

Session: Strategy and Innovation(1E)
1 Mar (4:30-5:30)
Session Chair: Vinay Sharma, IIT Roorkee

1152 Leverage, IFRS Convergence, and Performance of Indian Banks: System GMM Approach

Nikhil M N, nikhil.n7@learner.manipal.edu, Manipal Academy of Higher Education

This study delves into the moderating impact of Ind AS on the capital structure and performance of Indian banks listed under the Bank Nifty Index during 2014-2023. Employing a system GMM regression analysis and dividing the sample into pre-Ind AS (2014-2018) and post-Ind AS (2019-2023) periods, study demonstrates a negative link between leverage and banking performance. Notably, Ind AS enhances performance, and interaction effect shows that Ind AS negatively moderates the connection between leverage and bank performance. Findings suggest that strategic capital management is crucial for mitigating adverse effects, emphasizing the need for nuanced approach amid evolving regulatory dynamics.

1177 Influence of Cashbacks Vs Discounts on Selling Effectiveness

Aishwarya Ramasundaram, aishwaryar@iimk.ac.in, Indian Institute of Management, Kozhikode

In this paper, the effectiveness of cashbacks vs discounts on a salesperson's effectiveness is studied. It is proposed that discounts would be more effective in transactional and distributive negotiation contexts while cashbacks would be more effective in relationship oriented integrative negotiation contexts. The results from the study would help managers train their salesforce on communication skills and pricing design to increase the effectiveness of the salesperson's efforts.

1213 Voluntary Integrated Reporting: Value Relevance in Mandatory Reporting Regime

*Ajay Lunawat, ca.ajay.lunawat@gmail.com, Rajagiri College of Social Sciences
Krishnan Chandramohan, Rajagiri Business School, Krishnan.chandramohan@gmail.com
Dipti Lunawat, Rajagiri Business School, ca.dipti.lunawat@gmail.com
Sapna Malya, S P Jain Institute of Management and Research, sapna.malya@spjimr.org*

The study investigates the value relevance of voluntary integrated reporting (IR) in a comprehensive reporting environment where mandatory financial and non-financial reporting co-exist. The study explored the association of value relevance and integrated reporting using pooled ordinary least squares OLS regression with robust standard errors. We found that despite the mandatory financial and non-financial reporting requirements voluntary integrated reporting is value relevant. Further, the first-time information provided by integrated reporting and the firm's commitment towards voluntary integrated reporting also was found to be value-relevant. However, with every additional year of IR, there is a decreasing trend.

Session: Banking(2A1)

2 Mar (9:50-11:10)

Session Chair: Narinder Kumar Bhasin, Indian Institute of Banking and Finance

1175 New Revolution of Digital Banking in India - Fintech and Emerging Technologies

Narinder Kumar Bhasin, dr.narinder.bhasin@gmail.com, Indian Institute of Banking and Finance

Digital banking in India had played an important role in the Indian Banking System. The collaboration adopted by traditional banks and the emergence of fintech have changed the entire banking landscape. Fintech, with emerging technologies like artificial intelligence and machine learning with blockchain, has improved customer experiences and satisfaction. This research paper explores the digital banking revolution in the Indian financial system and its impact on customer service.

1180 Study of the Impact of Privatization of Public Sector Banks in India

Narinder Kumar Bhasin, dr.narinder.bhasin@gmail.com, Indian Institute of Banking and Finance
Bhagat Singh Bisht, Bank Of Baroda, bishtbob@gmail.com

While presenting Budget, 2021-22 Finance Minister Ms. Nirmala Sitharaman had announced the privatization of Public Sector Banks (PSBs) and approval of policy as part of its strategic disinvestment drive. While responding to a question on privatization of two PSBs, Finance Minister responded in written reply in Rajya Sabha that the objective of the policy includes enablement of growth of public sector banks through advance technology, infusion of capital and best practices. This article studies the impact and explain the background, various committees' recommendations, global experience, arguments for privatization, challenges and opportunities for privatization of Public Sector Banks in India.

