Nair, University of Mysore, Mysore, Karnataka

• **Recommender Systems: Machine Learning Techniques**

Shreya Sharda, Punjabi University, Patiala, Punjab
Dr. Gurpreet Singh Josan, Punjabi University, Patiala, Punjab

• **Conclusive Assessment & Digital Footprint in Equipment Maintenance in Government managed Hospital in India**

Ashu Krishna, Centre for Development of Advanced Computing, Noida, Uttar Pradesh
Satyajit Rath, CSIR - Institute of Minerals & Materials Technology, Bhubaneswar, Odisha
Ashwini Mishra, Centre for Development of Advanced Computing, Noida, Uttar Pradesh
Praveen Kr. Srivastava, Centre for Development of Advanced Computing, Noida, Uttar Pradesh

• **Open Source Based Flexible Report Writer, A Designer's Perspective**

Ashu Krishna, Centre for Development of Advanced Computing, Noida, Uttar Pradesh
Satyajit Rath, CSIR - Institute of Minerals & Materials Technology, Bhubaneswar, Odisha
Ashwini Mishra, Centre for Development of Advanced Computing, Noida, Uttar Pradesh

12:00 pm – 12:30 pm Tea/Coffee Break

12:30 pm – 1:40 pm Inaugural Session