



# SRI BHAGAWAN MAHAVEER JAIN EVENING COLLEGE

Affiliated to Bengaluru City University

## ***International Conference Recent Advancement and Innovation in Business & Management & Its Contemporary Issues in Sustainable Economy “ICRAIBM 2023”***

**on 2<sup>nd</sup> and 3<sup>rd</sup> August 2023**

**Report on International Conference**

**DETAILS OF EVENTS (2023 -2024)**

<b>Title of the Event</b>	<b>Industrial Visit &amp; Connect</b>
<b>Date/s of Event</b>	<b>International Conference “ICRAIBM 2023” 2<sup>nd</sup> &amp; 3<sup>rd</sup> August 2023</b>
<b>Venue</b>	<b>SBM Jain Evening College, V.V.Puram, Bengaluru 560004</b>
<b>Name of Conference Convener</b>	<b>Dr.Lakshman K</b> Associate Professor & Head , Dept of Management SBMJEC <b>Mrs.Shruthi MS</b> , Assistant Professor & Head Dept of commerce SBMJEC
<b>Conference Organising Committee Members</b>	Dr.Dinesh N Dr.Prasad HK Mr.Nagendra Prasad Mrs.Bindushree Mrs.Niharika Shivu
<b>Conference Patrons</b>	<b>DR. CHENRAJ ROYCHAND</b> CHAIRMAN JAIN GROUP OF INSTITUTES <b>DR. EASWAR IYER</b> PRO-VICE CHANCELLOR JAIN (DEEMED TO BE UNIVERSITY) <b>DR. MAHESH K. M</b> PRINCIPAL, SBMJEC, BANGALORE
<b>Supported &amp; Guided by</b>	<b>DR. MAHESH K. M</b> PRINCIPAL, SBMJEC, BANGALORE
<b>Publishing Partner</b>	<b>International Journal of Multidisciplinary Research and Technology e-ISSN 2582-7359</b>
<b>Program / Semester</b>	<b>Bachelor of Commerce</b>
<b>Conference Journal Link with DOI</b>	<a href="https://doi.org/10.5281/zenodo.8215520">https://doi.org/10.5281/zenodo.8215520</a>
<b>No of participants Involved:</b>	<b>150 Participants</b> 85 Papers with 60 Papers Published with 8 International Papers from 4 countries

**THEME OF THE CONFERENCE:** Recent Advancement and Innovation in Business & Management & Its Contemporary Issues in Sustainable Economy “ICRAIBM 2023”

The conference aims to provide a platform for knowledge sharing between academic researchers and business practitioners in order to support transformative changes for addressing contemporary organizational challenges. Disruptive technologies and innovations are challenging businesses to rethink who they are, what they stand for, how they operate and how they could organize for the future. For successfully pivoting the business, organizations must nurture a culture that promotes constant transformation and understand that convergence in all spheres is absolutely critical when making transformations. Facing a complex future, leaders/managers increasingly need research-based information and evidence more than ever.

The academic research scenario in India is changing in light of the recent developments in educational reforms, especially with the implementation of NEP 2020, which seeks to transform higher education by focusing on skill-based education to meet the rapidly changing needs of the industry and the economy

