



## Track Schedule

International Conference on Emerging Technologies, Business & Society (ICETBS - 2024)

**4<sup>th</sup> December 2024 (02:00 PM to 04:00 PM)**

Presenting time: **PPT- 8 minutes; Q&A- 2 minutes**

<b>TRACK – I (Virtual)</b>	
<b>Venue: Board Room (MSRIM)</b>	
Session Chairs : <b>Prof. Gour Saha, Prof. Ranjith PV and Dr. Bikash Ranjan Debata.</b>	
Rapporteur: <b>Dr. Gifty Malhotra</b>	
Student Volunteers: <b>Sriram R &amp; Rahul Agarwal</b>	
Online video link: <a href="https://msrim-org.zoom.us/j/92959675624?pwd=Z9atQ34U5m3DfuBySPzbJ29cZbmry3.1">https://msrim-org.zoom.us/j/92959675624?pwd=Z9atQ34U5m3DfuBySPzbJ29cZbmry3.1</a>	

	<b>Time</b>	<b>Submission ID</b>	<b>Paper Details</b>
1	02:00 PM - 02:10 PM	MSRIM0003	<i>Impact of Digitalization on the Sustainable Development of Self-Help Group: Opportunities and Challenges</i> Nileema Pradhan <sup>1</sup> <sup>1</sup> Sambalpur University
2	02:10 PM - 02:20 PM	MSRIM0005	<i>Forecasting India's GDP Growth Using Sectoral Data: A Comparative Study of Statistical Models and Machine Learning Approaches</i> Gayatri Sah <sup>1</sup> , Swet Chandan <sup>2</sup> <sup>1</sup> M. S. Ramaiah University of Applied Sciences, <sup>2</sup> M. S. Ramaiah University of Applied Sciences
3	02:20 PM - 02:30 PM	MSRIM0010	<i>A Study of AI in Banking: Enhancing Customer Experience in Top 5 Private Banks</i> Srikar Polepalli <sup>1</sup> , Chandrakala D P <sup>2</sup> <sup>1</sup> M S Ramaiah University of Applied sciences, <sup>2</sup> M S Ramaiah University of Applied Sciences
4	02:30 PM - 02:40 PM	MSRIM0011	<i>Knowledge Management and Technology as Drivers to Sustainability in The Education Sector</i> Shampa Das <sup>1</sup> <sup>1</sup> St Xavier's University
5	02:40 PM - 03:00 PM	MSRIM0018	<i>Effectiveness of Make in India Campaign on Entrepreneurial Development</i> Anjinappa G <sup>1</sup> , Manjunath K R <sup>2</sup> <sup>1</sup> IMSR, Kuvempu University, <sup>2</sup> IMSR, Kuvempu University
6	02:50 PM - 03:00 PM	MSRIM0020	<i>Environmental Dynamic Strategies in Small Scale ITES Industry in Trivandrum</i> Divya D S Rajan <sup>1</sup> <sup>1</sup> St.Xaviers Catholic College of Engineering



