



CSJM UNIVERSITY KANPUR
SCHOOL OF BUSINESS MANAGEMENT

ICSMP-2024 SCHEDULE

April 5-6, 2024

Day 1: April 5, 2024			
Google Meet Link: https://meet.google.com/evx-nyyw-yuz			
Time	Event	Venue	Mode
10:00 AM-11:00 AM	On spot Registration	Senate Hall	
11:00 AM -12 Noon	Inauguration	Senate Hall	Offline
12 Noon -12:30PM	Keynote Speech	Senate Hall	Offline
12:30 Noon -12:45PM	Tea Break	Senate Hall	
12:45PM- 2:00PM	Panel Discussion & Q&A Session	Senate Hall	Offline
2:00PM-3:00PM	Lunch Break	International Center	
3:00PM-5:00PM	Technical Session-1	Senate Hall	Offline
3:00PM-5:00PM	Technical Session-2	SBM PG Block- Conference Room	Online
Day 2: April 6, 2024			
Time	Event	Venue	Remark
11:00 AM -1:00PM	Technical Session-3	SBM PG Block- Conference Room	Online
11:00 AM -1:00PM	Technical Session-4	SBM PG Block- Lecture Hall	Online
2:00PM-4:00PM	Technical Session-5	SBM PG Block- Lecture Hall	Online
4:00PM	Closure of ICSMP-24		Online



CSJM UNIVERSITY KANPUR
SCHOOL OF BUSINESS MANAGEMENT

ICSMP-2024 -DETAILED SCHEDULE

April 5-6, 2024

Day 1: April 5, 2024 (Forenoon)				
Time	Event	Dignitaries present on the Dias (Offline)	Gracious Presence of the Eminent Guest Speakers (Online)	Remark
11:00 AM -12 Noon	Inauguration	Prof. SK Awasthi (Hon'ble Pro VC), Dr Anil K. Yadav (Registrar-CSJMU), Prof. Vinay Sharma (Keynote Speaker), Prof. SK Dubey (Guest Speaker), Prof. Ashish Dwivedi (Guest Speaker) Prof. Sudhanshu Pandiya (Dean-Admin) Prof. Anshu Yadav (Director-SBM) Dr Prabhat K. Dwivedi (Convener-ICSMP)	Prof. Leyla Gamidullaeva (Penza State Univ., Russia) Prof. Raj Agnihotri (Iowa State Univ., USA), Prof. Sanjoy Mukharjee (IIM Shillong, Meghalaya), Prof. Ramendra Singh (IIM Calcutta)	Hybrid
Time	Event	Topic/ Theme	Speaker (s)	Mode
12 Noon - 12:30PM	Keynote Speech	"Environmental Sustainability for Business Sustainability & Vice-versa"	Prof. Vinay Sharma, DoMS, IIT Roorkee	Offline
12:45PM- 2:00PM	Panel Discussion	"Managing for the Future: Sustainable Practices for Today's Businesses & Management"	Prof. SK Dubey (IMS, BHU), Prof. Vinay Sharma (IIT Roorkee), Prof. Ashish Dwivedi (OP Jindal Global Univ, Sonipat), Moderator(s): Dr. Yogesh Puri/ Dr. Prishant Trivedi	Offline



CSJM UNIVERSITY KANPUR
SCHOOL OF BUSINESS MANAGEMENT

ICSMP-2024 -DETAILED SCHEDULE

April 5-6, 2024

Paper Presentations-Session 1

Day 1: April 5, 2024 (Afternoon)				
Time	Event/ Theme	Guest Speaker (s)	Session Chair & Co-chair	Mode
3:00PM-5:00PM	Technical Session-1	Prof. SK Dubey (IMS, BHU), Prof. Ramendra Singh (IIM Calcutta)	Dr. Yogesh Puri / (Dr Charu Khan; Mr. Sudhir Verma)	Offline
Session Co-ordinator:		Ms. Gouri Thakur	Repertoire:	Mr. Sourabh Shukla (RS)

