

**N. L. Dalmia International Conference on Management (NLDICM-2023)**  
**on**  
**Challenges and Opportunities for Entrepreneurship and Business Growth**

**Report of the 2 Day Conference**

N. L. Dalmia Institute of Management Studies and Research, organized two days International Conference on “*Challenges and Opportunities for Entrepreneurship and Business Growth*” on 17-18 February, 2023. The conference was organized in a hybrid mode.

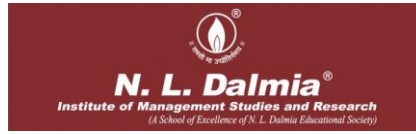
The Inaugural Session of the conference was organized on 17<sup>th</sup> Feb. 2023 at 10:30 AM in the auditorium of the Institute.

At The commencement of the event, Director of the Institute **Dr. M.A Khan** delivered the welcome address. **Dr. Seema Saini**, CEO of N.L. Dalmia Education Society shared the inception and growth story of N.L. Dalmia educational Society. **Mr. Mudit Dalmia** Vice President of N.L. Dalmia Educational Society released the conference proceedings. The conference Committee had received 50 research papers and few papers were shortlisted for presentation based on their quality and research depth

The session started with the Key note address by Dr. Ashish Ambasta, Founder and CEO of Happy Plus Consulting. He shared his experience and insights on Employee happiness in the organization. Further, Dr. Jitendra Mahakud, Professor IIT Kharagpur was invited to share the “Emerging Issues in Corporate Finance Research”. We had the privileged to have Dr. Sankarsan Basu, Professor IIM Bangalore, who comprehended on “Technologies in business – a quest for excess returns bearing high risks”. Mr. Sachin Khandelwal, Management Consultant and spoke on “Yin and Yang for 2023” where He shared the 9 principles to succeed in business.

There was total 5 tracks scheduled for the conference.

Post Lunch we commenced with the Ph.D. thesis Presentation contest. The Ph.D. Session was chaired by Dr. R.K. Srivastava, Professor and HOD, Government of Maharashtra’s Sydenham



Institute of Management Studies, Dr. Sajratul – DurKhan, Professor from Jamnalal Bajaj Institute of Management Studies. Supriti Mishra, Professor, International Management Institute, Bhubaneswar and Dr. Shajratul Dur Khan, Professor JBIMS, Mumbai. Dr. M.R. Koshti, Professor, from N.L. Dalmia Institute Co-chaired the session. A Total of 7 shortlisted candidates presented.

Day 2 – i.e., 18<sup>th</sup> Feb there were four parallel tracks on the basis of papers received.

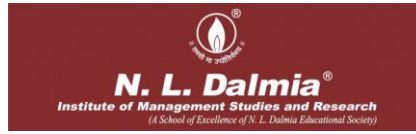
Dr. Ramesh Mittal, Director – National Institute of Agricultural Marketing (NIAM) shared insights on various funding opportunities for startups. Lastly, Dr. Sandeep Keshav Rao, Faculty, DCU Business School, Dublin, Ireland, shared views on “Mandatory CSR Regime and its Corporate Implications”.

The Technical **Session 1** the General Management Track was Chaired by Dr. Abhishek Tripathi, Dean, kalinga University, Raipur, and Co-chaired by Dr. Vaishali Kulkarni, Professor from N.L. Dalmia Management Institute. There was total 11 presentations in Track 1.

## **GM TRACK**

The student rapporteurs were Shruti Dwivedi and Aastha Parab. And, following is a list of participants and the topic they presented:

1. Challenges Faced by Women Entrepreneurs & Government Support Schemes in India  
*-Ananth Sai N R*
2. Securing Resources for Organizational Growth and Survival: A Conceptual Framework-  
*Smita Prashant Chattopadhyay*
3. Opportunity Recognition and Exploitation by Women Entrepreneurs in VUCA World: In the context of COVID-19 pandemic-  
*Dr. Shefali Nandan & Ms. Anjali Kushwaha*
4. Start to Startup: The New-age Startup Incubation Model for HEIs –  
*Kinnarie Singh & Dr. Kamal Tandon*

