

### 3 Day 3<sup>rd</sup> International Conference

on

### "Innovative Research Practices in Social Sciences (IRPSS-2023)"

In Association with



Smart Society, USA

Academy of Indian Marketing  
ICRC-All India Management Association



Platform: Hybrid



November 16, 17 &18, 2023

### Program Schedule

Day 1	Program	Timings	Duration
<b>Inaugural Session</b> 10:00 am - 11:30 am (IST)	<b>Day 1_ November 16, 2023</b> (Inaugural Session)		
	<b>Emcee:</b> Prof. Suchana Roy, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata & Member, Organizing Committee-IRPSS-2023  <b>Topic:</b> Inaugural Session_3 <sup>rd</sup> International Conference on Innovative Research Practices in Social Sciences (IRPSS-2023) <b>Time:</b> Nov 16, 2023, 10:00 AM (IST) India <b>Join Zoom Meeting (SG)</b> <b>Topic:</b> IRPSS-2023 <b>Time:</b> : Nov 16, 2023, 10:00 AM (IST) India <b>Join Zoom Meeting</b> <a href="https://zoom.us/j/93966117452">https://zoom.us/j/93966117452</a> <b>Meeting ID: 939 6611 7452</b>		
	<b>Welcome Address:</b> Prof. (Dr.) Rabin Mazumder, Professor & Head, Department of Business Administration, Institute of Engineering & Management, Kolkata, India & Convener-IRPSS-2023.	10:00 am - 10:10 am	10m
	<b>Lighting of the Lamp by All Dignitaries</b>	10:10 am -10:20 am	10m
	<b>Inaugural Address:</b> Prof. (Dr.) Satyajit Chakrabarti, Director, Institute of Engineering & Management, Kolkata, India.	10:20 am - 10:30 am	10m
	<b>Speech by</b> Prof.(Dr.) Mohuya Chakraborty, Principal, Institute of Engineering & Management, Kolkata, India.	10:30 am - 10:40 am	10m
	<b>Inaugural Keynote Address:</b> Prof.(Dr.) Justin Paul, Editor-in-Chief, International Journal of Consumer studies. Professor, University of Puerto Rico, USA & University of Reading, UK.	10:40 am - 11:00 am	20m
	<b>Keynote Address:</b> Dr. Subhadip Roy, IIM-Ahmedabad, India	11:00 am - 11:20 am	20m
	<b>Theme Address:</b> Prof. (Dr.) Isita Lahiri, Department of Business Administration, University of Kalyani, Kolkata, India	11:20 am - 11:35 am	15m

<b>Inaugural Vote of Thanks:</b> Prof. (Dr.) Dipak Saha, Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata, India & Convener-IRPSS-2023.		11:35 am - 11:45 pm	10m
<b>Lunch Break</b>		<b>11:45 pm to 2:00 pm</b>	
<b>Conference Workshop</b> 2:00 pm - 5:00 pm (IST)	<b>Hands-on Workshop on PLS-SEM</b>  <b>Resource Person:</b> Dr Rishi Raj Sharma Professor, Department of Business Management & Associate Dean, Guru Nanak Dev University Regional Campus, Gurdaspur, India <b>Moderator:</b> Prof. Ajanta Ghosh, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata, India.  <b>Join Zoom Meeting (SG)</b> <b>Topic:</b> IRPSS-2023 <b>Time:</b> : Nov 16, 2023, 2:00 PM (IST) India <a href="https://zoom.us/j/93966117452">https://zoom.us/j/93966117452</a> <b>Meeting ID:</b> 939 6611 7452	2:00 pm - 5:00 pm	<b>3hrs</b>
<b>Day 2_ November 17, 2023</b>			
<b>Technical Sessions</b> 10:00 am - 12:30 pm (IST)	<b>Track: Student Research</b>  <b>Chairperson:</b> Dr. Ishita Chatterjee, Associate Professor, University of Calcutta, Kolkata, India <b>Moderator:</b> Prof. Dibyendu Chattaraj, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata, India.  <b>Time:</b> Nov 17, 2023, 10:00 AM (IST) India <b>Venue:</b> 1A, 2nd Floor, Conference Hall, Ashram Building	10:00 am – 12:30 pm	<b>2½hrs</b>
<b>Parallel Event</b>			
<b>Doctoral Colloquium</b> 10:00 am - 12:30 pm (IST)	<b>Referencing using Mendeley</b>  <b>Resource Person:</b> Prof. (Dr.) Rabin Mazumder, Professor & Head, Department of Business Administration, Institute of Engineering & Management, Kolkata, India. <b>Moderator:</b> Prof. Sreeparna Guha, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata, India. <b>Join Zoom Meeting (SG)</b> <b>Topic:</b> IRPSS-2023 <b>Time:</b> : Nov 16, 2023, 10:00 AM (IST) India <a href="https://zoom.us/j/93966117452">https://zoom.us/j/93966117452</a> <b>Meeting ID:</b> 939 6611 7452	10:00 am – 12:30 pm	<b>2½hrs</b>
<b>Lunch Break</b>		<b>12:30 pm to 2:30 pm</b>	
<b>Technical Sessions</b> 2:30 pm - 5:00 pm (IST)	<b>Track: Marketing</b> <b>Chairperson:</b> Prof.(Dr.) Kavita Sharma, Professor, University of Delhi, Delhi, India <b>Moderator:</b> Prof. (Dr.) Soumik Gangopadhyay, Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata, India. <b>Join Zoom Meeting (SG)</b> <b>Topic:</b> IRPSS-2023 <b>Time:</b> Nov 17, 2023, 02:30 PM (IST) India <a href="https://zoom.us/j/93966117452">https://zoom.us/j/93966117452</a> <b>Meeting ID:</b> 939 6611 7452	2:30 pm – 5:00 pm	