Number	Author 1	Author 2	Author 3	Research Paper Title
1	Suprabha Dubey, Research Scholar, School of Business Management, CSJM University	Dr Sudesh Srivastava, Associate Professor, School of Business Management, CSJM University		Role of Quality Dimensions in Creating Sustainable Business Model in Healthcare
2	Dr. Vinod Shanker Tripathi, Professor, Department of Law, Brahmanand College Kanpur.			Navigating the Legal Frontiers of Artificial Intelligence: Challenges and Prospects
3	Bhuniru Nisha Bharti, Research Scholar, IM (FMS) BHU	Dr. Shashi Srivastave, Associate Professor, IM (FMS) BHU		Climate Finance Research Trends: A Comprehensive Examination of Historical, Current, and Future Perspectives.
4	Anirudh Krishna Murty, Research Scholar, Institute of Management Studies, Banaras Hindu University			Harnessing Industry 4.0 for Sustainable Management: A Comprehensive Literature Review

5	Rajkumar Srivastava, Doctoral Research Scholar, Amity Business School, Amity University, Uttar Pradesh Lucknow Campus.	Dr. Charu Bisaria Assistant Professor/ Amity Business School, Amity University, Uttar Pradesh Lucknow Campus 226010		Marketing of Nutraceutical Products During the Post Covid Era
6	Anil Kumar Gupta, Co-ordinator, Shri Mad Bhagwat Gita and Vadic Vangmay Shodh Peeth, CSJM University, Kanpur			Lessons From the Bhagwad Gita for Sustainable Management
7	Arveen Kaur, Research Scholer, Amity Business School, Amity University, Uttar Pradesh.	Dr. Alpana Srivastava, Professor, Amity Business School, Amity University, Uttar Pradesh.	Dr. Shekhar Trivedi, Professor, GHS-IMR, Kanpur	Exploring the E-Impulsive Buying Behavior of Gen Z & Gen Y in E-Markets
8	Dr. Pradeep Sundaresan, Phd Research Scholar, Banasthali Vidyapith, Rajasthan			Critical evaluation of the role of inclusive education in developing resilience, courage and coping strategies in transgender population
9	Niru Nisha Bharti, Research Scholar, IM BHU	Dr. Shashi Srivastava, Associate Professor, IM, BHU		Climate Finance Research Trends: A Comprehensive Examination of Historical, Current, and Future Perspectives
10	Lijo jose Alappatt, PhD Student			The Influence of Export-Oriented Business on Enhancing Human Welfare Recommendations and Cautions. A Concise Summary.
11	Ruchi Singh, Ph.D Scholar, Department of Management, CSJM University, Kanpur			Financial Independence through SHG Enhancing the Role of Women as Household Decision Maker.
12	Shivanshi Singh, Research Scholar, School of Business Management, CSJM University, Kanpur	Prof. Shudanshu Pandiya, Dean Administration, CSJM University, Kanpur.		Payment Applications Awareness in India

-Day 1: April 5, 2024 (Afternoon)

Google Meet Link: <https://meet.google.com/dvf-mgki-vty>

Time	Event/ Theme	Guest Speaker (s)	Session Chair & Co-chair	Mode
3:00 PM-5:00 PM	Technical Session-2	Prof. Asheesh Dwivedi (OP Jindal Univ., Sonipat)	Dr. Asish Trivedi-/ (Dr Praveen Agrawal; Mohit Kumar)	Online
Session Co-ordinator		Mrs. Mansi Bajpai	Repertoire:	Ms. Jigisha Srivastava

Number	Author 1	Author 2	Author 3	Research Paper Title
12	Vipan Singh Jamwal, Student, MBA, Shri Mata Vaishno Devi University			A Survey on the Dynamics of Millet - based snack preference
13	Riya Sharma, Student, MBA, Shri Mata Vaishno Devi University, Katra			A Comparative Study of Viewers Preferences for OTT Platforms
14	Aryan Shrikul			Augmented Reality: A Bibliometric Exploration of Trends and Perspectives in India
15	Parul Sharma, Doctoral Research Scholar, Department of Management, Maharishi University of Lucknow			Innovations in Cybersecurity Education and Training Programs
16	Mr. Hitesh Kumar Bisht, MBA (Human Recourse) student, Shri Mata Vaishno Devi University, J&K, Bharat.	Dr. Syeda Shazia Bukhari (Assistant Professor) School of Business, SMVD University, J&K		"A Hybrid Way of Working in an Organisation and Factors Involved in It"
17	Mr. Asuiko, MBA, Human Resource Management Student, Shri Mata Vaishno Devi University, J&K.	Dr. Syeda Shazia Bukhari Assistant Professor School of Business SMVD University, J&K		Inclusion of Ethnic Diversity of North East Indians in Workplaces in Mainstream India in Career Progression
18	Ms. Riya Sanjay Mishra			An Analytical Study on Introduction of Artificial Intelligence and its Impact in the Stock Market.
19	Manav Sharma, Department of Business Management, Shri Mata Vaishno Devi University, Jammu.			Impact Assessment of Government Schemes Related to Start-Ups in J&K