#### **Details of Key note Speakers for the International Conference**

##### **KEYNOTE SPEAKERS: DAY 1**

###### **DR. RAMALAKSHMI**

PROFESSOR OF MBA AT KRUPA NIDHI GROUP OF INSTITUTIONS,  
BANGALORE

###### **DR. GHOUSIA KHATOON**

PROFESSOR, TISHK INTERNATIONAL UNIVERSITY  
IRAQ

##### **KEYNOTE SPEAKERS: DAY 2**

###### **DR. HEMANTH CHITTO**

PROFESSOR & HEAD, DEPARTMENT OF MANAGEMENT, UNIVERSITY OF  
TECHNOLOGY,  
MAURITIUS


###### **VINAY BN**

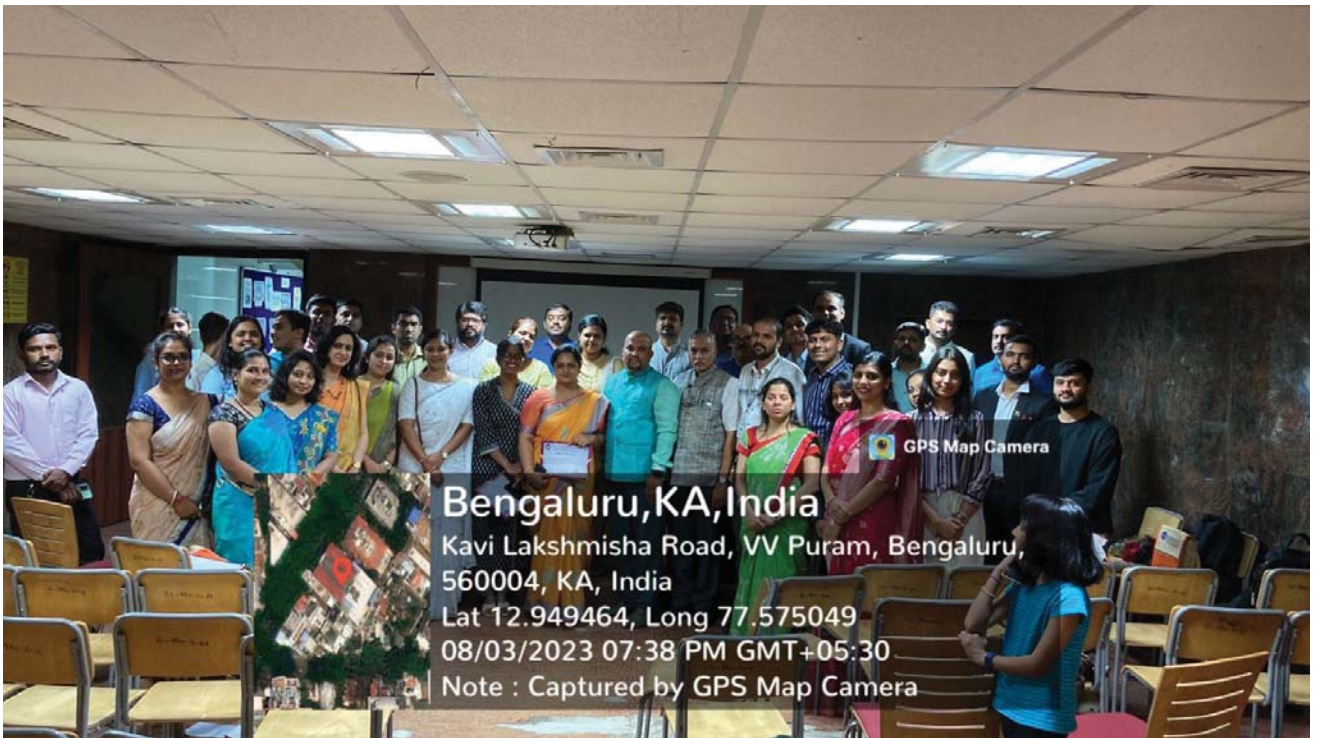
PROJECT PROGRAM MANAGEMENT SPECIALIST, NTT DATA

