

## CERE 2024 Event Schedule

CERE 2024 Event Schedule				
	31-05-2024 (Friday)	01-06-2024 (Saturday)	02-06-2024 (Sunday)	
8:00 AM to 9:00 AM	Breakfast & Registration	Breakfast	Breakfast	
9:00 AM to 10:00 AM			<b>Tracks</b>  <b>Venue: D &amp; E Block</b>	
10:00 AM to 11:00 AM	<b>Inauguration Ceremony</b> <b>Venue - Old Auditorium</b>  Lighting Lamps - 5mins Director's Address - 10min Felicitation of speakers - 5 min DPM Chair's Address - 5 mins Break for Tea & Refreshments - 25 mins	"Prof Samrat Gupta (Social Network Analysis & Applications)"  <b>Venue - F201, Academic Block</b>		
11:00 AM to 12:00 PM	Prof. Sayantan Banerjee (High-dimensional Statistical Inference: Challenges and Solutions)"	Lunch		Lunch
12:00 PM to 01:00 PM	<b>Venue - F201, Academic Block</b>			
01:00 PM to 02:00 PM	Lunch			
02:00 PM to 03:00 PM	Lunch			
03:00 PM to 04:00 PM	Prof. Soudeep Deb (A Workshop on Sports Analytics)  <b>Venue - F203, Academic Block</b>	Prof Ramadhar Singh Understanding & Pursuing Research  <b>Venue - F203, Academic Block</b>	Valedictory Ceremony  DPM Chair Address - 5mins Dean Address - 10mins Felicitation (Best Paper Awards) by Director - 5mins Certificates to Organizing Team - 10mins Vote of Thanks - 5mins  <b>Venue - F203</b>	
04:00 PM to 05:00 PM				
05:00 PM to 06:00 PM				
06:00 PM to 07:00 PM				
07:00 PM onwards		Gala Dinner  <b>Venue - Events Court</b>		

**CERE 2024 Track Schedule**

Area	Track Details	Name	Name of Institution/ Organization	Title of the Paper	Start Time
OBHR	Track 1	Rakesh Naik Vadithe	Maulana Azad National Institute of Technology-Bhopal	Influence of HR analytics on employee job engagement, workforce motivation and organizational performance in the IT sector: A mediation analysis	9:00 AM
	Track Chair	Dr. Dinesh Panchal	Institute of Management, Nirma University	Relationship between Personal Values and Knowledge Hiding: Moderating Effect of Social Capital	9:20 AM
	<b>Prof Varun Sharma</b>	Anju Mehta	North Carolina A&T State University	Filling the Learning Gaps: A Readiness-Based Model of Training Effectiveness	9:40 AM
	E-101	Prerna Panda	Indian Institute of Management Raipur	Linking organizational virtuousness and employee's subjective well-being: the mediating role of employee resilience, agility, and moderating role of collectivism	10:00 AM
		RAJULA ABDUL RASHEED	MES Mampad College	Gender barriers in career progression to managerial positions: the case of Indian female employees	10:20 AM
	Track 2				
	Track Chair	Arpita Goyal	Indian Institute of Management, Indore	Impact of Talent Management Practices on Organization Commitment through Pay Satisfaction as Mediator	11:00 AM
	<b>Prof Kajari Mukherjee</b>	Ms. Deepika Soni	Dr. Ambedkar Institute of management Studies and Research, Nagpur	AI and Employee Performance: A Review and Future Agenda	11:20 AM
	E-101	Vivek Vohra	Indian Institute of Management, Ranchi	Screen, Sleep, Repeat: Modelling enablers of Virtual Working lifestyle in Industry 5.0	11:40 AM
		Ruchi Sao	Institute of Management, Nirma University, Ahmedabad	Impact of social networking addiction on anxiety, stress and depression levels and relation to authentic personality among Generation Z	12:00 PM

