

Concurrent Session I

(Executive Classrooms MDC [Tandula] 1st and 2nd Floors)

Tentative Track Schedule

Track 1 - Finance & Accounting

Time: 3:15 PM-4:45PM, Room No: 101

| #ID | Name of Author | Title | Track Chair-1 | Track Chair-2 |
|-----|--|--|-------------------------|-----------------|
| 26 | Dr. Jagannath MVK Dr. Debasish Maitra | Vodafone-Idea Merger And Agr Dues: Was It Good For Investors? | Prof. Sangita Choudhary | Dr. Somya Arora |
| 62 | Dr.M Manickaraj | Aasman Corporate Park: An Arc'S Challenge In Real Estate Recovery | | |
| 174 | Dr. Anjali Bhute Dr. Priyanka Jarolia Dr. Bhagyashree Narayan | Bottled Dreams: The Tata Bisleri Valuation Stand-Off | | |
| 198 | Dr. Ravindra Babu.S Ms. Sanjana Tripathi Ms. Malavikka Subash | The ₹1.2 Crore Runway – Mission Vs. Money In India'S Ev Talent Transition | | |
| 201 | Dr. Bhagyashree Narayan Dr. Anjali Bhute | Scaling Credit For Smes Through Fintech Platforms: The Oxyzo Story And Dilemma | | |
| 204 | Shri Chaturbhuj Barik Shri Ashish Chaturvedi | A Journey Through The Loan Maze: A Case From Psb | | |

Track 2- Information Systems / Economics & Public Policy

Time: 3:15 PM-4:45PM, Room No: 102

| #ID | Name of Author | Title | Track Chair-1 | Track Chair-2 |
|-----|--|---|-----------------|---------------------|
| 84 | Shri Manigandan Gopalakrishnan | Ai-Assisted Development And Governance In The Talenthive Case | Prof. Jithesh A | Dr. Ravindra Babu.S |
| 181 | Dr. Vidushi Pandey | Adobe'S Strategic Dilemma: Defending The Professional Edge Or Expanding The Creative Frontier? | | |
| 195 | Shri Palaneandavar Balakrishnan Dr. Archana Parashar | A Case Study Of The Uae'S Golden Visa: A Crisis In State Brand Management And Information Control | | |
| 238 | Dr. Varsha Mamidi Dr. Vijaya Bhaskar Marisetty | Central Bank Digital Currency (Cbd) And Financial Inclusion: Can Digital Rupee Empower Rural India? | | |

Track 3 - Strategy /Sustainability, SDG, and ESG / Entrepreneurship Development

Time: 3:15 PM-4:45PM, Room No: 201

| #ID | Name of Author | Title | Track Chair-1 | Track Chair-2 |
|-----|---|--|---------------|---------------|
| 114 | Dr. Girija Shirurkar Dr. Pallavi Sajanapwar Shri Kartik Zode | Diversifying The Future: A Growth Dilemma In A Small Family Run Farm | | |

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|-----|--|---|-------------------|------------------|
| 189 | Shri Rajat Bansal Dr. Pranith Kumar Roy | Sabka Awaas, Sabka Vikas: Transforming Pvtg Habitations In Dhamtari District | Dr. Mohit Goswami | Dr. Vinod Thakur |
| 231 | Shri Kalpesh Mahendra Deshmukh Shri Ganesh Bapurao There Shri Deep V Varma Shri Sachin G Raut Shri Sandeep S Joshi Shri Ashutosh A Murkute Shri Kalpesh M Deshmukh Dr. Samir J Deshmukh | Creating Sustainable Rural Livelihoods Through Mgiri Solar Drying Technology. | | |
| 167 | Shri Burle Sharma Shri Rakesh Mohanty | Look-Ahead Based Anticipatory Model For Teaching, Learning, And Business: A Case Study–Driven Framework | | |
| 171 | Dr. Merlin Nandy Ms. Ankita Parihar | Mypetz: Pivoting From Pet Quick Commerce To An Omnichannel Hybrid Platform | | |
| 187 | Dr. Ajit Sadasivan | Ac Sea Foods: Navigating The Tariff Shock | | |

