

Institute of Engineering & Management

Department of Business Administration

International Conference 2021

on

"Innovative Research Practices in Social Sciences (IRPSS-2021)"

Program Schedule

Platform: Online Zoom

December 10, 11 & 12

Day 1	Program	Timings	Duration
	Day 1_ December 10, 2021		
	Emcee: Mr. Soumik Das, Assistant Professor & Training & Placement officer, Department of Business Administration, Institute of Engineering & Management, Kolkata		
Inaugural Session	Welcome Address by Prof. (Dr.) Rabin Mazumder, Professor & Head, Department of Business Administration, Institute of Engineering & Management, Kolkata & Convener-IRPSS-2021	09:50 am - 09:55 am	5m
	Lighting of the Digital Lamp	09:55 am - 10:00 am	5m
	Inaugural Address by His Excellency, Shri Jagdeep Dhankhar, Hon'ble Governor, West Bengal	10:00 am - 10:10 am	10m
	Keynote Address by Prof. Philip Kotler, S.C.Johnson Distinguished Professor, Kellogg School of Management, USA	10:10 am - 10:30 am	20m
	Address by Prof. (Dr.) Satyajit Chakrabarti, President, Institute of Engineering & Management, Kolkata	10:30 am - 10:40 am	10m
	Address by Prof. (Dr.) Satyajit Chakrabarti, Director, Institute of Engineering & Management, Kolkata	10:40 am - 10:50 am	10m
	Address by Prof. Subrata Basak, Principal(Ashram Campus), Institute of Engineering & Management, Kolkata	10:50 am - 11:00 am	10m
	Theme Address by Prof. Nandan Sengupta, Anglia Ruskin University, United Kingdom	11:00 am - 11:15 am	15m
	Special Address by Prof. (Dr.) D. K. Madaan, Secretary Indian Economic Association, and Head, Department of Social Science, Punjabi University, Patiala, Punjab	11:15 am - 11:25 am	10m
	Special Address by Prof. (Dr.) Jaydeb Sarkhel, President, Indian Accounting Association(SB) and former Professor, University of Burdwan, West Bengal	11:25 am - 11:35 am	10m
	Special Address by CMA P Raju Iyer, President, Institute of Cost Accountants of India	11:35 am - 11:45 am	10m
	Inaugural Vote of Thanks: Dr. Dipak Saha, Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata & Convener-IRPSS-2021	11:45 am - 11:50 pm	5m
	Inaugural Session Zoom joining link	Join Zoom Meeting https://zoom.us/j/93322539289?pwd=cE41dlRzeVUxallWeHZRVDgvQTJ5Zz09 Meeting ID: 933 2253 9289 Passcode: 452014	
	Tea Break	11:50 am – 12:00 pm	10m
Keynote Address 1:	Keynote Address by Prof.(Dr.) Jochen Writz, Professor-Marketing & Vice Dean, National University of Singapore, Singapore	12:00 pm – 12:45 pm	45m

	<p>Topic: How Intelligent Automation, Service Robots & AI will Revolutionize the Service Sector</p> <p>Join Zoom Meeting https://zoom.us/j/93322539289?pwd=cE41dlRzeVUxallWeHZRVDgvQTJ5Zz09 Meeting ID: 933 2253 9289 Passcode: 452014</p>		
Lunch Break		12:45 pm to 2:00 pm	
Workshop Session with Joining Link	<p>Pre-conference Workshop on Structural Equation Modelling using AMOS</p> <ul style="list-style-type: none"> • Introduction to SEM • Demonstration on SEM <p>by Dr. S. Srinivasan, VGSOM, IIT-Kharagpur, West Bengal</p> <p>Join Zoom Meeting https://zoom.us/j/93322539289?pwd=cE41dlRzeVUxallWeHZRVDgvQTJ5Zz09 Meeting ID: 933 2253 9289 Passcode: 452014</p>	2:00 pm to 5:00 pm	3 hours
Day 2_ December 11, 2021			
	Emcee: Ms. Suchana Roy, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata		
Keynote Address 2	<p>Keynote Address by Prof. (Dr.) Subhadip Ray, Professor-Marketing Area, IIM-Ahmadabad, Gujarat</p> <p>Topic: Publishing from India in High Quality Journal</p> <p>Join Zoom Meeting https://zoom.us/j/93322539289?pwd=cE41dlRzeVUxallWeHZRVDgvQTJ5Zz09 Meeting ID: 933 2253 9289 Passcode: 452014</p>	10:30 am to 11:30 am	
Tea Break		11:30 am to 11:45 am	
Keynote Address 3	<p>Keynote Address by Prof. (Dr.) Sandip Anand, Professor-Marketing Area, XIM-Bhubaneswar, Odisha</p> <p>Topic: An Intersectionality Framework for Research in Transformative Education</p> <p>Join Zoom Meeting https://zoom.us/j/93322539289?pwd=cE41dlRzeVUxallWeHZRVDgvQTJ5Zz09 Meeting ID: 933 2253 9289 Passcode: 452014</p>	11:45 am to 12:45 pm	
Lunch Break		12:45 pm to 2:00 pm	
Technical Sessions	<p>Marketing: Track 1</p> <p>Chair(Academics): Prof. (Dr.) Gurjeet Kaur, Professor, University of Jammu, Jammu & Kashmir</p> <p>Chair(Corporate): Mr. Makarand Kulkarni, Head, Project office Management, Mumbai Sanofi</p> <p>Co-chair- Prof.(Dr.) Arup Kumar Baksi, Professor, Department of Management & Business Administration, Aliah University, West Bengal</p>	2:00 pm – 5:00 pm	3 hours