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7	03:00 PM - 03:10 PM	MSRIM0027	<b><i>Startups and Entrepreneurship Programme: Self Employment and Economic Empowerment in India</i></b> Gurwinder Kaur <sup>1</sup> <sup>1</sup> Panjab University Chandigarh
8	03:10 PM - 03:20 PM	MSRIM0028	<b><i>IoT and Data Science Transformations in Healthcare: Driving Innovation for Improved Patient Care</i></b> Raja Rajendran <sup>1</sup> , Yavana Rani Subramanian <sup>2</sup> <sup>1</sup> CMS Business School, <sup>2</sup> CMS Business School
9	03:20 PM - 03:30 PM	MSRIM0030	<b><i>The Digital Transformation of Organised Retail : Integration of Technology Advancements and Adoption's Impact on Societal Dynamics for Sustainable Growth and Development</i></b> Anand P G <sup>1</sup> , Manjunath KR <sup>2</sup> <sup>1</sup> Institute of Management Studies and Research Kuvempu University, <sup>2</sup> Institute of Management Studies and Research, Kuvempu University.
10	03:30 PM - 03:40 PM	MSRIM0055	<b><i>Balancing Act: Pricing and Promoting Sustainable Products In an Eco-Conscious Market</i></b> Vrinda Shinkre <sup>1</sup> , Shaji Joseph <sup>2</sup> <sup>1</sup> Symbiosis International Deemed University, <sup>2</sup> Symbiosis Centre for Information Technology
11	03:40 PM - 03:50 PM	MSRIM0015	<b><i>Optimizing Crop Yield: By Reducing Soil Erosion With Soil pH Monitoring App</i></b> Nayantara Varadharajan <sup>1</sup> , Pooja Kenchetty <sup>2</sup> , Kanduboda P.B <sup>3</sup> <sup>1</sup> Amrita Vishwa Vidyapeetham, <sup>2</sup> Amrita Vishwa Vidyapeetham, <sup>3</sup> Ritsumeikan University



## Track Schedule

International Conference on Emerging Technologies, Business & Society (ICETBS - 2024)

**4<sup>th</sup> December 2024 (02:00 PM to 04.00 PM)**

Presenting time: **PPT-8 minutes; Q&A-2 minutes**

<b>TRACK – II (Offline)</b> <b>Venue: ESB Auditorium</b>
Session Chairs: <b>Dr. Semila Fernandes and Dr. Triveni P</b>
Rapporteur: <b>Eesha Dwivedi</b>
Student Volunteers: <b>Ila Arasu, M K Ruchi Samnani and Vignesh G</b>

	<b>Time</b>	<b>Submission ID</b>	<b>Paper Details</b>
1	02:00 PM - 02:10 PM	MSRIM0007	<b><i>Determinants of Profitability for Public Sector Banks in India</i></b> Darshan T R <sup>1</sup> , Sushma B S <sup>2</sup> <sup>1</sup> M. S. Ramaiah University of Applied Sciences, <sup>2</sup> M. S. Ramaiah University of Applied Sciences
2	02:10 PM - 02:20 PM	MSRIM0023	<b><i>Exploratory Study on Challenges Faced by Deeptech Startups in Accessing the Funds</i></b> Ronika N <sup>1</sup> , Usha J C <sup>2</sup> <sup>1</sup> M S. Ramaiah University of Applied Science, <sup>2</sup> M S. Ramaiah University of Applied Science
3	02:20 PM - 02:30 PM	MSRIM0026	<b><i>An Analysis of Key Drivers Shaping Valuation and Financial Performance in the Indian IT Sector</i></b> Vandana S P <sup>1</sup> , Uday Kumar Jagannathan <sup>2</sup> <sup>1</sup> M S Ramaiah University of Applied Sciences, <sup>2</sup> M S Ramaiah University of Applied Sciences
4	02:30 PM - 02:40 PM	MSRIM0033	<b><i>Unveiling the Attitude Towards Greenwashing: A Comparative Study of India and Iran</i></b> Ali Bromideh <sup>1</sup> , Ranjith P V <sup>2</sup> , Manish Srivastava <sup>3</sup> <sup>1</sup> Tehran University, <sup>2</sup> M S Ramaiah Institute of Management, <sup>3</sup> Christ University
5	02:40 PM - 02:50 PM	MSRIM0038	<b><i>Identifying Abnormal Financial Transactions in E-Commerce: A Financial Statement Fraud Detection Model Using Op-Bgru and Modified Cheetah Optimization</i></b> Raghavi Bhujang <sup>1</sup> , Sushma KN <sup>2</sup> . <sup>1</sup> M S Ramaiah Institute of Management, <sup>2</sup> M S Ramaiah Institute of Management.
6	02:50 PM - 03:00 PM	MSRIM0079	<b><i>Exploring the Factors Influencing Sustainable Tourism: Efa Approach</i></b> Sagar S R <sup>1</sup> , Preetham S <sup>2</sup> , Dr. Meghna Verma <sup>3</sup> <sup>1</sup> M.S. Ramaiah Institute of Management, <sup>2</sup> M.S. Ramaiah Institute of Management , <sup>3</sup> M.S. Ramaiah Institute of Management



