



FORE SCHOOL OF MANAGEMENT
NEW DELHI | GURUGRAM

FORE International Management Conference (FIMC) 2024
AI, Business Models, and the Future of Work
November 28-30, 2024 (Thursday, Friday, and Saturday)

(All minor changes in the schedule will be updated on the website)

Day 1: November 28th, 2024

09:00 AM - 03.30 PM - Conference Registration

10:00 AM - 11:30 AM - Conference Workshop (Venue: CR 4, A Block, 3rd Floor)

Prof. Keng-Boon Ooi (Distinguished Professor, UCSI Graduate Business School, Malaysia, Distinguished Professor, FORE School of Management) - “Pathways to Academic Success; Increasing H-Index and Citation Count”

11:30 AM - 12:00 PM - Tea/ Coffee Break

12:00 PM - 01:30 PM - Parallel Paper Presentation Tracks

1. Financial Management and the Global Financial Systems (Venue: CR 14, B Block, 4th Floor)

Chair: Prof. Prashant Gupta (Professor and Dean, IIM Nagpur)

Co-Chair: Prof. Aditya Banerjee (Assistant Professor, FORE School of Management)

Session Co-ordinator: Gaurav Mitra (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
12:00 - 12:15	Corporate Audits and Their Role in Stock Price Dynamics	Arghya Ray
12:15 - 12:30	Understanding The Entrepreneurial Ecosystem Through Its Constituents, Constructs and Descriptors Using the Model-Narrative Review Method	Sonika Jha
12:30 - 12:45	Reputational Shocks and Cost of Equity Capital- Evidence from Emerging Market	Harshita Gupta
12:45 - 01:00	Value Relevance of Financial Reporting; A Machine Learning Approach	Mohd Nisar
01:00 - 01:15	Impact Of Ind AS Convergence on Nuanced Value Relevance	Mohd Nisar

2. Emerging Market MNEs and the Global Value Chains (Venue: CR 15, B Block, 4th Floor)

Chair: Prof. Manzoor Akram (Assistant Professor, IRMA)

Dr. Chetna Chauhan (Assistant Professor, Universidad de los Andes, Colombia)

Co-Chair: Prof. Sher Jahan Khan (Assistant Professor, FORE School of Management)

Session Co-ordinator: Soumya Tiwari (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
12:00 - 12:15	A Study of The Essential Service Components in The Aviation Sector	Rajarshi Debnath
12:15 - 12:30	Adapting To Uncertainty: MNE Strategies in The Face of Geopolitical Turbulence	Soumya Tiwari
12:30 - 12:45	AI-Powered App Store Optimization: A New Frontier for Entrepreneurial Success	Dharani D

3. Knowledge Management, Sustainability, and the AI Confluence (Venue: CR 5, A Block, 3rd Floor)

Chair: Prof. A. Sahay (Distinguished Professor, FORE School of Management)

Co-Chair: Prof. A.K.Singh (Professor, FORE School of Management)

Session Co-ordinator: Janvee Garg (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
12:00 - 12:15	A Strategic Conceptual Framework on Digital Sustainability in Product Promotion at The Bottom of the Pyramid for the Indian Retail Industry	Deeksha Sahu
12:15 - 12:30	Sustainable Circular Economy Stratagem: Developing Nation Electrical and Electronic Waste Equipment Management Applying	Anupama Singh
12:30 - 12:45	Sustainability Marketing Enablers in the Indian Renewable Energy Sector	Golden Singh
12:45 - 01:00	A Composite Artificial intelligence-inspired Efficient Knowledge Management Strategy for Software Industry	Yogesh Gupta
01:00 - 01:15	Visualizing Trends in Knowledge Management Systems and AI Adoption Through Bibliometric Analysis	Aradhana Sorout

4. AI in Customer Experiences and Engagement (Venue: CR 4, A Block, 3rd Floor)

Chair: Prof. Arghya Ray (Assistant Professor, IMI Kolkata)

Co-Chair: Prof. Surabhi Koul (Assistant Professor, FORE School of Management)

Session Co-ordinator: Aman Maheshwari (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
12:00 - 12:15	AI Personalization in Online Retail: A Consumer Perspective	Asit Kaul
12:15 - 12:30	Redefining Customer Journeys: The Nexa: Next-Generation AI Chatbot's Role in Shaping Consumer Experience and Adoption in Indian Banking	Mohd Afridi
12:30 - 12:45	Beyond The Hype: AI-Infused Augmented Reality Giving Online Shopping a Major Glow-Up	Geeta Raut, Asmita Sharma, Anushka Goel
12:45 - 01:00	Hyperparameter Tuning and Comparison of Machine Learning Algorithms in Prediction of Hospital Ratings	Arpit Singh and Ashish Agrawal
01:00 - 01:15	Sociotechnical Evaluation of Social Bots in Healthcare	Nimisha Singh

