# ICMIT-2023

**25-26 August, 2023**

## Book of Abstracts

**13th International Conference on Management & IT**

# Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

**INTERNATIONAL SCHOOL OF INFORMATICS & MANAGEMENT**
(Formerly India International Institute of Management)
Approved by AICTE, New Delhi        Affiliated to RTU, Kota
Accredited 'A' by NAAC
Ranked 1st in category 'A' By Rajasthan Technical University, Kota
Sector - 12, Mahaveer Marg, Mansarovar, Jaipur - 302020

**ISIM**

# 13<sup>th</sup> ICMIT-2023

## 25-26 August, 2023

**ABOUT THE CONFERENCE**

Modern businesses grow and succeed in today's corporate climate for a myriad of different reasons. Some are known for their innovative products, others for their Tech-enabled services, and others still for less easily-defined factors such as strong brand loyalty and captivating ad campaigns. Innovation is often necessary to adapt so as to overcome the challenges of change as it fosters growth, helps to stay ahead of the competition and helps to take advantage of new technologies. Achieving organizational and technological growth through innovation is the key to staying afloat in today's highly competitive world. The advancement and innovation in Business Management and IT helps in improving business processes so as to increase efficiency and productivity and to enable a business to extend the range or quality of existing products and services. Innovation plays a key role in introducing novelty to existing products and processes to meet rapidly changing customer or consumer demands and adding value to existing products, services or markets to differentiate a business from its competitors leading to increased market share, revenue, and customer satisfaction. How to assist enterprises in gaining competitive advantages through technological and managerial innovations has become a crucial issue for both academicians and practitioners. In order to be more concurrent with the advancing world and to realize innovation that meets the required goals & performance expectations, new initiatives with advanced technologies must be adopted that can have a great influence on the existing management practices. The main objective of ICMIT is to provide a platform where business stakeholders, scientists, researchers and industrial experts worldwide can share cutting-edge innovative technologies and managerial theories, exchange valuable experience and form collaborative relationships to promote advancement and innovation in Business Management and Information Technology. This conference is being organized with the notion to synchronize the various advancements and up-gradations which are parented in the field of technology and management. The conference integrates knowledge, findings and research interests of various field experts coming from different disciplines to benefit society and industry.

**OBJECTIVES**

The conference aims to offer deep knowledge, to explore new possibilities, to narrow down solutions and to discuss future developments in the field of Management and Information Technology. The conference is being held with the objectives

- To understand issues and challenges in the research in the field of business and management from around the world.
- To draw some guidelines that can be useful in approaching the concept of the business model in a well-structured way, providing an in-depth investigation of the various research streams and perspectives.
- To disseminate knowledge and share experience in dealing with advances in business and management
- To understand appropriate and effective strategies in dealing with opportunities, threats, and challenges in business management amidst fast changing environmental concerns.

**डॉ. सुभाष गर्ग**

राज्य मंत्री

राजस्थान सरकार

सत्यमेव जयते

तकनीकी शिक्षा, आयुर्वेद और भारतीय चिकित्सा
एवं जन अभियोग निराकरण विभाग (स्वतंत्र प्रभार),
अल्पसंख्यक मामलात, वक्फ, उपनिवेशन,
कृषि सिंचित क्षेत्र विकास एवं जल उपयोगिता विभाग

## Message

Innovation has become the bedrock of modern society, fuelling advancements that shape the way we live, work and interact. In the fast-paced world of Technology and business convergence, the need to embrace innovation has never been more critical. We are witnesses to a digital revolution that constantly redefines our boundaries and opportunities. As responsible individuals it is our collective responsibility to harness the potential of innovation to drive positive change.

Today, we stand at the crossroads of unprecedented opportunities. The rapidly evolving landscape of technology and management practices presents us with endless possibilities to revolutionize ourorganiztions, industries and communities. But innovation is not merely about adopting the latest tools or techniques, it is a mindset that permeates every aspect of our endeavours.

From small start-ups to multinational corporations, from academic institutions to research labs, countless individuals have dedicated their efforts to pushing the boundaries of what is possible.

The international Conference on Management and IT on the main theme of "Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts" has been scheduled on August 25-26, 2023 at Jaipur, India to be organized by the International School of Informatices and Management other knowledge partners also have identified this avenue for research & practices and discussions.

I heartily wish the International Conference on Management and IT, 2023 a grand success.

**(Dr. Subhash Garg)**

प्रो. एस.के. सिंह
कुलपति
**Prof. S.K. Singh**
**Vice Chancellor**

राजस्थान तकनीकी विश्वविद्यालय, कोटा

**RAJASTHAN TECHNICAL UNIVERSITY, KOTA**

No: RTU/VCS/F(1)/2023/           Date: 21-8-2023

**MESSAGE**

There is no denial in the fact that the society has undergone a significant change, and that business management and information technology have played a key role as catalysts in this evolution.

The International School of Informatics and Management (ISIM) and other knowledge partners have identified this agenda for research-based and practice-based discussions and considerations for the International conference on Management and IT appropriately with the theme "Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts".

This conference I hope will be an excellent example of a sustainable drive that synchronises the various advancements and innovations being witnessed in the management and technology domains. The knowledge, insights, and research of several subject-matter specialists from a variety of fields will undoubtedly be integrated into this conference for the benefit of society and business.

The International Conference on Management and IT has my best wishes for this conference and hope for fruitful outcomes.

(Prof. S.K. Singh)
Vice Chancellor

# UTTARA UNIVERSITY

*Quality Education at Affordable Tuition*

House: 04, Road: 15, Sector: 06, Uttara Model Town, Uttara, Dhaka- 1230, Bangladesh
Phone: 58951116,58952280,58953325,58953854,58955310,58955794,58957316,48956502,48956504,48957261,48957262,48963365,48963551
Email: info@uttarauniversity.edu.bd, Web: uttarauniversity.edu.bd

(Govt. & UGC Approved)
Est. 2003

Ref:

Date: 24.07.2023

## Message for ICMIT-2023

It gives me immense pleasure to wish the organisers of ICMIT-2023 International Conference on Management & IT 2023 ''Innovations and Advances in Management & IT: Initiatives, Catalysts & Impacts'' fondest wishes for the success of this extraordinary conference. These conferences are essential in the modern era to document the unprecedented development of technology and innovation within modern enterprises. I believe this conference will provide the world with much-needed results of dynamic innovations and techniques, as well as enhance the research-based skills of distinguished participants.

I congratulate the participants and the organising team for creating an infrastructure of contemporary information that will be useful to the readers of our time. I also believe that readers will benefit tremendously from a comprehension of the concurrent processes of IT and management, as well as their effects. I hope that industry specialists will gain a great insight from the evidence-based research that has been conducted and use it to enhance the managerial theories and comprehension for themselves and for other stakeholders, businesses, and researchers, as well as to investigate new opportunities.

Ultimately, I am certain that the research interests and discoveries of all of the industry professionals and researchers will be integrated at this conference, and that it will be of great use to the society in which we now reside.

Warm Regards

24.2.23

Mr Abid Aziz
Advisor, Admission & Promotion
Uttara University, Bangladesh

Blantyre
Republic of Malawi

**Millennium UNIVERSITY**
ACCREDITED

Mobile:      +918 171 4074 48
Email: sbmannu@gmail.com

**PROF. S.B SHARMA**
Vice Chancellor

Dated: July 24, 2023

## From the Vice-Chancellor's Desk

I am feeling immense pleasure to learn that International School of Informatics & Management, Jaipur, Rajasthan, India is organizing an International Conference on Management & IT on "Innovations and Advances in Management & IT: Initiatives, Catalyst and Impacts". We are now living in 21st century i.e. the era of Artificial Intelligence. When we look back on the 20th century, we can see clearly that while there were important human inventions, particularly in the fields of Science and Technology, man was having the control over machines but in present times, the scenario has been changed completely. This is the result of research and innovation that now humanoids are being sent to the space instead of man, thus reducing the risk of human lives.

Everybody in the world is looking for peace. Let it spread from self to family, family to society, society to country and country to the world making it a peaceful place to live in. I extend my heartiest felicitations to the organizers for bringing the academicians, professionals and research scholars together so that the vision of multidisciplinary research can be deliberated properly. I also congratulate the Organizers of this highly prestigious event and for bringing out this book for dissemination of this highly required knowledge for growth and development at National and international levels.

*sBs*
(S. B. Sharma)

Prof. Nazrul Islam, PhD
Pro-Vice Chancellor
Northern University Bangladesh

## Message

It gives me immense pleasure to extend my warmest gratitude to the organizers for arranging such an International Conference on Management & IT - ICMIT 2023. Organized by the prestigious International School of Informatics & Management (ISIM) in Jaipur, India, this conference is a remarkable platform for exploring the frontiers of knowledge, sharing insights, and fostering collaborations.

Under the theme "Innovations and Advances in Management & IT: Initiatives, Catalysts & Impacts," the collective pursuit of transformative progress of the conference will transcend the boundaries and illuminate the path towards a brighter future. It will undoubtedly be a valuable resourceful platform for scholars, practitioners and students, fueling further exploration and advancements in the fields of Management and Information Technology. This initiative will also serve as the catalysts for the future that will embrace innovation, leverage emerging technologies, and celebrate ethical leadership.

The insights which will be gained from the conference will definitely guide the endeavors of the organizers towards creating a meaningful and lasting impact on the global technological development.

Wishing a grand success of the conference.

# PSNA
## College of Engineering & Technology

Estd : 1984

Accredited by NAAC with 'A++ Grade'.
All Eligible UG Programmes are
accredited by NBA, New Delhi.
Approved by AICTE, New Delhi.

'Kalvi Thanthai'
**Thiru. R.S. Kothandaraman**
Founder

**(An Autonomous Institution Affiliated to Anna University, Chennai)**

Dr. S. Manimaran, B.E., (CSE), M.B.A., M.Phil.,Ph.D., (Information System)
Director MBA & Placements

It gives me a Great Pleasure to wish the Organizers of ICMIT – 2023, a grand success. Academic Excellence is achieved through knowledge sharing which is facilitated through Conferences stretched across the globe. This Multi Disciplinary Conference is a platform for experts in multiple domains to integrate and collaborate. We are delighted to be part of this knowledgeful conference.

**Dr.S.MANIMARAN**
Dr. S. MANI MARAN
DIRECTOR - MBA & PLACEMENTS
PSNA COLLEGE OF ENGG & TECH.,
DINDIGUL

Toll Free 1800 425 4264

www.psnacet.edu.in

Kothandaraman Nagar, Dindigul-624 622. Tamil Nadu, India.

contact@psnacet.edu.in / principal@psnacet.edu.in

0451-2554032, 2554402

0451-2554249

**Er Vinod Kumar**
**Registrar**
**IEC University**

Management involves efficient resource utilization, overseeing operations for organizational success. The integration of Information Technology (IT) has surpassed expectations, enabling swift decision-making through data analysis. The International Conference on Management and Information Technology (ICMIT) seeks to explore IT's broader societal impact and promote responsible practices. While IT streamlines decision-making, challenges such as information overload demand attention.

To harness IT effectively, organizations must embrace new technologies and value incremental improvements. The conference encourages interdisciplinary dialogue, leveraging IT's transformative power responsibly. Best wishes for ICMIT 2023 as we navigate innovation and optimize IT's potential for a successful and sustainable future, benefiting both organizations and society. Together, we strive for strategic advancements and holistic solutions to meet the ever-changing demands of our dynamic world. Let us seize this opportunity to foster collaboration, address challenges, and maximize the positive impact of Information Technology in the realm of management.

Regards,

Er. Vinod Kumar, M.Tech, Ph.D(Pursuing)
Registrar,
IEC University, Himachal Pradesh

**Juwel Rana, MSS, MPH (Dual)**
**Founder, South Asian Institute for Social Transformation (SAIST)**

Manufacturing and industrial technologies have undergone a remarkable transformation in recent years, driven by technological advancements and changing market demands. In the post-modern era, these technologies play a pivotal role in shaping economies, driving innovation, and improving the quality of life for people worldwide. The integration of automation and robotics has revolutionized manufacturing processes, enhancing efficiency, precision, and productivity. Automated systems, coupled with artificial intelligence (AI), have enabled industries to streamline production, reduce human errors, and optimize resource utilization. On the other hand, from aerospace and healthcare to automotive and fashion, additive manufacturing is revolutionizing how products are designed and manufactured.

The rapid pace of technological advancements in manufacturing and industrial technologies is both exciting and transformative. As we navigate the challenges and opportunities in this dynamic landscape, it is imperative to consider ethical implications, workforce reskilling, and responsible deployment of AI to ensure a sustainable and inclusive future for all. The convergence of innovation, sustainability, and digitalization will continue to shape the trajectory of manufacturing and industrial technologies, heralding a new era of possibilities for global industries and societies.

The ever-evolving landscape of manufacturing and industrial technologies demands continuous exploration and collaboration. This conference serves as a platform for such cross-disciplinary interactions, fostering a dynamic exchange of insights, experiences, and best practices that fuel progress, sustainability and ethical usage of AI.

I extend my heartfelt gratitude to all the authors and delegates whose dedicated research has enriched this compilation. Your commitment to pushing the boundaries of science, IT, management, and engineering is commendable, and your work has the potential to shape the future of manufacturing on a global scale.

Best Wishes for ICMIT 2023.

*Juwel Rana*

**Juwel Rana**
**Founder, South Asian Institute for Social Transformation (SAIST)**
**Dhaka, Bangladesh**

Dear distinguished guests, colleagues, and participants,

It is my great honor and pleasure to welcome you all to the International Conference on Management and IT. This conference is a platform for scholars, researchers, and practitioners to come together and share their knowledge, insights, and experiences regarding the latest trends, issues, and challenges in the fields of management and information technology.

This conference is of utmost significance in the current global economic and technological landscape, where businesses and organizations are facing unprecedented changes and disruptions. The convergence of management and IT has brought about tremendous opportunities and also complexities, requiring constant learning, adaptation, and innovation.

Therefore, this conference is not only a forum for dissemination of research findings but also a catalyst for learning and collaboration among the academia, industry, and government sectors. I am confident that through the various keynote speeches, panel discussions, paper presentations, and networking sessions, we will gain new perspectives, insights, and collaborations that will benefit our respective fields and contribute to the advancement of knowledge and practice.

I would like to express my sincere appreciation to all the organizers, sponsors, and volunteers who have worked hard to make this conference a reality. I would also like to thank all the distinguished guests who have taken their time and efforts to attend and contribute to this conference. I hope that everyone will find this conference both intellectually stimulating and socially enjoyable.

Once again, I welcome you all to the International Conference on Management and IT and wish you an enjoyable and fruitful conference experience.

Thank you very much.

*Sheng-Lung Peng*

Professor and Dean
College of Innovative Design and Management,
National Taipei University of Business
Taipei Republic of China

# NATIONAL AVIATION UNIVERSITY
# Національний авіаційний університет

**Prof (Dr) Nadiia Reznik**
**Professor - Dept. of Logistics**

## MESSAGE FOR ICMIT 2023

National Aviation University is one of the most powerful aviation-related higher educational facilities in the world, with about 25,000 students enrolled, including nearly 1,500 foreigners from 55 countries. The University is relentlessly striving towards exchange of research based knowledge from academia and industry. International Conference on Management and Information Technology (ICMIT 2023) of which NAU is a knowledge partner is an attempt to bring multifarious knowledge under one platform so that new knowledge exploration could happen.

NAU is happy to note that the main host International School of Informatics Management (ISIM) is an institution for post graduate & research avenues in management and computer application under Rajasthan Technical University, Kota,India, having received one of the highest grades with Indian Government's National Assessment and Accreditation Council ( NAAC).NAU is also happy to collaborate with other knowledge partners in the quest for creation of knowledge for the benefit of mankind

The theme adopted for ICMIT 2023 Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts is relevant to NAU and Ukraine.

NAU and Ukraine wishes ICMIT 2023 the very best and hope this association would bring in positive scholastic results.

**Prof (Dr) Nadiia Reznik**

**Dr Anatolii D. Ostapchuk**
**PhD (Economics), Associate Professor& Dean**

## MESSAGE FOR ICMIT 2023

Knowledge sharing has become intense with the advent of technology. Scholastic platform of International Conference of Management and Information Technology (ICMIT2023) lead organized by International School of Informatics Management (ISIM) in joint collaboration with leading higher education institutions from the continents of Europe,Asia & Africa is one of the well-established systems for dissemination of truthful, value based ,nationally rooted and globally focused knowledge. The positive impact generated by past ICMIT editions is immense. It has not only shapedthe academic landscape in the field of management and information technology India, but also of collaborating knowledge partners.

India and Ukraine share a special relationship. There are a total of 18000 students from India studying in Ukraine.

There is a need for higher education institutions in India and Ukraine to collaborate for knowledge sharing and cutting edge research. ICMIT 2023 hosted by ISIM Jaipur is one of the platform for such activities meant to create positive impact in society.

Speakers from all continents of the world are confluencing in ICMIT 2023. National University of Life and Environmental Sciences of Ukraine is happy to be a knowledge partner for this international conference.

We wish ICMIT 2023 a grand success.

**Dr Anatolii D. Ostapchuk**

**Prof Dr Beatriz Lucia Salvador Bizotto –**
**University Center UNIFACVEST- Brazil**

Thank you for the invitation to participate in this important International Conference on Management & IT ICMIT-2023 Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts. I cannot forget to especially thank Dr. Ampu Harikrishnan, and professors Dr. Ashok Gupta, Dr. Manju Nair, Dr. Swati V. Chande, Dr. Vijay Gupta, Dr. SandeepVyas, Dr. Preeti Tiwari.

I feel honored to be able to contribute with this little message. The emergence and development of information and communication technology (IT) brought about major changes in the relationship between the State and society based on the expansion and deepening of the possibility of virtual interaction and participation, leading to an increase in the influence of society in the decision-making process. I observe that little or nothing is said about Social Technology.

In the 21st century, social technology is still a concept under construction, although it has spread widely around the world. According to the most common definition, social technologies (ST) are understood as products, technologies and/or methods that can be reapplied, developed in interaction with universities and the community where they represent effective solutions for social transformation.

This definition reflects the existing power interrelationships between the ideologically heterogeneous actors involved in the ST, from those who understand the TS as an element of a proposal, to those whose objective is social construction. Both the business sector and social entities are usually aligned when it comes to corporate social responsibility and understand the importance of getting involved in this range of actions that can improve the lives of many and encourage the third sector and, finally, positively impact organizations.

Sociotechnologies have an impact on the community sphere, translating technology into actions that change the social realities experienced by all actors, including those related to the environmental sphere. Public institutions, universities, research centers, etc., involved in the generation of scientific and technological knowledge, play a fundamental role in this process of conducting and improving ST.

They still do not seem to be fully capable of developing a socially inclusive and sustainable technology for the solidary cause for which it is intended, which we call social technology. With the advancement of technology, educational entities seek to develop in the field of social inclusion, but find it difficult to deal with this theme, o it is broad and varied, with specificities, each situation requires different actions.

From the development of this engagement, yes it is possible to meet the sustainability criteria.

I wish the conference success.

جامعـــة خليفــة
Khalifa University

Dear distinguished participants,

As a keynote speaker and member of the Advisory Committee, I am pleased to extend a warm welcome to the International Conference on Management & IT (ICMIT-2023). It will be my honor to attend with our prestigious colleagues under the gracious benefaction of the International School of Informatics & Management (ISIM) in the vibrant city of Jaipur, India.  ISIM, formerly the India International Institute of Management, has a rich legacy of academic excellence and research contributions in Informatics and Management. At ICMIT-2023, we aspire to honor this legacy.

ICMIT-2023 promises to be a momentous gathering of minds, bringing together scholars, researchers, practitioners, and experts from various corners of the globe. We aim to explore the latest Innovations and Advances in Management and IT and discuss their transformative potential as Initiatives and Catalysts for real-world Impacts. Over these two days, the Organizers have curated a diverse program encompassing various topics, from cutting-edge research findings to innovative methodologies and practical applications. The esteemed speakers, panelists, and presenters will surely deliver thought-provoking insights that will inspire and challenge us to push the boundaries of our disciplines.

Please actively participate in the engaging sessions, thought-provoking discussions, and collaborative workshops. This conference is not just about disseminating knowledge but also about fostering meaningful connections and new collaborations. The networking opportunities will enable interaction with like-minded individuals, exchange perspectives, and lay the groundwork for future partnerships.

I express my heartfelt gratitude to all the sponsors, volunteers, and individuals who have contributed their time, effort, and resources to make ICMIT-2023 a reality. Your support has been instrumental in bringing this vision to fruition. In addition to the academic pursuits, the Organizers have arranged social events to ensure a delightful experience during your stay in Jaipur. The city's rich cultural heritage and vibrant traditions offer an ideal backdrop for relaxation and inspiration.

Once again, I extend a warm welcome to each participant. Let's work together to make the most of this unique opportunity to learn, share, and grow as we explore the frontiers of Innovations and Advances in Management and IT and the far-reaching impacts we can create.  Thank you, my dear and honored colleagues. I look forward to your active participation in ICMIT-2023!


