



**MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MANAGEMENT**

Report on

**International Conference on “Emerging Trends in Technology and
Management” (ICETTM-2024) October 15-16, 2024**

Department of Management

General Chair ICETTM

Prof. (Dr.) Amit Gupta, Head, Department of Management

Conference Chair ICETTM

Prof. (Dr.) Ravi Gupta, Department of Management

The banner for the ICETTM-2024 conference features the MAIT logo and name at the top left, followed by the location 'Sector 22, Rohini, Delhi - 110086 (INDIA)' and approval by AICTE. It highlights 'SILVER JUBILEE CELEBRATIONS' for the 'DEPARTMENT OF MANAGEMENT' with a '25' anniversary logo. The central text reads 'Organizes INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN TECHNOLOGY AND MANAGEMENT (ICETTM-2024)'. Below this, it states the dates 'October 15-16, 2024'. Two portraits are shown: Dr. Nand Kishore Garg, Founder & Chief Advisor, and Shri Vineet Kumar Lohia, Chairman. A table lists the organizing committee members: Prof. J.V. Desai (Director General, MAIT), Prof. Neelam Sharma (Director, MAIT), Prof. S.S. Deswal (Dean, MAIT), Prof. Sachin Gupta (Dean (R&I), MAIT), Prof. Amit Gupta (HOD, Mangt., MAIT, General Chair - ICETTM), and Prof. Ravi Kumar Gupta (Conference Chair, ICETTM). At the bottom, it lists 'Knowledge Sharing Partner's' (SEBI, MCX, IOSCO) and 'Sponsor's' (Vikas Ecotech Limited, Vikas Lifecare Limited).

MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY
Sector 22, Rohini, Delhi - 110086 (INDIA)
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SILVER JUBILEE CELEBRATIONS
DEPARTMENT OF MANAGEMENT
Organizes
INTERNATIONAL CONFERENCE
ON
EMERGING TRENDS IN TECHNOLOGY AND MANAGEMENT
(ICETTM-2024)
October 15-16, 2024

DR. NAND KISHORE GARG
Founder & Chief Advisor

SHRI VINEET KUMAR LOHIA
Chairman

Prof. J.V. Desai Director General MAIT	Prof. Neelam Sharma Director MAIT	Prof. S.S. Deswal Dean MAIT	Prof. Sachin Gupta Dean (R&I) MAIT	Prof. Amit Gupta HOD, Mangt., MAIT General Chair - ICETTM	Prof. Ravi Kumar Gupta Conference Chair ICETTM
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Knowledge Sharing Partner's

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**International Conference on “Emerging Trends in Technology and Management”
(ICETTM-2024)**

Venue: Main Auditorium, MAIT

Conveners: Dr. Sanjeev Kumar & Dr. Sukhvinder Singh

Organising Chair: Dr. Anju Bharti, Dr. Neeru Gupta and Dr. Ratika Sikand

The International Conference on Emerging Trends in Technology and Management (ICETTM-2024) successfully took place on October 15-16, 2024 organised by Department of Management, Maharaja Agrasen Institute of Technology (MAIT), affiliated with Guru Gobind Singh Indraprastha University, Delhi. The conference was organized under the chief patronage of Dr. Nand Kishore Garg, Hon'ble Founder & Chief Advisor, MATES and Patronage of Shri Vineet Kr. Lohia, Chairman MATES, Prof. M.L. Goyal, Vice Chairman, Academics MATES, Prof. (Dr.) J.V Desai, Director General, MAIT, Prof. (Dr.) Neelam Sharma, Director MAIT, Prof. (Dr.) S.S. Deswal, Dean MAIT and Prof. (Dr.) Sachin Gupta, Dean (R& I), MAIT. The event was organized under the leadership of Prof. (Dr.) Amit Gupta, who served as the Organizing Chair and played a pivotal role in its execution with the invaluable contributions from Prof. (Dr.) Ravi Gupta, Dr. Sanjeev Kumar, Dr. Sukhvinder Singh, Dr. Anju Bharti, Dr. Neeru Gupta and Dr. Ratika Sikand as team members.

The inaugural ceremony of the conference commenced with a Saraswati Vandana and the ceremonial lighting of the lamp, symbolizing the pursuit of knowledge, followed by introduction of the conference theme by Prof. (Dr.) Ravi Gupta. Thereafter, Prof. (Dr.) Neelam Sharma, Director of MAIT, delivered an inspiring welcome address, setting a positive tone for the two days of insightful discussions.

ICETTM-2024 aims to foster dialogue and collaboration among academicians, industry leaders, and researchers, providing a platform to share knowledge and explore innovative solutions in technology and management. The event witnessed an impressive turnout with 150 registrations and featured 80 research articles, highlighting the vibrant engagement of the academic community.

The conference also featured addresses from notable speakers, including Dr. Nand Kishore Garg, Founder Chairman of MATES, Shri Ganpati Ji, RSS Pracharak, Mr. Shankar Gakhar, Regional Head North at MCX and Prof. Prasannashu, Dean of NLU and Mr. Sachin Kumar, Senior Vice President at Syndigo, UK, joined the conference online.

Dr. Nand Kishore Garg, Founder Chairman of MAIT, who highlighted the significance of integrating Sustainable Development Goals (SDGs) into business practices. His address

emphasized the urgent need for organizations to align their strategies with global sustainability initiatives.

Shri Ganpati Ji, RSS Pracharak, addressed the integration of the Indian Knowledge System into modern management, advocating for a holistic approach that respects traditional wisdom while embracing innovation. His insights resonated with the conference's focus on blending heritage with contemporary practices.

Mr. Shankar Gakhar, Regional Head North at MCX, discussed the transformative role of Big Data Analytics in decision-making processes. He showcased how businesses can harness data to enhance efficiency and drive growth, underscoring its relevance in today's data-driven landscape.

Adding to the technological discourse, Mr. Sachin Kumar, Senior Vice President at Syndigo, UK, joined virtually to elaborate on the implications of Artificial Intelligence in management strategies. His insights on AI's potential to revolutionize industries were particularly well-received by attendees.

The conference also explored Green Marketing strategies, with various speakers addressing the importance of sustainable practices in branding and consumer engagement. This theme highlighted the need for businesses to adopt eco-friendly approaches in response to growing consumer demand for sustainability.

Prof. Prasannashu, Dean of NLU, provided a legal perspective on these emerging trends, emphasizing the importance of regulatory frameworks that support innovation while safeguarding public interest.

The day concluded with a vote of thanks from Prof. (Dr.) Amit Gupta, Head of the Department of Management at MAIT, who expressed gratitude to all participants for their valuable contributions.

ICETTM-2024 was privileged to have participation from notable institutions including Jamia Millia Islamia, Jamia Hamdard Deemed to be University, Lal Bahadur Shastri Institute of Management, O.P. Jindal Global University, Amity University, Indira Gandhi University, Jaypee Business School and many more. These esteemed institutions contributed to a rich dialogue across six key tracks, including Sustainable Development Goals (SDGs), the Indian Knowledge System, Big Data Analytics, Artificial Intelligence, Green Marketing, and Innovation in Management Practices.