01:30 PM - 02:30 PM - Lunch Break

02:30 PM - 04:00 PM - Conference Workshop (Venue: CR 4, A Block, 3rd Floor)

Prof. Swanand J. Deodhar (Associate Professor, IIM Ahmedabad)- “Designing Event Studies in Broadcast Search Contest”

04:00 PM - 04:30 PM - Tea/Coffee Break

05:00 PM Onwards - Heritage Walk “Light and Sound Show at Qutub Minar”

Register here to book your tickets: [https://www.fsm.ac.in/conference/fimc2024/qutub_event]

Day 2: November 29th, 2024

08:30 AM - 3:30 PM - Conference Registration

09:00 AM - 10:30 AM - Parallel Paper Presentation Tracks

1. The World of Work: HRM Skills, Policy, and AI Intervention (Venue: CR 14, B Block, 4th Floor)

Chair: Prof. Sushanta Mishra (Professor, IIM Bangalore)

Co-Chair: Prof. Sunanda Nayak (Assistant Professor, FORE School of Management)

Session Co-ordinator: Nidhi Kumari (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
09:00 - 09:15	The AI Perception Gap: Exploring Divergent Views on Artificial Intelligence's Role in Reshaping Employment	Satish Kumar
09:15 - 09:30	Role of Bricolage in The Growth of Family-Owned Business in Rural India	Mayura Kemkar
09:30 - 09:45	Factors Causing Work-Related Stress and Strategies for Stress Management: A Study of Working Women in Private and Public Sectors in The Indian Context	Saranya Chandrasekaran
09:45 - 10:00	Workforce Impact and Collaborative Human- AI System	Komal Khandelwal
10:00 - 10:15	Enhancing Behavioral Analysis in Avis: Addressing Gender and Neurodiversity in Emotional Expression	Amrita Shil

2. Importance of Transparency vs. Black Box Effect of AI on Work (Venue: CR 15, B Block, 4th Floor)

Chair: Prof. Arunima Chakraborty (Assistant Professor, IIM Calcutta)

Prof. Umesh Bamel (Associate Professor, IMI Delhi)

Co-Chair: Prof. Rahul Pratap Singh Kaurav (Associate Professor, FORE School of Management)

Session Co-ordinator: Yashvi Pancholi (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
9:00 - 9:15	Navigating AI Surveillance and Employee Privacy: Ethical Insights for Modern Workplaces	Ashneet Kaur
9:15 - 9:30	E-Commerce Environment Customer Buying Ethical Considerations	Saurabh Mittal
9:30 - 9:45	Breaking The Silence: Exploring Mental Health Support-Seeking Behaviours Among Men in Leadership Positions	Manvi Kalra
9:45 - 10:00	A Bibliometric Review From 2006 To 2023 On Sustainable HRM	Shikha Rawat

3. AI Interventions in Social Sciences Disciplines (Venue: CR 16, C Block, 4th Floor)

Chair: Prof. Keoy Kay Hooi (Dean and Associate Professor, UCSI University, Malaysia)

Co-Chair: Prof. Rakhi Tripathi (Associate Professor, FORE School of Management)

Session Co-ordinator: Bhavya Joshi (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
09:00 - 09:15	Not The Happiest Words Came to My Mind – Prediction of Depression Score Based on AI Art Prompts	Klaus Kellerwessel
09:15 - 09:30	Charting The Intersection of Artificial Intelligence and Financial Inclusion: A Scoping Review of Global Trends	Prashant Ranjan
09:30 - 09:45	Decoding The Technological Capabilities of Dynamic Asian Countries: A Panel Data Analysis	Rupanshi Pruthi

09:45 - 10:00	Study of the Relationship Between HR Practice Flexibility and Job Performance: A Moderated Mediation Framework	Ayushi Joshi
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4. AI and the Digital Globalization of Cultural Industries (Venue: CR 4, A Block, 3rd Floor)

Chair: Prof. Deepak Tandon (Senior Professor, Jaipuria)

Co-Chair: Prof. Ashutosh Pandey (Associate Professor, FORE School of Management)

Session Co-ordinator: Golden Singh (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
09:00 - 09:15	Artificial Intelligence in Creative Industries: Unlocking Innovation, Navigating Ethical Boundaries, And Redefining Human-AI Collaboration	Rekha Mishra
09:15 - 09:30	The Use of Elsa Speak Mobile Application in Learning English Speaking Skills	Adithya Dadiboina
09:30 - 09:45	Tracing The Research Landscape of AI in Tourism: A Bibliometric Study	Ipsa Bharti

