

Program Schedule for
9th International Conference on
ICAEB 2017

December 2017 in New Delhi, India

**at The Hotel Hans, Barakhamba Road, New Delhi, India
from 27–28th December 2017**

**Registration and Welcome
10:00 AM to 10:30 AM**

OPENING CEREMONY

**Weadnesday December 27, 2017
10:30 AM to 11:00 AM**

Tea Break : 11.00 AM to 11:30 AM

Programme Overview & Keynote Address

DR. L K PANT

IFFCO, New Delhi

Hosted by
ACADEMIC RESEARCH FOUNDATIONS
New Delhi (India)

TECHNICAL SESSION: 1

Session Chair: Dr. L. K. Pant, IFFCO, New Delhi

Time - 11:30 AM to 1:00 PM

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| 1 | Sathish P. | Is Indian Stock Market Vulnerable to Foreign Institutional Investors Investment Pattern? |
| 2 | D. S. Selva Kumar | Law related to Violence against Men in India- A Review. |
| 3 | Ishfaq Hussain Bhat | Analysing the Impact of shopping frequency on perceived risk in online grocery shopping in India. |
| 4 | R. S. Rama Rao | Corporate Social Responsibility – Coming of Age in India: A Sneak Peek into the Activities – Literature Review |
| 5 | Ritesh Pandey | Production Technology and Returns to Scale in the Indian Banking Industry |
| 6 | Dr. J. Karthikeyan | E-Tools and Techniques- An Elixir for Researchers |
| 7 | Athira Muraleedharan | Sexual Objectification in Bollywood film “The Dirty Picture”: A Content Analysis |
| 8 | Deva Dutta Dubey | Growth of NHB Residex in Indian Cities – An empirical estimation |
| 9 | Dr. V.R Prabhakaran Nair | Determinants of Financial Structure: Analysis of Firm Level Data |
| 10 | Prof. (Dr.) Sanjay Kumar Jha | Empowering Rural Women Through Entrepreneurial Opportunities in Sericulture Industry : A Case Study of Bhagalpur District of Bihar |

LUNCH BREAK - 1:00 PM TO 2:00 PM

TECHNICAL SESSION: 2

Session Chair: Kelvin Mutum, National Institute of Technology, Silchar

Time - 2:00 PM to 3:00 PM

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| 11 | Dr. Suprabha K. R. | ICT adoption by SMEs: Issues and Concerns |
| 12 | Dr. Lokinder Tyagi | Effect of Listening Skill on Employees' Performance – An Empirical Study |
| 13 | Anitha P | Effect of Peer Group Influence on Parental Purchases - Towards an Integrated Conceptual Framework |
| 14 | Binal S. Kumar | The relationship between Spiritual Perspective and the Perceived Stress level in Sales people |
| 15 | Vidya Suresh | Productivity and influence of Corporate Governance in Indian Banking Industry |
| 16 | Samuel N. J. David | Impact of Organization Culture & Human Resource (HR) Practices on The Retention of Medical Doctors. – a Review |
| 17 | Kelvin Mutum | Market Efficiency and Cross Market Interlink Test between Index Spot and Futures: Empirical Evidence from S&P CNX Nifty Index |

TECHNICAL SESSION: 3

Session Chair: D. S. Selva Kumar, VIT University, Vellore, Tamilnadu

Time - 3:00 PM to 4:00 PM

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| 18 | Lakshmi Kalyanaraman | Ownership Structure and Corporate Social Responsibility Performance in a Regulated Environment: A Study of Indian Firms |
| 19 | Arthi R. | Emotional Intelligence and Self Efficacy Predicting Job Performance– An Application of Hierarchical Regression Analysis |
| 20 | Ann Mary Jones | A Study on Contract Farming In Thrissur: Linking Medicinal Plant for Better Rural Sustainable Livelihood and Economic Development |
| 21 | Remya S. | The role of Attitude on Entrepreneurial intention: a study on nascent entrepreneurs of Indian coir Industry |
| 22 | Haritha P.H. | Determining Investor Behavioural factors and its Impact on Investors sentiment and Decision Process: A case of Individual Investors from India |

- 23 Kavitha TC Intention to use LMS by Indian Business School Students An Application of TAM
- 24 Dr. Deepa Gupta Causal linkages between FDI, Gross Capital Formation, Exports and Growth: Evidences from India and China

TEA BREAK : 4:00 AM TO 4:30 AM

TECHNICAL SESSION: 4

**Session Chair: Dr. Lokinder Tyagi, Amity School of Business
Amity University, Noida**

Time - 4:30 PM to 5:30 PM

- 25 V. K. Ranjith Cartels, Competition and Competitive Advantage
- 26 R. Ariharasuthan An Ethical Analysis of Children News Coverage in Tamil Newspapers
- 27 Prof. Sanjay K. Singh Ramsey Pricing: An Application to Publicly Supplied Urban Bus Transport Services in India
- 28 Justin Joy Enhancing Usage of Learning Management System employing Trendalyzer Visualization: A Participatory Action Research Study
- 29 Rekha I S ACCEPTANCE OF INTERNET BANKING AMONG INDIAN INTERNET BANKING USERS
- 30 Soni Vivek Consumer Preference Towards Mobile Phone Service Providers in India and Switzerland – A Comparative Study
- 31 Nitha Unnikrishnan C OCTAPACE Culture and its impact upon the Job Satisfaction of employees working in banking sector, Kerala