



# NATIONAL CONFERENCE ON DISRUPTIVE TECHNOLOGIES AND BUSINESS RESILIENCE

## Schedule of Presentation: Day 1

Date: 30<sup>th</sup> January 2026

### Track 1 : Governance, ESG, Green Finance and Sustainable Development

#### Session 1

Time : 2:00 – 3:15 PM

S.No.	Paper Title	Author(s)
1	Quality of Governance and Development: A State-Level Analysis for India	Dr. Simran Sethi
2	Impact of ESG on The Firms' Dividend Policy: A Study Based on The Global Hospitality Sector	Prachi Jain Dr. Priya Malhotra
3	Analysing Key Drivers of Green Finance in Technology-driven Era: A Dematel Approach	Srabani Paul Grover
4	Green Finance Taxonomies of Developed and Emerging Market Economies: A Comparative Approach	Kanupriya Madan Dr. Nazish Rahat

#### Session 2

Time : 3:15 – 4:30 PM

S.No.	Paper Title	Author(s)
1	The Conscious Turn: Experimental Insights on How ESG Awareness Affects Investor Preference	Ms. Muskan Gupta and Prof. Amisha Gupta
2	Exploring the ESG-Firm performance Nexus in the Energy Sector: Insights from Bibliometric study using SPAR-4-SLR Protocol	Chanchal Kushwaha Dr. Krishnendu Ghosh
3	Sustainable Competitive Advantage in Indian Aviation: ESG Strategies across Airline Business Models	Jyoti Bansal
4	Transparency matters: Does ESG Disclosure improve Market Efficiency by reducing the Information Gaps?	Rajat Rakshit and Dr. Preeti Roy

### Track 2 : AI, Work and Organisational Resilience

#### Session 1

Time : 2:00 – 3:15 PM

S.No.	Paper Title	Author(s)
1	AI-Assisted Performance Management for Databases	Yugank Srivastava
2	AI Gatekeeping and Digital Fairness: Ethical Challenges in the Era of Generative AI	Dr. Arushi Dr. Sonali Dr. Varun
3	Between Algorithmic Care and Harm: Ethical Frontiers of AI in Mental Health	Pallabi Priyaadarshini Dr. Vibhuti Gupta
4	A New AI Era in Cloud Computing: Reevaluating Cloud Strategy via Repatriation	Rajesh Kumar Sah



## Session 2

**Time : 3:15 – 4:30 PM**

S.No.	Paper Title	Author(s)
1	Redefining Advantage: A Bourdieusian Analysis of Capital and Habitus in the AI-Enabled Corporate Field	Aryan Varshney
2	The Perfect Handshake: Where AI Meets Human Intelligence in Urban Mobility	Raghav Bharadwaj
3	Algorithmic Allies: A Roadmap for HR Managers to Ethically and Effectively Leverage AI in Gig Worker Management	Akhya Dubey
4	Job Crafting Unplugged: Exploration of Influence, Collaboration, and Emerging Frontiers	Latika Bajetha
5	HR as a Change Architect in the Age of Disruption: A Conceptual Framework Linking HR Leadership, Workforce Agility, and Organizational Resilience	Dr. Kavita Singh Komal Yaditi Singh

## Plenary Session I

**Time: 11:30 AM – 1:00 PM**



## **Schedule of Presentation: Day 2**

Date: 31<sup>th</sup> January 2026

### **Track 3 : Marketing, Metaverse and Consumer Behaviour in the Age of Disruption**

#### **Session 1**

**Time : 11:00 – 12:15 PM**

<b>S.No.</b>	<b>Paper Title</b>	<b>Author(s)</b>
1	Exploring How Chatbots' Perceived Usefulness, Coolness, and PoIntention: The Moderator Role of Anthropomorphic Design Features	Anshu Dr. Vikas Kumar
2	Tapping to Transact: The Behavioral Shift Driven by Mobile Banking	Arun Kumar, Prof Sunil Kumar, Prof Rashmi Bansal
3	The Persuasive Angle: How the Way a Product Faces You Matters	Raveena Gupta Prof Harsh Verma
4	Neuromarketing and the Mind of the Consumer: Insights into Decision-Making	Dr. Aayushi Jain Dr. Pawan Kumar Dr. Kamaljit Singh

#### **Session 2**

**Time : 12:15 – 1:30 PM**

<b>S.No.</b>	<b>Paper Title</b>	<b>Author(s)</b>
1	Purposeful Narratives in the Age of Disruption: Storytelling as a Strategy for Brand Resilience	Kavya Morya Dr. Shikha Mittal Shrivastav
2	AI Driven Hyper-personalization In Marketing: From Convenience to Concern	Dr. Deepti Gupta Hema Sharma
3	Navigating Marketing Disruption: Leveraging Metaverse Personalization for Enhanced Customer Experience and Brand Resilience	Gaganjeet Singh Prof. Anupam Narula
4	Millennial vs. Gen Z Women Investors: A Neuro-finance based study of Cognitive and Emotional Drivers of Financial Decision-Making	Deepshikha Bisht Rashi Makhija

### **Track 4 : Digital Intelligence, Governance, and Market Efficiency**

#### **Session 1**

**Time : 11:00 – 12:15 PM**

<b>S.No.</b>	<b>Paper Title</b>	<b>Author(s)</b>
1	Measuring the Impact of CEO Humility and Strategic Acumen on M&A Success and Long-Term Value Creation	Manya Thukral
2	AI-Enabled Diabetes Care: Integrating Technology for Value-Based Chronic Disease Management	Sharuq N A
3	Orchestrating Cognitive Resilience: A Multi-Tier Agentic AI Framework for Throughput Optimization in the Eastern Dedicated Freight Corridor	Rishabh Sahu
4	Analysing the Effectiveness of Emotional Branding on Digital Wallets and Fintech Applications	Mehak Gupta



## Session 2

**Time :12:15 – 1:30 PM**

S.No.	Paper Title	Author(s)
1	Modelling the challenges of AI in fintech entrepreneurship	Mr Arnav Singh Dr. Charu Shri Ms Meenal Munjal
2	Modelling Investors and Experience with Robo-Advisors: A Hybrid Approach	Komal Jangid Dr. Ritika
3	Leveraging Big Data Analytics to Predict Financial Resilience in the FinTech Era	Ankana Rana Ankita Tilak Dr. Preeti Roy
4	FinTech Adoption and Bank Stability: Evidence from Indian Banks	Dr.Naina Grover Dr Priti Aggarwal

## Plenary Session II

**Time: 9:00 – 10:30 AM**