Track 4 - Strategy

Time: 3:15 PM-4:45PM, Room No: 202

| #ID | Name of Author | Title | Track Chair-1 | Track Chair-2 |
|-----|---|---|---------------|---------------|
| 105 | Dr. Navneet Bhatnagar Dr. Dhananjay Bapat | Haldiram'S: Sustaining The Legacy Of An Iconic Family Brand | Dr. Sandeep S | Dr. Vidya CM |
| 121 | Dr. Abhijeet Arvind Shivane Dr. Shikha Jain Dr. Suraj Chandrakant Kamble | Rawat Furniture: The Precision Dilemma Of Scaling An Automated Value Chain | | |
| 140 | Ms. Pankhudi Raj Dr. Saroj Kumar Pani | Averon Interactive: Rebalancing Diversification After Regulatory Disruption | | |
| 235 | Dr. Jitendra Pratap Singh Chauhan Dr. Sanjeev Ganguly | Royal Enfield'S Strategic Shift: Balancing Heritage And Sustainability | | |
| 160 | Dr. Shivam Sakshi MS. Samjhana Ghimire Shri Bibek Gautam Ms. Bibita Lamichhane Ms. Niruta Rana Bhat Ms. Suruchi Aryal | Operational Challenges And Strategic Revival At Gautam Buddha International Airport (Gbia), Nepal | | |
| 164 | Shri KummataYathish Reddy Shri Purvai Vyas | Between Commitment And Collapse | | |

Track 5 - OBHR / Humanities & Liberal Arts

Time: 3:15PM-4:45 PM, Room No: MDC Meeting Room/VIP Lounge

| #ID | Name of Author | Title | Track Chair-1 | Track Chair-2 |
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|----|---|--|-----------------------|--------------|
| 73 | Dr. Deepti Singh Apte | She Does Not Trust Me!': Listening To Nonverbal Messages | Dr. Suneetha Saggurti | Dr. Chitra S |
| 34 | Dr. Hareesh N Ramanathan, Dr. Sreejith S | When The Whistle Blows: A Case On Governance And Ethical Accountability In Indian Spot | | |
| 48 | Dr. Gandhi L Dr. J J Savithri | Viral Exit Of Ritika Sharma: A Dilemma Of Revenge Quitting At Pixelpoint | | |
| 51 | Ms. Neelamalar M Ms. Shri Sailaxmi.S , Dr. Nisha R | The Emotional Sponge: Understanding Unassigned Emotional Responsibility At Work | | |
| 90 | Dr. Manisha Seth Dr. Swati Soni Dr. Arindam Saha Dr. Pooja S Kushwaha | Road Less Travelled: Inclusion At Crossroads | | |
| 57 | Shri Sanjyot Katti Dr. Vijaya Venkateswaran | Embracing Change Through Ai Integration And Employee Insights | | |

| Track 6 - Marketing | | | | |
|-------------------------------------|--|--|----------------------|----------------------|
| 3:15PM-4:45 PM, Room No: 203 | | | | |
| #ID | Name of Author | Title | Track Chair-1 | Track Chair-2 |
| 107 | Dr. Bijay Prasad Kushwaha Dr. Shivam Sakshi Dr. Bhagwati Prasad Chaudhary | Indigo In Turbulence: Managing Consumer Trust, Regulation, And Resilience In India'S Aviation Market | Dr. Jighyasu Gaur | Dr. Jinal Shah |
| 239 | Dr. Richa Agnihotri Dr Suresh Kamarapu | Nykaa: Personalization, Privacy, And Strategic Choice In A Digital-First Platform | | |
| 184 | Dr. Piyush Divyanand Chadarava | The Visibility Trap: How India'S Start-Ups Mistake Attention For Growth — A Behavioural And Advertising-Industry Perspective | | |
| 229 | Dr. Dhananjay Bapat | Parle Agro: Managing Product Portfolio | | |
| 115 | Shri Jaideep Kewalramani Dr. Monica Khanna | Mamaearth And The Strategic Role Of User-Generated Content In India'S D2C Beauty Market | | |

| Track 7 - Entrepreneurship Development | | | | |
|---|--|--|----------------------|----------------------|
| Time: 3:15PM-4:45 PM, Room No: MDC Meeting Room/VIP Lounge | | | | |
| #ID | Name of Author | Title | Track Chair-1 | Track Chair-2 |
| 75 | Dr. Sona Vikas Dr. Rachita Kapoor Dr. Rupali Dr. Priyanshi Sharma | From Stigma To Safety – Venturing Into Uncharted Territory: The Case Of Pee Safe | | |