	<b>Track: Finance &amp; Accounting</b> <b>Chairperson:</b> Prof. (Dr.) Anirban Sarkar, Professor, West Bengal State University, Kolkata, India <b>Moderator:</b> Prof. Arkaprava Chakrabarty, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata, India. <b>Join Zoom Meeting (APC)</b> Topic: IRPSS-2023 <b>Time: Nov 17, 2023, 02:30 PM India</b> <a href="https://zoom.us/j/98770096265">https://zoom.us/j/98770096265</a> Meeting ID: 987 7009 6265	2:30 pm – 5:00 pm	3 hours
	<b>Track: Human Resource Management_1</b> <b>Chairperson:</b> Dr. Indrajit Ghosal, Associate Professor, Poornima University, Jaipur, Rajasthan, India <b>Moderator:</b> Dr. Bidushi Jana, Associate Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata, India <b>Join Zoom Meeting (RM)</b> Topic: IRPSS-2023 <b>Time: Nov 17, 2023, 02:30 PM India</b> <a href="https://zoom.us/j/98865888554">https://zoom.us/j/98865888554</a> Meeting ID: 988 6588 8554	2:30 pm – 5:00 pm	
	<b>Track: Human Resource Management_2</b> <b>Chairperson:</b> Prof.(Dr.) Ashutosh Muduli, Professor, Pandit Deendayal Energy University, Gandhinagar, Gujarat, India <b>Moderator:</b> Dr. Debarati Ghosh, Associate Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata, India <b>Join Zoom Meeting (SS)</b> Topic: IRPSS-2023 <b>Time: Nov 17, 2023, 02:30 PM India</b> <a href="https://zoom.us/j/99669137698">https://zoom.us/j/99669137698</a> Meeting ID: 996 6913 7698	2:30 pm – 5:00 pm	
	<b>Track: General Management</b> <b>Chairperson:</b> Prof.(Dr.) Subrata Chattopadhyay, Professor, Department of Management, Institute of Engineering & Management, Kolkata, India. <b>Moderator:</b> Prof. Arindam Roy, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata, India. <b>Join Zoom Meeting (DS)</b> Topic: IRPSS-2023 <b>Time: Nov 17, 2023, 02:30 PM India</b> <a href="https://us06web.zoom.us/j/82650752136?pwd=lnjCBKZwHPAwBGbs3OYnaO2UEmcD8Q.1">https://us06web.zoom.us/j/82650752136?pwd=lnjCBKZwHPAwBGbs3OYnaO2UEmcD8Q.1</a> Meeting ID: 826 5075 2136 Passcode: 706021	2:30 pm – 5:00 pm	
<b>Day 3_ November 18, 2023</b>			
<b>Valedictory Session</b>			
<b>Topic: Valedictory Session_3<sup>rd</sup> International Conference on Innovative Research Practices in Social Sciences (IRPSS-2023)</b> <b>Time: Nov 18, 2023, 4:00 PM (IST) India</b> <b>Join Zoom Meeting (SG)</b> <b>Topic: IRPSS-2023</b> <b>Time: Nov 18, 2023, 04:00 PM (IST) India</b> <b>Join Zoom Meeting</b> <a href="https://zoom.us/j/93966117452">https://zoom.us/j/93966117452</a> <b>Meeting ID: 939 6611 7452</b>			
<b>Valedictory Session</b>	<b>Valedictory Address</b> Chairperson: Professor Sunil Sahadev, Professor, University of Brighton, UK.	4:00 pm – 4:30 pm	30 minutes

4:00 - 6:00 pm (IST)	<b>Guest of Honor:</b> Dr. Jayant Sah, Director, Academy of Indian Marketing, India.	4:30 pm – 4:45 pm	15 minutes
	<b>Guest of Honor:</b> Prof. (Dr.) Anuja Pandey, Professor, All India Management Association, New Delhi, India.	4:45 pm – 5:00 pm	15 minutes
	<b>Future Direction of Research:</b> Prof. (Dr.) Rabin Mazumder, Professor & Head, Department of Business Administration, Institute of Engineering & Management, Kolkata, India.	5:00 pm – 5:15 pm	15 minutes
	<b>Announcement of Best Paper Award</b> & Award Distribution by Prof.(Dr.) Mohuya Chakraborty, Principal, Institute of Engineering & Management, Kolkata, India.	5:15 pm – 5:30 pm	15 minutes
	<b>Vote of Thanks:</b> Dr. Saikat Chakrabarti, Associate Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata, India.	5:30 pm – 5:40 pm	10 minutes
<b>Academic Networking</b>	5:40 pm – 6:00 pm		