Dr. Glenn Muschert
Acting Chair and Professor of Sociology
Department of Social Sciences
Khalifa University of Science and Technology
Abu Dhabi, United Arab Emirates

Technical Innovations on daily basis has changed the environment of corporate business world. Some organizations are known for their revolutionary products, some for their technologically enabled services, and still others for less clearly defined attributes such as strong brand loyalty and fascinating advertising campaigns. As it stimulates growth and helps to stay ahead of the competition, innovation is frequently required to adapt in order to overcome the obstacles of change. Staying afloat in today's highly competitive environment requires achieving organizational and technological progress through innovation. Business management and information technology advancement and innovation contribute in the development of company processes, boosting efficiency and productivity and allowing organizations to diversify their product offers. Innovation is critical in introducing novelty to existing products and processes in order to meet rapidly changing customer or consumer demands, as well as in adding value to existing products, services, or markets in order to differentiate the business from its competitors, resulting in increased market share, revenue, and customer satisfaction.

The primary goal of ICMIT 2023 is to create a forum for business stakeholders, scientists, researchers, and students. The Conference seeks to provide in-depth knowledge, explore new possibilities, narrow down solutions, and address future advancements in management and information technology.

Over the years, ICMIT has evolved into a gathering of academicians and researchers, practitioners, Industry consultants and it is now one of the most prominent scholarly events in the country.

I hope ICMIT2023 will have a great support from eminent intellectuals to make this academic event a grand event.

Dr. Varinder Singh Rana,

Department Chair, Hospitality and Tourism Management,

City University Ajman, Ajman, UAE

**Dr. R. K. Abhilashi**
Chancellor

# Abhilashi University

## MESSAGE

It gives me great pleasure to wish the organizers of ICMIT-2022, "International Conference on Management & IT Digital Transformation for reinventing Competitive Advantage: Impact and Future Scenario", best of luck and all the success for the event. Such conferences are meant for bringing out and develop the potential writing and research skills as a part of overall personality development of a person who is actively involved in research activities. Often it is said that Information Technology has simplified Management practices by making decision making easy, due to availability multi-dimensional inputs Information through use of Technology. But in actual the things are not so simple as they seem, as excessive Information overloads are needed to be handled effectively.

I am sure this Conference will help the participants to acquire knowledge and skills, build character and enhance employability to become globally competent.

So, I congratulate the whole organizing team for their tremendous work and hope that the value-based contents of the Conference will have an everlasting impact on the readers.

**Dr. R. K. Abhilashi**
**Chancellor**

# WELCOME NOTE

International School of Informatics and Management is the state's first institute to have earned the coveted NAAC "A" grade amongst the MBA and MCA institutions. The institute has a consistent performance with a high score for its Institution's Innovation Council, established as per the norms of the Innovation Cell, Ministry of HRD, Government of India to promote innovation and startups on campus. Since the inception of the QIV program of the affiliating Rajasthan Technical University in 2017, the institute has been persistent in being among the top positions in the category 'A' for its MBA and MCA programs based on the Quality Index Value (QIV) score declared by Rajasthan Technical University every year. Besides, our institute is the state's first institute to be identified as the research center for the doctoral program in both Management and Computer Science by the affiliating University.

The institute has also been able to achieve distinguished ranks among all the institutions in India, in the surveys conducted by agencies such as CSR-GHRDC, Indian Management and Business World.

In our unwavering commitment to promote research and foray into new vistas in inter disciplinary studies, we are organizing an international conference on Management and IT on the captivating theme of 'Innovations and Advances in Management and IT: Initiatives, Catalysts and Impacts.'

This conference serves as a significant milestone in our collective pursuit of knowledge and progress, where we have the privilege of delving into the latest innovations and breakthroughs that are reshaping the future of businesses, societies, and economies worldwide. The power of technology and its seamless integration with management strategies are opening up transformative possibilities, sparking innovative solutions, and fostering unprecedented growth opportunities.

Over the course of this inspiring event, we will witness the unveiling of cutting-edge research, practical insights, and success stories that epitomize the potential of initiatives in management and IT. From digital transformations that drive organizational agility to the catalytic role of data analytics in shaping decision-making, we will explore a diverse range of topics that capture the essence of our theme.

Beyond the stimulating presentations and engaging panel discussions, this conference offers a unique platform for networking and collaboration. The connections formed here will undoubtedly spark new ideas, cultivate partnerships, and pave the way for future endeavors that have the potential to drive profound impacts in our interconnected world.

Let us seize this opportunity to learn, grow, and inspire one another. Together, let us embark on this journey of discovery, united by our commitment to fostering innovations and advancements that transcend borders and make a positive difference in our rapidly changing world.

**Dr. Ashok Gupta**
**Chairman**

# ABOUT THE CONFERENCE

It is a matter of great pride and happiness that leaving behind the dark cloud of the pandemic, we have successfully moved from strength to strength and are back with one of most prestigious events in our academic calendar- the Annual International Conference in Management and Computer Science. This year, we are hosting the 13th edition of the conference on the theme- **Innovations and Advances in Management and IT: Initiatives, Catalysts, and Impacts.**

Our greatest pride is the Scientific Programme that has been put together by the highly efficient Organizing committee. Over 02 days, we will have the opportunity to listen to and learn from illustrious researchers, academicians, and practitioners from across the country and beyond.

At ISIM, knowledge is the tradition, constant quest for the unknown is the quintessential strive and "To Be" is prized over "To Do". I am confident, beyond doubt, that when our delegates and resource persons come together, we will have the opportunity to learn and share knowledge in the best of the academic environment.

ISIM is thrilled to celebrate this spirit of enquiry and enlightenment at a time when India is poised to become a major world economy. I wish the conference a grand success.


**Prof. Roopa Mathur**
**Director**

# INTRODUCTION

The convergence of innovations in management practices and information technology (IT) has ushered in a new era of transformative changes with far-reaching impacts. Initiatives such as digital transformation, data-driven decision-making, and agile methodologies have become the driving forces behind organizational evolution. These initiatives aim to enhance operational efficiency, customer experiences, and strategic planning.

Catalysts such as cloud computing have revolutionized IT infrastructure, offering scalable and flexible solutions that optimize resource utilization and collaboration. Artificial Intelligence (AI) and Machine Learning (ML) have automated tasks, predicted trends, and enabled personalized interactions, reshaping the way businesses operate. Blockchain technology has brought transparency and trust to processes, spanning from financial transactions to supply chain management.

The impacts of these innovations are profound and multifaceted. They include heightened efficiency through streamlined operations and automation, global connectivity through borderless communication, and a customer-centric approach through personalized offerings. Innovation and creativity have flourished as digital tools facilitate experimentation and rapid prototyping. Traditional business models have been disrupted, compelling organizations to adapt or face obsolescence, while new entrants capitalize on novel opportunities. In essence, the symbiotic relationship between management and IT innovations has redefined industries, reimagined possibilities, and poised businesses for success in an ever-evolving landscape.

The theme of the conference, 'Innovations and advances in Management and IT: Initiatives, catalyst and Impacts has been set with a view to exploring a myriad of key themes each capturing the essence of cutting-edge research and practical insights. The topics of the conference theme span the spectrum of digital transformation and organizational agility, data analytics and business intelligence, innovative IT solutions for industry-specific challenges, entrepreneurship and technology start-ups, as well as the implications of Artificial Intelligence and Machine Learning on various sectors.

The technical session I of the conference on 'Innovations and Advances in Entrepreneurship' focuses on the paradigm shift in the domain due to digital transformation covering domains like IoT Applications, Big Data, Artificial Intelligence, Changes in corporate governance, Innovation and Product Design, Green Innovation and Entrepreneurship.

The technical session II on 'Trends in Business Management' will have deliberations and discussions on Redefining Business: Responsibilities and Performance, Human-Centered Approaches to Change Management, Data driven business models, Electronic crime and Disaster Management among others.

The technical session III on 'Innovative Solutions In Information Technology' will be based on inquisitive topics like E-Innovations and e-Collaboration, Robotics and Automation, Machine Learning & NLP, Artificial Neural Networks, Fuzzy Systems and Hybrid Systems, Green Computing and alike.

The panel discussion on 'Developing and Innovation – Ecosystem' will have expert talks on various aspects related to the creation, nurturing, and enhancement of innovation ecosystems within different domains, such as business, technology, academia, and society as a whole. The panelists will discuss a range of topics centered around fostering innovation, collaboration, and sustainable development.

The conference aims to bring together a diverse community of researchers, practitioners, academics, and industry experts from around the globe, all committed to unraveling the transformative potential of these dynamic fields. By delving into the latest developments and breakthroughs, we seek to illuminate the powerful synergies arising from the integration of management and IT, and their profound impacts on organizations, societies, and the global economy.

**Prof. Manju Nair**
**Convenor**

# EDITORS' NOTE

In the rapidly evolving landscape of business and technology, the symbiotic relationship between Management and Information Technology (IT) has become a driving force behind transformative innovations.

The intersection of Management and IT has historically been instrumental in propelling progress, and today, this synergy is more vital than ever. As organizations navigate complexities introduced by globalization, digitalization, and unforeseen disruptions, the need to harness innovative approaches in both management strategies and technological implementations has surged.

The impacts of these initiatives are far-reaching and have redefined traditional business models. Take, for instance, the concept of remote work, which was significantly accelerated by the COVID-19 pandemic. Remote work tools and collaboration platforms have not only ensured business continuity but also underscored the feasibility of flexible work arrangements. This shift has implications not only for management practices but also for urban planning, commuting patterns, and work-life balance. Furthermore, the rise of e-commerce has completely transformed the retail landscape. With the click of a button, consumers can now access an array of products and services from the comfort of their homes. This transformation has compelled businesses to rethink their supply chain strategies and invest in digital marketing to remain competitive.

These innovations have sparked a virtuous cycle of advancements, with each new development catalyzing further progress. The integration of artificial intelligence (AI) and machine learning (ML) in management processes has yielded predictive and prescriptive analytics capabilities. This empowers organizations to forecast trends, optimize operations, and develop personalized customer experiences. Chatbots and virtual assistants, powered by AI, have revolutionized customer service by providing instant responses and support. Similarly, Blockchain technology has ushered in a new era of transparency and trust in supply chains and transactions, mitigating the risk of fraud and errors.

The ICMIT 2023 Conference aims to bring together students, academicians, and industry professionals to share knowledge, experiences, ideas and achieving congruency of thoughts and ideas among them.

We welcome all the participants in this vibrant gathering and hope to see new vistas to be unfolded in the field of Management and IT.

We are thankful to our panel speakers and participants for their ardent presence and involvement.

Prof. Manju Nair
Prof. Kavaldeep Dixit
Prof. Swati V. Chande
Dr. Vijay Gupta
Dr. Preeti Tiwari
Dr. Sandeep Vyas

# ORGANIZING COMMITTEE

**Conference Chairman**
Dr. Ashok Gupta
Chairman

Prof. Roopa Mathur
Director

| **Convenor** | **Co-convenor** |
|---|---|
| Prof. Manju Nair | Prof. Swati V. Chande |
| Principal | HOD, Computer Science |

## ORGANIZING SECRETARIES

| Dr. Vijay Gupta | Dr. Ampu Harikrishnan |
|---|---|
| 9783307389 | 9387223920 |
| | |
| Dr. Sandeep Vyas | Dr. Preeti Tiwari |
| 8875021418 | 8875003216 |

# ADVISORY COMMITTEE

- Prof. T. N. Mathur, Vice Chancellor, IIS (deemed to be University), Jaipur
- Prof. K. S. Sharma, Advisor, IIS (deemed to be University), Jaipur
- Prof. Kavaldeep Dixit, Vice Principal, International School of Informatics & Management Technical Campus, Jaipur
- Dr. Shalini Talwar, Associate Professor, S.P. Jain Institute of Management and Research, Mumbai
- Prof. (Dr.) Ampu Harikrishnan, Registrar, Himgiri Zee University, Dehradun, Uttarakhand
- Dr. R K Abhilashi, Chancellor, Abhilashi University, Himachal Pradesh
- Prof. Dr. S.B. Sharma, Vice Chancellor, Millennium University, Malawi
- Prof. (Dr.) Sheng Lung Peng, Professor, National Taipei University of Business, Taipei Republic of China
- Prof. (Dr.) Phil Harris, Professor Emeritus, University of Chester, United Kingdom
- Prof. Dr. Elizabeth White Baker, Virginia Common Wealth University , USA
- Prof. Dr. Maria Elizabeth Teixeira Pereira, Professor- Economics Universidade de Aveiro (University of Aveiro) Portugal
- Dr. Armando Rojas Vargas, Professor, University of Holguin, Cuba
- Prof. Dr. Nazrul Islam Pro-Vice Chancellor Northern University  Bangladesh ,Dhaka, Bangladesh
- Prof. Dr. Beatriz Lucia Salvador Bizotto, Professor, UNIFACVEST UNIVERSITY, Brazil
- Prof. (Dr.) Glenn Muschert, Professor, Department of Humanities & Social Sciences, Khalifa University, Abu Dhabi UAE
- Mr. Abid Aziz, Advisor (Admission & Promotion), Uttara University, Dhaka, Bangladesh
- Prof. Dr. Walter Priesnitz Filho, Professor  Universidade Federal de Santa Maria(Federal University of Santa Maria),Brazil
- Dr. Mohammad Shamsul Hoque, International Labour Organization, Dhaka, Bangladesh
- Dr. Varinder Singh Rana, Professor, City University Ajman, Ajman, UAE
- Prof. Dr. Nadya P Reznik, Professor, National University of Life and Environmental Sciences, Kiev, Ukraine
- Prof. Nada Ratkovic, Faculty of Economics, Business and Tourism, University of Split, Croatia
- Dr. Froilan D. Mobo, Philippine Merchant Marine Academy, Philippines
- Dr. (Mrs.) U S Roya Akhter, Executive Director, South Asian Institute for Social Transformation, Dhaka, Bangladesh
- Dr. Desmond Onyemechi Okocha,Bingham University Nigeria
- Dr. Abeer Jaber AbuIyada, (United Nations Organization) Department of Education at the United Nations Relief & Works Agency (UNRWA), Gaza, Palestine

# PROGRAMME SCHEDULE

| Day-1: 25.08.2023 INAUGURAL CEREMONY | | |
|---|---|---|
| **SNO** | **Speaker** | **Time** |
| 1. | Vandana and Lamp Lighting | 11:00 AM – 11:05 AM |
| 2. | **Welcome Address** | 11:05 AM – 11:09 AM |
| | Prof. Roopa Mathur, Director, ISIM, Jaipur | |
| 3. | **Introduction to the Conference** | 11:09 AM – 11:14 AM |
| | Prof. Manju Nair, Principal, ISIM, Jaipur | |
| 4. | **Inaugural Address** | 11: 14 AM -11:24 AM |
| | **Chief Guest**- Prof. S K Singh, Vice Chancellor, RTU, Kota | |
| 5. | **Guest of Honor -** Mr. Sagar Sharma, Chief Technical Officer, The Dark Elephant Co., Netherlands | 11: 24 AM -11:34 AM |
| 6. | Release of Book of Abstracts | 11:34 AM – 11:38 AM |
| | **Tea Break** | 11:40 AM – 12:00 PM |

| TECHNICAL SESSION -1: INNOVATIONS AND ADVANCES IN ENTREPRENEURSHIP | | |
|---|---|---|
| Day-1: 25.08.2023 | INVITED SPEAKERS | |
| **SNO** | **Speaker Profile** | **Time** |
| 1. | Col Prof. Dr. Jyoti Satpathy, Research Professor, Srinivas University, Mangaluru | 12:00 PM – 12:20 PM |
| 2. | Prof(Dr.) Elizabeth White Baker, Associate Professor of Information Systems, Virginia Commonwealth University, Virgina , USA | 12:20 PM – 12:40 PM |
| 3. | Prof (Dr.) Varinder Singh Rana, City University Ajman, Ajman, UAE | 12:40 PM – 1:00 PM |
| 4. | Dr. Abeer Jaber AbuIyada, Department of Education, United Nations Relief & Works Agency(UNRWA), Gaza, Palestine | 01:00 PM – 01:20 PM |
| | **Lunch Break** | 01:20 PM – 02:00 PM |

| TECHNICAL SESSION -2: TRENDS IN BUSINESS MANAGEMENT | | |
|---|---|---|
| Day-1: 25.08.2023 | INVITED SPEAKERS | |
| **SNO** | **Speaker Profile** | **Time** |
| 1. | Prof (Dr.) Glenn Muschert, Khalifa University Abu Dhabi, UAE | 02:00 PM - 02:20 PM |
| 2. | Dr. Mohammad Habibullah, Academic Fellow IIUM Gombak Campus, Institute of Islamic Banking and Finance, International Islamic University, Malaysia | 02:20 PM - 02:40 PM |
| 3. | Mr Abid Aziz, Advisor, Admission & Promotion, Uttara University, Dhaka, Bangladesh | 02:40 PM – 03:00 PM |
| 4. | Mr. Abdul Hakim, Chief Marketing Officer, Hoorain HTF Limited, (Jamuna Group), Dhaka, Bangladesh | 03:00 PM - 03:20 PM |
| | | |

| PANEL DISCUSSION: DEVELOPING AN INNOVATION ECOSYSTEM | | |
|---|---|---|
| Day-2: 26.08.2023 | PANELIST | |
| **SNO** | **Speaker** | **Time** |
| 1. | Prof. Anil Mehta, Professor of Management, Department of Legal Studies, Banasthali Vidyapith, Rajasthan | 09:30 AM – 12:00 PM |
| 2. | Prof. (Dr.) Nazrul Islam, Pro Vice Chancellor, Northern University Bangladesh, Dhaka, Bangladesh | 09:30 AM – 12:00 PM |
| 3. | Mr. Deepak Kumar, Principal Engineer (Analytics) –Nagarro, New Delhi | 09:30 AM – 12:00 PM |
| 4. | Mr. Himanshu Gupta, IIT Delhi Alumni, Lead Data Scientist, Tiger Analytics, Chicago, USA | 09:30 AM – 12:00 PM |
| 5. | Mr. Mehdi Hasan, Head, Sales, TechXhub, Dubai | 09:30 AM – 12:00 PM |
| 6. | Mr. Vivek Sharma, CEO, Fairmont Hot Springs Resort, British Columbia, Canada | 09:30 AM – 12:00 PM |
| 7. | Mr. Manish Pandey, Director, Food & Beverage Amari, RAAYA, Maldives | 09:30 AM – 12:00 PM |
| 8. | Mr. Devanshu Seth, Head of Marketing, Himalaya Herbal Healthcare, Dhaka, Bangladesh | 09:30 AM – 12:00 PM |
| | **Lunch Break** | 12:00 PM – 01:00 PM |

| TECHNICAL SESSION -3: INNOVATIVE SOLUTIONS IN INFORMATION TECHNOLOGY | | |
|---|---|---|
| Day-2: 26.08.2023 | INVITED SPEAKERS | |
| **SNO** | **Speaker Profile** | **Time** |
| 1. | Dr. Mohiuddin Md. Al-Amin, Asst. Professor, Department of Law, Northern University, Dhaka, Bangladesh | 01:00 PM – 01:20 PM |
| 2. | Prof (Dr.) Sheng Lung Peng, National Taipei University of Business, Taipei Republic of China, China | 01:20 PM –01:40 PM |
| 3. | Dr. Manik Sharma, Dean, Faculty of Computer Science and Technology, DAV University, Jalandhar, Punjab | 01:40 PM – 02:00 PM |
| 4. | Prof (Dr.) Phil Harris , Professor Emeritus, University of Chester, United Kingdom | 02:00 PM – 02:20 PM |

# PROGRAMME SCHEDULE

| PAPER PRESENTATIONS-TRACK -1 | |
|---|---|
| **Day-1: 25.08.2023**             **Innovations and Advances In Entrepreneurship** | |
| **Session Chairs** | **Time** |
| Prof (Dr.) Ampu Harikrishnan, Registrar, Himgiri Zee University, Dehradun, Uttarakhand <br> Dr. Kavya Saini, Associate Professor,  International School of Informatics & Management, Jaipur | 12:00 PM – 1:20 PM |
| **Rapporteur** | |
| Dr. Monika Rathore, Associate  Professor,  International School of Informatics & Management, Jaipur | 12:00 PM – 1:20 PM |
| **Coordinator** | |
| Dr. Manju Lata Joshi, Associate Professor, International School of Informatics & Management, Jaipur <br> Ms. Meenal Sharma,  Assistant Professor, International School of Informatics & Management, Jaipur | 12:00 PM – 1:20 PM |

| PAPER PRESENTATIONS-TRACK -2 (PARALLEL TRACK) | |
|---|---|
| **Day-1: 25.08.2023**             **Trends in Business Management** | |
| **Session Chairs** | **Time** |
| Dr. Bhumija Chauhan, Associate Professor, International School of Informatics & Management, Jaipur <br> Dr. Sandeep Vyas, Associate Professor,  International School of Informatics & Management, Jaipur | 12:00 PM – 1:20 PM |
| **Rapporteur** | |
| Dr. Gargi Sharma, Associate  Professor,  International School of Informatics & Management, Jaipur | 12:00 PM – 1:20 PM |
| **Coordinator** | |
| Dr. Poornima Mathur, Assistant Professor, International School of Informatics & Management, Jaipur <br> Ms. Osheen Modi,  Assistant Professor, International School of Informatics & Management, Jaipur | 12:00 PM – 1:20 PM |

| PAPER PRESENTATIONS – TRACK-3 | |
|---|---|
| **Day-2: 26.08.2023**             **Innovative Solutions In Information Technology** | |
| **Session Chairs** | **Time** |
| Dr. Madhavi Sinha, Associate Professor & Head, Computer Science & Engineering, Birla Institute of Technology, Extension Center, Jaipur <br> Dr. Aruna Dhamija, Professor and Associate Head, Institute of Business Management, GLA University, Mathura | 12:00 PM – 1:20 PM |
| **Rapporteur** | |
| Dr. Manju Lata Joshi, Associate  Professor,  International School of Informatics & Management, Jaipur | 12:00 PM – 1:20 PM |
| **Coordinator** | |
| Dr. Vijay Gupta, Associate Professor, International School of Informatics & Management, Jaipur <br> Ms. Osheen Modi,  Assistant Professor, International School of Informatics & Management, Jaipur | 12:00 PM – 1:20 PM |

# C O N T E N T S

# ABSTRACTS

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## THE ROLE OF NETWORK LEADERSHIP IN CATALIZING CHANGE AT EDUCATIONAL INSTITUTIONS IN PALESTINE

Abeer J. AbuIyada, Ph.D., United Nations Relief and Works Agency, Department of Education, Palestine

**Abstract**

Although networks are widely acknowledged to be useful for disseminating novel practices, more study has yet to be done on how innovations spread inside higher education institutions using social network analysis (SNA).

