

**4TH INTERNATIONAL CONFERENCE**  
**Innovation, Technology and Sustainability – Shaping the future of Business and Society**

**Day 1, Thursday,**  
**16th March 2023**

Start Time (IST)	End Time (IST)	Particulars		Minutes	Location	Venue
7:45	8:30	Breakfast		45	Mum	Exe Café
8:30	9:15	Registration		45	Mum	Atrium
9:30	10:30	Inauguration Function		60	Mum	Auditorium
10:30	10:45	Tea Break		15	Mum	5th Floor
10:45	11:30	Address by Expert	<b>Mr. Theo Scherman</b> Chief Strategy Officer, APAC Hitachi Asia Ltd., Singapore	45	Mum	5th Floor Board Room
11:30	13:00	Plenary Discussion I on Innovation "How to Scale Innovations: Challenges & Prospects"  <b>Moderator:</b> Dr. Kaustubh Dhargalkar <b>Faculty Coordinator</b> - Dr. Anushka Kulkanri	<b>Prof. Christer Nygren</b> Lecturer in Innovation ManagementMDU, Sweden	90	Mum	
			<b>Mr. Satish N. S.</b> President Haier India		Mum	
			<b>Mr. Vivek Amberkar</b> Founder and Director Amber Automotive India		Mum	
			<b>Ms. Revathi Kant</b> Sr. Vice President & Chief Design Officer Titan Company Limited		Blr	
			<b>Ms. Sonia Manchanda</b> Founding Partner Spread Design and Innovation		Blr	
13:00	14:00	Lunch Break		60	Mum	Roof Top
14:00	15:30	Concurrent Paper Presentation	8 Tracks	90	Mum	502, 601, 602, 603,621, Brainstorm, MDP 1 and MDP 2
15:30	15:45	Tea Break		15	Mum	outside respective rooms
15:45	17:30	Concurrent Paper Presentation	8 Tracks	105	Mum	502, 601, 602, 603,621, Brainstorm, MDP 1 and MDP 2

## **We school International Conference 2023**

Date: 16<sup>th</sup> March 2023 | Day: Thursday |

Day 1 Session Title: 4<sup>th</sup> International Conference

Innovation Technology and Sustainability

Shaping the future of Business and Society

### **INAUGRAL SESSION**

**Time: 9:30 A.M.**

#### **Session Title:**

1. Artificial Intelligence- Ethical Challenges and Potential Solutions.
2. Past, Present & Future – Research & Development.

#### **Conducted By:**

1. **Chief Guest: Dr. V. Kumar**
  - Distinguished Prof – Research, Executive Education, We School
  - Professor- St. John's University, New York, USA and a Marketing Legend
2. **Guest of Honor: Mr. Rohit Pandharkar**
  - Global Head of Data Science, OLX Autos (Naspers)
3. **Dr. D. N. Murthy**
  - Dean Marketing & Research WES
4. **Prof Dr. Uday Salunkhe**
  - Group Director WES
5. **Adv. Shri. S. K. Jain**
  - Chairman Managing Council, SPM. Chairman CDC, WES
6. **Shri. Shrikrishna Chitale**
  - Vice Chairman CDC, WES

#### **Session Brief:**

Professor Prajakta Barve opened the session by providing an overview of the following two days and extending a warm welcome to everyone to the 4th International We school Conference. Every beginning is enhanced by an auspicious ritual, and the same was done here when all the dignitaries were summoned to light the map and officially launch the meeting. Thereafter, Dr. D. N. Murthy offered a heartfelt welcoming speech in which he explained how this is the first time the conference has drawn such a sizable audience, including 300 registered authors, 350 submissions, and 240 papers in addition to a multicampus setting. Dr. V Kumar, a marketing legend and

notable professor of research executive education at We School as well as a professor at St. John's University in New York, USA, will then be the session's chief guest. Despite the time difference and being available so late at night, we really appreciate him being here. Prof. Dr. V. Kumar started his speech by informing the audience of the several kinds of AI's out in the world currently. From talking barbie to Tesla, he covered all the important touch points of how AI has changed several companies and their overall businesses. The speaker also delved deeper into the ethical issues raised by the prevalent use in the field of AI technology employed by various companies. Prof. Dr. V. Kumar also highlighted 5 main ethical concerns – monopolization, privacy, price gouging, CSR and accountability and integrated this with the giant companies like Amazon, Target, Netflix who have leveraged this for business gains. While talking about the solution of these ethical issues, Prof. Dr. V. Kumar talked of 3 types of ethical dilemmas known in this context – consequentialism (only the final outcome has to be ethical), Deontology ( the process should be ethical no matter the result), Virtue ethics ( entirely ethical process of information attainment). The speaker ended the note with a brief on chat GPT and how AI though helpful, needs a personal touch and should provide human credit, calling it a credit less AI solution where it does not matter where the answer comes from. Elaborating further, he said that no matter the pathway the consequences need to be ethical. He ended his speech on a helpful note by saying that if and when these issues are resolved in the future and ethical solutions come into play, AI can be a helpful asset.

Dr. V. Kumar gave a stirring address that left the audience in amazement and reflecting on the revelations he shared with us. But the speech that was delivered by our guest of honour, Mr. Rohit Pandharkar, global head of data science at OLX Autos (Naspers), immediately after his was just another dose of information that we eagerly anticipated. The speaker gave a brief introduction about the change in technology in research and development. In the past, MIT Athena was developed for specialized research where the process was long and took time for coding, and if the code was wrong then the researchers needed to wait for the allotment. Computational resources were taking longer for the research, like Quanta Laser Imaging, where booking was done to do experiments and took a longer period of time to execute, but now technology came into the picture and shifted from resource constraints to technological assistance. In the present era, technology-assisted research is carried out standing on the shoulders of giants. In November 2022, Microsoft and open AI released CHATGPT. The lawyer using Chat GPT took the bar exam and got a lower percentile, but a lawyer using Chat GPT got a higher percentile within three months using the technology Chat GPT. Speaker mentioned the future, which will be speed and progress, as with the old technology to build warships, it took months and years to complete, being a bottleneck, but with the help of generative AI technology, countries are using AI to build warship designs within 10 hours with 100% accuracy, removing the bottleneck. Chip design used to take years, but AI came up with it in hours. PhDs that used to take years to complete are now out of work. is also in protein and drug research, which will lead to the cure of several diseases by targeting specific types of genes.

Prof. Dr. Uday Salunkhe, group director of We School, addressed to us shortly after the guest of honour briefed the group, on how creativity is a large sea and diverse in all directions. The importance of creativity must be ingrained in all of us. He also explained that there are three important considerations that should be made: green unconventional energy, sustainability job roles for the next generation, and last, the economic conflict.

Our crowd heard a heart-warming narrative from Shri Shrikrishna Chitale, vice chairman of the CDC, which made us question whether we should let technology dominate practically all of our activities. He helped us understand how, if technology entirely takes over the world, we can lose the human element.

Adv. Shri. S. K. Jain, Chairman Managing Council, Shikshak Prasarak Mandali Chairman CDC, graced us with his presence and highlighted the importance of personal touch which must be kept in check all the while knowing the threshold where one is supposed to stop in search of AI development.

Dr. Madhuri from WE School Bangalore delivers the thanks as the session came to an end.

## Key Takeaways:

- Different kinds of AI technology, coming in all sizes and shapes. (Talking Barbie and Tesla)
- Giants like Amazon, Target, Netflix etc indulgent in unethical practices to benefit their businesses.
- How unethical AI practices have been believed to be really common and lack general awareness.
- Types of ethical concerns and dilemmas.
- Ethical issues – monopolization, privacy, price gouging, CSR and accountability need to be resolved.
- To maintain the balance and ensure ethical process, following methods to be followed: -
  - Share DATA.
  - Access to contextual and not individual data.
  - Profitability considering societal impact.
- In today's era AI is the new technology which will cater to complete the work in the shorter period of time.
- There is a shift from Resource constraints to technological assistance
- Chat GPT and AI will lead the future removing the bottle neck and providing the optimum solutions like building warships design
- Example: A radiologist may not be overpowered by AI but outperformed by another radiologist who use AI.
- Research by AI:
  - Past: Resource constraints were faced.
  - Present: Technology AI Research.
  - Future: Designs formulated by generative AI.
- Fear of Artificial Intelligence taking over personal human touch.
- Rising sustainability job roles for students.

## Glimpses:

### Session with Chief Guest, Dr. V. Kumar.



### Session with Guest of Honor: Mr. Rohit Pandharkar



## **We school International Conference 2023**

Date: 16<sup>th</sup> March 2023 | Day: Thursday |

Day 1 Session Title: 4<sup>th</sup> International Conference

Innovation Technology and Sustainability

Shaping the future of Business and Society

**Time: 10:45 A.M.**

**Session**

**Conducted by:**

**1. Mr. Theo Sherman**

- a. Chief Strategy Officer, APAC Hitachi Asia Ltd., Singapore.