The event recognized the hard work of participants with the presentation of Best Paper Awards for each technical session, celebrating outstanding contributions to the field. To further extend the reach of the knowledge shared at the conference, selected papers will have the opportunity to be published in Scopus Indexed, UGC CARE Listed, and Peer-Reviewed Journals, as well

as in edited volumes. This initiative aims to disseminate valuable research findings and foster ongoing dialogue within the academic community.

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SILVER JUBILEE CELEBRATIONS
Department of Management
Organizes
Guest Lecture
on
Generative AI in FinTech

October 16, 2024
(2:00 PM)

JOIN ZOOM MEETING LINK

DR. NAND KISHORE GARG
Founder & Chief Advisor

MR. RANVEER KUMAR
AVP - Engineering (Digital Banking)
IndusInd Bank Ltd., 108 Cybercity Gurugram

SHRI VINEET KUMAR LOHIA
Chairman

Prof. J.V. Desai
Director General
MAIT

Prof. Neelam Sharma
Director
MAIT

Prof. S.S. Deswal
Dean
MAIT

Prof. Sachin Gupta
Dean (R&D)
MAIT

Prof. Amit Gupta
HOD, Mgmt., MAIT
General Chair - ICETTM

Prof. Ravi Kumar Gupta
Conference Chair
ICETTM

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The valedictory session started with the guest lecture in online mode by Mr. Ranveer Kumar, AVP, Engineering (Digital Banking) IndusInd Bank Limited, Gurugram, on the topic “Generative AI in FinTech” from 2.00pm to 3.00pm. There was an impressive interaction of speaker with the students who were watching the session in offline mode. The convener of the conference Prof(Dr) Ravi Gupta and the organising Committee distributed the certificates to all participants and celebrated the achievements of the Best Paper Award recipients. Feedback from attendees was overwhelmingly positive, highlighting the relevance and quality of the discussions held during the conference.



Schedule:

MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY
Approved by AICTE and Affiliated to GGS Indraprastha University, Delhi
Department of Management

Two Days International Conference on Emerging Trends in Technology and Management (ICETTM-2024)
October 15-16, 2024

Schedule of International Conference

Program	Speaker/Guests	Time
Day-1 (15th Oct 2024)		
Registration & Welcome		
Keynote Address	Prof. (Dr.) Ravi Kumar Gupta, Co-Chairman, ICETTM	11:00 AM - 11:30 AM
Introduction to Emerging Trends	Prof. (Dr.) Ravi Kumar Gupta, Co-Chairman, ICETTM	11:30 AM - 12:00 PM
Keynote Address	Dr. Ravi Kumar Gupta, Co-Chairman, ICETTM	12:00 PM - 12:30 PM
Guest of Honour	Dr. Ravi Kumar Gupta, Co-Chairman, ICETTM	12:30 PM - 1:00 PM
Key Note Speaker-1	Dr. Ravi Kumar Gupta, Co-Chairman, ICETTM	1:00 PM - 1:30 PM
Key Note Speaker-2	Dr. Ravi Kumar Gupta, Co-Chairman, ICETTM	1:30 PM - 2:00 PM
Key Note Speaker-3	Dr. Ravi Kumar Gupta, Co-Chairman, ICETTM	2:00 PM - 2:30 PM
Vote of Thanks	Dr. Ravi Kumar Gupta, Co-Chairman, ICETTM	2:30 PM - 3:00 PM
Day-2 (16th Oct 2024)		
Registration & Welcome		
Keynote Address	Dr. Ravi Kumar Gupta, Co-Chairman, ICETTM	11:00 AM - 11:30 AM
Introduction to Emerging Trends	Dr. Ravi Kumar Gupta, Co-Chairman, ICETTM	11:30 AM - 12:00 PM
Keynote Address	Dr. Ravi Kumar Gupta, Co-Chairman, ICETTM	12:00 PM - 12:30 PM
Guest of Honour	Dr. Ravi Kumar Gupta, Co-Chairman, ICETTM	12:30 PM - 1:00 PM
Key Note Speaker-1	Dr. Ravi Kumar Gupta, Co-Chairman, ICETTM	1:00 PM - 1:30 PM
Key Note Speaker-2	Dr. Ravi Kumar Gupta, Co-Chairman, ICETTM	1:30 PM - 2:00 PM
Key Note Speaker-3	Dr. Ravi Kumar Gupta, Co-Chairman, ICETTM	2:00 PM - 2:30 PM
Vote of Thanks	Dr. Ravi Kumar Gupta, Co-Chairman, ICETTM	2:30 PM - 3:00 PM

- **Date:** October 15,2024
- **Time:** 2:00 PM to 4:00 PM
- **Venue:** 7th block (Room no 741)
- **Organized By:** Department of management, Maharaja Agrasen Institute Of Technology.
- **Mode :** Offline

Report on Track 1 of ICETTM 2024 Offline Session

The International Conference on Emerging Trends in Technology and Management (ICETTM) 2024 brought together experts, scholars, and practitioners from diverse fields to discuss emerging trends and developments in technology and management. The technical track session, hosted by Tanya Raizada and Bhavini Jain, aimed to evaluate current progress in economic, business, and technological domains through insightful presentations.

The conference offered a platform for raising awareness, disseminating knowledge, and fostering thought-provoking discussions. The session included contributions from various academic and industry professionals. The chair of the session, Prof. (Dr.) Shruti Tripathi, Dean of the Delhi Skill and Entrepreneurship University (DSEU), and co-chair, Dr. Sukhvinder

Singh, Assistant Professor of Marketing at Maharaja Agrasen Institute of Technology, played key roles in guiding the discussions and providing expertise.

Out of 21 registered teams for this track, -----teams presented.

Presentations Overview

Presentation 1:Digital Payments and Consumer Experience in Delhi

Topic: A survey-based empirical study on digital payments in Delhi. The research focused on how digital payment platforms have influenced consumer behavior, satisfaction, convenience, and security in financial transactions.

Presentation 2:

Presented by: Dr. Radhika Thapar and Tanishka Goel

Topic: The presentation provided an institutional overview, offering insights into academic programs and research initiatives.

Presentation 3: AI Risks and Dangers – Delhi NCR Netizen's Perception

Presented by: Dr. Radhika Thapar and Rashi Chug

Topic: This study explored the public perception of artificial intelligence risks in Delhi NCR, focusing on issues such as data privacy, automation, and the ethical implications of AI deployment.

Presentation 4: Big Data Analytics through AI, Machine Learning, Data Mining

Presented by: Humairah Khatoon

Topic: The use of big data analytics, AI, and machine learning was analyzed, with an emphasis on their applications in various sectors to predict trends and make informed decisions based on data mining techniques.

Presentation 5: Enhancing Brand Awareness through Social Media Analytics

Presented by: Shreya Gupta and Kiran Garg

Topic: The study discussed how brands can leverage social media analytics to increase their visibility. Strategic approaches to boost brand awareness, using real-time data from social platforms, were explored.

Presentation 6: A Machine Learning Approach to Hospital Ratings

Presented by: Ashish Agrawal, Arpit Singh, and Dr. Sunita Daniel

Topic: This research applied machine learning models to analyze hospital ratings, examining how organizational structure and key performance metrics influence patient feedback and healthcare service quality.

Presentation 7: Metaverse Escapes – Drivers of Metaverse Adoption in the Leisure and Entertainment Industry

Presented by: Radhika Aggarwal and Dr. Shelly Gupta

Topic: The presentation focused on the adoption of the metaverse within the leisure and entertainment sectors. It discussed the factors driving businesses and consumers to engage with virtual worlds and the potential business opportunities arising from the metaverse.