This study examines network leadership (NL) as a catalyst for and supporter of adopting cutting-edge Competency-Based Practices (CBP) in Palestinian educational institutions. A more detailed understanding of intra-organizational interactions, information transfer, cooperation, and the function of networks in assisting the adoption of Competency-Based Educational (CBE) models and practices will be made possible by this (NL) study.

In-depth research projects have been undertaken to comprehend (a) the dimensions of critical network leadership practices (NLPs); (b) the network structure of competency-based education (CBE); and (c) the relationship between (NLPs) and the application of (CBE) for bringing about change in educational institutions in Palestine.

Data for the study was gathered from various sources, including interviews and survey instruments. Strong relationships, trust, and knowledge transfer are essential for introducing new and creative Competency-Based Practices (CBPs) at educational institutions in Palestine, according to findings from both quantitative and qualitative methodologies. Most intriguingly, CBPs were shown to have a substantial correlation with trust, and the findings supported the idea that trust and good relationships are crucial for tacit knowledge transmission and organizational creativity. Furthermore, intra-organizational network leadership significantly impacts CBP since it encourages connecting members of the organization with one another so they may work together and share resources and information. Findings that have significance for theory and practice are contributions to the literature.

Additionally, this study provides helpful advice for institutions to implement or modify new practices more successfully. Lessons from this study may offer fresh perspectives on how innovations propagate through networks in Palestinian educational institutions in particular and generally.

**Keywords:** network leadership (NL) – competency-based practices (CBPs) - change – educational institutions – Palestine.

## UTILIZING STRONG DOMINANCE IN INFLUENCE MAXIMIZATION

Sheng-Lung Peng, Department of Creative Technologies and Product Design, National Taipei University of Business, Taipei

**Abstract**

Influence maximization (IM) is a fundamental algorithmic problem that aims to find a set of k users from a social network, referred to as a seed set, to yield the maximum influence spread results. We employ a strong dominance strategy to sieve the initial seed set to deal with the evaluation of influence propagation, inspired by the fact that strong dominance relations have been shown to enclose more outward influence walks in ecological competition. To evaluate the performance of influence propagation, we adopt a hybrid linear threshold SIS model to scrutinize the regularity and variation of its propagation behavior. Specifically, unlike the traditional linear threshold model, we allow individuals to divert their state between susceptible and infected. We conduct propagation experiments on four real networks, in which the influence factor of each individual in the social network is assigned according to the Pareto principle, and the threshold for receiving infection is set by the normal distribution. Therefore, we performed various differential analyses on the infected proportion, including differences in the individual degree distribution, adjustments of the number of seeds, the lengths of the recovery time (i.e., the period for transforming infection into susceptibility), and the influence delay under diverse conditions.

**Keywords:** Strong dominance, Influence maximization, Linear Threshold SIS model

# ICMIT-2023
(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## GOING GLOCAL: RESEARCHING THE IMPACT OF AI AND CULTURE ON FAMILY BUSINESS

Phil Harris, University of Chester & Ozlem Ozdemir, Regents University, London, UK

**Abstract**

If in the Google search engine, you enter, "Businesses in the world" remembering this application does not work for almost 50% of the world's population and is not available in the world's largest consumer market legally in China. It will suggest in the first five entries that you look at World's Richest Businesses, Largest Businesses by Revenue, World's Top 25 companies (Forbes), Best Businesses and the Businesses that dominate the world. This big is best approach continues for much of the next fifty entries as it has a very narrow view of the world and is very focused on large scale organisations and those listed as Public Limited Companies on the Stock Exchanges. It misses small business and particularly family business. This paper aims to address some of that gap in knowledge and particularly that relating to Artificial Intelligence (AI), Culture and Family Businesses.

Understanding local businesses in researching international businesses and the way they interact and make decisions is critical to understanding the modern marketplace. The international media published research and texts still primarily focus on the activities and brands of large public companies and organisations and not the most common form of business, small to medium sized enterprise (SME's) and in particular Family-Owned Businesses (FOB's) which make up 80% of the world's economic activity.

There is also a chronic paucity on female led businesses, ethnic purchasing behaviour and digital relationship marketing particularly that which relates to small businesses and consumption patterns and trends in political markets. In our increasingly global market place the largest gap in research still seems to be in understanding decision making and behaviour in Family-Owned Businesses (FOB's) particularly that relating to gender. This paper aims to illuminate these gaps and brief the modern practitioner, researcher, and thinker on some aspects in these neglected areas. "Small is beautiful" (Schumacher, 1973) and often global and family business orientated but most current standard business and management schools and books do not want to cover gender issues and FOB's as it is sometimes too difficult to explain and there has been only limited research. It also comments on the nascent use of AI in FOB's

This study expands on the "extant theory" of how family business culture affects FOB succession by using a multidimensional succession model that adapts stewardship theory and incorporates the previously understudied perspectives of FOB owners, daughters as successors, and FOB employees' reactions to the phenomenon.

This study's objective was to look at Turkish FOBs' daughter succession practices. The phenomena being studied is the human decision-making processes of individuals (FOB owners, families, businesses, and daughters serving as successors) as influenced by family business culture and the explicit and implicit elements influencing this succession process.

**Keywords:** Artificial Intelligence, Family owned Business, SME

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## NEURO - PROBABILISTIC FUNCTIONALISM ENDOSCOPY IN BRUNSWIK'S LENS DECISIONS

Col Prof. Dr. J Satpathy, PDF (Management) and Research Professor, Srinivas University, Mangaluru, India
Prof. Dr. P. S. Aithal, Vice - Chancellor, Srinivas University, Mangaluru, India
Asst. Prof. Dr. Lipsa Misra, Faculty (Economics), BJB Autonomous College, Bhubaneswar, India
Prof. Dr. Avantika Singh, Faculty (Management), Central University of Rajasthan, Ajmer, India
Prof. Dr. Dima Jamali, Dean, School of Business, University of Sharjah, Sharjah
Prof. Dr. Jo Ann Rolle, Dean, School of Business, Medgar Evers College City University of New York
Prof. Dr. Nino Mikava, Faculty (Management), Business and Technology University, Tbilisi, Georgia

### Abstract

No decision is a decision. Traditional decision models, such as neoclassical economics, have long been foundational in understanding (economic) decision-making. These models assume that individuals are rational actors who aim to maximize their utility through optimal choices. Rational behaviour, in this context, refers to individuals making consistent and logical decisions based on complete and accurate information. Neo-classical economics relies on mathematical models and equilibrium-based frameworks to analyze economic phenomena. It assumes that individuals have perfect information, make choices based on well-defined preferences, and engage in efficient decision interactions. This approach has provided valuable insights into decision behaviour and has been influential in shaping (economic) decisions.

Birth of Neuro-economics has been laced with 'agents' of complexity. Decision making has always been mired with paradoxes. Within framework of Neuro - Probabilistic Functionalism in Brunswik's Lens Decisions framework, Human-Centered approaches are order of Century. Innovations and Advances in Management offer an array of issues, questions and opportunities for experimentation. Whether a decision (managerial innovations) is optimal, favorable or advantageous is always subject to 'Triantaphyllou Effect'. Since incursion of neuro - biology research by Scholars has betrothed stride on path of cumulative mental expediency of models and fundamental assumptions. To add credence is Neuro - Probabilistic Functionalism in Brunswik's Lens Decisions. This model treats 'Paradox of Choice'. This paper investigates contextuality in human cognition and quantum formalism to explore possibilities, narrow down solutions and discuss future developments. However, these traditional economic models have limitations when it comes to capturing complexities of real-world economic decision-making, particularly in unpredictable environments. In practice, individuals often face cognitive limitations, imperfect information, and bounded rationality, which can deviate from assumptions of rational behaviour. Heretical theories have emerged as alternative frameworks that challenge the assumptions of rational behaviour and propose new ways of understanding decision-making. One prominent heretical theory is behavioural economics, which incorporates insights from psychology to explain deviations from rational behaviour. Behavioural economics recognizes that individuals are prone to cognitive biases, heuristics, and emotional influences that can affect their decision-making processes.

### Aim and Objective(s)

The rapid pace of technological advancements in the digital era has brought forth a convergence of two transformative forces: digital transformation and artificial intelligence (AI). There is an imperative need to understand issues and challenges in the research in the field of business and management with a focus on decision making. This paper aims to explore the concept of fluid intelligence in context of decision-making and how unpredictability influences entrepreneurial behaviour. There is a need to unscramble dynamics of fluid decision intelligence in face of unpredictability with a heterodoxian neuro - entrepreneurial perspective. Need is to investigate relationship between fluid intelligence and entrepreneurial behaviour, unravel neural processes underlying fluid intelligence and provide insights into mechanisms that contribute to entrepreneurial success. Paper aims on major planning problems and entrepreneurs (practitioners) who make bulk of complex decision choices. Objective is to monitor philosophy of biology in behavioural models within Neuro - Probabilistic Functionalism Endoscopy in Brunswik's Lens Decisions. Purpose is to reject traditional assumptions and evaluate those cognitive factors and especially neural - agents that act as stimulus on actor's choice.

### Methodology

We apply Brunswik's Lens apparatus to identify numerous pieces of information and data, within realm of probabilistic functionalism, to synchronize various advancements and up-gradations in designing a 'diagram of cues' based on inter - related signals (blood, eyes, sweat and brain etc.). Scope examines practitioners' challenges which include under - defined projects where range, dimensions and predictability of biological substrates underlying cognition processes cannot be reasonably expected. Methodology incorporates literature review and conceptual framework of field research in a Neuro - Probabilistic Functionalism Endoscopy in Brunswik's Lens Decisions tone. Methodology includes inter-disciplinary thinking modeling attempt with an empirical part. As regards methodology, paper draws from an eye tracking experiment with replicative efforts on hematological and mind – wave studies.

### Results and Discussion

With reference to Neuro - Probabilistic Functionalism in Brunswik's Lens Decisions framework, Paper reflects relevant findings on typical human behaviour. Study calls into question theories localizable to a specific neural system. Study exhibits key findings, from both the scientific and practitioner perspectives, and explain how neuro apparatuses explore 'business choice tectonic shifts(s)'.

### Conclusion

Paper raises interesting theoretical and practical levels of analysis significant in business strategy. Research efforts conclude with characteristic schemes and presents directions for future research. The paper concludes with a number of propositions that have been generated from the theoretical 'mosaic' and presents directions for future research.

**Keywords**: Neuro-Biology, Neuro - Probabilistic Functionalism, Brunswik's Lens Decisions and 'Paradox of Choice'.

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## LIMITLESS EMPLOYMENT IN THE GIG ECONOMY ERA IN INDIA: QUO VADIS?

Dr. Ankita Goyal, Assistant Professor, School of Business, Mody University of Science and Technology, Lakshmangarh
Dr. Ashish Kumar Sharma, Assistant Professor, School of Business, Mody University of Science and Technology, Lakshmangarh
Dr. Anjali Sharma, Assistant Professor,  School of Law, Mody University of Science and Technology, Lakshmangarh

**Abstract**

The current business environment in India is volatile, uncertain, complex, and ambiguous (VUCA). This has greatly transformed the way business organisations are communicating with their stakeholders all across the world. Today, firms are utilizing technology to rebuild their networks in order to make their businesses more lucrative in this era of cut-throat competition. The labor market is also experiencing many revolutionary changes. One of the biggest impacts of these technological and labour changes have given rise to a new kind of labour market – the gig economy. 'Gig' is a word that is gaining importance in today's competitive scenario. In the current situation, the gig economy means that workers have a higher degree of autonomy for freelance work, on-call work, independent contractors, skill development, etc. A gig economy comprises casual workers rather than traditional manpower. The current situation warrants moving away from the classic concept of manager-centric hiring system, which binds the employees to the strict rules and regulations of the firm, towards a new system which would provide lot of flexibility in terms of time, remuneration and other advantages. At the same time, a gig economy would also be beneficial to the business organisations as it is one of the best ways to cut costs by generating employment opportunities which is the need of the hour for all businesses whether small or big.

The current transitions, although exciting but risky at the same time, are encouraging  organisations to learn about the ways to handle the risks associated with new systems and processes. The potential workers are also looking at technology to create multiple job opportunities, which in turn, is changing the candidate's preference towards work. Moreover, this change has brought both the prospective employer and the employee with the required credentials closer to each other.

The gig economy in India is being driven by several factors, including the rise of digital technologies, the increasing demand for flexible work arrangements, and the need for cost-effective solutions for businesses. Digital technologies such as smartphones, mobile apps, and online platforms have made it easier for businesses to connect with gig workers and for gig workers to find work. The demand for flexible work arrangements is also increasing, particularly among younger workers who prioritize work-life balance and the ability to work on their own terms.

However, the gig economy also poses several challenges, including the lack of job security, benefits, and social protection for gig workers. Additionally, many gig workers face issues related to low pay, long working hours, and inadequate safety standards. The lack of regulation in the gig economy also means that gig workers are often not protected by labor laws or covered by social protections.

This paper highlights the vast opportunities created by the emergence of gig economy in India and the way it is transforming the Indian labour market leading to economic growth of the country. The current issues, trends and challenges posed by the emergence of gig economy and their probable solutions have also been incorporated. The gig economy is already contributing in a big way towards the growth of the Indian economy and its share is bound to grow in the days to come.

**Keywords:** Gig Economy, Employment, Economic Growth, Skill Development, Challenges

## IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOR TOWARDS EDTECH STARTUPS

Ms. Arshiya Goyal, Ph.D. Research Scholar, Dept. Of Business Administration, University of Rajasthan, Jaipur
Prof. Bindu Jain, Professor, Dept. of Business Administration, University of Rajasthan, Jaipur

**Abstract**

The rapid growth of digital technology has led to significant transformations in the education industry, with the emergence of edtech startups at the forefront of this revolution. These startups utilize digital marketing strategies to reach and engage their target audience, aiming to influence consumer behavior and drive adoption of their innovative educational offerings. Understanding the impact of digital marketing on consumer behavior towards edtech startups is crucial for both researchers and practitioners seeking to navigate the dynamic landscape of education and technology.

This research paper aimed at investigating the relationship between digital marketing and consumer behavior towards edtech startups and examining the extent to which digital marketing strategies shapes consumer perceptions, attitudes, and actions. The study explored the multifaceted dimensions of consumer behavior and how it is influenced by digital marketing initiatives. The research addressed the following objectives: (1) to examine the extent of consumer awareness and perception of edtech startups, including their offerings, features, channels adopted, and benefits as influenced by digital marketing strategies, (2) to identify and analyze the relationship between various factors influencing the consumers to engage with edtech startups, and (3) to assess the impact of digital marketing on consumer behavior and engagement with edtech startups, including the relationship between level of satisfaction, trust and recommendation.

To achieve these objectives, a quantitative research approach was employed, by collecting data through self-structured questionnaire from a representative sample of 112 consumers who have interacted with digital marketing campaigns by edtech startups. Out of the total, 100 were considered after eliminating the invalid/missing/incomplete responses. Statistical analysis techniques, including correlation analysis, were used to explore the relationships between factors, exposure to digital marketing and various dimensions of consumer behavior such as awareness, attitudes, engagement, trust, and satisfaction.

The findings of this research have contributed to the understanding of the effectiveness of digital marketing strategies employed by edtech startups and their influence on consumer behavior. It has shed light on the drivers and implications of digital marketing on consumer decision-making processes in the context of educational technology. Furthermore, this study has provided insights for edtech startups to refine their marketing strategies, optimize resource allocation, and better tailor their offerings to meet the needs and preferences of their target audience.

The study has practical implications for marketers and entrepreneurs in the edtech space, offering actionable insights for improving their marketing effectiveness and enhancing consumer engagement. Additionally, the research aimed at informing future studies in the field, encouraging further exploration of the role of digital marketing in shaping consumer behavior towards edtech startups.

In conclusion, this research paper aimed at exploring the impact of digital marketing on consumer behavior towards edtech startups. By analyzing the relationships between factors, digital marketing efforts and consumer awareness, perceptions, and satisfaction levels, the study has provided valuable insights for researchers, marketers, and practitioners in understanding and leveraging digital marketing strategies to drive consumer behavior in the evolving landscape of education technology.

**Keywords**: Consumer behavior, Digital marketing, Edtech, Education, Startups

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## INDIA: AN EVOLVING SOURCE MARKET FOR TOURISM IN EAST AFRICA

Makarand Gulawani, MacEwan University, Edmonton, AB, Canada

**Introduction**

India continues to develop as a source market for worldwide tourism. This study explores India's position as a source market for East African countries, including Kenya, Tanzania, and Uganda. Covid-19 disrupted the tourism industry for a couple of years. However, the tourism industry in East Africa has been recovering well. This industry depends on tourists, especially international tourists willing to spend. This study highlights developing tourism in the countries in East Africa and the role of India as an evolving source market for tourism in East Africa.

**Objectives**

This study's main objective is to examine India's position as a source market and its role in developing tourism in East African countries. The second objective of this study is to understand the developments in tourism in East Africa and the reasons for those developments. The third objective is to identify innovative business strategies the East African countries may adopt to attract Indian tourists to the region.

**Methodology**

**Nature of the Research**

This is conceptual research. The author identified the developments in East Africa and the tourism industry's attention to Indian tourists while examining the data for writing a case study on a safari tour company in Tanzania. This study attempts to further the understanding of Indian tourists and their importance to tourism in East Africa.

**Source of Data**

This research is based on observing and analyzing published data and studying qualitative information from secondary sources. The data is collected through published sources such as the tourism ministry of India, the World Bank, the East African countries' government websites, tourism business journals, newspapers, and corporations in the tourism sector.

**Preliminary Conclusion**

Kenya, Tanzania, and Uganda consider India one of their important tourism source markets, as Indian travellers are among the highest spenders. East African Community countries have increased their tourism promotion activities in India. Indian tourists are expected to increase considerably in East African countries due to an increased appetite for leisure travel amongst Indians supported by more accessible travel to these countries. India's growing position as a major source market for tourism to East African countries has the potential to provide significant economic and diplomatic benefits to India and East African Community countries.

**Possible Innovative Strategies**

In addition to easing the visa process by making it through a digital platform and plans to have uniform standards, such as hotel classifications and tourist guide training levels, East African countries may promote partnering with Indian tourism companies that would offer packaged tours or jungle safari tours in East African countries like the package tours to the USA and Europe. Jungle safari tours in East African countries offered by several Indian tour companies may attract more Indian tourists.

In the EAC's combined marketing strategy, increased technology and social media utilization for promoting tourism in East African countries may provide additional impact in promoting the EAC region's jungle safari tours and cultural tours in India. Providing information to the larger population in India about tourism in East African countries and the easiness of travel in the EAC region can potentially attract Indian tourists similar to other developing country destinations such as Thailand and Vietnam.

Indian tourists, with dietary and price sensitivity, can be attracted to boarding and lodging options with necessary product modifications that tackle dietary and price expectations by different segments of Indian tourists.

