



## INCONSYM-2024

### Event Overview:

The International Conference, **INCONSYM-2024**, themed "**GLOBAL BUSINESS TRANSFORMATION: NOW, NEXT AND BEYOND**," has been a remarkable collaborative effort organized by Symbiosis Institute of Business Management, Hyderabad, and Symbiosis Centre for Management Studies, Noida. Both institutions are esteemed constituents of Symbiosis International (Deemed University), Pune. The conference is also proud to have the Association of the University of Wollongong, Dubai Campus.



## **Conference Tracks:**

The scope of the conference covers all the major research fields in management in nine tracks covering a diverse array of topics, including Marketing, Finance, HRM, Entrepreneurship, IT & Operations, Cross-Culture, Law, Business Intelligence, and Case Studies. This broad spectrum allowed for a comprehensive exploration of contemporary issues in the field of global business transformation.

## **Publication Partners:**

INCONSYM-24 had the opportunity to partner with journals to facilitate presenters in publishing their research. Selected papers were invited for presentation based on review process. Post-presentation, invited papers will be sent to one of the below-mentioned journals, where review, acceptance, and publication will be in accordance with the journal guidelines and the Editor's discretion.

- Tourism Review (Q1, indexed in SCOPUS, Listed in ABDC) \*
- Journal of Business & Industrial Marketing (Q1, indexed in SCOPUS, Listed in ABDC) \*
- Spanish Journal of Marketing (Q2, indexed in SCOPUS, Listed in ABDC) \*
- Journal of Sustainable Finance & Investment (Q1, Indexed in SCOPUS) \*
- Journal of Accounting and Organizational Change (Q2, Indexed in SCOPUS) \*
- The Learning Organization (Q2, indexed in SCOPUS, Listed in ABDC) \*
- International Journal of Logistics Management (Q1, indexed in SCOPUS, Listed in ABDC) \*
- Journal of International Education in Business (Q3, indexed in SCOPUS and WoS, Listed in ABDC) \*
- Pacific Business Review International (Indexed in WoS)\*
- Journal of General Management Research (Indexed in ICI, J-Gate and EBSCO host) \*
- Only selected papers, based on the review process, will be published in the Book on Global Business Transformations: New, Next, and Beyond, published by CRC Press - Taylor & Francis Group.

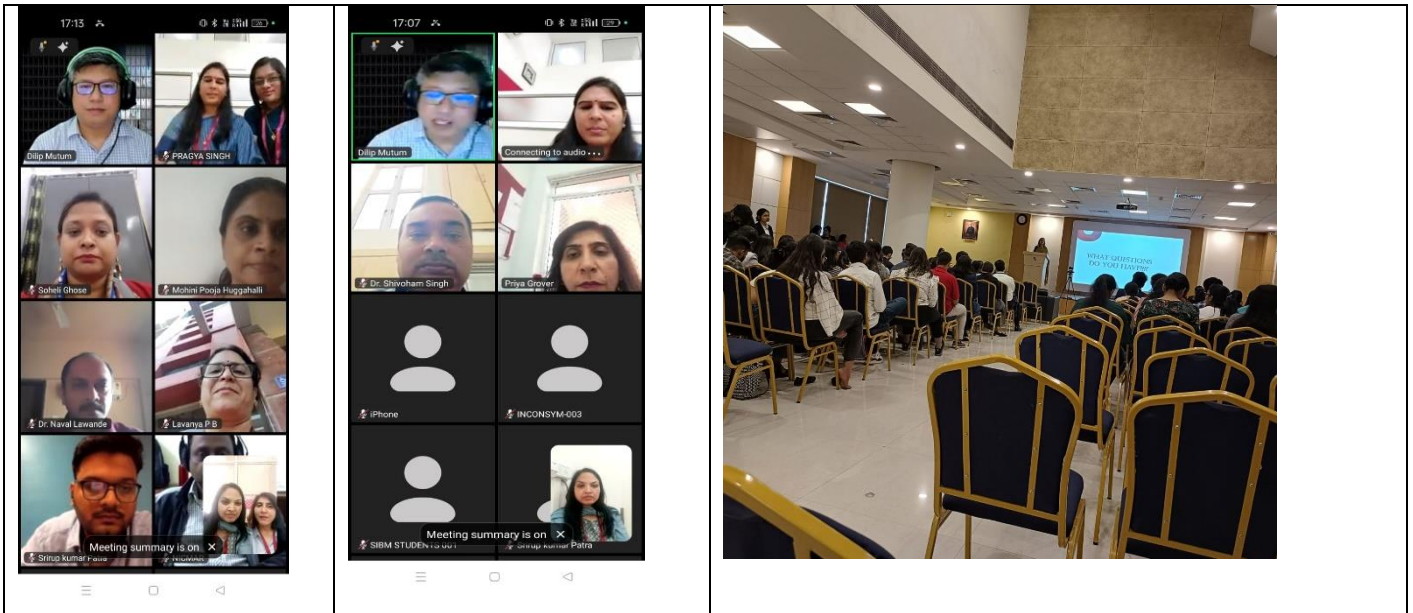
\*Publication opportunities are subject to the process of the publishers and evaluation by the editors.