	<p>Moderator: Prof. (Dr.) Soumik Gangopadhyay, Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata</p> <p>Zoom Joining Link: https://zoom.us/j/8185206902</p> <p>Marketing: Track 2</p> <p>Chair(Academics): Prof.(Dr.) Isita Lahiri, Professor, Department of Business Administration, University of Kalyani, West Bengal</p> <p>Chair (Corporate): Ms Deepali Naair, Chief Marketing Officer, IBM, India & South Asia</p> <p>Co-chair: Prof. (Dr.) Supriyo Patra, Professor-in-Charge of Management Department of Business Administration / BMS, St. Xavier's College (Autonomous) Kolkata, West Bengal</p> <p>Moderator: Prof.(Dr.) Dipak Saha, Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata & Convener-IRPSS-2021</p> <p>Join Zoom Meeting https://zoom.us/j/93322539289?pwd=cE41dlRzeVUxallWeHZRVDgvQTJ5Zz09 Meeting ID: 933 2253 9289 Passcode: 452014</p>		
	<p>Finance & Accounting: Track 1</p> <p>Chair- Prof. Pradipta Banerjee, Dean, Faculty of Commerce, Sidho-Kanho-Birsha University, West Bengal</p> <p>Chair (Corporate): Mr. Subhojit Roy, Former CIO, SBI Mutual Fund</p> <p>Co-chair- Dr. Manas Naskar, Head, Department of Commerce, Raiganj University, West Bengal</p> <p>Moderator: Dr. Bidushi Jana, Associate Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata</p> <p>Zoom Joining Link: https://zoom.us/j/98056332098</p> <p>Finance & Accounting: Track 2</p> <p>Chair- Prof. Debdas Rakshit, Professor, Department of Commerce, University of Burdwan, West Bengal</p> <p>Chair(Corporate): Mr. Saibal Biswas, Financial Consultant, Ex Head - HSBC and ABN Amro Bank Private Banking, Kolkata</p> <p>Co-chair: Dr. Abhijit Sinha, Associate Professor, Department of Commerce, Vidyasagar University, West Bengal</p> <p>Moderator: Mr. Arkaprava Chakrabarty, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata</p> <p>Zoom Joining Link: https://zoom.us/j/7449158894</p>	2:00 pm – 5:00 pm	
	<p>Human Resource Management: Track 1</p> <p>Chair: Prof.(Dr.) Ashutosh Muduli, Professor-Human Resource Management, Pandit Deendayal Petroleum University, Gujarat</p>	2:00 pm – 5:00 pm	

	<p>Chair(Corporate): Mr. Rajdeep Mukherjee, Manager- Training & Organizational Development, Bandhan Bank, Kolkata</p> <p>Co-chair: Prof.(Dr.) Parveen Ahmed Alam, Professor, Department of Management & Business Administration, Aliah University, West Bengal</p> <p>Moderator: Ms. Sreeparna Guha, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata</p> <p>Zoom Joining Link: https://zoom.us/j/3355715972</p> <p>Human Resource Management: Track 2</p> <p>Chair: Prof.(Dr.) Sumati Roy, Sr. Professor, IISW&BM, Kolkata, West Bengal</p> <p>Chair(Corporate): Mr. Jagat Mohan Sarkar, CPO & Head OD, TCG Digital, Delhi</p> <p>Co-chair: Dr. Ishita Chatterjee, Associate Professor, Dept. Of Psychology, University of Calcutta, West Bengal</p> <p>Moderator: Dr. Saikat Chakrabarti, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata</p> <p>Zoom Joining Link: https://zoom.us/j/8756960631</p>		
Day 3_ December 12, 2021			
	<p>Emcee: Mr. Soumik Das, Assistant Professor & Training & Placement officer, Department of Business Administration, Institute of Engineering & Management, Kolkata</p> <p>Emcee: Prof.(Dr.) Soumik Gangopadhyay, Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata</p>		
Keynote Address 5	<p>Keynote Address: Prof. David Aaker, Berkeley's Haas School of Business, University of California, USA</p> <p>Topic: Perspectives on Modern Branding</p> <p>Join Zoom Meeting https://zoom.us/j/93322539289?pwd=cE41dlRzeVUxallWeHZRVdGvQjJ5Zz09 Meeting ID: 933 2253 9289 Passcode: 452014</p>	10:30 am – 11:15 am	
Tea Break		11:15 am – 11:30 am	
Plenary Session	<p>Plenary Session:</p> <p>Topic: "Application of Research for Sustainable Business Practices during Pandemic Period"</p> <p>Chairman:</p> <ul style="list-style-type: none"> Prof.(Dr.) Madhusudan Karmakar, Professor, Indian Institute of Management, Lucknow, Uttar Pradesh <p>Members:</p> <ul style="list-style-type: none"> Prof.(Dr.) Mahalaya Chatterjee, Professor, Department of Economics, University of Calcutta, West Bengal Dr. Sajal Das, Associate Professor, Department of Commerce, University of Calcutta, West Bengal Prof. (Dr.) Supriti Mishra, Professor, International 	11:30 am – 12:45 pm	1.15 hours