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|-----|--|--|--------------|---------------|
| 80 | Dr. Sundari Rajasekaran | From Hills To Markets: Digital Disruption And Women-Led Value Chain Transformation In India'S Agricultural Hinterlands | Dr. Jithin P | Dr. Nandini M |
| 101 | Dr. Rahul B Hiremath Dr. Vinod Sharma Dr. Yogesh Mahajan | Natural But Invisible: Why Zbnf Farmers Fail To Capture Market Value In India | | |
| 110 | Dr Navneet Joshi Dr. Jyotsna Oswal Dr. Sanjive Saxena Dr. Namita Rajput | Ashok Furniture: Regaining The Legacy Leadership | | |
| 228 | Dr. Smita Shyamsunder Khatri Dr. Tanaji Vitthal Chavan Dr. Dhananjay Bhaskarrao Bagul | Anekant Education Society Upholding Ethical Governance Through Strategic Management: A Real Case | | |
| 131 | Ms. Puja Baliarsingh Ms. Shatarupa | The Founder Who Hesitated: Personality Shadows, Work-Life Dissonance And Stalled Entrepreneurial Leap | | |

Concurrent Session II

(Executive Classrooms MDC [Tandula] 1st and 2nd Floors)

Track 8 - Marketing

Time: 5:00PM-6:30PM, Room No: MDC Meeting Room/VIP Lounge

| #ID | Name of Author | Title | Track Chair-1 | Track Chair-2 |
|-----|---|---|--------------------|----------------|
| 67 | Dr. Ganesan Muruganantham Shri Udaya Sankar Patro | Lenskart: Building A Technology-Driven Eyewear Brand | Dr. Daniel Inbaraj | Dr. Jinal Shah |
| 71 | Dr. Surajit Ghosh Dastidar | Country Delight: Positioning Natural Coconut Water In India | | |
| 85 | Ms. Nidhi Pandey | Green Innovations In Festival Marketing: Case Study Of Sustainable Practices By Indian Businesses | | |
| 91 | Shri Rajendra Pal Dr. Satya Kishan | Post-Joint Venture Strategic Adaptation As A Contemporary Business Practice: The Case Of Hero Motocorp In Emerging Markets And Beyond | | |
| 96 | Dr. Bindiya Tater Dr. Kishor John | Nike: Digital Transformation, Brand Activism And Emerging Market Growth | | |
| 97 | Shri Sumon Gantait Dr. Kiran Sharma | Greenhushing In Indian Startups: Strategic Silence, Consumer Trust, And Marketing Ethics | | |

Track 9 - Sustainability, SDG, and ESG / Finance Accounting

Time: 5:00PM-6:30PM, Room No: MDC Meeting Room/VIP Lounge

| #ID | Name of Author | Title | Track Chair-1 | Track Chair-2 |
|-----|------------------------|--|---------------|---------------|
| 216 | Dr. Rahul Kumar | Measuring Hope: Should Sgbs Unnati Foundation List On India'S Social Stock Exchange? | | |

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|---------|---|---|-------------------|-----------------|
| 223 | Dr. Debanjalee Bose | Market Dynamics And Risk Profiles: A Decadal Analysis Of It Giants In Indian Financial Markets | Dr. Jagannath MVK | Dr. Somya Arora |
| NCMT300 | Dr. Pradiptarathi Panda Ms. Drasti Sanodiya | Inside The Nse Colocation Scam: How Preferential Access Undermined Fair Trading In India'S Equity Markets | | |
| NCMT303 | Shri Siddhant Dr. Rahul Kumar | Marico Limited: Commodity Risk Management | | |
| NCMT310 | Dr. Nabanita Ghosh Dr Vidya CM | Crafting A Competitive Cost Structure At Cortexcraft In The Era Of Artificial Intelligence | | |
| 221 | Shri Rajat Bansal Dr. Archana Parashar | Reviving Godna: Balancing Cultural Preservation, Market Viability, And Scalability In Tribal Women'S Entrepreneurship | | |

Track 10 - Operations Management and Quantative Techniques

Time: 5:00PM-6:30PM, Room No: 101 (Onsite)

| #ID | Name of Author | Title | Track Chair-1 | Track Chair-2 |
|-----|---|---|--------------------|---------------|
| 43 | Dr. Abhijit Barman | The Route To Efficiency: A Machine Intelligence | Prof. Rabin K Jana | Dr. S. Ajit |
| 93 | Shri Rithvick B Ram | Enfield In Peril: Biting The Bullet | | |
| 125 | Shri Rajneesh Chandra Shukla | Operational Fragmentation To Integrated Control: Process Integration And Managerial Governance In An Emerging Market Manufacturing Firm | | |
| 162 | Ms. Shobhana Chandra Shri Sagar Inachi Shri Niranjana | Intugine: The Story Of Lost Gps Devices | | |
| 179 | Shri Syed Mohammad Meezan Raza Rizvi Ms. Zareen Khatoon Dr. Noria Farooqui | Kitchen Operations And Food Wastage Management In Luxury Hospitality: A Case Study Of Jw Marriott Aerocity, New Delhi | | |
| 191 | Dr. Anand Kumar Dr. Bhawna Priya | Meesho Superstore: Choosing Between Speed And Control | | |

