

**Institute of Management Studies
Ghaziabad**

**3rd International Conference
on**

Skill Development and Technological Innovations for Economic Growth

ICST-2015

Saturday, November 28, 2015



Technical Session and Track Schedule

Technical Session -1

Duration: 2:20PM–03:30 PM

Track-01

Theme: Technology and innovations for sustainable growth

Venue: Room No. 2 Ground Floor, Academic Block

Technical Chair: Dr. R P S Tomar

Session Host: Dr. Anita Singh

Session Coordinator: Ms. Smita Agarwal

S. No.	Paper ID	Title	Authors
1.	150002	Need for skill development&technological innovation in construction sector for sustained infrastructural growth	Ajit Kumar Misra
2.	150084	Technological Innovations in Mobile Learning Application on Android Platform for development of skills in the user	Smita Agarwal, Alok Agarwal
3.	150001	Knowledge Management: The thirst for sustainable Economic Growth and Prosperity	Abhay Raja
4.	150014	The role of Management Education in the Era of Growing economy of India	Ashish Kumar Khanra
5.	150044	Role of skill development in achieving balanced regional growth in India.	Megha Jain, TarunaTyagi
6.	150058	Testing capital market efficiency provides inputs for investment: Evidence from Indian Stock Market	Punjika Rathi, Meenu Balyan
7.	150090	Survey on Apriori based algorithms having Decentralized Approach for mining frequent item-sets.	Sunny Singh
8.	150015	Biotechnology Innovations: Effective Solutions for Indian Health Sector	Azmat Ali
9.	150103	Woman Directors and Corporate Spending on Development: An Indian Perspective	Gaurav Dawar, Seema Singh
10.	150104	Technology and Innovations: Transforming the Retail Dynamics	Ekta Duggal
11.	150135	Role of Skill Development and Technological Innovations in Economic Growth	D. R. Agarwal, Sanjay Kumar Mangla
12.	150024	Revolution in Economic Growth through Technological advances and skills development: Some New Ideas and Empirical Considerations.	Divya Gupta
13.	150088	Innovations in Risk Management	SukshamAneja

14	150145	An empirical study on acceptance of video on demand services in Indian Market	Esha Jain Manish Madan
15	150144	A study on factors affecting the job satisfaction of employees in private sector	Nidhi Gupta Pooja Kalra

ICST-15

Technical Session -1

Duration: 2:20 PM – 03:30 PM

Track-02

Theme: Employability and Skills development

Venue: Room No. 3, Ground Floor, Academic Block

Technical Chair: Prof. Sunil Kumar Pandey

Session Host: Dr. Tushar Mahajan

Session Coordinator: Ms Preeti Sirohi

S.No.	Paper ID	Title	Authors
1.	150107	Technology with emotional Intelligence to evaluate pilot stress level by voice	Shalini Kapoor
2.	150011	Skilling up the skill development strategy- A study on loopholes in skill development models	Anuraj Gupta
3.	150006	A macrocosm of employability and skill enhancement	Ambati Vijaya Bhargavi, KokaShailaja
4.	150023	Need analysis and impact of soft skills with special reference to Management students of UPRTOU	DeveshTripathi
5.	150061	Participant Evaluation of Skill development in Construction sector: The case of NAC	Ramakrishna Nallatiga K R Ramana V Pramdha
6.	150062	Importance of the skill development amongst the youth through spic macay	Ramani Swarna
7.	150102	Skills development & sustainable employment-opportunity across various sector in India- A trend analysis	Shabnam Siddiqui, Sweta
8.	150098	Developing Employability Skill of English Language Communication of Engineering Students through Content Based and Communicative Approach	Md. Sajidul Islam
9.	150106	The Role of Vocational Education in Employability and Skill Development	Y K Sharma
10.	150040	Youngster's addiction towards online shopping Developing Employability Skill of English Language Communication of Engineering Students through Content Based and Communicative Approach	Kushandra Sharma
11.	150113	Knowledge and Innovation: Issues with Skill Development and Entrepreneurship in Informal Economy	Birendra Singh
12.	150118	Skill development: A pre-requisite for job creation, economic growth and poverty reduction	Pragalbh Sharma, Ankur Paliwal, Vijay Kumar

