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INTERNATIONAL CONFERENCE

**VIKSIT BHARAT: INNOVATIVE BUSINESS, AGRICULTURE,
TECHNOLOGY AND RESOURCE MANAGEMENT FOR
SUSTAINABLE GROWTH**

ICVBSG-2024

PROGRAMME SCHEDULE

26-27 SEPTEMBER 2024



TRACK1: TRENDS IN MANAGEMENT & OPERATIONS		
Technical Session - 1.1 (Offline)		
26.09.2024	JITM Seminar Hall	2.30PM-4.30PM
Chairpersons - Dr. Ganesh Dash, Prof. Damodar Jena		Rapporteur- Mr. Abdul Karem
Coordinator: Mr. Ashutosh Parhi		
Paper Code	Paper Title	Authors
1.6	Financial Risk and its Influence on Corporate Caluation: Insights from BSE 500 Firms	Ashutosh Parhi Rabi Narayan Subudhi
1.10	Farmer Producer Organizations and Innovation: Bridging Market Gaps for Marginal Farmers	Tapas Kumar Pati Ansuman Jena
1.13	The Strategic Integration of Technology in Human Resource Management: Enhancing HR Practices	Sally Saleh A. Gajendran
1.19	High-Performance Work Culture: Issues and Challenges from Literature Review	Sai Sneha Patro Anita Patra
1.21	Understanding the Impact of Adolescents on Family Purchasing in Odisha	Pradyumna Kumar Dash Rasmita Sahoo Ansuman Jena
1.22	Medical Tourism in India: A Critical Evaluation	Subhramaya Nayak Parle Kalyan Chakravarthi
1.30	Emotional Intelligence for 21st Century Leaders: Driving Organisational Innovation and Sustainable Growth in Viksit Bharat 2047	Amir Prasad Behera
1.31	Customers Insight on Physical Amenities and Processes in Banks: A Case Study of State Bank of India	S Kameswar Rao
1.34	Smart Terrace Garden: An Attempt to Bring in Exotic Fruits and Vegetables its Kitchen Perennially	Mir Sadat Ali
1.35	Women and Domestic Violence during Covid 19 Pandemic in Odisha: Insights, Implications and Strategies	Smita Mishra Panda Supriya Pattanayak
1.39	The Impact of English Proficiency on Technology Adoption in Indian Businesses	Girish Prasad Rath
1.40	Integrating Soft Skills into Performance Appraisal Systems: Challenges and Opportunities	Nadiminti Shailaja Amir Prasad Behera
TECHNICAL SESSION - 1.2 (ONLINE)		
26.09.2024	JITM, Board Room 1	2.30PM-4.30PM
Chairpersons - Prof. P.K Tripathy, Prof. Pravat Ku Sarangi		Rapporteur Mr. Ghadeer Youssef
Coordinator: Mr. Sushil Pradhan		
Paper Code	Paper Title	Authors
1.2	A Two-Warehouse Model for Deteriorating Inventory Items with Varying Different Deterioration Rates in Two Warehouses Under Conditions of Permissible Delay In Payments	Rojalin Behera Trailokyanath Singh Baijayanti Nayak
1.3	An Order Level Optimal Policy for Weibull Distributed Deteriorating Items Varying with Generalised Demand, Shortages and Permissible Delay in Payments	Rojalin Behera Trailokyanath Singh Sonali Swetapadma Nayak

