



N. L. Dalmia[®] **Institute of Management Studies and Research**

(A School of Excellence of N. L. Dalmia Educational Society)

EVENT REPORT

N. L. Dalmia International Conference on Management (NLDICM-2022)

on

Rethinking Business Strategies to Drive Innovations and Business Values

(February 25-26, 2022)

N. L. Dalmia Institute of Management Studies and Research, Mumbai organized two days N. L. Dalmia International Conference on Management (NLDICM-2022) on “Rethinking Business Strategies to Drive Innovations and Business Values” on February 25-26, 2022. The conference was organized in hybrid mode.

The Inaugural Session of the conference was organized on 25th Feb. 2022 at 10:30 AM in the auditorium of the Institute.

The Inaugural ceremony was adorned by a galaxy of speakers from around the globe who regardless of being present in different time zones provided us with their most exquisite presence and addressed the gathering. The ceremony started by opening remarks given by the Director of the Institute Dr. M. A. Khan. Dr. Seema Saini, CEO of the institute explained about the N. L. Dalmia Education Society and about the Management Institute and various achievements. The Chief Guest of the ceremony was Mr. P. Udaya Kumar, Director, National Small Industries Corporation (NSIC) from Mumbai. He highlighted the various innovative strategy taken by NSIC for promoting the various small industries. He also shared the various achievements of NSIC during the covid time. He further explained that during the covid time period many start-ups of India have achieved the level of unicorns. The guest of honour of the session was Mr. Sunil Zode, Chairman, Indian Chamber of Commerce of Affirmative Action (ICCAA), Mumbai. He throws the light on the various schemes related to start-ups run by Govt. of India in collaboration with ICCAA. The Keynote Speaker of the session was Dr. Erdogan H. Ekiz, Dean of Faculty and Professor, TEAM University, Tashkent. He explained the various rethinking strategies and innovative practices

of the tourism industry adopted in Tashkent, Uzbekistan. The Master of the ceremony was Dr. Khushboo Vora and vote of thanks was proposed by Dr. Baishakhi Mitra. During the ceremony e-book with ISBN published by Excel India Publisher, New Delhi was unveiled by all the dignitaries. This e-book compiled the summary of 70 research abstracts which are received for the conference.

All the faculty members, staff members, and 55 students were physically presented at the conference. Whereas all the registered delegates have attended the inaugural ceremony live on the zoom platform. All other students have attended the inaugural ceremony through livestreaming on YouTube. The inaugural ceremony finally ended at 1 PM leaving everybody smiling with unforgettable experiences and memories gathered unconditionally. Further part of the conference was starting of the technical session.

The technical session “Best Ph.D. Thesis Presentation Contest” (Track- 01) was organized on 25th Feb. 2022 and started at 02:00 pm. Session chairs and judges were Dr. R.K. Srivastava, Professor and HOD, Government of Maharashtra’s Sydenham Institute of Management Studies and Dr. Supriti Mishra, Professor, International Management Institute, Bhubaneswar. Dr. Sachin Mittal, Associate Professor, N. L. Dalmia Institute of Management Studies and Research, Mumbai were faculty coordinators of the session whereas, the student rapporteurs were Ms. Riya Pandit and Ms. Raveena. Candidates of the contest belonging to different fields of management studies have made a presentation on their Ph.D. work. Each candidate has allotted a time frame of 20 minutes for the presentation. Questions asked and queries raised by the judges and other participants were handled by the candidates after their presentation. Session chairs and judges have critically evaluated the participant’s work and gave suggestions and recommendations to all the participants that they can incorporate in future research work. Total 6 shortlisted candidates were invited for the final presentation and appeared in the presentation. Topics of best Ph.D. presentations were financial performance and its impact on market capitalization and shareholder’s wealth, financial performance of selected disinvested public sector undertakings in India, experiences of family caregivers of older people in India, personal financial planning –a study of households of tier-I and tier-II cities in India, the impact of HR strategies on the effectiveness of organizational development and effect of attitude towards entrepreneurship. It was a successful event managed by reporters and faculty coordinators. The best Ph.D. award was

conferred to Dr. Nachiket Bhate and her Title of Ph.D. Was related to personal financial planning. Award was declared in the valedictory ceremony of the conference and the session was ended by 6:30 PM.