7	03:00 PM - 03:10 PM	MSRIM0057	<b><i>Detection of Phishing Websites in Google Chrome for Women Safety Based on Machine Learning</i></b> Vinod Veeramachaneni <sup>1</sup> , Surya Teja Tankala <sup>2</sup> , Raghavi Bhujang <sup>3</sup> <sup>1</sup> Colorado Technical University, <sup>2</sup> M.S. Ramaiah Institute of Management, <sup>3</sup> M.S. Ramaiah Institute of Management
8	03:10 PM - 03:20 PM	MSRIM0059	<b><i>A Bibliometric Analysis of the Literature on Social Enterprises that Employ Microfinance to Help Women Become More Economically Empowered</i></b> Chaithanya C <sup>1</sup> , Kiran Kumar Thoti <sup>2</sup> , A Jonitha <sup>3</sup> . <sup>1</sup> M.S. Ramaiah Institute of Management, <sup>2</sup> M.S. Ramaiah Institute of Management, <sup>3</sup> University Malaysia Kelantan.
9	03:20 PM - 03:30 PM	MSRIM0061	<b><i>Consumer Perception Towards Sustainable Tourism</i></b> Baisakhi Mitra Mustaphi <sup>1</sup> <sup>1</sup> N L Dalmia Institute of Management Studies & Research.
10	03:30 PM - 03:40 PM	MSRIM0063	<b><i>Integration of ESG into Equity Investment Analysis</i></b> Kirron Bindu <sup>1</sup> <sup>1</sup> M.S. Ramaiah Institute of Management.
11	03:40 PM - 04:50 PM	MSRIM0065	<b><i>Technological Integration and Strategic HR Practices for Gig Workforce Management: A Systematic approach</i></b> Gururaj B Urs <sup>1</sup> , Sunil Kumar R <sup>2</sup> , Udayshankar CN <sup>3</sup> <sup>1</sup> M.S. Ramaiah Institute of Management, <sup>2</sup> M.S. Ramaiah Institute of Management, <sup>3</sup> M.S. Ramaiah Institute of Management.
12	03:50 PM - 04:00 PM	MSRIM0066	<b><i>EcoSmart MSME: Pioneering Green Manufacturing for a Sustainable Future</i></b> Udaya Shankar N <sup>1</sup> , Meera Uday <sup>2</sup> , Gururaj B Urs <sup>3</sup> , Saraswathi <sup>4</sup> . <sup>1</sup> M.S. Ramaiah Institute of Management, <sup>2</sup> Don Bosco Institute of Technology, <sup>3</sup> M.S. Ramaiah Institute of Management, <sup>4</sup> Karnataka Automats Pvt Ltd.



## Track Schedule

International Conference on Emerging Technologies, Business & Society (ICETBS - 2024)

**5<sup>th</sup> December 2024 (02:00 PM to 04:00 PM)**

Presenting time: **PPT-8 minutes; Q&A-2 minutes**

<b>TRACK – III (Virtual)</b>	
<b>Venue: Board Room (MSRIM)</b>	
Session Chairs: <b>Prof. Debendra Kumar Mahalik, Dr. Gururaj B Urs and Prof. Amit K Dwivedi</b>	
Rapporteur: <b>Dr Sadaf Anwar</b>	
Student Volunteers: <b>Akash A &amp; P Kavya</b>	
Online Video link: <a href="https://msrim-org.zoom.us/j/92659758631?pwd=su8l1QcDkdHrpdTRYby2nP9Jm1aUPg.1">https://msrim-org.zoom.us/j/92659758631?pwd=su8l1QcDkdHrpdTRYby2nP9Jm1aUPg.1</a>	