1.4	A Projection of Benefits and Negative Effects of Retail Business in Balasore	Sk. Sabir Mohammad Sasmita Mohapatra
1.5	A Bibliometric Analysis of Current and Future Developments in Artificial Intelligence In Marketing	Ratnamanjari Mishra Khushboo Sahu
1.7	Unpacking the Supervisor Support and Career Resilience Nexus for Enhancing Career Sustainability- A Conceptual Framework	Namrita Das Swetalina Mishra Prakash Chandra Dash
1.8	Sustainability and Green Operations Management: Trends, Challenges and Strategic Implications	Manidatta Ray
1.9	Employees Performance Evaluation Analytics: A Bibliometric Review	Shiva Ram Patnaik Rabi Narayan Subudhi
1.11	Mapping Green Entrepreneurship: A Comprehensive Bibliometric Analysis From 2002 to 2024	Shiva Ram Patnaik Rabi Narayan Subudhi
1.12	Manufacturing Industry Operational Engagements in Achieving Sustainable Supply Chains	Suneet Mathur
1.14	Sensitivity Analysis in Parametric Non-Convex Optimization	Jyotiranjana Nayak Gyana Ranjan Nayak Anuradha Sahoo
1.15	The Role Of Cross-Cultural Training in Developing Cross-Cultural Competence: A Comparative Study of Thailand and India	Kashish Motiwala Anubha Ray
1.16	Transforming Digital Payment through E-Wallets towards Viksit Bharat 2047: A Students Perspective	Ruchi Gupta Bhagabat Barik
1.17	E-CRM as Emerging Management Tool for Customer Retention: An Investigative Study on Select Private Banks in Bhubaneswar	Rashmi Rekha Pradhan Susmita Das Devi Prasad Misra
1.18	Transforming Sustainable Development Goals through Green Finance in the MSME Sector In India – An Empirical Study	J. Pavithra
TECHNICAL SESSION - 1.3 (ONLINE)		
26.09.2024	JITM, Board Room 2	2.30PM-4.30PM
Chairpersons - Prof. Kishore Chandra Meher, Dr. Subhendu Mishra, Dr. Swayamprabha Satapathy		Rapporteur Ms. Sally Saleh
Coordinator: Mr. Kalee Prasanna Pattanayak		
Paper Code	Paper Title	Authors
1.20	Analysing the Role of Language In India's Development Journey Towards Viksit Bharat	M Hemminlal Haokip
1.23	An Alternative Way Ahead for Sustainable Development	Harpreet Singh Dalla
1.24	Driving Success in Times of Change: Navigating Organisational Challenges	Saniya Ulhas Shiurkar Ranit Kishore
1.25	A Systematic Literature Review on Determinants of Financial Performance in Integrated Reporting	Apeksha Sahay Pramod Kumar Patajoshi Girija Nandini
1.26	Mapping the Augmented Reality Terrain in E-Commerce: Insights from a Bibliometric Study	Sushree Sangita Mohanty Subash Chandra Nath
1.27	Sustainability in Operations: Strategies for a Greener Future	R. Pradeep Kumar Patnaik Jaggarapu Ram Lakshman Vivek

		Hareesh Abbina Gorrepati Adithya Vardhan Reddy Agaramsetty Kaushik Naidu
1.28	Sustainable Development Goals 2030 -Indian States with Key Development Indicators	Parle Kalyan Chakravarthy
1.29	Driving Sustainable Business Growth through IT Innovation: A Blueprint for Success	Snehalata Das
1.32	Beyond the Balance Sheet: Synergizing Financial Transparency and Information Disclosure with ESG Performance Metrics in Indian Corporations	Anupriya Panda Ashutosh Parhi
1.33	Exploring the Relationship Between Long-Term Capital Market Performance and Returns of Acquiring Companies: Evidence from India	Debi Prasad Satapathy
1.36	A Study to Evaluate the Performance of Urban Cooperative Banks	Mohana Krishna Kusuluri Aarthi Sri Pothula Rama Krishna Tirumani Jaya Krishna Sobila Phanindra
1.37	Transformation of Educational Institutions through Technology	I Mohana Krishna, G Manvitha, G Girish Chandra, G T Jaya Vijaya & Lohith Datta Borra
1.38	Examining Customer Adoption of Self Service Banking Technology (SSBT) in Selected Public and Private Sector Banks	V. Sreedevi I. Mohana Krishna