Technical Session -1

Duration: 2:20 PM – 03:30 PM

Track-03

Theme: Electronic System Design and Manufacturing

Venue: Room No. 8, Ground Floor, Academic Block

Technical Chair: Dr G L Prajapati

Session Host: Dr. Rinku Sanjeev

Session Coordinator: Ms. Divya Gupta

S.No.	Paper ID	Title	Authors
1.	150041	Routing algorithm: c^2 mesh	Lalit Kishore Arora, Raj Kumar
2.	150048	Influence of Pester Power on Family Purchase Decisions in Urban India	Nagendra Asha, Shobhit Kumar, Swapnil, Kaveri Khorana
3.	150051	Comparison of Agile methodologies with Traditional Software Development Approach	Nikita Taneja, NeeluChoudhry
4.	150060	Dissemination of technology transfer with special reference to indian automobile industry	Rajiv Kumar
5.	150065	Process optimization on edm	Rishabh Shukla, Rishabh Saxena, Rishav Chaviraj, Sudhir
6.	150068	Comparison study of android and Tizen	Rohit Kumar, Himanshu Verma
7.	150095	IT Evolution and Service Dominant Logic: Reengineering Service Ecosystems	VeenaTiwari Nandi
8.	150099	Future Internet Architectures: Emergence of Internet of things (IOT)	Vimal Kumar, Pallavi Mittal, Pinky
9.	150100	From AODV to E-AODV	Arun Chaturvedi Banta Singh, KavitaArora
10	150094	A Comparative study of Distributed File systems for big data analysis	Varuna Gupta, NeelamYadav
11	150122	A comparative survey of the routing protocols in mobile Ad Hoc Network	Preeti Sirohi, Amit Agarwal
12	150111	Inter-linkage between productivity and quality of work life-a Canadian craft study	Ajay K Garg

Technical Session -1

Duration: 2:20 PM – 03:30 PM

Track-04

Theme: IT Enabled Services sector

Venue: Room No. 9, Ground Floor, Academic Block

Technical Chair: Dr.Namita Rajput

Session Host: Mr. Vijendra Dhyani

Session Coordinator: Dr. Vishal Shukla

S.No.	Paper ID	Title	Authors
1.	150039	Analytical Study of Wireless Intrusion Detection Systems	Kumar Pal Singh, Gaurav Kr Midha, Abhay N Tripathi
2.	150016	Object recognition techniques for digital Images	B K Sharma
3.	150005	Design and development of improvised cloud based rural health care system	Ahimsa Bhardwaj, Smita Agarwal
4.	150017	Role of document attributes in Information retrieval	Benjamin Ghansah, Gajendra Singh
5.	150025	Analysis on effectiveness of search engines	Nripendra Dwivedi, Parvinder Singh
6.	150027	Impact of information technology on human resource management functions (HRIS). A case study of social security and national insurance trust, Ghana.	Emmanuel AttahKumah Emmanuel KwasiKotoko Adelaide KonaduAmponsah
7.	150034	Security measures to ensure productivity in e-business	Jyoti Pruthi Purnima Gupta
8.	150063	Comparative study of video search engines You Tube and Daily Motion	ReshuSingla , JyotiPruthi
9.	150105	Channel Allocation using Evolutionary Approach	Suyash Garg
10.	150138	A Study on Applications and Security Aspects of Internet of Things (IoT)	Ajay Tripathi Nripendra Dwivedi
11.	150007	Cyber Interventions in management of Borderline Personality Disorder -BPD	Amita Puri, Padmakali SamridhiGulati
12.	150142	Hindi Parser Algorithm Development via Translation from English Language Parts of Speech	Gend Lal Prajapati Rajanish Jain Shivam Gupta
13.	150134	Next Generation Network : Technical Issues and Challenges	R P S Tomar