	<b>Time</b>	<b>Submission ID</b>	<b>Paper Details</b>
1	02:00 PM - 02:10 PM	MSRIM0036	<i><b>Ethical Leadership: The Key to Unlocking High-Performance in Today's Workplace</b></i> Sowmya C U <sup>1</sup> , Smitha V Shenoy <sup>2</sup> , Chandrakala V G <sup>3</sup> <sup>1</sup> JSS Academy of Technical Education, <sup>2</sup> BMS College of Engineering, <sup>3</sup> Dr. HN National College of Engineering
2	02:10 PM - 02:20 PM	MSRIM0037	<i><b>Exploring the Influence of Green Marketing in Sustainable Consumption through Bibliometric Analysis: A study in Organic Food Sector.</b></i> Arundhati Das Chatterjee <sup>1</sup> . <sup>1</sup> St Xavier's University.
3	02:20 PM - 02:30 PM	MSRIM0042	<i><b>Sentiment Analysis of Social Media for Brand Perception</b></i> Vani T <sup>1</sup> , Karthiga V <sup>2</sup> <sup>1</sup> SASTRA Deemed University, <sup>2</sup> SASTRA Deemed University
4	02:30 PM - 02:40 PM	MSRIM0043	<i><b>An Empirical Study on Consumer Purchase Intention of Electric Vehicles in Support of Government Climate Protection Initiatives with Reference to Madurai District.</b></i> Panneerselvam Kasinathan <sup>1</sup> , <sup>1</sup> Adaikalamatha College, Affiliated to Bharathidasan University
5	02:40 PM - 02:50 PM	MSRIM0044	<i><b>The impact of green supply chain management in firms performance</b></i> Harini S <sup>1</sup> , Santhanalakshmi K <sup>2</sup> <sup>1</sup> SASTRA Deemed University, <sup>2</sup> SASTRA Deemed University
6	02:50 PM - 03:00 PM	MSRIM0045	<i><b>Shaping Investment Behavior: the role of Risk Tolerance, Financial Knowledge, Digitalization Skills among Working Women</b></i> Haritha Kumaran <sup>1</sup> , Nigama Kamal Kumar <sup>2</sup> <sup>1</sup> SASTRA Deemed University, <sup>2</sup> SASTRA Deemed University



7	03:00 PM - 03:10 PM	MSRIM0048	<b><i>Assessing Barriers and Motivations for AI Adoption in SMEs: A Comparative Study of Finance and Healthcare Sectors</i></b> Karthik Sridar K <sup>1</sup> <sup>1</sup> SRM Institute of Science And Technology.
8	03:10 PM - 03:20 PM	MSRIM0055	<b><i>Technological Innovations and Barriers: Advancing Sustainable and Inclusive Tourism in Alignment with the UN Sustainable Development Goals</i></b> Swapneel Jaiswal <sup>1</sup> , Sremmant Basu <sup>2</sup> <sup>1</sup> Madanapalle Institute of Technology & Science, <sup>2</sup> Madanapalle Institute of Technology & Science.
9	03:20 PM - 03:30 PM	MSRIM0058	<b><i>Leverages of Major Attributes in Select Industrial Services</i></b> Rakesh VT <sup>1</sup> , Jayaseelan GM <sup>2</sup> , Preetha Menon <sup>3</sup> <sup>1</sup> Symbiosis Institute of Business Management, <sup>2</sup> M.S. Ramaiah Institute of Management, <sup>3</sup> FLAME School of Communication.
10	03:30 PM - 03:40 PM	MSRIM0060	<b><i>Artificial Intelligence in Digital Banking: Empirical Evidence on Rebuilding Customer Trust</i></b> G Sunitha <sup>1</sup> , Sri Sai Chilukuri <sup>2</sup> , V Venu Madhav <sup>3</sup> <sup>1</sup> Raja Bahadur Venkata Rama Reddy Institute of Technology, <sup>2</sup> Symbiosis School of Banking and Finance, <sup>3</sup> KLH Global Business Schools.
11	03:40 PM - 03:50 PM	MSRIM0073	<b><i>The Role Of Technology In Enhancing Sustainable Practices In International Hrm: A Case Study Of West African Multinationals</i></b> Kwaku Asamoah <sup>1</sup> , V Padmaja <sup>2</sup> . <sup>1</sup> Ghana Communication Technology University, <sup>2</sup> Ramaiah Institute of Management.
12	03:50 PM - 04:00 PM	MSRIM0084	<b><i>Green Supply Chain Management Practices and Trends</i></b> Kiran R Kubasadgoudar <sup>1</sup> , Ribhu Ray <sup>2</sup> , Sankar Mukherjee <sup>3</sup> <sup>1</sup> Global Institute of Business Studies, <sup>2</sup> Ramaiah Institute of Management, <sup>3</sup> Ramaiah Institute of Management.