20	Aanchal Dangwal, Assistant Professor, School of Business, Sushant University, Gurgaon			Determinants of Employee Turnover in IT / ITES Sector in NCR: A conceptual study
21	Dr. Sanjay Ganesh Mishra InCharge Principal, Shree L R Tiwari Degree College of Arts Commerce and Science, Miraroad Mumbai			An Analytical study on engagement of Artificial Intelligence in Teaching Learning Process at HEI'S for outcome-based evaluation.
22	Dr. Rupali S. Ambadkar, Assistant Professor, Department of Accounting & Financial Management	Monika Rambriksh Yadav, Research Scholar, Department of Accounting & Financial Management	Tejal Mitesh Solanki, Research Scholar, Department of Accounting & Financial Management,	CSR as a Profit Driver: Analyzing the Impact of CSR Expenditure on Financial Performance in Indian Corporates
23	Mr. Saksham Sonker, Research Scholar, Department of Management Studies, Harcourt Butler Technical University			Exploring Management Student Awareness, Understanding, and Perspectives on Sustainable Management Practices: A Study of Kanpur District
24	Dilip Kumar, Assistant Professor, Department of Commerce, VSSD College Nawabganj Kanpur			Impact of NPA on Profitability of Scheduled Commercial Bank
25	Vaishali Chandwani, Research Scholar, Chhatrapati Shahu Ji Maharaj University, Kanpur			Ethical Considerations in HR Analytics: Safeguarding Employee Privacy and Data Security
26	Pranav Dogra, Student, Department of Management, SMVDU	Dr. Sushil Kumar Gupta/ Associate Professor/ department of management/ SMVDU	Mr. Manish Kumar, Research Scholar, Department of Management, SMVD University.	Exploring the Green Banking Influential Factors: Insights from Customers of Jammu and Kashmir Region

Day 2: April 6, 2024

Google Meet Link: <https://meet.google.com/csk-qmoy-shc>

Time	Event/ Theme	Guest Speaker	Session Chair & Co-chair	Mode
11:00 AM - 01:00PM	Technical Session-3	Prof. Leyla Gamidullaeva (Penza State Univ., Russia)	Dr. Shipra Saxena / (Dr. Surendra Kumar; Sudhir Verma)	Online Mode
Session Co-ordinator		Sonam Gupta	Repertoire:	Ms. Deepika

27	Shubham Dixit, Research Scholar, Faculty of Commerce, V.S.S.D. College, Kanpur.			Managing Sustainability in Banking: Extent of Sustainable Banking Adaptations of Banking Sector in India
28	Pranoti Dixit			Catalysing Women's Entrepreneurship from Domestic Spheres to Financial Independence
29	Dhruva Chandra, Assistant Professor, Department of Commerce, CSJM University, Kanpur.			Analyzing the Working Capital Management of Tata Steel Ltd.: A Study on Efficiency and Strategies for Improvement
30	Taniya Jolly, Research Scholar			Assessing the Trends within the Indian Mutual Fund Sector: A Practical Examination of Investment Approaches, Valuation Techniques, and Factors Influencing Performance
31	Adesh Kumar Pandey, Research Scholar, Faculty of Commerce, V.S.S.D College, Kanpur.			Sustainable Stock Exchange: A Performance Analysis of Sustainability Practices at BSE and NSE
32	Pragya Dubey Research Scholar, Department of Commerce, Siddharth University, Kapilvastu, Siddharth Nagar, 272202, Uttar Pradesh	Mueed Ahmad Research Scholar, Department of Commerce, Siddharth University kapilvastu, Siddharth Nagar, 272202, Uttar Pradesh	Prof. Deepak Babu Head, Department of Commerce Siddharth University Kapilvastu, Siddharth Nagar 272202, Uttar Pradesh. And Monu Paswan Research Scholar, Department of commerce,	A Bibliometric Study on The Impact of Financial Literacy on Women Entrepreneurs of Uttar Pradesh
33	Nisha Nancy Daniel, Research Scholar, Department of Commerce, Chhatrapati Shahu Ji Maharaj University Kanpur	Prof. (Dr.) Ajay Swarup Saxena, Professor, Supervisor, Department of Commerce, D.A.V College Kanpur, CSJM University.		An Analytical Study on Working Women's Perceptions in Financial Investment Decisions with Reference to Noida
34	Yashika Garg, Research Scholar, School of Business, Sushant University, Gurugram	Kanika Sachdeva, Associate Professor, School of		Impact of Stock Split on Stock Liquidity Evidences from NSE and BSE