Technical Session -1

Duration: 2:20 PM – 03:30 PM

Track-05

Theme: Skills training and Inclusive Growth

Venue: Mini Auditorium, Ground Floor, Academic Block

Technical Chair: Dr Munira T

Session Host: Mr. Sanjay Jeerath

Session Coordinator: Ms Shalini Kapoor

S.No.	Paper id	Title	Authors
1.	150055	Understanding university social responsibility and its impact	Pragati Chauhan
2.	150018	Key to effective skill development- fear of failure	D K Pandey
3.	150019	Skill gap analysis of Faridabad industries	Lata Bajpai Singh Amit Seth
4.	150026	The impact of extra tuition on academic performance in public senior high schools in Ghana: the attitude and perceptions of teachers, parents and school administrators	DuahKwaku Stephen
5.	150036	Effect of demographic factors on emotional intelligence of students of business school; an empirical validation	Jyotsna Oswal
6.	150045	Entrepreneurial development and training needs	Mihir Joshi
7.	150064	Skill development empower employability, with special reference to self help groups	Richa Sharma
8.	150004	Skill Development: A Road Ahead	AM Gurav
9.	150069	Development of students research skills and value education	RP Dwivedi
10.	150074	Issues in estimating industrial productivity: an empirical analysis	Sanjay Kumar Mangla
11.	150085	Skills trainings: an imperative for the travel and tourism industry	Sona Vikas, Anu Singh Lather, ShaliniGarg
12.	150140	Impact of Medical Tourism on the Indian economy	Rachit Kapoor VarunSaraswat AbhiBhalla AshaNagendra
13.	150141	Multi- Skilling: A Tactic for price effective resource management during economic turbulence	Deepika S Joshi AnshuChauhan

Technical Session-1

Duration: 2:20 PM – 03:30 PM

Track-06

Theme: Technological Change and Manpower Development

Venue: Room No. 13 First Floor, Academic Block

Technical Chair: Dr. Arun Chaturvedi

Session Host: Dr. Sunayana Jain

Session Coordinator: Ms Garima Srivastava

S.No.	Paper ID	Title	Authors
1.	150043	Study of impact of motivation towards employee performance and employee engagement of a nationalized bank using SEM approach	Meenakshi Sundaram
2.	150003	A case study of a situational leadership	Ajit Singh Negi
3.	150049	A review of Internet Social Networking Risks	Neelu Choudhry Nikita Taneja
4.	150081	Analysis of e-Learning Teaching Attitudes (AELTA) scale: Effectiveness, consistency and the Impact study	Gajendra Singh Sheelesh Sharma
5.	150086	Increasing Employability and Skills Development among Female Employees of Private Sector Banks by Improving Their Work Life Balance.cf	Stuti Nijhawan
6.	150136	What Impact Do Training Practices Have on Employees' Organizational Commitment and Turnover Intention: A Study of Indian IT Professionals?	Bushra Muzaffar, Urooj Fatima, Sheeba Hamid
7.	150089	Improving soft skills to enhance Global Employability- The engineering Graduate Efforts	Sumedha Tyagi
8.	150092	Ecological Niches: A greener way to improvise	Taranpreet
9.	150093	Role of angel investors in e -STARTUPS	Trapti Mittal
10.	150137	A literature review on humanitarian logistics	Sunayana Jain
11.	150096	Digital Native methodology support in skills development of EFL learners in Oman	Victoria Tuzlukova
12.	150097	Skill development and employability	Sonia Bansal
13.	150121	Job Satisfaction Levels of Employees of BPO Sector: An Empirical Study	Shriya, Rinku Sanjeev