1187 An Empirical Study on Impact of Fintech on Banking Industry

Maran K, directorsims@sairam.edu.in, Sri Sairam Institute of Management Studies
Usman Mohideen K S, Sri Sairam Institute Of Management Studies, usman.mba@sairam.edu.in
Venkatesh P, Sri Sairam Institute Of Management Studies, venkatesh.mba@sairam.edu.in
Senthilnathan C R, Sri Sairam Institute Of Technology, hod.mba@sairamit.edu.in

The financial technology sector's (fintech) rapid advancements, which have revolutionized numerous industries, have had a particularly large impact on the banking industry. This study intends to examine both the advantages and disadvantages of fintech's extensive effects on the banking sector. The study uses a mixed-approaches approach that combines qualitative and quantitative research methods. Key issues surrounding the impact of fintech on banking are highlighted and examined through a thorough literature review. Surveys are another method of gathering insights primary data to obtain more in-depth viewpoints.

1208 A Study on Customer Awareness Towards Banking Services in Himachal Pradesh

Neha Kashyap, nhkshp94@gmail.com, U.H.F. Nauni

The study aims to investigate the awareness level of customers towards various services offered by banks. It was conducted on the customers of public and private commercial banks in Solan and Shimla districts of Himachal Pradesh. The sample comprised of 320 customers who were selected using multi-stage random sampling. The results showed that majority of the services which was preferred by the customers was ATM cum Debit card service, SMS alerts service and Internet/mobile banking service. Maximum significant services were found across age, occupation and income of the customers.

Session: Case Studies(2A2)

2 Mar (9:50-11:10)

Session Chair: Ajit Tomar, Symbiosis University of Applied Sciences

1160 How Data Analytics Transformed Major League Baseball Franchise Operations

Ahmed Mahfouz, aymahfouz@pvamu.edu, Prairie View A & M University

Kishwar Joonas, Prairie View A&M University, kajoonas@pvamu.edu

Dominic Cox, Prairie View A & M University, dcox27@pvamu.edu

Josh Larzabal, Prairie View A & M University, jlarzabal@pvamu.edu

Dewaylon Wilson, Prairie View A & M University, dwilson23@pvamu.edu

The purpose of this study is to highlight how technology has impacted baseball franchise through applying statistical and analytical concepts, and affecting culture. Major League Baseball (MLB) became a franchise in 1876, recording their first game on September 23. The Baseball Industry showed dramatic transformation, in terms scouting players, building a team, and managing organizational resources. Data Analytics help team managers and owners to cost-effectively recruit and construct a championship team, reveal and improve players' hidden talent. The resultant competitive advantage promotes optimal resource allocation and profitability.

1162 The Impact of Investment Funds on Economic Growth in Saudi Arabia

Hind Althobaiti, hialt1@morgan.edu, Morgan State University

This study assesses the impact of mutual investment funds on Saudi Arabia's economic growth from 1998 to 2022, focusing on GDP, unemployment, inflation, and the Tadawul stock exchange. Multivariate Analysis of Variance shows a positive correlation between investment fund variables and key economic indicators, even during financial crises. The findings underscore the significance of monitoring these variables for informed policymaking and investment strategies. Despite study limitations, it emphasizes the need for future research to explore additional determinants and external influences on investment funds, enriching the existing body of knowledge on the subject and guiding comprehensive economic planning.

1176 Framework for Assessing the Impact of Sukanya Samridhi Yojana

Rahul Kulkarni, prof.rahulkulkarni@gmail.com, BP Arts, SMA Science and KKC Commerce College

Ashish Puranik, Brihan Maharashtra College Of Commerce, ashishmpuranik@gmail.com

Prashant Gupta, Indian Institute of Management Nagpur, prashant@iimnagpur.ac.in

Balkrishna Narkhede, Indian Institute of Management Mumbai, benarkhede@nitie.ac.in

Alok Kumar Singh, Indian Institute of Management Nagpur, alok@iimnagpur.ac.in

Sukanya Samridhi Yojana is a leading Government saving scheme to promote girl education achieve financial inclusion and financial empowerment The scheme's benefit includes a higher interest rate tax benefits payment on maturity to a girl child and limited year of payment amongst others Government recently raised interest rate to 8.2 percent to attract more beneficiaries assess the impact of the scheme for which it was envisioned How beneficiaries perceive this scheme as a mechanism of girl child education financial inclusion and saving is vital to understand and study Framework for Assessing the impact of Sukanya Samridhi Yojana is presented.