## **Conference Workshops by:**

The conference was complemented by workshops conducted by experts from the field of research

- Professor Zahirul Hoque, Professor at Prince Sultan University and Editor-in-Chief of the Journal of Accounting & Organizational Change (JAOC) (Date: December 6, 2023)
- Professor Dimitrios Buhalis, Professor, Bournemouth University Business School and Editor-in-Chief Tourism Review (Date: December 13, 2023)

- Dr. Natasa Rupcic, Professor, University of Rijeka – Croatia, Faculty of Economics and Business and Editor-in-Chief of "The Learning Organization: An International Journal (Date: January 29, 2024)
- Prof. Elizabeth L. Rose, Research Chair Professor, IIM Udaipur (Date: January 30, 2024)
- Dr. Dilip Mutum, Professor, Monash University, Malaysia (Date: January 30, 2024)
- Dr. Munyar Nyadzayo, Associate Professor, University of Wollongong, Dubai (Date: January 30, 2024)



## Paper Submission and Review Process:

Initially, abstract submissions were facilitated through Google Forms. However, after careful deliberation by the organizing committee, a decision was made to transition to the Microsoft CMT platform for enhanced efficiency. All authors who had previously submitted abstracts via Google Forms were kindly requested to resubmit their work on the Microsoft CMT platform. Simultaneously, all new submissions were encouraged to be made exclusively through CMT.

← → ↻ cmt3.research.microsoft.com/INCONSYM2024/Submission/Manage 🔍 ☆ 📄 🗑️ 👤

Submissions Users Settings Search help articles Help Center Select Your Role Chair INCONSYM2024 Shivoham Singh

### Chair Console

Tip: you can hover over column headers and click "Hide" to remove columns.

All Search Fields Search papers 1 - 25 of 183 Show: 25 50 100 All Clear All Filters Actions

8	green brand equity (CBGBE) towards Organic Personal Care Products Author: Anil Sharma <a href="#">Show Abstract</a>	Anil Sharma (Parul University)*	0	1	0	0	0	0	0%	0	No	Disabled (0)	No	No	Accept	Yes	No
9	The Potential of Wearable Devices in Healthcare: A Comprehensive Analysis of Consumer Behaviour Author: Hemant Gupta <a href="#">Show Abstract</a>	Ankishree Khandoker (SBIM), Hemant Gupta (Alliance University)*	0	1	0	0	0	0	0%	0	No	Disabled (0)	No	No	Accept	Yes	Yes
10	Marketing Strategies for Medical Tourism in India amongst Gulf Countries: Author: Hemant Gupta (Alliance University)*, Anand Kumar	Hemant Gupta (Alliance University)*, Anand Kumar	1	1	0	0	0	0	0%	0	No	Disabled (0)	No	No	Accept	Yes	No

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Following the acceptance of the abstracts, an internal review process was undertaken. Subsequently, authors were invited to submit their full papers for presentation. Upon submission, a thorough plagiarism check was conducted, and authors were given the opportunity to make necessary revisions.