		Business, Sushant University, Gurugram.		
35	Priyanshi Tiwari, Executive Administrative, PSIT Kanpur	Dr. Richa Raghuwanshi, Assistant Professor, Amity University Lucknow	Dr. Durgesh Agnihotri, Associate Professor, G. L. Bajaj, Noida	Exploring the Importance of Continuous Learning and Development in Enhancing Career Growth and Retaining Talent
36	Ms. Rakhi Kumari Research Scholar, Institute of Management Studies, BHU, Varanasi	Dr. Shashi Srivastava Associate Professor, Institute of Management Studies, BHU, Varanasi		Unlocking Rural Potential: Addressing Challenges and Opportunities for Entrepreneurship in Bihar
37	Ms, Vishakha Gupta, Research Scholar, Amity Business School, Amity University, Uttar Pradesh, India	Dr. Archana Sharma, Professor, Amity University Uttar Pradesh, India		A Comprehensive Study of Relationship Between HR Practices and Employee Engagement: Evidence from Education Sector
38	Ms. Priyanka Chakraborty, Assistant Professor, Department of Business Administration, JIS College of Engineering	Dr. Anindya Guha, Professor, Department of Business Administration, JIS College of Engineering		Impact of Green Human Resource Practices on the Higher Educational Institutes in and Around Kolkata: An Empirical Study
39	Dr. Urvashi, Assistant Professor, Faculty of Commerce & Management, Sri Dev Suman Uttarakhand University	Lata Pande, Research Scholar, School of Management, Graphic Era Hill University		Mental Health Indicators, Preferences & Remedies: An Inclusive Literature Review on Gen 'Y'
40	Madiha Mirza, Student, School Of Business, SMVD University, Katra			Mistrust at Workplace and Generational Differences in Establishing Workplace Trust
41	Aparna Sinha, Research Scholar, Amity Business School, Amity University, Lucknow	Dr Archana Sharma, Associate Professor, Amity Business School, Amity University Lucknow		Exploring the Mediating Role of Resilience in Coping Workplace Stress Among Indian Employees"

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Google Meet Link: <https://meet.google.com/osd-nmcb-iiu>

Time	Event/ Theme	Guest Speaker	Session Chair & Co-chair	Mode
11:00 AM - 1:00PM	Technical Session-4	Prof. Sanjoy Mukharjee (IIM Shillong)	Dr. Vijay Laxmi Sharma / (Dr. Sudesh Srivastava; Sanjeev K. Singh)	Online Mode
Session Co-ordinator:		Mansi Bajpai	Repertoire:	Pallavi Mishra

42	Rashi Dubey, Research Scholar, Rama University, Kanpur			The Science of Staying: A Data-Driven Framework for Building a High-Retention Workforce
43	Anuradha Asthana, Research Scholar, School of Business Management, CSJM University, Kanpur.	Dr Anshu Yadav, Professor, School of Business Management, CSJM University, Kanpur.		Impact of Workplace Bullying on Employee Wellbeing: Moderating Role of Coping Strategies
44	Sahil Nagpal, Student, MBA, Shri Mata Vaishno Devi University			Consumer Buying Behaviour towards FMCG products post COVID 19 – A shift from Physical to Digital Method.
45	Vaibhav Sharma, Student, MBA, Shri Mata Vaishno Devi University			The Study of Customer Preference and Satisfaction Level of Honda Bikes in Jammu
46	Mr. Rakshit Kumar, PG Student, School of Business, Shri Mata Vaishno Devi University	Dr. Rashi Taggar, Assistant Professor, Faculty of Management, School Of Business & Shri Mata Vaishno Devi University		AR Impact: Revolutionizing Online Shopping Engagement
47	Chahat Gupta, Student, School of Business, Shri Mata Vaishno Devi University, Kakrayal, Katra			Impact of Social Media Influencer on Youth towards their Buying Decisions
48	Bikram Kumar, PG student, School of Business, SMVD University.	Dr Supran Kumar Sharma, Professor/ School of Business SMVDU		Online Advertisement and Customer Buying Behavior
49	Kashish Bharti, PG Student, School of Business, Shri Mata Vaishno Devi University	Dr. Arti Maini Assistant Professor, School of Business, Faculty of Management, Shri Mata Vaishno Devi University		Assessing Consumer Preferences and Trust in Online Shopping
50	Aparna Singh, Research Scholar, Department of Applied Economics, University of Lucknow			Digital Marketing Impact of FMCG Products on Consumer Behaviour

