

TECHNICAL SESSION SCHEDULE

INTERNATIONAL CONFERENCE ON INFORMATION TECHNOLOGY AND MANAGEMENT FOR THE SUSTAINABLE DEVELOPMENT (ICITMSD-2019) *(August 9-10, 2019)*

UTTARANCHAL INSTITUTE OF MANAGEMENT
UTTARANCHAL UNIVERSITY, DEHRADUN, UTTARAKHAND, INDIA

Technical Session- 1 – UIM Room No 6 Ground Floor		
August 09, 2019		Time: 3:00 PM – 4:15 PM
Paper Id	Topic Name	Author
15	Journey Towards Recovery: Insolvency and Bankruptcy Code of India – A Mirage or a Milestone	Sunita Chaki, Kshamta Chauhan and Anita Daryal
35	Factors Affecting Consumer Satisfaction with Cashless Payment Systems in India: A Study on Paytm and BHIM	Dr.Neelu Tiwari and Naveen Kumar Singh
38	A Study on Customers' Attitudes and Their Preferences Toward Online Shopping vis-à-vis Offline Shopping With Special Reference to Electric and Electronic Products in India	Anil Chauhan and Pradeep Suri
40	Analyzing the Mediating Effect of Word of Mouth on Green Products Purchase Intention	Mayank Pant, V K Tangri and Anu Sayal
48	An Analytical Study of Pre-Merger and Post-Merger of SBI	Farman Ali and Dr.Anshul Sharma
52	An Investigation on Website Usability of E-commerce Companies and Its impact on customer attitude	Dr. Diksha Panwar, Dr Meena Negi and Shivendra Chaudhary
55	Does Political Ideology Affect the Growth of Indian Economy?	Dr.Anshul Sharma, Farman Ali and Sunil Kumar
59	Artificial Intelligence in Finance and Accounting	Reepu
60	An empirical exploration of consumer buying behaviour in the age of luxury branding – With special reference to the Chennai retail market	Dr.Nisha Udayshankar
61	Can Firms' Market Performance Be Explained Better? Role of Strategy, Sustainability Levers: An Empirical Study	John Ben Prince and Subramaniam D
62	Effective Training Practices In Vivo Communication Technology Co. Ltd.	Dr.Mousumi Panda and Subham Priyadev Singh

Technical Session- 2 – UIM Room No 1 Ground Floor		
August 09, 2019		Time: 3:00 PM – 4:15 PM
Paper Id	Topic Name	Author
34	Software Bugs Identification and Prediction Approaches and their Interrelationships with Levels of Inheritance: An Empirical Analysis	Varuna Gupta and Tarun Kumar Singhal
41	A Study on Comparison of Selected Project Management Software Tools	Madhu Arora
50	A Methodical Review on Network Traffic Monitoring & Analysis Tools	Prabhjot Kaur and Neeti Misra
73	Metal Oxide Hybrids and Their Polymer Nanocomposites with Its Various Properties	Sudhanshu Singh, Umesh Kumar Dwivedi and Deepshikha Rathore
98	Feature Selection for Phishing Detection with Machine Learning	Anierudh Sundararajan, Gilad Gressel and Krishnashree Achuthan
108	Revisiting Mutation Testing in Cloud Environment	Pushpanjali Saini and Dr. Anubha Jain
111	Data Analytics of Social Networking sites using Game Theory Model	Satyajit Uparkar, Khushbu Asati, Prachi Sahahare and Nalini Vaidya
117	A Worldwide Analysis of Cyber Security And Cyber Crime using Twitter	Kartikay Sharma, Siddharth Bhasin and Piyush Bharadwaj
123	Classifying Flowers images By Using Different Classifiers In Orange	Vijaylakshmi Sajwan and Rakesh Ranjan
127	Mechanical And Tribological Properties Of Hybrid AL Metal Matrix Composite Using Industrial Waste And Agriculture Waste: - An Overview	Rishi Dewangan and Pankaj Kumar Pandey