<b>MM</b>	Track 1 <i>Track Chair</i> <b>Prof Sanjeev Tripathi</b> D-103	<b>Name</b>	<b>Name of Institution/ Organization</b>	<b>Title of the Paper</b>	<b>Start Time</b>
		Namrata Ladha	Devi Ahilya Vishwavidyalaya (DAVV)	Purchase Intention of Digital Content Consumers: Role of Customer Engagement	9:00 AM
		Ann Maria Kurian	School of Management Studies, CUSAT	The Effects of 'Cause Involvement' in Cause-Related Marketing Campaigns: An Experimental Study	9:20 AM
		Srishti Bachwani	IIM lucknow	Reducing Food Waste through Instagram: Analyzing Influencer Communication Strategies	9:40 AM
		Ashima Agrawal	Jaipuria Institute of Management, Jaipur	Cracking the Meme Code: Exploring Effective Content Strategies for Marketing on Instagram	10:00 AM
	Track 2  <b>Prof. Ashish Sadh</b> <i>Track Chair</i> D-101	<b>Name</b>	<b>Name of Institution/ Organization</b>	<b>Title of the Paper</b>	<b>Start Time</b>
		Sandip Trada	Institute of Management, Nirma University	Suppliers sustainable supply chain practices and performance: role of buyers mentoring and monitoring strategies	9:00 AM
		Tejas Shah	SIBM-Nagpur, Symbiosis International University	Impact of Digital Human Avatar Influencer realism on consumer engagement and attachment: Context of responsible branding	9:20 AM
		Prof. Anand Thakur	Central University of Punjab	Mental Well-being Matters: Unveiling the Interplay between Tourism Experiences and Revisit Intention	9:40 AM
		Kiran Kumari	IIM Bodh Gaya	Sensory Engagement in Hospitality and Tourism to elevate consumption experience: A Synthesis and Conceptual Framework	10:00 AM
	Track 3  <b>Prof. Deepa Halder</b> <i>Track Chair</i> D-103	<b>Name</b>	<b>Name of Institution/ Organization</b>	<b>Title of the Paper</b>	<b>Start Time</b>
		Dr Meera K L	Centre of Management Studies, Jain (deemed-to-be) University	Impact of Purchasing buying behavior of B2B Marketers on Intention to use through Trust and Satisfaction	11:00 AM
		Muskan Chaurasia	National Institute of Technology, Rourkela	An empirical analysis of masstige sustainable brands: A PLS-SEM approach	11:20 AM
		VIKRANT SINGH	National Institute of Technology, Rourkela, Odisha	Sustainability in Digital Transaction: Exploring the Factors Influencing Acceptance of CBDC Payments for Environmentally Friendly Financial Practices	11:40 AM
		Purva Agarwal	Malaviya National Institute of Technology, Jaipur	From Crisis to Conscious Consumption: Unveiling the Influence of Sustainable Values on Post-COVID-19 Purchase Intentions for Personal Care Products in India	12:00 PM

<b>MM</b>	Track 4	<b>Name</b>	<b>Name of Institution/ Organization</b>	<b>Title of the Paper</b>	<b>Start Time</b>
		Anurag Lala	IMS Ghaziabad (University Courses Campus)	A Systematic Review of Experimental Designs Used to Measure the Effectiveness of Emotional Appeals in Marketing Campaigns	11:00 AM
	<b>Prof. Jayasimha K. R.</b>	ADITYA RANJAN	VINOD GUPTA SCHOOL OF MANAGEMENT-IIT KHARAGPUR	Impact of Cognitive Dissonance on Attitudinal Loyalty and Behavioural Loyalty	11:20 AM
		Track Chair	Nitin Kumar Saxena	Jaipuria School of Business, Ghaziabad, India	Effect of Social Media Marketing on Students' Behavioral and Emotional Response: Mediating Role of University Brand Equity
	D-101	Ashish Rawat	Jaipuria School of Business	Social Media's Influence on Students' University Choice: The Mediating Function of Customer-Based Brand Equity	12:00 PM
		Prof. Anand Thakur	Central University of Punjab, Bathinda	Pathways Towards Sustainability: Empowering Higher Education Institutions Through SDG-4 Adoption	12:20 PM