#### **Photos of the International Conference**



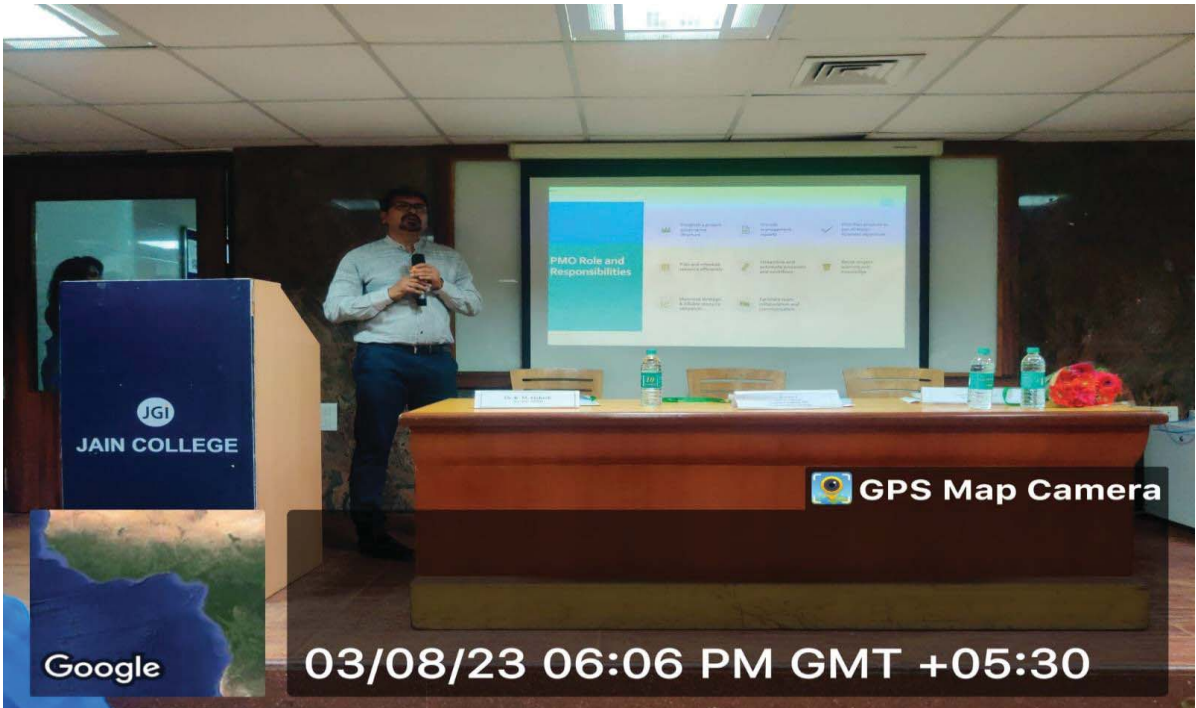
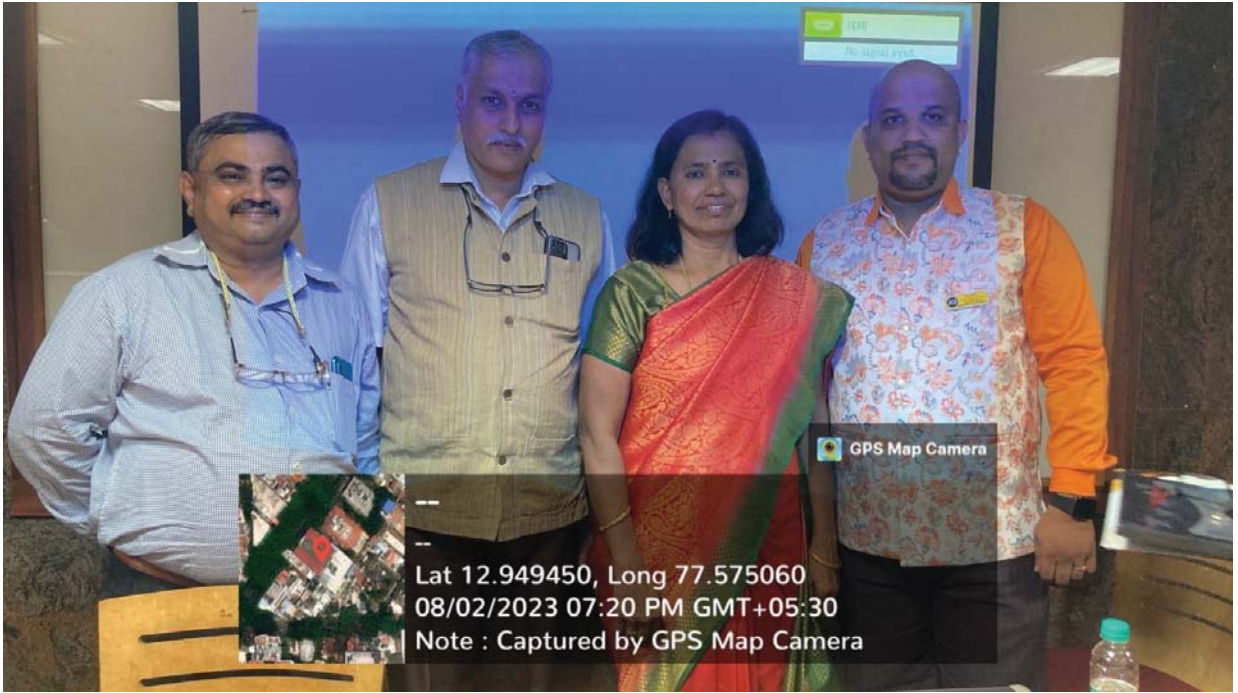
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3, Vishweshwarapura, Sudhama Nagar, Bengaluru, Karnataka 560004, India  
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Long 77.575167°  
03/08/23 05:42 PM GMT +05:30