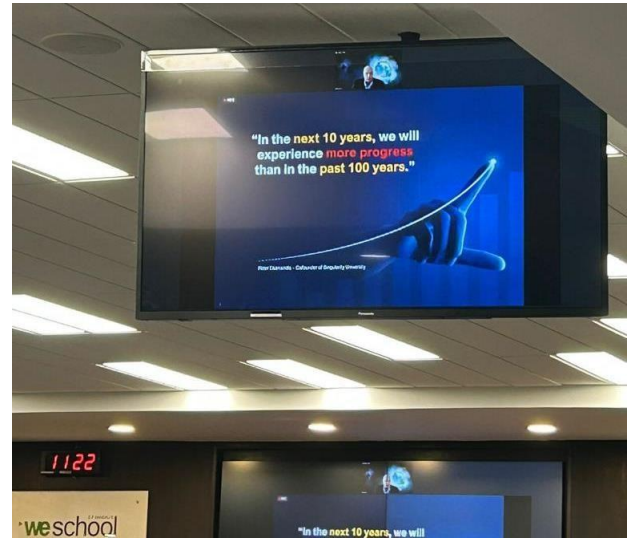
**Session Brief:**

In the opening remarks, Professor Theo Sherman described the stages of the economic transformation. This stage comprises the pre-internet, internet, social, collaborative, interconnected, and machine economies. This phase's primary emphasis was on the connected economy. This phase also discusses the ways in which innovation has shaped past as well as the ways in which it will continue to impact future. When discussing the future, Professor Sherman also mentioned the fact that we are presently residing in the decade in which we have the technologies that are reshaping society. Innovation is evolving at the same quick pace as trends. Changes in market usage are necessary for innovation. Disruptive innovation is highly sought-after because of the market's quick change. Every 6 cars one car will come down because of the technology of a common car. New business models are emerging in this era. This type of business strategy improves communication between manufacturers and end customers, removing the necessity for middle men in the transaction. As the expectations of consumers continue to rise, companies are searching for new and improved ways to fulfil their requirements, via a variety of channels. These platforms represent new opportunities to connect with consumers, who are now the owners of the brands. The interconnected Economic Model framework removes the need for a middleman by the creation of a virtual platform or marketplace for Hitachi through the addition of new models to the system, and it is able to accept any newly developed business models. On the topic of Democratizing Investing, one scenario was provided, which involved turning any structure into a token and selling a share of the underlying physical asset. Tokenization of commodity ownership held by Manchester United fans will facilitate the creation of a platform for the club's 20 billion-strong fan base.

**Key takeaways**

- The different phases of economic transformation and how the world is currently in the interconnected economy
- Innovation has shaped the past and will continue to do so in the future
- We are currently in the era where we will experience transforming technologies
- The interconnected Economic Framework model is eliminating middlemen

Glimpses:



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### **SESSION- 3**

**Time: 10:45 A.M.**

**Session Title:**

1. Artificial Intelligence- Ethical Challenges and Potential Solutions.
2. Past, Present & Future – Research & Development.

**Conducted By:**

1. **Ms. Revathi Kant**
  - Sr. Vice President & Chief Design Officer
  - Titan Company Limited
2. **Prof. Christer Nygren**
  - Lecturer in Innovation Management
  - MDU, Sweden
3. **Ms. Sonia Manchanda**
  - Founding Partner
  - Spread Design and Innovation
4. **Mr. Vivek Ambedkar**
  - Founder and Director
  - Amber Automotive India
5. **Mr. Satish N. S.**
  - President
  - Haier, India

## **Session Brief:**

The session began with a perfect moderation by Mr. D.N. Murthy. Ms. Revathi Kant from Titan was the pioneering speaker of the session. She spoke about the importance of scaling innovations, the challenges faced and the prospects. She highlighted the importance of speed and agility in today's world. Focusing on consumer research and the understanding of fashion trends, she stressed upon the importance of innovation by design. Innovation happens when one believes in the impossible, believes in their people and skills the people to make innovative products and sell it to the market. It's the people's mind that makes an innovation happen. Culture, people, process and strategy are the key enablers of innovation. She took over the attention of the audience with her case study of antimicrobial coating. Trend discovery and consumer study are two stones that help in the launch and implementation of the product. She also talked about the megatrend of wellbeing and how it has been so important post the COVID-19 pandemic.

Next was professor Christer Nygren, from MDU, Sweden. He focused on exponential growth through innovation. He talked about industrial revolutions and its productivity gains with various operating models and digital models that highlighted the use of technology. He also left the audience thinking with a question that asked the use of innovation in IT companies.

Continued by Ms. Sonia Manchanda, she came with four steps that lead to a proper innovation. Fusion, foresight, fluid strategy and feel form the base of every innovation. Her diagrammatic representative model showed how an authentic intent leads to creative action. A fusion of all branches of studies gives various perspectives to an innovative and is very helpful. Humans are an inspirational being and they always surprise you. An ability to adapt is important for an upskilled innovation.

Mr. Vivek Ambedkar took over the session from here where he highlighted how marketers see innovation in today's world. He highlighted the importance of jugaad in India with the combination of innovation plus Indian mentality. Design changes the thought processes of the consumers and it's important to put some thoughts into the same.

Mr. Satish concluded the session with user focus innovation and how Haier is making refrigerators in a made to order manner. He mentioned that inspired living is inspired by innovation. He factorized innovation into predicted innovation and disruptive innovation. The market research should always be based on consumer behavior and the running trends. The study of trend changes shows that different solutions need different products. Hence, consumers should always be given prime importance.

## **Key Takeaways:**

- Innovation is extremely important with changing trends in the dynamic world.
- An exponential growth in the economy of the world can be seen improving with better innovations.
- Speed and agility help the market to grow in a better manner.
- Consumer is the brain of innovation and any comfort that a consumer imagines will lead to a new product.
- Every solution needs a different product.
- An innovation inspired by design creates elevating experiences.
- Given a proper environment, people make innovation happen.
- Upcoming metaverse technologies are a fluid strategy and should be adapted to as soon as possible

**Glimpses:**  
**Location: Board Room**





## **We school International Conference 2023**

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Day 1 Session Title: 4<sup>th</sup> International Conference

Innovation Technology and Sustainability

Shaping the future of Business and Society

**Time: 2pm - 5:30pm**

**DAY 1 – Track 1**

**Session Title: Concurrent Paper Presentations**

### **Session Brief**

Marketing strategy and its impact on the target audience was a frequent topic of discussion in the majority of the presentations (consumers). Marketing's potential and significance in the gaming sector were among the topics covered. When combined with traditional forms of advertising, cutting-edge tools like artificial intelligence and the Metaverse have the potential to make a major impact in this sector. Recent changes in consumer purchasing behavior of electric automobiles, the impact of Instagram on young people, and the rising desire for environmentally friendly things are just a few of the many topics that have inspired academic papers. These are just some of the areas that have been the subject of study and literature: Additionally, a research presentation on a preliminary warning system for food deterioration was presented. This post, which was found fascinating and novel, centered on the many ways in which olfactory marketing can affect consumers' decisions to make a purchase. It was a very interesting and unique topic for research. One of the central themes of the panel discussion was the potential for improved marketing through the integration of technology and the various strategies employed and their effect on purchasing behaviour.



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**Time: 2pm - 5:30pm**

### **DAY 1 – Track 1**

#### **Session Title: Concurrent Paper Presentations**

##### **WIC-153: Growth Opportunity for Hyperlocal startups in India understanding the consumer preferences with respect to Products category to focus on-**

The paper explores the growth opportunity for hyperlocal by identifying the factors that influence the use of online shopping.

The research outcome showed that age group and employment status play an important role in online buying while it is independent of gender.

The study showed that younger people prefer fast delivery while older people do not mind the delay in delivery.

The conclusion came out as Hyperlocal having significant growth opportunity in new market segments as Zepto is only available in certain parts of country.

##### **WIC-15: Impacts of Information & Communication Technology on Society in the new Century**

Research motivation for this study was ICT being used every day and affecting our lives.

The study highlights the important findings as positive and negative effects.

#### **Positive effects**

- daily routine management
- social relationship

- info sharing
- communication
- children's education
- self-employment
- paperless environment
- developing health literacy
- usage of free time
- New too many gadgets
- Communication – email instead of letters, E-learning during pandemic

#### Negative effects of ICT

- reduced face to face interaction
- social disconnect
- reduced physical activity/ health problems
- Cost
- jobless
- security/ loss of privacy

The conclusions that came out were that gadgets should be used carefully, the negative impact of using them and the confusing blend of usefulness and problems ICT causes.

#### **WIC-59: Retail Shopping Experience: A Study on Difference in Customer Perceptions**

The session began with an introduction that India's retail sector has been witnessing incredible changes during past few years. The primary research was conducted in Indore and Madhya Pradesh.

In this research a single factor was considered, that is the perception of different groups for store shopping.

The study observed that there is no significant difference towards perception of overall retail shopping experience based on gender, age groups and educational qualifications. However, self-employed and professionals in terms of occupation are significantly different that the service class respondents, housewives and students.

Suggestions that were given to increase footfall, sale after this study were

- virtual shopping experience
- provide digital experience in store
- feedback systems
- Invest in staff training

### **WIC-145: Innovating the style by taking inspiration from Art Nouveau – the movement that travelled into almost every city**

The session began with a brief Art Nouveau definition, it's most recognizable feature - Delicate use of curves. We were informed about the difference between Art Nouveau and Art Deco.

The aim and objective of the study was to innovate and blend Art Nouveau with technology to design digital fashion prints. Architectural inspirations and innovations were shown being applied in creation of prints for fabrics using Canva and Illustrator.

The conclusion of the study came out that a very small part from Art Nouveau is used as inspiration. It Should be considered as an aesthetic phenomenon. Art Nouveau has future scope as it can be explored in human figures, animals, etc. The idea can contribute to sustainable fashion by printing on khadi.