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**5<sup>th</sup> December 2024 (02:00 PM to 04:00 PM)**

Presenting time: **PPT-8 minutes; Q&A-2 minutes**

<b>TRACK – IV (Offline)</b> <b>Venue: Mother Teresa Auditorium</b>
Session Chairs : <b>Dr. Vishal Soodan and Dr. Meghna Verma.</b>
Rapporteur: <b>Dr. Semsang Bomzon</b>
Student Volunteers: <b>M Vineeth Kumar and Gopal T G</b>

	Time	Submission ID	Paper Details
1	02:00 PM - 02:10 PM	MSRIM0067	<b><i>Social Innovation in the Digital Age: The Role of Digital Platforms in Social Entrepreneurship</i></b> Mamatha Anjanappa <sup>1</sup> , Chandrasen Mazumdar <sup>2</sup> , Gauri Jawali <sup>3</sup> <sup>1</sup> M S Ramaiah University of Applied Sciences, <sup>2</sup> M S Ramaiah University of Applied Sciences, <sup>3</sup> M S Ramaiah University of Applied Sciences.
2	02:10 PM - 02:20 PM	MSRIM0071	<b><i>The Industry 4.0 and the Need to Develop High Potentials Employees Through Upskilling and Reskilling in Context of Sustainability Goals-Examining the Manufacturing Sector.</i></b> Preeja Sreedhar <sup>1</sup> , Raghavi Bhujang <sup>2</sup> , Mahak Tomar <sup>3</sup> <sup>1</sup> M.S. Ramaiah Institute of Management, <sup>2</sup> M.S. Ramaiah Institute of Management, <sup>3</sup> M.S. Ramaiah Institute of Management.
3	02:20 PM - 02:30 PM	MSRIM0072	<b><i>Technological Evolution of Automobiles with a Special Reference to Tesla and Elon Musk's Role</i></b> Triveni P <sup>1</sup> , Sharat Chandra <sup>2</sup> <sup>1</sup> M.S. Ramaiah Institute of Management, <sup>2</sup> M.S. Ramaiah Institute of Management.
4	02:30 PM - 02:40 PM	MSRIM0074	<b><i>The Technological Paradox of Fintech: Drivers, Barriers and Solutions</i></b> Sanjana R <sup>1</sup> , Shwetha M <sup>2</sup> , Triveni P <sup>3</sup> M.S. Ramaiah Institute of Management, <sup>2</sup> M.S. Ramaiah Institute of Management, <sup>3</sup> M.S. Ramaiah Institute of Management.
5	02:40 PM - 02:50 PM	MSRIM0075	<b><i>Deployment of Ecologically Responsible Technology by the Zepto Enterprise in Bangalore, India: An Analysis Using the UTAUT Model</i></b> Kiran Kumar Thoti <sup>1</sup> <sup>1</sup> M.S. Ramaiah Institute of Management.