 **GPS Map Camera**



**Bengaluru, KA, India**  
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560004, KA, India  
Lat 12.949464, Long 77.575049  
08/03/2023 07:38 PM GMT+05:30  
Note : Captured by GPS Map Camera

 **GPS Map Camera**





## List of Participants/Presenters

Paper ID	Title of the Paper	Author name 1
INC63	Review of Financial literacy Among Indian Women	Anjana M
INC 53	Impact Of State Micro Financing Schemes Awareness On Monetary Issues Of Agricultural Entrepreneurs	ROOPASHREE.A
INC 09	The sway of YouTube advertising on attitudinal factors of generation z in purchase intention	BHARATHI N S
INC02	The Power of Artificial Intelligence and Technologies in Financial Institutions in India	Dr Naveen Kumar R
INC 30	A Study on Sustainable Moss-Based Air Purifiers	Shilpi Agarwal
INC 31	A Study on Reverse Vending Machines	Shilpi Agarwal
INC 59	Influence of Animated Advertisements on Consumer Buying Behaviour	Dr. Shilpa Sarvani
INC 05	A Comparative study on Impact of digital wallets on Gen Y and Gen Z in Bangalore	Dr. Varalakshmi S
INC 21	A study on the impact of training on employee performance and their retention	Vikas Kumar
INC 35	The Governance of Digital Technologies in Medical Education.	Dr. Siddaling Talikoti
INC38	Trust & Accountability: A comparison of Social Media News and	Dr Guru Basava