51	Guneet Khanuja, Research Scholar, Department of Commerce & Management, Rama University			Evolving Marketing and Job Evaluation: Insights from the Textile Industry
52	Mr Vasu Sharma, PG student, School of Business, Shri Mata Vaishno Devi University	Dr Arti Maini, Assistant Professor, Faculty of Management, School of Business & Shri Mata Vaishno Devi University		Effect of Online Reviews and Ratings on Consumer Hotel Booking Decision-Making
53	Ishita Anand, Student, School of Business, Shri Mata Vaishno Devi University, Katra.			Impact of Billboard Advertising: An Empirical Study
54	Ms Chakshu Mehta, Assistant Professor, School of Business Sushant University			A Study on Factors Impacting Social Media Adoption among MSMEs
55	SREERAJ K, Research scholar, DOHSS, NIT Hamirpur			Unleashing BRICS: Navigating the Knowledge Economy for Inclusive Growth and Development
56	Anu Bala, Research Scholar, Department of Commerce and Business Management, DAV University Jalandhar, Punjab, India			Impact of E-Promotion and Social Media Engagement on the Sales Performance of Online E-Tailers

Day 2: April 6, 2024

Google Meet Link: <https://meet.google.com/zon-wmtf-cgk>

Time	Event/ Theme	Guest Speaker	Session Chair & Co-chair	Mode
2:00PM-4:00PM	Technical Session-5	Dr. Tatiana Razuvaeva (Penza State University, Russia)	Dr C.K. Tewari / (Dr. Vivek Sachan; Dr. Sidhashu Rai)	Online Mode
Session Co-ordinator:		Sonam Gupta	Repertoire:	Ms. Shruti Shankar (RS)

57	Jagrati tiwari (research scholar) / department of commerce/V.s.s.d college/C.S.J.M.U	Prof (Dr) Manoj Awasthi, HOD, V. S. S. D., COLLEGE, C.S.J.M. University		Impact of Social Media for Brand Promotion With Special Reference To Start UPS In U.P.
58	Parul Dhaka, Research Scholar, School of Business, Sushant University, Gurugram, Haryana, 122003	Dr. Priyanka Pradhan, Assistant Professor, School of Business, Sushant University, Gurugram, Haryana, 122003	Dr. Chandra Kumar Tiwari, Associate Professor, Department of Management Studies, HBTU, Kanpur, U.P.	A Conceptual Framework on Drivers of Trust Influencing Purchase Intention In Social Commerce
59	Divya A Reddy, PhD Research Scholar, Department of Economics, CHRIST (Deemed to be University), Bangalore-560029	Dr Mahesh E, Associate Professor, Department of Economics, CHRIST (Deemed to be University), Bangalore- 560029		Lifestyle and Dietary Factors Influencing Prevalence of Diabetes in Karnataka among Men: A Cross Sectional Study Based on NFHS 5 Data
60	Aman Verma, MBA Marketing, SMVDU	Dr. Syeda Shazia Bukhari		Efficiency and Effectiveness of Search Engine as Marketing Channel
61	Dr. Kritika, Assistant Professor, Department of Commerce, Chaudhary Bansi Lal University, Bhiwani, Haryana	Sweety Deswal, Research Scholar, Department of Commerce, Department of Commerce, Chaudhary Bansi Lal University, Bhiwani, Haryana		Impact of Sponsorship on Sports Consumer Behaviour in the Context of Sports Apparel
62	Prabhjot			A study on reasons for consuming influencer-generated content
63	Ms. Shalini Porwal, Research Scholar, Department of Commerce, S.B.M., C.S.J.M. University, Kanpur.	Dr. Najmi Shabbir, Assistant Professor, Department of Commerce, S.B.M., C.S.J.M. University, Kanpur.		Digitalization In India: A Pathway to Growth In The Indian Economy

64	Aakarshit Abrol, Student, School of Business, Shree Mata Vaishno Devi University, Jammu			An Analytical Study of Consumer Behaviour towards FMCG Products
65	Deepika, School of Business Management, CSJM University, Kanpur	Dr. Mayank Jindal, School of Business Management, CSJM University, Kanpur.	Dr. Vivek Singh Sachan, School of Business Management, CSJM University, Kanpur.	Companies Involved in Waste Recycling and their Products