Track 11 - Strategy

Time: 5:00PM-6:30PM, Room No: 102 (Onsite)

| #ID | Name of Author | Title | Track Chair-1 | Track Chair-2 |
|---------|--|---|-----------------------|----------------------------|
| 38 | Dr. Dhanya J S Dr. Bindu Ann Thomas Dr. Sarin Raju | Quest Infra Consulting'S Quest To Be The Benchmark Of Excellence In Infrastructure Consulting | Dr. Navneet Bhatnagar | Dr. Abhijeet Arvind Shivan |
| 50 | Ms. Moumita Ghosh Dr. Sangeeta Mehroliya | Amul'S Green Wall: The Carbon Dilemma Of India'S Cooperative Giant | | |
| NCMT309 | Dr. Nandini M Dr. K S Sujit | Saving Channapatna Art: Revival, Responsibility, And Strategic Choice | | |
| 74 | Dr. Vinod Thakur | Pvr Inox Limited: Reimagining The Business | | |

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|----|--------------------------|---|--|--|
| 87 | Dr. Sandeep S | Zomato'S Internationalization Gamble | | |
| 99 | Shri Rakesh Mehta | The Pedagogy Paradox: A Veteran Educator'S Dilemma Between Tradition And Innovation In The Management Classroom | | |

| Track 12 - Sustainability, SDG, and ESG | | | | |
|--|---|---|----------------------|----------------------|
| Time: 5:00 PM-6:30 PM, Room No: 201(Onsite) | | | | |
| #ID | Name of Author | Title | Track Chair-1 | Track Chair-2 |
| 66 | Dr. Dipti Sharma Dr. Oum Kumari Dr. Abhinash Singh Shri Yashpal Yadav Ms. Ria Pritam | From Fields To Grids: A Case On Solarpreneurship In Rural India | Dr. Parikshit Charan | Dr. Nandini M |
| 78 | Dr. Saroj Kumar Pani | Blue Planet Environmental Solutions: The India Dilemma | | |
| 100 | Dr. Rahul B Hiremath Shri Kunal Gopal Thakur Dr. Yogesh Mahajan Dr. Gauri Joshi | Clean Up Paradox- The Unseen Cost Of Discarded Clothing | | |
| 118 | Ms. Sushama Bhoi Shri Rakesh Mohanty | Case Study Based Novel Quality Teaching And Sustainable Learning (Qtsl) Models With Best Practices Using Bloom'S Taxonomy | | |
| 137 | Shri S.Arun Pandian Dr. A Divya Dr. P Ragubalan Dr. Idris Oyewale Oyelakin | Ask Bank And The Silent Rise Of Npas: A Phygital, Ethical, And Ai Governance Dilemma | | |
| 141 | Dr. Ashok Pawar | An Indian Manufacturer'S Dilemma: Adani Solar And The Carbon Emission Politics. | | |

| Track 13 - Strategy / Entrepreneurship Development | | | | |
|---|---|--|----------------------|-----------------------|
| Time: 5:00 PM-6:30 PM, Room No: 203 Main Case (Online) | | | | |
| #ID | Name of Author | Title | Track Chair-1 | Track Chair-2 |
| 29 | Dr. Julie Sunil Dr.Nidhi Shukla | Fabindia'S Journey To Capture Millennial And Gen Z Markets | Dr. Ramkumar M | Dr. Sharadindu Pandey |
| 108 | Dr. Himanshu Chauhan Dr. Pragya Bhawsar | Sunfox Technologies: The "Cheetah" Vs. "Elephant" Dilemma In Global Healthcare | | |
| 170 | Ms. Atika Ushshaque Dr. Noria Farooqui Dr. Sadaf Siraj | Ash Amaira: Crafting Global Luxury From Indian Roots | | |

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|-----|---|--|--|--|
| 36 | Dr. Arul Senthil Dr.Devi Premnath | Human-Centric Leadership And Its Legacy: Entrepreneurial Journey Of Vasudevan Tachoth'S At Sri Krishna Udyog | | |
| 103 | Dr. Pritha Chaturvedi | Jharkhand State Livelihood Promotion Society: Microfinance Innovation For Tribal Economic Empowerment | | |

Track 14 - Information Systems / Entrepreneurship Development / Operations Management and Quantative Techniques

