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				
D 11	August 09, 2019	Time: 3:00 PM – 4:15 PM		
Paper Id	Topic Name	Author		
	Journey Towards Recovery: Insolvency and	Sunita Chaki, Kshamta		
15	Bankruptcy Code of India – A Mirage or a Milestone	Chauhan and Anita Daryal		
	Factors Affecting Consumer Satisfaction with			
	Cashless Payment Systems in India: A Study on	Dr.Neelu Tiwari and Naveen		
35	Paytm and BHIM	Kumar Singh		
	A Study on Customers' Attitudes and Their			
	Preferences Toward Online Shopping vis-à-vis			
	Offline Shopping With Special Reference to Electric			
38	and Electronic Products in India	Anil Chauhan and Pradeep Suri		
	Analyzing the Mediating Effect of Word of Mouth on	Mayank Pant, V K Tangri and		
40	Green Products Purchase Intention	Anu Sayal		
	An Analytical Study of Pre-Merger and Post-Merger	Farman Ali and Dr.Anshul		
48	of SBI	Sharma		
	An Investigation on Website Usability of E-commerce	Dr. Diksha Panwar, Dr Meena		
52	Companies and Its impact on customer attitude	Negi and Shivendra Chaudhary		
	Does Political Ideology Affect the Growth of Indian	Dr.Anshul Sharma, Farman Ali		
55	Economy?	and Sunil Kumar		
59	Artificial Intelligence in Finance and Accounting	Reepu		
	An empirical exploration of consumer buying			
	behaviour in the age of luxury branding - With			
60	special reference to the Chennai retail market	Dr.Nisha Udayshankar		
	Can Firms' Market Performance Be Explained Better?			
	Role of Strategy, Sustainability Levers: An Empirical	John Ben Prince and		
61	Study	Subramaniam D		
	Effective Training Practices In Vivo Communication	Dr.Mousumi Panda and		
62	Technology Co. Ltd.	Subham Priyadev Singh		

	August 09, 2019	Time: 3:00 PM – 4:15 PM
Paper Id	Topic Name	Author
<u> </u>	Software Bugs Identification and Prediction	330000
	Approaches and their Interrelationships with Levels of	Varuna Gupta and Tarun Kumar
34	Inheritance: An Empirical Analysis	Singhal
	A Study on Comparison of Selected Project	
41	Management Software Tools	Madhu Arora
	A Methodical Review on Network Traffic Monitoring	
50	& Analysis Tools	Prabhjot Kaur and Neeti Misra
	Metal Oxide Hybrids and Their Polymer	Sudhanshu Singh, Umesh
	Nanocomposites with Its Various Properties	Kumar Dwivedi and Deepshikha
73		Rathore
		Anierudh Sundararajan, Gilad
	Feature Selection for Phishing Detection with	Gressel and Krishnashree
98	Machine Learning	Achuthan
	Revisiting Mutation Testing in Cloud Environment	Pushpanjali Saini and Dr.
108		Anubha Jain
	Data Analytics of Social Networking sites using	Satyajit Uparkar, Khushbu
	Game Theory Model	Asati, Prachi Sahahare and
111		Nalini Vaidya
	A Worldwide Analysis of Cyber Security And Cyber	Kartikay Sharma, Siddharth
117	Crime using Twitter	Bhasin and Piyush Bharadwaj
	Classifying Flowers images By Using Different	Vijaylakshmi Sajwan and
123	Classifiers In Orange	Rakesh Ranjan
	Mechanical And Tribological Properties Of Hybrid	Rishi Dewangan and Pankaj
	AL Metal Matrix Composite Using Industrial Waste	Kumar Pandey
127	And Agriculture Waste: - An Overview	

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

Does the University Third Mission entail Sustainability Science: Evidence from Indian Higher Educational Institutions' Sustainable Technology Patent Activity and Collaborations Spot and Derivative contract prices: A study of relationships of cardamom through ARDL Approach Testing and Verification of Aerospace Functionalities under Compliance of DO-254 The Mediating Effect of Service Quality in the Link Between Perceived Value and Customer Loyalty in Selected Hospitals of Chhattisgarh Inchoate aspects of Attempted Crimes: Revisiting Criminal Law for its effective Management Approaches to manage e-waste in India Approaches to manage e-waste in India Ambica Prakash Mani, V.M. Topinion of Indian food processing industry Creen marketing practices: Its antecedents and impact on quality in Indian food processing industry LOKPAL Bill - A powerful tool to control the Corruption: Opinion of Indian Voters The Importance of Emotional Intelligence and its Effects on Stress and Job Satisfaction Levels of Hospitality Employees in the UDUPI District Stakeholder Insight On CSR Model Implementation In Indian Organisations: Some Key Issues Sunita Pachar	Technical Session- 4– UIM Room No 1 Ground Floor				
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