

Report on the 2nd South Asia Pacific Business Research Conference

Date: 4th-5th January 2025

Venue: NL Dalmia Institute of Management Studies

Conference Highlights:

1. The conference commenced with the **unveiling of the conference booklet** by Mr. Shailesh Dalmia, Mr. Mudit Dalmia, and Ms. Seema Saini.
2. **Day 1:** The **Dean of California State University-SB** addressed the audience, followed by **Day 2:** the address delivered by Dr. Ranjan Chaudhary (from Ecole de Management Léonard de Vinci, France), read on his behalf.
3. The conference hosted **faculty members** from diverse regions including the USA, France, Korea, Dubai, South Africa, Japan, and India. A special track was introduced for students to promote their research activities.
4. The **Inaugural Address** was delivered by Sri Sailesh Ji, followed by a **welcome speech** from Ms. Seema Saini, CEO. The **Keynote Speech** was presented by the Dean of CSU-SB on Day 1.
5. On **Day 1**, tracks were held on **General Management, Marketing, and Finance**, and on **Day 2**, a special **Student Track** was added.
6. **The Best Paper Awards were presented by Mr. Mudit Dalmia, Vice President, on Day 2.**
7. A total of **Rs. 96,000** was collected in registration fees.
8. Numerous participants shared **appreciation emails** and **recorded feedback**, by Sagar.
9. A few key highlights from the conference sessions include:
 - **Dr. Tomás Gómez-Arias**, Dean of the Jack H. Brown College of Business and Public Administration, presented insights on the **ethical and diversity considerations in Artificial Intelligence (AI)**.
 - **Dr. Ashish Thatte**, Associate Professor at the University of Gonzaga, USA /Dr Bhanot explored **regional variations in Gen Z's purchase intentions** related to beauty care brands.
 - **Prof. A. Katrodia**, from North West University, discussed the **influence of service quality on customer lifetime value** in South Africa's mobile telecommunications sector.
 - **Dr. Raghava Gundala**, from the University of Wisconsin-Parkside, and **Dr. R.K. Srivastava**, Emeritus Professor at N L Dalmia Institute, provided valuable insights into the **challenges of writing research papers**.
 - **Dr. Manimoy Paul**, Associate Professor of Business Analytics and Actuarial Science at Siena College, USA, presented on "**Evaluating Student Perceptions of AI and ChatGPT**," examining the academic, behavioral, and technological factors influencing societal concerns regarding AI technologies.

- A **panel discussion** on writing a literature review paper was held with **Dr. Justin Paul** (Professor of Marketing and International Business, University of Puerto Rico), **Dr. Ranjan Chaudhuri**, France and **Dr. R.K. Srivastava**, India .
- Eminent personalities like **Dr. Srinivasan R Iyengar** (JBIMS), **Dr. Rakesh Niraj** (USA), **Dr. Surjit** (Boston, USA), **Dr. M. Paul** (New York, USA), and **Dr. Raghava** (Wisconsin, USA) participated as chairpersons, along with Indian professors.

We would like to express our heartfelt thanks to the **management, faculty, and staff** for their unwavering support, which played a crucial role in making this program a success.

Thanks & Regards,

Dr. R. K. Srivastava

Emeritus Professor and Head of Research

NL Dalmia Institute of Management Studies and Research