Presentation 8: Factors Influencing Mental Health of University and College Students in Delhi

Presented by: Dr. Radhika Thapar and Vanshika

Topic: This study investigated the mental health challenges faced by students in Delhi, identifying stressors such as academic pressure, financial concerns, and social dynamics. The research also proposed interventions for improving student well-being.

Presentation 9: Digital Learning as a Pathway to Sustainable Education

Presented by: Dr. Divya Goel and Dr. Mitushi Singh

Topic: The research explored how digital learning can lead to sustainable education

Presentation 10: The Impact of New Technologies on the Financial Services Industry

Presented by: Ajay Kumar Yadava

Topic: This presentation discussed the transformative effects of emerging technologies like blockchain, AI, and fintech on the financial services industry, with an emphasis on operational efficiencies and customer service improvements.

Presentation 11: Barriers to Blockchain Adoption in Supply Chains

Presented by: Isha Shukla and Dr. Kiran Garg

Topic: The research explored the challenges faced by businesses in adopting blockchain technology in supply chains, using Total Interpretive Structural Modeling (TISM) to map the interrelationships between these barriers.

Presentation 12: Practical Differences Between NPV and IRR in Project Evaluation

Presented by: Bhoomika Nagpal, Riya Yadav, Khushboo Kaushik, and Dr. Rajiv Jain

Topic: The presentation examined two common project evaluation methods, Net Present Value (NPV) and Internal Rate of Return (IRR), discussing their practical applications and the differences in decision-making outcomes.

Presentation 13: Voice Assistants – Challenges and Opportunities

Presented by: Vaibhav Mittal, Dr. Ratika Sikand, and Dr. Neha Sharma

Topic: This review explored the challenges and opportunities associated with the use of voice assistants, including privacy concerns, language processing barriers, and the potential for increased user engagement.

Presentation 14: Customer Awareness regarding Online Grocery Shopping

Presented by: Vaishnavi Aggarwal and Nancy

Topic: The study focused on customer awareness and perceptions regarding the online purchase of FMCG products, particularly groceries. Factors such as convenience, trust, and satisfaction were examined.

Presentation 15: Factors Affecting Financial Behavior Among Youth in Delhi NCR

Presented by: Shrishti and Dr. Sanjeev

Topic: The research explored the financial behavior of youth in Delhi NCR, investigating how factors like income, education, and technology influence spending, saving, and investment decisions.

Presentation 16: Indian Stock Market Volatility Pre and Post Union Budget

Presented by: Ajay Mittal

Topic: This presentation analyzed stock market trends and volatility before and after the Union Budget, identifying key factors that affect market performance during this period.

Presentation 17: Risk Analysis in Different Indian Industries

Presented by: Eshita Singla, Simran Arora, and Dr. Neeru Gupta

Topic: This study conducted a risk analysis across various Indian industries, examining market movements and the factors contributing to risk in sectors such as manufacturing, retail, and technology.

Presentation 18: Offensive and Aggressive Content on OTT Platforms in Indian Society

Presented by: Riddham Jain and Dr. Radhika Thapar

Topic: The exploratory study examined whether offensive, aggressive, or hate speech content on OTT platforms aligns with Indian cultural norms. It assessed public perceptions and regulatory challenges.

Presentation 19: Pros and Cons of Artificial Intelligence

Presented by: Anupama Singh and Riya Francis

Topic: This balanced analysis of AI discussed both its advantages, such as automation and decision-making, and its potential downsides, including job displacement and ethical concerns.

Presentation 20: Risk and Return Analysis of NIFTY 50

Presented by: Tanya Sharma and Dr. Ritu Gupta

Topic: The empirical study analyzed the risk and return dynamics of NIFTY 50, offering insights into investment strategies and stock market performance for traders and investors.

Presentation 21: Technology Innovation and Big Data Analytics in Supply Chains

Presented by: Prem Nath Panday and Suruchi Panday

Topic: The final presentation discussed successful strategies for incorporating AI and big data analytics in supply chain management, highlighting cost-saving measures and operational efficiencies.

Conclusion and Recognition

The session concluded with insightful remarks from the chair, Prof. (Dr.) Shruti Tripathi, and co-chair, Dr. Sukhvinder Singh, who emphasized the importance of continuous learning and innovation in addressing the challenges of emerging trends in technology and management.

The session provided valuable knowledge and fostered meaningful discussions on cutting-edge topics such as AI, digital payments, blockchain, and mental health.

The conference served as an excellent platform for participants to engage with experts, exchange ideas, and explore actionable insights that could shape the future of technology and management. The presentations demonstrated the growing importance of interdisciplinary research in solving real-world problems and provided attendees with a deeper understanding of contemporary challenges and opportunities. The best presenters Shreya Gupta and Radhika Aggarwal and Dr. Shelly Gupta were recognized for their outstanding contributions, and the session ended with a group photograph to commemorate the event.



- **Date:** October 16,2024
- **Time:** 11AM to 1:00 PM
- **Venue:** 7th block .
- **Organized By:** Department of management, Maharaja Agrasen Institute Of Technology.
- **Mode :** Online

Report on Track 2 of ICETTM 2024 Online Session

The International Conference on Emerging Trends in Technology and Management (ICETTM) 2024 brought together industry experts, academics, and participants from various sectors to discuss critical developments and challenges in technology and management. Track 2 of this conference, co-hosted by Taniya Pawar and Rachit Ahhi, featured diverse presentations focused on emerging trends, entrepreneurship, and sustainability in India and globally. Below is a detailed report on the session's proceedings, highlighting key presentations and discussions.

Introduction

The session commenced with a warm welcome by the hosts, Taniya Pawar and Rachit Ahhi, who introduced the theme of the conference and Track 2 in particular. The conference aimed to evaluate progress in various economic, business, and technological domains, offering a platform for raising awareness and fostering thought-provoking discussions.

The session was honored by the presence of esteemed academicians, Dr. Seema Varshney and Dr. Anju Bharti, who served as the session chair and co-chair, respectively. Dr. Varshney, with over 29 years of experience in academics and research, is a renowned figure in service marketing, consumer behavior, and entrepreneurship. Dr. Bharti, with a PhD in Management, has extensive experience in marketing and corporate social responsibility.

Presentations Overview

A total of 13 presentations were made during the session, each highlighting significant research and insights in their respective areas. Below are brief overviews of some key presentations:

1. Inclusive Entrepreneurship and Innovation in India: Presented by Dr. Shallu Aggarwal, this research delved into the role of inclusive entrepreneurship in driving sustainable growth in India. The study highlighted the need for an ecosystem that fosters innovation across various sectors to achieve long-term economic development.

2. Entrepreneurship in the Tourism Industry: Ms. Divya Jain and Dr. Nisha presented research on the business benefits of entrepreneurship in the tourism sector. Their findings underscored the industry's untapped potential and the benefits it brings to local economies.

3. Women Entrepreneurship in Developing Countries: Ms. Ambica Garg's presentation focused on the challenges and prospects faced by women entrepreneurs in developing nations like India. Her analysis provided a clear picture of the obstacles that hinder women's entrepreneurial growth and suggested strategies to overcome these barriers.