5. SMEs, Digital Trade, and International Entrepreneurship (Venue: CR 5, A Block, 3rd Floor)

Chair: Prof. Preeti Tak (Assistant Professor, IIFT New Delhi)

Co-Chair: Prof. Tarun Soni (Associate Professor, FORE School of Management)

Session Co-ordinator: Soumya Tiwari (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
9:00 - 9:15	Adoption of social media In E-Commerce Sector by SMEs: A Comprehensive Review	Muneeba Khaan
9:15 - 9:30	AI Adoption and Digital Entrepreneurial Intentions: A Theory of Planned Behaviour and Technology Acceptance Model Approach	Geeta Raut Asmita Sharma
9:30 - 9:45	Beyond Band-Aids: Catering Health Insurance for Generation Z	Rajarshi Debnath
9:45 - 10:00	AI And Startups: Revolutionizing Entrepreneurship	Anita Lal
10:00 - 10:15	Leveraging AI-Driven Entrepreneurial Ventures in Building Design Thinking-Based Customer Experiences: Qualitative Analysis of Antecedents and Outcomes	Komal Kapoor

10:30 AM - 11:30 AM - Editors' Meet (Venue: Virajam Auditorium, Basement)

1. Dr. Sushil (Emeritus Professor, IIT Delhi)
2. Dr Keng Boon Ooi (Distinguished Professor, UCSI Graduate Business School, UCSI University, Malaysia)
3. Moderator: Dr. Mahim Sagar (Professor and Head, IIT Delhi)
4. Dr. Arpan Kar (Professor, DMS, IIT Delhi)
5. Dr. Sachin Kumar Mangla (Professor and Associate Dean, Jindal Global Business School)
6. Dr. Sudhir Rana (Associate Professor and Program Director, Gulf Medical University, UAE)

11:30 AM - 12:00 PM - Tea/Coffee Break

12:00 PM - 01:30 PM - Conference Inaugural (Venue: Virajam Auditorium, Basement)

Welcome speech by Dean Research
Lighting of Lamp
Chairman's Address
Chief Guest's Address
Director's Address
Key Note Address by Vice Chairman
Vote of Thanks by Dean Research

01:30 PM - 02:30 PM - Lunch Break

02:30 PM - 04:00 PM - Parallel Paper Presentation Tracks

1. The Gig Economy and AI: Opportunities and Challenges (Venue: CR 14, B Block, 4th Floor)

Chair: Prof. Pallavi Srivastava (Associate Professor, Jaipuria Institute of Management, Lucknow)
Co-Chair: Dr. Gobinda Roy (Associate Professor, IMI Kolkata)
Session Co-ordinator: Nidhi Kumari (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
02:30 - 02:45	Leader, Manager or Assistant? Investigating Algorithms' Accountability Role in Platform Businesses	Vedant Kaul
02:45 - 03:00	Understanding The Sustainability of The Gig Economy in India Through AI	Anjani Mishra, Saachi Dua, Swarnali Basu, Pavi Gupta
03:00 - 03:15	Me-Time and Psychological Well-Being of Gig Workers Through the Lens of An Identity Theory of Mind	Ritika Jain
03:15 - 03:30	Complaint-Handling By AI: The Role of Emotions	Ekta Srivastava

2. Transforming Tourism and Hospitality Business with AI (Venue: CR 15, B Block, 4th Floor)

Chair: Prof. Arghya Ray (Assistant Professor, IMI Kolkata)
Co-Chair: Prof. Rahul Pratap Singh Kaurav (Associate Professor, FORE School of Management)
Session Co-ordinator: Aman Maheshwari (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
02:30 - 02:45	Chatbots in Shaping Customer Experience in Hospitality and Tourism: A Systematic Review	Ekta Kumawat
02:45 - 03:00	Examining The Influence of Social Media On Sustainable Destination Image: Exploring Age as A Moderating Factor	Divisha Gupta
03:00 - 03:15	Experiential Consumption: A Systematic Literature Review and Future Research Pathways	Aayushi Sharma
03:15 - 03:30	Conventional to Intelligent Tourism: Role of Artificial Intelligence	Ayushi Joshi

3. Evolving Global Geopolitics Amid the AI Architecture (Venue: CR 16, C Block, 4th Floor)

Chair: Prof. Alexandre Lambert (Academic Director, Geneva Institute of Geopolitical Studies)

Co-Chair: Prof. Faisal Ahmed (Professor, FORE School of Management)