The technical session 2 (Track-2; Finance-I) on Financial Strategies to Drive Innovations and Business Values was organized on 26th Feb. 2022 at 9:30- 01:00 pm. Session chairs and judges were Dr. Niranjan Shastri, NMIMS Indore, and Dr. Tarun Agarwal, Professor, N.L. Dalmia Institute of Management

Studies and Research, Mumbai. student rapporteurs were Ms. Rachna Walawalkar and Mr. Dhanya Dhruv. Total 7 research papers were presented in the session. The research work from various fields including NPA and education loan, performance indicators in the banking sector, cryptocurrency (digital currency) and trust, covid impact on rural economy, microfinance, and self-help groups were discussed during the session. The best paper award of the track was conferred to Mr. Krunal Patel. His research paper title was A nexus between government spending, credit to private sector and economic growth of India: A time-series analysis. The session ended with the vote of thanks proposed by Dr. Tarun Agarwal.

The technical session 3 (Track-3; Finance-II) on Financial Strategies to Drive Innovations and Business Values was also parallelly organized on 26th Feb. 2022 at 9:30- 01:00 pm. Session chairs and judges were Dr. Smita Shukla, Director, Alkesh Dinesh Mody Institute for Financial & Management Studies, Mumbai University, and Dr. Jyoti Nair, Professor, N.L. Dalmia Institute of Management Studies and Research, Mumbai. Dr. Vimmy Bajaj was the faculty coordinator of the session and student rapporteurs were Mr. Kavish and Ms. Muskan. Total 8 research papers were presented in the session. Some of the research papers related to green stock portfolios, financial analysis of FMCG companies, financing preferences of MSME enterprises, the capital structure of PSUs in India, foreign direct investment in renewable energy, the capital structure of the pharmaceutical industry were presented and discussed during the session. Ms. Kirti and Neha Seth were the winners of the best paper award of the track. Their research title was evaluation of green stock portfolios: A study of Indian market. The session ended with a vote of thanks proposed by Ms. Vimmy Bajaj.

The technical session 4 (Track-4; Marketing) on Marketing Strategies to Drive Innovations and Business Values was organized on 26th Feb. 2022 at 9:30- 01:00 pm. Session chairs and judges were Dr. Srinivasan Iyenger, Director, JBIMS, Mumba and Dr. Joyeeta Chatterjee, Professor, N.L. Dalmia Institute of Management Studies and Research, Mumbai. Student rapporteurs were Ms. Akanksha Rawat and Ms. Sanika Itagi. Total 11 research papers were presented in the session. Some of the research papers CRM in the telecommunication industry, creative advertising impact on social media, digital marketing: tools and techniques, innovative strategies to increase the performance of SMEs, the impact of the covid-19 pandemic on consumer behavior were presented and discussed during the session. The best paper of the track was modelling of creative advertising impact on social media members' acceptance of sports accessories authored by Mallieswari R and, Debolina Gupta. The session ended with a vote of thanks proposed by the student rapporteurs.

The technical session 5 (Track-5; HRM) on HR Strategies to Drive Innovations and Business Values was organized on 26th Feb. 2022 at 9:30- 01:00 pm. Session chairs and judges were Dr. Sumi Jha, Professor, NITIE, Mumbai, and Dr. Chandra Kant Varma, Associate Professor, N.L. Dalmia Institute of Management Studies and Research, Mumbai. Student rapporteurs were Aditi Pawar and Namrata. Total 10 research papers were presented in the session. Some of the topics presented in the session were the role and process of talent acquisition, the effect of organizational culture on employee motivation, employee retention and training in the banking sector, frugal innovation and role of HRM, and performance appraisal system on motivation. The best paper of the track was indicators of student learning during COVID 19 authored by Indira Sharma et al. the session ended with a vote of thanks proposed by Dr. Chandra Kant Varma.

The last technical session (Track-6; General Management) on General Management Strategies to Drive Innovations and Business Values was organized on 26th Feb. 2022 at 9:30- 01:00 pm. Session chairs and judges were Dr. Sripad Kulkarni from IMT Nagpur and Dr. Vaishali Kulkarni, Associate Professor, N.L. Dalmia Institute of Management Studies and Research, Mumbai. Student rapporteurs were Ms. Shivani Banpurkar and Mr. Anirban Sharma. A total of 10 research papers were presented in the session. E-commerce sector in India, corporate social responsibility and sustainability of corporate performance, board meeting and firm performance, digitalization of Indian MSMEs, waste management practices in small and medium enterprises, start-up business

problems and challenges, participatory governance in Jammu & Kashmir: corporate social responsibility in Srinagar smart city mission were some topics that were presented and discussed during the session. The best paper of the track award was conferred to Ms. Minati Sahoo of IIT, Kharagpur. Her topic was board meeting, promoter CEO and firm performance: evidence from India. Vote of thanks proposed by Dr. Vaishali Kulkarni to the external session chair and all the participants and delegates.