**Limitations**

When additional data on tourism from 2020 to 2023 becomes available from governments, international institutions, and corporations, it may further validate or change the outcome of this study.

**Key Words:** Development, East Africa, India, Source Market, Tourism

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## THE IMPACT OF BRAND AWARENESS ON CONSUMER PURCHASING DECISIONS IN THE SOCIAL MEDIA ERA

Professor Anjora Belcha, Former Head of Department, Department of Business Administration, University of Rajasthan, Jaipur

Rekha, Research Scholar, Department of Business Administration, University of Rajasthan, Jaipur

**ABSTRACT**

In recent years, social media has become a phenomenon that has attracted attention of consumer and the businesses who participates on the networking scene. Social media is changing the way consumers and the companies usually communicated and is also giving them the ability to have good as well as negative effects on brand exposure. Many business people utilize social media as a way to advertise their brands and products to consumers. However, not all corporate actors are successful in convincing consumers to buy their items. Therefore, it is crucial for the businesses to understand how to effectively handle communication on social media in order to increase brand awareness and promote a favorable brand image. Social media has currently emerged into a new form which performs more established media, such as print media, television, and also radio. Marketing communication is emerging to be more demanding, precise, customized, attractive, and social. Awareness, which includes both recall and recognition is the very first stage for any move to be a successful marketing plan. Social media gives businesses the chance to interact with potential customers, to strengthen connections with current clients, and to network with new ones. Brand familiarity refers to the quantity of consumer-related product experiences .In the present era, social media is being used by the businessmen and marketing agencies to advertise their reach. Social media platforms are distinguished mainly on the basis of the content they provide. And thus, we compile several kinds of social media such as sites with social Networks, sites containing pictures, platforms which share videos, Blogs and platforms of community. The current research work is an attempt to assess the importance of social media on brand awareness and also to know how much it is effective on brand awareness. This study's primary goal is to demonstrate how social media affects brand awareness. The survey is descriptive in nature and primary source of data is used for collecting the data with the help of a well drafted questionnaire which was filled by the respondents circulated through e-mails. Respondents were from various age groups which included categories from upto 20 years, 21 -, 40 years, 41 - 60 years and above 60 years. Convenient sampling technique is used in the current research work. The limitation of the study is its small sample size and small area.

**Keywords:** Social media, Brand awareness.

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR
**(**With Reference  to Online Entertainment Platforms)

Dr. Akshita Jain, Senior Assistant Professor, IIS (Deemed to be University), Jaipur
Dayawati Yadav, Research Scholar, IIS (Deemed to be University), Jaipur

**Abstract**

This abstract provides an in-depth overview of the impact of social media on consumer behaviour towards online entertainment platforms. It includes an introduction to the topic, clearly defined objectives, and a comprehensive methodology to investigate the relationship between social media and consumer behaviour in the context of online entertainment platforms.

An alteration in the economy has occurred both at the micro and macro levels as a result of the coronavirus disease occurring at such an alarming pace and pushing the economy to a new normal. Since then, customers' buying behaviour, attitudes, tastes, and decision-making processes have altered. The devastating effects of the Corona Virus epidemic were also felt by online entertainment platforms. Social media marketing activities also influence the behaviour of consumers towards online entertainment platforms. As Traditional media channels have been challenged by the emergence of OTT platforms, which puts pressure on cable and satellite television networks' dominance. Consumers are cutting the cord and switching from traditional TV subscriptions to streaming services as a result of this transition.

Traditional broadcasters and pay-tv providers have thus had to modify their methods in order to remain competitive, either by starting their own OTT platforms or collaborating with already-existing ones. By giving customers more convenience, choice, and control over their media consumption, OTT platforms have revolutionised the entertainment sector. Their disruptive impact on conventional media platforms is clear, changing consumer behaviour and forcing established firms to react. Further investigation is required as the OTT environment develops in order to examine new patterns, regulatory outcomes, monetization techniques, and the long-term effects on the entertainment industry. This research aims to analyse the impact of social media marketing on consumer preferences towards online entertainment platforms in India. It also seeks to identify the factors influencing customer behaviour towards these platforms and study the perception of Jaipur's consumers towards subscription-based services for entertainment. Additionally, the research investigates how social media affects consumer decision-making processes when selecting and engaging with online entertainment platforms.

The research methodology for this study primarily focuses on data collection and analysis. A mixed-methods approach has been employed, collecting both quantitative and qualitative data to gain a thorough understanding of how social media influences consumer behaviour towards online entertainment platforms. With the aid of a self-structured questionnaire, primary data has been collected for the study. The survey has included Likert scale-based questions to assess respondents' opinions on social media, online entertainment platforms, and their content preferences. The questionnaire also inquires about the frequency and impact of social media usage on purchasing decisions.

To ensure reliable and generalizable results, appropriate statistical methods have been employed to determine the sample size of Jaipur city. For qualitative sampling, random convenience sampling has been utilised. Qualitative data analysis involved content and frequency analysis techniques, along with graphical representations of the data. The study's findings have been drawn based on these analyses.

**KEYWORDS**:  Buying behaviour, Consumer, Entertainment Platforms, OTT ,Preference, Social media marketing

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## PROBLEMS FACED BY FEMALE ENTREPRENEURS IN MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES) IN DISTRICT HAMIRPUR(H.P)

Divya Rai, Associate Professor, Management, Abhilashi university, Mandi(Hp)
Shilpa Devi, Student, Management, Abhilashi University Mandi(HP)

**ABSTRACT**

Every economy rely significantly on its entrepreneurs. These are many people that possess the abilities and drive required to sell new products or services and take the appropriate actions to ensure that their ideas are profitable. Since traditions are strongly ingrained in Indian society and the sociological and psychological environment has historically been one that has privileged men, educated Indian women still have a long way to go before they can enjoy equal rights and status.To fulfill their own demands and prosper financially, women entrepreneurs take on challenging responsibilities. This paper examines the problems and challenges faced by female business owners. Many women have this quality, but they don't realise their full potential since they were never given the chance to demonstrate it. Despite the fact that our constitution asks for gender equality, male nationalism continues to be dominant. In India, women are increasingly in charge of taking better care of their houses and rearing their children. Women are in charge of carrying out the duty of successfully coordinating a variety of domestic tasks without running into any issues. Support for women seeking self-employment in Himachal Pradesh-Particulars Women and Child Development Department of the Government of Himachal Pradesh created the Assistance Scheme to Women for Self-Employment. The purpose of launching this programme is to empower poor women. The government offers funding for capable women who want to work for themselves. Generally speaking, women are considered to be domestic workers who play a minor role in business and the economy. The social sciences and society at large have paid little attention to women in entrepreneurship. More and more women are launching their own businesses in modern India, particularly in the micro, Indian women express a wish to be financially independent. Like role models, The CEO and founder of THAPASU Foods, a for-profit social enterprise operating in Himachal Pradesh to promote Himalayan food culture, is Amshu Bhanu. Anisha Sharma from Hamirpur, Himachal Pradesh, who won the National Award for Entrepreneurship, Thapasu, a supply chain integrator for local agricultural products, Indra Nooyi, CEO of Pepsi Co., and Ekta Kapoor, creative director of Balaji Telefilms, are all ready to inspire them. Gender equality and financial growth go hand in hand. Despite the fact that both men and women go through the same entrepreneurial process, there are several obstacles that women face that prevent them from attaining their full potential as business owners. This study's major objective is to determine the current situation of women entrepreneurs in India. This essay discusses the problems and challenges faced by female business entrepreneurs and additionally addresses the attitude of the Indian government towards women. In the present era, women are recognised as successful company entrepreneurs because of their strong desires, characteristics, and capacities for a robust economy. The data in the research were compiled from both primary and secondary sources. The major data collection method was unstructured questionnaires. The secondary data came from reports, magazines, and other media. Some of the main factors highlighted include women's family duties, gender inequality, financial concerns, a low risk tolerance, and the competitive advantage that men have over women.

**Key Words:** Entrepreneur, Enterprise, Equality, Economics, Business Women, Decision Making ,strengths, risks, and limits.

# ICMIT-2023
(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## ENHANCING BUSINESS AND IT MANAGEMENT: LEVERAGING THE BALANCED BUSINESS SCORECARD APPROACH

Dr. Jyoti Sondhi, Associate Professor, Management, Abhilashi University Mandi (HP)
Chandresh Kumar, MBA student, Abhilashi University Mandi (HP)

**Abstract:**
As businesses increasingly rely on information technology (IT) to gain a competitive edge, the integration of business and IT management has become a critical concern. The Balanced Business Scorecard (BBS) framework has gained popularity as a performance management tool, enabling organizations to align their business strategies with key performance indicators. However, the traditional BBS approach falls short in addressing the complex interdependencies between business and IT objectives. In the context of business and information technology (IT) management, "alignment" usually refers to the alignment of IT initiatives with overall business goals and strategies. It implies that IT decisions and projects should be closely integrated with the organization's objectives to maximize value and drive business success. This research proposes an enhanced model that goes beyond alignment and explores the comprehensive integration of business and IT management within the BBS framework. The proposed model aims to bridge the gap between business and IT strategies, fostering a symbiotic relationship between these two vital components. The study begins by conducting a literature review to identify the shortcomings of the conventional BBS approach in accommodating the intricate IT-related aspects. Building upon this foundation, the research develops a novel, integrated BBS model that incorporates IT-specific performance metrics alongside traditional business metrics. The model emphasizes the need to measure and manage IT initiatives that directly impact business outcomes. To validate the efficacy of the proposed model, a case study is conducted in a multinational corporation. The case study evaluates the implementation of the integrated BBS in a real-world business setting, highlighting the advantages and challenges encountered during the process. Key performance indicators, both business and IT-related, are assessed to demonstrate the model's ability to facilitate informed decision-making and strategic alignment.

Innovation in business models is getting more attention from both corporate practice and academic study. The Research attempts to provide a role-based classification system for the literature and claim that the respective tasks of describing the business, operating the business, and developing the business can serve as three interrelated perspectives to present an overview of the current business model innovation field and to accommodate the selected contributions of this special issue. To explain the three extended viewpoints and to provide a summary of the important points of the special issue articles, we draw on contributions from the fields of entrepreneurship, innovation and technology management, and corporate strategy.

The findings indicate that the integrated BBS model enhances business and IT collaboration, fostering a holistic view of organizational performance. By enabling IT metrics to be tied directly to business objectives, the model allows for better identification of opportunities and potential risks. This research contributes to the existing body of knowledge by emphasizing the importance of aligning business and IT strategies for sustained success. The integrated BBS model presents a practical solution for organizations seeking to navigate the complexities of the modern business landscape, where information technology plays a pivotal role in shaping competitive advantage.

**Keywords**: Alignment, Business-IT integration, Balanced Business Scorecard, Performance Management, Key Performance Indicators, Information Technology, Strategic Alignment.

# ICMIT-2023
(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## IMPACT OF VENTURE CAPITAL ON START-UPS: EXPLORE THE EFFECTS OF VENTURE CAPITAL FUNDING ON THE GROWTH, INNOVATION, AND SUCCESS OF START-UPS.

Dr Jyoti Sondhi, Associate Professor, Management, Abhilashi University Mandi H.P
Ms. Divya Rai, Assistant Professor, Management, Abhilashi University, Mandi H.P
Abhay Guleria, MBA Student, Abhilashi University Mandi (HP)

**Abstract:**
This study looks into how "Big Tech" platform acquisitions affect start-up venture capital (VC) investment. Between 2010 and 2020, there were 32,367 venture capital deals, and 392 tech start-ups were purchased by Google, Facebook, Amazon, Apple, and Microsoft. The average effect of Big Tech start-up acquisitions on global venture capital activity is positive, statistically significant, and can be seen in the results using the fixed effects panel and differences-in-differences estimators. For the United States and Europe, favourable effects were also discovered. The results, however, imply that the effects are fleeting and disappear within a few quarters. This method also helps us assess the effects of these acquisitions on the ecosystem of start-up innovation because venture capitalists fund startups to support entrepreneurial innovation. The numerous observations made over a lengthy period of time Start-ups rely on venture capital funding to develop and succeed because it gives them access to vital networks, skills, and financial resources. This study tries to investigate how venture funding affects businesses, paying particular attention to their expansion, inventiveness, and overall success. A mixed-methods approach will be used in the study, integrating quantitative analysis with qualitative interviews of start-up founders, venture capitalists, and business leaders. An extensive dataset of newly founded businesses that have received venture capital funding during a certain time period will be examined for the quantitative analysis. To evaluate the effect of venture capital on start-up growth, key performance metrics will be examined, including revenue growth, market share growth, and employment growth. The research will also explore the start-ups with venture capital backing's capacity for innovation. It will look at how venture capital financing affects a start-up's capacity to create and introduce novel goods and services, use cutting-edge technology, and pursue innovative business models. Increased access to resources for research and development, mentoring, and relationships with industry partners will all be taken into account during the examination. Conducting deep conversations with the entrepreneurs who have gotten venture capital funding is part of the research's qualitative component. These interviews will shed light on the precise ways that venture capital has influenced their trajectory of growth, their innovation tactics, and their overall performance. Further insight on the dynamics of investing in venture capital and their effect on businesses will be provided by interviews with venture capitalists and sector experts. The results of this study will add to the body of knowledge on venture capital and start-up development by illuminating the ways in which venture money affects development, success, and innovation. The goal of the study is to offer actionable insights for investors, policymakers, and entrepreneurs to help them better understand the advantages and drawbacks of venture capital funding, ultimately creating a more favourable environment for new businesses and entrepreneurship. The findings demonstrate that VC investments have a favourable impact on eventual patenting activity and an impact on a firm's patenting behaviour in addition to the presence of venture capital that, prior to acquiring VC, VC-backed firms do not show a stronger tendency to patent than other firms.

**Keywords:** Venture Capital, growth, innovation, and success of start-ups Start-ups, Venture Capital Funding, Timing of Financing, Sector Based financing,

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## ANALYSIS OF APPLICATIONS AND ADVANTAGES/DISADVANTAGES OF USING CHATBOTS IN REAL ESTATE

Dr. Damayanti Datta, Visiting Professor, University of Delhi, New Delhi

**Extended Abstract**

### 1. Introduction and Literature Review

Real estate throughout the world is expected to reach around USD one trillion in this decade. Unfortunately, this sector is not well regulated and the processes are not very transparent in many countries. All these result in problems for both buyers, sellers, landlords, renters and agents. In recent times, technology especially AI has been used to improve the problems in real estate throughout the world. One of the applications of technology is chatbot which has found wide application in websites and social media of real estate companies. A number of papers and articles discuss various possible applications of chatbots in real estate context. However, none of the above papers make an attempt to understand the applications and advantages /disadvantages of chatbots w.r.t. real estate in a comprehensive manner. In this paper, we analyze how chatbots are applied in real estate and the advantages and disadvantages of the same in detail with relevant examples and we attempt to discuss the way forward using chatbots in real estate.

### 2. Applications of Chatbots in Real Estate

Chatbots are applied in real estate via websites and social media. They provide customers with the following services:

- A curated list of real estate based on customer's criteria
- Virtual tours of real estate
- Schedule meetings with human agents for real estate discussion and physical property tours
- Take customer feedback and surveys

In our paper, we describe and give a number of examples to show the various ways in which the above is done.

### 3. Advantages/Disadvantages of Using Chatbots in Real Estate

Chatbots application in real estate can be used to enhance automation and free-up the human agents for other necessary work. Chatbots answer basic questions in such scenarios and AI enabled chatbots can do better. If they are unable to answer some of customers questions, chatbots schedule meetings with human agents if customers want meetings. It is also difficult for customers to navigate real estate websites and corresponding social media to find what they want especially if they are technologically challenged. Chatbots can guide customers with questions and answers and lead them to what they really are looking for w.r.t. real estate including scheduling meetings and taking surveys. Chatbots are also good with dealing with difficult customers because they do not get emotional. If a customer becomes abusive, the chatbot goes in to a loop.

Chatbots can work 24/7 and without fatigue unlike human agents. Human agents have to be recruited, paid a salary and maybe health insurance, HRA, etc. They may fall ill or have personal problems or may leave suddenly. In such cases, recruiting process has to start all over again. If an organization uses chatbots, it will need less human agents and hence, problems with recruitment and retention of human agents will be less complex and less costly.

However, there are some disadvantages to dealing with chatbots. Chatbots can answer only limited questions and even AI of chatbots is limited. In cases where a customer is distressed and needs a human touch in a business transaction, a chatbot may be too impersonal. The AI of the chatbot is also insufficient to deal with such a situation. Chatbots are yet unable to answer simple questions and may be have to schedule meetings with human agents to get a simple question answered result frustration on part of the customer.

We have given different examples of the advantages and disadvantages in our research paper.

### 4. Conclusions

Training chatbots for real estate which is not very structured and complex is a difficult task. It is also a competitive business where you do not want to lose customers because of their frustrations with chatbots. Chatbots are very important to real estate companies. But they certainly have a long way to go before they can achieve their complete potential.

Currently, while chatbots are being used by real estate companies to answer customer queries across websites and social media, they are often tracked by human agents to prevent loss of customers due to chatbots' inability to answer queries. This proves to be costly to real estate companies.

A real estate company's expertise lies in real estate. However, as technology is overtaking all aspects of business, the real estate company also needs to understand chatbot technology well to make optimal use of chatbots. Research into AI is an ongoing process. Real estate companies need to understand these developments in AI as well as their own requirements in-depth in order to integrate and continually develop their chatbots' performances for better performance and customer satisfaction.

**Keywords:** Artificial Intelligence, AI, chatbot, real estate

# ICMIT-2023
(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## ONLINE PRODUCT REVIEW AND CONSUMER BEHAVIOUR WITH A FOCUS ON HAMIRPUR HIMACHAL PRADESH

Mr. Hemant Kapoor, Associated Professor, Management, Abhilashi University, Mandi (HP)
Shakshi, MBA student, Abhilashi University Mandi (HP)

**Abstract**
The audit is currently being undertaken in the Himachal Pradesh region of Hamirpur to identify the buyer's direct online shopping habits. The study included 60 individuals, and results were produced utilizing an overview of the relationship between order fulfilment performance and consumer behavior, identifying order fulfillment operations that are pertinent to online consumer behaviour (purchase, repurchase, and product return), and serve as a springboard for future research on developing consumer service strategies that take these behavioural responses to order fulfilment performance outcomes into account. Online retailers can broaden their marketing efforts to turn potential customers into active ones if they are aware of the elements influencing H.P. young consumers' shopping behaviour and the links between these characteristics and the various groups of online shoppers. This survey identifies four key characteristics of online buying as seen by young HP customers. The study's foundation is a comprehensive survey of the literature on online consumer behaviour. The results show that young, active consumers (73.323%), particularly students (93.323%) between the ages of 20 and 30, are increasingly using the internet to shop. A customer's decision to make an online purchase is influenced by a variety of factors, including convenience of the purchasing process or support, expertise, cost effectiveness, flexibility with regard to location and timing, sagacity, and broad categories openness. Customers cited convenience as their preferred aspect of internet shopping (53.393%). 90% of people spend between 0 and 5 hours each week shopping online. Online customer reviews, product and service suggestions, and peer reviews are all factors that customers are increasingly taking into account when making selections. The goals, features, and characteristics of the numerous online platforms for product reviews and suggestions vary. Customers are increasingly considering peer ratings, product and service recommendations, and online consumer reviews when making decisions. The many internet platforms for product reviews and suggestions have different objectives, features, and qualities. However, there are a few factors that may make purchasing for electronics difficult. For the first time, the current investigation disproves the idea of online customer behaviour. Additionally, it offers a full grasp of the basic mechanisms through which internet reviews affect consumers' purchasing decisions. These platforms present customer product reviews in a variety of formats with a focus on specific review functions. An online survey investigated how users felt about various platforms and review processes, as well as how those elements influenced consumers' buying decisions. Customers cannot physically touch, test, examine, or inspect the products, so there is a chance that they will receive the wrong item after making a request. According to studies, consumers generally feel comfortable with product reviews being available online, and these pages receive an average amount of traffic and are used in a variety of ways. The limitations of the study and suggested directions for further research are highlighted in the paper.

**Keyword:** Online marketing, customer direct purchases, electronic shopping.

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## EXPLORING THE NEXUS BETWEEN ETHICAL CLIMATE, AFFECTIVE COMMITMENT AND JOB EMBEDDEDNESS IN HIGHER EDUCATION INSTITUTIONS.