### **WIC-219: Innovation and Wellbeing towards Sustainable Development: A Conceptual Framework**

This paper focuses on innovation and wellbeing towards sustainable development and various sustainable models with respect to human interaction and how this model affects humans.

Qualitative in nature and data collection from primary and secondary sources. The speaker focused on the models which are important for sustainable development and sustainable innovation and resulting into modification.

Models of sustainability, three pillar models were the focus of the research

1. Prism model- stipulates four-dimension
  - economic dimension
  - environmental dimension
  - Social dimension
  - institutional development
2. Attkisson's market - how it would benefit and create a difference to the society
3. Amoeba model - pacing a model to achieve sustainable development
4. The egg model – illustrates the relationship between people and ecosystem as one circle and inside another like the yolk and egg.

The speaker concluded by saying that if we carry out the tiny practices then we would lead the world when it comes to sustainability and sustainable innovation is important at the same time.

**WIC-162: Sustainability and Integrated Reporting Practices: Evolution and future outlook with special reference to India**

This Research focuses on Sustainability reporting and its importance with reference to India. The speaker elaborated on GRI Standards (Global Reporting initiative) as how the organization takes responsibility for their action and impact.

The speaker included the importance IIRC (International Integrated Report Council) Clear roadmap for corporates to follow when integrating sustainability considerations. This speaker focused on Companies reporting under the annual report They try to incorporate

- Separate reports limited inclusion
- One combined report
- Integrated report
- Drivers of integrated report
- Indian landscape of sustainability reporting in India
- BRSR (Business Responsibility and Sustainability Report) - 3R approach to brr to BSRS

**WIC-109: Is there correlation between ranking as per CAMEL approach and deposit growth rates: Empirical evidence from Indian private sector banks**

The Paper explores about correlation between the ranking as per camel approach and deposit growth rates of several private banks in India. The presenter focuses on the CAMEL rating methodology used by regulators to assess the financial soundness of the banks.

The presenter focuses on the Private sector banks and showing the comparison with respect to Camel rating. The camel rating was adopted by the RBI.

The speaker included some of the key points lower the rating better it is while including the deposits of five years of the duration from 2016 to 2021. Null hypothesis was used for the research paper and 4 new ratios under 3 camel parameters. The live case was also discussed credit Suisse and fall of SVB bank.

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### **DAY 1 – Track 2**

#### **Session Title: Concurrent Paper Presentations**

#### **Session Brief:**

Movie Review system- Inspired by how Japan's tv content is designed to educate children with respect to ethics and their culture. Proposed System is a platform that allows users to review and rate movies. The system is designed to provide an accurate and unbiased review of movies, which can help users make informed decisions about what films to watch. Here are some key features of the Movie Fair Review System Technologies such as ML (Machine learning), Advanced UI/UX.

WIC-29 The Future of Customer Relationship Management- Increased Focus on Customer Experience: Businesses are starting to understand the importance of providing a positive customer experience. This means that role of CRM will focus more on improving the overall customer journey, rather than just managing customer interactions. Artificial Intelligence (AI) and Machine Learning (ML) are being used in many aspects of CRM AI & ML has the potential to improve, such as predicting customer behavior and providing personalized recommendations. In the future, AI and ML will likely become even more important in managing customer relationships. It needs to come with resolving fear of loss of privacy as well as scare of harmful impact of integration of AI and ML

WIC-124 Influence of Meme Marketing through FGCs and UGCs on Brands at Different Stages Impacting Brand Perception and Conversion- Presented on the idea meme marketing through FGCs and UGCs can have a significant impact on brand perception and conversion, particularly at different stages of brand development. By leveraging the power of social media and user-generated content, brands can quickly gain traction and build a community of loyal followers who are eager to engage with and share content related to the brand. Memetic Industry Engagement through meme marketing give CTR of 19% on the other hand traditional social media marketing it is 6%.How rival brands with the help of meme marketing.

WIC-151 Impact of Visual Management on warehouse productivity How visual representation can improve efficiency- Presented key role of visual management can have a significant impact on warehouse productivity by improving communication, reducing errors, increasing efficiency, and improving safety. By using visual aids such as signs, labels, and markers, warehouse managers can create a more organized and efficient workplace that can lead to increased productivity and profitability. Implemented Solution such as Stacking Norms, Demarcation of Areas, Visual representation of expiry dates. How proposed solution is adapted Productive Analysis is done to justify WMS (Warehouse Management System)

WIC-187 Study Of Farmers & Knowledge And Willingness To Adopt Sustainable Agriculture Techniques In Rural Maharashtra-It was primarily about to know the reason behind Farmers unawareness regarding sustainable agricultural practice. Application of sustainable methods at various level. As agrarian economy India has great scope in after analyzing stakeholder matrix and

data analysis on basis of willingness for sustainable ,qualification of farmers and income of certain farmers .Specified need of proper channel for sustainable Market price and weather are being major constraint. The study of farmers' knowledge and willingness to adopt sustainable agriculture techniques in rural Maharashtra would provide valuable insights into the barriers and opportunities for promoting sustainable farming practices in the region

WIC-213 FPOs as a Sustainable Model for Integrating and Enhancing Livelihoods of Small and Marginal Farmers- Explained how FPOs can play a crucial role in improving the livelihoods of farmers and ensuring the long-term sustainability of agriculture. Farmer Producer Organizations (FPOs) are a sustainable model for integrating and enhancing the livelihoods of small and marginal farmers. FPOs are collective entities formed by farmers to undertake activities related to production. FPOs have several benefits for small and marginal farmers. First and foremost, FPOs provide farmers with a collective voice and bargaining power, which allows them to negotiate better prices for their produce. Mentioned how efficient operation method to FPO also how it can facilitate value addition and market linkages for farmers. FPOs can also help farmers access markets, including export markets, by aggregating their produce and negotiating with buyers.

WIC-263 Impact of ChatGPT in The Service Sector, Rural Areas and Among Students in India- Students- ChatGPT can be used as a tool to support learning for students in India. For example, it can be used to provide personalized feedback and support to students who may not have access to a tutor or mentor. It can also be used to provide interactive learning experiences, such as quizzes and games, to make learning more engaging and fun. Additionally, career guidance and counseling to students, helping them make informed decisions about their future. Service sector- ChatGPT can be used by businesses in the service sector to provide personalized and efficient customer service. This can lead to improved customer satisfaction, increased efficiency, and cost savings for businesses.

8) WIC-264 Awareness of Solid waste management among students: An empirical study among students at NMIMS University-Study of the responses on bases of Factors like level of awareness, Value of Sustainability, Value of reuse. Poor solid waste management will lead to various problems in health, environment and socio-economic aspects. Since, educational institution is an agent of solid waste management concepts are being integrated in NMIMS. Findings such as Awareness level of based on difference in gender as well as age group found as per the responses. Where in with respect to gender there is more difference as compared to the age group. Need of using technology like Artificial intelligence and waste management like Smart Recycling Bins, Material Recovery Facility.

WIC-271 How Green washing Impairs Environment Social And Governance (ESG) Investing- Greenwashing can impair Environment Social and Governance (ESG) investing by making it difficult to accurately assess the sustainability of a company and the environmental impact of its operations in different sectors. Gave examples of sectors that are doing good such as IT and lending Sector emphasis on ESG on the other hand Road and infrastructure sector that are yet to improve on this idea. Greenwashing can also lead to the misallocation of capital by diverting investments away from truly sustainable companies and towards companies that make false claims about their sustainability. To mitigate these risks, investors should carefully evaluate the sustainability claims of companies and rely on reputable sustainability ratings and certifications.

WIC-273 The Role of Emotional Branding in the Online Marketplace: Insights and Strategies- Explained how Emotional branding plays a critical role in the online marketplace, as it helps businesses connect with their target audience on a deeper, more personal level, emotional branding can make a significant difference in attracting and retaining customers. Understand your audience: To create emotional connections with your target audience, you need to understand their needs, desires, and pain points. Conduct market research. Mentioned Ways to improve by understanding your audience, telling a compelling story, using visual cues, fostering engagement, and creating emotional experiences, you can build a brand that resonates with your customers and drives loyalty and advocacy.



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**Time: 2pm - 5:30pm**

### **DAY 1 – Track 2**

#### **Session Title: Concurrent Paper Presentations**

- **Metaverse Research and Innovation in HRD-** function- virtual training session.
- **Sustainability-** A study on knowledge, Attitude and practice among consumers about veganism and vegan foods.
- **Perception about usage of digital teaching aids** among early childhood educators.
- **Stochastic frontier production function for minor millets** for sustainable agriculture in Maharashtra districts.
- **The implementation of block chain technologies** across the agricultural industry.
- Beating the market with **optimization**.
- Beating the market with **volatility**.
- Human perceptual biases and their analogous prevalence in **artificial intelligence**.

#### **Session Brief:**

The session was extremely insightful with speakers who were present from across the globe. The first delegate was from Hyderabad, working for a US Multinational. He spoke on metaverse research and innovation in HRD function. It helped one to understand the engagement detection. He spoke of the themes identification and the gaps in competencies.

The presentation on veganism was also well appreciated. She spoke on dietary vegans, ethical vegans and environmental vegans. Her research population included 20% vegans. The attitude of people towards veganism is that it is expensive. Cultures can come up with their own recipes to replace vegan products.

he presentation on digital aids among the early childhood educators threw light on how technology plays an important part in today's culture. She also showed how teachers of an older generation are finding it difficult to keep up with the changing times. It is important to analyses the use of technology from the perspectives of educators, parents and students.