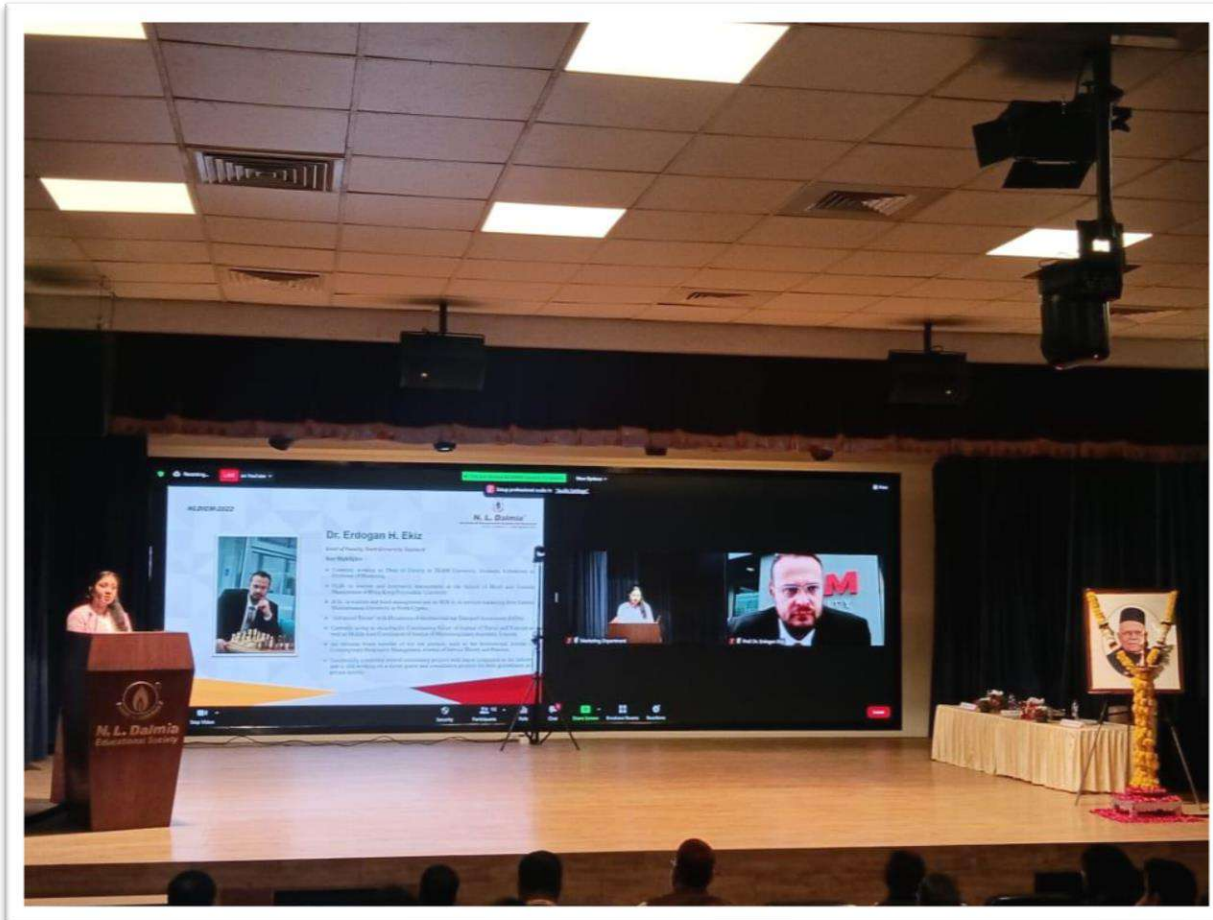
The Valedictory Ceremony was organized on 26th Feb. 2022 at 3:30- 4.30 pm with the brief of all the technical sessions of day one and day two, the technical sessions report was shared by Dr. Sachin K. Mittal. He shared that more than 80 research papers were received from national and international participants. Total 71 papers were shortlisted for the presentations in 6 different tracks and a total of 52 research papers were presented during the conference in 6 different tracks. He also shared those papers were received from all the major states of India like Jammu and Kashmir, Rajasthan, Gujrat, Madhya Pradesh, Maharashtra, Telangana, Tamil Nadu, UP, and Karnataka. He further shared that this conference was unique in many terms like true E-Conference (E-Brochure, E-Presentation, E-Publication) and truly International Conference. He also shared that the institute has not charged any registration fees from the participants and followed a proper review process with a plagiarism check of all the shortlisted papers. Few selected papers will be published in Scopus indexed journal and institute journal 'Innovision'. This was followed by taking feedback from a few participants of the conference during the zoom live valedictory session. The enthusiastic participants from India as well as overseas shared their feedback and key learnings from the conference. After the feedback the session, there was an address of keynote Speaker of the Valedictory session, Dr. Konstantin B. Kostin, Professor, St Petersburg State University of Economics, Russia. In his address, he shared his views on "Digital transformation of international corporations". The address of the Keynote Speaker followed by the results of session-wise winners under best Paper presentation in different tracks and best Ph.D. award was declared by the CEO Dr. Seema Saini and Director Dr. M. A. Khan. The valedictory ceremony ended after the vote of thanks given by the conference convenor Dr. Neeraj Gupta. The Master of the ceremony was Dr. Khushboo Vora