6	02:50 PM - 03:00 PM	MSRIM0076	<b><i>A Bibliometric Investigation into the Economic Sustainability and Business Impact of Social Entrepreneur Research : Trends and Patterns</i></b> Priya Thakur <sup>1</sup> , Kiran Kumar Thoti <sup>2</sup> , K.N Sathish <sup>3</sup> <sup>1</sup> M.S. Ramaiah Institute of Management, <sup>2</sup> M.S. Ramaiah Institute of Management, <sup>3</sup> M.S. Ramaiah Institute of Management.
7	03:00 PM - 03:10 PM	MSRIM0078	<b><i>Artificial Intelligence: Transforming Industries, Shaping Economies, and Impacting Societies</i></b> Sreelakshmi K <sup>1</sup> , Sadaf Anwar <sup>2</sup> <sup>1</sup> M.S. Ramaiah Institute of Management, <sup>2</sup> M.S. Ramaiah Institute of Management
8	03:10 PM - 03:20 PM	MSRIM0053	<b><i>Forecasting of Photovoltaic Power with ARO based AI approach</i></b> Vinod Veeramachaneni <sup>1</sup> , Raghavi Bhujang <sup>2</sup> , Vinay V <sup>3</sup> <sup>1</sup> Colorado Technical University, <sup>2</sup> M.S. Ramaiah Institute of Management, <sup>3</sup> M.S. Ramaiah Institute of Management
9	03:20 PM - 03:30 PM	MSRIM0080	<b><i>Empowering Excellence: The Role of Sustainable Leadership towards Flourishing of Software Professionals in Information Technology Organizations</i></b> Gururaj URS <sup>1</sup> , Sumitha R <sup>2</sup> <sup>1</sup> M.S. Ramaiah Institute of Management, <sup>2</sup> M.S. Ramaiah Institute of Management.
10	03:30 PM - 03:40 PM	MSRIM0081	<b><i>Impact of UMANG Application on User Experience leading to Sustainable Development-A Study across Bengaluru</i></b> Ashok K L <sup>1</sup> , Vinay S <sup>2</sup> <sup>1</sup> Seshadripuram First Grade College, <sup>2</sup> Seshadripuram First Grade College.
11	03:40 PM - 03:50 PM	MSRIM0082	<b><i>Role of Mission Start-up Karnataka in Sustainable Development and Growth of Tech start-ups</i></b> Mahesh V R <sup>1</sup> , Vinay S <sup>2</sup> <sup>1</sup> Seshadripuram First Grade College, <sup>2</sup> Seshadripuram First Grade College.
12	03:50 PM - 04:00 PM	MSRIM0085	<b><i>Innovative framework for B2B Digital Marketing: Indian Perspective</i></b> Bikash Debata <sup>1</sup> , Pallavi Banjare <sup>2</sup> . <sup>1</sup> M.S. Ramaiah Institute of Management, <sup>2</sup> School of Management Sciences.





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**5<sup>th</sup> December 2024 (02:00 PM to 04:00 PM)**

Presenting time: **PPT-8 minutes; Q&A-2 minutes**

<b>TRACK – V (Offline)</b>	
<b>Venue: Vishveshwaraiah hall</b>	
Session Chairs : <b>Dr. K. R. Pundareeka Vittala and Dr. Anita R Singh</b>	
Rapporteur: <b>Akshatha M K</b>	
Student Volunteers: <b>Bholenath M V &amp; Vignesh.G</b>	