1178 The role of Buyer Persona in Omni Channel Retailing

Navyashree , kavyashreemb@jssstuniv.in, JSS Centre for Management Studies JSSSTU

Tejus Sangameshwara, JSS Centre for Management Studies JSSSTU, kavyashreemb89@gmail.com

Kavyashree M B, JSS Centre for Management Studies JSSSTU, kavyashreemb@jssstuniv.in

It is imperative for businesses operating in the Indian retail sector to adopt a nuanced and customer-centric approach This involves recognizing the importance of factors such as brand loyalty and online behavior and being attentive to the ever-changing landscape of consumer preferences. The present research examined whether the role of buyer persona in Omni channel retailing is affected by Brand Loyalty Buying Preferences Buying Frequency Communication Channel and Online Behavior Reliability Exploratory Factor Analysis Confirmatory Factor Analysis and SEM were adopted to validate the hypothesis. Results provide an insight to the retailers to adopt strategies to reach customers.

Session: Finance(2B1)
2 Mar (11:30-12:30)
Session Chair: Ajay Lunawat, Rajagiri College of Social Sciences

1153 Ownership and Cost of Equity: Moderating Impact of Disclosure and Governance

M Sandesh, sandesh.docmpl2022@learner.manipal.edu, Manipal Academy of Higher Education

The study examines how disclosure and Governance Quality, moderate the association between ownership concentration and Cost of equity among Indian firms listed on NSE-500 between 2014 and 2022. By employing pooled OLS, study unveils that disclosure and governance quality act as negative moderators, attenuating significant positive relationship between Ownership concentration and Cost of Equity. The findings show superior disclosure and governance practices alleviate agency issues, subsequently diminishing firm's Cost of equity. The study's novelty lies in heightened disclosure and increased board independence, which mitigate Cost of equity for ownership concentrated firms, offering practical insights for practitioners in emerging markets.

1166 Navigating Fear in AI-guided Financial Services Adoption: Role of Self-efficacy

Suchi Aeron, s_aeron@bm.iitr.ac.in, Indian Institute of Technology, Roorkee

Zillur Rahman, IIT Roorkee, zillur.rahman@ms.iitr.ac.in

Apprehensive customers often resist innovation, leading to slow adoption and product pullbacks. Understanding drivers and circumstances of innovation adoption, this study lends insight into when fearful consumers can adopt AI-guided financial services. The study first comprehends if fear impedes adoption, and then two experiments test the role of general and situational self-efficacy on fearful consumer behavioural intention. Embracing the role of emotion, the study shows adoption decisions to be more positively (than negatively) influenced by fear when self-efficacy is high due to increased elaborative processing. From a managerial standpoint, it implies enacting self-efficacy beneficial in marketing communications for fear-ridden markets.

1205 Preventive takeover Defenses, CEO Duality and Corporate Financial Performance

Abhishek S, abhishekswaminathanpkd@gmail.com, Rajagiri Business School

Ajay Lunawat, Rajagiri College of Social Sciences, ca.ajay.lunawat@gmail.com

This empirical study examines the complex dynamics between CEO duality and preventive takeover defenses, on the financial performance of S&P 500 companies between 2017 and 2021. We specifically look into how four preventive takeover defenses—different voting rights shares, supermajority vote requirements, and restrictions on director removal—affect important non-market performance metrics like Return on Equity, Return on Assets, Capital Expenditure, and Earnings Before Interest and Taxes. The results show that takeover defenses have varying effects. Interestingly, these defenses are found to negatively correlate with profitability metrics, which is consistent with the managerial entrenchment theory.