Time: 5:00 PM-6:30PM, Room No: 201 Main Case (Online)

| #ID | Name of Author | Title | Track Chair-1 | Track Chair-2 |
|---------|--|--|------------------|--------------------|
| 220 | Dr. Sourya De Dr. Manojit Chattopadhyay | Shagang'S Digital-Intelligence Steel Transformation | Dr. Damini Saini | Dr. Vidushi Pandey |
| NCMT314 | Ms. Akancha Siksha Khalkho Shri Rahul Kushwaha | School Keinta: Contextual Innovation For Universal Education Delivery In Narayanpur District | | |
| NCMT318 | Dr.Harpominder Jit | Exploring Supply Chain Innovation And Sustainability In Fashion & Lifestyle Retail | | |
| 30 | Dr. Anjali John Dr. Paul V Mathew | Good College: A Crisis Of Trust And Contracts | | |
| 47 | Dr. Upendra Shukla | Empowering Arabic Women: A Case Of Godrej & Khimji India'S Joint Venture In Oman | | |

Day-02 31-01-2025

Concurrent Session III

(Executive Classrooms MDC [Tandula] 1st and 2nd Floors)

Track 15 - Strategy

Time: 12:00 PM – 1:30 PM, Room No: 101

| #ID | Author Name | Title | Track Chair-1 | Track Chair-2 |
|-----|---|--|------------------------|------------------|
| 200 | Ms. Soumika Bhuma Shri Raja Nandana Ilavala Dr. Mukesh Narmetta | Indigo Airlines: Operating At The Edge | Dr. Mohd Shadab Danish | Dr. Vinod Thakur |
| 109 | Dr. Subba Lakshmi Prabha | Strategic Crossroads At Runway Incubator: Balancing Mission And Metrics At Upes | | |
| 153 | Ms. Abhyunnati Singh Shri Shreyas Bhatkal | The Legitimacy Trap: Navigating Innovation And Fragility In India'S Crypto Ecosystem | | |
| 72 | Dr. Lalit Kumar Khurana | Strategic Growth And Global Positioning Of Pix Transmission Ltd In V-Belt Markets | | |
| 152 | Ms. Harshita Pali Shri Sankhadeep Sarkar Ms. Chandrita Das | Blusmart Mobility: Governance At The Brink | | |

Track 16 - Entrepreneurship Development

| Time: 12:00 PM – 1:30 PM, , Room No: 102 | | | | |
|--|---|--|----------------------|---------------------------------|
| #ID | Author Name | Title | Track Chair-1 | Track Chair-2 |
| 132 | Dr. Sheetal Dr. Shikhar Sharma | Infosys Limited: Leading The Sustainability Agenda | Dr. Rahul B Hiremath | Dr. Smita Shyamsunder Khatri |
| 120 | Shri Mohd Anas Azad | The Artisan'S Digital Crossroads: Social Media Adoption, Founder Dependency, And Scaling Dilemmas In A Micro Handicraft Enterprise | | |
| 202 | Dr. Sanyka Banerjee | Balancing Heritage And Margins: The Strategic Challenge At Jp Togs | | |
| NCMT301 | Dr. Sathyanarayanan Ramchandran Dr. Chandrasekaran Nagarajan Dr. Indira Ananth | Sri Bhuvaneswari Mills: A Matriarch'S Dilemma | | |
| 166 | Dr. Mitali Tiwari | Scaling Through Constraints: The Entrepreneurial Journey At Ar Solutions | | |

| Track 17 - Marketing | | | | |
|--|---|---|---------------------|----------------------------|
| Time: 12:00 PM – 1:30 PM, Room No: MDC Meeting Room/VIP Lounge | | | | |
| #ID | Author Name | Title | Track Chair-1 | Track Chair-2 |
| 116 | Ms. Darshana Kewalramani Dr. Dimple Kaul | Ai Vs Human Counsellors: The Digital Hr Transformation Of Study Abroad Guidance At Emeritus | Dr. Dhananjay Bapat | Dr. Surajit Ghosh Dastidar |
| 134 | Shri P Mohan Chandran | Modern Chanakya: S. Jaishankar'S Diplomacy Through The Lens Of Indian Mythology | | |
| 138 | Dr. Indirah Indibara | Asian Paints: Transforming From Product To Service Business | | |
| 148 | Dr. Somya Arora Dr. Tulika Sharma Dr. Ram Balak | Yash Pakka: Geared For Sustainable Future By Creating A Good Garbage | | |
| 158 | Dr. Jinal Shah Ms. Lukesha Manoj Galani Ms. Saumya Dalwani | From Reach To Relevance, Creator To Entrepreneur: Kusha Kapila'S Strategic Brand Evolution | | |
| 188 | Ms. Shwetapadma Priyadarshini Dr. Vikas Thakur Dr. Binita Tiwari | Marketing And Strategy Challenges In Positioning Indian Epos For Value Capture In Commodity B2B Markets | | |