	Traditional News Channel	Aradhya S
INC 36	Inclusive Innovation: Exploring How DEI and Talent Ring-Fencing Work together in organisation	S Prithvi
INC42	A study on Impact of Work life balance on Psychological and Physical well-being of employees in higher education sector in Bangalore region	Sunil R Hegde
INC 03	Crowd funding – Approach And Limitations, Bureaucracy For Monitor And Control	Munnu Prasad V
INC 01	"Examining Consumer Behavior and Customer Relationship Management Strategies: An Application of the Extended Theory of Planned Behavior Model in Mauritius"	Dr Eric Bindah
INC 34	Perceptions of users towards benefits of the digital accounting system : An Empirical study	Dr. NETHRAVATHI K
INC 48	"A Comparative Analysis of factors influencing UPI based payment platforms" - A study of select retailers in Bangalore urban and rural.	Pragathi S
INC43	Analyzing Strategies adopted by MSMEs in Karnataka to overcome the challenges of Covid-19	Dr. Kiran L Maney
INC04	Impact of workplace happiness among Employee Job Satisfaction	Dr Lakshman .K
INC14	A Study on Employee Training and Development in Farm Gate Milk Dairy	Y. Manohar Reddy
INC13	A study on factors influencing the employees work life balance	P.Pushpanjali
INC46	Role of Technology in HRM: A Review on Metaverse	Dr. Sahana B S
INC23	A STUDY ON EMPLOYEE ABSENTEEISM IN KOTAK MAHINDRA BANK LTD	BANNELA MASTHANI
INC22	A Study on effective Recruitment and selection process	Avvagari Deepthi
INC 16	A study on the HR policies and practices	K. Malathi
INC20	Quality of work life balance with reference to employees in Amara Raja batteries, Tirupati	D.Suneetha
INC24	A study on performance appraisal system in ernst & young in bengaluru	Y.kalyani
INC 28	ASTUDY ON EMPLOYEE MOTIVATION AND MORALE	M.Radha
INC27	A study on Effectiveness of online Recruitment	Valmiki srilatha
INC18	A STUDY ON MOTIVATIONAL TECHNIQUES ADOPTED FOR EMPLOYEE PRODUCTIVITY	A.Vamsidhar reddy
INC 52	Employee motivation and morale- conceptual study	DR. VENNILA.A,
INC25	A study on employee perspectives on knowledge management in you minds technology solutions pvt ltd	C. Kasthuri
INC 51	Customer Relationship Management (CRM) Practices in organized retail shopping center at Bengaluru city in India	DR. VENNILA.A
INC19	A STUDY ON PERFORMANCE APPRAISAL SYSTEM TOWARDS HINDUSTAN COCA COLA BEVERAGES PVT.LTD	Muthana Naresh
INC29	A study on compensation management in Volvo group, Bengaluru	D srikanya
INC26	A study on factors influencing the quality work life of employees in Myntra	V.Vani
INC17	A Study on Talent Management System in Big Bazaar	K.Monika Lakshmi

INC 15	A study on stress management	R. Madhuri
INC 66	A Case study review of GST Implementation in the textile industry with the special emphasis on Karnataka	SHILPA K P
INC-57	An Evaluation Of Training Performance – A Case Study Of Pradhan Mantri Koushal Vikas Yojana In Bagalkot District	Dr. S.C.Patil
INC 57	Influence of Factors Causing Stress on Performance of Drivers and Conductors of North Western Karnataka Road Transport Corporation (NWKRTC).	Dr. S. C. Patil
INC 49	Customer satisfaction of dealers working relationship with special reference to cement industry	Jabili. Kamurthy
INC 49	Customer Satisfaction level of dealers working relationship with special to reference to cement industry.	Jabili. Kamurthy
INC39	"Building Teenagers' Character: Panchatantra Tales as Moral Guides"	Dr.Umakanth.S
INC41	" Harnessing the Wisdom of Panchatantra Tales to Foster Moral and Ethical Behavior in Teenagers"	Dr. Hemanth Kumar. S
INC40	Investigating the Impact of User Interface and User Experience on Mobile E-Commerce Applications in the Grocery Sector	Dr.Umakanth.S
INC08	Advancing the Understanding of Earnings Management: Insights from Deferred Taxation and Integrated Reporting in European listed firms	Geerawo Thakoor Sharma
INC64	Raise In Sustainable Fashion Buying – A shift in Consumer Buying Behavior	Dr. Roopa KV
INC 55	Tax Evasion In India Is Still A Major Roadblock	HARSIKAA C
INC54	Comparison of PowerBI Desktop & PowerBI service	Lochan Mahesh Chigateri
INC54	Electric over Fuel or the other way around?	Lochan Mahesh Chigateri
INC08	Advancing The Understanding Of Earnings Management: Insights From Deferred Taxation And Integrated Reporting In European Listed Firms	Geerawo Thakoor Sharma
INC 58	THE IMPACT OF AUDIT RISK ASSESSMENT ON FINANCIAL PERFORMANCE: CASE STUDY OF ERBIL-KURDISTAN REGION	Dr. Ghousia Khatoon
INC 11	IMPACT OF SERVICE QUALITY AND SECURITY ON CUSTOMER SATISFACTION: THE CASE STUDY IN PRIVATE BANKS OF ERBIL- KURDISTAN REGION	Dr. Ghousia Khatoon
INC 12	BEST HR PRACTICES IN SMALL AND MEDIUM ENTERPRISES IN BANGALORE” – A PROJECT CARRIED OUT THROUGH DESCRIPTIVE RESEARCH Show quoted text	NAGENDRAPRASAD N
INC 60	Electrifying the future: A conceptual framework and analysis for Sustainable electric mobility	MOHAMMED TARIQ NAYAAB
INC 60	Expanding Electric Vehicle Charging Infrastructure: Identifying demand patterns and charging gaps.	Mohammed Tariq Nayaab
	Expanding Electric Vehicle Charging Infrastructure: Identifying demand patterns and charging gaps.	Yadeesh K R
	Expanding Electric Vehicle Charging Infrastructure: Identifying demand patterns and charging gaps.	Harsh Jajee
	Expanding Electric Vehicle Charging Infrastructure: Identifying demand patterns and charging gaps.	Hemanth Kumar G S
	Expanding Electric Vehicle Charging Infrastructure: Identifying demand patterns and charging gaps.	