Report prepared by

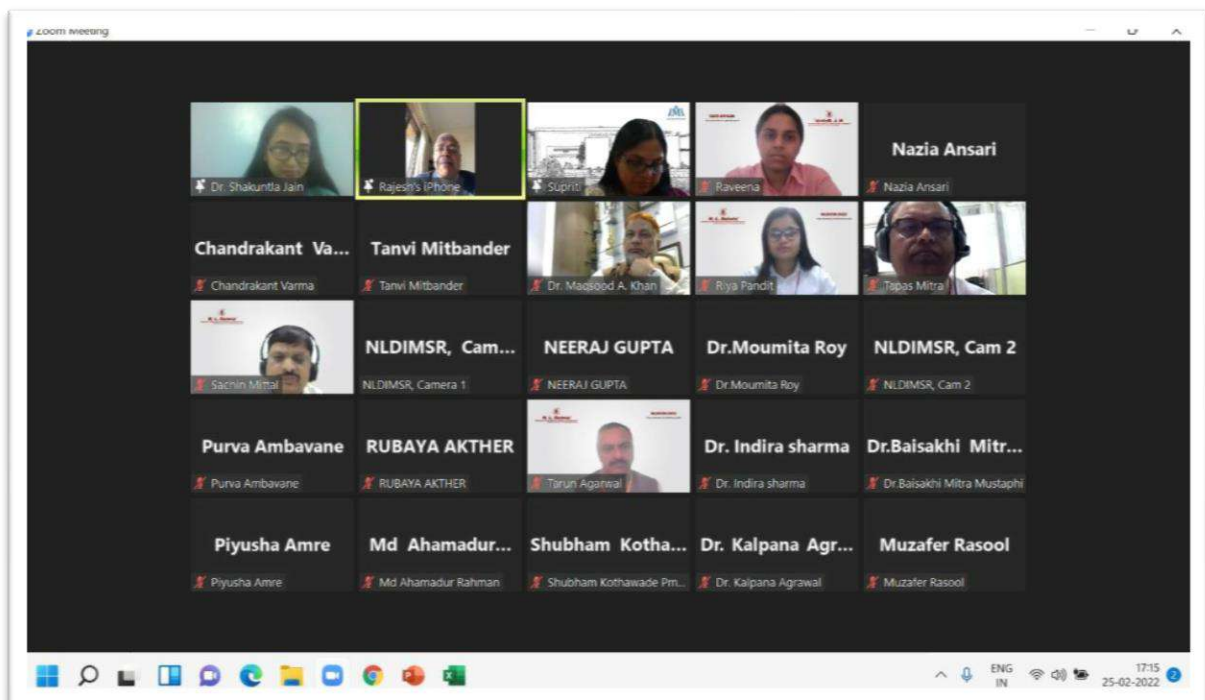
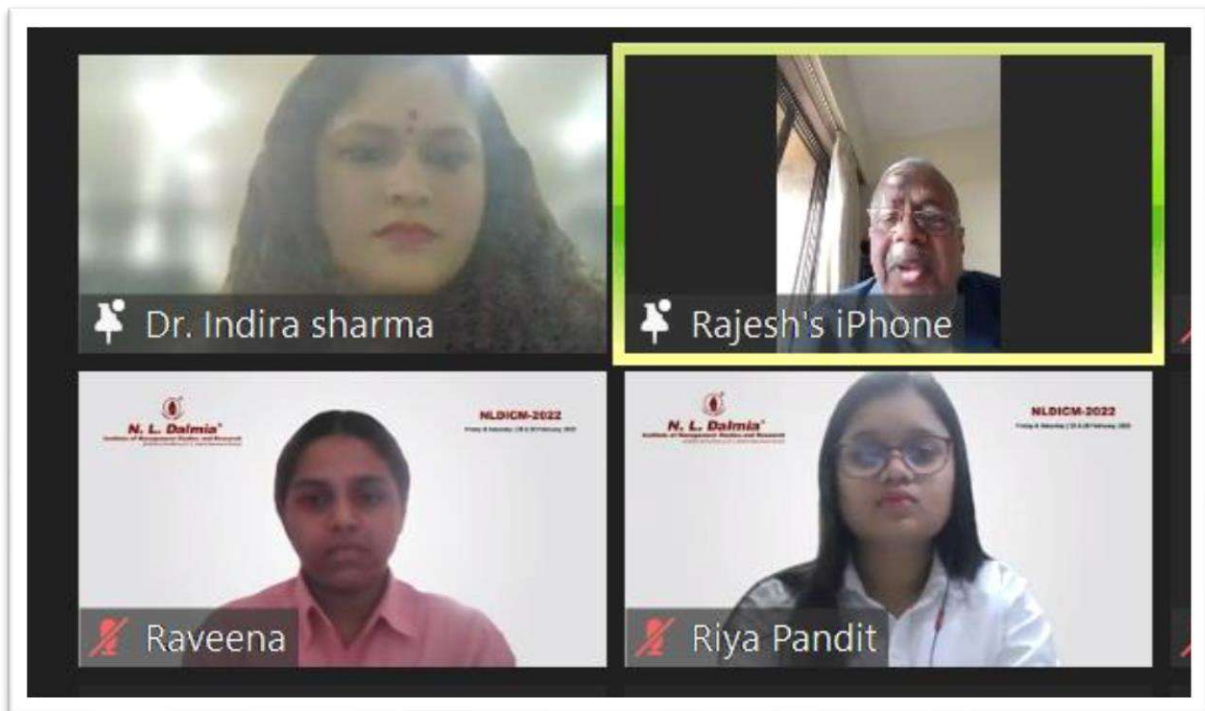
Dr. Neeraj Gupta and Dr. Sachin K. Mittal