<b>Economics &amp; Public Policy</b>	Track 1	<b>Name</b>	<b>Name of Institution/ Organization</b>	<b>Title of the Paper</b>	<b>Start Time</b>	
		Track Chair	Soumyaranjan Mukherjee	IIT Madras	Is there any positive externality that a literate member of a household can share? Measurement of the Intra-household Externality of Literacy: An Indian Household Level Analysis	9:00 AM
	<b>Prof. Rayees Ahmad Sheikh</b>	Apra Sinha	Department of Finance and Business Economics University of Delhi South Campus	Digitalisation and material well-being at household level*	9:20 AM	
		E-103	Dr Ritu Rani	Sir Chhotu Ram Government College for Women, Sampla (Rohtak) Haryana	Does Human Development reduce Homicide? An Econometric Enquiry	9:40 AM
	Track 2	<b>Name</b>	<b>Name of Institution/ Organization</b>	<b>Title of the Paper</b>	<b>Start Time</b>	
		Track Chair	Dr. Vijeta Singh	MIT World Peace University	Understanding the Dynamics of Macroeconomic Impacts on Renewable Energy Production in India- The VECM-Based Approach	10:30 AM
		<b>Prof. Indrajit Thakurata</b>	Tanishq Prabhu	Christ University, Lavasa, Pune	Sleep Patterns and Demographic Correlates: A Comparative Study of Mumbai and Pune Urban Populations	10:50 AM
			E-103	Gourab Chatterjee	Jaipuria Institute of Management, Noida	Unveiling Hidden Patterns in Electoral Financing: An Analysis of Electoral Bond Data using Machine Learning and Python

Entrepreneurship					
	Track 1	Name	Name of Institution/ Organization	Title of the Paper	Start Time
	Track chair <b>Prof. Punyashlok Dwibedy</b> D-201	Manoj Kumar	IIM Indore / STMicroelectronics	CorFabLabs: A new typology of Innovation Units within organizations to foster Innovation Culture	9:00 AM
		Pratima S. Shet	Social work	Sustainable Livelihoods for Marginalized Women: Unveiling the Role of Necessity Entrepreneurship	9:20 AM
		Geetha Krishnan	Indian Institute for Human Settlements	Are family resources a mixed blessing for women entrepreneurs? A work-family interface exploration	9:40 AM
	Track 2	Name	Name of Institution/ Organization	Title of the Paper	Start Time
	Track Chair	Dr. Arjyalopa Mishra	National Law University, Odisha	Geographical Indications and its Implications on Creating Sustainable Interventions in promoting Rural Entrepreneurship: Unlocking the commercial potential of Odisha Handicrafts	10:30 AM
	TBD	Ansita Aggarwal	Institute of Management, Nirma University	Journey of Women Entrepreneurship in India: Navigating through the stages of Feminist Identity Development Theory (FIDT)	10:50 AM
	D-201	Dr. Shruti Verma	Symbiosis Centre for Media & Communication, Symbiosis International (Deemed University), Pune	Harmonizing Homo-Economicus and Homo-Reciprocans: A Review on Unlocking Corporate Entrepreneurship Potential	11:10 AM

Information Systems					
		Name	Name of Institution/ Organization	Title of the Paper	Start Time
	Track 1	Yajush	IIM Indore	A New Algorithm for LU Factorization through Fast Matrix Multiplication	9:00 AM
	Track Chair <b>Prof. Saurabh Kumar</b>	Manish Kumar	Indian Institute of Management, Lucknow	Cloud Adoption in Healthcare Organizations - A Systematic Literature review	9:20 AM
		Latika Singh	U.P. Institute of Design, Noida	Leveraging Data Science and Analytics for Sustainable Industry 5.0 Transformation: A Pathway to ESG-based Management	9:40 AM
D-203	Rishi Kumar Srivastva	The ICFAI University Jharkhand	OPTIMIZATION OF INFORMATION PROPAGATION DELAY IN PEER-TO-PEER NETWORKS FOR SECURING PUBLIC LEDGER (BLOCKCHAIN) IN BITCOIN (CRYPTOCURRENCY)	10:00 AM	

