

2nd International Conference 2022

on

"Innovative Research Practices in Social Sciences (IRPSS-2022)"

In Association with



Smart Society, USA

Academy of Indian Marketing
ICRC-All India Management Association

Platform: Online (Zoom) 

December 09, 10 & 11, 2022

Program Schedule

Day 1	Program	Timings	Duration
	Day 1_ December 09, 2022 (Inaugural Session)		
	Emcee: Prof. Suchana Roy, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata & Member, Organizing Committee-IRPSS-2022		
	Topic: Inaugural Session_2nd International Conference on Innovative Research Practices in Social Sciences (IRPSS-2022)		
	Time: Dec 9, 2022 09:30 AM (IST) India		
	Join Zoom Meeting https://zoom.us/j/94590032834 Meeting ID: 945 9003 2834		
Inaugural Session	Welcome Address: Prof. (Dr.) Rabin Mazumder, Professor & Head, Department of Business Administration, Institute of Engineering & Management, Kolkata, India & Convener-IRPSS-2022	09:30 am - 09:35 am	5m
	Lighting of the Digital Lamp by All Dignitaries (Online)	09:35 am - 09:40 am	5m
	Inaugural Address: Prof. (Dr.) Satyajit Chakrabarti, Director, Institute of Engineering & Management, Kolkata, India.	09:40 am - 09:50 am	10m
	Inaugural Keynote Address: Prof. Philip Kotler, S.C.Johnson Distinguished Professor, Kellogg School of Management, USA.	10:00 am - 10:30 am	30m
	Keynote Address: Dr. Raj Agrawal, Director, All India Management Association, New Delhi, India.	10:30 am - 10:50 am	30m
	Keynote Address: Prof. Ranjan Das, IIM-Calcutta, India.	10:50 am - 11:30 am	40m
	Theme Address: Nandan Sengupta, Anglia Ruskin University, United Kingdom	11:30 am - 11:45 pm	20m
	Inaugural Vote of Thanks: Prof. (Dr.) Dipak Saha, Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata, India & Convener-IRPSS-2022	11:45 am - 12:00 am	15m

Lunch Break		12:00 pm to 2:00 pm	
Doctoral Colloquium	<p align="center">Doctoral Colloquium</p> <ul style="list-style-type: none"> • Dr. Arpan K. Kar, Amar S Gupta Chair Professor (AmEx) / IT/IS Area, Department of Management Studies School: Artificial Intelligence, Indian Institute of Technology Delhi, India. • Professor Roselina Ahmed Saufi, Professor, Malaysian Graduate School of Entrepreneurship and Business Universiti Malaysia Kelantan (UMK), Malaysia. • Professor Soma Sur, Professor & Former-Dean, Xavier Business School, & Hony. Director, LCERI (Fr. Lafont Centre for Excellence in Research and Innovation), St. Xavier's University, Kolkata, India. • Professor Amalendu Bhunia, Professor, Dept. of Commerce & Dean (Faculty of Arts, Commerce & Law), University of Kalyani, West Bengal, India. • Professor Kavita Sharma, Professor of Marketing, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi & Editor, Journal of Commerce & Business Studies (#JCBS), New Delhi, India. • Dr. Seema Biswas, Editor-in-Chief, BMJ Case Report, Israel. • Dr. Anupam Das Associate Professor Humanities & Liberal Arts in Management, IIM-Kozhikode, India. <p>Topic: Doctoral Colloquium_2nd International Conference on Innovative Research Practices in Social Sciences (IRPSS-2022) Time: Dec 9, 2022, 2:00 PM (IST) India Join Zoom Meeting https://zoom.us/j/94590032834 Meeting ID: 945 9003 2834</p> <p>Moderator: Prof.(Dr.) Soumik Gangopadhyay, Professor, Dept. of Business Administration, Institute of Engineering & Management, Kolkata, India.</p>	2:00 pm to 5:00 pm	3 hours
	Day 2_ December 10, 2022		
Keynote Address	<p>Keynote Address_2nd International Conference on Innovative Research Practices in Social Sciences (IRPSS-2022) Dr. Subhadip Roy, Chair Professor-Marketing, IIM-Ahmadabad, Gujarat, India. Topic: Publishing from India in High Quality Journal Time: Dec 10, 2022 10:30 AM (IST) India Join Zoom Meeting https://zoom.us/j/94590032834 Meeting ID: 945 9003 2834</p> <p>Moderator: Prof.(Dr.) Dipak Saha, Professor, Dept. of Business Administration, Institute of Engineering & Management, Kolkata, India.</p>	10:30 am to 11:15 am	
	Tea Break	11:15 am to 11:30 am	
Session on Meet the Editor	<p>Session on Meet the Editor on December 10, 2022 (Saturday)</p> <ul style="list-style-type: none"> ▪ Professor Ashish Chandra, Editor-in-Chief, Hospital Topics journal & Professor, College of Business, University of Houston, Clear Lake, Houston, Texas, USA. 	11:30 am to 1:00 pm	