4. Environmental Activism: The presentation by Karan Grover and Garima highlighted the emerging trends in environmental activism, focusing on its implications for future policy-making and business strategies. The discussion sparked debate on how activism can influence corporate sustainability initiatives.

5. Green Finance and Sustainable Economy: Dr. Pragati Sahai presented on the emerging trend of green finance and its critical role in fostering a sustainable economy. Her research emphasized the importance of integrating green finance into national economic policies to promote environmental responsibility.

6. Greenwashing: Dr. Aashu Aggarwal's presentation provided insights into the reality of "greenwashing," where companies falsely advertise environmentally friendly practices. This discussion brought attention to the need for stricter regulations and increased transparency in corporate sustainability claims.

Query Sessions and Participant Engagement

After each presentation, a query session was held where participants actively engaged with the presenters. Questions ranged from specific methodologies used in research to broader discussions on the implications of the findings for industries and policymakers. This interactive element added significant value to the session by allowing attendees to delve deeper into the presented topics and explore practical applications of the research.

The hosts ensured smooth transitions between presentations, maintaining the session's energy and professionalism. Group photographs were taken after key moments, capturing the enthusiasm and collaboration among participants.

Closing Remarks

At the conclusion of the session, the chair, Dr. Seema Varshney, and co-chair, Dr. Anju Bharti, provided closing remarks. Dr. Varshney emphasized the importance of continuous research and collaboration in addressing the challenges posed by technological and management trends. She highlighted two outstanding presentations, though their names were yet to be announced. Dr. Bharti reiterated the significance of practical application of academic research, encouraging participants to keep pursuing innovative solutions to real-world problems.

Conclusion

The Track 2 session of ICETTM 2024 successfully brought together a range of topics at the intersection of technology, entrepreneurship, and sustainability. The presentations provided in-depth analyses of emerging trends and challenges, while the active engagement of participants ensured a rich exchange of ideas. The session's focus on sustainability, entrepreneurship, and technological innovation aligns with India's broader goals of fostering inclusive growth and promoting environmental responsibility.



- **Date:** October 16,2024
- **Time:** 11AM to 1:00 PM
- **Venue:** 7th block .
- **Organized By:** Department of management, Maharaja Agrasen Institute Of Technology.
- **Mode :** Online

Report on Track 3 of ICETTM 2024 Online Session

The International Conference on Emerging Trends in Technology and Management (ICETTM) 2024, organized to explore and evaluate critical global and domestic issues in business, technology, and management, provided a platform for experts and professionals to share insights. This report focuses on the proceedings of Track 3, where a series of presentations highlighted various emerging trends and innovations in technology and management.

Introduction

Hosted by Mansi Garg and Tanya Raizada, the session began with introductions and acknowledgments of the dignitaries present, including Prof. (Dr.) Rohit Bansal, Dr. Chakir Aziza, and Dr. Sukhvinder Singh, who chaired and co-chaired the session. The hosts emphasized the importance of the conference as a space for knowledge sharing and thought leadership, particularly regarding technological advancements and managerial practices. After a brief overview of the session's rules, the presentations commenced.

Out of 11 registered teams for this track, 8 teams presented in the online session.

Presentations Overview

1. **Accelerating Digital Economy: Opportunities and Challenges** Presented by Dr. Shally Aggarwal, Dr. Shuchi Gupta, and Dr. Renu Pahal, this topic explored how the rapidly advancing digital economy opens new opportunities while posing significant challenges. The presentation addressed key areas such as economic growth, job creation, and the impact of digitization on traditional industries. The speakers emphasized the importance of adopting new technologies while addressing cybersecurity and data privacy concerns.
2. **Digital India: An Overview** Dr. Kirti Aggarwal's presentation focused on India's national digitalization initiatives. It examined the transformation in various sectors through digital technologies and the policies driving these changes. The discussion highlighted how Digital India is contributing to the country's economic development, improving access to services, and fostering innovation in the private and public sectors.
3. **Digital Economy in India: Opportunities and Challenges** Ms. Sunena shared her perspectives on the digital economy in India, emphasizing the rapid integration of digital technologies across multiple sectors, including finance, education, and healthcare. The presentation provided a detailed analysis of the current challenges, such as infrastructure deficits, and opportunities, such as the creation of new markets and job opportunities.
4. **Exploring E-payment Systems in E-commerce: Future Prospects** Presented by Ms. Mamta, Ms. Aditi Sharma, and Ms. Nisha Kumari, this discussion delved into the

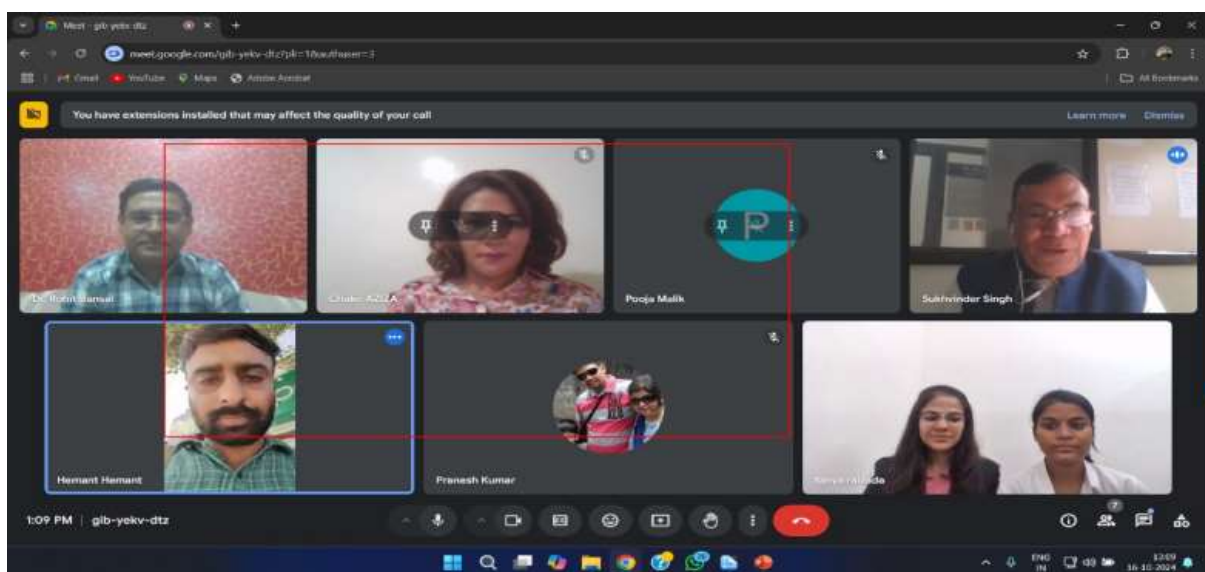
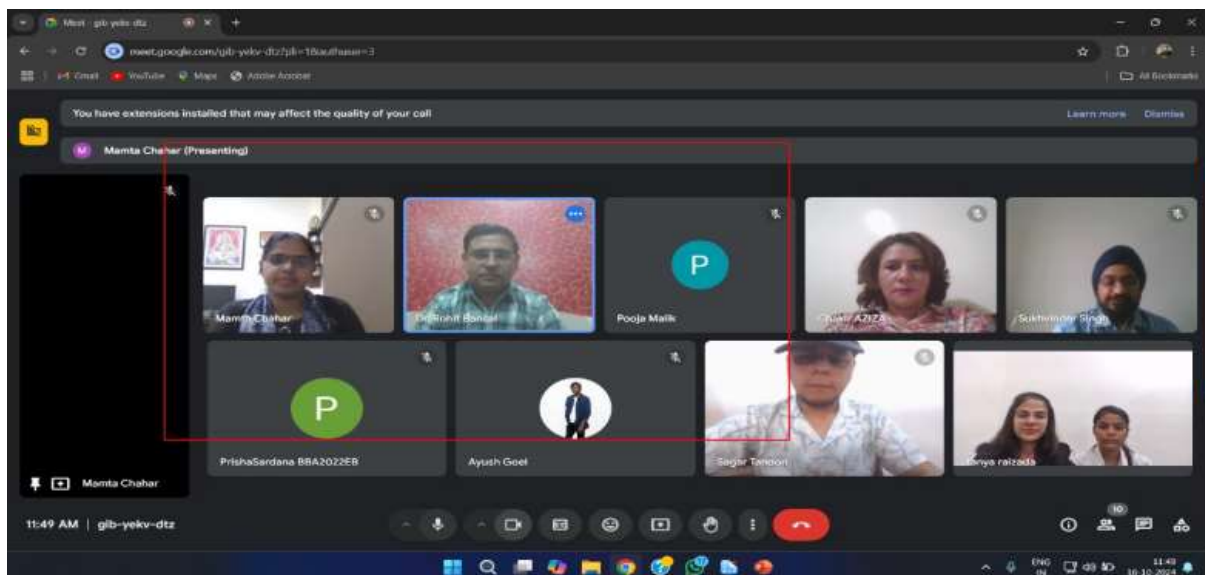
evolution of e-payment systems within e-commerce. The team presented future prospects for payment systems, such as blockchain and cryptocurrency, and explored their potential impact on global trade and the digital economy.