| Track 18 - Economics & Public Policy | | | | |
|--|---------------------------------|---|---------------|---------------|
| Time: 12:00 PM – 1:30 PM, , Room No: 202 | | | | |
| #ID | Author Name | Title | Track Chair-1 | Track Chair-2 |
| 79 | Shri Chandra Kant Parmar | Strategic Capital Investment In Indian Federalism: The Case Of The Scheme For Special Assistance To States For Capital Investment (Sasci) | | |

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|---------|---|--|-------------------|-----------------|
| 83 | Shri Aniket Bhushan | Beyond Jan-Dhan: Financial Inclusion And Productive Credit In Madhepura District | Dr. Rashmi Shukla | Dr Dipti Sharma |
| NCMT312 | Shri Rohit Vyas Ms. Divya Priyadarshini | Jashpure: A District-Based Community Entrepreneurship Model | | |
| NCMT315 | Shri Mayank Agrawal Shri Palash Agrawal | Tiger Monitoring And Rescue Outside Tiger Reserves: Managing Wildlife, Development, And Community Safety In Chhattisgarh | | |
| NCMT313 | Ms. Suruchi Singh Shri Amit Parihar | Pottha Laika Pehel- Bridging The Malnutrition Gap Through Facilitative Governance In Rajnandgaon | | |
| NCMT316 | Dr. Ravi Mittal Shri Arul Singh | Abhiprerna Shivar – Reformative Approaches To Teacher Alcohol Dependency In Jashpur | | |

Track 19 - Economics & Public Policy / Operations Management and Quantative Techniques

Time: 12:00 PM – 1:30 PM, Room No: 203

| #ID | Author Name | Title | Track Chair-1 | Track Chair-2 |
|---------|---|--|---------------|--------------------|
| NCMT317 | Ms. R.Shangeetha | Digital Revolution At The Counter: A Retail Salesmans Journey | Dr. Rajeev A | Dr. Ajit Sadasivan |
| NCMT302 | Dr. Bhawna Priya Dr. Anand Kumar | The ±150 Gram Problem At Bpcl Loni: A Quality And Compliance Challenge | | |
| NCMT311 | Dr. Jighyasu Gaur Shri Abhishek Dadhwal | From Pipes To Performance: Sustaining Jal Jeevan Mission In Chhattisgarh | | |
| 41 | Shri Manil Agarwal Dr. Tana Trivedi | Sardar Patel Zoological Park: Managing The Visitor Mayhem | | |
| 197 | Ms. Sushma Muralie | Balancing Talent Retention and Market Expansion in EdTech Industry | | |

Track 20 - OBHR

Time: 12:00 PM – 1:30 PM, Room No: MDC Meeting Room/VIP Lounge

| #ID | Author Name | Title | Track Chair-1 | Track Chair-2 |
|-----|--|---|----------------|--------------------------|
| 143 | Dr. Bhagwati PD Chaudhary Dr. Niraj Gautam Dr. Rajesh Shahi Dr. Tara Prasad Upadhayaya | Leadership Conflict And Industrial Relations At Everest Hydro And Electricity Limited (EHE) | Dr. Ritu Gupta | Dr. Vijaya Venkateswaran |
| 165 | Ms. Arzoo Madiha Ms. Anjani Kumar Jha Dr. Abhijeet Singh | A Case Study On Transforming The Enterprise: Ibm'S High-Stakes Bet On An Ai-Powered Workforce | | |
| 173 | Shri Yash Yadav | From Franchisee To Founder: The Strategic Pivot Of House Of K | | |
| 135 | Dr. Mukesh Kumar | Blinkit In A Tight Spot: Should Gig Workers Be Recognized As Employees? | | |

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|-----|---|---|--|--|
| 186 | Dr. Amitabh Deo Kodwani Ms. Tamanna Mandhani | The Five-Minute Resignation | | |
| 206 | Dr. Chitra S | Behind The Resume: A Case Study On Hr Recruitment Fraud | | |

Track 21 - Strategy / Operations Management and Quantative Techniques / Entrepreneurship Development