Once the full papers were accepted for presentation, they were scheduled for presentation in the conference program, contingent upon the completion of registration and fee payment by the respective authors. This meticulous process ensured the quality and integrity of the content presented at the conference, fostering a dynamic and scholarly environment for knowledge dissemination. The thoughtful shift in submission platforms and the rigorous review process contributed to the success and credibility of the conference.

- The unique titles submitted, reflects the depth and breadth of research interest.
- After a rigorous review of abstracts, authors were invited to submit full papers.
- Plagiarism checks were conducted, ensuring the integrity of the research, and authors were intimated to improve if needed.
- Three reviewers meticulously evaluated each paper on 9 criteria decided by the Committee.
- After the review process the authors were intimated for the registration and fee payments.
- A total of 140 high-quality research papers were selected for presentation.

### **Presentation Formats:**

- Presentations were conducted both offline and online, accommodating diverse preferences and geographical locations.
- A total of 99 papers were in online mode, and 41 papers were in offline mode across 37 tracks.
- Each track had an external track chair and an internal faculty in-charge, ensuring a balanced and well-coordinated program.

#### **Offline Presentations**



#### **Online Presentations**



## Global Participation:

Presentations were delivered by researchers from various parts of India, spanning from Kashmir to Kanyakumari and Kutch to Kohima.

International representation included scholars from Dubai, UK, Australia, USA, Nepal and Bangladesh showcasing the global impact of the conference.

## Inaugural Ceremony:

The Inaugural Ceremony of INCONSYM-24 was an esteemed event attended by distinguished personalities. The ceremony was graced by the following speakers:

Logos: SIBM HYDERABAD, UNIVERSITY OF WOLLONGONG IN DUBAI, SCMS NOIDA

Welcomes our Distinguished Guests in  
**INAUGURAL CEREMONY**

International Conference on  
**GLOBAL BUSINESS TRANSFORMATION : NOW, NEXT AND BEYOND**

**inconsym 2024**

**On January 30-31, 2024**

**Prof. Bhagwati P. Sharma**  
Chairman, UNESCO MGIEP  
Member - HPCIKS, Ministry of Education,  
Government Of India

**Dr. Ramakrishnan Raman**  
Vice Chancellor, Symbiosis  
International University

**Dr. Arijit Sikdar**  
Associate Dean, Business &  
Management, University of Wollongong  
in Dubai

**Elizabeth L. Rose**  
Research Chair Professor in  
Business Policy & Strategy,  
IIM- Udaipur

**Convener**  
Dr. R.P Venugopala Rao  
Director and Professor of Finance at Symbiosis Institute  
of Business Management, Hyderabad

**Co-Convenor**  
Dr. Nidhi Phutela  
Director at Symbiosis Centre for Management Studies,  
Noida

Prof. K P Venugopal Rao, Director, SIBM-Hyderabad, delivered the welcome address, setting the tone for the conference. Dr. Arijit Sikdar, Associate Dean, UOW in Dubai, shared insights and perspectives, enriching the global discourse on business transformation.

Prof. Elizabeth L. Rose, Research Chair Professor, IIM Udaipur, delivered an address that added academic depth and relevance to the conference. The presidential address was given by Dr. Ramakrishnan Raman, Vice Chancellor of Symbiosis International (Deemed University), Pune, India, emphasizing the university's commitment to fostering academic excellence.

The Chief Guest, Prof. B. P. Sharma, Chairman UNESCO MGIEP and Member of the High-Powered Committee on Indian Knowledge System, Ministry of Education, graced the ceremony with his presence, offering valuable perspectives on the conference theme with relevant examples of business and economy.

The ceremony concluded with a vote of thanks delivered by Dr. Nidhi Phutela, Director, SCMS NOIDA, expressing gratitude to all participants and contributors for their valuable contributions to the success of INCONSYM 24. The Inaugural Ceremony not only set the stage for insightful discussions but also underscored the collaborative spirit and intellectual vigour of the conference.

