



IMS
GHAZIABAD



**Institute of Management Studies
Ghaziabad**

**2nd International Conference
On
Innovation and Creativity Management: *Future for Sustainable Development*
(ICM 2014)
Saturday, November 29 2014**

**Detailed List of Tracks
Technical Session-1**



Technical Session -1

Track -03

Time: 12.20 PM-01.45 PM

Venue: Room No: 8 Ground Floor, Academic Block

Session Chair: Dr. Prashant Gupta

Session Host: Dr. Timira Shukla

Session Coordinator: Prof. Avnish Vashistha

Sl. No.	Title	Authors
1.	Innovation Diffusion Theory: Review & scope in the study of consumer	Dr. Syed Wajid Ali Tahir Ahmad Wani
2.	An Insight Analysis of Macroeconomic Variable and Stock Market: An Error Correction Model Approach	Jitendra Dixit Sanjeev Gupta
3.	Financial Innovation: A critical Study	Dr. Rohit Garg Monika Toor
4.	Impact of Globalization in Indian Financial Markets with Special Reference to Insurance Industry: A Meta Analysis	Dr. A.S. Pandey
5.	Hierarchical Location Management Schemes for Mobile Multi Agents Communication	Swati Aggarwal Dr. Heman Pathak
6.	Impact Of Knowledge Management Enablers On Competitive Advantage Of Firms - A Study An India IT Industry	Prof. S.P. Singh Neha Yadav
7.	Self-Securing Mobile Adhoc Network Using Distributed Trust Model	Suyash Bhardwaj Swati Aggarwal



Technical Session -1

Track-05

Time: 12.20 PM-01.45 PM

Venue: Room No. 12, First Floor, Academic Block

Session Chair: Dr. Bikramjit Rishi

Session Host: Dr. Sheelesh Sharma

Session Coordinator: Dr. Nandita Mishra

Sl. No.	Title	Authors
1.	Impact of an individual's knowledge attributes on strategic HRM orientation: role of HRM competence	Dr. Jeevan Jyoti Ms. Roomi Rani Ms. Tinka Gupta
2.	Preparation of Principals for Nepalese Secondary Schools	Dr. Sateesh Kumar Ojha
3.	Organisational Trust :-Mechanism and its impact	Dr. Sateesh Kumar Ojha
4.	An Innovative Perspective on HRM for Firm's Sustainable Growth	Khushandra Sharma
5.	Ethical Marketing in India	Raghvendra Dwivedi Amit Kumar Mishra Raj Kumar Mishra Keshav Tiwari
6.	Managing Innovation in Government Organizations: Identifying and Overcoming Barriers	Ajit Mishra
7.	Sustainable Marketing - Vital or Optional?	Dr.P.C Tripathy Dr. Flávio de São Pedro Filho Dr.Saikat Gochhait



Technical Session -1

Track-06

Time: 12.20 PM-01.45 PM

Venue: Room No. 13 First Floor, Academic Block

Session Chair: Dr. Kirti Dutta

Session Host: Dr. Anurag Pahuja

Session Coordinator: Dr. Manisha Agrawal

Sl. No.	Title	Authors
1.	The rise of social media: - a fad or a revolution?	Parul Nanda
2.	Role of Information Communication Technology in Agriculture-a Practice Needed for the Growth of Ethiopian	R.Hiranmai Yadav S.K. Dube
3.	Investigate Environmental Policy Determined By The Pil With Special Reference To The Delhi Vehicular Pollution	Mehar Chand
4.	"insplus": An innovative insurance operative tool for multi super specialty hospitals of U.A.E	Dr. Raghav Arora Dr. Soumya Arora
5.	An empirical study of organizational climate in pharma sector with special reference to sales persons	Ruchi sharma
6.	Corporate Social Responsibility in Indian Organization: An Overview	Neeru Kapoor Pooja Kumari
7.	Renewable Energy Market Developments: A Case of India	Sanjay Kumar Kar