TRACK 2: SUSTAINABLE AGRICULTURE		
TECHNICAL SESSION - 2.1 (OFFLINE)		
26.09.2024	New Building, Room C	2.30PM-4.30PM
Chairpersons - Dr. Sagar Maitra, Dr. Omar Faruq		
Coordinator: Dr. Akkamahadevi Naik		
Paper Code	Paper Title	Authors
2.2	Influence of Site-Specific Nutrient Management and Plant Population on Growth, Performance and Nutrient Uptake of Maize under Brown Forest Soils of Odisha	Tadiboina Gopala Krishna, Sagar Maitra, Masina Sairam Dinkar J Gaikwad
2.4	Knowledge and Attitude of the Beneficiaries towards Activities of BAIF Development Research Foundation Among Farm Community in Seoni District of Madhya Pradesh	Vineeta Chandra Amrit Warshini & Aman Verma P. Mounika Sameer Mahapatro
2.5	Effect of Pre -and Post-Emergence Herbicides on Growth, Yield and Weed Dynamics of Summer Cowpea (<i>Vigna unguiculata</i> L.)	Adepu Saisindhu, Rajesh Shriram Kalasare and Ashirbachan Mahapatra
2.9	Chalana: An Underutilized Vegetable Crop in Southern Parts of Odisha	Samikhya Jena Smaranika Mohanta & Kartik Pramanik
2.10	Integrating Agricultural Practices with Modern Techniques for Sustainable Farming in Paralakhemundi, Odisha	Durga Prasad Padhi Sourav Paramanik
2.11	Opportunities and Challenges of Precision Agriculture	Chitrasena Padhy Kalee Prasanna Pattanayak
2.13	Impact of fertilizer and pesticides application on agricultural productivity in Bargarh District: A case study	Sonia Panigrahi
2.14	Sustainable Agribusiness Model with Economic and Environmental Perspective: A Review	Damodar Jena, Nishith Ranjan Parida Saswat Kumar Pani Rabi N Subudhi Biswajit Mishra
2.17	Agronomic Approaches for Mitigation of Methane Emission from Paddy Fields	Sitabhra Majumder Suprava Nath Bandana Rani Barik Tanmoy Shankar
2.19	Black Rice: A Heaven View for Health Protection of Mankind	Saila Ramya, Supradip Sarkar & Triptesh Mondal
2.20	Artificial Intelligence: A Novel Technology in Modern Agriculture	Vrinda V Nair, Supradip Sarkar & Tanmoy Shankar
2.21	Sensor Based Nitrogen Management Towards Highest Crop Yield and Optimum Nitrogen Use Efficiency	Bandi Chandana, G Jagadish , Saikh Rishitha and Supradip Sarkar
2.23	Weed Management Practices through Conservation Agriculture (CA)	Debraj Nayek
2.24	Economic and Environmental Benefits of Agroecological Practices in India: A Review	Kalee Prasanna Pattanayak Chitrasena Padhy
2.26	Technology-Enabled Learning in Agriculture	Sanju Saha Anita Patra M. Devender Reddy

TECHNICAL SESSION - 2.2 (OFFLINE)		
26.09.2024	New Building, Room D	2.30PM-4.30PM
Chairpersons - Prof. Ajit Kumar, Dr. Supradeep Sarkar		Rapporteur- Prof. Astha Karki
Coordinator: Dr. P. Naga Harsha Vardhan		
Paper Code	Paper Title	Authors
2.27	Innovative Practice of Agri-system Fallow Management in Burla Hydropower Village Households in Odisha: An Economic Trend Analysis on Rice and Short Duration Pulses	Swagat Kishore Mishra Pramod Kumar Patjoshi Bibhunandini Das
2.29	Sustainable Agricultural Practices: Integrating Management Strategies for Enhanced Productivity and Environmental Conservation	Ghadeer Youssef
2.30	Precision Farming in A Sustainable Manner by Using Remote Sensing Technology	Mousomi Ghosh Tanmoy Shankar Supradip Sarkar
2.32	Pathways to Sustainable Agriculture: Strategies for a Developed India	Subhankar Debnath Sakshi Kumari Himadri Giri Soumya Ranjan Sadangi
2.33	Evaluation of Different Packaging materials of Perishable Fruits (Guava)	P. Harini Snigdharani Behera
2.34	Biofabrication of Nano-Based Composite Material for Alleviation Of Cr (VI) Toxicity in Rice Plants in Industrial and Mining Regions	Pratyush Kumar Das Sabnam Panda Subrat Kumar Panigrahi, Bhubanreswari Patel Pradyumna Kumar Sahoo S. Sudeep Kumar Subhankar Mandal Rinkesh Kumar Subhashree Sahu Debasis Patra
2.35	Valorisation of Dairy Waste (Whey) by Enriching the Phenolic Content	Soma Maji
2.36	Gender-Based Comparative Analysis of Agricultural Involvement among Bonda Men and Women: A Review	Dwity Sundar Rout Atanu Deb Preetha Bhadra Avisweta Nandy Kartik Pramanik Ashirbachan Mahapatra
2.38	Gender Equality in the Agricultural Sector: A Bibliometric Analysis	Akhila Badavath Ajay Kumar Prusty P. N. Harsha Vardhan Chitrasena Padhy
2.39	Current Scenario on the Use of RNA based Pesticides	Koustava Kumar Panda Sourav Paramanik Saraswati Pati Smritiprabha Gogoi Aniket Thapa
2.40	Impact of Rural Agricultural Work Experience Program (RAWEP) on Attitude, Knowledge and Skills of Agriculture Students	Ashok Kumar, Akkamahadevi Naik, Peddi Naga Harsha Vardhan