## Tracks:

Throughout the two days of the conference, the presented papers were categorized into 37 tracks based on their respective domain areas. In an effort to accommodate both offline and online presentations, all tracks were organized in a hybrid mode. Each track was efficiently managed, with one external session chair and one internal faculty in-charge overseeing proceedings. Additionally, two student Points of Contact (POCs) provided valuable support to ensure the smooth functioning of each track.

## Track Chairs:

The conference tracks were expertly chaired by a distinguished group of professionals, each contributing to the success and academic richness of INCONSYM-24. These eminent individuals, including Prof. Kakoli Sen, Prof. M. Jaysree, Prof. Raja Shekhar, Prof. Ravi Kumar, Prof. Snehal Maheshkar, Dr. Arijit Sikdar, Dr. P Srinivasa Subba Rao, Dr. Rumina Matheu, Dr. Tarun Dhingra, Dr. Uttam K Kinnage, Dr. Ashish Kumar Biswas, Dr. Devendra Shrimali, Dr. Divya Kirti Gupta, Dr. Indrakanti Sekhar, Dr. Manoj Kumar Chaudhary, Dr. Mubashir Majid Baba, Dr. N K Bhasin, Dr. Narentheren Kaliappen, Dr. Navita Mahajan, Dr. Prakash Vel, Dr. Riyaz Ahmed Qureshi, Dr. Sandeep K Jadhav, Dr. Saurabh Chandra, Dr. Seema Garg, Dr. Shaeyuq Ahmad Shah, Dr. Shaik Kamruddin, Dr. Sunil Kaddy, Dr. Swathi, Dr. Vandana Sonwaney, Dr. Vernika, Dr. Vikas Garg, Dr. Vinay Kandpal, Dr. Ravinath, Dr. Dewin Sikalumbi, and Dr. Vidya, brought their expertise and dedication, playing a pivotal role in ensuring the success and seamless execution of the conference tracks. Their contributions provided valuable insights and fostered an environment of academic excellence throughout the conference.



To enrich the experience and capitalize on the latest research, students from SIBM Hyderabad were actively involved and strategically distributed across these tracks. This approach not only enhanced the students' understanding of contemporary research but also contributed to the overall success and dynamism of the conference.

30 JAN	12:00-13:30	Sessions: AA-AL
30 JAN	14:15-15:30	Sessions: BA-BJ
31 JAN	10:30-11:30	Sessions: CA-CH
31 JAN	11:45-12:45	Sessions: DA-DF

## Total Presentations:

A total of 135 presentations were held over the two days, providing a platform for rich discussions, knowledge exchange, and networking opportunities.

## Networking Dinner:

On day 1, a Networking Dinner was meticulously organized, enhancing the overall conference experience. The event was enriched by the active participation of students who showcased their talents in cultural activities, featuring live singing and dance performances. The lively atmosphere was further elevated by the inclusion of a live band during the dinner, providing a delightful backdrop for networking and socializing. This blend of cultural entertainment and live music added a vibrant and engaging touch to the Networking Dinner, creating a memorable and enjoyable evening for all participants.



## Valediction:

On day 2, a valediction ceremony was thoughtfully arranged after lunch. During this significant event, Dr. Shivoham Singh took the stage to present the repertoire report, providing a concise and insightful summary of the entire conference journey—from the inception of the idea to the culmination of presentations. Dr. Singh's presentation captured the essence of the conference, highlighting key milestones and contributions.



As a highlight of the valediction, distinguished guests, including eminent personalities, were invited to declare the track winners. Recognition and accolades were bestowed upon outstanding presentations in all nine tracks, acknowledging the exceptional contributions made by participants across various domains.