Technical Session -1

Track-08

Time: 12.20 PM-01.45 PM

Venue - Mini Auditorium

Session Chair: Dr. Jeevan Jyothi

Session Host: Dr. Yogita Sharma

Session Coordinator: Prof. Prachi Anand

Sl. No.	Title	Authors
1.	Consumer Behaviour Analysis of E-Commerce Industry	Shubham Tyagi and Parikshit Khanna
2.	How Facebook Helps in Marketing & Advertising	Somnath Gupta And Shikhar Agrawal
3.	Emerging trends of e-commerce in selling used products: Strategy and implementation	Shweta Mittal and Sharvangi Chandra
4.	Reinventing Issue in E-Commerce'	Pradeep Kr. Pandey and Deepika Kaushik
5.	Sustainability Analysis on E-Commerce	Nikita Bisht And Nitish Bisht
6.	Green Cloud computing : A Way To Making Computation Green	Manisha Verma and Rajiva Ranjan Divivedi
7.	The Progress of Renewable Energy with respect to Wind Energy in last 6 years in India	Asha Nagendra Agarwal Gunjan Bhargad Gaurav Bora Kapil Dubey Chhavi Nath



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**Detailed List of Tracks
Technical Session-2**



Technical Session -2

Track-01

Time: 02.45 PM-04.45 PM

Venue: Room No. 2 Ground Floor, Academic Block

Session Chair: Dr. Saroj Kouli

Session Host: Dr. Tapan Kumar Nayak

Session Coordinator: Dr. Anchal Mishra

Sl. No.	Title	Authors
1.	Development of Learning Management Systems: Case study of an Institute providing Management Education	Sourav Mazumdar and Abhinav Jha
2.	Human Resource Information System (HRIS) as a Knowledge Management Tool: Focusing on Creativity Perspective	Shehla Malik
3.	Career development for protégés associated with formal mentoring programs: An empirical study of selected Indian IT companies	Komal Singh and B S Rathore
4.	Impact of Advertising in changing the Customer's mind while making purchases	Dr. Sunayana Jain , Shivani Dubey
5.	Retail Operation Optimization Tool: A Programming Approach for Small Retailers	Aruna Kumar Mishra Purabee Purnasha Mishra
6.	BITCOINS: Virtual Currency India's Perspective	Aamir Syed



Technical Session -2

Track-02

Time: 02.45 PM-04.45 PM

Venue: Room No. 03 Ground Floor, Academic Block

Session Chair: Dr. Sanjeev Mittal

Session Host: Dr. Sunayana Jain

Session Coordinator: Prof. Prachi Anand

Sl. No.	Title	Authors
1.	Impact of Foreign Direct Investment & Foreign Institutional Investment on Indian Stock Market (SENSEX and NIFTY)	Dr. Vidya Sekhri
2.	Translation , A Special Proposed Vehicle in Global Economy Integration	Prof. Soni Sharma
3.	E-Learning through EduNxt: A Case Study of Academic City College, Ghana	Dr Sheelesh Kumar Sharma Prof. Duah Kwaku Stephen Prof. Gajendra Singh Prof. Kamal Kant Hiran
4.	EMPLOYABILITY GAP: A bottle neck in the progress of organizations, A study to find out the opinion of employers	Prof. Preeti Nair
5.	Importance of Leadership in Creativity and Growth: A critical Appraisal of Bajaj Allianz	Dr. Nutan Chauhan
6.	Fostering Innovation and Entrepreneurship through university and educational institutions in India	Prof. S.R. Mustafa



Technical Session -2

Track-03

Time: 02.45 PM-04.45 PM

Venue Room No. 08 Ground Floor, Academic Block

Session Chair: Dr. P.K.Gupta

Session Host: Dr. Awadesh Kumar Gupta

Session Coordinator: Prof. Pankaj Agrawal

Sl. No.	Title	Authors
1.	Tool of Survivability – Democratic Decentralisation	Dr Ashish sharma
2.	Innovative Practices: A Futuristic Approach to Indian Banking Industry	Dr. Urvashi Makkar , Dr. Anurag Pahuja Komal Budhiraja
3.	Shree Narendra Modi – A Change Agent of the Indian Governance	Dr. Govind Dave, Kirti Makwana
4.	Innovation & Creativity Management in HR: Future for Sustainable Development	Dr. Satish Sharma, Sonal Saxena Hitendra Sankhla
5.	Current Status of Information and Communication Technology in Developing Digital India	Avadhesh Kumar Gupta, Vipin Kumar Ishaan Gupta
6.	Measuring Intellectual Capital of Private and Public Universities: An Empirical Study	Dr. Yogita Sharma Dr. Rinku Sanjeev