Dr. Abhijeet Singh Chauhan, Assistant Professor, Prestige Institute of Management and Research, Gwalior
Dr. Richa Banerjee, Senior Assistant Professor, Prestige Institute of Management and Research, Gwalior
Dr. Subeer Banerjee, Dean, Shri Ram Institute of Technology, Gwalior

**Abstract**

Creating and maintaining an ethical climate in Indian higher education institutes is crucial for several reasons. Ethical climate refers to the prevailing perception of ethical values, norms, and practices within an organization. It reflects the organization's commitment to ethical behavior, integrity, and moral principles. Ethical climate sets the tone for ethical decision-making and guides employees' behaviors and actions. It ensures a conducive environment for teaching, learning, and research. Students, faculty, and staff thrive when they feel that the institution operates with honesty, fairness, and transparency in its policies, practices, and decision-making processes. The research was conducted amongst the teachers employed in selected B-schools of Gwalior and Indore. We applied non-probability convenience sampling technique to the select the sample of the study and collected 250 responses while 200 responses were used for the analytical purpose. The results of the study revealed that ethical climate and affective commitment substantially influence embeddedness among the teachers, moreover affective commitment positively mediates the relationship between ethical climate and job embeddedness. The research provides avenues in terms of establishing ethical environment in higher education institutions to boost teacher morale, productivity, embeddedness and loyalty.

**Keywords**: Ethical climate, Affective commitment, Job embeddedness, B-schools, Reciprocity norm

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## CURRENT TRENDS IN CUSTOMER BEHAVIOUR TOWARDS ECO-FRIENDLY PRODUCTS

Dr. Jyoti Sondhi, Associate Professor, Management, Abhilashi University Mandi (HP)
Muskan, MBA student, Abhilashi University Mandi (HP)

**Abstract:**

In the 1970s and 1980s, when very few consumers were aware of how certain goods and services affected the environment, research on environmental liability concerns was already being done. The term "green consumption" (sustainable consumption) is increasingly widely used and developing ecologically responsible consumption habits has become a key component of "green consumerism". The article's primary goal is to identify current patterns in consumer behaviour towards "green" items using the Silesian Voivode ship as an example. The first section of the article presents consumer behaviour trends on the green market in industrialised nations. The second section uses surveys to determine consumer behaviour in the Silesian province with regard to environmental products and services. Residents in the area were polled in the years 1999–2000 and 2012–2014. The results presented above show a declining trend in the use of ecological parameters to guide purchasing decisions. Over 80% of poll respondents said that pricing is still the most important factor to them when shopping. Savings from utilising energy-efficient appliances are a key factor in the decision to purchase eco-friendly products. The most significant factor throughout all rounds of the poll, according to 37% of respondents, is health benefits. An encouraging trend was seen in the management of post-consumer waste (the survey found that most households in the Silesian Voivodeship currently separate waste), but there was a marked decline in the number of people who repaired broken electronics and appliances, which increases the amount of such waste. The benefits from this source of innovation will undoubtedly serve our current generation. This study looks on customer attitudes and ideas towards environmental protection as well as how they choose to buy environmentally friendly goods. This essay also examines the effectiveness of marketing initiatives to raise customer awareness of green products. To determine how consumers are convinced to choose greener products, it further analyses consumer behaviour and the impact of marketing communication. It presents the findings of a consumer product study that used a questionnaire based on the Roper Starch Worldwide environmental behaviour survey and the Dunlap and Van Lyre HEP-NEP environmental survey. This study shows that consumers don't receive adequate exposure to enough. A change in consumer behaviour is the result of growing consumer awareness of the many environmental issues. Consumer attitudes about living a green lifestyle have changed. People are actively working to lessen their environmental impact. This is not common, though, and it's still developing. However, organisations and businesses have observed this shift in consumer views and are attempting to gain a competitive edge in the market by taking advantage of the green market industry's potential. The current study introduces the idea of "green marketing" and explores the numerous connections between various consumer traits and the idea of "green marketing." The information is examined in light of a conceptual framework that is offered. The focus of this conceptual study on green marketing, which is a growing topic of interest, is the environmentally conscious habits of Romanian consumers. A succinct introduction and a quick survey of the specialised literature are followed by the presentation of the key aspects of sustainable consumption. The topic of consumer satisfaction in respect to a product's environmental attributes is then covered. The study demonstrates the various views that Romanian consumers have towards environmentally friendly behaviour as well as their preferred green goods. The report concludes with findings and suggests areas for additional investigation.

**Keywords:** consumer behaviour, green purchasing, environmentally friendly goods, and the green market.

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## CAREER DEVELOPMENT OF WOMEN EXECUTIVES IN INFORMATION TECHNOLOGY IN MANDI (H.P)

Divya Rai, Research Scholar, Department of Management, Abhilashi University Mandi (HP)
Dr. Jyoti Sondhi, Associate Professor, Department of Management, Abhilashi University Mandi (HP)

**Abstract**

In today's globalised environment, women are putting more emphasis on their careers. They want to pursue professions that have historically been reserved for men. Women's employment rates have already increased in India. The proportion of women employed in the IT industry is astounding. The paper clarified how women executives in information technology (IT) are viewed as well as how they fit into this technological profession that is continually developing. The women are educational and career paths that led them to executive level positions. The motives for and experiences of women working in information technology were better understood because to this study. The factors that assisted women in reaching executive level positions as well as the barriers that stood in their way. A range of criteria, including career choice, job title, promotions, career development strategy, assessment, attrition, and initiatives to attract women, have been looked at in this study. The research demonstrates that information technology is the top profession choice for women and that they are particularly interested in working in the field. Whenever a woman begins a profession or occupation, she has the opportunity to perform and prove her value. In order to move up the growth ladders more quickly, the staff is under pressure to provide. An effort has been made in this study to look at a number of variables, such as career choice, job title, promotions, career development strategy, assessment, attrition, and initiatives to draw in women. According to the study, women are particularly interested in careers in information technology, and this field ranks as their top choice for employment. Every time a woman begins a career or a job, she has the chance to succeed and prove her worth. The staff is under pressure to deliver in order to climb the growth ladders more swiftly. The move into or out of an information technology (IT) career was the primary subject of conversation throughout interviews. Thematic coding showed that although parents were generally supportive, people occasionally had to reconsider their career objectives due to circumstances at work or school. Social factors usually underwent developmental changes once people began working full-time. Gendered participation in the field has usually been attributed to women's preconceptions that IT is a male-dominated field. The difficulties and opportunities that women encountered while advancing to executive level roles and throughout their educational careers were also well understood by this study. The main objective of this study was to acquire a full understanding of how women in executive level information technology occupations advance their careers. This methodology was a qualitative research design. For this study, the primary research approach was in-depth telephone interviews with 25 women working as software developers in the Himachal Pradesh Distt Mandi According to ideas on career development, the experiences people have in social situations can have an impact on their job interests, long-term objectives, and skill development. These circumstances might make racial and gender inequality in some professions even worse.

**Keywords**: Information technology, executive women, career growth, and women's skill development.

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## A STUDY OF FINANCIAL LITERACY AMONG THE PEOPLE IN RURAL AREAS WITH SPECIAL REFERENCE TO MANDI DISTRICT, HIMACHAL PRADESH.

Charu Arora Sharma, Research Scholar, Department of Management, Abhilashi University, Mandi
Dr. Jyoti Sondhi, Associate Professor, Department of Management, Abhilashi University, Mandi

**Abstract**
Financial literacy is critical for empowering people and promoting economic development. Rural areas, on the other hand, frequently face significant challenges in terms of financial education and awareness. Technology's role in education is an effective combination that enables people to choose the best course of action for sustainable development. Financial literacy is a problem that has been noted on a global scale. For a better understanding of the requirements to combat climate change, financial education is essential. Financial literacy is defined as an individual's understanding of the fundamental functions of money and markets. It is the process by which individuals gain an understanding of their financial situation and learn how to strengthen it over time by instilling financial habits such as saving, budgeting, and planning, and thus making the right financial decisions. Financial literacy is essential these days for everyone to make basic financial decisions. The ability to manage money effectively and with understanding are referred to as having financial literacy. The goal of financial literacy is to provide people with the knowledge and skills they need to manage their money effectively, make wise decisions, and reach their financial objectives. Financially poor decisions, excessive debt, and restricted access to financial services are just a few of the negative effects that can result from a lack of financial literacy. In the quickly evolving and increasingly complex financial environment of today, it is especially important. More financially literate people are more likely to make wise decisions, accomplish financial objectives, and create long-term financial security. Governments, educational institutions, and non-profit organisations are all taking different actions to raise financial literacy levels. These initiatives include partnerships with financial institutions, educational programmes, online resources, and workshops on financial literacy. People can feel more confident managing their finances, guard against fraud, and engage in the economy more actively by increasing their financial literacy. The purpose of this study is to assess the level of financial literacy among people in rural areas, with a particular emphasis on the Mandi district in Himachal Pradesh, India. The study is structured around primary and secondary data. A survey is used to collect primary data. The most common tool for data collection is a questionnaire. Secondary data is gathered through various reports, articles, journals, or a literature review focusing on financial literacy. The study investigates the factors that influence financial literacy as well as the impact of financial education initiatives on the community. The study's findings will provide valuable insights into the financial literacy levels of rural people in the Mandi district. The analysis will identify the key determinants that influence financial literacy, such as socioeconomic factors, educational background, and access to financial services. In addition, the study will assess the effectiveness of existing financial education programmes and identify potential areas for improvement. The results will contribute to the existing literature on financial literacy in rural areas, particularly in the context of Mandi district. The study will make recommendations to policymakers, financial institutions, and non-governmental organisations on how to improve financial literacy initiatives tailored to rural communities' needs. These recommendations could include creating locally tailored educational materials, conducting public awareness campaigns, and improving access to basic financial services. By improving financial literacy, individuals can take control of their financial futures and contribute to overall societal and economic development.

**Keywords:** Financial literacy, rural areas, financial education, socio-economic factors, financial knowledge, financial behaviors, financial services, financial institutions, community development, awareness campaigns, policymaking, educational materials, economic empowerment.

## INTEGRATING ARTIFICIAL INTELLIGENCE IN BUSINESS: TECHNOLOGIES, CAPABILITIES, AND IMPLICATIONS

Dr. Renuka Sharma, Assistant Professor, Amity College of Commerce, Amity University, Gurugram

**Abstract**

Artificial intelligence (AI) has become a transformational technology that is changing how companies run their operations. It is a large area of technology that has a number of benefits for businesses. The past few years have seen a growth in the usage of Artificial Intelligence (AI) by businesses due to abundance of data and need of analysis of the same. Businesses continue to struggle with integrating and using intelligence in their everyday operations. It will help businesses get ready for issues brought on by the quick advancement of technology in both human life and business. Since it enhances sustainability and market leadership, artificial intelligence has been shown to have a positive impact on all company operations. Due to the lack of a clear understanding of how Artificial Intelligence technologies produce business value and what type of business value is anticipated, extensive study is thus necessary. This study offers an in depth analysis of the literature in order to clarify the value creation processes and demonstrate how businesses may use artificial intelligence in their operations.   There are various arenas of business in which Artificial Intelligence is playing a major role viz. Hiring and Recruitment; Cyber Security - aids in making them aware of any suspicious behaviour or malware and prepares them for any attack; Market Prediction- Patterns are discovered and predicted using machine learning techniques like support vector machines and artificial neural networks; Customer Analysis- offers reliable data, aids in executing initiatives for more engagement and sales facilitation by improving client experience; Billing and Invoice; Virtual Assistants and Conversational Interfaces incorporating virtual assistants and chatbots into their websites and applications with the use of artificial intelligence so that they may respond to any questions users may have about the firm and offer round-the-clock customer care; Predicting Vulnerability Exploitation assists in real-time detection of insurance claim and credit fraud. This protects the business from fraud and significant losses.

The use of artificial intelligence, however, also brings with it several difficulties, including concerns about data security and privacy, ethical issues, and possible job displacement. The study ends with suggestions for companies wishing to implement Artificial Intelligence and emphasizes the need of working together amongst businesses, policymakers, and other stakeholders. The study's findings suggest that Artificial Intelligence has the potential to significantly improve business procedures, including productivity gains, cost reductions, and improved decision-making.

**Keywords:** Artificial Intelligence, Customer behaviour analysis, Machine Learning, Fraud Detection.

# ICMIT-2023
(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## UNRAVELLING STAKEHOLDERS' PERSPECTIVES ON ACADEMIC AUDIT: A CATALYST FOR ACADEMIC EXCELLENCE AND SUCCESS

Dr Shilpa Vardia, Assistant Professor, Department of Accountancy & Business Statistics, UCCMS, Mohanlal Sukhadia University

Ms Ayushi Kumawat, Research Scholar, Department of Accountancy & Business Statistics, UCCMS, Mohanlal Sukhadia University

### ABSTRACT

Whenever the word audit comes to our mind, we instinctively think of finance and financial statements. But there are also various non-financial audits prevalent today that are of equal importance as financial audits. One such kind of non-financial audit is an "Academic Audit". It is a modern concept and is prevalent throughout the world. Subject to its relevance in today's world it holds a significant effect on academic performance in the education sector.

An academic audit is a methodical technique for assessing the overall effectiveness of an institution's academic program. It has to do with quality control and raising the standard of academic programs throughout higher education institutions. The National Assessment and Accreditation Council (NAAC) has created procedures and rules that may be followed to improve quality at various levels of Higher Education Institutions (HEIs) and guarantee their long-term viability. NAAC recommends the establishment of IQAC (Internal Quality Assurance Cell) in every institution so as to monitor the processes and practices of the institution internally. It is the responsibility of IQAC to conduct academic audit. It examines the planning, execution, and decision-making aspects involved in performing various procedures of academic institutions which is followed by external inspection. Quality improvement is a never-ending process. External quality assurance checks are necessary so as to raise the standards of quality education.

Stakeholders are an integral part of any institution in other words, any institution's existence is not possible without stakeholder's presence. Stakeholders mainly comprise of Vice-chancellor/ Head of the Institution, Faculty members (teaching staff), administrators (non-teaching staff), and students. All stakeholders have to work collectively to accomplish the institution's goal of qualitative improvement. Academic Audit enables institutions to identify strengths and weakness and work on suggestions given after report submission for continuous quality upgradation

The goal of this study is to know how academic audit has affected various academic activities and also assess the benefit of academic audit on various stakeholders at the universities of Rajasthan.

To meet the study's objectives, multiple regression test was used to analyze a sample of 856 respondents which included stakeholders from different universities in Rajasthan, comprising of public, private, and deemed universities. Opinions were gathered using a structured questionnaire.

The outcome of the study revealed that 4 variables, i.e., teaching and learning, evaluation and assessment, research, and infrastructure, explain the importance of the success of academic audits in universities in Rajasthan, and the university as a whole, teaching staff, and researchers are benefited the most from academic audit in universities in Rajasthan.

**Keywords**: Academic Audit, NAAC, HEIs, Stakeholders, and Academic Programs.

# ICMIT-2023
(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## TRANSFORMING DIGITAL HEALTH: UNLEASHING THE POWER OF GENERATIVE AI FOR IMPROVED HEALTHCARE OUTCOMES

Deepak Kumar, Principal Engineer (Analytics), Life Science & Healthcare BU, Nagarro Software

**Abstract**

Healthcare is a complex and rapidly evolving field with significant potential to transform and improve people's lives worldwide. Due to the rise in computing power and the use of digital devices, digital health has become an integral part of the healthcare and life science domains.

The discipline of digital health includes technologies encompassing hardware and software solutions and services. Different types of products and services fall under digital health, such as mobile health (mHealth), telehealth and telemedicine, remote patient monitoring, wearable devices, digital therapeutics, and health information technologies.

Like other fields, healthcare has also witnessed remarkable advancements over the years, and the integration of Artificial Intelligence has played a significant role in transforming healthcare delivery. One such area of AI that currently holds tremendous promise is Generative AI. Generative AI is a subset of Artificial Intelligence that deploys deep learning on an enormous scale of data to 'generate' content in the form of text, images, videos, audio, code, etc. It focuses on creating realistic and practical outputs based on patterns learned from large datasets.

In the context of Digital Health, Generative AI has the potential to revolutionize healthcare by generating synthetic biomedical data, enhancing personalized health monitoring, improving disease detection and diagnosis, and facilitating telemedicine and virtual healthcare assistance.

This paper explores the role of Generative AI in advancing Digital Health, focusing on its applications and implications. It begins by providing an overview of Digital Health and the significance of technological advancements in improving healthcare outcomes. The paper then delves into the role of Generative AI in enhancing Digital Health by discussing three key areas: generating synthetic biomedical data, personalized health monitoring and recommendations, and disease detection and diagnosis.

Generative AI generates synthetic biomedical data with immense potential to support research and training. By creating realistic and diverse datasets, Generative AI techniques enable researchers to understand complex diseases better, accelerate drug discovery and development, and optimize treatment plans. Additionally, Generative AI can personalize health monitoring and recommendations by analyzing individual health data and generating tailored insights and offers. This personalized approach to healthcare empowers individuals to manage their health actively and can lead to improved preventive care and early interventions.

Another significant application of Generative AI in Digital Health is disease detection and diagnosis. With the rising demand for accurate and timely diagnosis, Generative AI techniques can assist healthcare providers in analyzing medical images, detecting abnormalities, and improving diagnostic accuracy. By training generative models on large datasets of medical images, AI algorithms can generate insights and assist radiologists in making more informed decisions, ultimately improving patient outcomes.

However, integrating Generative AI into Digital Health raises important ethical and regulatory considerations. The privacy and security concerns regarding the use of patient data must be addressed, along with ensuring trust, transparency, and interpretability in AI-powered healthcare systems. Establishing robust regulatory frameworks and guidelines is crucial to ensure the responsible and ethical use of Generative AI in Digital Health.

Through case studies and success stories, this paper highlights real-world examples where Generative AI has successfully transformed Digital Health. These examples demonstrate the potential impact of Generative AI across various healthcare domains, including disease detection, drug discovery, healthcare data generation, and telemedicine. Moreover, the paper addresses the limitations and challenges of implementing Generative AI in Digital Health and proposes future research directions that can further enhance the application of this technology.

In conclusion, Generative AI presents significant opportunities for advancing Digital Health. Its ability to generate synthetic biomedical data, personalize health monitoring, and improve disease detection and diagnosis holds immense potential in improving healthcare outcomes. However, it is crucial to consider the ethical and regulatory implications associated with this technology. As Generative AI continues to evolve, further research and collaboration between healthcare professionals, technologists, and policymakers are essential to harness its full potential and ensure its responsible integration into Digital Health systems.

**Keywords**: Digital Health, Generative AI, synthetic biomedical data, personalized health monitoring, disease detection, diagnosis, ethical considerations.

# ICMIT-2023
(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## REDEFINING HIGHER EDUCATION WITH TECHNOLOGY AND INNOVATION: POSSIBILITIES AND RESPONSIBILITIES

Abid Aziz, Advisor-Admission and Promotion, Uttara University, Dhaka, Bangladesh

**Abstract**

The rapid advancements in technology have significant implications for educational practices and administrative procedures. These advancements offer opportunities to improve student access, participation, creativity, and results, but also come with obligations to use technology fairly, ethically, and improve the human condition. Teachers have a responsibility to create informed, principled, and actively involved citizens who will live meaningful lives. Colleges and universities must carefully weigh the benefits and drawbacks of adopting new technology.

Innovations that improve access, commitment, imagination, and learning outcomes should be welcomed, but the relationship between educators and students must be considered. The growing use of online learning resources may affect students' sense of community and ability to work effectively. Mental health issues among young people may be exacerbated by distance education, and fairness in the classroom may be compromised when teachers and students communicate digitally.

Adopting new technology without providing enough student support, resources, and training is unacceptable. The human components that sustain the spirits of educators and students can be preserved while still taking advantage of technological advances via the judicious implementation of change. The needs of students must be at the forefront of any discussion about introducing new technologies into higher education.

Universities should actively include students in the process of integrating technology, using methods such as student government, focus groups, design-thinking seminars, and pilot demonstration courses. Continuous professional development and collaboration with students can lead to better results in adoption and learning.

Educators' digital fluency and online pedagogical abilities must be developed through continual professional development. Accompanying tools and LMS feature training should be communities of practice, with mentoring provided by early adopters and instructional designers. Institutions should build faculty capability and excitement for innovations by encouraging a culture of lifelong learning centered on the use of technology to improve instruction.

Until inventions are ready for widespread deployment, the perspectives of all stakeholders, including students, staff, instructors, and administrators, must lead incremental modifications. Equitable access, ethical data usage, and human development assistance should be at the foundation of every institution's technological strategy. Staff and student participation in the administration of technology is bolstered and inequalities reduced through digital skills training.

Optimizing technology integration requires a comprehensive approach that considers not just quantitative aspects like total cost of ownership, earnings from expenditures, and learning analytic data but also qualitative indicators like engagement among learners, identity development, and a love of learning. Humanistic educational goals are challenging to define and often overlooked by financial approaches. Smart technology investments should consider the greater good for students, teachers, and society as a whole. Ethical citizenship and positive human interactions should be promoted to achieve common goals. Remote and hybrid learning can provide access for underserved student groups, but privacy and permission concerns must be addressed.

AI-assisted education can improve personalization but should not replace human instructors. Achievement disparities may be exacerbated by inequalities in access to technology, web, and digital literacy skills. Institutions should be cautious not to unfairly penalize students without financial means. Technology should be used to improve instruction, engage students, and give them more agency. Education must continue to focus on individual needs and use technology wisely to revolutionize higher education.