## The winners are as under

ID	Mode	Title	Track	Presenter
169	Online Mode	The Green-Eyed Monster: A Thematic Analysis on Workplace Gaslighting	Track 1: Organizational Behavior and Human Resource Management	Dr., Sunayana, Jamia Millia Islamia
67	Online Mode	Radiology based Artificial Intelligence system: Addressing the gap between service providers and AI integrators.	Track 2: Business Intelligence and Technology	Dr.S.Srinivasan, SRIHER-Chennai
186	Online Mode	Attention driven investor sentiment and Uncertainty in Indian Stock Market: A granger Causality Study	Track 3: Emerging Perspectives of Finance and Changing Economic Scenario	Chetan Bawankar, SCRI Pune
81	Online Mode	Are Instagram influencer really influential? – An empirical study in India	Track 4: Marketing - Relationships, Personalisation, and Data Herald	Dr. Nidhi Shridhar Natrajan, SCMS NOIDA
150	Online Mode	Issues In the Implementation of Access and Benefit Sharing Framework Under the Convention on Biological Diversity: Indian Perspective	Track 8: Legal Framework and Governance	Divyanshu Priyadarshi
179	Online Mode	Significance of Bangladesh-Japan Free Trade Agreement: Revealed Comparative Advantage Analysis	Track 5: Cross-Cultural Management and Trade	Ms. Avantika Alreja, SSE, Symbiosis International (Deemed University) Pune
102	Offline Mode	A qualitative study exploring the dynamics of home foodpreneurs in India	Track 6: Innovation and Entrepreneurship	Mrs., Madhura Ayachit, St. Francis College for Women - Hyderabad
89	Online Mode	Role of an effective strategy in AI-based product manufacturing industries – A systematic literature review	Track 7: Information Technology & Operations Management	Snehal Sanjay Patil, Liverpool John Moores University
118	Offline Mode	Scaling for Success: Assessing the Growth of Vsquare Consultants	Track 9: A case study with teaching notes	Pragya Singh, SCMS (SIU) NOIDA

The vote of thanks during the valediction was graciously proposed by Dr. Shyam Sunder Chitta, Deputy Director, SIBM Hyderabad. In his expression of gratitude, Dr. Chitta extended sincere thanks to the esteemed partners, including UOW Dubai, publication partners, track chairs, guests, presenters, faculty members, staff members, technical team, accommodation team, logistics team, food committee, purchase committee, promotion committee, and various others who contributed to the success of the event.

Dr. Shyam Sunder Chitta also expressed heartfelt gratitude to Dr. Santosh Aghav, Director, SLS Hyderabad, and Col. Venugopal, Campus Administrator, for their unwavering and wholehearted support. Their commitment and support played a pivotal role in the seamless execution and success of the event.

Special acknowledgment was given to the students, led by the President and Deputy President of the Student Council, for their exceptional efforts in managing the entire event.



Dr. Chitta's comprehensive vote of thanks reflected the collaborative spirit and teamwork that made the conference a resounding success.



### Road Ahead:

During the closing ceremony, Prof. K P Venugopal Rao, Director, SIBM Hyderabad, announced the broad theme for the next International Conference, "**Future of Business & Technology.**" This theme was proposed following discussions with the Honourable Vice Chancellor of Symbiosis International (Deemed University), Dr. Ramakrishnan Raman.

The forward-looking theme indicates a strategic focus on exploring the intersection of business and technology, anticipating and addressing the evolving landscape of these crucial domains. This announcement sets the stage for continued engagement and exploration of cutting-edge topics in future conferences.

### City Sightseeing:

On day 2, following the valediction in the evening, participants were treated to a city side seeing tour of Charminar. The excursion included a delightful exploration of the local market, allowing participants to immerse themselves in the cultural richness of the area. To enhance the experience, a dinner was thoughtfully arranged in the city, providing a wonderful opportunity for networking and relaxation after the conference proceedings.



### Conclusion:

INCONSYM-2024 has not only been a gathering of minds but a convergence of diverse perspectives, fostering collaboration and innovation. We express our sincere gratitude to all participants, speakers, and partners their invaluable contributions to the success of this international conference. we look forward to future endeavours that will continue to shape the landscape of global business transformation.