Technical Session -2

Track-04

Time: 02:45 PM- 04.45 PM

Venue Room No. 09 Ground Floor, Academic Block

Session Chair: Dr. Shamsheer Singh

Session Host: Dr. S.K.Dubey

Session Coordinator: Prof. Preeti Sirohi

Sl. No.	Title	Authors
1.	I.T. : Backbone of Development	Ajitesh Pal Singh
2.	Marketing and Communication strategies of Flipkart and Snapdeal	Appurva Rastogi Mehak Harjani
3.	A Study on Occupational Stress among Faculty Members in Higher Education Institutions in Pune	Naina Sabherwal, Deeya Ahuja, Mohit George, Arjun Handa
4.	“LNG Shipping in India”	Sidhant Saxena Kuladeep Sharma
5.	Analysis of the Use of Plastic Money: A Boon or a Bane	Asha Nagendra, Anisha Bisht, Praveen Nair, Rakshita Dubey Tanu Hajela
6.	Impact of Advertising in changing the Customer’s mind while making purchases	Dr. Sunayana Jain Prateek Jain



Technical Session -1

Track-05

Time: 02:45 PM- 04.45 PM

Venue: Room No. 14 First Floor, Academic Block

Session Chair: Dr. Nawab Ali

Session Host: Prof. Rajnesh Jain

Session Coordinator: Prof. Pankaj Agrawal

Sl. No.	Title	Authors
1.	An Analysis of Business Strategy and Innovation in Marketing of Global Cosmetic Industry	Mr. Alok Singh Sanjeev Kumar
2.	Capabilities and Entrepreneurial Behavior Of Employees In Nigerian Beverage Industry	Prof. Adewoye Jonathan Oyerinde Prof. Adebayo Timothy Abiodun Dr. Oyedokun Akintunde Jonathan
3.	Cyber Crime against Women in India: Problem and Suggestions	Narinder Singh
4.	Enhancing brand equity through green supply chain- A study of Indian textile industry	Dr. Sangeeta Trott
5.	Effectiveness of Creativity And Innovation In Advertising--- An Empirical Analysis towards Changing Market Attitude	Dr. P.C Tripathy K. C. Maharana
6.	A study on innovations in Banking Sector in past one decade and its benefits to the customers - HDFC Bank as a special case	Dr. Urvashi Makkar Dr. Sunayana Jain Dr. Rinku Sanjeev



Technical Session -2

Track-06

Time: 02.45 PM-04:45 PM

Venue: Mini Auditorium Ground Floor, Academic Block

Session Chair: Mr. Ajit Mishra

Session Host: Dr. Rinku Sanjeev

Session Coordinator: Prof. Sapna Tyagi

Sl. No.	Title	Authors
1.	Intrusion Detection and Classification in MANET using Network Characteristics and K-Mean Clustering Algorithm	Nidhi Saxena , Sanjeev Kumar
2.	Role of Motivation in Promoting Sustainable Behavior	Ms. Chanchal Sharma
3.	ERP implementation in Chemical Industry: A Case Study of Micro Inks Ltd.-Vapi, Gujarat	Prof. Sameer K. Rohadia Dr. Rajesh Khajuria
4.	Risk Management in Banks	Sourav Mazumder Abhishek Verma
5.	Organizational factors influencing innovation: an empirical investigation	Dr. Timira Shukla Dr. Anita Singh
6.	Understanding of Open Source Software in Business Enterprise: A Review Report on Legal issues and Licensing	Avadhesh Kumar Gupta, Suchi Maheshwari, Shiva Verma, and Prakash Kumar