Technical Session- 3– UIM Room No 6 Ground Floor		
August 10, 2019		Time: 11:45 AM – 1:45 PM
Paper Id	Topic Name	Author
84	Green Marketing: A Door To Sustainable Development	Abdal Ahmed and Sumera Qureshi
88	Role Of Police And The Need For Sensitization: Analyzing The Journey Towards Empowering Women And Their Development	Sarmistha Bhaumik, Partha Pratim Sengupta and Bhupal Bhattacharya
89	Reliance on Primary Non-Renewable Energy Import: Critical appraisal of the governmental decisions of India	Bhupal Bhattacharya
90	Analysis of perception towards the service quality of the healthcare industry: A study on Cancer patients	Bikram Prasad and Indrajit Ghosal
91	Impact of Foreign Direct Investment Policy on Business of Indian Private Sector Banks	Sahila Chaudhry and Rakesh Kumar
97	Understanding the decisional factors affecting Consumer's Buying Behaviour towards Organic Food Products in Kerala	Krishna R and P Balasubramanian
100	The Impact of Internship on the Employability of Business Management Graduates – A study on Indian Context	Dr. Neena Pc
102	M-Governance: A Path of Challenges, Deterrent and Achievement in India	Abhishek Kumar Pathak, Himanshu Bahuguna and Ashutosh Bhatt
107	Employee Retention In The Vuca World: Challenges And Strategies	Bandana Nayak and John Ben Prince
109	Restructuring Of Supply Chain Of Medicinal Plants And Sustainability Development Of Farmers Through Contract Farming In Kerala	Ann Mary Jones and Sony Vijayan

Technical Session- 4– UIM Room No 1 Ground Floor		
August 10, 2019		Time: 11:45 AM – 1:45 PM
Paper Id	Topic Name	Author
65	Effect of Perceived Value on Customer Satisfaction, Loyalty and Service Quality of Selected Hospitals in Chhattisgarh	Pushkar Dubey and Satish Sahu
66	Does the University Third Mission entail Sustainability Science: Evidence from Indian Higher Educational Institutions' Sustainable Technology Patent Activity and Collaborations	Selvamani Lourden and P.G. Arul
68	Spot and Derivative contract prices: A study of relationships of cardamom through ARDL Approach	Sachin Kumar, Yash Pal Taneja and Nishi Bala
104	Testing and Verification of Aerospace Functionalities under Compliance of DO-254	Shalini Singh and P Rajshekhar Rao
110	The Mediating Effect of Service Quality in the Link Between Perceived Value and Customer Loyalty in Selected Hospitals of Chhattisgarh	Pushkar Dubey and Satish Kumar Sahu
115	Inchoate aspects of Attempted Crimes: Revisiting Criminal Law for its effective Management	Bhupal Bhattacharya
120	Approaches to manage e-waste in India	Mamta Bansal and Uma Dausani
122	A Study of marketing mix elements for kids apparels	Ambica Prakash Mani, V.M Tripathi and Nishant Chaturvedi
124	Green marketing practices: Its antecedents and impact on quality in Indian food processing industry	Farheen Mujeeb Khan
126	LOKPAL Bill - A powerful tool to control the Corruption: Opinion of Indian Voters	Amitabh Bhargava, Harsh Purohit and Deepshikha Bhargava
113	The Importance of Emotional Intelligence and its Effects on Stress and Job Satisfaction Levels of Hospitality Employees in the UDUPI District	Naresh Nayak, Sudhakar Nayak and Narayan Prabhu Bm
129	Stakeholder Insight On CSR Model Implementation In Indian Organisations: Some Key Issues	Sunita Pachar
130	Performance Analysis of AGRETL Tool: Modeling Approach for Extraction Transformation and Loading Process in Agricultural Domain	Dr. Sonal Sharma and Dr. Rajni Jain