Day 2: April 6, 2024

Google Meet Link: <https://meet.google.com/fyk-brnm-emb>

Time	Event/ Theme	Guest Speaker	Session Chair & Co-chair	Mode
2:00PM-4:00PM	Technical Session-6	Dr. Sharan Kumar Shetty, Texila American University, Zambia.	Dr. Rahul Gupta, Amity University / (Warsi Singh; Prashant Trivedi)	Online Mode
Session Co-ordinator:		Pallavi Mishra	Repertoire:	Mansi Bajpai

66	Shruti Shanker, Research Scholar, Chhatrapati Shahu Ji Maharaj University, Kanpur			Assessing the present perception and future readiness of the leather and hosiery industry towards artificial intelligence.
67	ANIRUDH SHARMA, STUDENT, SCHOOL OF BUSINESS, SHRI MATA VAISHNO DEVI UNIVERSITY KATRA			Buying Behaviour of customers using UPI payment in selected Jammu Region
68	Archit Mahajan, Student, MBA, School of Business, Shri Mata Vaishno Devi University, Katra			Navigating Financial Evolution: Examining the Impact of Mobile Banking Technology on Consumer Spending Habits
69	Aryan Maria, Student, School of Business, Shri Mata Vaishno Devi University			Analyzing the Implications of Foreign Direct Investment on India's Economic Development
70	Ruchi Katiyar, Research Scholer, School of Humanities and Social Sciences, HBTU Kanpur			A CRITICAL ANALYSIS OF SERVICE GROWTH IN ECONOMY: AN INDIAN PERSPECTIVE
71	Ritvik Vaid ,Student ,School of business, Shri Mata vaishno Devi University			The Impact of Blockchain Technology in Traditional Banks
72	Piyush sharma, Student, MBA, Shri Mata Vaishno Devi University			Exploring the pillars of political branding: Evidence from Indian voter sentiments
73	Jigisha Srivastava, Research Scholar, School of Business Management, CSJM University, India	Richa Tiwari Research Scholar, School of Entrepreneurship & Management, Harcourt Butler Technical University, Kanpur	Prabhat Dwedi, Associate Professor, School of Business Management, CSJM University, India	Role of Social Media in Firm Performance: A Literature Review
74	Kriti Chaddha			Impact of salesforce well-being on sustainable growth and effectiveness of organizations in BFSI sector

75	Pooja Gahlot, Ph.D. Scholar, School of Business, Sushant University, Gurugram, India	Kanika Sachdeva, Associate Professor, School of Business, Sushant University, Gurugram, India		Behavioral Biases Influencing Investor's Decisions in NCR: Locus of Control a Moderating Variable
76	DR PRAVIN KUMAR AGRAWAL SCHOOL OF BUSINESS MANAGEMENT CSJM UNIVERSITY KANPUR	DR MOHIT KUMAR SCHOOL OF BUSINESS MANAGEMENT CSJM UNIVERSITY KANPUR		An Analysis of Socio-Economic Effects of Microfinance on Rural Households: Empirical Evidence from Select Villages of Kanpur District
77	DR PRAVIN KUMAR AGRAWAL SCHOOL OF BUSINESS MANAGEMENT CSJM UNIVERSITY KANPUR	DR MOHIT KUMAR SCHOOL OF BUSINESS MANAGEMENT CSJM UNIVERSITY KANPUR		Impact of Microfinance on Empowerment of Rural in Select Village of Kanpur District
78	Saurabh Shukla, Research Scholar, School of Business Management CSJMU Kanpur			Business Management Practices as defined by Hindu Scriptures
79	PRASHANT KUMAR SINGH, Research Scholar, Department of Business Management, CSJM University			Marketing through Social media to Enhance Customer Engagement: A Millennial's Viewpoint
80	KUMAR BHARAT, RESEARCH SCHOLAR, DEPARTMENT OF BUSINESS MANAGEMENT, CSJMU KANPUR	DR. SUDESH SRIVASTAVA, ASSOCIATE PROFESSOR, DEPARTMENT OF BUSINESS MANAGEMENT, CSJMU KANPUR		A REVIEW OF ROLE OF SOCIAL MEDIA PLATFORMS FOR SUSTAINABLE BUSINESS PRACTICES

Day 2: April 6, 2024

4:00 PM

Closure of ICSMP-24