



1st INTERNATIONAL CONFERENCE

On

Management and Business Practices - (ICMBP) 2017

Theme: Millennium Management Paradigm and Contemporary Business Practices

PROGRAMME SCHEDULE

DAY I : 11 JANUARY 2016

10:30 AM - 12:30 PM : INAUGURAL SESSION

12:30 PM - 2:00 PM : LUNCH BREAK

2:00 PM - 3:15 PM : TECHNICAL SESSION - I; PANELS 1 & 2

3:15 PM - 3:30 PM : TEA BREAK

3:30 PM – 4:45 PM : TECHNICAL SESSION - II; PANELS 3 & 4

DAY II : 12 JANUARY 2016

10:30 AM - 11:45 AM : TECHNICAL SESSION - III; PANELS 5 & 6

11:45 AM - 12:45 PM : KEY NOTE ADDRESS

12:45 PM - 2:15 PM : LUNCH

2:15 PM – 3:30 PM : TECHNICAL SESSION - IV; PANELS 7 & 8

DETAILED SCHEDULE OF PAPER PRESENTATION

DAY I : 11 JANUARY 2017

2:00 PM - 3:15 PM TECHNICAL SESSION I TRACK 1

Marketing Management Paradigm and Contemporary Marketing and Sales Practices- I

Track Chair: Prof. Isita Lahiri, Professor, Kalyani University

Sl. No.	Topic	Author(s)
1	A Study On How Advertising Influences Consumer Behaviour: With A Special Reference To Nestle Ltd	Subhajit Basu Chowdhury
2	An Empirical study on Contemporary issues in Green Marketing related with 4A's in FMCG Sectors.	Jyotirmoy Mandal Gagan Pareek
3	Awareness of Green Marketing and it's Influence on Buying Behavior of Consumers in Kolkata	Akash Bhattacharya
4	CSR practices promote FMCG brands in Kolkata metropolis: myth or reality	Anulekha Banerjee Rajib Dasgupta
5	Operative Way of Vendor Management Practices to Improve CRM & Supply Chain Management	Surajit Das
6	FMCG Industry in Rural Market – Opportunity & Challenges	Arun Kumar Singh Malini Majumdar (Mukhopadhyay)
7	A Study Focusing on Behaviour of College Students of Kolkata towards Pizza Hut and Domino's.	Shriya Singh Supriyo Patra

DAY I : 11 JANUARY 2017

2:00 PM - 3:15 PM **TECHNICAL SESSION I TRACK 2**

Human Resource Management Paradigm and Contemporary HR and OB Practices - I

Track Chair: Prof Sumati Ray, Professor, IISWBM, Kolkata

Sl. No.	Topic	Author(s)
1	How good is the Organization to work for? – To construct a Conceptual Model of Collective Perceptual Climate	Punam Bihani Kaushik Kundu
2	Training and Development is the Raison d’etre for the Success of an Organisation: The Case of BRAC, Bangladesh	Salehuddin Ahmed
3	A study on training need and effectiveness of non- clinical staff of private hospitals in Kolkata	Soumik Gangopadhyay Anindita Bose Somnath Chatterjee
4	Promoting Team Learning in Undergraduate Courses	Shamsun Nahar Ahmed
5	Managing Diversity – HR Challenge	Jayasheela

DAY I : 11 JANUARY 2017

3:30 PM - 4:45 PM **TECHNICAL SESSION II TRACK 3**

**Financial Management Paradigm and
Contemporary Finance and Accounting Practices**

Track Chair: Prof Debasish Sur, Professor, Burdwan University

Sl. No.	Topic	Author(s)
1	Artificial Intelligence: The Future of Fund Management :A study with special reference to Nomura's Simplex Equity Futures Strategy Fund	Gholam Syedain Khan Tanmayananda Chattaraj
2	Determinants of Net Non Performing Assets in Indian Banking System: A Comparison of Public & Private Sector Banks	Pallavi Julasaria Anurag Banerjee
3	Factors Affecting Stock Market Volatility: An Empirical Analysis on BSE SENSEX	Anuradha Saha Ayan Majumdar
4	Liquidity Management in Banking Sector in India – A Study on Public Sector Commercial Banks	Paramita Roy Biswas Manidipa DasGupta
5	Volatility in Daily Returns of Banking Sector in India – An Empirical Assessment on Selected Private and Public Sector Commercial Banks	Som Sankar Sen Manidipa DasGupta
6	Sustainable Growth Rate and its Determinants: An Emperical Study on some Selected Companies in India	Tutun Mukherjee Som Sankar Sen
7	Triple Bottom Line Reporting of ITC: A Way Forward	Sumanta Dutta
8	Women CEOs and Managerial Efficiency of Banks in India: A Comparative Assessment on SBI and ICICI	Seeuly Nath Manidipa DasGupta Som Sankar Sen

DAY I : 11 JANUARY 2017

3:30 PM - 4:45 PM **TECHNICAL SESSION II TRACK 4**

Contemporary Economics, Commerce Paradigm & Global Business Practices

Track Chair: Prof Jaydeb Sarkhel, Professor (retd.), Burdwan University

No.	Topic	Author(s)
1	An Emperical Study on the Closed MSMEs in South 24 Parganas District, West Bengal	Manas Naskar Sourav Kumar Das
2	Linkage Between the Financial Development And Quality Of Life: A Study In The Context Of SAARC Countries	Arindam Laha Avishek Sen
3	A study on the reasons behind the increase in Foreign Direct Investment in IT and ITES Sector.	Manjishtha Maitra Shantanu.P.Chakraborty
4	Estimating Banking Efficiency in the District of Burdwan, West Bengal: A Case Study	Prasanta Mukherjee Somnath Chatterjee
5	Determining Performance of Hospitals in West Bengal: A Case Study	Somnath Chatterjee Arindam Laha
6	India's Transition towards GST – An Essential Step to remain Globally Competitive	Aloke Gupta