5. **Digital Transformation in Public Procurement: Leveraging Blockchain** Commander Pranesh Kumar and Dr. Smriti Asthana presented on the integration of blockchain and smart contracts in public procurement. The speakers discussed how these technologies could improve transparency, efficiency, and accountability in supply chain management, ultimately transforming procurement processes in both the public and private sectors.
6. **Small Finance Banks in India: A Critical Review** This presentation, delivered by Ms. Pooja Malik and Mr. Rakesh Malik, critically examined the role of small finance banks in driving financial inclusion in India. The speakers highlighted how digital innovations have enabled these banks to offer tailored financial services to underserved communities and the challenges they face in scaling their operations.
7. **Revolutionizing the Insurance Sector with Emerging Technologies** Dr. Anju Rohilla presented an insightful discussion on how the insurance industry is evolving through the adoption of emerging technologies such as artificial intelligence, big data analytics, and blockchain. The presentation outlined how these technologies are enhancing risk assessment, customer service, and operational efficiency in the sector.
8. **Adoption of Digital Financial Innovation in India** Presented by Ms. Sushma Devi and Dr. Neha Arora, this session explored the adoption of digital financial technologies in India, focusing on mobile payments, fintech startups, and digital banking. The discussion examined the barriers to widespread adoption, including regulatory challenges and consumer trust, while also highlighting the potential for financial innovation to foster inclusive growth.
9. **Consumer Perception Toward Digital Banking in Delhi/NCR** Ms. Prisha Sardana and Ms. Uday Sharma presented a study on how consumers in the Delhi/NCR region perceive digital banking services. The presentation analyzed consumer behavior, highlighting factors such as convenience, security concerns, and trust that influence the adoption of digital banking.
10. **Digital Currency in India: A Critical Review** The final presentation by Dr. Anita and Dr. Deepa provided a critical review of digital currency in India. They discussed the regulatory landscape, the potential economic impact of adopting digital currencies, and the future prospects for cryptocurrency in the Indian market.

The session concluded with a motivating address by the session chair, Dr. Rohit Bansal, and co-chair, Dr. Sukhvinder Singh. Both emphasized the importance of continuous learning and adapting to technological advancements. The best presenters Prisha Sardana and Anju Rohilla were recognized for their outstanding contributions, and the session ended with a group photograph to commemorate the event.

Overall, the conference provided an in-depth exploration of how emerging technologies are shaping the future of various industries, particularly in the context of India's digital transformation.

This report summarizes the key presentations and discussions from Track 3 of the ICETTM 2024, emphasizing the value of the conference in fostering knowledge sharing and professional growth in the fields of technology and management.



Time: 11AM to 1:00 PM •

Venue: 7th block •

Organized By: Department of management, Maharaja Agrasen Institute of Technology.

• Mode: Online Report on Track 4 of ICETTM 2024 Online Session

The International Conference on Emerging Trends in Technology and Management (ICETTM) 2024, organized to explore and evaluate critical global and domestic issues in business, technology, and management, provided a platform for experts and professionals to share insights. This report focuses on the proceedings of Track 4, where a series of presentations highlighted various emerging trends and innovations in technology and management. Introduction Hosted by Yamini Gupta and Safal Goyal, the session began with introductions and acknowledgments of the dignitaries present, including Prof. (Dr.) Yasmin Shamsi Rizvi, and Dr. Ratika Sikand, who chaired and co-chaired the session. The hosts emphasized the importance of the conference as a space for knowledge sharing and thought leadership, particularly regarding technological advancements and managerial practices. After a brief overview of the session's rules, the presentations commenced. Out of 11 registered teams for this track, 6 teams presented in the online session. Presentations Overview 1. Innovative Approaches to Recruitment, Retention, and Promotion: Ms. Jyoti Mittal highlighted various innovative methods employed by organizations to enhance recruitment, retention, and promotion practices. The focus was on leveraging technology, data analytics, and inclusive leadership strategies. Her insightful suggestions were supported by real-world examples that demonstrated how companies are adapting to the changing workforce dynamics. Her presentation emphasized the need for a peoplefirst approach while implementing these innovations. 2. The Power of Personalization: How Tailored Social Media Marketing Influences Consumer Decision-Making: Dr. Aaruni Batta elaborated on the impact of personalized marketing on consumer behavior through social media platforms. They presented detailed case studies and data showing how tailored content increases engagement, brand loyalty, and influences purchasing decisions. The session shed light on the intersection of marketing strategies and evolving digital platforms, stressing the significance of personalization in today's competitive landscape. 3. Chatbots and Customer Experience in the Age of Artificial Intelligence: This team focused on the growing role of AI-powered chatbots in transforming customer service experiences. The presentation covered key technologies behind chatbots, their benefits in delivering real-time customer support, and the challenges companies face in integrating them effectively. It was discussed how chatbots have helped streamline customer service and enhance user satisfaction by providing 24/7 support. 4. Shifting Paradigms in the Indian OTT Market: A Comparative Analysis of Platform Dynamics, Consumer Behavior, and Content Strategy Post-COVID-19: Ms. Preeti delved into the

transformation of the Indian OTT (Over-the-top) media market post-COVID-19. The presentation provided a comprehensive analysis of consumer behaviour shifts, platform strategies, and the impact of content diversification on viewer preferences. The speaker highlighted how OTT platforms have become more than just entertainment providers, evolving into critical tools for social engagement and content personalization.