Technical Session -2

Duration: 3:45 PM – 05:00 PM

Track-01

Theme: Innovations & Sectoral Applications

Venue: Room No. 8, Ground Floor, Academic Block

Technical Chair: Dr. Shamsheer Singh

Session Host: Dr. Anurag Pahuja

Session Coordinator: Mr. Mayank Kumar

S.No.	Paper ID	Title	Authors
1.	150050	Empowering the consumers for developing brand connect	Nidhi Sinha
2.	150057	The role of social media for promoting social innovation in India: Opportunity and Threat Matrix	Priyanka Srivastava
3.	150030	A conceptual analysis of E services and its impact on rural banking	Jarikre Amos O, Kamal Kant Hiren, Gajendra Singh
4.	150033	Sale of crown of beer, A study based on strategy tripod of Mikepeng	Jose G Vargas
5.	150008	A Survey of Customer Awareness Regarding Green Banking in Jalandhar District.	Anu Sahi Anurag Pahuja Saloni Chitkara
6.	150052	Role of social media in promotion of National campaigns	Pallavi Dogra, Arun Kaushal, Poonam Sharma
7.	150012	Importance of Business Process Reengineering	Arpit K Ganatra
8.	150020	A study on Role ambiguity and Role conflict on Employee creativity	Davinder Sharma
9.	150047	Analysis of the Rise of Nouveau Taxi Services in Indian Market	Nafees Khan, Prannoy Roy, Ayesha Pandey, NagendraAsha
10	150112	A study on cost of capital of royal roots company, Madurai-Tamilnadu state, India.	Emmanuel Attah, ShabanaMajhar, Stephen Das
11	150114	Life Insurance as an investment tool or a risk covering Instrument	Davinder Kaur Sohi Bharti Wadhwa, AnubhaVashisht
12	150143	Innovation & Technological Driven Growth in India	Manisha Agarwal
13	150117	An Exploratory Study Of Factors Affecting Financial Risk Tolerance of Retail Investors	Ashutosh Singh

Technical Session -2

Duration: 3:45 PM – 05:00 PM

Track-02

Theme: Social Marketing (BOP)

Venue: Room No. 3, Ground Floor, Academic Block

Technical Chair: Dr. Davinder Sharma

Session Host: Mr. Sachin Malhotra

Session Coordinator: Dr. Anchal Mishra

S.No.	Paper ID	Title	Authors
1.	150076	Antecedents of App based shopping: an application of UTAUT	Savita Panwar, Preeti Tak
2.	150009	Awareness of Green Tea and its consumption behavior among consumer	Anuradha Thakur
3.	150053	Cause related Marketing (CRM)	Piyush Jaisingh
4.	150056	Social Marketing	Pragya Bharti
5.	150028	Skill Development and Technological Innovation- A Balanced Approach	Garima Singh
6.	150029	Technological Innovations: Prospects and Problems of Indian Film Industry	Ila Chaturvedi
7.	150035	A study to measure the performance of the banking ombudsman offices in India	JyotiSindhu, Eliza Sharma
8.	150070	Strengthening Skills and Education for Innovation and Economic Growth	S N Rajan
9.	150075	An empirical study on influence of Loyalty Cards on consumer loyalty towards Brand in Apparels	Saurav, Yogita
10.	150059	Declining trend in quality input (with reference to technical education in Odisha)	Pushker Dubey, Tarun Kr Sarangi
11.	150116	Covert Advertising in Indian Cinema: An Analytical Study	Ruchi Sharma
12.	150120	Role of indian investors in indian stock markets	Monika
13.	150130	A Study On Buying Behaviour of Consumers for ITC Classmate Notebooks in Delhi NCR.	Vijendra Dhyani, Nandita Mishra

Technical Session -2

Duration: 3:45 PM – 05:00 PM

Track-03

Theme: Sustainability & Interventions Strategy

Venue: Room No. 9, Ground Floor, Academic Block

Technical Chair: Dr Lalit Arora

Session Host: Mr. Vimal Kumar

Session Coordinator: Ms SapnaTyagi

S.No.	Paper ID	Title	Authors
1.	150031	R & D backbone of 'Make in India'	Jasmandeep, RenuYadav
2.	150032	Special Economic Zones and Industrial Policy in Thailand	John Walsh
3.	150080	Managing Employee attrition in Star hotels at Delhi: A gender based analysis	Sheeba Hamid, Hira Anwar
4.	150054	Chinese Economy on Life support: Reasons and Cure for the crisis	Pooja Khamani
5.	150071	Greece Economy: Reasons and Implications of catastrophe	Sahil Manchanda
6.	150079	The growing importance of ease of doing business: An analysis of the companies(Amendment)Act,2015	Sharanya Mukherjee
7.	150083	Determinants of Brand Equity in Indian Banking Service Firms.	Shyni Saha, Priyanka Srivastava
8.	150082	Implied Volatility: An investigation in Nifty Index options	Shoeba,Sufiya, Namita Rajput
9.	150046	Job autonomy affecting job satisfaction and career advancement of women employees in call centers in India	Monica Verma
10.	150101	Employability the missing component among management graduates.	Jessy John
11.	150072	Eight Dimensions for Analyzing Health IT solution in Healthcare sector	Sakhi John
12.	150139	Causal Relationship between Trading Volume and Stock Returns at S&P CNX Nifty and SENSEX	Shalini Agarwal