The paper on blockchain accuracy showed scientific applications of technology and the potential of technology to enhance transparency. They spoke about the data acquisition and management that is leading to higher consumer awareness and empowerment.

The paper on sustainable agriculture showed how Stochastic frontier production for minor millets is taking place. Illiteracy, difficulty in procurement, process adoption, finances and lack of innovation is

slowing down the process.

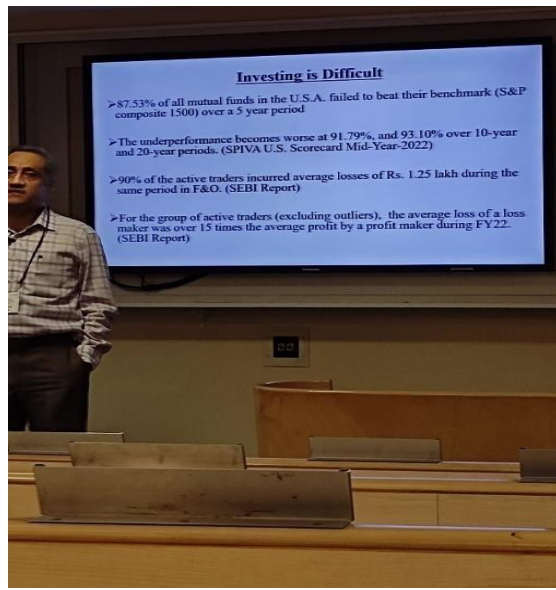
The last researcher presented three papers on beating the market with volatility harvesting: rebalancing as a dynamic portfolio management strategy using algorithmic trading systems. He also spoke on beating the market with optimization and its variants as dynamic asset allocation strategies for algorithmic trading. Concluding, he spoke on human perceptual biases and their analogous prevalence in artificial intelligence systems towards dependable AI.

### **Key Takeaways:**

- Innovation is extremely important with changing trends in HR functioning.
- An exponential growth in the economy of the world can be seen improving with better innovations.
- Speed and agility help the market to grow in a better manner even when it comes to sustainable agriculture.
- Consumer is the brain of innovation and hence even for educators have to well versed with changing technology.
- Every solution needs a different product.

### **Glimpses:**





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**Time: 2pm - 5:30pm**

### **DAY 1 – Track 3**

#### **Session Title: Concurrent Paper Presentations**

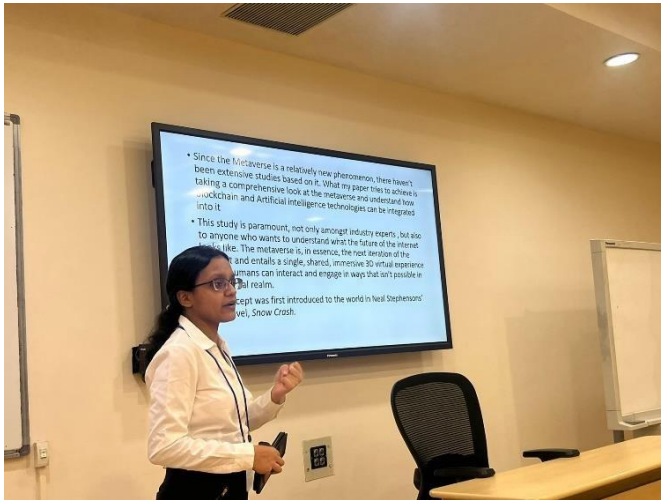
#### **Session Brief**

The session began with a warm welcome and introduction of all presenters and dignitaries. "Study on the Dominance of Agility in Financial Function" was the session's first research paper. The author sought to establish three competency categories for any firm to be agile based on secondary qualitative research. The purpose of this findings report was to comprehend agile financial function and the benefits it brings to institutions who utilize this methodology. The next paper discussed "Investment recommendations for public and private sector banks using ARIMA and SARIMA." The research was focused at the employment of predictive algorithms to estimate stock values using the aforementioned methodologies for more accurate predictions through extensive analysis. The second and third paper of the session covered the topic of "Application of machine learning techniques for early identification of Alzheimer disease utilizing the biometric". It was one of the most impressive papers as it utilizing machine learning to detect it early using biometric data. Biometric data includes brain scans, genetics, and speech patterns. The next study presentation topic was cancer diagnosis using deep learning algorithms. Deep learning employs artificial neural networks to address complicated issues. Deep learning can analyze medical imaging data like X-rays, CT scans, and MRIs. The author discussed the advantages of employing computer technologies to diagnose skin cancer quickly. The study provided a backdrop of disease in terms of symptoms, therapeutic approaches, and disease physiology. Finally, the author attempted to give the study's significance for diagnostics and future studies. Following in the event the topic covered was "Creating theory related the Metaverse using Blockchain technologies an artificial intelligence". Author established the association matrix between cost privacy and dependability of usage based on findings. The next paper forecasted cricket. The author created the model to predict cricket match outcomes because cricket is a very dynamic and unpredictable sport with numerous aspects that are hard to model.

#### **Key Takeaways**

- Majority of people are leaning towards technological topics
- Diseases like Cancer and Alzheimer's can also be dealt with if action is taken instantly
- Interesting topics like cricket forecasting left us in awe
- Strong financial aspects and instruments were discussed

## Glimpses



## **We school International Conference 2023**

Date: 16<sup>th</sup> March 2023 | Day: Thursday |

Day 1 Session Title: 4<sup>th</sup> International Conference

Innovation Technology and Sustainability

Shaping the future of Business and Society

**Time: 2pm - 5:30pm**

**DAY 1 – Track 3**

**Session Title: Concurrent Paper Presentations**

### **Session Brief**

The session was kicked off with a welcome note to the presenters. Presentations were started off right away with the first presentation being on the topic of credit worthiness of various countries, this was done through various computations and data analysis that generated some data to be interpreted. Next presentation was from Prof. Piyush Godhari who talked of time as a vital tool when it came to restaurants and food service sector in general. Prof. Godhari explained certain peripheral factors that influence a 'user experience' of the restaurant. He also spoke in detail about how his study tries to understand how important time is when it comes to a user gaining a complete experience. His innovative solution to the problem of long waiting when it comes to any kind of food delivery was to play around time and sell time instead of food. The third presentation had Dr. Kaustubh Dhargalkar sir explaining how creativity came into play with the referencing of Nobel laureates. Sir went onto explain the geographical, historical, and political factors that went into a creative individual's psyche. Next paper presented was on how technological innovation can help individuals develop better and substantial skills that help in their professional lives. Their project consisted of courses that can be done to help individuals secure a job in a technical field with special emphasis on Pune region. The next topic presented was by Prof. on Vendor awareness, sanitation, and concerns. It revolved around covid-19 and how impactful sanitation is required now in all seriousness in India when it comes to street food and local vendors. The last topic to be presented was on the 'Impact of Animated Characters in Branding'. This presentation explored the aspects of branding and how the use of animated characters influences the customer. The emphasis of the study of the research paper was surprisingly on the age segment of 25-30.

The session was concluded with a thank you note from the moderator and a thank you speech from the student volunteers.

### **Key takeaways:**

Assessing Countries & Credit Worthiness Using Machine Learning -

- What does the term 'credit worthiness' entail and how can it be measured through various computations and calculations.
- Accuracy of such models can only be determined through global level research.
- It is a helpful model if a compiled analysis of each country is to be done.
- Very convenient model for organizations with the likes of World Trade Organization etc.

Futuristic Innovations to Enhance User Experience - Prof. Rohit Pandharkar

- Past, present, and future of restaurants and the food industry. 'Peripheral factors' that influence service industry.
- Research constraints with respect to topics like the chosen one bring in a lot of ambiguity that needs to be clarified.
- How have various segments of service changed over the years to become more user friendly.
- Research methodology employed. Questionnaire method used to gather data and then analyzed.
- Innovation in this topic would include selling time in restaurants instead of food, where primary focus would be on providing the services as soon as possible.

Understanding Creativity- A study of The Individual Traits of Nobel Laureates and their Ecosystem and their Implications on Corporate Innovations- Dr. Kaustubh Dhargalkar

- What is creativity and what fosters creativity? Definitions of creativity.
- How creativity needs to be understood in action.
- Relation of creativity with Nobel laureates. How geographical and political factors influence the mental wellbeing of an individual and how it leads to the incubation of creativity.
- 'patterns' cross the globe referenced as the 'hubs of Nobel laureates.
- Personality traits of creative individuals.

A study of Employers Approach towards Employee's skill Enhancement in IT sector: with Special Reference to Pune Region-

- The development of IT skills can help an individual be better prepared for their working career.
- Not having the right IT skills in an increasingly digital world can be a major drawback.
- Training of an employee is the responsibility of an employer and can ensure in sealing their loyalty to their company.

Vendor Awareness, Sanitation Practices & Concerns –

- The unhygienic practices indulged into by vendors in India, with special emphasis to Pune region.
- The level of understanding towards sanitation within the vendor community.
- The level of hygiene in the vendor carts and govt. regulations.
- Education level of the vendors and whether or not they are aware of the government regulated practices.

A Study of Animated Characters & its Impact on Branding –

- How animated characters became a part of branding. Examples of McDonalds and ICICI'S Chintamani were given.
- The reason these characters are incorporated into a brand. What kind of impression it gives off a brand.
- How is the 25-30 age segment influenced by these characters and whether or not these are profitable to the business in the long run.

