

**CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA(CIMP)
NATIONAL CONFERENCE ON ISSUES IN EMERGING MARKETS
11TH DECEMBER, 2017**

PROGRAMME SCHEDULE

Time	Programme	Venue
8: 30-9:30	Registration	Auditorium lobby
9:30AM -10:00AM 10:00AM-10:45AM	Inauguration and Welcome address by Director CIMP Chief Guest-CEO Jeevika, Mr. Balamurugan D, (IAS) Keynote Address by Prof. Rajagopal Professor of Marketing at EGADE Business School, Mexico City	Auditorium
10:45 AM – 11:00AM	Tea Break	Auditorium Lobby
11:00 AM – 12:15 PM	Technical Session 1 (TS 1A)	Lecture Hall 1 (1 st floor MDC Block)
	Technical Session 2 (TS 2A)	Lecture Hall 2 (2 nd Floor MDC Block)
	Technical Session 3 (TS3A)	Lecture Hall 3 (3 rd Floor MDC Block)
12:15 PM – 01:30 PM	Technical Session 1 (TS 1B)	Lecture Hall 1 (1 st floor MDP Block)
	Technical Session 2 (TS 2B)	Lecture Hall 2 (2 nd Floor MDC Block)
	Technical Session 3 (TS3 B)	Lecture Hall 3 (3 rd Floor MDC Block)
01:30 PM – 02:30 PM	Lunch break	MDC Dining Hall
02:30PM – 04:00PM	Panel Discussion on “Issues in Emerging Market” (Representative from Jeevika, ICICI bank, Urbankare, BIA)	Auditorium
04:00 PM – 04:15 PM	Tea Break	Auditorium Lobby
04:15 PM – 05:00 PM	Valedictory: Distribution of Certificates, Best Paper Award, Vote of Thanks	Auditorium
6:00 PM ONWARDS	SPIC MACAY	Auditorium

Details of Technical Sessions

Technical Session 1 (TS 1A): General Management

Session Chair: Prof. Jyoti Verma, Faculty CIMP		
Sl. No.	Author & Affiliation	Paper Title
1	Ritesh Ravi and Dr, Vinita Verma Assistant Professor Amity University, Patna	An Assessment of factors affecting Employee's growth in an Organization
2	Harish kalai Research Scholar, Mangalore University	Employee Retention Factors: A study in the selected private limited companies of Udupi district
3	Sana Imam Research Scholar, Patna University, Patna	Emerging issues of job satisfaction among faculty-a case study of some colleges in Patna
4	Nutan Kumari Research Scholar ICFAI University Jharkhand	Effective Communication: The Lifeblood for Communal Wellness and Organizational Growth
5	Manjunath S Mokashi Research Scholar, Mangalore University	Women entrepreneurship in India

Technical Session 1 (TS 1B): General management

Session Chair: Prof. Anuj Sharma, Faculty CIMP		
Sl. No.	Author & Affiliation	Paper Title
1	Supriya Sikari, Assistant Professor, University of Burdwan, West Bengal	Entrepreneurial Opportunities in Tourism Industry;
2	Dr. Ajay K. Singh Post-Doctoral Fellow, EDI, Ahmedabad	A Research Gap to Assess the Association of Various Indicators of Technology Entrepreneurship, Technology Start-ups and TBIs in India
3	Dr. Sunil Kumar Chaudhary Assistant Engineer(Mon), Road Construction Department, Govt. Of Bihar	MNES operating in emerging markets: challenges and strategic action
4	Mrs Rashmi Shekhar, Research Scholar, Bhagalpur University, Bihar	Enhancing Academic Productivity Using Information Technology

Technical Session 2 (TS 2A): Finance and economics

Session Chair: Prof. Siranga Vishnu		
Sl. No.	Author & Affiliation	Paper Title
1	Pratap Kumar Jena, Faculty Economics, North Odisha University	Empirical Evidence on Market Efficiency between Currencies Spot and Futures in India
2	S. L Samrat Research scholar, Patna University, Patna	The Study of Overseas Market Operations and Profitable Growth of LIC of India during 2011-12 to 2015-16
3	Manoj Ku Dash, Ph.d Scholar Berhampur University, Odisha	Performance Evaluation of Equity Based Mutual Funds in India
4	Laxami Kumari, Research Scholar, Patna university, Patna	An analytical study on the role of stock exchange in economic development and capital formation in India

Technical Session 2 (TS 2B): Finance and economics

Session Chair: Prof. Santosh Kumar, Faculty CIMP		
Sl. No.	Author & Affiliation	Paper Title
1	Ajit Kumar Research Scholar, Patna University, Patna	CAMELS' Analysis to measure the performance of selected public sector banks
2	Rekha Tiwary, Research Scholar, Patna University, Patna	Bit Coin: A challenge for Indian regulator
3	Ritesh Ravi Research Scholar, A N Sinha Institute of Social Studies, Patna	Online Banking and Banking Outreach: A Study of Scheduled Commercial Banks in Bihar
3	Sibananda. Senapati, Assistant. Professor CIMP, Pooja Gupta, Shalini, PGP Student, Chandragupt Institute of Management Patna (CIMP)	Indian Economy is a standout among Emerging Markets
4	Priyavrat, Tushar Shekhar Nandan Kumar PGP Student, CIMP	Corporate Governance, and the Indian reality

Technical Session 3 (TS 3A): Marketing for profitable growth

Session Chair: Prof. G. Murthy, Faculty CIMP		
Sl. No.	Author & Affiliation	Paper Title
1	Sathyam, Faculty Jindal Global school of Business	Rejection of mobile services at the base of the pyramid: The consumer resistance perspective
2	Sweta Priya Assistant Professor Amity University, Patna	Digitalization Enhancing Cultures in Media
3	Robin Roy, Assistant professor (guest), SB college Changanacherry, Kerala	Impact of investment trust and level of consumerism on building investment attitude
4	Abhilasha Tiwari, Assistant professor RRSIMT, Amethi Anurag Mishra, Rahila, MBA students RRSIMT, Amethi	A study on impact of e-marketing on consumer behaviour

Technical Session 3 (TS 3B): Marketing for profitable growth

Session Chair: Prof. Rajeev Verma, Faculty CIMP		
Sl. No.	Author & Affiliation	Paper Title
1	Dr. Kishore Bhattacharjee Assistant Professor Amity University, Patna Mubashir Alam Research Scholar, Patna University, Patna	Exploring the darkness of green washing in Indian Scenario
2	Jasmine Kaur, Research Scholar, Patna university	Customers' perception of current CRM practices at SBI: a case study of state bank of India, Patna district, Bihar
3	Sudipta Mohanthy, Area Director, Sightsavers, Kolkata.	Social marketing of Eye Health Services and concepts: Emerging Scenario in India A case study from Sunderbans1
4	Nilamadhab Mohanty, Assistant Professor CIMP Nitesh Kumar, Akshay, PGP Student CIMP	Reasons for and against the practice of child marriage in Bihar: implications for social marketing intervention
5	Nilamadhab Mohanty, Assistant Professor, CIMP Pallavi Singh , Kirti Saras PGP Student, CIMP	Issue of child marriage in Bihar: a behavioural ecological perspective