## CUSTOMER PERCEPTION TOWARDS MECHANICAL ARTIFICIAL INTELLIGENCE (AI): A STUDY OF HOSPITALITY ASPIRANTS

Dr. Varinder Singh Rana, Department Chair, Hospitality and Tourism Management, City University Ajman, Ajman, UAE
Ashish Raina, Assistant Professor and HOD, Hospitality and Tourism, Kanya Maha Vidyalaya, Jalandhar, Punjab, India

**Abstract**

In the new millennium, automation has taken hold in practically every industry. Mechanical technical developments, along with superior artificial intelligence systems of optimum efficiency, have shown to be competitive with the human labour. The hospitality and tourism industries have also benefited from technological advancements such as delivery robots, automated concierge, conveyor-based eateries, self-service check-in and check-out kiosks, chatbots, and other mechanical artificial intelligence systems. The research study evaluated hospitality and tourism aspirants' perceptions of the usage of mechanical AI in several parts of the hospitality and tourist industry. Purposive sampling approaches are used to acquire data by distributing an online questionnaire to closed hospitality and tourism student groups. This method ensured that only qualified respondents were contacted and had access to the survey. During the survey, 306 full replies were recorded. According to the report, aspirants in the tourism and hospitality sectors have a favourable impression of the application of mechanical AI in the hospitality and tourism industries. Furthermore, employers feel that while mechanical AI might offer value to the service industry, it cannot replace humans in the hospitality and tourism industries. According to the report, the hotel and tourist sector should balance the activities of human labour and AI systems so that these systems can work on tedious jobs with proficiency while human staff continues to provide warm, personalized services to visitors.

**Keywords:** Mechanical AI, Hospitality, Customer Perception and Aspirants

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## APPLIED ETHICS OF GENERATIVE, AUTONOMOUS AI SYSTEMS

Prof. (Dr.) Elizabeth White Baker, Assoicate Professor, School of Business; Virginia Commonwealth University, Virginia, USA

**Abstract**

Inference-based information generated by autonomous algorithms is a rapidly developing asset of global organizations, growing larger and at ever faster speeds as advances in artificial intelligence appear in the marketplace. Along with the widening distance between the initiation and results of actions mediated by AI technologies like autonomous algorithmic systems, system complexity is increasing with a greater number of components and interactions with human agents. There is significant urgency to this social and ethical analysis of AI, as organizations dedicated to overcoming critical human challenges in healthcare, energy, and transportation have already begun deeply embedding these systems into their operations. However, so much more use of this technology is likely, that it is imperative to develop heightened ethical awareness to head off significant problems and damages. With no humans participating actively in real-time with autonomous algorithmic systems (AAS), a growing class of AI systems, it becomes imperative to broaden the consideration of ethical responsibility to consider human stakeholders outside the autonomous system.

The accelerating trend toward autonomous systems that exclude direct human involvement prompts a renewed focus on responsibility and accountability in the use and operations of such systems. The vulnerability of these systems to disruption (by cyber-attack or other means) requires that we study in more depth the social and ethical aspects of these systems, including the appropriate use (Berman & Cerf, 2017). Excluding humans from systems may reduce some security problems (e.g., those caused by human error) while introducing others (e.g., undetected errors or misrecognition of exceptions). With humans acknowledged as a part of the system where AAS are deployed (as an instance of an information system), social and ethical considerations must be analyzed for the effective use of the technology in the future (Allhoff & Henschke, 2018; Berman & Cerf, 2017).

With AI being able to make decisions and even take action with ethical consequences, we need now to develop processes for considering the ethical implications of autonomous algorithmic systems. This assignment of responsibility becomes particularly challenging with autonomous, generative AI due to the novelty of what is created and the potential for neither humans nor machines involved in the AI system to have purposely created or even anticipated that decision being made, the action being taken, or the resultant information product developed.

From the perspective of ethical consideration, however, the distinction between systems where humans are included, the first level of responsibility must adhere to the moral agency of the involved humans. However, where no humans are directly involved in the system's operation, none of the "components" of the system can ultimately serve as moral agents, being unable to generate either conscious choice or independent actions. These components cannot accept responsibility for operations or consequences of system actions and have no control over resources that could redress any harm created. As a result, we focus in this study on the complex issue of assigning moral responsibility within the ethical context of IT development and use regarding systems where humans are "outside the loop." The contribution of this keynote is to introduce distributed responsibility as a systems theory-based approach to address the ethics of AAS as part of a larger information system and discuss the practical application of distributed responsibility within organizations and business management.

**Keywords:** Autonomous AI System, Autonomous Algorithmic System, Generative AI

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## ENHANCING ENTREPRENEURIAL CULTURE IN ESTABLISHED ORGANIZATIONS: HRM'S VITAL ROLE IN FOSTERING NEW VENTURES

Vijay Kumar, MBA Student, Abhilashi University, Mandi (H.P)
Dr Jyoti Sondhi, Associate Professor, Management, Abhilashi University, Mandi (H.P)
Ms. Divya Rai, Assistant Professor, Management, Mandi (H.P)

**Abstract**:
Since the growth of new venture plays a significant role in job creation and economic development, the need of a HR manager becomes crucial for entrepreneurial ventures. The current study addresses the management of human resources in service organisations where staff is important to achieving policies, goals, and objectives in a straightforward and understandable manner. They are crucial for the development of the organisation because they ignite an innovative and productive spark. This study investigates how traits of new venture core teams affect internal consistency and distinctiveness of human resources (HR) values at the early-growth stage of the firm, using the upper echelon perspective and imprinting arguments as essential theoretical lenses. We discovered that whereas functional diversity positively predicts internal consistency and diversity of the dominant HR values, shared organisational experience among founding core teammates negatively predicts both. Contrary to what we expected, positive impacts shifted to negative effects at high levels of both past shared organisational experience and functional diversity, showing more intricate interactions between the two team traits. This paper implies that HR management is an extremely important type of management for new venture, just as it is for organisations. The literature is increasingly recognising effective people management as an important factor in company's working efficiency and even survival. The dynamics of managing employees in small entrepreneurship operations have, however, received comparatively little research. In this paper, we also draw on a variety of publications from informed research to show that these businesses have an informal and owner-influenced culture that affects important aspects of employee welfare including work-life balance, training and development, and performance-related practises of those firms that are in their early stage of growth. It is impossible to overstate the crucial role that HRM (human resources management) plays in the emergence and maintenance of entrepreneurial development inside a company because it ensures. In order to achieve the determined organisational goals, employees should be used and developed to the fullest extent possible. It examines the function of (HRM) in the growth of entrepreneurship using secondary data collected by reading some other research papers, literatures and books indicating a somewhat positive association between entrepreneurial development and human resources management (HRM). This suggests that HRM can support the growth of entrepreneurship within an organisation. Therefore, HR managers must actively seek opportunities. It also shows that HRM practises have a major influence on the professional growth of the workforce currently employed in Egyptian financial institutions. Additionally, the findings support the impact of HRM practises in, which in turn have a big impact on entrepreneurship .Although HRM is frequently cited as a key factor promoting ET, there is surprisingly little empirical study focusing on entrepreneurship. The conceptual model examined in this study typically increases managers and HRM experts' awareness of the optimal ways to link HRM practises to entrepreneurship in developing nations. The results on opening the door for new areas of study in the field of human resource management, particularly in developing nations looking for a rapidly accelerating pace of economic growth.

**Keywords:** Human Resource Management, HR in new venture, HR values, Growth stage of firm.

# ICMIT-2023
(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## ANALYZING THE IMPACT OF EQUAL OPPORTUNITY POLICIES ON EMPLOYEE PERFORMANCE: A COMPREHENSIVE REVIEW

Dr. Jyoti Sondhi, Associate Professor, School of   Management Abhilashi University Mandi (H.P)
Mr. Vipul Sharma, MBA student, Abhilashi University Mandi (H.P)

**Abstract**

The goal of modern organisations is to establish a diverse and inclusive workplace, therefore equal opportunity policies have become essential. This study thoroughly investigates how these regulations affect workers' productivity. This study aims to determine the relationship between equal opportunity practices and several aspects of employee performance, such as productivity, work satisfaction, employee engagement, and overall organisational success, through a thorough literature review and data analysis. The Equal Chances for Occupational (EEO) Act prohibits discrimination against employees on the basis of specific characteristics. Employees are entitled to equitable treatment regardless of their gender, race, color, religion, or nation of origin. In this abstract, the effect of equal treatment on worker performance is thoroughly examined. By examining multiple theoretical frameworks, empirical evidence, and practical implications, this review seeks to understand the complicated connection between equal opportunity and worker performance. The review starts out by looking at the theoretical underpinnings of equal opportunity, with a particular emphasis on concepts from organisation justice, the theory of social identities, and diversity management.  It examines how equal opportunity programmes, policies, and practices can improve employee performance by increasing motivation, increasing job satisfaction, and creating a sense of belonging. The end of this abstract highlights the crucial role that equal chance plays in improving employee performance. By implementing inclusive practices, organisations can create a warm and empowered work environment that will increase commitment, commitment, productivity, and job satisfaction.

**Keywords:** Equal Opportunity, Workplace diversity, Inclusion and performance, Employee motivation, Job satisfaction, Organizational effectiveness.

# ICMIT-2023
(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## EXPLORING THE INTEGRATION OF AI TECHNOLOGIES IN LEGAL PROCESSES: OPPORTUNITIES, CHALLENGES, AND BEST PRACTICES

Nihit Bansal, AI enthusiast, Big 4, New Delhi

**Abstract:**
Artificial intelligence (AI) is creating an impact in every possible dimension of human life. AI is being implemented at a large scale in various Industries and has changed the shape of multiple industries.

The legal sector has seen very little technological innovation, and lawyers rely on the methods and solutions designed years ago. Artificial intelligence can significantly change how lawyers operate, and the law is looked at globally.

Law firms that effectively leverage emerging AI technologies will be able to offer services at lower cost, higher efficiency, and with higher odds of favourable outcomes in litigation. Law firms that fail to capitalize on the power of AI will be unable to remain cost-competitive, losing clients and undermining their ability to attract and retain talent.

The legal profession has traditionally relied upon human expertise and intuition in navigating the complexities of legal processes. However, artificial intelligence (AI) technology advancements are revolutionizing how legal professionals approach tasks such as contract analysis, legal research, and due diligence. This paper details integrating AI technologies into legal processes, focusing on opportunities, challenges, and best practices. This paper identifies AI's potential benefits and limitations in legal processes by analysing key trends, challenges, and current applications. The research survey covers both theoretical and practical foundations of AI in legal procedures, how the legal industry and professionals can leverage the benefits and avoid limitations, and relevant case studies.

Moreover, this paper provides a framework for best practices integrating AI into legal workflows and highlights ethical considerations such as privacy, bias, and accountability. The paper also discusses the implications of AI technologies on the legal profession, including changes in legal workflows, roles, and responsibilities. Finally, the paper proposes recommendations for future research and explores emerging trends and potential directions for leveraging AI in legal processes. The study concludes that AI technologies can significantly enhance efficiency, accuracy, and decision-making in legal processes but should be implemented carefully and responsibly.

This paper aims to provide legal professionals, scholars, policymakers, and stakeholders with a comprehensive understanding of opportunities, challenges, and best practices associated with integrating AI technologies into legal processes. By synthesizing existing research and presenting a framework for best practices, this paper contributes to the growing conversation on the role of AI in the legal profession. It lays the groundwork for further exploration into the potential of AI to transform legal processes.

**Keywords:** Artificial Intelligence, Law, Legal process, legal sector, contract analysis, litigation

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## DIGITAL TECHNOLOGY TRANSFORMATION: ROLE OF WORKFORCE AGILITY

Dr. Anuva Choudhury, Assistant Professor, Post-Graduate Department of Industrial Relations & Personnel Management (I.R.&P.M.), Berhampur University, Berhampur, Odisha

**Abstract**

Digital Transformation (DX) which is also expressed as Industry 4.0 ecosystem poses a challenge to the organization's ability to manage change. It has necessitated organizations demand a novel set of skills from the workforce in order to survive, adapt and compete in a volatile and unpredictable environment. Digital innovations require organization-wide changes i.e. changes in the work system, operation and culture of organizations. As digital platforms interlink humans, technologies, business and society, it is crucial for organizations to formulate strategies that are fundamental to its new growth paths. They need to plan out a DX strategy that acts as a central concept to align, coordinate, focus and integrate the many independent threads spanning across the company. In this context, numerous researches have been conducted on adoption of digital technologies and strategies to cope with the evolving challenges. Most of the studies on this theme focus on agility, human resources (HR) practices and digital transformation in silos. A study on the relationship among them in the context of DX is conspicuous by absence. Thus the aim of the current study is to understand the relationship between strategic agility, agile attributes, HR practices and workforce agility in the context of the DX ecosystem. As a contribution, the paper explores, revises, and systematizes literature considering agility as a strategy and highlights the enabling factors for adopting digital technologies in organizations. In addition to this, this study also tries to find out the agile attributes of the workforce from the extant literature and identifies several human resources (HR) practices that organizations may specifically implement for creating an agile workforce. A few attributes such as highly skilled, knowledgeable, proactive, flexible, resilient, adaptable, eager for learning and development, openness to new technology, capacity to develop innovative ideas, being comfortable with change etc. have been identified as critical to adopting a new technology. The results of the study also suggests managers to implement human resources practices with a focus on training and knowledge development, job enrichment, job enlargement, creating self-managed teams, encouraging multi-tasking and collaboration among employees that are found to be useful in creating an agile workforce. Findings of the study also provide insights to the managers to embrace and develop more influential and impactful strategies for adoption of digital technologies by their employees before embarking on digital transformation. Furthermore, the study also supplements the existing literature by agreeing with the notion that adopting agility as a strategy and accordingly identifying the attributes of an agile workforce, implementing HR practices in a way that positively encourages workforce agility can ensure quick adoption to digital technology and facilitate Digital Transformation (DX) within the organization. Future studies may expand this conceptual framework to include aspects such as learning to streamline structure and processes for quick technology adaptation, creating a knowledge management system, encouraging transformational leadership behaviour, incentivising technology-based workplace behaviour etc. in order to further augment this knowledge.

**Keywords**: Agility, autonomy, digital transformation, empowerment, Information system (IS), workforce agility.

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## FROM TEXT TO TALK: ANALYZING THE EVOLUTION OF DIALOGUE-BASED NLP MODELS

Vivek Kumar Verma, Manipal University, Jaipur
Bhavna Saini, Central University of Rajasthan, Ajmer

**Abstract:**
Imagine how computers can talk with us like real people. In this paper, we explore how computers have learned to understand and respond to our conversations. We look at how they've grown smarter over time, from reading text to having meaningful chats. Join us on a journey to see how computers are becoming better talkers, almost like having a conversation with a friend. "In this study, we delve into the fascinating world of computers transitioning from understanding written words to engaging in meaningful conversations. We explore the journey of dialogue-based Natural Language Processing (NLP) models, tracing their evolution and advancements. Through this analysis, we uncover how these models have developed the ability to comprehend and respond to human language, opening new horizons for human-computer interactions. In recent years, there has been a rapid development of advanced NLP language models, such as BERT, RoBERTa, and GPT-3. These models have been trained on massive datasets of text and code, and they have achieved unprecedented levels of performance on a variety of NLP tasks. This paper provides a review of advanced NLP language models. It discusses the different types of advanced NLP language models, their architectures, and their training methods. It also discusses the applications of advanced NLP language models to a variety of NLP tasks. Dialogue-based Natural Language Processing (NLP) models focus on understanding, generating, or engaging in human-like conversations. These models are primarily employed in chatbots, virtual assistants, and other applications where machine-human or machine-machine conversations are required. The primary objective is to make these interactions as natural, coherent, and contextually relevant as possible. They leverage large datasets of human dialogues, linguistic rules, and sometimes even knowledge graphs to generate appropriate responses. Computers, once seen as emotionless and impersonal machines, have started taking strides in an arena that was once uniquely human: the art of conversation. Imagine the potential when these machines can converse with us, not in a mechanized manner, but akin to a heartfelt chat with a friend. As we peer into the realm of Natural Language Processing (NLP), this paper unveils the journey of computers, showcasing their transition from mere text processors to sophisticated conversational agents.

Historically, computers interpreted our commands in a linear, logic-based manner. Interactions were primarily based on explicitly programmed instructions. Over time, with the onset of machine learning and NLP, computers began deciphering the nuances of human language, albeit with limitations. Their understanding was restricted to reading and interpreting text based on predefined patterns.

However, the last decade has witnessed a metamorphosis in this field, driven by the inception of advanced NLP models like BERT, RoBERTa, and GPT-3. Unlike their predecessors, these models don't rely solely on hardcoded patterns. Instead, they are trained on colossal datasets comprising text and code, imbibing vast knowledge and linguistic structures. This intense training regimen has empowered them to outperform many previous models in various NLP tasks, ranging from text summarization to sentiment analysis.

A deep dive into these models reveals intricate architectures that mimic the human brain's neural networks. BERT, for instance, utilizes transformers to understand the context in a given text, allowing for a more profound comprehension. Meanwhile, models like GPT-3 generate human-like text based on patterns learned from billions of words. The success of these models lies not just in their architecture but also in their training methodologies. By learning from diverse sources and undergoing multiple training iterations, they refine their understanding and response mechanisms.

The real testament to their prowess is evident in their applications. Dialogue-based NLP models are no longer limited to basic Q&A systems. Today, they power sophisticated chatbots, virtual personal assistants, and more. Siri, Alexa, and Google Assistant, household names globally, exemplify this evolution. These systems engage in near-human interactions, offering responses that are coherent, contextually relevant, and often indistinguishable from a human respondent.

But it's not just about answering questions. These models now play a role in various sectors, from healthcare, where they offer preliminary diagnoses, to e-commerce, guiding users in their shopping journeys. Their capability to understand and generate human-like text is revolutionizing industries, offering automation coupled with a personal touch.

In retrospect, the trajectory of NLP, particularly dialogue-based models, is nothing short of phenomenal. As we navigate through daily life, our interactions with computers have been redefined. No longer are they the impersonal machines of yesteryears. Today, they offer companionship, assistance, and guidance, all through the power of conversation. As we continue this technological journey, one can only imagine the future possibilities where our silicon counterparts not only understand us but also converse, advise, and perhaps, even empathize like a true friend.

**Keywords:** Human-computer interaction (HCI), Conversational AI, Chatbots, Virtual assistants, Language models, Machine learning, Artificial intelligence, Deep learning, BERT, RoBERTa, GPT-3

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## COMPARATIVE ANALYSIS OF HIVE AND PIG PERFORMANCE ON HADOOP'S BIG DATA ENVIRONMENT

Ms Nisha Jain, Research Scholar, Department of Computer Science,  RTU, Kota

Dr Preeti Tiwari, Associate Professor, ISIM, Jaipur

**Abstract:**

In the present world, data has become more complex and extensive in size. There is a need for robust and trend-setting innovations that can efficiently organize and examine these data, which is called big data as traditional technologies have neglected to deal with these tremendous datasets. To fill this gap, Apache Hadoop is the open-source framework used to efficiently store, process and interact with huge datasets ranging from gigabytes to zettabytes of data, across a distributed computing cluster. Hadoop has amazing features like Distributed Processing, Fault Tolerance, Reliability, High Availability, Scalability, and so forth and the Hadoop ecosystem includes Apache Hive, MapReduce, Apache Pig, HDFS, Hbase, and so on. Hadoop is widely used for big data processing and has developed a way to handle massive datasets and get insights. MapReduce and HDFS are the key components of the Hadoop System. MapReduce is a programming tool and processing framework for parallel and distributed computing and HDFS is designed to store large files into small chunks or blocks. Despite this Hadoop's MapReduce faces a major problem, it does not have its own language for query processing. Recently, high-level languages have been offered for MapReduce are Apache Hive and Apache Pig. Both are efficient data processing tools and provide excellent results. Apache Hive is a data warehousing engine built on top of the Hadoop ecosystem, coined by Facebook in 2007. Hive allows users to perform data analysis and process on huge datasets. Hive supports similar query functionality as in Relational Database Management Systems (RDBMS) like- tables, partitions, joins, etc. HiveQL is a SQL-like declarative language for querying data. It translates HiveQL queries into MapReduce or Tez jobs that can be executed on a Hadoop system. Apache Pig is also an open-source tool developed by Yahoo to analyze huge datasets on Hadoop. It uses the Pig Latin high-level scripting language for data transformation and processing operations. Pig Latin scripts are then translated into a series of MapReduce jobs or executed using other execution engines, like Tez or Spark, depending on the configuration. This paper introduces Apache Hive and Apache Pig, high-level language tools, and studies the comparative analysis which will help the researcher for a highly efficient query processing system in the future.