		and Dwity Sundar Rout I. Chandrakanth Reddy
2.41	Impact Assessment of Farmer Producer Organizations (FPOs) under Mukhya Mantri Makka Mission in Odisha	Y V PRATAP Mehazabeen.A
2.42	The Role of English Language Education in Promoting Sustainable Agricultural Practices	Dayashree Kajulima Girish Prasad Rath
2.43	Effects of Different Drying Methods on the Carotenoid Composition of Dried Marigold Petals	Amit Lohar Jayoti Majumder
2.44	Effect of Mulching on Physio-Chemical Properties of Soil	Anamika Sinha Vikas Sharma Limbraj Pholane
TECHNICAL SESSION - 2.3 (ONLINE)		
26.09.2024	New Building, Room B	2.30PM-4.30PM
Chairpersons - Prof. Arun K Panda, Dr. Ansuman Jena,		Rapporteur Dr. Jitendra Kumar Ram
Coordinator: Dr. Ajay Kumar Prusty		
Paper Code	Paper Title	Authors
2.1	Agricultural Tourism Entrepreneurship for Sustainable Rural Development - A Study in Ganjam District of Odisha	Monalisha Chakraborty Prasanta Parida
2.3	Natural Farming: A Pathway to Sustainable Living	Himansu Sekhar Gouda, Satyaprakash Barik, Aarti Priyadarshini, Subrat Pattanaik Bhabani Mahankuda
2.6	Influence of Social Media on Tourism Consumer Behaviour: A Systematic Review of Odisha Tourism Digital Campaigns	Subrat Swain Shwetasaibal Samanta Sahoo
2.7	The Impact of Social Media Advertisements on Traveler's Behaviour in the Indian context	Subrat Swain Shwetasaibal Samanta Sahoo Ravish Mathew Biplab Kumar Biswal
2.8	Opportunities and Challenges of Resistance to Bacterial Wilt (<i>Ralstonia Solanacearum</i>) of Tomato in Southern Odisha	Mukhi Vinitha Manisha Pratibha Bahuk S Bhargav Kiran
2.12	Optimizing Carbon Nanotubes for Agricultural Applications: Simulation of Optical Properties for Enhanced Photosynthesis	Nibedita Nayak, Santanu Kumar Nayak, Dipan Kumar Das and Padmaja Patnaik
2.15	The Impact of High-Yielding Varieties on Agronomic Crop Production in Odisha	Saijyoti Parida Kalpana Sahoo
2.16	CSA Practices for Climate Resilient Agriculture: A case study of Odisha	Rupsa Maitra Kalpana Sahoo
2.18	Energy Budgeting and Profitability of Groundnut and Finger Millet as Influenced by Integrated Nutrient Management and Residual Soil Fertility	Jnana Bharati Palai, Sagar Maitra & Suprava Nath Ganesh Chandra Malik,,Mahua Banerjee & Sarath Kumar Duvvada
2.22	Employee Loyalty: A Case Study of Informal Workers Employed In Consumer Electronics Trade in Bhubaneswar	Puja Baliarsingh Sujit Kumar Acharya
2.25	A study of Traditional Resource Management by Santal Tribe of Mayurbhanj District: The Sacred Grove	Abha Mishra