61	Expanding Electric Vehicle Charging Infrastructure: Identifying Demand Patterns and Addressing charging gaps.	Samir Karek
INC47	AI implementation in banking sector:customer perspective	Pooja v
INC 47	AI implementation in banking sector:customer perspective	Pooja v
INC 44	The Impact of Film Marketing on GenZ Viewership:Exploring the Influence of Marketing Strategies on GenZ Audience Engagement	Dr Shikha Bhagat
INC 45	Digital Supply Chain Twin: Exploring limits and expanding horizons	Amritha Jyothy
1234	Piezoelectric Energy Harvesting Floor Mat for Low Power Consumption	Dr Charles Godwin K
1234	Piezoelectric Energy Harvesting Floor Mat for Low Power Consumption	Rishi Gupta
	Expanding Electric Vehicle Charging Infrastructure: Identifying Demand Patterns and Addressing charging gaps.	Peyush Gupta
	Expanding Electric Vehicle Charging Infrastructure: Identifying Demand Patterns and Addressing charging gaps.	Mario Celestina Nanditha

### Details of Best Paper award on category wise

#### CONGRATULATIONS TO ALL WINNERS OF ICRAIBM 2023

##### Winners of Track Strategy & Innovation

Slno	Track ID	Name Of The Participant & College/University	Title Of The Paper	Category Of Award
1	INC	<b>Dr. Shilpa Sarvani, Dr. Shikha Bhagat, Mary Therese Anusha</b>  Christ (Deemed To Be University)  Bangalore	Influence Of Animated Advertisements On  Consumer Buying Behaviour	1 <sup>st</sup> Place
2	INC 64	<b>Dr. Roopa KV, Dr. Kesavalu Poola, Mrs. Padmashree. P</b>  Jain(Deemed-To-Be)University, CMS, Lalbagh Road, Bengaluru	Raise In Sustainable Fashion Buying – A Shift In Consumer Buying Behavior	2 <sup>nd</sup> Place
3	INC 50	<b>Prof Sunitha B K, Utkarsh Gupta, Tejash Das, Bhavya Goel</b>  Jain(Deemed-To-Be)University, CMS, Lalbagh Road, Bengaluru	How Fintech Has Changed The Borrowing Capacity Of Indian Youths?	3 <sup>rd</sup> Place