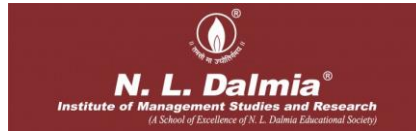


5. Factors Affecting the MBA Students to go for Social Entrepreneurship in Delhi Region-  
*Vaishnavi, Anuja Dixit, Anjali Sansanwal, Sandhya Ragaur, Bhavneet Kaur*
6. Innovation in Education –  
*Sajita Pradeep*
7. Tracking the Career path of MBA Alumni: A Case analysis of N.L. Dalmia Institute of Management Studies and Research Alumni-  
*Dr. Mangesh Kasbekar, Anish Shetty, Akanksha Rawat, Aakash Somaiya, Jithin Nair, Sneh Patel, Ishita Bheda*
8. Rural Entrepreneurship in India: A Case Study –  
*Dr. Nazia Ansari*
9. Entrepreneurial Competencies, Economic Growth & Challenges: An Explorative Study on Women Entrepreneurs-  
*Sarita Dhal, Dr. Puspalata Mahapatra & Dr. Nishi Kanta Mishra*
10. Women Entrepreneurship ventures: Sector Specific Analysis –  
*Sheetal Chadda*
11. Comparative Study of Insolvency Resolution Framework of India with Selected Countries –  
*Dr. Jyoti Nair & Ms. Bhavika Nemade*

The Technical **Session 2** the Corporate Governance and Human Resources tract was Chaired by Dr. Karunesh Saxena, Vice Chancellor, Sangam University, Bhilwara and co-chaired by Dr. Chandrakant Verma, Professor from N.L. Dalmia Management Studies and Research. There was total 12 presentations from Track 2.

The student rapporteurs were Ms. Himani Agase and Mr. Mihik Baitule And, following is a list of participants and the topic they presented:

1. Employee Satisfaction & Employee Staying Intention – Median Role Played by On-boarding *Process Anjula Wararkar & Dr. Chandrakant Varma*
2. Role of HR in Employee Experience-  
*Col. Venkat Raman & Ms Bhumica Gohil*
3. Impact of Perceived Organization Support on Employee Retention & Psychological Ownership in Oil Marketing Companies-  
*Ms. Manasi R. Kulkarni & Dr. Caral D'Cunha*
4. Corporate Governance and Capital Structure: Evidence from Indian Firms-  
*Debapriya Samal & Prof. Inder Shekhar Yadav*
5. Role of Corporate Governance in Investors' Behaviour –



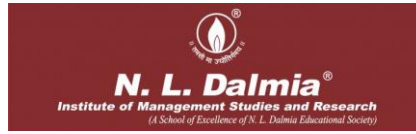
*Dipanwita Chakraborty*

6. Board Gender Diversity and ESG Disclosure Score –  
*Garima Agrawal*
7. COVID-19 impact on corporate governance: Bibliometric Analysis –  
*Hiranya Dissanayake*
8. ESG and its impact on Cost of Debt - *Nidhi Vijaywargia & Sakshi Jain*
9. Does ESG performance have an impact on financial performance? Evidence from India (BSE 500)-  
*Abraham Manihottam & Piyush Chawla*
10. Effects of Human Capital on Indian Startup Performance: A Review –  
*Prof. Anand Dhutraj & Dr. Anjum Sayyad*
11. The Great Layoffs: Challenges faced by Service Industry – *Nidhi Shah & Himani Agas*

The Technical **Session 3** Marketing track was chaired by Dr. Srinivasan R. Iyengar, Director JBIMS, Mumbai, and Co-Chaired by Dr. Joyeeta Chatterjee, Dean and Professor from N.L. Dalmia Management Studies and Research. The session had total 10 presentations from Track 3.