OM & QT		Name	Name of Institution/ Organization	Title of the Paper	Start Time
	Track 1	Aparna Choudhary	Alliance University	Analysing the critical factors influencing the transition from Industry 4.0 to Industry 5.0 Practices in SME for attaining sustainable development: An emerging economy context	9:00 AM
	Track Chair	Shiavm Sanjay Gir	Sanjivani college of engineering Kopargaon, Ahmednagar, Maharashtra	Assessing the Effect of Supply Chain Integration Levels on the Performance of Indian Logistics Companies	9:20 AM
	<b>Prof. Hasmukh Gajjar</b>	Rajanish Chandra	IIM Bodh Gaya	Optimal pricing and Quality Decision in the Grey Market and Counterfeit Supply Chain with consumer anticipated regret	9:40 AM
	E-201	Dr. Dinesh Panchal	Nirma University	Developing an I4.0 Framework as the Foundation: Charting the Path to Industry 5.0	10:00 AM
	Name	Name of Institution/ Organization	Title of the Paper	Start Time	
Track 2	Purushottam Meena	College of Charleston, USA	Metaverse Implementation in Supply Chains: Analyzing the Impact on Stock Market Returns	11:00 AM	
Track Chair	Satyajit Kamila	IIM Indore & KIIT School Of Management(KSoM).KIIT DU	Identification and analysis of adoption barriers of Government E-Marketplace (GeM) portal in India	11:20 AM	
<b>Prof. Omkar D Palsule Desai</b>	Chetna Chauhan	Universidad de los Andes	Building Climate Resilience in Rural Economies with Sustainable Agriculture Supply Chains	11:40 AM	
E-201	nidhin kurian john	Aditya Birla fashion retail limited	A Detailed analysis of Circular Economy and Climate strategy in Fashion industry	12:00 PM	

		Name	Name of Institution/ Organization	Title of the Paper	Start Time
		Track 1	Dr. Ranjeet Kumar Mishra	CHRIST (Deemed to be University), Delhi NCR Campus	Does Corporate Sustainability Affect the Financial Performance of Indian Firms?
<i>Track Chair</i>	RADHIKA	CENTRAL UNIVERSITY OF HARYANA, MAHENDERGARH	"Financing the Energy transition: A Bibliometric analysis on Past, Present, and Future trends"	9:20 AM	
<b>Prof. K. Kiran Kumar</b>	sravani bharandev	Birla Institute of Science and Technology Pilani, Hyderabad	Time Horizons and Profitability: Exploring Momentum and 52- Week High Investing	9:40 AM	
E-203	Dr. Parthvi Rastogi	Manipal University, Jaipur	Analysing the impact of corporate governance determinants on Integrated Reporting quality: insights from Indian listed companies	10:00 AM	
		Name	Name of Institution/ Organization	Title of the Paper	Start Time
Track 2	Dr. Priya Makhija	JAIN (Deemed-to-be University) Center for Management Studies	Sustainable Wealth: Empowering Women in the Stock Market through AI-Driven Technologies	10:40 AM	
<i>Track Chair</i>	Diwahar Sunder Nadar	IIM Sambalpur	Financial Shenanigans, Value and Stock Performance	11:00 AM	
<b>Prof Surya Bhushan (Co-chair)</b>	Harshita Srivastava	Amity University, Uttar Pradesh, India	Heuristic Biases as Mental Shortcuts to Investment Decision- Making of Working Women Investor: A Mediation Analysis of Financial Risk Tolerance	11:20 AM	
<b>Prof Udayan Sharma (Co-chair)</b>	Urvashi Khandelwal	IIM Udaipur	Corporate Innovation and Emission Reduction Target Disclosure	11:40 AM	
E-203	Suhasini Jain	Amity University	Mapping of clean and dirty energy with digital assets: A bibliometric analysis	12:00 PM	

F & A