2.28	Sustainable Livelihood solution through adoption of Community level Protected Cultivation Technology for Konda Reddi Tribes in Andhra Pradesh	Subhendu Kumar Mishra Sunil Kumar
2.31	Economics of Maize Cultivation on FPO and NON-FPO Farms in Salem District of Tamil Nadu	N. Prasanth T. Ponnarasi Mehazabeen. A
2.37	Comparative Performance of Foliar Spray of Urea and Nano-Urea on Growth and Yield of Rice (Oryza Sativa L.)	Debasmita Mondal Suprava Nath

TRACK 3: DISRUPTIVE TECHNOLOGIES & INNOVATION		
TRACK 4: SUSTAINABLE LIVESTOCK AND AQUACULTURE BEST PRACTICES		
TECHNICAL SESSION - 3.1 (OFFLINE)		
27.09.2024	New Building, Room - C	10:00 AM - 11:30 AM
Gouda	Chairpersons - Dr. Prafulla Panda, Dr. Kumuda Ch Gouda	Dr. Swetalina Mishra
Coordinator: Ms. Hauzoukim		
Paper Code	Paper Title	Authors
3.3	In Silico Analysis of Anticancer Drug Molecules as Potential Modulators of the Nonsense-mediated mRNA Decay Pathway	Sanjoy Majumder Rutupurna Das Gagan Kumar Panigrahi
3.9	Animating Change: AI-Driven Scripts and Projects for Development Communication	Sreeyasree Kumari Deb Prajna Pani
3.10	Neuro-marketing of Gem Stones and Crystal Spheres for Holistic Wellness Practices: A Case Study on Aatmann in Indian Start-up Revolution	Swagat Kishore Mishra Mitashree Tripathy
3.11	Romanticizing English Language Training: The Impact of Immersive Technologies	Swapnankita Prajna Pani
3.13	Catalysing Change – Disruptive Technology in English Education for a Viksit Bharat	Kalapoorna Nalla Prajna Pani
3.14	Prediction of River Water Quality with Nesterov Kalman Filter and LassoEnhanced ConvoNet	Bhakti Sree Nayak Prafulla Kumar Panda
3.15	Transforming 'Viksit Bharat' through Business Model Innovation in Small and Medium Size Enterprises: Strategies for Sustainable Success	M. Sudharshan Rao Anita Patra
3.17	Tech Meets Tradition: Pioneering Smart Villages for Viksit Bharat 2047	Susanta Kumar Patnaik
4.1	Application of Interventional Technologies to transform Piggery into a Profitable Venture at SOVAS, CUTM, Paralakhemundi, Odisha State, India	M.G. Jayathangaraj K. Prasanthi R. Mallikarjuna B. Divya Sri Buddha R. K. Swain
TECHNICAL SESSION - 3.2 (ONLINE)		
27.09.2024	New Building, Room A	10:00 AM - 11:30 AM
Chairpersons - Dr.Pallab Das & Dr. Susant Mishra		

Coordinator: Dr. Rentala Mallikarjuna		
Paper Code	Paper Title	Authors
3.1	Nutritional Security of Women in Aspirational Districts of Odisha: A New Challenge for India	Debasish Mohapatra Surendra Kumar Jena V Venkatakrishnan Ankita Mohanty & Suryansh Tonk
3.2	Palliative Care Access and Awareness in India: An Urgent Call for Reform	Debasish Mohapatra Surendra Kumar Jena Syed Heyatullah Binayak Mishra Namrata Rath Mamta Das
3.4	Disruptive Urbanism and Discrete Choice of Online Platform for Short-term Rental Accommodation in Sharing Economy	Shyam Sundar Meher Kishor Chandra Meher
3.5	A Study on Replacement Rate of Internal Combustion Technology Vehicles (ICT) by Electric Vehicles (EVs) in India	Irfan Ahmed Qureshi Bhagabat Barik Meer Mazhar Ali
3.6	Drone Applications in Indian Agriculture and Allied Sectors: Review of Status, Opportunities and Challenges	V Venkatakrishnan Astha Singh, Pubali Adhikari, Sakshi Raj Sangyan Mishra
3.7	Sustainability and Quality Education in English Language Teaching: A Journey from Evolution to Innovation in a Global Perspective with Reference to Odisha	Tapan Kumar Panda
3.8	Disruptive Leadership: Inspiring Change and Innovation in Businesses	Tanvee Shreya Anubha Ray
3.12	Cloud Service provider using MCDM / ML techniques: A study of Optimization Issues for Organization	Abha Prakash Praharaaj Prasant Kumar Pattnaik Rabi Narayan Subudhi
3.16	Artificial Intelligence (AI) for Digital Extension Services	Samik Kumar Pradhan Akkamahadevi Naik
3.18	Healing the Healers: Addressing the Psychosocial Impacts of COVID-19 on Healthcare Professionals in Odisha	Tapaswini Dash