5. Use of Neural Networks as Customer Service in Artificial Intelligence: This presentation focused on how neural networks, a key component of AI, are revolutionizing customer service. The presentation focused on how AI-driven algorithms are being applied in customer service functions, improving the accuracy of responses and customer satisfaction. He discussed specific neural network models that enhance interaction quality and response times for businesses.

6. Moonlighting and Employee Well-Being: A Literature Review: Dr. Shaily Saxena provided a detailed literature review on the growing trend of moonlighting and its effects on employee well-being. She discussed the pros and cons of holding multiple jobs, particularly in the gig economy, and how it affects both productivity and mental health. The presentation offered key insights into the evolving nature of work-life balance in modern corporate environments.

7. A Review on the Impact of Brand Awareness on Brand Loyalty of Female Consumers Toward Apparel in Haryana: This presentation reviewed how brand awareness affects brand loyalty among female apparel consumers in Haryana. Ms. Priyanka presented data-backed findings, showing that high brand awareness significantly enhances consumer loyalty. She highlighted factors such as quality, customer service, and perceived value as key determinants in building long-term relationships with consumers.

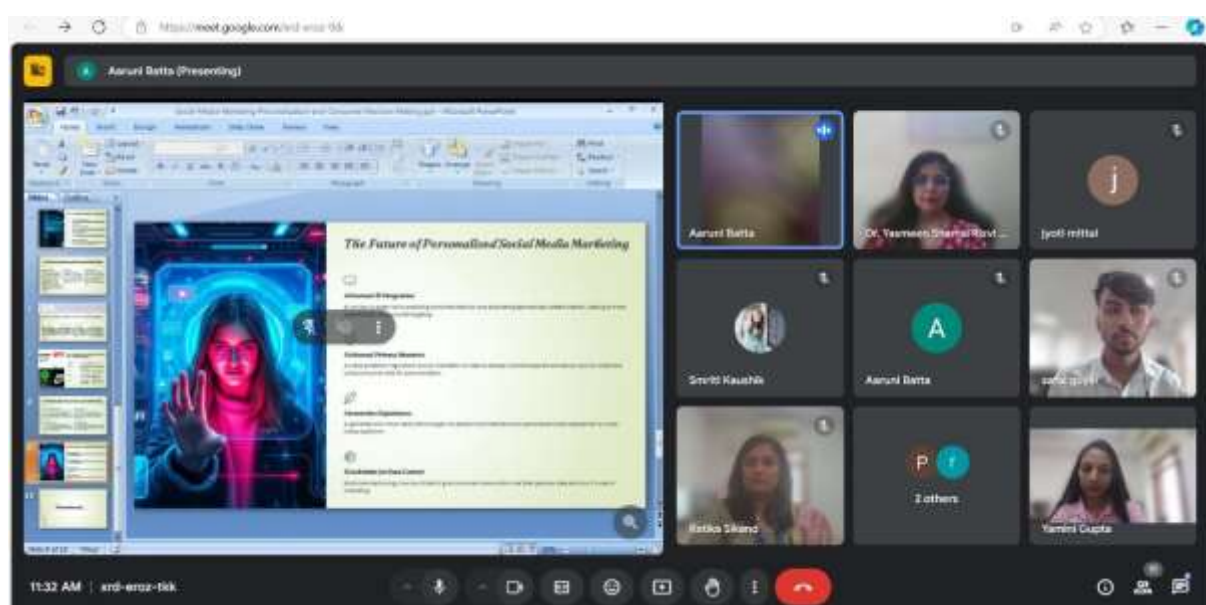
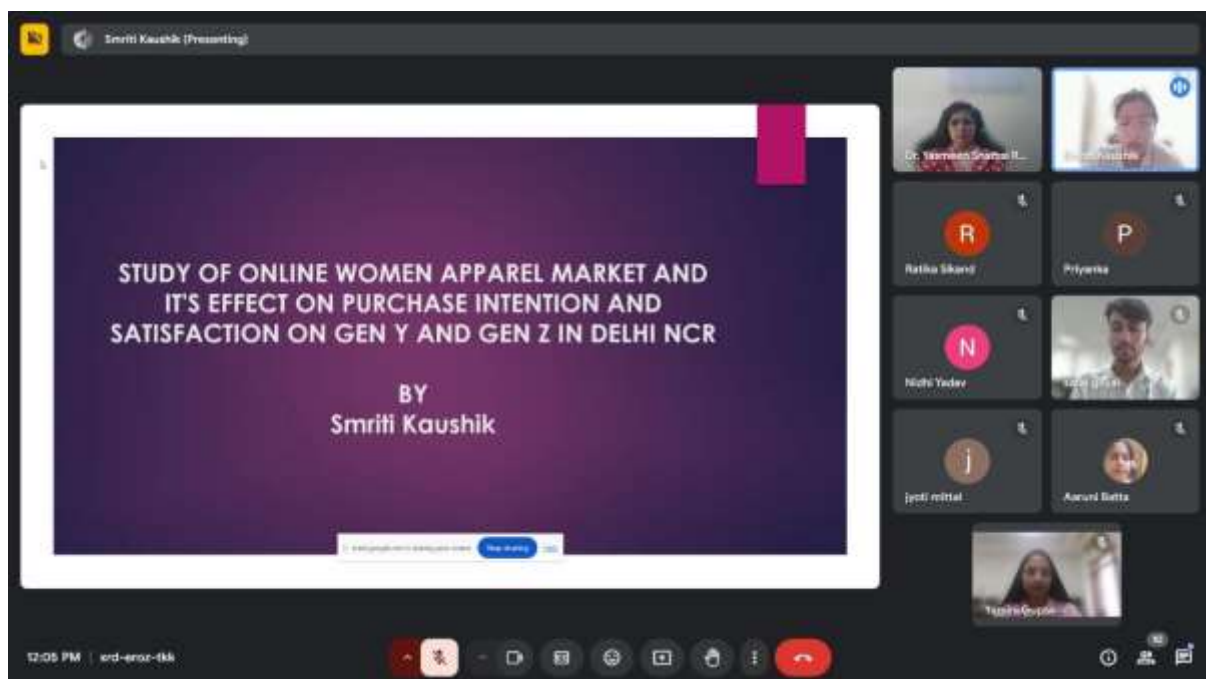
8. Study of Online Women Apparel Market and Its Effect on Purchase Intention & Satisfaction Among Gen Y & Gen Z in Delhi NCR: Ms. Smriti Kaushik presented on the impact of the online women's apparel market on the purchasing intentions and satisfaction levels of Generation Y and Z in Delhi NCR. The study highlighted key consumer preferences, price sensitivity, and the influence of social media on fashion choices. The data provided showed clear generational differences in consumption patterns and satisfaction factors.

9. A Study of Consumer Consciousness in Delhi-NCR under CPA 2019: This presentation focused on consumer awareness in Delhi-NCR, examining the impact of the Consumer Protection Act (CPA) of 2019. It analyzed the rise in consumer consciousness regarding their rights and the increasing demand for transparency and accountability from businesses.

10. Factors Influencing the Intention to Purchase Vegan Food: The final presentation explored the growing trend of vegan food consumption. It included factors influencing consumers' intention to purchase vegan products, including health consciousness, environmental concerns, and ethical motivations. They provided an analysis of the current market landscape and shared predictions for future growth in the vegan food sector.