### Winners of Track Accounting & Finance

SLNo	Track ID	Name of the Participant & College/University	Title of the Paper	Category of Award
1	INC 03	<b>Mr.Munnu Prasad</b> Assistant Professor, School Of Allied Healthcare Sciences, Jain (Deemed-To-Be-University), Whitefield Campus, Bengaluru	Crowdfunding – Approach And Limitations, Bureaucracy  For Monitor And Control	1 <sup>st</sup> Place
2	INC 10	<b>Ms.Pragathi S</b> Assistant Professor, Surana College Autonomous, Bengaluru	“A Comparative Analysis Of Factors Influencing Upi Based Payment Platforms” - A Study Of Select Retailers In Bangalore Urban And Rural	2 <sup>nd</sup> Place
3	INC 08	<b>Geerawo T. S. Jugurnath B ,Luckhot.</b>  University Of Technology Mauritius  Open University Of Mauritius  University Of Mauritius,	Advancing The Understanding Of Earnings Management: Insights From Deferred Taxation And  Integrated Reporting In European Listed Firms	3 <sup>rd</sup> Place

### Winners of Track Marketing

SLNo	Track ID	Name of the Participant & College/University	Title of the Paper	Category of Award
1	INC 01	<b>Eric Bindah, Leenshya Gunnoo</b>  University Of Mauritius, University Of Technology Mauritius	Examining Consumer Behavior And Customer Relationship Management Strategies: An Application Of The Extended Theory Of Planned Behavior Model In Mauritius	1 <sup>st</sup> Place
2	INC 11	<b>Dr. Ghousia Khatoon, Lana Himdad, Zainab Abbas, Tara Rasoul</b>  Tishk International University, Iraq	Impact Of Service Quality And Security On Customer Satisfaction: The Case Study In Private Banks Of Erbil Kurdistan Region	2 <sup>nd</sup> Place
3	INC 49	<b>Jabili Kamurthy, Dr. Kiran Maney, Priyanka Sree M B</b>	Customer Satisfaction Level Of Dealers	3 <sup>rd</sup> Place

		Jain(Deemed-to-be)University, CMS, Lalbagh Road, Bengaluru	Working  Relationship With Special Reference To Cement  Industry	
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### Winners of Track Human Resource Management

SLNo	Track ID	Name of the Participant & College/University	Title of the Paper	Category of Award
1	INC 46	<b>Dr. Sahana B S, Dr. C Sharmila Rao</b>  Jain(Deemed-to-be)University, CMS, Lalbagh Road, Bengaluru	Role of Technology in HRM: A Review on Metaverse	1 <sup>st</sup> Place
2	INC 04	<b>Dr. Lakshman K, Mrs. Shilpa Mary T, Mrs. Saritha. S. R</b>  Jain University- CMS, SBMJEC, Bengaluru	Impact Of Workplace Happiness Among Employee Job Satisfaction Satisfaction” A Conceptual Study	2 <sup>nd</sup> Place
3	INC 36	<b>Mr. S. Prithvi, Dr. Dinesh. N</b>  Jain(Deemed-to-be)University, CMS Business School, Bengaluru	“Inclusive Innovation: Exploring How DEI And Talent Ring-Fencing Work Together In Organizations”	3 <sup>rd</sup> Place

### Winners of Track Operations & Supply Chain Transformations

SLNo	Track ID	Name of the Participant & College/University	Title of the Paper	Category of Award
1	INC 9	<b>Bharathi N, S Yadav, Dr. Deep Jyoti Gurung</b>  Christ (Deemed to be University), Bengaluru	The Sway Of Youtube Advertising On Attitudinal Factors Of Generation Z In Purchase Intention	1 <sup>st</sup> Place
2	INC 55	<b>Roopashree.A., Dr. Bala Kumar, Dr. Dinesh N</b>  NMKRV College for Women , Christuraj College, CMS B-School, Jain University	Impact Of State Micro Financing Schemes Awareness On Monetary Issues Of Agricultural Entrepreneurs	2 <sup>nd</sup> Place
3	INC 47	<b>Pooja V</b>  M.E.S College of Arts, commerce & Science , Bengaluru	AI Implementation in Banking Sector: Customer Persepctive	3 <sup>rd</sup> Place