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**Time: 2pm - 5:30pm**

**DAY 1 – Track**

**Session Title: Concurrent Paper Presentations**

**Session Brief**

**WIC 34 - Energy: Transition of Non-Renewable Energy to Renewable Energy-** The paper explores the different solar energy initiatives undertaken by the people and Government of Australia and that of India have implemented. Western Australia has implemented policies and regulations to encourage the adoption of renewable energy by households and businesses. Initiative undertaken by Adani to set up Asia's largest solar panel. Renewable sources energy model of Western Australia can be adopted by Indian Government as a reference model. As India experiences rapid population growth and urbanization, the transition from non-renewable to renewable energy would serve as a framework of stability.

**WIC 40 – Is Affiliate Marketing a Digital Marketing?** - The paper explores the difference in affiliate marketing and digital marketing and how there has been a transition in the rapidly digitized world. Major difference in affiliate marketing and digital marketing is divided into three factors:

1. Cost – affiliate works on commissions while digital marketing requires a significant investment upfront.
2. Measure of Control on advertising possessed by the company.
3. Metrics

It is essential to consider goals, budget, target audience and the message they want to resonate with their target audience. If companies seek brand awareness and to engage with a wider audience, it would be advisable to adopt digital marketing. If companies seek to generate sales with minimal cost upfront, then one should adopt affiliate marketing.

**WIC 46 – Adaptation of Mobile Banking in Developing Countries** - This paper focuses on the utilization of mobile wallets/banking by people in India and the reasons for not adopting the same. Education and awareness of technology were lacking regarding internet banking. Convenience, security, and access to a wider range of financial services are positive factors that influence adoption of internet banking. Availability of reliable internet connectivity is also a significant factor in the adaption of online banking.

Government policies that support the development of digital financial services in other countries have been proved to be beneficial in integrating internet banking.

**WIC 116 - Study Of Financial Expense Budgeting Across The Globe-** The paper focuses on low financial literacy in India and how it is imperative to be knowledgeable about expense budgeting in order to be financially literate. Rs. 4,82,62,00,00,000 remains unclaimed due to poor budgeting and utilization of funds. Influence of gender on financial literacy and financial literacy around the world

are two of the parameters on which Literature Review is focused on. 4 reasons why people build assets even in retirement:

1. Unforeseen costs
2. Legacy
3. Fear of running out of money
4. Feeling secure

#### **WIC 90 – A Study on The Relationship Between Fintech and Bigtech Ecosystem -**

1. How are Bigtech companies entering the financial services industry, and what are the implications for traditional financial institutions?
2. How are fintech companies partnering with Bigtech companies, and what are the benefits and risks of these partnerships?
3. How is the relationship between fintech and Bigtech affecting financial inclusion and access to financial services?

**WIC 91 – A study on the payments and settlement systems in India-** The paper examines the RBI rules for Indian payment and settlement system, rise of digital currency in India and RBI's role in it. In India, payments system is broadly divided into:

1. Digital payments
2. Paper-based or cash payments

Making sure that payment systems are dependable, accessible, affordable, and safe has been one of the mail strategic priorities of RBI. The RBI now serves as an environment-maker for the projected expansion of India's payments ecosystem rather than operating as a regulator, operator, and facilitator. To accomplish these objectives India has developed one of the most advanced payment systems in the world, whether it be enormous value, retail, or quick.

**WIC 45 – Study on how the Concept of Sustainability Revolve around Three pillars of Market: Company, Material & Consumer -** The paper aims to bridge the gap under dearth of papers that focus on company, material, and consumer factors together as a unit. Primary research indicated consumers were aware of sustainability as a concept but were not aligned with the concept of having to pay more for sustainable products. Sustainability concepts among all three factors:

1. **Customers:** Aware of sustainability as a favourable alternative for the planet, but not willing to pay more for the same
2. **Company:** Most companies focusing on sustainability as a marketing gimmick, very few companies genuinely focused on sustainability as not a profit-making concept.
3. **Material:** Focuses on forming a product which won't harm the environment but comes with an added cost.

**WIC 305 – Cropping and Irrigation Patterns: A case study of Madha Taluk -** This paper focuses on how Sugarcane, being a water-intensive, high-output crop is at the forefront of this pattern change – despite taking less land in Solapur than sorghum, it contributes much more to output. The findings of the paper include how the presence of irrigation has negatively affected the production of pulses from the respondents in favour of sugarcane. It also states how few try to produce sugarcane without having irrigated land purely because it would be financially detrimental not to. The reasons

stated for now producing less or no pulses were unstable market price and scarcity of labour primarily supporting the idea that income-generating power is more important than provision of support.

**WIC 309 - Today and Future of the Conversational AI Technology: Case study of 'Kore.ai' - a market leader in this space** - The paper focuses on the prevalence of Conversational AI in today's day and age with Kore.ai as an example case study. The paper delves deep into the different technical aspects that are involved in the functioning of Conversational AIs such as Large Language Models (LLM) and GPT 3.5.

The most important facet of Conversational AI being Natural Language Processing is focused on

1. Machine Translation
2. Information Retrieval
3. Sentiment Analysis
4. Information Extraction
5. Question Answering

**WIC 265 – Green Banking: Initiatives by Indian banking system towards sustainable future**

The objectives of the paper were focused on gaining insight into the development of green banking strategies in Indian banking system, identifying challenges in the implementation of green banking strategies. The research methodology also focused on identifying procedures that must be followed to ensure the effective implementation of green banking in India.

Present initiatives undertaken by

1. Axis Bank
2. State Bank of India
3. ICICI Bank
4. HDFC Bank
5. Punjab National Bank
6. Federal Bank
7. Bank of Baroda and
8. Canara Bank were highlighted in the paper and how major players have adopted green banking as a concept.

**We school International Conference 2023**

Date: 16<sup>th</sup> March 2023 | Day: Thursday |  
Day 1 Session Title: 4<sup>th</sup> International Conference  
Innovation Technology and Sustainability  
Shaping the future of Business and Society

**Time: 2pm - 5:30pm**

**DAY 1 – Track 4**

**Session Title: Concurrent Paper Presentations**

**Session Brief**

This session analyses the impact of COVID-19 on financial distress in the Indian paint industry through the historical financial performance of five major companies: Asian Paints, Berger Paints, Kansai Nerolac Paints, Akzo Nobel India, and Shalimar Paints. Using the Z-score method, the study identifies the likelihood of these companies facing financial distress, with some exhibiting healthy financial positions while others struggling. The analysis suggests that cost-cutting, improving operational efficiency, and diversifying product offerings can help companies reduce financial distress.

This analysis provides investors and new entrants with valuable insights into the Indian paint industry. Investors can use the information to make informed decisions about investing, while new entrants can gauge the market and assess the financial health of industry companies. With innovations and strategic initiatives, companies can overcome financial challenges and emerge stronger, even amidst the pandemic's impact on the industry.

This session explores the advancement of digital technology from the perspective of people with disabilities. It focuses on understanding their challenges and enablers in using digital technology and their views on the accelerators and inhibitors of digital technology. The author highlights the importance of education and how accessibility enhancements have been a game changer for people with disabilities.

The objective of the study is to understand the perception of managers towards mergers and their impact on the companies. The findings of this study can provide valuable insights into the benefits and challenges of mergers for large and medium scale companies in the Pune region. The study can also be extended to small scale industries to explore further opportunities for growth and development. Ultimately, this session highlights the potential benefits of mergers and provides insights into the perception of managers towards them

The model that was explained through the paper was backtracking and how it was relevant. The delegate also spoke about how the automated system improves academic performance and reduces scheduling conflicts. The research was written implementing a particular system and the system was then explained in details to the panel. The session concluded with a Q&A round where the shortcomings of the model were conveyed by the panelist and feedback was conveyed. The panelist pointed out how the system was not fully automated but did require some amount of human intervention.

According to the findings of the delegate, the study also highlighted the positive impact of these campaigns on the perceived brand image and customer loyalty. Consumers tend to have a positive attitude towards brands that promote their CSR initiatives through Cause-related Marketing campaigns, leading to increased customer loyalty. In conclusion, the study demonstrated the effectiveness of Cause-related Marketing campaigns for promoting CSR in the Indian fashion