**Keywords:** Hadoop, MapReduce, HDFS, Apache Hive, Apache Pig

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## A PATENT APPLICATION IN BANGLADESH UNDER THE NEW BANGLADESH PATENTS ACT, 2022: A LEGAL STUDY

Dr. Mohiuddin Md. Al-Amin, Assistant Professor of Law & Former Head, Department of Law, Northern University Bangladesh, Dhaka

**Abstract**

The "Bangladesh Patents Act, 2022 (Act No. V of 2022)" repeals the patent sections of "the Patents and Designs Act, 1911 (Act No. II of 1911)" and establishes separate legislation for patent issues. A "patent" is an innovation that gives the holder the legal right to stop anybody from utilizing it for their own benefit. For instance, if a person invents a product, gadget, or anything else and does not want anybody to create, use, or sell their creation, they must register the invention for a patent in accordance with State law. Therefore, if a technical product contains something novel, it would be patentable.

The terms "patent" and "invention" were defined broadly in the Patents and Designs Act of 1911 without any allowance for exceptions or restrictions; the new statute offers more precise instructions on patentability. Exceptions to "patentability" are listed in Section 5 of the recently approved Act. The list contains biological processes, biological processes required for forming plants or animals or their parts (apart from inorganic and microbiological processes), and plants, animals, and their parts (other than microorganisms). Traditional knowledge, innovation derived from traditional knowledge, or a mix of the two are likewise excluded under Section 5.

In contrast to the Patents and Designs Act of 1911, which gave a granted application for a patent 16 years of protection, the recently implemented Bangladesh Patent Act, 2022 gives an approved application for a patent 20 years of protection.

This paper will cover the process and a comparative study of the old and new system of filing patents an innovator must go through to submit a patent application under the new Bangladesh Patents Act, 2022. According to section 6 of the Bangladesh Patents Act 2022, an innovator of innovation must submit the required form for a patent application under the Bangladesh Patents Act 2022 to the Registrar of the Department of Patents, Designs, and Trademark along with the required fee. The process for filing a foreign patent application was covered in Section 12 of the Bangladesh Patents Act. The Bangladesh Patents Act, 2022, provides clarity in several ambiguous situations for foreign investors using patents as their primary capital.

The new patent legislation will make it easier to follow international standards for patents and innovation as well as agreements on the Trade-Related Aspects of Intellectual Property Rights (TRIPS).

**Keywords:** Bangladesh Patents Act, Patents and Designs Act, Trade-Related Aspects of Intellectual Property Rights (TRIPS)

# ICMIT-2023
(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## APPLYING USABILITY ENGINEERING PRINCIPLES TO IMPROVE USER EXPERIENCE OF CONVERSATIONAL USER INTERFACE APPLICATIONS

Mr. Pankaj Sharma, Research Scholar, RTU, Kota

**ABSTRACT**

Conversational User Interfaces (CUIs) have emerged as a popular means of human-computer interaction, enabling users to interact with digital systems through natural language conversations. However, the rapid proliferation of CUI applications across various domains has revealed several usability challenges that can hinder the overall user experience. This review paper aims to explore and analyse the application of usability engineering principles to enhance the user experience of conversational user interface applications.

The paper begins with an overview of CUI technology and its significance in modern human-computer interaction paradigms. It then delves into the major usability challenges faced by users when interacting with CUI applications, such as ambiguous responses, lack of system understanding and difficulty in error recovery.

To address these challenges, the paper examines the fundamental principles of usability engineering, including user-cantered design, cognitive walkthroughs, and usability testing. It discusses how these principles can be adapted and applied to the design and evaluation of CUI applications to create more intuitive, efficient, and user-friendly interfaces.

Furthermore, this paper presents case studies and real-world examples of CUI applications that have successfully implemented usability engineering principles to enhance user experience. These case studies demonstrate the positive impact of usability-focused design approaches on user satisfaction, engagement, and task completion rates.

This paper aims to show the importance of integrating usability engineering principles into the development process of CUI applications to create more effective and user-friendly interfaces. By doing so, developers can mitigate usability challenges and ensure that conversational user interface applications deliver a seamless and satisfying user experience.

**Keywords:-** Conversational User Interface, Usability Engineering Principles.

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## A COMPREHENSIVE REVIEW OF INDIA'S ADOPTION OF SMART FARMING TECHNIQUES

Ms. Madhu Gaur, Research Scholar, International School of Informatics & Management, Jaipur
Dr. Preeti Tiwari, Associate Professor, International School of Informatics & Management, Jaipur

**Abstract**

Every sector of the economy underwent significant transformation as a consequence of the introduction of digital technologies. The digital revolution cannot be disregarded by the agricultural industry. One of India's oldest and most significant professions is farming and agriculture. The agricultural sector continues to be the foundation of the rural economy in India, which is in dire demand for a technological push for the social and economic development of countryside regions. Smart agriculture is a revolution in the agricultural sector that coordinates the efforts necessary to change and concentrate the agriculture system. This paper conducts an exhaustive examination of the numerous technologies that have been developed for the agriculture industries to enhance the productivity of the crop. Though network infrastructure and connectivity remains the main challenge in the rural areas, this paper investigates a variety of innovative techniques and applications being developed for smart agriculture to support the farmers. The paper also explores the possibility of developing IoT-based technologies in agricultural fields with machine learning techniques to optimize resource usage planning and forecast pesticide breeding prices that will help future researchers to tackle specific issues and adopt appropriate technologies to assist farmers in increasing their efficiency and making better crop decisions. In addition to listing the applications, the paper also focuses on smart agriculture architecture and its prototype for smart farming.

**Keywords:** Smart farming technologies, Precision agriculture, automatic irrigation, rain prediction, machine learning

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## MINDFUL GLAMOUR: GREEN PACKAGING IN THE COSMETICS INDUSTRY

Kanan Nagar, Research Scholar, IIS (deemed to be University), Jaipur
Dr. Gargi Sharma, Associate Professor, International School of Informatics & Management, Jaipur

**Abstract**

The paper will review the basic concepts of sustainability and sustainable packaging, alongside major and recent developments in the field of green packaging in the beauty industry. A report by Ellen MacArthur stated that in 2018 the beauty industry produced 76.8 billion units of packaging, which ultimately ended up in landfills. If these were made from recycled or recyclable, biodegradable materials, they would have caused less harm to the environment, but the awareness of such innovations is being utilized now and the green packaging market is projected to reach $451.7 billion by 2028 with an estimated CAGR of 6.1% to 7.0%*, which gives a greater scope for the beauty industry to incorporate it into their business and significantly reduce its carbon footprint thus contributing to a sustainable future. According to a study by Trucost, just by using green packaging, the cosmetics sector would save a whopping $7 billion annually by the year 2025. Even the modern consumer is aware about this innovation and are gravitating towards brands with such offerings thus providing them a competitive advantage. In fact, 54% of global consumers are willing to pay more for green packaging according to a report by Euromonitor International. Packaging was considered to have only functional, protective and aesthetic purposes earlier, but as the research and demands are building up, the businesses and packaging industries are marching towards green packaging which is either biodegradable or recyclable and thereby decreasing their overall carbon footprint, which they can leverage as a competitive advantage and charge more alongside satisfying their customers and stakeholders. Even a study confirmed that firms with green ventures tend to have a higher profitability and market share in comparison to the firms that do not, which is a clear evidence of competitive advantage. The harm caused to the environment in this day and age is because of usage of non-eco-friendly packaging materials. Green packaging must check all the boxes ranging from effectiveness, usage of eco-friendly and biodegradable materials, safe for humans and safe for the environment. A study by Greendex (2012), stated that the Indian citizens are more eco-conscious than many western nations and other developed countries. This is an indicator that the Indian market would be a suitable geographic region to conduct nationwide and large-scale studies assessing the attitudes, values and behaviour of the citizens towards the environment, which could further help the governments at the state and central level to introduce and implement green policies. A study revealed that attitude and personal norms of young Indian consumers affects their intention to buy products with eco-friendly packaging and are willing to pay a higher price for it, as they understand their roles and responsibilities towards the conservation of the environment. The surveyed population would always choose the alternative that has sustainable packaging, which also declared that consumers prefer when information like recyclability, raw materials of packaging and health and safety guidelines are present on the product packaging. This contributes to the consumer's positive purchase intentions. This study will discuss the recent innovations of the sector as well past research papers alongside the future of the industry.

**KEYWORDS-** Sustainability, Eco-Friendly, Green Packaging, Cosmetics Industry, Innovations

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## HUMAN-CENTERED APPROACHES TO CHANGE MANAGEMENT: FOSTERING ORGANIZATIONAL TRANSFORMATION THROUGH EMPATHY AND COLLABORATION

Apoorva Gupta, Research Scholar, IIS (deemed to be University), Jaipur
Dr. Bhumija Chauhan, Associate Professor, International School of Informatics & Management, Jaipur

**Abstract:**
In today's rapidly evolving business landscape, organizational change has become a constant, necessitating a strategic and adaptable approach to navigate shifting market dynamics, technological advancements, and competitive pressures. However, the success of any change initiative is fundamentally tied to the individuals who make up the organization. This abstract explores the significance of human-centered approaches to change management, shedding light on the pivotal role of empathy, communication, and collaboration in fostering effective organizational transformation.

The foundation of human-centered change management lies in understanding the complex interplay between individuals, groups, and the broader organization. Rather than treating change as a one-size-fits-all endeavor, this approach recognizes the unique perspectives, concerns, and aspirations of employees at all levels. By acknowledging the emotional and psychological dimensions of change, organizations can craft strategies that resonate with employees, mitigating resistance and promoting engagement.

Empathy emerges as a cornerstone of human-centered change management, emphasizing the importance of leadership's ability to connect with employees on a personal level. Leaders who cultivate empathy create an environment of psychological safety, where employees feel understood and supported amidst uncertainty. This, in turn, paves the way for open dialogues, enabling organizations to gather valuable insights, identify potential challenges, and co-create solutions that align with employees' needs.

Effective communication serves as a linchpin in translating change objectives into actionable outcomes. Human-centered change management underscores the need for transparent and consistent communication that is tailored to various audience segments. Clear and empathetic messaging fosters a shared understanding of the rationale behind change, dispelling rumors and misconceptions that can undermine progress. Moreover, interactive platforms, such as town hall meetings and digital forums, facilitate a two-way exchange of ideas, enabling employees to voice concerns and contribute to the change process.

Collaboration amplifies the impact of human-centered change management by harnessing the collective intelligence of the workforce. When employees are involved in decision-making processes, they develop a sense of ownership over the change initiative. This not only enhances the quality of solutions but also bolsters commitment to implementation. Cross-functional collaboration promotes diverse perspectives and facilitates the identification of potential bottlenecks, thus streamlining the change journey.

While technological advancements are often catalysts for change, a human-centered approach recognizes that technology alone cannot drive successful transformation. Rather, technology should complement the human experience by automating routine tasks and freeing up employees to focus on value-added activities. This paradigm shift from technology-driven change to technology-enabled change reiterates the need to prioritize human well-being and growth in the face of digital disruption.

In conclusion, the concept of human-centered approaches to change management presents a compelling framework for guiding organizations through the intricate process of transformation. By emphasizing empathy, communication, and collaboration, this approach recognizes that organizational change is fundamentally a human endeavor. Leaders who prioritize their employees' emotional well-being, actively engage in transparent communication, and foster cross-functional collaboration are poised to drive sustainable change that resonates with individuals at all levels of the organization. As the business landscape continues to evolve, embracing a human-centered approach stands as a pivotal strategy for not only surviving but thriving in times of change.

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## AN ANALYTICAL STUDY OF NEUROMORPHIC COMPUTING: TOOLS, TECHNIQUES, AND APPLICATIONS

Vanshita Agarwal, Student-MCA, IIS (deemed to be University), Jaipur
Dr. Manju Lata Joshi, Associate Professor, International School of Informatics & Management, Jaipur

**Abstract**

Neuromorphic computing is an emerging field of research that seeks to develop computer systems with the purpose to mimic the structure and function of biological neurons in various real-life applications like autonomous vehicles, medical diagnostics, environment monitoring, robotics, cyber security, detecting and preventing of accidents etc.

These systems are designed to efficiently simulate the behaviour of neurons and synapses, enabling them to perform complex cognitive tasks with lower energy consumption compared to traditional computing approaches. In neuromorphic computing systems the role of hardware that can rapidly perform repetitive parallel operations is vital. Such hardware in conjunction with Artificial Intelligence (AI) algorithms is used to mimic human brain and applied in a variety of domains to create more efficient and capable computing systems. This study discusses about the differences between the neuromorphic computing and the human brain and also explores various tools and techniques that are being used by various researchers to solve real life problems specifically that typically involves the processing of neural activity data. Such data can be generated from the function of artificial neural networks implemented using hardware and software through some parameters as Spike rate, Synaptic Weight, Spike Timing, Spike Correlation, Information Content, and network topology to analyse data. The selection of parameters depends upon the specific application and the problem being addressed. During this research, it has been observed that there is a need to develop more energy efficient and scalable hardware as well as designing novel learning algorithms to transfigure neuromorphic computing. The challenges and accomplishments in hardware designs, software implementation and scalability of neuromorphic systems with regard to different approaches are discussed and also highlights the significance of each in advancing the understanding of their processing and behaviour. This study also focus on the techniques like hardware redundancy, dynamic thresholding, spike based learning, sensor fusions, adaptive behaviours in robotics and physical intervention which are used to solve complex problems where more accurate and efficient response is needed like in accidental situations, emergencies in which it is critical to quickly analyse large amounts of data in order to make informed decisions and take appropriate actions.

It has been observed that the proposal of neural networks architecture with inspiration to human brain has the potential to improve the performance of artificial intelligence systems where labelled data is expensive to obtain results. By bridging the gap between biological neural networks and computing systems, neuromorphic computing emerges as a promising paradigm for addressing complex problems and shaping the future of AI technology.

The proposed study exhibits that integration of neuromorphic systems with traditional computing certainly enhances the performance. The work also analyses potential applications of neuromorphic computing in different domains and suggests that the field neuromorphic computing holds promise for various applications such as pattern recognition, sensory processing, and energy efficient computations. The study concludes with the discussion on suitability of tools and techniques across diverse applications.

**Keywords:** Neuromorphic computing, Artificial neural network, Cognitive computing, biological neurons, Spiking Neural Network, Memristor, TrueNorth

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## CROP YIELD PREDICTION USING MACHINE LEARNING ALGORITHMS

Rajswee Surana, MCA-Student, IIS (deemed to be University), Jaipur

**Abstract:**
Indian agriculture is the backbone of the nation's economy because more than 50% of the population depends on it for existence. The continued viability of agriculture is now seriously threatened by changes in weather, climate, and other environmental factors . With the use of machine learning, growing the finest crop may alter the economic situation. Additionally, by applying machine learning strategies that can be easily applied to the farming business, we can address current problems.. This experiment uses many algorithms based on machine learning to forecast a crop's yield. Establishing judgments regarding which crops are worth cultivating and what tasks to do whilst they are in the process of growing is made possible primarily because of machine learning, an indispensable decision-support tool for anticipating agricultural yields. The study on predicting agricultural productivity has been aided by the application of many machine learning algorithms. However, in previous studies, the prediction accuracy was below or equivalent to 99%, however in the present research, it was greater than in prior studies at 99.93%. Accurate and helpful knowledge on many issues is vital, in addition to all the advancements in agriculture and technology. As a consequence, agricultural yield rates are increased, which is good for the economy of our nation.. This research employs a variety of machine learning techniques from the supervised learning branch, It makes an effort to solve the problem by building an operational model of an interactive prediction system. The results of the forecast will be available to the farmer As a result, there are many alternative methods or algorithms for using data analytics to predict crops, and we may utilize such methods to anticipate crop yield, incorporating Support Vector Machine (SVM), Random Forest (RF), Adaboost, Gradient Boost, and others. The dataset used in this research was gathered from Kaggle and is made up of 2201 instances with 22 unique target labels. It also includes 5 different parameters, including the soil's pH, rainfall, temperature, and humidity, which all have an impact on crop development. The dataset was then divided into two parts, of which 80% were used for training the model and 20% were used to test the model's predictive power. After that, various algorithms were applied as mentioned above, and as a result, the random forest delivered the highest accuracy of all the algorithms, Random Forest, which is the most popular and successful supervised machine learning algorithm, can carry out both classification and regression tasks. Up to 99.93% accuracy is measured. In order to solve a range of difficulties that farmers and the agricultural business are facing, the intended purpose of this article is to put the crop selection strategy into practice. Farmers can also choose the right crop to cultivate, which will increase their profitability and ultimately help the country's GDP to develop at a faster rate.

**Keywords:** Crop Yield Prediction, Random Forest, machine Learning.

## A MODIFIED AND IMPROVED BINARY SEARCH: A COMPREHENSIVE EVALUATION

Lokesh Singh, MCA-Student, IIS (deemed to be University), Jaipur

**Abstract:**

The binary search approach is commonly used in computer science to quickly find a specific target element within a sorted collection (such as an array or a list). The search range is split in half again and again until the target element is found or is not found. Divide the list, carry out operations, and then conquer is the divide and conquer strategy used in binary searches. Additionally, the traditional binary search has an O(log n) time and space complexity. Even though Binary Search is a reliable and quick searching algorithm, it still has some drawbacks like overlapping when switching between stages and taking longer to search the first and last elements. If the element is not found in the list, it will check the entire list before returning "element found" or any other message. Additionally, binary search consumes more space in the stack. Modified binary search has been able to resolve all of these issues that have been connected to traditional binary search.

In this study, the traditional binary search method is altered so that, after each iteration, the input element is verified for presence with the middle element in the specified collection of elements. By comparing the input element with the beginning and final elements of the data set, as well as the middle element, and by checking that the input number belongs to the range of numbers included in the given data set at each iteration, the worst-case of the modified binary search algorithm is optimized. The worst-case time for the modified binary search algorithm is reduced by this optimization with O(1) time complexity while searching first, last, middle, and element not found. Modified binary search also reduces overlapping while switching between stages, which reduces the amount of space needed in the stack.

**Key words:** Binary Search, Space Complexity, Time Compexity

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## IMAGE CLASSIFICATION OF MALARIA CELLS PREDICTION USING TENSORFLOW

Saumya Tiwari, Student-MCA, IIS (deemed to be University), Jaipur
Ms Meenal Sharma, Assistant Professor, International School of Informatics & Management, Jaipur

**Abstract:**

Image classification is an emerging field of research that seeks to classify pictures into predetermined groups according to their visual features. Image Classification is a computer vision task that entails classifying images into predetermined classes derived from the visual characteristics. The goal of image classification is to precisely assess and identify a picture's content.

A significant role in the field of computer vision is characterized by image classification and operates as an evolving research area in artificial intelligence and machine learning. Deep learning plays an important role in image classification and has shown proficient results. To bolster the aforementioned claim, numerous picture features are retrieved from the distinct portions, and a deep learning model is created using transfer learning to categorize the photos in a dataset that is publicly accessible. However, transfer learning is a technique that enables us to apply previously trained models to relevant tasks and to improve them for novel tasks with less labelled data.

The quandary handled in this article is malaria identification by employing multiclass classification. Taking the context into view, the dataset is segmented into two classes which are parasitized and uninfected images of cells. The dataset includes 13,800 parasitized images and 13,800 uninfected images. From the furnished dataset 5,700 parasitized images and 5,560 uninfected images were extracted to measure the efficiency of deep learning model. To reinforce the previously mentioned contention, python and its libraries like Tensorflow, Keras, and Numpy are used to implement the multiclass classification. These libraries are used for transfer learning and CNN model training which offers a robust and adaptable platform for deep learning models. Multiclass classification entails classifying photographs into one of multiple predetermined classes or categories, each of which portrays a different item or entity. In this case, tensorflow has been a powerful tool in the detection of malaria for multiclass classification since it requires substantial training and validation before it can be used. After that, the data is divided into sets for training, testing and validation. The proportion taken into consideration is 85:10:5. Convolutional neural network (CNN) architecture is employed for the classification to train the model, that includes SoftMax and RELU (Rectified linear unit) activation function, different convolutions, and pooling layers which are followed by fully connected layers. The model is trained using batch size of 32 for 50 epochs. The model's ideal weights are reinstated. The second method entails 0.001 initial learning rate decrease for 5 consecutive epochs. The model is compiled using categorical cross-entropy loss function and Adam optimizer. The vgg19 model is used for feature extraction and it has trained on the dataset. After training, the model was used to predict the label of an input picture. The performance metrics accuracy, precision, and recall were evaluated for training, testing and validation using the intended model. The model trained using the transfer learning technique produced encouraging results with 97.93% accuracy, 99.72% precision and 99.15% recall. The findings of multiclass classification provide a valuable tool for healthcare workers by accurately recognizing COVID-19 instances from medical photos with a promising performance.