Session: HRM(2B2)

2 Mar (11:30-12:30)

Session Chair: Maran K., Sri Sairam Institute of Management Studies

1172 Mapping Relevance of Personality Traits: Conceptualizing a Measurement Scale

Partha Naskar, naskarpartha@yahoo.co.in, Netaji Subhas Training Institute, WB, India

Samadrita Ghosh, Vidyasager University, samadritaghosh002@gmail.com

Biki Digar, K.D. College of Commerce and General Studies, biki21296@gmail.com

Amight changing business hemisphere, it is the potential of personality traits that matter most. The study attempts to conceptualize a measurement scale with its domains and items. The main source of creating a research scale is formulated from a detailed literature study involving financial risk, peer behavior, five factors, occupational choice, job performance, productivity, turnover intention, happiness index and life satisfaction – all linked with superior personality development at the work ecosystem. The study is qualitative in nature. The paper makes a modest attempt to uphold prominent areas of personality development as a revitalizing element for a progressive tomorrow.

1183 Talent Development for Organizational Sustainability

Mukesh Mihir, mukeshmihiriocl@gmail.com, Amity University

Satuluri Padma, Amity University, mukesh.mihir@s.amity.edu

Though the role of Human Resources for Talent Management is well established, there is still a need to identify and develop the best practices for a successful Succession Planning through Talent Management practices in line with organizational sustainability. Future generation needs to be identified, developed and retained within the organization to hold the key and critical leadership roles. Finding solutions to current industry issue related to Succession Planning for organizational sustainability in the changing socio-economic environmental condition by way of in-depth study on best Talent Management practices is the need of hour.

1215 Mediated Role of Friendship in the Association between Depression, Anxiety and Perceived Stress

Indira Sharma, indira.sharma@suas.ac.in, Symbiosis University of Applied Sciences

This study sought to impartially examine the potential mediating effect of Friendship on the relationship between Depression, Anxiety, and Perceived Stress among students enrolled in professional courses. A sample of 250 students from a management college in Madhya Pradesh participated in the research, utilizing standardized questionnaires with Likert scale responses. Employing PLS-SEM analysis, a comprehensive model was constructed to elucidate the connections between the variables. Findings revealed a positive and statistically significant impact of Depression and Anxiety on Perceived Stress. Additionally, Friendship was observed to exert a significant, albeit negative, mediating influence on the relationship.

Session: CSR(2C1)

2 Mar (1:30-2:50)

Session Chair: Neha Gupta, Symbiosis University of Applied Sciences

1186 Impact of CSR on Healthcare Emergency - Learnings, Gaps and Way Forward

*Somasundaram Lakshminarasimhan, somasundaram@bim.edu, Bharathidasan Institute of Management
Rammath Babu C N S, Bharathidasan Institute Of Management, ramnathbabu@yahoo.com*

We present the evaluation of CSR efforts of a leading bank in collaboration with the healthcare establishments of the Government of Tamil Nadu to manage and mitigate the impact of the COVID-19 epidemic during the financial year 2020-21 and 2021-22. We propose a Theory of Change model to evaluate the impact, and present the gaps that could emerge as constraints. We present a way forward that could learn from strategic management theory to design policy to ensure sustainability and SDGs in the area of Good Health and Wellbeing.

1195 The Nexus between Renewable Energy, CO2 Emissions, FDI and Entrepreneurship

*Vandana Goswami, vandana.g@satyawati.du.ac.in, Satyawati College, University of Delhi
Lalit Goswami, NPL, CSIR, lalitgowami@gmail.com*

The ninth goal of the United Nations' is to achieve industry, innovation and infrastructure by 2030. This goal is the inspiration for the current study. In this sense, the current study focuses on the development of entrepreneurship while also stressing sustainability through green entrepreneurship for various developed and developing countries. Hence here with this study we attempted to analyze the relationship between entrepreneurship and sustainability for select countries using panel data analysis method. Findings of the study are useful in developing policies in regard to the sustainability, entrepreneurship development and economic growth of the countries.