Time: 12:00 PM – 1:30 PM, Room No: 201 (Mini Case Online)

| #ID | Author Name | Title | Track Chair-1 | Track Chair-2 |
|---------|---|---|-----------------------|--------------------|
| 150 | Ms. Shrawani Rayalkar Ms. Anushka Inamdar Dr. Anuja Agarwal Dr. Vandana Tripathi | Bharat Or Beyond: The Strategic Pivot Of Sar Agrochemicals | Dr. Navneet Bhatnagar | Dr. Ajit Sadasivan |
| NCMT308 | Shri Vivswan Padmeshya Ms. Ameya Joshi Shri Rohil Hazra | Sabka Bima, Sabki Strategy? | | |
| 46 | Ms. Pooja Uday Parulekar | Two Incidents, One System: Operational Fragility and Patient Safety Risks in Emerging - Market Healthcare | | |
| 102 | Ms Moumita Ghosh | The Punctuality Paradox: Indigo'S Operational Meltdown And The Dilemma Of Lean Resilience | | |
| 146 | Ms. Ajigya Aryal Shri. Aayush Subedi | Brij Safety Glass In Structural Turbulence: Competing On Quality In A Distorted Manufacturing Market | | |
| 117 | Ms. Hetal Prajapati | One Person, Many Roles: The Multi-Tasking World Of A Freelancer | | |

Concurrent Session IV

(Executive Classrooms MDC [Tandula] 1st and 2nd Floors)

Track 22 - OBHR / Humanities & Liberal Arts

Time: 2:30 PM – 4:00 PM, Room No: 101

| #ID | Author Name | Title | Track Chair-1 | Track Chair-2 |
|-----|---|--|--------------------|---------------|
| 224 | Dr. Sahana Madan | Hostage In The Skies : Indigo'S Pilot Fatigue Meltdown And India'S Monopoly Aviation Dilemma | Dr. Prakriti Soral | Dr. Gandhi L |
| 56 | Shri Shashwat Ranjan Dr. Damini Saini | Predicament Of A Human Resources Officer – A Case From An Indian Public Sector Undertakin | | |
| 176 | Ms. Anjani Kumar Jha | Beyond The Bottom Line: The Vertical Sustainability Dilemma At Pratibha Syntex | | |
| 214 | Shri Divyam Aggarwal | Iquanta: A Growth Problem That Success Created | | |
| 98 | Dr. Neelu | How The Airline Landed In The Traveller'S Zone Of Intolerance | | |

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|----|----------------------------|---|--|--|
| 32 | Dr. Divya Lakshmi J | Wellness At Work - Employee Well-Being On Remote Work | | |
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Track 23 - Information Systems / Strategy / Entrepreneurship Development

Time: 2:30 PM – 4:00 PM, Room No:MDC Meeting Room/VIP Lounge

| #ID | Author Name | Title | Track Chair-1 | Track Chair-2 |
|-----|--|--|---------------|-------------------|
| 112 | Shri Anurag Nagar | Tackling Absenteeism In Manufacturing Sector : An Hr Perspective | Dr. Jithesh A | Dr.Vidushi Pandey |
| 133 | Ms. Anuradha Sahu | From Craft Legacy To Market-Ready Startup. Redoing Brand Positioning & Institutionalising Botanical Craft . Auroarts- Transformative Journey Through Stem–Swavalamban. | | |
| 54 | Shri Uppily Ramabadran | Unmasking Deception: A Case Study On Health Insurance Fraud | | |
| 180 | Dr.Rizwana.M Dr. Padmalini Singh Dr. Pallavi B | Scaling The Hybrid Strategy Across India'S Rural-Urban Divide: Caare Healthtech | | |
| 25 | Dr. Sharadindu Pandey | The Betul Anomaly: Weaving Nutrition Security Through Agro-Forestry In Madhya Pradesh | | |

Track 24 - OBHR

Time: 2:30 PM – 4:00 PM, Room No: 201 (Mini Case Online)

| #ID | Author Name | Title | Track Chair-1 | Track Chair-2 |
|-----|--|---|----------------------|---------------------------|
| 53 | Dr. Jestin Johnny Dr. Tanvi Thakkar Ms. Pranjal Gupta | The Unlikely Leader: Navigating Influence, Perception, And Career Advocacy | Prof. Anubha Dadhich | Dr. Bijay Prasad Kushwaha |
| 77 | Shri Nachiketh C Dr. Apurva Sanaria | Familiarity On Plate | | |
| 81 | Shri Aditya Yadav | Adi'S Scoops & Bites: A Founder On The Mba Bench | | |
| 122 | Ms. Arpitha Elsa Alex Dr. Manish Gupta | Adapting To Gen-Z Expectation On Quarterly Promotion: Case Of A Fintech Company | | |
| 123 | Ms. Sonalika Reddy Dr. Manish Gupta | Breaking Barriers And Leading Change At Yuktha Motors | | |
| 159 | Shri Lakshmi Sumana Pusunuru | Starbucks At The Crossroads: Howard Schultz'S \$30 Million Gamble | | |