**Key words:** Image Classification, Computer Vision, Tensorflow, Deep learning.

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## FINANCIAL INCLUSION: IN PURSUIT OF UN SDG 8.10

Dr. Glenn Muschert, Chair and Professor of Social Sciences, Khalifa University of Science and Technology, Abu Dhabi, United Arab Emirates

The volume's lead editor will provide an overview of the forthcoming volume:

In 2015, the United Nations (UN) established 17 Sustainable Development Goals (SDGs) for global progress to be achieved by 2030, including the goal to "promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all," more commonly known as SDG 8. This volume provides an academic discussion of financial inclusion via an analysis of SDG sub-goal 8.10: "strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance, and financial services for all." This is accomplished in two ways: 1) by providing a scholarly examination of how business, economics, and social science fields understand, define, and assess SDG 8.10 from a variety of disciplinary perspectives, and 2) by clarifying how multi-disciplinary scholarship can identify challenges, key indicators, and potentialities to meet SDG 8.10 and boost financial inclusion.

Sustainability is a holistic approach covering ecological, economic, and social dimensions, and the underlying goal is to establish a livable world in every aspect for current and future generations. This volume focuses specifically on SDG 8.10, which increases financial inclusion by enhancing access to banking, insurance, and other financial services. While many existing studies of sustainable development and economic growth exist, this volume is among the first to examine SDG 8.10 from a multidisciplinary perspective, including academic fields in business, economics, and other social sciences. By providing this multifaceted perspective, the volume breaks new ground and fills a gap in the existing literature on the study of financial inclusion. The conversation will be accessible to academics and a broader audience interested in SDGs and financial inclusion.

The volume includes chapters examining economic, sociological, financial, and/or other social science/business perspectives on SDG 8.10 and key indicators. The volume contains contributions from scholars in a wide range of constituent fields who are ecumenical concerning theoretical and methodological approaches. Each chapter examines the issue of financial inclusion and empirically analyzes relevant indicators while linking theoretically to one or more perspectives in the business, economics, and social science fields.

The volume approaches the subject from a general social scientific and business studies approach, intending to consolidate the findings of varying scholarly perspectives in a single volume. While each chapter links to an appropriate theory and methodology, as a whole, the volume provides the reader access to the perspectives of academic social scientists and business scholars. Thus, the volume contributes to the multi-disciplinary conversation about SDG 8.10, presenting a novel mix of scholars and perspectives to achieve broad discourse and reach innovative conclusions.

**Key words:** Sustainable Development Goals, financial inclusion, sustainable development, economic growth

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## ROLE OF ISLAMIC BONDS (SUKUK) IN GREEN AND SUSTAINABLE ISLAMIC FINANCE: ITS CONNOTATION ON SOCIAL PROSPERITY BY REALIZING ESG

Mohammad Habibullah, Academic Fellow, IIUM Institute of Islamic Banking and Finance (IIiBF)
International Islamic University Malaysia (IIUM), Kuala Lumpur, Malaysia

**Abstract**

Islamic finance offers a different route to meet the large funding requirements for sustainable development projects and activities in poor nations because of its social and moral ethos and asset-backed nature. Islamic finance and Environmental Social and Governance (ESG) investing often share guiding principles, which makes them complementary as capital-raising and investment strategies. By adding a second layer of governance (Shari'ah) that guarantees the ring-fencing of issue profits and directs them toward projects that align with Shari'ah rules and ESG criteria, Islamic finance encourages sustainable development and is in line with those requirements. Promoting financial inclusion for individuals who might refrain from using the financial system due to ethical considerations or a lack of access, are two significant obstacles to escaping poverty. This study aims to demonstrate how it can draw in funds from sources now unexplored by traditional green and sustainable finance. Due to the fundamental principle of avoiding speculative and toxic financial products based on derivatives, generally full collateralization due to its asset-backed structure, and intimate ties to the actual economy, it can preserve sustainability and stability during financial crises. Proceeds from green, sustainability, and social bonds are meant to fund legitimate initiatives or assets that support particular goals. Even though these bonds are not always asset-backed or asset-based, the ESG bond framework creates a strong link between the capital raised and the issuer's underlying strategy and asset mix, which is consistent with the fundamentals of Islamic financing. In order to accomplish this goal, a systematic literature review methodology is used in this study to explore the fact that Green Sukuk (bonds) are currently being issued with the goal of funding environmentally friendly, climate-resilient, and sustainable growth. The market's organic growth, investors' growing interest in moral and ethical investing, the stringent capital requirements for infrastructure project financing, and the growing trend toward adopting green Sukuk (bonds) have all influenced this development.

**Keywords :** Environmental Social and Governance (ESG), sustainability, Green Sukuk (bonds)

# ICMIT-2023
(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## ENHANCING CUSTOMER EXPERIENCE IN THE BANKING INDUSTRY THROUGH DIGITAL TRANSFORMATION: A COMPREHENSIVE ANALYSIS

Dr. Jyoti Sondhi, Associate Professor, Management, Abhilashi University Mandi (HP)
Smriti Sharma, Student-MBA , Abhilashi University Mandi (HP)

**Abstract**:

With its unrivaled prospects to improve customer experience and reimagine how banking services are provided, digital transformation has emerged as a major force for change in the banking sector. This study aims to offer insights into approaches for optimizing customer experience in the digital era by examining the adoption of digital technologies and their implications on customer happiness, loyalty, and overall banking interactions. This in-depth investigation seeks to discover how the banking industry's digital transformation has affected client satisfaction ? This study aims to offer useful insights on how banks may use technology to leverage the adoption of digital technologies, such as mobile banking, AI-powered chat bots, and personalized services, to create more convenient, effective, and customer-centric experiences. Investigate how customers feel about using digital banking services, as well as their preferences for various channels and interactions. To investigate the difficulties and obstacles banks encountered during the digital transformation process, as well as how they affected customer experience. To suggest practical methods for banks to take advantage of digital transformation in order to enhance customer experience and foster enduring customer loyalty. Methodology: First, quantifiable data will be gathered through surveys from a varied sample of banking clients to determine how satisfied they are with the services offered by digital banking. Second, in-depth interviews with bank executives and managers in charge of carrying out digital transformation projects would be used to collect qualitative data. Expected Results: An evaluation of the banking industry's state of digital transformation and the present customer experience landscape. insights into the elements affecting client loyalty and satisfaction in the context of online banking services. Determining customer preferences for interactions with banks through digital platforms study of the difficulties banks encountered during their digital transformation and how these impacted customer experience. Best practices and recommendations for banks on how to improve customer experience through effective digital transformation efforts.Significance: By shining light on the critical role of digital transformation in the banking industry's customer experience, this research will add to the body of knowledge already in existence.
The research will be useful for banks looking to improve customer-centric services, keep clients, and compete in the rapidly changing digital market. The study will also provide policymakers and other stakeholders with information regarding the effects of digital transformation on client protection and legal and regulatory frameworks in the banking industry.

**Keywords:** Digital strategy, Digital Transformation, Digital Banking**,** Technology acceptance model**,** E-services**,** Business Model.

**ICMIT-2023**

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## CIRCULAR ECONOMY – A NOVEL PARADIGM OF SUSTAINABILITY

Dr. Himani Sharma, Assistant Professor, School of Business and Commerce, Manipal University Jaipur

**Abstract**

The circular economy has emerged as an innovative solution to ensure the sustainable growth of business. Circular economy aims to optimize resources by reducing the consumption of raw materials and recycling residue.

The aim of the study is, therefore, to understand the relevance of three basic principles: Reduce, Reuse, and Recycle, in creating a sustainable future. Circular Economy is the solution for problematic areas of business, be it waste disposition, or resource handling. So why not utilize the Circular Economy integrated business models for achieving sustainable Development?

The study explores the areas where sustainable business models are utilized to meet business goals in a sustainable manner. Many leading brands are embracing the concept of the circular economy be it, Patagonia's circular economy movement in the 1980s or HP's circular practices of utilizing used ink cartridges in its operations, each innovation is contributing to making the world more efficient as well as sustainable through material waste reduction, there is hardly any organization that doesn't realize the necessity of a sustainability approach. Circular economy-based solutions are required in each sphere of the global business environment.

Circular Economy is the need of the new era, and the study explores various areas where the Circular Economy integrated business models assisted in bringing a sustainable revolution in business, such practices can bring us not only business profits but also create a sustainable footprint in society.

**Keywords:** Circular Economy, Sustainability, Sustainable Business model

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## SKILLING PROFESSIONALS IN ESG AND SUSTAINABILITY: A CRUCIAL COMPONENT FOR SUSTAINABLE BUSINESS PRACTICES

Dr. Poornima Mathur, Assistant Professor, International School of Informatics & Management, Jaipur

**Abstract**

Skilling professional in Environmental, Social and Governance is indeed an essential component to foster the sustainable practices of business. "Greening the Company" is the new slogan of the contemporary organisations. Investors, stakeholders and business partners use ESG measure to decide whether a company is worth investing or not. This paper will highlight the reasons for skilling professional in ESG and Sustainability and also the challenges faced by the organisation in implementing sustainable business practices. The paper will also discuss the various initiatives taken by organisations such as certifications, training initiatives and various educational programs aimed at developing ESG and sustainability skills among professionals. Data has been collected from fifteen diverse ranges of companies to get a well- rounded perspective of skilling professionals in ESG and Sustainability. After checking the validity and reliability of the data, statistical techniques like correlation and linear Regression Analysis is used to analyze the relationship between business sustainability and ESG measures. Further the analysis will develop a comprehensive understanding towards skilling professional in ESG and sustainability by using literature review, case studies and industry examples.

The implication of the result for the sustainability of the business and for future research has been discussed in the paper.

**Key Words**: Sustainability, Environmental, Social, Governance

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## A REVIEW OF FULL-TEXT SEARCH IN DIFFERENT PERSPECTIVE

Chattar Singh, Research Scholar, Rajasthan Technical University, Kota
Dr. Vijay Gupta, Associate Professor, International School of Informatics & Management, Jaipur

**Abstract:**
Searching is the most important concept in case of the information systems. In order to perform the search, it requires an effective index formation and quick and effective retrieval of desired data. Full-Text search is advance concept of searching documents and the database related records. Full-Text search is responsible for the better search management by forming index, based on the words presents in documents. This paper reviews the concept of the Full-Text search, types and also Lucene Full Text Search. Full text search is a method, which permits directing search through records and databases by a title, yet additionally by content. Dissimilar to metadata search techniques, which investigate just the portrayal of the archive, full text search experiences all the words in the report, demonstrating data that is more important or some more specific data. The procedure picked up its ubiquity in 1990's. Around then the way toward filtering was exceptionally long and tedious, so it was upgraded. Full text search motors are utilized broadly. For instance, Google permits clients to discover the needed question on pages especially with the assistance of this strategy. In the event that their website with a ton of data, applying full text search may be extremely valuable since it facilitates connection for a client. Full text search is a further developed approach to search a database. Full text search rapidly discovers all occurrences of a term (word) in a table without examining lines and without knowing which segment a term is put away in. Full text search works by utilizing text indexes. A text index stores positional data for all terms found in the segments where the text index is on. Utilizing a text index can be quicker than utilizing a customary index to discover lines containing a given worth. Full text search capacity in SQL Anywhere contrasts from searching utilizing predicates, for example, LIKE, REGEXP, and SIMILAR TO, on the grounds that the coordinating is term-based, not example based. String examinations in full text search utilize all the ordinary grouping settings for the database. For instance, in the event that the database is designed to be case unfeeling, at that point full text searches will be case uncaring. When playing out a full text search for a rundown of terms, the request for terms isn't significant except if they are inside a phrase. On the off chance that put the terms inside a phrase, the database worker searches for those terms in the very same request, and same relative situations, in which determined them. The full text search highlight permits to search for the starting segment of a term. This is known as a prefix search. To play out a prefix search, indicates the prefix that is needed to search for, trailed by a mark. This is known as a prefix term. The full text search include permits to search for terms that are close to one another in a solitary segment. This is known as a proximity search. To play out a proximity search, which indicates two terms with either the watchword NEAR between them, or the tilde ($\sim$)?.It can utilize a number contention with the NEAR catchphrase to indicate the greatest separation. For instance, term1 NEAR[5] term2 discovers occasions of term1 that are inside five terms of term2. The request for terms isn't critical; 'term1 NEAR term2' is equal to 'term2 NEAR term1'.

**Keywords:** Full-Text Search, Lucene Search, Unstructured Data.

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## WASTE MANAGEMENT PRACTICES BY FOOD PROCESSING INDUSTRIES

Smita Bhageria, Research Scholar, IIS (deemed to be University), Jaipur
Dr. Sandeep Vyas, Associate Professor, International School of Informatics & Management, Jaipur

**Abstract**

Economic environmental and social problems arise from food waste and is a severe issue. 30% of food raw materials of initial manufacturing become waste. This paper analyses various types of waste generated by food processing industries. An extensive literature review is undertaken to study numerous ways of reducing waste and its proper utilization in order to enable sustainable manufacturing. The purpose of this study is to focus on waste management practice that leads to reducing the amount of waste generation. For this purpose, several works of literature were reviewed and analyzed. The study is empirical and descriptive in nature. The findings showed that efforts have been made to reduce waste by food processing industries. Future studies reveal that constant efforts have scope in reducing waste generation and its utilization for value-added products.

**Keywords:** Food processing industries, waste reduction, waste management, value-added products, sustainable manufacturing

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## PRIORITIZING TEST CASES USING ML ALGORITHMS

Ms. Sheetal Sharma, Research Scholar, Rajasthan Technical University, Kota
Dr. Swati V Chande, Professor, International School of Informatics & Management, Jaipur

**Abstract:**
Regression testing plays a vital role in ensuring that changes made to computer code do not disrupt its existing functionality. However, in the era of Agile Development and Continuous Integration (CI) for web applications, the frequent execution of software builds has made the traditional approach of running all tests time-consuming and resource-intensive. In order to bridge this gap, researchers have developed Test Case Selection and Prioritization (TCP) strategies that focus on Selection and Prioritization of test cases in order to provide rapid response to developers. Recently, these strategies have turned to Machine Learning (ML) algorithms to construct effective TCP methods. These ML-based TCP strategies leverage incomplete and imperfect resources to generate reliable predictions and improve testing practices. In this context, a systematic literature review was conducted to comprehensively analyze ML-based TCP approaches, offering insights into the current state of research and potential future directions. This review encompassed twenty-nine primary research papers published between 2006 and 2020. The selection process was rigorous and well-documented. The study addressed five key research questions: variation in ML-based TCP methods, the utilization of global features for training and testing ML models, a different set of metrics for evaluating techniques, method performance, and the repeatability of published findings. Regression testing is the process of reevaluating software that has been modified or expanded, such as through the addition of new features, during its evolution. Given the impracticality of retesting the entire program due to time and cost constraints, a subset of test cases is typically executed for regression testing. This subset is often determined using test case prioritization techniques. While numerous techniques for test case prioritization exist, they predominantly rely on access to source code (white-box approach). Though, in industrial scenarios, system-level testing is a critical task that usually lacks source code access (black-box approach). Therefore, alternative information sources must be tapped into for an efficient regression testing process. In this study, a novel approach for prioritization of test case in manual system-level regression testing is introduced, leveraging supervised machine learning. This method takes into account black-box meta-data, like test case history, alongside natural language descriptions of test cases for prioritization. The SVM Rank machine learning algorithm is employed to evaluate this approach, using two subject systems to measure its prioritization effectiveness. It can be inferred from the results that this method significantly enhances the rate of failure detection compared to random ordering. Furthermore, it demonstrates the capability to outperform test case orderings determined by expert testers. Notably, the incorporation of natural language descriptions leads to an improvement in the rate of identifying failures. Regression testing's importance in maintaining software integrity is challenged by Agile Development's rapid software builds. To address this, ML-based TCP strategies have emerged, harnessing the power of Machine Learning algorithms to optimize testing practices. The systematic review of relevant literature sheds light on the current landscape of ML-based TCP approaches, offering insights that guide future research directions. Meanwhile, a new approach to test case prioritization for manual system-level regression testing is introduced, demonstrating its efficacy through empirical evaluation. This approach utilizes both black-box meta-data and natural language descriptions, resulting in improved failure detection rates compared to traditional methods.

**Keywords:** Software testing machine learning, bugs, open source, decision tree, random forest, Test case Prioritation.

# ICMIT-2023

(25-26 August, 2023)

International Conference on Management & IT
Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts

## NAVIGATING THE METAVERSE: EXPLORING INNOVATIVE MARKETING STRATEGIES IN VIRTUAL SHARED SPACES

Anadi Trikha, Research Scholar, Rajasthan Technical University, Kota
Dr Kavya Saini, Associate Professor, International School of Informatics and Management, Jaipur

**Abstract**

The metaverse is a virtual space that combines elements from both physical and digital reality. It's been getting much attention lately, and this paper looks at what it means for marketing. The metaverse offers new opportunities for brands to connect with consumers through immersive experiences, personalised interactions, and virtual advertising. Companies can create immersive experiences by using metaverse to create virtual storefronts and host events which users can experience via augmented reality, thus changing the traditional marketing landscape. The study highlights the Virtual Influencers(VIs) actively collaborating with brands and sharing their content as brand ambassadors on different social media handles. This paper also addresses the inherent challenges of authenticity, user privacy, and technological infrastructure within this evolving digital realm. By examining the evolving relationship between the metaverse and marketing, this study highlights the potential for innovative strategies and the necessity of adaptable approaches in this emerging landscape.

**Keywords :** Metaverse, Marketing, New Era, Digital Reality

# IIS
(deemed to be UNIVERSITY)
## JAIPUR

# ADMISSIONS OPEN

## FOR CO-EDUCATIONAL PROGRAMMES

### SESSION - 2023-24

### Programs Offered

# BBA
**3 Years Programme**

# BCA
**3 Years Programme**

# MBA
**2 Years (Dual Specialization) Trimester Based Programme**

# MCA
**2 Years Programme**

## OUR RECRUITERS

L&T Infotech  HCL INFOSYSTEMS  IBM  TATA CONSULTANCY SERVICES  wipro  ATCS Advanced Technology Consulting Service  HDFC BANK We understand your world

AXIS BANK  YES BANK  BOSCH  airtel  genpact  vodafone

**For admission counseling -Visit us between (08:30 AM to 04:00 PM)**
**Register online for admissions : www.iisuniv.ac.in/ www.iisjaipur.org/iiim**

## CONTACT AT
# IISU BLOCK

**INTERNATIONAL SCHOOL OF INFORMATICS & MANAGEMENT**
**TECHNICAL CAMPUS, JAIPUR (RAJASTHAN)**
**SECTOR-12, MAHAVEER MARG, MANSAROVAR, JAIPUR - 302020**
www.icfia.org

☏ 0141-2781154
   0141-2781155
✉ iiim@icfia.org

# The IIS Group, Jaipur

A Heritage of Vision A Legacy of Innovation

India International School

IIS deemed to be University

International School of Informatics
& Management Technical Campus

The Play House

India International School, Sitapura

CRS Radio -7

IIERD Institute of Educational Research & Development

Mansarovar
Jaipur - 302020 INDIA

Tel.: +91-141-2397906-8, 2400160-61, 2781154-55, 2784194, 2784195
Fax: +91-141-2395494, 2781158
Email: director@icfia.org
Web: www.icfia.org

# ABOUT THE INSTITUTE

With its phenomenal and enriching presence for more than two decades, ISIM is a pioneer in the field of Management and IT education, delivering value to its stakeholders. Ranked amongst the top Management and IT institutions by Rajasthan Technical University and accredited 'A' by NAAC, ISIM believes in bringing a change in the society by imparting quality education.

The institute has been consecutively ranked first in the category "A" for the academic sessions 2017-2018, 2018-19 and 2019-2020 by Rajasthan Technical University, Kota, for its MBA and MCA programs on the basis of Quality Index Value (QIV) score. It has also been ranked first in category "A" for its MBA program in 2020-21, 2021-22 & is placed in category "A" in 2020-21, 2021-22 for its MCA Programme.

The institute has also been able to achieve distinguished ranks among all the institutions in India, in the surveys conducted by agencies such as CSR-GHRDC, Indian Management and Business world.

A total of 24 batches of MBA and 23 of MCA have successfully graduated and are well placed at senior management positions in National & International organizations. ISIMites engage themselves energetically and enthusiastically in various academic, co-curricular and research activities.

At ISIM, the students are nurtured and trained for success. The institution has sustainable good practices in teaching, learning and evaluation to achieve academic excellence. The course design and pedagogy equip the students to lead diverse organizations in a cross-continental environment. Innovative pedagogy, qualified and experienced faculty, structured industry interface and a state-of-the art fully integrated campus, contribute immensely towards making the students future-ready professionals.

## Knowledge Partners



**International School of Informatics & Management** Technical Campus
(formerly India International Institute of Management)
Accredited 'A' by NAAC
Ranked 1ˢᵗ in category 'A' by Rajasthan Technical University, Kota

IIIM Campus, Sector-12, Mahaveer Marg, Mansarovar, Jaipur - 302020 (Rajasthan)   Tel. : 0141-2781154/2781155   Email :iiim@icfia.org   Website: www.icfia.org