1204 An Empirical Study of Corporate Governance as a Foundation to Sustainable Growth

Nidhi Anand, nidhi.1126@gmail.com, Woxsen University

Small and medium enterprises SMEs are a vital lever of economic development to most economies across the world particularly in developing and emerging nations Corporate Governance is about commitment to values ethical business conduct and effective corporate governance is recognized as an important tool for the risk management and the socio-economic development which is possible by ensuring the economic efficiency growth and stakeholder confidence My research study "An Empirical Study of Corporate Governance as a foundation to sustainable growth with special reference to Small and Medium Size Enterprises in global context " aims to bring an executable model of Governance.

1216 Green Finance: A Move in the Direction of Sustainable Growth

*Neha Gupta, neha.gupta@suas.ac.in, Symbiosis University of Applied Sciences
Prakash Choudhary, Chameli Devi Group of Institutions, prakash1820@gmail.com*

The urgency of addressing climate change has brought to the forefront the critical role of finance in steering the global economy towards sustainable growth. This paper explores the concept of green finance, which integrates environmental considerations into financial decision-making processes, thereby supporting investments in sustainable development projects and technologies. By examining the mechanisms, outcomes, and challenges of green finance, this study aims to assess its efficacy as a catalyst for environmental sustainability and economic resilience. We delve into various green financial instruments, such as green bonds, green loans, and sustainable investment funds.

Session: Higher Education(2E1.)

2 Mar (4:20-5:40)

Session Chair: Mandar Kulkarni, Smt.S.M. Agrawal Trusts Institute of Management

1167 Impact of ASO and Parental Income on the Academic Performance of Students

Dipti Sethi, diptisethi.mba@indusuni.ac.in, Indus University, Ahmedabad

Binit Gupta, Indus University, Ahmedabad, Binit.19.rs@indusuni.ac.in

In today's academic landscape, students' academic performance serves as a crucial yardstick for success. This research endeavors to ascertain whether Action versus State Orientation (ASO) and parental income can be considered predictors of students' academic performance. The study aims to establish the correlation between Action versus State Orientation, parental income, and students' academic performance. The research utilized a quantitative survey instrument to collect data. The results indicate that ASO significantly affects students' academic performance, whereas parental income not. The study concludes by underscoring the implications of these results for educators and suggesting potential avenues for future research.

1182 Knowledge Creation and its Transfer: Is Academia Redesigning its Deliverables

Isha Sharma, sharma.is.isha@gmail.com, ICccR and HRM, University of Jammu

Knowledge management as a recognised research area emerged historically from the intersection of various schools of thought that include Religion and Philosophy Wiig 1993 Psychology Economics and social sciences Simon 1976 and management literature that rigorously explained the role of knowledge in determining organisational competencies and the relevant mechanisms to complement the competencies McClelland 1973 All disciplines on summarising knowledge concluded that knowledge can be best defined created replicated and applied by those organisations and institutions that endure transformation from a culture of embeddedness to a culture of learning.

1188 Impact of Internet of Things (IoT) Technology on MSME's Business Sustainability

Rini Rini, rini1045@gmail.com, UIAMS, PU

Witnessing the digital business transformation in conjunction with an effective business strategy amongst enterprises, endeavouring towards continuous improvement in business capabilities has illuminated the significance of IOT technologies in business sustainability. With dearth of studies in context of technology empowering MSME's at distinctive phases of growth and sustainability. This study employing resource-based view (RBV) and dynamic capability view (DCV) theories aims to bridge this gap and investigate the moderating role of entrepreneurial orientation. Also, validated the formulated model using the PLS-SEM technique considering 200 MSME employees in India. The findings highlight significance of IOT technologies on business sustainability.

Session: Marketing(2E2.)

2 Mar (4:20-5:40)

Session Chair: Rahul Kulkarni, BP Arts, SMA Science and KKC Commerce College

1155 Eliminating Deceits And Enhancement of Customer Satisfaction in Petro Retail

Santanu Purohit, purohits13@gmail.com, UPES

Sujoita Purohit, E T P L Kolkata, sujoitaroy@gmail.com

Arvind Kumar Jain, UPES, akjain@ddn.upes.ac.in

Customer buying habits have influenced and evolved with the adoption and proliferation of technology in industries. It is also visible in Petro retail in the Indian context. While some technology adoption has happened in Petro retail, there seems to be some gap towards addressing the frauds leading to customer dissatisfaction and damage to the service provider's brand image.

