

# Jaypee Business School

(A Constituent of Jaypee Institute of Information Technology, Noida)

## 2nd International Conference on Advances in Management Technology (ICAMT-2022)

**Feb 24-26, 2022**

*Theme: Emerging Paradigms on Digital Transformation of Business*

**DAY 1**

**February 24, 2022**

### Inaugural Session

**10:00-10:45 AM**

Lighting of the Lamp and Prayer  
Conference Briefing - Prof. Rajnish Kumar Misra (Convener)  
Welcome Address by Pro-Chancellor - Prof. (Dr.) S.C Saxena  
Address by Vice Chancellor - Prof. (Dr.) Y.R. Sood  
Address by Vice Provost - Prof. (Dr.). Renu Luthra, Conference Chair  
Address by Dean (A&R) - Prof. D.K. Rai  
Unveiling of the Conference Proceeding of Abstracts

**10:45-**

**11:15 AM**

**Chief Guest** - Mr. Jayant Krishna, CEO -Foundation for Advancing Science and Technology, India

**11:20 –**

**11:50 AM**

**Guest of Honor** -Prof. Vandana Mangal, College of Business Administration, Loyola Marymount USA

**11:55 –**

**12:25 AM**

**Guest of Honor** – Ms. Tina Trikka, BOG Hero Moto Corp

**12:30-1:00 PM**

**Keynote Address:** Prof. (Dr.) Bharat Bhasker, Director, IIM Raipur

**Vote of Thanks - Dr. Shriram Purankar, Assistant Professor, JBS, Noida**

*Session Anchor: Dr. Sakshi Singhal, Assistant Professor, JBS, Noida*

**2:00 – 5:00 PM**

### Parallel Tracks

#### Track - Analytics for Better Business Decision

Track Chair - Mr. John Patrick Shaw, Country Head at Legato Health Technologies – Ireland  
Special Address-Prof. Fosso Wamba, Toulouse Business School, France  
*Track Convener and Reporteur: Prof. Ajit Kumar, Assistant Professor JBS Noida*

#### Track - Emerging Technologies in Business

Track Chair: Prof. Kalpadrum Passi, Laurentian University, Sudbury Canada  
Special Address: Prof. Shahriar Akter, School of Business, NSW Australia  
Special Address: Dr. Vikas Saxena, Professor and HOD, CSE IIIT Noida  
*Track Convener and Reporteur: Dr. Ruby Sangar, Assistant Prof. JBS Noida*

#### Track - Entrepreneurship and Sustainable Development

Special Address: Mr. Nagaraja Prakashm– Farmer – Growing Startups (Angel Investor, Acumen Fund), IIM Bangalore  
Track Chair -Prof. Alka Sharma, Dean (HSS) IIIT Noida  
*Track Convener and Reporteur: Dr. S.Suresh, Assistant Professor JBS Noida*

**Day 2**

**February 25, 2022**

	<b>Plenary Session</b>
9:30-9:50 AM	<b>Keynote Address</b> - Mr. Prem Singh, President HR, JK Industries
9:55-10:15 AM	<b>Special Address</b> - Mr. Neel Mehta, Writer and Technocrat (Former Googler), Author - Swipe to Unlock, Bubble or Revolution, and Product Management's Sacred Seve. <b>Plenary Session Convener &amp; Vote of Thanks</b> - Dr. Charu Sijoria, , Assistant Professor, JBS, Noida
11:00 – 1:00 PM	<b>Parallel Tracks</b>
	<b>Track - Evolving Frameworks in Human Capital Management</b> Track Chair: Dr. Anamika Pande, Professor, School of Business Galgotia University, Noida Track Convener and Reporteur: Dr. Divya Goel, , Assistant Professor, JBS, Noida
	<b>Track - Evolving Issues in Operations Management</b> Track Chair: Dr. Kunal Ganguly, Professor, IIM Kashipur, India <i>Track Convener and Reporteur: Dr. Vishal Gupta, Assistant Professor, JBS Noida</i>
	<b>Track - Advances in Finance and Accounts</b> Track Chair: Dr. Barnali Chakladhar, Professor IMT Ghaziabad, India <i>Track Convener and Reporteur: Dr. Sweta Goel, Assistant Professor, JBS, Noida</i>
2:00 – 5:00 PM	<b>Parallel Tracks</b>
	<b>Track - Evolving Frameworks in Human Capital Management</b> Track Chair: Dr. Santosh Rangnekar, Professor DOMS, IIT Roorkee <i>Track Convener and Reporteur: Dr. Mitushi Singh, Assistant Professor, JBS, Noida</i>
	<b>Track - Rebooting Marketing</b> Track Chair: Prof. Ivan Costa-Manierie, Director, SKEMA Business School, France <i>Track Convener and Reporteur: Dr. Garima Srivastava, Assistant Professor, JBS, Noida</i>
	<b>Track - Advances in Finance and Accounts</b> Track Chair: Prof. Barnali Chakladhar, Professor IMT Ghaziabad, India Special Address - Prof. Sunil Bhatia, Professor, JBS Noida <i>Track Convener and Reporteur: Dr. Sujata Kapoor, Assistant Professor, JBS Noida</i>
<b>Day 3</b>	<b>February 26, 2022</b>
	<b>Valedictory Session</b>
10:05-10:20	<b>Keynote Address:</b> Dr. Sachin Kamble, Professor EDHC Business School, France
10:25 – 10:40	<b>Special Address</b> - Prof. Hariom Gupta, Director JIIT Noida
10:45-11:00	<b>Valedictory Address</b> - Mr. Mahinder Khari , Chairman, Indo-global Academia
11:00 – 11:15	Best Paper Award Ceremony
11:15 – 11:30	Conference Report - by Dr. Rajnish Kumar Misra - Convener
11:30 - 11:45	Closing Remarks Vice Provost - Prof. Renu Luthra, Conference Chair
11:45-11:50	<b>Vote of Thanks</b> - Dr. Archana Shrivastava, Assistant Professor, JBS Noida - Conference Co-Convener
11:50-12:00	<i>Track Convener - Dr. Shivani Kapoor, Assistant Professor, JBS, Noida</i>