1	02:00 PM - 02:10 PM	MSRIM0083	<b><i>Trends in Sustainable Development in The Information Technology Sector</i></b> Amrutha Shriyaa B <sup>1</sup> , Sunil Kumar R <sup>2</sup> . <sup>1</sup> M.S. Ramaiah Institute of Management, <sup>2</sup> M.S. Ramaiah Institute of Management.
2	02:10 PM - 02:20 PM	MSRIM0086	<b><i>The Impact of Edge Computing on Business Growth, Security, and Sustainability</i></b> Sharath Chandra C S <sup>1</sup> , Yoganandachari D V <sup>2</sup> . <sup>1</sup> M S Ramaiah Institute Of Management, <sup>2</sup> M S Ramaiah Institute Of Management.
3	02:20 PM - 02:30 PM	MSRIM0087	<b><i>Employee Sustainable Practice to Achieve Work-Life Balance And Job Satisfaction in Information Technology Organizations</i></b> Sahana Shetty <sup>1</sup> , Sunil Kumar R <sup>2</sup> . <sup>1</sup> M S Ramaiah institute of Management, <sup>2</sup> M S Ramaiah Institute of Management.
4	02:30 PM - 02:40 PM	MSRIM0088	<b><i>Research Trends In Sustainability Development</i></b> Chandra sekhar panniru <sup>1</sup> , Sunil Kumar R <sup>2</sup> . <sup>1</sup> M S Ramaiah Institute Of Management, <sup>2</sup> M S Ramaiah Institute Of Management.
5	02:40 PM - 02:50 PM	MSRIM0089	<b><i>The Role Of Communication In Sustainable Organizational Change : Study the Effectiveness Of Communication Strategies Facilitated in Successful Implementation Organizational Change</i></b> Danish Ali Khan <sup>1</sup> , Sunil Kumar R <sup>2</sup> . <sup>1</sup> M S Ramaiah Institute Of Management, <sup>2</sup> M S Ramaiah Institute Of Management.
6	02:50 PM - 03:00 PM	MSRIM0090	<b><i>Examining the Influence of Population Growth on CO2 Emissions in Indian States: Challenges and Sustainability Solutions</i></b> Sunil Kumar R <sup>1</sup> , Gururaj URS <sup>2</sup> , Yashaswani Murthy B <sup>3</sup> , Megha Balasubramani <sup>4</sup> <sup>1</sup> M S Ramaiah Institute Of Management, <sup>2</sup> M S Ramaiah Institute Of Management, <sup>3</sup> M S Ramaiah Institute Of Management, <sup>4</sup> M S Ramaiah Institute Of Management.



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7	03:00 PM - 03:10 PM	MSRIM0091	<b><i>Sustainable Practices HRM Towards Employee Satisfaction and Perceived Productivity in Hybrid Work Environment.</i></b> Nethrananda Reddy <sup>1</sup> , Sunil Kumar R <sup>2</sup> . <sup>1</sup> M S Ramaiah Institute of Management, <sup>2</sup> M S Ramaiah Institute of Management.
8	03:10 PM - 03:20 PM	MSRIM0092	<b><i>Awareness of Green marketing Through Digital Marketing Technologies among Grape Growers in Karnataka</i></b> Sathisha N R <sup>1</sup> , Dr. Vinay S <sup>2</sup> . <sup>1</sup> Seshadripuram First Grade College, <sup>2</sup> Seshadripuram First Grade College.
9	03:20 PM - 03:30 PM	MSRIM0093	<b><i>Sustainability in Ethical Marketing in the Digital Era</i></b> Navneet Raj <sup>1</sup> , Shagun Yadav <sup>2</sup> , Sunil Kumar R <sup>2</sup> . <sup>1</sup> M S Ramaiah Institute Of Management, <sup>2</sup> M S Ramaiah Institute Of Management, <sup>3</sup> M S Ramaiah Institute Of Management.
10	03:30 PM - 03:40 PM	MSRIM0094	<b><i>Moderating Role of Artificial Intelligence Technologies on Emotional Intelligence in Enhancing Employee Workplace Happiness</i></b> Saadia Tarannum <sup>1</sup> , Anni Arnav <sup>2</sup> . <sup>1</sup> Presidency University, <sup>2</sup> Presidency University.