Session Co-ordinator: Soumya Tiwari (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
02:30 - 02:45	Drivers of MNE Disengagement: Deciphering the Interlinkage Between Disruption and Geopolitical Risks in Emerging Markets	Soumya Tiwari
02:45 - 03:00	The Geopolitical Implications of Artificial Intelligence in India	Sunil Chaudhary
03:00 - 03:15	Caught in the Surveillance Web: of AI Gold Rushes, Geopolitics, And Global Trade	Ana Sinha

4. Modern Science, Science Policy, and the New Business Realities (Venue: CR 5, A Block, 3rd Floor)

Chair: Prof. Arnab Deb (Associate Professor, IMI New Delhi)

Co-Chair: Prof. Roopesh Kaushik (Assistant Professor, FORE School of Management)

Session Co-ordinator: Gaurav Mitra (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
02:30 - 02:45	Edge Computing Decentralized Identity Using Blockchain and Anomaly Detection AI: Framework and Device Security Multiplier	Ashish Singla
02:45 - 03:00	Exploring The Application of Artificial Intelligence in Planning Smart and Sustainable Cities with Specific Reference to Urban Mobility	Pragati Jain

04:00 PM - 05:00 PM - Plenary Session (Venue: Virajam Auditorium, Basement)

AI-Driven Business Models: Success Stories and Lessons Learned

Chair: Prof. Shilpi Jain (Professor, FORE School of Management)

Panelists:

1. Mr. Sushant Goyal (Business Program Manager, Adobe)
2. Mr. Souradip Sarkar (Strategy & Expansion Lead, Blinkit)
3. Mr. Sameer R. Kapoor (Key Account Director, Salesforce)
4. Mr. Shrikant. Kothari (Head of IT, Microsoft India)

05:00 PM - 05:15 PM - Tea/Coffee Break

05:15 PM Onwards – Billimoria Session by Rajiv Dubey (Former Group President, Mahindra & Mahindra) at Siri Fort Auditorium followed by **Conference Dinner**

Day 3: November 30th, 2024

08:30 AM – 12:00 PM - Onwards - Conference Registration

08:45 AM - 10:00 AM - Parallel Paper Presentation Tracks

1. Logistics, Supply Chains and the AI Paradigms (Venue: CR 14, B Block, 4th Floor)

Chair: Prof. Alok Kr. Singh (Professor, IIM Nagpur)

Co-Chair: Prof. Vandana Bhama (Associate Professor, FORE School of Management)

Session Co-ordinator: Bhavya Joshi (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
08:45 - 09:00	Redefining Supply Chain Management with Genai Innovations: Exploring Potential Benefits	Mahinder Taneja
09:00 - 09:15	Ethical Challenges in AI-Driven Decision-Making Within Fast Fashion Supply Chains	Mayank Jain
09:15 - 09:30	Enhancing Fleet Management with IOCL's Xtrapower Fleet Card: Insights from The Logistics Sector	Rajarshi Debnath
09:30 - 09:45	Self-Concept And Trust in The Adoption of AI-Powered Delivery Drones	Asit Kaul

2. Diversity, Cross-cultural Communications, and AI applications (Venue: CR 15, B Block, 4th Floor)

Chair: Prof. Rajat Shubra Chatterjee (Assistant Professor, USCI, Malaysia)

Co-Chair: Prof. Arbuda Sharma (Assistant Professor, FORE School of Management)

Session Co-ordinator: Sunil Chaudhary (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
08:45 - 09:00	Algorithmic Reflection: How AI Affects Women's Agency and Interactions on Social Media in Rwanda	Emmanuel Bigirimana
09:00 - 09:15	Beyond The Buzz: A Qualitative Study of Artificial Intelligence and Employee Experience in Indian IT Firms	Ujjwal Sumbly
09:15 - 09:30	Evaluating The Impact of AI-Driven Flexible Work Arrangements on Employee Well-Being in The IT Sector	Swarn Priya
09:30 - 09:45	Ethical Dilemmas in Science and Technology: Opinions and Perceptions of Experts and The Public	Minakhi Dash

3. Applications of AI in Corporate Social Responsibility (Venue: CR 16, C Block, 4th Floor)

Chair: Prof. Ashish Aggarwal (Professor, IIM Lucknow)

Co-Chair: Prof. Prof. Shallini Taneja (Associate Professor, FORE School of Management)

Session Co-ordinator: Nidhi Kumari (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
08:45 - 09:00	Artificial Intelligence to Augment Corporate Social Responsibility (CSR) Measures	Adithya Dadiboina
09:00 - 09:15	AI in the Hospitality Industry: Enhancing or Eroding Psychological Meaningfulness?	Aman Maheshwari
09:15 - 09:30	Signaling The Need for Flexibility in Uncertainty Reduction Mechanisms in Unpredictable Environments: A Moderation and Mediation Analysis	Arghya Ray