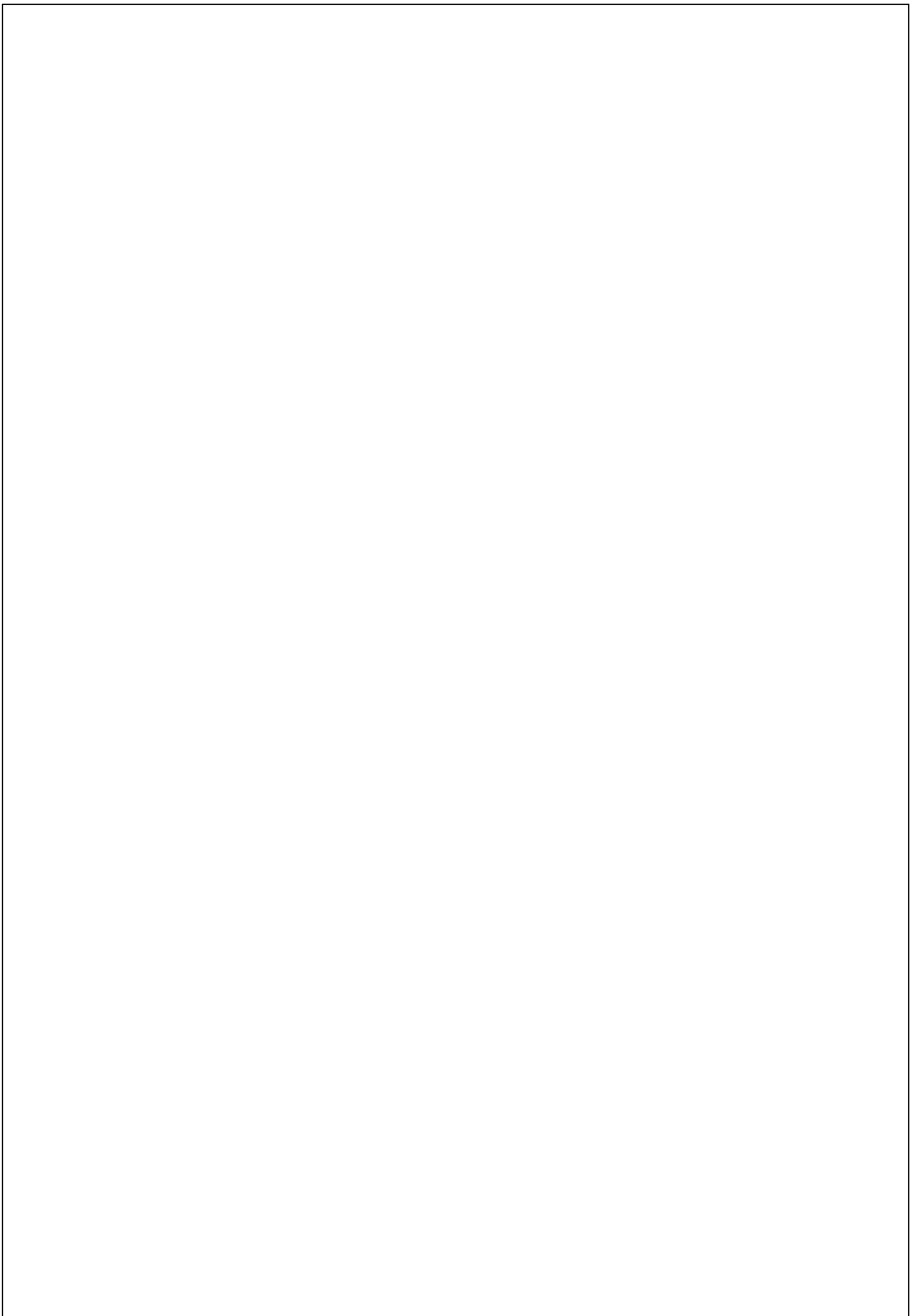
industry. Brands could use these campaigns to promote their CSR initiatives, improve their brand image, and increase customer loyalty according to the delegate. By implementing sustainable practices and promoting their CSR initiatives, the fashion industry can move towards a more sustainable and ethical future.

### **Key Takeaways:**

- The COVID-19 pandemic has had a significant impact on the Indian paint industry, with some companies facing financial distress.
- Historical financial performance analysis of the five major paint companies using the Z-score method can provide valuable insights into the financial health of these companies.
- Understanding financial distress can help companies prepare for potential challenges and create effective strategies to overcome them, making them more resilient in the long run.
- It is important to understand the perspective of people with disabilities towards the accelerators and inhibitors of digital technology, which can help in designing more inclusive and accessible technology.
- Education plays a critical role in enabling people with disabilities to use digital technology more effectively, and there is a need to integrate accessibility enhancements into digital technology to make it more accessible to everyone.
- Mergers can create new employment opportunities and lead to an increase in the customer and client base, which can help in the long-term growth and sustainability of the company.
- The study focused on large and medium scale companies in the Pune region, but the findings can be applied to other regions and industries to explore further opportunities for growth and development through mergers.

## Glimpses





**4TH INTERNATIONAL CONFERENCE  
Innovation, Technology and Sustainability – Shaping the future of Business and Society**

**Day 2, Friday, 17th March 2023**

Start Time (IST)	End Time (IST)	Particulars		Minutes	Location	Venue
8:30	9:15	Breakfast		45	Mum	Exe Café
9:30	11:00	Plenary Discussion II on Technology Reimagining New-age Technologies to Better Serve Business and Society  <b>Moderator:</b> Dr. Pradeep Pendse <b>Faculty Coordinator</b> - Dr. Poonam Singh	<b>Mr. Neel Bhatia</b> General Manager - Content/Media On Screen Services Director APAC Region - PC Client Services Intel India Technology Pvt. Ltd.	90	Mum	5th Floor Board Room
			<b>Prof. Bengt Gustafsson</b> University Lecturer MDU, Sweden		Mum	
			<b>Mr. Rajesh Dangi</b> Chief Digital Officer NxtGen Datacentre & Cloud Technologies		Blr	
			<b>Mr. Sreejit Roy</b> Global Application Build & Modernization leader: Hybrid cloud transformation IBM		Blr	
11:00	11:15	Tea Break		15	Mum	5th Floor
11:15	11:45	Address by Expert	<b>Prof. Dr. Sameer Deshpande</b> Associate Professor Griffith University, Australia	30		
11:45	13:15	Plenary Discussion III on Sustainability <b>Making the Right Choice Between Business Prosperity and Societal Well-being</b>  <b>Moderator:</b> Dr. Sujatha Natarajan <b>Faculty Coordinator</b> - Dr. Deepa Rohit	<b>Dr. Sujata Deshpande</b> Head-CSR Thermax Foundation	90	Mum	5th Floor Board Room
			<b>Prof. Anette Strömberg</b> Senior Lecturer in Innovation Technology MDU, Sweden		Mum	
			<b>Ms. Sunita Sule</b> Director - Country Development & Government Relations BASF		Mum	
			<b>Mr. Vijay Kumar B P</b> Head - Health, Safety & Environment Bosch India		Blr	
			<b>Mr. Shamanna Venkatesh</b> Head - Facilities Management Bosch India		Blr	
13:15	14:15	Lunch Break		60		Roof Top
14:15	16:00	Concurrent Paper Presentation	4 Tracks	105	Mum	502, 601, 602, 603,621, Brainstorm, MDP 1 and MDP 2
16:00	16:20	Tea Break		20	Mum	
16:30	17:00	Valedictory		30	Mum	Auditorium

## WeSchool International Conference 2023

**Date:** 17<sup>th</sup> March' 2023 | Day: Friday |

**Day 2 Session Title:** Plenary Discussion 2 on Technology, Re-imagining New-Age Technologies to better serve Business & Society

**Time- 9:30 AM – 11:06 AM**

**Session Title- Reimagining New-Age Technologies to better serve businesses and society.**

### **Conducted by**

1. **Dr. Pradeep Pendse**
  - Moderator
2. **Mr. Neel Bhatia**
  - General Manager (content/media on screen services, Director APAC region- PC client services Intel India Technologies Pvt. Ltd.)
3. **Mr. Rajesh Dangi**
  - Chief Digital Officer, NextGen Datacentre & Cloud Technologies
4. **Prof. Bengt Gustafsson**
  - University Leader, MDU, Sweden
5. **Mr. Sreejit Roy**
  - Global Application Build & Modernization leader: Hybrid cloud Transformation IBM

### **Session Brief**

Dr. Pradeep Pendse gave the session its official start. He welcomed all of the panellists to the event and gave the audience an overview of what will happen next. Dr. Pendse gave a quick overview of innovation and technology, as well as how smart devices and technology function and benefit society. The idea of outsourcing the "cloud bill" was stressed as he also introduced the subject of the cloud. Before introducing the following speaker, Mr. Neel Bhatia, Dr. Pendse asked the audience to be digitally savvy on both a global and local level.

Mr. Neel Bhatia stressed at the beginning of the session that technology had to be applied to the public because, up until recently, it had been too specialised to be of general use. Technology should concentrate on improving daily life, addressing difficult social issues, being inclusive, and digitizing talent if it is to impact society on a large scale. The tech leaders also must concentrate on how to introduce technology early so that future users will find it simpler to use.

Mr. Bhatia went on to elucidate on the 5 Main Levers, which are Infrastructure, Skill Development, Applied Research and Development, Startups, and Policy. These five key levers can be used to harness technology, particularly in the developing fields of healthcare, transportation, and education.

Mr. Bhatia noted that the capacity for Mr. Bhatia observed that the ability to break down data silos across geographies will help AI penetration in healthcare. As the chips shrunk, the computing power increased as 30% electronic components in auto industry is moving towards 80% electronic components, with technology and innovation implosion imminent in the industry.

Lastly, Mr. Bhatia ended the session by saying how the pandemic had forced education sector to adapt to technology, and how the integration remained post pandemic. Mr. Bhatia concluded the session by enlightening the audience on how societal impact is continuous; sometimes visible and sometimes not.

The next speaker was Mr. Rajesh Dangi. Mr. Dangi began the session by focusing on the fact that humans were an amalgamation of business, society and individual. Reimagining new age technology was about leveraging the power of innovation to create meaningful societal impact. Technological prowess should be combined with the understanding of human needs to build solutions that deliver value.

For the next decade, the potential of technology is many folds. Mr Dangi focused on how AI would help doctors diagnose diseases more accurately based on the concept of predictive modelling. Genomics was one of the fast growing, evolving industry which includes the use of CRISPR technology to treat genetic disorders. With the advent of new technologies, privacy, securing and the human well-being are of utmost importance. Govt is therefore developing policies to ensure the correct usage of these technologies. Mr. Dangi concluded the session by reiterating the fact that the reimagining of new age technologies presented both opportunities and challenges- one aspect that needed to be leveraged and the other that needed to be addressed.