	<ul style="list-style-type: none"> ▪ Dr. Sudhir Rana, Editor-in-Chief-FIIB Business Review (Sage Publishing), Co-Editor-in-Chief-South Asian Journal of Marketing (Emerald Publishing), Senior Editor-International Journal of Emerging Markets (Emerald Publishing), & Associate Professor, College of Healthcare Management & Economics, Gulf Medical University, UAE. ▪ Dr. Avinash K Shrivastava, Managing Editor, International Journal of System Assurance Engineering and Management (IJSAEM), Springer & Associate Professor-Management Information System Analytics and Quantitative Techniques, IMI-Kolkata, India. ▪ Dr. Ghulam Ali Arain, Editor-in-Chief, Journal of Economic & Administrative Sciences and Associate Professor of Organizational Behavior, Suleman Dawood School of Business, Lahore University of Management Sciences. ▪ Professor Antti Talonen, Editor-in-Chief, Journal of Co-operative Organization and Management, and Associate Professor (Dosentti), Administrative Science, Faculty of Management and Business, Tampere University, Finland. ▪ Professor Veland Ramadani, Co-Editor-in-Chief, Journal of Enterprising Communities, and Professor of Entrepreneurship and Family Business at Faculty of Business and Economics, South-East European University, North Macedonia. <p>Topic: Meet the Editors_ 2nd International Conference on Innovative Research Practices in Social Sciences (IRPSS-2022) Time: Dec 10, 2022 2:00 PM (IST) India Join Zoom Meeting https://zoom.us/j/94590032834 Meeting ID: 945 9003 2834</p> <p>Moderator: Prof.(Dr.) Dipak Saha, Professor, Dept. of Business Administration, Institute of Engineering & Management, Kolkata, India.</p>		
Lunch Break		1:00 pm to 2:00 pm	
Technical Sessions	<p>Marketing (Track 1)</p> <p>Chair(Academics): Prof.(Dr.) Isita Lahiri, Professor, Department of Business Administration, University of Kalyani, West Bengal, India.</p> <p>Co-chair: Dr.Supriyo Patra, Professor-in-Charge of Management, Department of Business Administration/BMS, St. Xavier’s College (Autonomous) Kolkata, India.</p> <p>Chair (Corporate): Ms Deepali Naair, Chief Marketing Officer, IBM, India & South Asia.</p> <p>Moderator: Prof. Dibyendu Chattaraj, Assistant Professor, Dept. of Business Administration, Institute of Engineering & Management, Kolkata, India.</p>	2:00 pm – 5:00 pm	3 hours

	<p>Marketing (Track 2)</p> <p>Chair(Academics): Prof.(Dr.) Subrata Chattopadhyay, Professor Department of Business Administration, University of Engineering & Management, Kolkata, India.</p> <p>Co-chair: Dr. Oyenuga Michael, Veritas University, Abuja, Nigeria.</p> <p>Chair (Corporate): Mr. Makarand Kulkarni, Associate Director–Marketing Excellence, Sanofi, Mumbai, India.</p> <p>Moderator: Prof.(Dr.) Soumik Gangopadhyay, Professor, Dept. of Business Administration, Institute of Engineering & Management, Kolkata, India.</p> <p>Marketing (Track 3)</p> <p>Chair(Academics): Prof. Sundeep Singh Sondhi, Dean of Business Administration, University of Engineering & Management-Kolkata, India.</p> <p>Co-chair: Dr. Shivaji Banerjee, Former HOD & Sr. Assistant Professor, Department of Commerce & Business Administration, St. Xavier’s College (Autonomous), Kolkata, India.</p> <p>Moderator: Prof. Soumik Das, Assistant Professor, Dept. of Business Administration, Institute of Engineering & Management, Kolkata, India</p>		
<p>Technical Sessions</p>	<p>Economics, Finance & Accounting (Track 1)</p> <p>Chair (Academics): Dr. Sajal Das, Associate Professor, Department of Commerce, University of Calcutta, Kolkata, India.</p> <p>Chair: (Corporate): CA Anubrata Gangoly, Partner Chunder Khator & Associates & Insolvency Professional, Kolkata, India.</p> <p>Co-chair: Dr R K Tailor, Associate Professor, Department of Business Administration, School of Business and Commerce, Manipal University Jaipur, Rajasthan, India.</p> <p>Moderator: Prof. Arkaprava Chakraborty, Assistant Professor, Dept. of Business Administration, Institute of Engineering & Management, Kolkata, India.</p> <p>Economics, Finance & Accounting (Track 2)</p> <p>Chair (Academics): CMA (Dr.) D P Nandy, Senior Director (Studies), The Institute of Cost Accountants of India, India.</p> <p>Co-chair: Dr. Lalit Kumar Joshi, Assistant Professor, Kazi Nazrul University (KNU), West Bengal, India.</p> <p>Moderator: Prof. Sayan Karmakar, Assistant Professor, Dept. of Business Administration, Institute of Engineering & Management, Kolkata, India.</p>		
	<p>Human Resource Management (Track 1)</p> <p>Chair: Prof.(Dr.) Ashutosh Muduli, Professor-Human Resource Management, Pandit Deendayal Petroleum University, Gujarat, India.</p> <p>Chair: (Corporate): Mr. Tarit Bhowmik, Ex Vice President -HR, BOC, India.</p> <p>Co-chair: Dr. Ishita Chatterjee, Associate Professor, Dept. Of Psychology, University of Calcutta, West Bengal, India.</p> <p>Moderator: Dr. Saikat Chakrabarti, Associate Professor, Dept. of Business Administration, Institute of Engineering & Management, Kolkata, India.</p>	<p>2:00 pm – 5:00 pm</p>	