Technical Session-2

Duration: 3:45 PM – 05:00 PM

Track-04

Theme: Information & Knowledge Management

Venue: Room No. 2, Ground Floor, Academic Block

Technical Chair: Dr R P Dwivedi

Session Host: Dr. Shalini Agarwal

Session Coordinator: Mr. AvneeshVashishth

S.No.	Paper ID	Title	Authors
1.	150013	Mobile Broadband towards developing a viable Mobile Knowledge Management	Arun Yadav
2.	150066	Big Opportunity for Big Data: AI	Ritu Agarwal
3.	150067	Role of E learning in enhancing literacy and employability in India	Rizwan Alam
4.	150073	Academic Analytics: Actionable Intelligence in Teaching and Learning for Higher Education in Indian Institutions	Samarth Gupta, Manisha Gupta
5.	150077	Perception Of Youth Towards Social Network Games: A Study In Ludhiana Region of Punjab.	Savita Sarangal
6.	150078	Inclusive innovation for economy development: a case study of goonj foundation	Shailja Dixit, Sana Moid
7.	150021	Big Data- Contribution to Growth- Probable changes	Debanita, ParkhaKaul
8.	150131	Paradigm Shift towards new class of Big Data Computing: Issues and Opportunities	Satish Kumar, Avadhesh Gupta
9.	150119	Reliability of Digital Information Sources	Deepika
10.	150125	Cyber Security awareness to novice user	Pankaj Agarwal, Devesh Garg
11.	150126	Cellular Automata an analogy with TM	Pankaj Agarwal
12.	150127	Memory efficient regular expressions	Ravi, Pankaj Agarwal
13.	150128	A systematic study of Soft Computing for Fuzzy Data Modeling: A Review	Prabhat Kr Srivastava, WJeberson ,SandeepKrSingh

Technical Session-2

Duration: 3:45 PM –5:00 PM

Track-05

Theme: Skill Development and Technological Innovations- Student Category

Venue: Mini Auditorium Ground Floor, Academic Block

Technical Chair: Prof. B K Sharma

Session Host: Dr. Neeraj Sanghi

Session Coordinator: Dr. Vishal Gupta

S.No.	Paper ID	Title	Authors
1.	150010	Putting Digital Process innovation at the centre of organizational change	Anurag Degwekar, Srishti Sinha
2.	150037	To study and analyze the business opportunities available for wet wipes in corporate and other institutions.	Karisma, Yogita
3.	150038	A Study on Employee Engagement and Skill Development	Khushi Srivastava, Sheveta Singhal, Navneet Sharma, Himanshu Tyagi
4.	150042	Woman empowerment in India	Manisha Agarwal, Shivangi Goel, Mani Gupta
5.	150087	Effectiveness of performance Appraisal: Its impact and Determinants in B-Schools	Sugandha Tyagi
6.	150108	Attitude of Employees towards Training and Development: An Empirical Investigation	Anita Singh
7.	150109	Perceived Benefits and Challenges: A Study of Users of E-Insurance	Anurag Pahuja, Anu Sahi, Saloni Chitkara
8.	150110	Survey on Digital Watermarking Techniques	Ankur Saxena, A K Sinha, A K Chaturvedi
9.	150091	Challenges and Security issues in Cloud Computing	Suresh Gupta
10.	150115	A Research Study of Gesture Recognition Applications for Smart Innovative Wearable Technologies.	Prakash, Smita Agarwal
11.	150123	Big Data: Challenges on (Data Agility & Security) And Its Solution	Nripendra Dwivedi, Keerti, Khushbu
12.	150124	Search engines (Google ,Yahoo,MSN,Bing) analysis on group of words as query topic	Ankit Tiwari, Nripendra Dwivedi
13.	150129	Security Issues in Cloud Computing	Arpit Goyal, Abhijeet Singh, Sheelesh Sharma
14.	150132	Technological Upliftments in Global Higher Education	Janmejay Singh Satish Kumar

		System	
15.	150133	Comparative Study of cloud Simulation Tools	Avneesh Vashistha, Akshay Kapoor, Priyanshu Purwar Ashish Namdev
16.	150022	Marketing strategies of online grocery in India	Deepika Kaushik, Surabhi Singh

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