Conclusion and Recognition The session concluded with a motivating address by the session chair, Dr.

Yasmeeen Rizvi, and co-chair, Dr. Ratika Sikand. Both emphasized the importance of continuous learning and adapting to technological advancements. The best presenters Dr. Aaruni Batta and Ms. Smriti Kaushik were recognized for their outstanding contributions, and the session ended with a group photograph to commemorate the event. Overall, the conference provided an in-depth exploration of how emerging technologies are shaping the future of various industries, particularly in the context of India's digital transformation. This report summarizes the key presentations and discussions from Track 4 of the ICETTM 2024, emphasizing the value of the conference in fostering knowledge sharing and professional growth in the fields of technology and management.



- **Date:** October 16,2024
- **Time:** 11AM to 1:00 PM
- **Venue:** 7th block .

- **Organized By:** Department of management, Maharaja Agrasen Institute Of Technology.
- **Mode :** Online

Report on Track 5 of ICETTM 2024 Online Session

The International Conference on Emerging Trends in Technology and Management (ICETTM) 2024, organized to explore and evaluate critical global and domestic issues in business, technology, and management, provided a platform for experts and professionals to share insights. This report focuses on the proceedings of Track 5, where a series of presentations highlighted various emerging trends and innovations in technology and management.

Introduction

Hosted by Sanya Mittal and Satyam Mittal, the session began with introductions and acknowledgments of the dignitaries present, including Prof. Supriya Dhillon and Dr. Neeru Gupta, who chaired and co-chaired the session. The hosts emphasized the importance of the conference as a space for knowledge sharing and thought leadership, particularly regarding technological advancements and managerial practices. After a brief overview of the session's rules, the presentations commenced.

Out of 11 registered teams for this track, 10 teams presented in the online session.

Presentations Overview

1. Dr. Mamta Aggarwal, Dr. Ajay Bamba, Priya Gupta

Topic: Sustainability through Women's Financial Well-being: The Synergistic Effect of Financial Literacy, Inclusion, and Self-efficacy

Summary: This research explores how enhancing financial literacy among women can promote financial inclusion and self-efficacy, leading to improved financial well-being. The study emphasizes the importance of empowering women as a means to achieve broader sustainability goals.

2. Dr. Ishwar Sharma, Prof. Ravi Kumar Gupta, Bhawana Verma, Chanchal Saini

Topic: Interlinkage and Portfolio Optimization Across Global ESG Stocks

Summary: This paper analyzes the interconnectedness of environmental, social, and governance (ESG) factors in global stock markets. The authors propose strategies for optimizing investment portfolios that prioritize ESG criteria, aiming to enhance both financial returns and social impact.

3. Prof. Tej Singh, Dr. Meera Bamba, Bharti Verma

Topic: Unveiling the Financial Impacts of ESG Dimensions: Evidence from Indian Firms

Summary: The research investigates how various ESG dimensions affect financial performance in Indian companies. The findings highlight the significant influence of responsible corporate practices on profitability and investor perceptions.

4. Dr. Mamta Aggarwal, Dr. Meera Bamba, Indu Bansal

Topic: From GFC to the Russian-Ukrainian War: Asian Stock Market Responses to Crises

Summary: This study examines the reactions of Asian stock markets to major geopolitical crises, including the Global Financial Crisis and the ongoing conflict in Ukraine. The authors analyze market volatility and investor behavior in response to these events.

5. Dr. Meera Bamba, Dr. Mamta, Monika

Topic: The Asymmetric Effect on Returns of Commodity Futures in Emerging Economies: Empirical Evidence from the Indian Market

Summary: This research investigates the asymmetric effects of commodity futures on returns in emerging markets, specifically focusing on India. The findings contribute to understanding how market conditions influence commodity pricing and investor strategy.

6. Himanshi, Dr. Manisha Manchanda

Topic: The FOMO Effect: How Fear of Missing Out Shapes Investor Decisions

Summary: This paper explores the psychological phenomenon of FOMO (Fear of Missing Out) and its impact on investment decisions. The authors discuss how social dynamics and emotional factors influence market behavior and decision-making among investors.

7. Dr. Dalbir Singh, Rachna

Topic: Opportunities and Challenges of Micro Enterprises in Collateral-Free Credit Scheme

Summary: This study assesses the effectiveness of collateral-free credit schemes for micro-enterprises, highlighting both opportunities for growth and challenges in access to finance. The authors suggest policy recommendations for improving support for small businesses.

8. Sunita Chhikara, Dr. Ritu Gupta

Topic: The Impact of Psychological Factors on Investors' Decision Making in the Indian Stock Market

Summary: This research delves into the psychological aspects that affect investor behavior in the Indian stock market. The study identifies key psychological biases that influence decision-making processes and market outcomes.

9. Shikha, MBA, MAIT, Dr. Neeru Gupta

Topic: Competition Compliance Programs Across Different Countries

Summary: This paper compares competition compliance programs implemented in various countries, analyzing their effectiveness and impact on promoting fair competition. The authors highlight best practices and potential areas for improvement.

10. Rashmi, Dr. Sapna Bansal

Topic: Enhancing Public Sector Transparency and Accountability through IPSAS: The Indian Experience

Summary: This research examines the adoption of International Public Sector Accounting Standards (IPSAS) in India and its implications for transparency and accountability in the public sector. The authors discuss the challenges and benefits of IPSAS implementation.