TRACK 5: ENABLING INCLUSIVE DEVELOPMENT		
TECHNICAL SESSION - 5.1 (HYBRID)		
27.09.2024	New Building, Room B	10:00 AM - 11:30 AM
Chairpersons - Prof. Chintamani Panda, Dr. Anubha Ray, Dr. Deepanjali Mishra		
Coordinator: Coordinator: Dr. N Jeevaratnam		
Offline		
Paper Code	Paper Title	Authors
5.1	Social and Infrastructural Development of Tribal Population in Koraput District of Odisha: A Case Study	Mahendra Kumar Nayak
5.6	Gender Equality in the Agricultural Sector: A Bibliometric Analysis	Parnika Saha Ajay Kumar Prusty Chinmaya Nanda

5.7	Sustainable Recycling: The Solution for E-waste Management and Sustainable Manufacturing in India	Rati Ranjan Mishra Sangram Keshari Swain
5.8	Reimagining English Education: Embedding Sustainability across Disciplines	Biraja Das Prajna Pani
Online		
Paper Code	Paper Title	Authors
5.2	Impact of Digital Finance on Financial Inclusion and Stability	Mohanababu Ch
5.3	Enabling Inclusive Development for Sustainability	Babita Dosajh Shikha Gupta
5.4	Inclusive Development of Small and Marginal Women Farmers in Tamil Nadu: Successful Case of Veerapandy Kalanjia Jeevidam Producer Company Limited	DK Balaji R Rengadurai V Venkatakrisnan
5.5	Spiritualism, an Apparatus for Sustainable Growth: Reflection through Ancient Indian Literature	Prachishri Mishra Mousumi Dash
5.6	Effect of “No Added Sugar” Front of Pack Labeling on the Cognitive State Of Consumers: An Experimental Study on Indian Consumers	Vivek Vishal Giri Kharabela Rout Mousumi Panda Pratyuesha Behera Ananya Das Sushree Debashree Debasmita Sahoo

Track 6: Student Research Paper Track/ Session		
TECHNICAL SESSION - 6.1 (HYBRID)		
26.09.2024	New Building, Room B	2:30 PM - 4:30 PM
Chairpersons - Prof. T Mahapatra, Rebecca Crawley & Dr Tanmoy Shankar		
Coordinator: Dr. Tanmoy Shankar		
Offline		
Paper Code	Paper Title	Authors
6.1	Unlocking Business Opportunities for Moringa Leaf Products	Sukumar Mondal
6.4	Agricultural Sustainability: Long-term Farming Resilience; Eco- friendly Cultivation	Sonali Panda Amruta Purohit
6.5	Breaking Barriers: Women in the Military Field, Leading Employment and Empowerment for Viksit Bharat	Bhabana Patro
6.6	Economic impact of millets cultivation on farmers of Gajapati district	Porumanumula Prapulla
6.7	Beyond Convenience: Concerns In IoT Adoption	Musalapalli Geetika
Online		
6.2	Analysis of Imports and Exports In India: Pre and Post-Covid	Lopamudra Naik
6.3	Evaluating Performance Measurement Systems: A Comprehensive Bibliometric Analysis of 24 Years	Ch Sulipta Praharraj Sandeep Sahoo Shyamaprasad Mohapatra Swetashree Pani