Prof. Bengt Gustafsson began the session with a brief introduction about himself. He was a car/aircraft mechanic, industry technician and has done voluntary work in Africa for 20 years. He is a CAD/CAM and 3D-printing expert. He provides hardware support for research purposes.

He mentioned how his first machine was made in 2002 and now, in 2023, there are 9 quality machines (FDM, poly jet, mark forge) and as of now Metal Printing is planned. These machines are routinely used in education & research.

He conducted a mini project with students, realized during this week. Students were given a challenge to attach a mobile phone to the side of a laptop. Monday and Tuesday brainstorming sessions were conducted, and doodles and texts were handed in. On Wednesday and Thursday CAD modelling and 3D printing took place.

He then moved forward with AM Vital considerations if it is wanted in-house or to be outsourced.

The considerations were -

- Invest in quality machines (less quality from cheap printers)
- Start small, build up your experience.
- Let the students/enthusiasts loose.
- Plan for waste material
- Document the cases.
- Educate the educators.

Prof. Bengt Gustafsson ended the session by mentioning the current projects that he is working on that include Pandemic prints, Microwave imaging, Agri voltaic systems, Solar car.

The final session was addressed by Mr. Shreejit Roy. He left the audience pondering over the essentiality of adopting sustainable methods with the advancing technological impact. He specially lay the emphasis on re-shifting the focus from technological outcome to business outcome. It involves understanding the needs and goals of the business and using technology to help achieve those goals, rather than simply implementing technology for the sake of it.

Through the help of an example, Mr Roy lays the significance of engaging the stakeholders across the business to gain a deep understanding of their needs and requirements. This included understanding the business strategy, the competitive landscape, and the needs of customers and other stakeholders. Once these requirements are understood, the focus can then shift to identifying the technology solutions that will best enable the business to achieve its goals.

## Key takeaways

### Prof. Pradeep Pendse

- Covers 4 interesting segments of technology.
- Smart technology, smart devices and how 'Making objects is changing' because new innovations come into play.
- Cloud – most large companies have shifted 75% of their work to clouds.
- Outsourcing the cloud bill and technology needs to be both global and at home.

### Mr. Neel Bhatia

- Harnessing the power of technology, Bedrock foundation for future generations.
- Gradual shift that happens at some point the taking just starts getting more visible when you think about innovation there are points of innovation that you think about what your goal is that is that goal of information about creating impact on the society, they will come different areas if the goal is the foundation
- Societal change- AI Population, pilots, bedrock of innovation. How do you create technology that will have societal/population scale impact and how do we think about technologies of that scale.
- Bringing in the knowledge early, introducing it in the formative sector of education. 5 levers of tech evolution- speculation is okay, it goes hand in hand with innovation.
- 'waves' – implosion – caller tunes and ringtones were the first of the technological innovation and was the start of digitization of content.
- Not noticeable innovations
- Early adapters of technological innovations who benefitted from it. Banks, travel, covid. Automation, 5g, connected cars, Covid forced education society into innovation.

### Mr. Rajesh Dangi -

- 'Whatever I learned, I unlearned faster' – internalize, innovate, and then industrialized- Repair, not replace.
- Technological clarity is rare, and individuals need to ask questions on the technology they are working with.
- Communication, collaboration and collaboration – changes in various sectors like education, healthcare, transportation and innovations in UPI.
- Human behaviour is changing with innovations and progress in technology. Go back to our roots and understand how technology has impacted us. Technology has already played a big part, keep your eyes open in terms of well being and not just making money. 5G is solving urban problems only.
- Noteworthy changes in the coming decade. Genomics, AI, IoT, Blockchain and renewable energy are all developmental and conscious technologies that are incoming. Chaos enables different interpretation and helps in creative stimulation. Reimagining new-age business.
- Whatever we contribute is going to be a very small but we need to keep doing it.

### Prof. Bengt Gustafsson –

- Eventually something physical needs to happen and that's when innovation takes place.
- Sci-Fi introduced various technologies.
- Additive Manufacturing – from early to present days.
- Tech fear, change, adaptation.
- Developing 3D printer technologies at MDU. Let the enthusiasts and students be creative, and keep a waste management system, also keep a journal for what has been made to keep track of.

### Mr. Sreejit Roy –

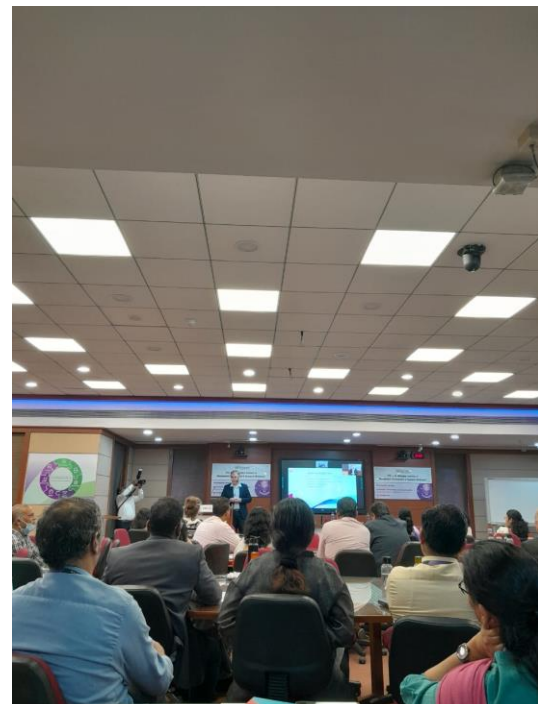
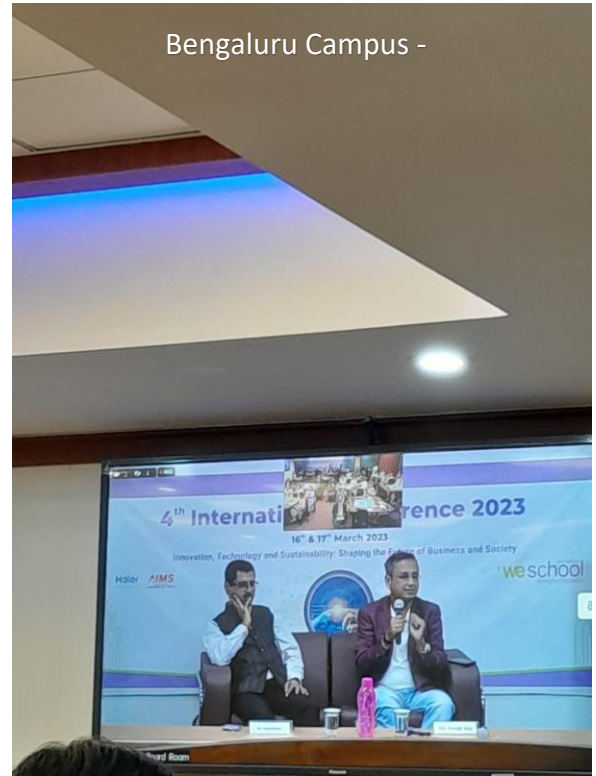
- What the industry thinks of the outcomes and how is it sustainable.
- SBI YONO app. Convenience of internet banking and E-procurement. Attracted young adults.

- Moving away from technology outcomes to business outcomes.
- Sustainability is about equality and removing bias, not just about removing CO2 emissions. Scope 1,2 and 3 emissions.