	<p>Human Resource Management (Track 2)</p> <p>Chair: Dr. Dipa Mitra, Associate Professor-Human Resource Management, IISWBM, Kolkata, India.</p> <p>Co-chair: Dr. Antima Sharma, Assistant Professor (HRM), School of Management, University of Engineering & Management, Jaipur, India.</p> <p>Moderator: Prof. Arindam Roy, Assistant Professor, Dept. of Business Administration, Institute of Engineering & Management, Kolkata, India.</p>		
Technical Sessions	<p>General Management (Track 1)</p> <p>Chair: Prof.(Dr.) Rishi Raj Sharma, Professor, Department of Business Management, & Associate Dean, Guru Nanak Dev University RC, Gurdaspur, Punjab, India.</p> <p>Co-chair: Dr. Indrajit Ghosal, Associate Professor at Poornima University, Jaipur, Rajasthan, India.</p> <p>Moderator: Prof. Ajanta Ghosh, Assistant Professor, Dept. of Business Administration, Institute of Engineering & Management, Kolkata, India.</p> <p>General Management (Track 2)</p> <p>Chair: Dr. Subhasis Bhattacharya, Professor, Dept. Of Economics, Sidho-Kanho-Birsha University, West Bengal, India.</p> <p>Co-chair: Dr. Majeed Mohammed, Department of Marketing, Tamale Technical University, Tamale, Ghana.</p> <p>Moderator: Dr. Bidushi Jana, Associate Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata, India.</p>	2:00 pm – 5:00 pm	
Keynote Address	<p>Keynote Address_2nd International Conference on Innovative Research Practices in Social Sciences (IRPSS-2022)</p> <p>Professor Jagdish N. Sheth, Charles H. Kellstadt Professor of Business, Goizueta Business School, Emory University, Atlanta, Georgia, US.</p> <p>Time: Dec 10, 2022 08:00 PM (IST) India</p> <p>Join Zoom Meeting https://zoom.us/j/94590032834 Meeting ID: 945 9003 2834</p> <p>Moderator: Prof.(Dr.) Dipak Saha, Professor, Dept. of Business Administration, Institute of Engineering & Management, Kolkata, India.</p>	08:00 pm to 08:45 pm	
Day 3_ December 11, 2022			
Valedictory Session			
Topic: Valedictory Session_2nd International Conference on Innovative Research Practices in Social Sciences (IRPSS-2022)			
Time: Dec 11, 2022 5:00 PM (IST) India			
Join Zoom Meeting https://zoom.us/j/94590032834 Meeting ID: 945 9003 2834			
Valedictory Session	Valedictory Address Chairperson: Professor Sunil Sahadev, Professor, University of Brighton, UK.	5:00 pm – 5:30 pm	30 minutes
	Guest of Honor (Special Address): Dr. Jayant Sah, Director, Academy of Indian Marketing, India.	5:30 pm – 5:45 pm	15 minutes

	Guest of Honor (Special Address): Prof. (Dr.) Anuja Pandey, Professor, All India Management Association, New Delhi, India.	5:45 pm – 6:00 pm	15 minutes
	Future Direction of Research: Prof. (Dr.) Rabin Mazumder, Professor & Head, Department of Business Administration, Institute of Engineering & Management, Kolkata, India & Convener-IRPSS-2022	6:00 pm – 6:15 pm	15 minutes
	Announcement of Best Paper Award & Award Distribution	6:15 pm – 6:30 pm	15 minutes
	Vote of Thanks: Dr. Saikat Chakrabarti, Associate Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata, India.	6:30 pm – 6:40 pm	10 minutes
Academic Networking	6:40 pm – 7:00 pm		