1169 An Investigation of Market Stigmatization

Akira Yoshinari, yoshinari@aitech.ac.jp, Aichi Institute of Technology

This paper is a study of market stigmatization. The research of this paper is the HPV market for which the Japanese government's active recommendation was temporarily suspended. The Japanese government has now reverted to a contact recommendation due to a lack of identification of a causal relationship. It is assumed that there is a deep-rooted stigma of strong customer distrust in the Japanese HPV vaccine market because of the temporary discontinuation of active recommendations by the Japanese government.

1179 Identifying Theft in Self-scanned Retail Checkouts - A Machine Learning Approach

Vallurupalli Vamsi, vallurupalliv13@email.iimcal.ac.in, Shiv Nadar Institution of Eminence

Self-scan checkout stations are becoming an integral part of several modern retail stores. They allow customers to scan the products in their basket and make the payment online, thereby reducing the time spent on billing. For the stores, however, they present a challenge, as cases of theft in self-scanned checkouts are more than in regular transactions. To address this issue, I have proposed the use of a novel machine learning framework to identify transactions associated with theft. The utility of the framework has been illustrated using transaction data from an actual retail store. Implications for practice have been discussed.

1210 Cultural Compass: Impact of Moral Emotions on Cause Related Marketing in India

Suraj Shah, chairperson.gca@ganpatuniversity.ac.in, Ganpat University

Mahendra Sharma, Ganpat University, prochancellor@ganpatuniversity.ac.in

Priyanka Pathak, Ganpat University, chairperson.cms@ganpatuniversity.ac.in

CSR is most important in modern times. This study conducts a comparative analysis of moral emotions' impact on cause-related marketing in India. Examining the mediating role of cultural factors on consumer responses, the research aims to tailor effective marketing strategies for the unique values of Indian communities. Delving into nuanced dynamics, the study explores how moral emotions influence consumer reactions, incorporating a mediating effect perspective. The findings offer crucial insights for marketers, guiding the creation of strategies that align with the distinct moral and cultural context of India, contributing valuable perspectives to the broader field of cross-cultural marketing.

Session: Technology(3A)
3 Mar (9:50-11:10)
Session Chair: Suraj Shah, Ganpat University

1154 Evolution of Customer Service Protocols with the Enhancement of the Technology

Santanu Purohit, purohits13@gmail.com, UPES
Arvind Kumar Jain, UPES, akjain@ddn.upes.ac.in
Sujoita Purohit, E T P L Kolkata, sujoitaroy@gmail.com

The enhancement of technology has completely transformed people's lifestyles and behaviors. At the same time, much innovation has been seen in customer engagement and satisfaction aspects in general retail and has influenced customers' buying behavior. This is true for the Petro retail as well. Technology enhancement, particularly in ICT, has enabled the industry to develop a robust backend infrastructure for efficient operation. IoT, AI, and predictive analytics tools play a significant role in building up customer-facing initiatives, leading to the design of service protocols for the enhanced customer buying experience, including raising the level of safety at fuel stations.

1174 A Study of Massive Open Online Courses

Mithun Patil, meethunpatil@gmail.com, Dr B V Hiray College of Management and Research Cent
Mandar Kulkarni, Smt.S.M. Agrawal Trusts Institute of Management, mandarkulkarni1989@gmail.com

Over the past few years, there has been a significant increase in the number of students enrolling in Massive Open Online Courses (MOOCs). Massive open online courses (MOOCs) have emerged as a new option for online learning. Since 2008, various public and prestigious universities have offered MOOCs. MOOCs have become one of the most popular e-learning initiatives among universities in India. Recognizing the growing demand for education, India has initiated several projects to offer MOOC courses. This paper presents a brief study of the theoretical and technical aspects of MOOC platforms like NPTEL, IITBX, and SWAYAM.