Inaugural Ceremony 25th Feb. 2022 (10:30 AM to 1: 00 PM)

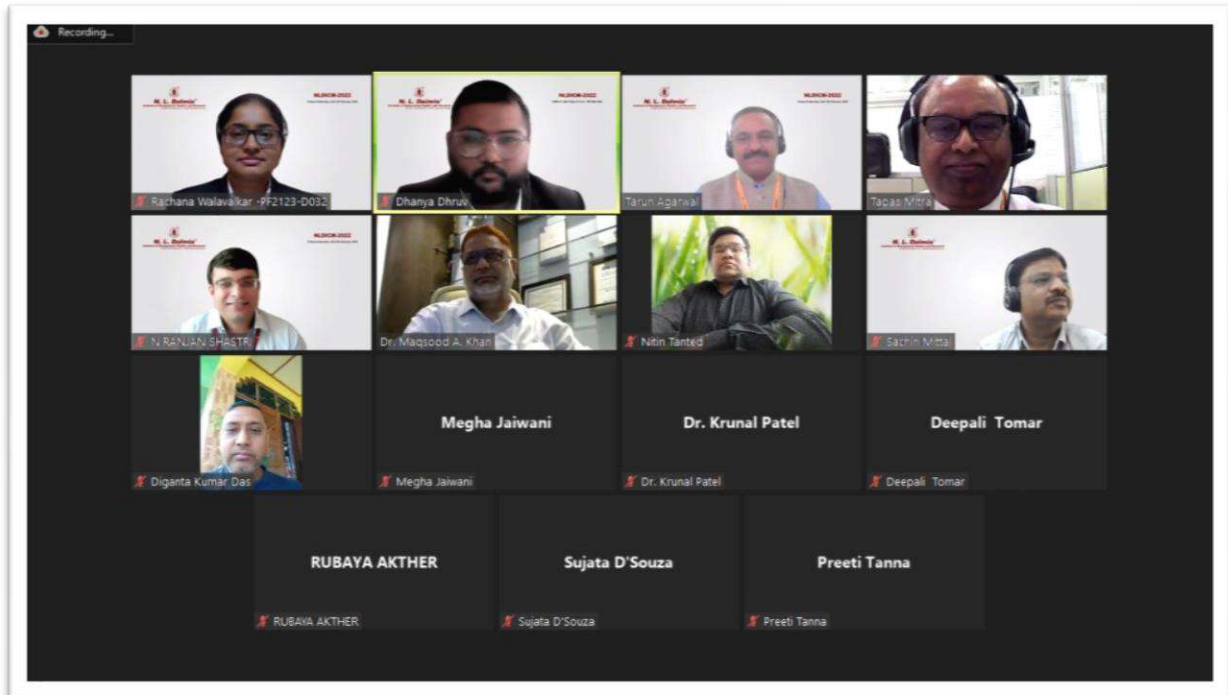




Track 1 (Best Ph.D. Session) 25th Feb. 2022 (2:00 PM to 6:30 PM)



Track 2 (Finance-I) 26th Feb. 2022 (9.30 PM to 1:30 PM)



A screenshot of a Zoom meeting showing a presentation slide titled "Outline". The slide has a teal header with the word "Outline" in white. Below the header, there is a list of five items, each preceded by a teal circle:

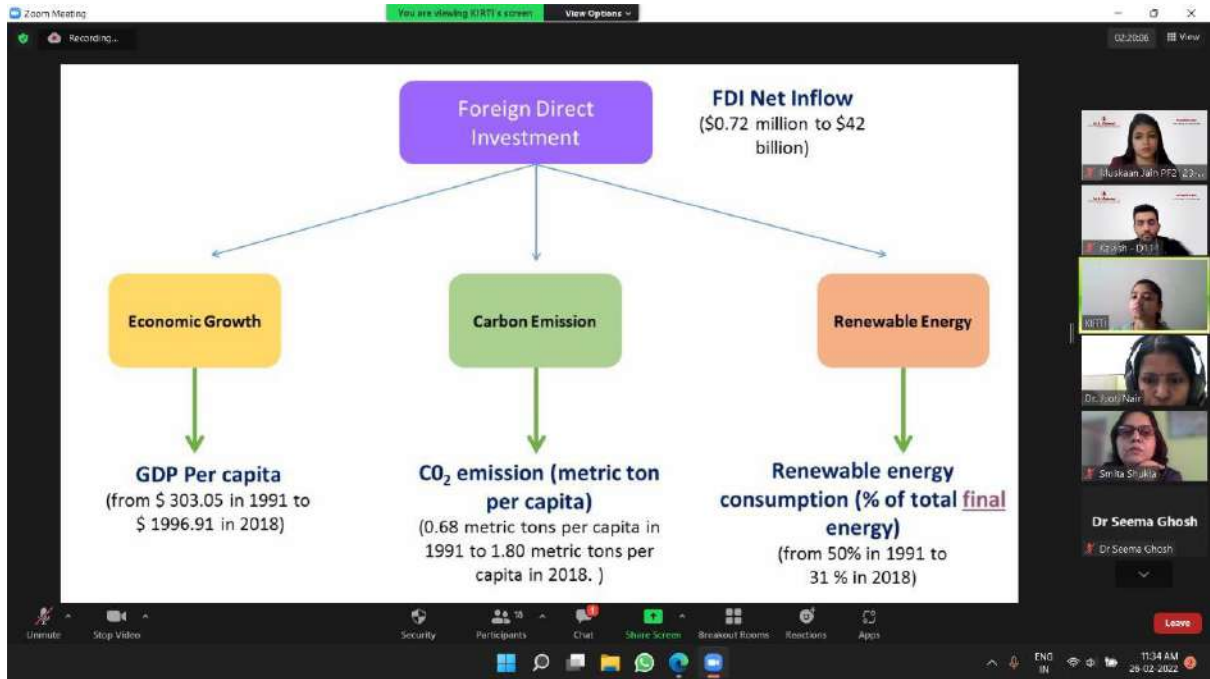
- Introduction
- Literature Review
- Research Methodology
- Findings and Conclusions
- References

At the bottom of the slide, it says "Dr. Krunal Patel SRIMCA-MBA, UKA TARSADIA UNIVERSITY". On the right side of the slide, there is a vertical stack of three video feeds. The top two feeds show participants Dhanya Dhrwad and Tarun Agarwal. The bottom feed shows participant Rachana Walavalkar. Below the video feeds, there is a name card for Dr. Krunal Patel.