Track 25 - Marketing / Entrepreneurship Development

Time: 2:30 PM – 4:00 PM, Room No: 202 (Mini Case Online)

| #ID | Author Name | Title | Track Chair-1 | Track Chair-2 |
|-----|--------------------------------|--|---------------|---------------|
| 65 | Ms.Pooja Uday Parulekar | Beyond Billboards: Reconciling Organic And Inorganic Marketing In Emerging Healthcare Market | | |

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|-----|---|---|----------------------|--------------------------------|
| 177 | Shri Satyam Premi | Rethinking Rituals: Manyavar'S High-Stakes Gamble With Mohey'S 'Kanyamaan' Campaign | Dr. Daniel B Inbaraj | Dr. Piyush Divyanand Chadarava |
| 169 | Ms. Anjali Nilesh Kulkarni Ms. Prachi Sharma Dr. Ashok Pawar | Chitale Bandhu Mithaiwale: Scaling Up Or Staying True To Roots? | | |
| 196 | Shri Abhishek Tripathi Dr. Rishikesan Parthiban | Cograd: Quality And Affordable Education For Rural India | | |
| 219 | Dr. Shelly Agarwal Dr. Pooja Tripathi Ms. Shanu Jain Dr. Shuchi Singhal | Jobkhabri: The Continuity Dilemma – Downsizing, Divestment, Or Exit | | |
| 222 | Dr. Prageetha Raju | Pune Ladies (Pula): A Case Of Digital Innovation And Collaborative Entrepreneurship For Women'S Empowerment | | |

| Track 26 - Finance & Accounting | | | | |
|--|--|---|-----------------|-----------------|
| Time: 2:30 PM – 4:00 PM, Room No: 203 (Mini Case Online) | | | | |
| #ID | Author Name | Title | Track Chair-1 | Track Chair-2 |
| 52 | Dr. Abhishek Maheshwari Dr. Amit Malhotra Dr. Shalini Singh | Ultima Hi-Tech Limited: Navigating Financing Choices For Global Expansion | Dr. Ketan Reddy | Dr. Rahul Kumar |
| 144 | Ms. Anisha Biju Ms. Prachi Sharma Dr. Ashok Pawar | Aluminium Tariff Impact On Coca-Cola'S Supply Chain | | |
| 145 | Ms. Ishita Singh Shri Hrithik Srivastava | Decoding The Gratuity Paradox At Infosys: When Employee Obligations Become Balance Sheet Assets | | |
| 163 | Ms. Nimisha Singh Ms. Gargesha Sreya Divvela Ms. Pankhudi Tripathi | Rise And Fall Of Paymate | | |
| NCMT304 | Ms. Shivani Prasanna Deore Dr. Rahul Kumar | Egyptair In Turbulent Skies | | |
| 212 | Shri Kartikeya Patwardhan | Valuing Distress: Adani Enterprises' Bid for Jaiprakash Associates | | |

| Track 27 - Humanities Liberal Arts / Economics Public Policy | | | | |
|--|--|--|---------------|---------------|
| Time: 2:30 PM – 4:00 PM, Room No: 102 (Mini Case Online) | | | | |
| #ID | Author Name | Title | Track Chair-1 | Track Chair-2 |
| 210 | Shri Nikunj Maheshwari | Bagh Prints At A Crossroads: A Legacy In Peril | | |
| 139 | Ms. Ojaswi Sharad More Ms. Khushi Rakesh Shah | Pli Or Peril? Tata Electronics' Bet On India'S Semiconductor Dream | | |

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|-----|---|--|------------------|-----------------------------|
| 172 | Ms. Pournima Uday Majagaonkar Ms. Prachi Sharma Dr. Ashok Pawar | From Cultural Appropriation To Ethical Collaboration: The Prada And Kolhapuri Chappal Case | Ashapurna Baruah | Dr. Abhijeet Arvind Shivane |
| 178 | Ms. Aishwarya P R Ms. DS Jisha Shri Nishesh N | From Policy To Platform: The Ondc Adoption Dilemma For Kirana Retailers In India | | |
| 207 | Ms. Monila Agrawal Dr. Vipul Gupta | Asymmetric Information In Social Banking When Social Responsibility Creates Moral Hazard | | |