The student rapporteurs were Ms. Adrija Sadhukhan and Ms. Anshika Singh. And, following is a list of participants and the topic they presented:

1. Gen Z Perspective of E-commerce Logistics Service Quality on Home Delivery during the Pandemic: SEM Approach to Customer Satisfaction and Loyalty –  
*Mallieswari R, Niharika Mishra, Jeevitha R*
2. Impact of Customer Engagement in Social Commerce on Brand image and Brand Trust: A conceptual framework –  
*Lipsa Das & Dr. Kunja Sambashiva Rao*
3. Consumer Buying Behavior in Data-Driven Market –  
*Dr. Namita Rajput, Dr. Jyotsna, Utkarsh Verma*
4. Examining the product reviews and understanding the customer satisfaction of iPhone 14 using sentimental analysis-  
*Dr.R. Chitra & Mr. Mohamed Riyash.M*
5. Sustainability through Green, Social and Critical Marketing factors –  
*Prof. Sourav Choudhury & Dr.K.S. Lakshmi*

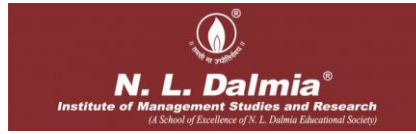


6. A Study of Consumer Awareness, Channel Preference and Brand Communication of ITC Master Chef - *Anshul Dhoundiyal & Dr. Baisakhi Mitra Mustaphi*
7. A Study of frauds in Online Money Transaction in Banking Sector –  
*Ms. Bhavna Yadav, Prof. (Dr.) Swami Prasad Saxena, Dr. Riyaz Ahmed Qureshi*
8. A Multivariate Analysis of Hypothetical Brand Extensions of Panasonic as a Corporate Brand using Multiple Linear Regression –  
*Ms. Surbhi Jhawar & Dr. Mangesh Kasbekar*
9. Communicative Value of Memes Driving Image Building for Brands-  
*Yukti Ahuja, Prerna Priya Sahejpreet Kaur*
10. A Study on the Factors Influencing the Usage of UPI Apps by Street Vendors –  
*Vickey Kumar Yadav & Ashok Prajapati*

The technical **Session 4** Finance track was chaired by Dr. Neelam Rani, Professor IIM Shillong and Co-chaired by Dr. Jyoti Nair, Professor from N.L. Dalmia Management Institute. There was total 8 papers for presentation on the Finance Track.

The student rapporteurs were Ms. Ridhi Bagari and Ms. Ms. Aishwarya Sakpal. And, following is a list of participants and the topic they presented:

1. Investing in the Age of Millennials and Gen-Z: A Comparative Analysis –  
*Yugandhara Patil & Dr. Rajeshree Gokhale*
2. Developing Trading Strategies for the Derivative Market –  
*Dr Suchismita Sengupta, Paresh Sawale and Sijo Joseph*
3. Personal financial planning during COVID-19 pandemic in India –  
*Dr. Deepika Saxena & Nihanshi Goyal*
4. Fuelling the growth engine- A journey toward sustainable development –  
*Dr Suchismita Sengupta, Pranjal and Sara*
5. Piotroski F-Score and Dupont Analysis of Milymist Dairy Food Pvt Ltd. and Hatsun Agro Pvt Ltd –  
*Visalatchi R & Dr.S. Johnsi*
6. Measuring Performance of Indian Banks: A CAMEL Model Approach –  
*Dr Suchismita Sengupta, Saurabh Tiwari, Aashi Maurya, and Sayandeo Kulkarni*
7. Exclusion to Inclusion – Empowering Indian communities through Banking and Digital initiatives –



Tarun Agarwal

8. Exploring the Possibilities: AI Applications in Aquaculture for Improved Production and Sustainability –

*Dr Suchismita Sengupta, Loretta Dbr*

The Valedictory Ceremony organised on 17<sup>h</sup> Feb. 2023 at 4:30- 5.30 pm with the brief of all the technical sessions of day one and day two. This was followed by taking feedback from few participants of the conference during zoom live valedictory session. The enthusiastic participants from India as well as overseas shared their feedback and key learnings from the conference. The valedictory ceremony ended after the vote of thanks given by the conference convenor Dr. Neeraj Gupta.