DAY II: 12 JANUARY 2016

10:30 AM - 11:45 AM **TECHNICAL SESSION II PANEL 5**

Marketing Management Paradigm and Contemporary Marketing and Sales Practices - II

Track Chair: Prof Nabinananda Sen, Associate Professor, University of Calcutta

Sl. No.	Topic	Author(s)
1	Analyzing Customer Satisfaction Levels: A contemporary perspective in the Services Sector	Swapna Datta Khan
2	Linking tourism service quality, tourist satisfaction and destination loyalty using Tourist Relationship Management framework	Nibir Khawash Arup Kumar Baksi
3	Emergence of Ambush Marketing and its Present Scenario in India – An Overview	Santanu Mallick Gholam Syedain Khan
4	Healthcare Provider - Types of Marketing and benefits	Mainak Mukherjee Malini Majumdar (Mukhopadhyay)
5	Interpretation of Advertisement by Targeted and Non Targeted Audience through the effect of verbal and visual components of ad and the influence of that interpretation over brand attitude and belief	Sangita Ghosh
6	Marketing Strategy of Packaged Drinking Water – An Indian Case Study	Kanchan Parmar Protik Basu
7	Wills Lifestyle – Comparative Study of its Competitor Brands	Itender Kumar Protik Basu

DAY II: 12 JANUARY 2016

10:30 AM - 11:45 AM **TECHNICAL SESSION II PANEL 6**

Contemporary Management Paradigm & Contemporary Business Practices - I

Track Chair: Prof. Sharmistha Banerjee, Professor, University of Calcutta

Sl. No.	Topic	Author(s)
1	E-Tourism and Its Impact of Promotion for the Himalayan Hill Station Sikkim: An Empirical Analysis for Information Management-Online and Off line Service Infrastructure	Debasish Batabyal
2	Behavioural Predictors of the Personal Effectiveness of College Students in West-Bengal	Debasish Pal Chaudhuri Sarup Prasad Ghose
3	Teaching Empathy, Social Emotional Learning and Behaviour Management in the Class-room Enhances Students' Resilience and Mental Well Being.	Sasmita Tripathy(Satpathy) Puja Singh Ghosh
4	A Study on Corporate Social Responsibility Practices of Some Selected Tea Companies in the North-Eastern Indian Region	Sree Indranil Chatterjee Amit Majumdar
5	Sustainable Corporate Social Responsibility – An Empirical Study on Shiksha Project by Procter & Gamble (India)	Sougata Majumder Rajib Bhattacharya
6	Factors effecting the Psychological Well-Being and Success of the Doctoral Students who move back to Academics from Industry, Spiritual Intelligence playing the Moderating Role.	Surjyasikha Das

DAY II : 12 JANUARY 2017

2:15 PM - 3:30 PM **TECHNICAL SESSION IV TRACK 7**

Human Resource Management Paradigm and Contemporary HR and OB Practices - II

Track Chair: Ms Sumbhul Eram, HR Manager - Eastern Region, Pepsico India

Sl. No.	Topic	Author(s)
1	Effectiveness of Green HRM Practices on the Psychological Contract: Changing Nature of Employee-Employer in Automobile Company	Rinki Mishra Sarup Prasad Ghosh Surjyasikha Das
2	Women Leadership: An Effective Perspective	Madhurima Basu Kumkum Mukherjee
3	Strategies towards Developing Human Resource- A Comparative Study of Brazil, Russia, India, China and South Africa (BRICS)	Bikram Singh
4	Stress Handling Capacity of MBA Students: An Inter-Gender Study	Arunangshu Giri Adrinil Santra Wendrila Biswas Soumendra Nath Bandyopadhyay
5	A Study of Labour Reforms in the Context of Globalisation – A Critical Appraisal	Sanjay Anand Parveen Ahmed Alam
6	Human as a Resource: Macro Level Scenario	Jaideep Chatterjee

DAY II: 12 JANUARY 2016

2:15 PM - 3:30 PM

TECHNICAL SESSION II PANEL 8

Contemporary Management Paradigm & Contemporary Business Practices - II

Track Chair: Prof Sitanath Majumdar, Professor, University of Calcutta

Sl. No.	Topic	Author(s)
1	Intensifying Organizations for Business Process Augmentation: The Strategic Planning Perspective	Twisha Dasgupta Manodip Ray Chaudhuri
2	Green Recruitment: A Psychological Perspective	Ishita Chatterjee
3	A Study on Employee Engagement Activities and Analysis of Efficacy of the Reward and Recognition Policies	Gaurika Bhardwaj Protik Basu
4	Professionalism: A Relook, Re-logic and Re-conceptualization along Space – Time Axis	Poulomi Basu Kaushik Kundu
5	A Qualitative Study on the Survival Strategies of Subsistence Retailers in Rural India	Dev Narayan Sarkar Kaushik Kundu
6	Influence of Culture on Adoption of E-learning Technologies among the Students of Management Studies in Tripura – An Empirical Study	Debarshi Mukherjee Anjana Kalai