1191 Is ChatGPT a Menace or a Boon?

Sheela Thiruvadi, sheela.thiruvadi@morgan.edu, Morgan State University
Kelly Carter, Morgan State University, Kelly.carter@morgan.edu
Shiyaamsundar Thiruvadi, Fayetteville State University, sthiruvadi@uncfsu.edu
Abirami Radhakrishnan, Morgan State University, Abirami.Radhakrishnan@morgan.edu

ChatGPT is the buzz word that has gripped the globe in a frenzy with its astonishing functions and extraordinary capabilities. The purpose of this paper is to understand the impact of ChatGPT in the academic world. Although the advent of ChatGPT has empowered students and research scholars by aiding students with their homework and scholars with their research work, there is still a lot of confusion and unanswered questions regarding its usefulness in the legal and ethical sense. This has raised serious concerns in the academic world. This paper will shed light on the implications of using ChatGPT.

1196 A Role of HR in Gig Economy with Special Reference to Service Based Industries

Anitha B, anitha.b@cmr.edu.in, CMR University, Bangalore
Sharfunisa N, CMR University, sharfunisa.n@cmr.edu.in
Rakesh Rao, CMR University, rakesh.r@cmr.edu.in

The advancement in technology has created a way forward Gig economy characterized by employment on temporary basis. In this context the present study is conducted with the objective to understand the Role of HR in managing Gig work force in service industries. The primary data is collected through a structured questionnaire. 30 sample size of HR managers selected for study. The study concludes that company provides flexible working environment working in interest area and work-life balance. However they provide less payment social benefits and lack of job security. Hence the study recommends Government of India to acknowledge Gig workers.

Session: Healthcare(3B)

3 Mar (11:30-12:30)

Session Chair: Samik Shome, Nirma University, Institute of Management

1168 Impact of Internet on Health and Academic Performance of School Students in India

*Samik Shome, samik.shome@gmail.com, Nirma University, Institute of Management
Deepa Jain, Tagore Shiksha Mahavidyalaya, drdeepajain27@gmail.com*

Internet surfing has become an important part of student life nowadays. This research aims to examine how excessive usage of internet impact on their physical health, psychological wellbeing and social life including academic performance. The sample was selected from 200 adolescent internet users between the age group of thirteen to seventeen years studying in senior or junior secondary schools in India. The findings showed that internet affects students' sleep cycle, causing pain in various body parts and affecting their communication with parents and family. The study suggests the need to create awareness about cybercrime and cyber bullying.

1207 Machine Learning Techniques for Prediction and Classification of Breast Cancer

*Umrah Naushad, umrahnaushad@suniv.ac.in, Sambalpur University
Monalisha Pattnaik, Sambalpur University, monalisha_1977@yahoo.com
Satabhisa Debata, Gangadhar Meher University, dsatabhisa@gmail.com
G Mariam Rao, Utkal University, mariamrao94@gmail.com
Deepti Rani Pattanaik, Sambalpur University, 97deeptirani@gmail.com*

Breast cancer continues to be a menace in the healthcare industry grappling not only women but also a significant number of males. Every form of cancer begins with a tumour and can be classified into two types like malignant and benign. It is the malignant that turn out to be cancerous growing abnormally. This study aimed at predicting and classifying the tumours into the said two groups. Related to this machine learning techniques like decision tree and linear discriminant analysis are applied to identify 6 risk factors out of 30 different variables.

1211 Capitalocene and the Mainstream Environmental Management Narratives

*Naseer Mohmed Jaffer, jaffer@xime.org, Xavier Institute of Management and Entrepreneurship
Ayushi Khandelwal, Xavier Institute Of Management And Entrepreneurship, ayushi29blr@xime.org
Anusree S Nair, Xavier Institute Of Management And Entrepreneurship, anusree29blr@xime.org*

The mainstream environmental management narratives argue that man's pursuit of economic growth is the major reason for climate change and environmental damage. The huge role greed of capitalists and crony capitalists plays in environmental damage is generally overlooked in these narratives. It is high time that the focus shifts to capitalocene approach, which highlights the harmful impact of capitalist practices on environmental quality. The present paper is a small step in this direction.