Track 3 (Finance-2) 26th Feb. 2022 (9.30 PM to 1:30 PM)

The screenshot shows a Zoom meeting window with a presentation slide. The slide has a white background with a geometric pattern of triangles in shades of gray. The text on the slide is centered and reads: **Financial Strategies to Drive Innovations and Business Values** in black, and **Friday, 26th February 2022** in orange. The Zoom interface includes a top bar with 'Zoom Meeting', 'Recording...', and 'View Options'. A vertical sidebar on the right shows a list of participants with their video thumbnails. The bottom toolbar contains icons for 'Unmute', 'Stop Video', 'Security', 'Participants', 'Chat', 'Share Screen', 'Breakout Rooms', 'Reactions', and 'Apps'. The system tray at the bottom shows the time as 09:59 AM on 26-02-2022.

The screenshot shows a Zoom meeting window in gallery view. The participants are arranged in a grid. The top row shows five participants: Dr. Chitra Gounder, Dr. Chitra Gounder, Dr. Chitra Gounder, Dr. Chitra Gounder, and Dr. Chitra Gounder. The second row shows Chitsimran, KIRTI, Neha Seth, Kanika Dhingra, and Dr. Seema Ghosh. The third row shows Surendra Verma and Raghav. The Zoom interface includes a top bar with 'Zoom Meeting', 'Recording...', and 'View Options'. The bottom toolbar contains icons for 'Unmute', 'Stop Video', 'Security', 'Participants', 'Chat', 'Share Screen', 'Breakout Rooms', 'Reactions', and 'Apps'. The system tray at the bottom shows the time as 10:00 AM on 26-02-2022.



Zoom Meeting | You are viewing Presenter's screen | View Options

Recording...

Participants:

- Muskaan Jain PF2 (23-02-2022)
- Rishabh Dhillon
- Smriti Shukla
- Dr. Jyoti Nair
- Chitbaran
- Dr Seema Ghosh
- Vimmy Bajaj
- Dr Chitra Gounder
- mansi yadav
- Presenter
- NEERAJ GUPTA
- Dr.Moumita Roy
- Mansi Yadav
- Aditya Khalapure
- Raghav

Token of Appreciation: Issued to KIRTI for the presentation.

Zoom Meeting controls: Mute, Stop Video, Security, Participants (17), Chat, Share Screen, Breakout Rooms, Reactions, Apps, Leave. Time: 11:40 AM, 29-02-2022.

Track 4 (Marketing) 26th Feb. 2022 (9.30 PM to 1:30 PM)

The screenshot shows a Zoom meeting interface. The main window displays a PowerPoint slide titled "CONCLUSION". The slide text reads: "In the current Digital environment where content is the key and customer is constantly looking for something new, the pressure is very much on organisations to offer new and unique experiences regularly to their customers. The various tools in Digital Marketing provides offers to fully understand and customise personal experiences to their customers. Today every small and big company has a digital presence and a good part of their promotional investments are made on digital Marketing. It is very important for companies to accurately determine DM Metrics to assess if they are appropriately achieving organisational goals or not. The current paper determines the key tools that companies should pay attention to, in order to measure their Digital Marketing actions. Knowing the various tools and the various metrics involved will help companies in decision making process. These tools will help to justify the marketing expenses done by companies. The wide variety of metrics and indicators can be used to measure the efficiency and effectiveness of Digital Marketing techniques". The Zoom interface includes a top bar with "Recording..." and "You are viewing Pooja Tripathi's screen", a right-hand panel with video thumbnails for Pooja Tripathi, Dr. Jayshree Chatterjee, and B.MC, and a bottom toolbar with options like "Share Screen", "Breakout Rooms", and "End".