4. Teaching, Learning and Innovative Curriculum Development (Venue: CR 5, A Block, 3rd Floor)

Chair: AFM Jalal Ahamed (Associate Professor, University of Skovede)

Co-Chair: Prof. Swati Sharma (Associate Professor, FORE School of Management)

Session Co-ordinator: Aayushi Sharma (FPM Scholar, FORE School of Management)

Time (IST)	Research Title	Name of the Presenter
08:45 - 09:00	Generative AI in Education: Examining Student Views	Nimisha Singh
09:00 - 09:15	A Study on The Effects of Contextual Factors on In-Role and Extra-Role Behavior of Management Students in the Universities of Tripura	Rajarshi Majumder
09:15 - 09:30	The Integration of Artificial Intelligence in Sustainable Teaching Methodologies: A Paradigm Shift in the Classroom	Veenu Arora
09:30 - 09:45	Leveraging AI And Digital Marketing for University Admissions: Innovations, Business Models, And the Future of Higher Education	Aastha Tandon
09:45 - 10:00	Artificial Intelligence: A Paradigm Shift in Business Education	Amitabha Ghose

10:00 AM - 11:00 AM - Plenary Session (Venue: Virajam Auditorium, Basement)

Legal, Regulatory and the Ethical Landscape of AI

Chair: Prof. Sriparna Basu (Professor and Dean, FORE School of Management)

Panelists:

1. Moderator: Mr. Arghya Sengupta (Lawyer and Founder of Vidhi Centre for Legal Policy)
2. Dr. Arpita Mukherjee (Professor, ICRIER)
3. Mr. Jay Vinayak Ojha (Research Fellow, Vidhi Centre for Legal Policy, Delhi)
4. Ms. Jwalika Balaji (Research Fellow, Vidhi Centre for Legal Policy, Delhi)
5. Mr. Rajan Nagina, Head (AI / ML Practices, Newgen Software)

11:00 AM - 11:15 AM - Tea/Coffee Break

11:15 AM - 12:15 PM - Plenary Session (Venue: Virajam Auditorium, Basement)

India's Leadership Role in the Global South: Ambassadors' Forum

Chair: Prof. Faisal Ahmed (Professor, FORE School of Management)

Panelists:

1. Ambassador Anil Trigunayat (Served as Ambassador of India to Jordan, Libya and Malta)
2. Ambassador Manju Seth (Served as ambassador of India to Madagascar and Comoros)
3. Ambassador Debnath Shaw (Served as Ambassador of India to Azerbaijan and High Commissioner to Tanzania; Ex-Joint Secretary Ministry to Defence, Ministry of External Affairs, Government of India)

11:15 AM - 12:15 PM - Plenary Session (Venue: Vivekanand Pragya Hall, Ground Floor)

Innovations in AI Technology: Beyond Traditional Business Models

Chair: Prof. Saurabh Mittal (Professor, FORE School of Management)

Panelists:

1. Mr. Tarun Saxena (Vice President - Data & Analytics at NatWest Group)
2. Mr. Piyush Agrawal (Sr. Vice President, Marketing Analytics, SBI Card)
3. Ms. Rakhi Prasad (Co-Founder, ClarityX, New Delhi)
4. Mr. Apurv Bhargava (Senior Vice President Decisioning Scientist, Data & Analytics at NatWest)

5. Mr. Dipak Chopra (Digital Transformation | Strategy | Business Excellence | Innovation, Fidelity International, Country Head PSO, Ex-Genpact)

12.30 PM - 02.00 PM - Viksit Bharat 2047: Industry-Academia Forum (Venue: Virajam Auditorium, Basement)

1. Prof. M.P. Jaiswal (Director, IIM Sambalpur)
2. Prof. Harivansh Chaturvedi (Director General, IILM Delhi)
3. Ms. Sheetal Sandhu (Group SHRO, ICRA)

02.00 PM - 02.30 PM - Lunch Break

02:30 PM - 04.00 PM - Valedictory and Award Ceremony (Venue: Virajam Auditorium, Basement)

1. Shri Sasmit Patra (Member of Parliament)
2. Prof. Subir Verma (Director, FORE School of Management)
3. Prof. Bhimaraya Metri (Director, IIM Nagpur)
4. Prof. M.P. Jaiswal (Director, IIM Sambalpur)

04:00 PM - 04:30 PM - Tea/Coffee Break