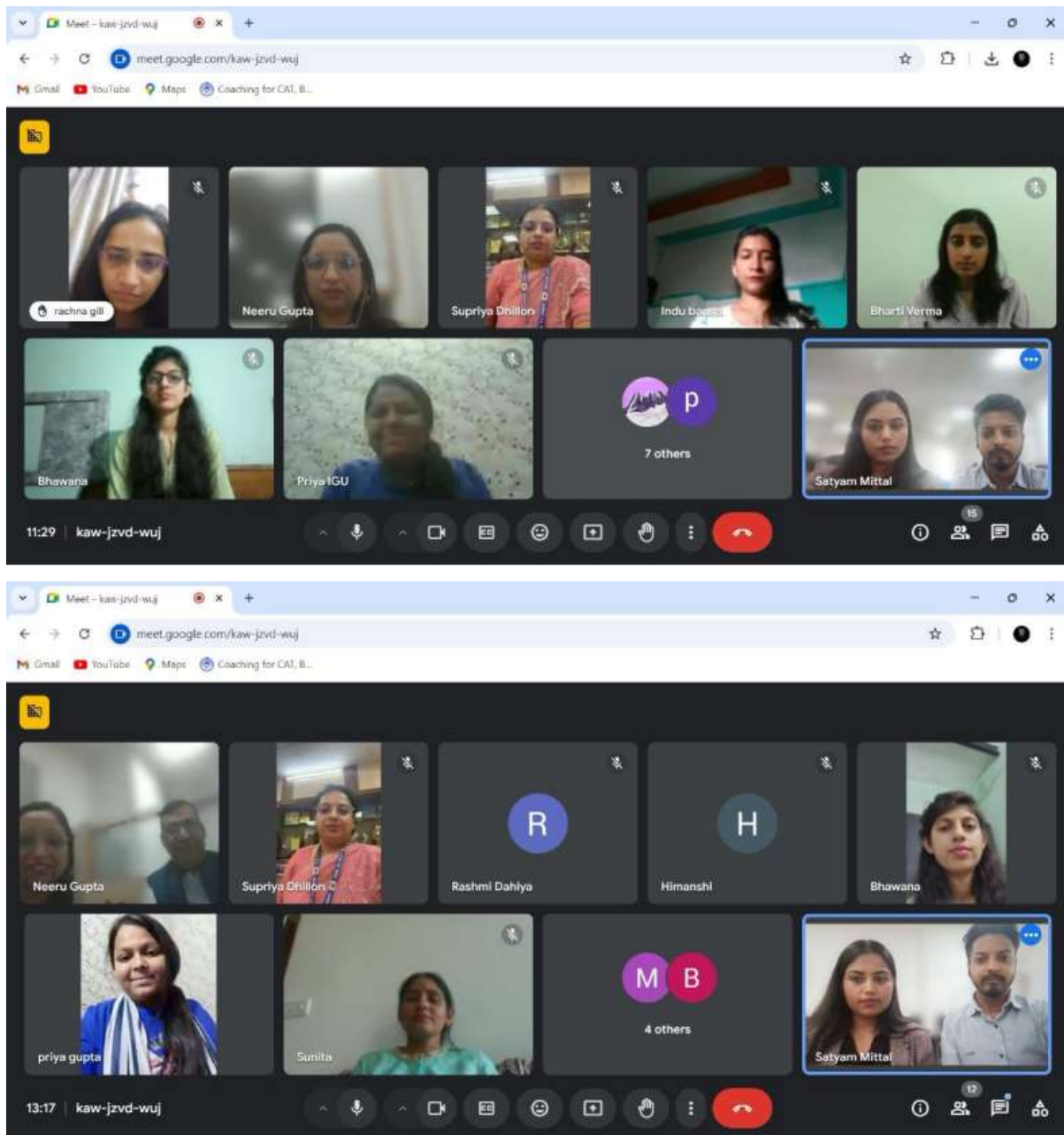
Conclusion and Recognition

The session concluded with a motivating address by the session chair, Prof. Supriya Dhillon, and co-chair, Dr. Neeru Gupta. Both emphasized the importance of continuous learning and adapting to technological advancements. The best Bhawana Verma and Priya Gupta were recognized for their outstanding contributions, and the session ended with a group photograph to commemorate the event.



Overall, the conference provided an in-depth exploration of how emerging technologies are shaping the future of various industries, particularly in the context of India's digital transformation.

This report summarizes the key presentations and discussions from Track 5 of the ICETTM 2024, emphasizing the value of the conference in fostering knowledge sharing and professional growth in the fields of technology and management.



- **Date:** October 16,2024
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- **Organized By:** Department of management, Maharaja Agrasen Institute Of Technology.
- **Mode :** Online

Report on Track 6 of ICETTM 2024 Online Session

The International Conference on Emerging Trends in Technology and Management (ICETTM) 2024, organized to explore and evaluate critical global and domestic issues in business,

technology, and management, provided a platform for experts and professionals to share insights. This report focuses on the proceedings of Track 6, where a series of presentations highlighted various emerging trends and innovations in technology and management.

Introduction

Hosted by Bhavini Jain and Avinash kaushik, the session began with introductions and acknowledgments of the dignitaries present, Dr.Jyotsna Yadav and Dr. Sanjeev Kumar, who chaired and co-chaired the session. The hosts emphasized the importance of the conference as a space for knowledge sharing and thought leadership, particularly regarding technological advancements and managerial practices. After a brief overview of the session's rules, the presentations commenced.

Out of 15 registered teams for this track, 11 teams presented in the online session.

Presentations Overview

1. A Road from E-Governance to M-Governance: A Paradigm Shift in Technology

Presented by Ms. Neha Sagar and Dr .Syed Nadimul Haque. Ms. Sagar discussed the evolution from electronic governance to mobile governance, highlighting technological advancements and their societal implications. Audience explored implementation challenges.

2. A Study on Banking Industry & AI Used with Reference to ICICI Bank

Presented by Dr. Shaheda Sheikh. She analyzed the integration of AI in the banking sector, focusing on ICICI Bank's innovative practices. Participants showed interest in AI's future role in banking.

3. The Comprehensive Review of Numerous Disruptive Technologies Implemented in Higher Education Presented by Ms. Jyotsna and Dr. Manisha Manchanda

This review highlighted various disruptive technologies shaping higher education, addressing both benefits and challenges, and engaged discussions about the future of educational technologies.

4. Role of Artificial Intelligence in Finance and Accounting - A Review

Presented by Dr. Nidhi Gupta, Dr. Anupama and Dr. Pooja Sharma. Dr. Gupta reviewed AI's impact on finance and accounting practices, emphasizing automation and efficiency. Audience inquired about practical applications

5. Classification of Brain Tumor Using Deep Learning Presented by Manisha Siyag and Dr. Maitreyee Dutta. Manisha presented her research on utilizing deep learning for

brain tumor classification, discussing methodologies and results. Discussions focused on improvements and ethical considerations

6. Refinement of RSSI-Based Localization Algorithm for Underground Mine Monitoring via Wireless Sensor Networks Presented by Shailendra Kumar Rawat, Sanjay Kumar Singh and Uttam Kumar Singh.

This presentation discussed enhancements to localization algorithms for monitoring underground mines. Attendees raised practical application questions.

7. Bacteria Image Classification Using Deep Learning Model presented by Manju Kumari and Dr. Amit Doegar , Where Manju showcased her work on classifying Bacteria images using deep learning techniques and the Participants discussed the model's technical aspects

8. A Review on Electroencephalography (EEG) Signals Using Machine Learning Techniques which was presented by Vandna and Dr. Banita.

Vandna reviewed machine learning applications in analyzing EEG signals for neurological insights. Attendees inquired about its medical implications.

9. Design & Development of Sign Language Recognition System
Presented by Dr. Aditi Sharma and Archana
This presentation focused on creating a system for recognizing sign language to enhance accessibility. Attendees discussed its applications in education and communication.

10. Digital Payments and Consumer Experience in Delhi: A Survey-Based Empirical Study

which was Presented by Baharika Arora and Dr. Radhika Thapar. In which Baharika conducted a survey examining digital payment experiences among consumers in Delhi. Participants asked about the survey findings and methodologies.

11. The Impact of Social Media Influencers on Generation Z Purchase Intention with Special Reference to Delhi presented by Tanishka Goel and Dr. Radhika Thapar

Where Tanishka explored the role of social media influencers on consumer behavior. To study the significant impact of Social Media Influencers on Generation Z's purchasing decisions.

Conclusion and Recognition

The session concluded with a motivating address by the session chairs, Dr. Jyotsna Yadav and Dr. Sanjeev Kumar. Both emphasized the importance of continuous learning and adapting to technological advancements. The best presenters Manisha Siyag and Manju Kumari were

recognized for their outstanding contributions, and the session ended with a group photograph to commemorate the event.

Overall, the conference provided an in-depth exploration of how emerging technologies are shaping the future of various industries, particularly in the context of India's digital transformation.

This report summarizes the key presentations and discussions from Track 6 of the ICETTM 2024, emphasizing the value of the conference in fostering knowledge sharing and professional growth in the fields of technology and management.