The screenshot shows a Zoom meeting interface. The main window displays a PowerPoint slide titled "Impact of demographics on usage of technology-based payment among retail store owners and consumers - In emerging markets." The slide includes an abstract: "The study compares the acceptance of technology-based payment among Mom-and-Pop retail (small retailers) owners, and consumers; patronising of the same, as technology-based payment is still a problem area in emerging markets. It is a primary research. Four hundred and eight participants in the consumer category, and two hundred and twenty participants in the retail category participated in this study. Random selection procedure was involved based on list of participants who give their consent. Perceived benefits will increase adoption at both the Mom-and-Pop store owner and consumer levels; however, younger consumers and owners are more willing to experiment with different modes of digital payments than older ones. The results of the study can help mobile payment companies understand factors that are relevant to increasing adoption of technology in the context of merchants and consumers of different age groups. By combining the theory of diffusion of innovations (Roger, 2005) and the rational choice theory (Allingham, 2002), Rational-Adoption theory (R-A theory) is used to conduct the comparative study of digital adoption mode of payment among owners and consumers." The Zoom interface includes a top bar with "Recording..." and "You are viewing Pooja Tripathi's screen", a right-hand panel with a video thumbnail for Rajesh Srivastava, and a bottom toolbar with options like "Share Screen", "Breakout Rooms", and "End".

Track 5 (HRM) 26th Feb. 2022 (9.30 PM to 1:30 PM)

The screenshot shows a Zoom meeting interface. The main content is a slide titled "Research Methodology" with the following bullet points:

- **The study:** It is causal in nature with survey being used as a method to complete the study.
- **Population:** All the students of professional colleges (Management) of Gwalior region.
- **Sampling Element:** Individual students.
- **Sampling Size:** 153
- **Tools for Data Collection:** The standardized questionnaire of emotional resilience by Smith et.al. (2008), Family Support scale by Uddine et al., (2019), P. & Finchan, F. D. (2004) Scale for Learning were used to collect data, where 1 stood for minimum agreement and 7 stood for maximum agreement.
- **Tools used for Data analysis:** Reliability was tested using Cronbach's alpha to check whether data items in the questionnaires are reliable or not.
- Regression test was applied to measure the impact of emotional resilience and family support on learning.

The Zoom interface includes a top bar with "Zoom Meeting", "You are viewing Dr. Indira sharma's screen", and "View Options". A "Recording" indicator is visible in the top left. The bottom toolbar shows "Unmute", "Stop Video", "Security", "Participants" (22), "Chat", "Share Screen", "Breakout Rooms", "Reactions", and "Leave". The system tray at the bottom shows the Windows taskbar, network status, and the time "10:38 AM 26-02-2022".

Track 6 (General Management) 26th Feb. 2022 (9.30 PM to 1:30 PM)

The screenshot shows a Zoom meeting interface. The main content is a slide with the following text:

4. Ruvio et al. (2010) the operating profit in the profit and non-profit organizations in the process of initiatives have explored the role of entrepreneurial leadership vision. The results of the study showed that there are significant differences in terms of vision in any attempt to process. Differences between enterprise performances with intervention strategies have been identified from relations in the context of vision.

5. Bagheri and Pihje (2018) have attempted to describe entrepreneurial learning processes that contribute to the learning and development of entrepreneurial leadership in university students. Fourteen undergraduate students were selected as participants. Analysis of data obtained as a result of semi-structured interviews showed entrepreneurial leadership learning diversity among students. In addition, social interaction, observation and reflection have emerged as processes that have significantly contributed to the learning of entrepreneurial leadership of students.

6. Karcioglu and Yucel (2017) they have tried to determine what level of entrepreneurial leadership characteristics of family business manager with more than 10 employees depending on the Erzurum Chamber of Commerce. As a result of family business leadership skills of managers of entrepreneurial level does not adapt to present conditions.

7. According to Zijlstra (2014, p.13), entrepreneurial leadership is an emerging issue and the amount of articles on entrepreneurial leadership is increasing day by day.

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The Zoom interface includes a top bar with "Zoom Meeting", "You are viewing Dr. Indira sharma's screen", and "View Options". A "Recording" indicator is visible in the top left. The bottom toolbar shows "Unmute", "Stop Video", "Security", "Participants" (22), "Chat", "Share Screen", "Breakout Rooms", "Reactions", and "Leave". The system tray at the bottom shows the Windows taskbar, network status, and the time "10:38 AM 26-02-2022".

Valedictory Ceremony 26th Feb. 2022 (9.30 PM to 1:30 PM)

