



Technical Session -1

Track- 01

Time: 01.15 PM-02.30 PM

Venue: Room No. 2 Ground Floor, Academic Block

Session Chair: Dr. Sateesh Kumar Ojha

Session Host: Dr. Vidya Sekhri

Session Coordinator: Prof. Divya Bansal

Sl. No.	Title	Authors
1.	Communication of Innovations for Freedom	Pijush Dutta
2.	A Conceptual Framework On Employer Branding With Special Focus on Education Sector	Sukti Chakrabarti
3.	Causes of Stress and burnout in the context of Job Satisfaction among the employees of Call centers - With Special reference to Indian Call centre	Dr. Ruchi Tripathi Mr. Vinay Pratap Singh Dr. A.K Saxena
4.	Preparation of Principals for Nepalese Secondary Schools	Dr. Sateesh Kumar Ojha
5.	Empirical study on dominance of social media on today's youth	Dr. Anchal Mishra Sushmita Tiwari Sakshi Sharma
6.	Role of HRM in Global Business: What more needed?	Yogendra Pal Bharadwaj
7.	Organisational Trust :-Mechanism and its impact	Dr. Sateesh Kumar Ojha
8.	The Role of Innovation and Creativity in Sustainable Development	Esha Jain, Ashank Yadav



Technical Session -1

Track- 02

Time: 01.15 PM-02.30 PM

Venue: Room No. 3 Ground Floor, Academic Block

Session Chair: Prof. Sudhir Kumar Jain

Session Host: Dr. Nripendra Dwivedi

Session Coordinator: Prof. Ahimsha Bhardwaj

Sl. No.	Title	Authors
1.	Self-Securing Mobile Adhoc Network Using Distributed Trust Model	Suyash Bhardwaj Swati Aggarwal
2.	Role of performance appraisal system in Organizational Success	Akanksha Gautam
3.	Statistical analysis of labour behavior and workplace management	Shrirang R. Chaudhari Vaishnav Kadu
4.	The importance innovation and strategic human resource management in the organization.	Neha Chauhan Neel Rai
5.	Service Quality of Broadband Services in Indian Telecom Sector	Mr.P.Ramesh Babu S. Durga Rao
6.	Financial Innovation: A critical Study	Dr. Rohit Garg Monika Toor
7.	Democratic Decentralization - A Tool to Survivability	Dr Ashish Sharma Dr. Suman Dhawan



Technical Session -1

Track-05

Time: 01.15 PM-02.30 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.	Leadership style and followership style in middle management	Anubha Walia Reshmi Bansal Prof. Sanjiv Mittal
3.	Organizational Commitment and Organizational Effectiveness	Dr. Davinder Sharma
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.	A study of Consumer buying behavior of perfume in India	Surabhi Singh
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: 01.15 PM-02.30 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.	Green Banking: A step towards Sustainable Development	Dr. Anurag Pahuja Neeru Kapoor
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.	An empirical study of organizational climate in pharma sector with special reference to sales persons	Ruchi sharma
5.	Corporate Social Responsibility in Indian Organization: An Overview	Neeru Kapoor Pooja Kumari
6.	Renewable Energy Market Developments: A Case of India	Sanjay Kumar Kar
7.	E-Commerce: Theory of Planned behaviour for online Purchase	Dr. Kirti Dutta



Technical Session -1

Track-08

Time: 01.15 PM-02.30 PM

Venue: Room No 16 First Floor, Academic Block

Session Chair: Maj Gen Balwinder Singh

Session Host: Prof. Vijendra Dhyani

Session Coordinator: Prof. S.R. Mustafa

Sl. No.	Title	Authors
1.	Role of Leadership in Innovation and Creativity Management - in context of Future for Sustainable Development	Ms. Sapna Sharma Dr. Prabhat Srivastava
2.	Women: New Target Segment for Financial Service Providers	Dr. Rinku Sanjeev Prof. Preeti Agarwal Garg
3.	Career development for protégés associated with formal mentoring programs: An empirical study of selected Indian IT	Prof. Komal Singh Dr. B.S. Rathore
4.	"Innovative Financing Options for Infrastructural Projects in India"	Prof. Smita Tripathi Prof. Shalini Shukla
5.	Supply Chain Innovation - Gaining Competitive Edge	Maj Gen Balwinder Singh
6.	Role of NABARD'S towards agriculture finance: an analytical study	Dr. M.K.Dekate M.Ramachandran
7.	Impact of Package Size on Sales of FMCG: A Study on Fitle's Snacks	Anirban Majumdar Aritra Paul



**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-2**

Technical Session -2



Track-01

Time: 02.45 PM-04.45PM

Venue: Room No. 2 Ground Floor, Academic Block

Session Chair: Dr. Saroj Koul

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 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 Emotion Images on Social Media Network by using Social Intelligence	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
7.	Consumer Behaviour Analysis of E-Commerce Industry	Shubham Tyagi and Parikshit Khanna



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.	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
6.	Fostering Innovation and Entrepreneurship through university and educational institutions in India	Prof. S.R. Mustafa
7.	How Facebook Helps in Marketing & Advertising	Somnath Gupta Shikhar Agrawal