	<p>Management Institute, Bhubaneswar, Odisha</p> <ul style="list-style-type: none"> • Dr. Shivaji Banerjee, Former HOD & Sr. Assistant Professor, Department of Commerce & Business Administration, St. Xavier's College (Autonomous), Kolkata • Dr. Samuel N. J. David, General Superintendent and Head, Dept. of Hospital Management Studies and Staff Training & Development, CMC, Vellore, Tamil Nadu <p>Moderator: Prof.(Dr.) Soumik Gangopadhyay, Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata</p> <p>Join Zoom Meeting https://zoom.us/j/93322539289?pwd=cE41dlRzeVUxallWeHZRVDgvQTJ5Zz09 Meeting ID: 933 2253 9289 Passcode: 452014</p>		
	Lunch Break	12:45 pm to 2:00 pm	1.15 hours
Technical Sessions	<p>Economics</p> <p>Chair: Dr. M.H Suryanaryana, Former Professor, Indira Gandhi Institute of Development Research, Mumbai</p> <p>Co-chair: Dr Subhasis Bhattacharya, Professor, Department of Economics, S.K.B. University, West Bengal</p> <p>Moderator: Prof. Subrata Basak, Principal (Ashram Campus), Institute of Engineering & Management, Kolkata</p> <p>Zoom Joining Link: https://zoom.us/j/8185206902</p>	2:00 pm – 5:00 pm	3 hours
	<p>Entrepreneurship, Social Issues & Public Policies</p> <p>Chair: CMA (Dr.) D.P.Nandy, Senior Director(Studies), Institute of Cost Accountants of India</p> <p>Co-chair: Prof. Sundeep Sondhi, Head, Department of Business Administration, University of Engineering & Management, Kolkata</p> <p>Moderator: Prof.(Dr.) Soumik Gangopadhyay, Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata</p> <p>Zoom Joining Link: https://zoom.us/j/98056332098</p>	2:00 pm – 5:00 pm	
	<p>General Management</p> <p>Chair: Prof.(Dr.) Rishi Raj Sharma, Professor, Department of Business Management, & Associate Dean, Guru Nanak Dev University RC, Gurdaspur, Punjab</p> <p>Co-chair: Prof.(Dr.) Pranam Dhar, Professor & Head, Department of Commerce and Management, West Bengal State University, West Bengal</p> <p>Moderator: Ms. Ajanta Ghosh, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata</p> <p>Zoom Joining Link: https://zoom.us/j/3355715972</p>	2:00 pm – 5:00 pm	
Valedictory Session	<p>Valedictory Address Chairperson: Prof. Justin Paul, Universidad de Puerto Rico, USA</p>	5:00 pm – 5:45 pm	45 minutes

	Special Address: Prof. (Dr.) V.K.Malhotra, President Indian Economic Association, Member Secretary, ICSSR, New Delhi	5:45 pm – 6:00 pm	15 minutes
	Special Address: Prof. Arindam Das, Professor, Department of Commerce, University of Burdwan and Secretary, Indian Accounting Association (SB Branch), West Bengal	6:00 pm – 6:10 pm	10 minutes
	Address: Future Direction of Research Prof. (Dr.) Rabin Mazumder, Professor & Head, Department of Business Administration, Institute of Engineering & Management & Convener-IRPSS-2021	6:10 pm – 6:20 pm	10 minutes
	Announcement of Best Paper Award & Award Distribution	6:20 pm – 6:30 pm	10 minutes
	Concluding Remarks: Dr. Dipak Saha, Professor, Department of Business Administration, Institute of Engineering & Management & Convener-IRPSS-2021	6:30 pm – 6:40 pm	10 minutes
	Vote of Thanks: Dr. Saikat Chakrabarti, Assistant Professor, Department of Business Administration, Institute of Engineering & Management	6:40 pm – 6:50 pm	10 minutes
Valedictory Session Zoom Joining Link:	Join Zoom Meeting https://zoom.us/j/93322539289?pwd=cE41dIRzeVUxallWeHZRVDgvQTJ5Zz09 Meeting ID: 933 2253 9289 Passcode: 452014		
Academic Networking	6:50 pm – 7:00 pm		