## Glimpses

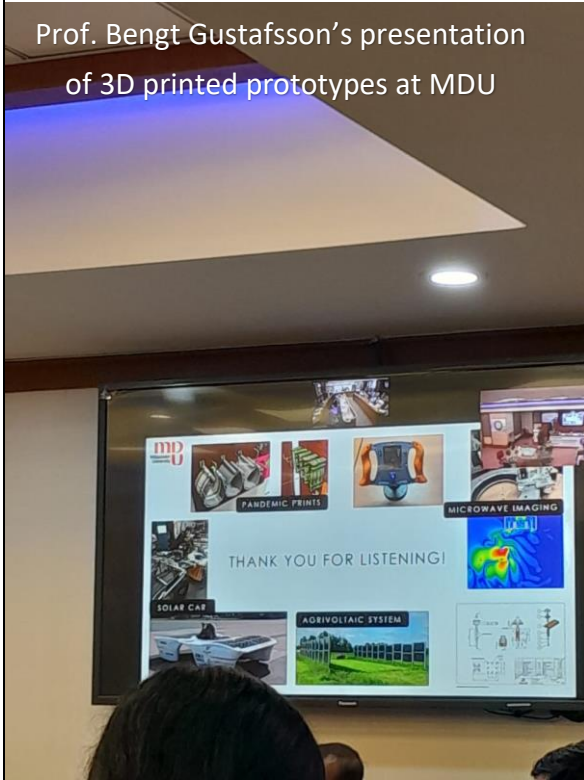


Dr. Pradeep Pendse addressing the gathering



Prof. Bengt Gustafsson addressing the gathering

Prof. Bengt Gustafsson's presentation of 3D printed prototypes at MDU



Audience



**We school International Conference 2023**

Date: 17<sup>th</sup> March 2023 | Day: Friday |

Day 2 Session Title: 4<sup>th</sup> International Conference

Innovation Technology and Sustainability

Shaping the future of Business and Society

**PLENARY DISCUSSION ON**

**SUSTAINABILITY SESSION**

**Time: 11.15 A.M.**

**Session Title:** Making the right choice between business prosperity and societal wellbeing

**Conducted By:**

**1. Prof. Dr. Sameer Deshpande**

- Associate professor, Griffith University, Australia

**2. Dr. Sujata Deshpande**

- Head – CSR, Thermax Foundation

**3. Prof. Anette Stromberg**

- Senior Lecturer in Innovation Technology, MDU, Sweden

**4. Ms. Sunita Sule**

- Director – Country Development & Government Research, BASF

**5. Mr. Vijay Kumar B P**

- Head – Health, Safety and Environment, BOSCH India

**6. Mr. Shamanna Venkatesh**

- Head – Health, Safety and Environment, BOSCH India

## Session Brief:

Dr. Sameer Deshpande, professor at Griffith University, Australia was gracing the conference online from Australia and talked about CSR and Corporate Social Marketing in Indian context. He stressed about the Triple Bottom Line (TBL): Profits, People and Planet; and how a balance needs to be maintained in sustainability vis-à-vis profitability of an organization. Any organization needs to make business while catering to the needs of the society. Further, he explained the importance of Social Marketing - application of commercial marketing techniques to social problems resulting in powerful behavioural changes in the society. Social marketing would be said to have successful when it will provide tangible solutions to everyday issues. Awareness has seen a transition from 'Education' to 'Marketing'. However, only awareness would not create an impact. Studies and research have shown that interventions have proved successful in bringing about change in the behaviour. Thereafter, he talked about CSR activities in India, categorizing them into marketing and non-marketing initiatives. Marketing being – Cause promotion, cause-related marketing and social marketing. Non-marketing initiatives would include – Volunteering, philanthropy, and business practices. He concluded by taking the case of "*Mein Pragati*", an initiative by CRISIL Foundation, which helped 6 districts in Assam to improve financial capabilities and financial literacy in women with the help of '*Sakhis*' initiative. This was followed by the plenary discussion.

Dr. Deepa Rohit, faculty coordinator, started the session by introducing the topic for the plenary discussion and further introducing moderator for the session, Dr. Sujata Natrajan.

Dr. Sujata Natrajan took the session forward by introducing the panel delegates.

The panel discussion started with Dr. Sujata Deshpande addressing the audience. She shared the journey of Thermax with respect to CSR initiatives. Thermax as an organization focuses more on the social sustainability part. According to her, organization should be ethical and purpose driven when it comes to contributing back to the society. The rationale behind CSR is usually due to mandate or sense of giving back to the society. However, sustainability has become about service excellence i.e., attracting customers, forward and backward linkages, handprint of social service, and becoming socially accepted cadre of leadership. Thermax's CSR is focused mainly in capacity building in children, providing quality education. Their initiative – '*Akanksha*' help in identifying need, identifying and supporting credible NGO's, skill development. During COVID, they started the initiative – Social Compact, for greater dignity to workers mainly in the unorganized sector. It focuses on the aspects like wages, health, gender equality, safety and future of work. The tag line of Social Compact being – '*From moment to momentum*'. She concluded her address by saying – 'When society succeeds, Business succeeds.' The discussion was taken further by the team from BOSCH India in Bengaluru – Mr. Vijay Kumar B P, Head – Health, Safety and Environment, BOSCH India and Mr. Shamanna Venkatesh, Head – Health, Safety and Environment, BOSCH India. They talked about – Zero defects, zero accidents and sustainability catering to the three pillars of sustainability - Economic, Social and Environmental respectively. Sustainability for BOSCH means climate action by tracking and reducing carbon emissions, health and safety of the workers and employees, diversity, equality and inclusion, human rights, water conservation and circular economy. They further mentioned the four levers of climate action for BOSCH: Energy efficiency which includes energy life cycle and conducting energy audits, new clean power that focuses on using renewable energy resources like solar energy. 89% of energy consumption across BOSCH India is green energy. They also manage waste by providing returnable packaging and zero waste to landfills. The next lever being, green electricity wherein they have contributed in building walking tracks, island for birds, preservation of lake water area. Lastly, carbon offset – BOSCH India became carbon neutral in 2020. They have received 127 national awards in the area of sustainability. Their latest project – '*Vasundhara*' is their primary focus and the next step in their journey of sustainability. They concluded by stressing on the importance of collaborative efforts towards sustainability.

Thereafter, Ms. Sunita Sule, Director – Country Development & Government Research, BASF addressed the audience. For her, sustainability means having a balance between Ecology, Society and Economy. On the carbon emissions front, BASF doesn't invest in high carbon projects. They have targeted net zero carbon emissions till 2050 and to reduce carbon emissions by 25% by 2030. On their journey to net zero carbon emissions, their focus is on 5 levers – grey to green, power to steam, new technology, bio-based feedstocks and continuous apex. They also have initiatives like 'Project Pragati' for castor farming and 'Sea6 energy' which is a pioneer in tropical farming. On the social front, BASF has a kid's lab which provides hands-on experience to kids. They have various educational programs to promote quality education like 'WeDnyan', which provides research scholarships, an initiative by women for women. Providing clean drinking water and sanitation projects in villages are also some of the social sustainability initiatives that BASF has undertaken. During COVID, their nitrogen plant was used in production of oxygen and they aided the oxygen supply to a hospital after getting the approval of government by donating oxygen cylinders. Ms. Sunita concluded by saying that the world is not enough and that sustainability is not a one person or an organization job but a collaborative effort to a better future.

Lastly, the much-anticipated speaker was Prof. Anette, Senior Lecturer in Innovation Technology, MDU, Sweden, as Sweden is very extremely committed to the sustainability and MDU being the pioneer in sustainability education in the curriculum. She provided an insight into the cultural differences and the mindset when it comes to sustainability between India and Sweden. She talked about sustainability from the point of view of SDG's (Sustainability Development Goals) issued by the UN and how MDU complies with the same.

### **Key Takeaways:**

- Importance of collaboration in sustainability practices
- Long-term sustainability goals
- Setting goals, making commitments and meeting those commitments
- Taking care of triple bottom line
- Help of innovation and technology in sustainability practices
- Sustainability education is the need of the hour and imparting it at a young age
- Change in the mindset of the people with respect to sustainability
- Creating awareness, KPI's and culture in the organization
- SDG's can work as a guide in sustainability practices.

**Glimpses:**

Panel at Welingkar Institute, Mumbai, moderated by Dr. Sujata Natrajan



Dr. Sujata Deshpande, Head – CSR, Thermax Foundation, addressing the audience.



Prof. Anette Stromberg, Senior Lecturer in Innovation Technology, MDU, Sweden



**We school International Conference 2023**

Date: 17/03/2023 | Day: Friday |

**Innovation Technology and Sustainability:**

**Shaping the future of Business and Society**

**Time: 2:30 P.M.**

**I. WIC 279- Role of AI in marketing**

In order to understand the role of AI in marketing three factors- customer engagement, customer satisfaction and revenue generation were taken into consideration.

AI powered personalised recommendations resulted in increase in sales, reduction in response time, customer retention and sales in retail industry, increase in CTR by 60%, improve in online reputation in hospitality industry.

**II. WIC 283- Comparative study between Amazon Web Services v/s Google Cloud platform v/s Microsoft Azure certifications for Business professionals**

Cloud computing acts as a Pay as you go model. It is scalable and portable.

The pricing models for all three certifications in the scope of study were close to each other, however due to different infrastructures a definitive conclusion could not be derived.

The conclusion derived from the same that there is a growing market demand for cloud computing certifications. Certification should have the credibility and hence should be from a well-known company.

**III. WIC 288- An Analysis Of The Effect Of Global Currency Issues In Underdeveloped And Developed Countries On Aggregate Level**

Globalisation has led to the renewed interest in the global currency. US '\$' has become popular, stable and widely accepted currency.

Example of Bangladesh (underdeveloped) - purchasing power increases and hence demand will increase. Due to the imbalance in demand and supply, it would result in inflation

Example of US (developed)- loss of authority, centralisation of power in the hands of an MNC which would eventually jeopardize developed countries' independence.

**IV. WIC 274- Analysis of financial impacts of merger and acquisition in Indian Banking Sector**

Merger is used as a strategy for banking institutions which are a major sector of financial services.

Example of merger of Bank of Baroda with Dena bank and Vijaya bank was taken as a prime factor of consideration for the conclusion of results.

This helps the weaker banks owing to the increased market competition & leading to economies of scale.

The conclusions derived were: Merger doesn't have any effect on NIM (Net Income Margin), the cost increases, CASA drops after merger due to which bank has to pay high cost of fund, ROCE & ROE remains same, net profit margin & net operating profit margin increases.

**V. WI 49- Does Digital Marketing Impact a Consumer's Consumption Pattern**

The study explored the use of digital marketing on customer buying behaviour and deriving the pattern for the same.

The findings that were derived were that digital media ad had greater influence on customer buying especially social media ads. Instagram, Myntra and Flipkart acted as major influential patterns for the customers. Personalised ads led to a more customer centric approach. The target audience is male, young students. Apparels, electronics, food & groceries were popular product categories. Hence, advertising efforts, road shows and workshops among customers were required to raise awareness about the need for adoption of digitalisation.

## **We School International Conference 2023**

**Date:** 17.03.2023 | **Day:** Friday |

**Day 2 Session Title:** *“Innovation, Technology and Sustainability – Shaping the future of Business and Society”.*

### **I. WIC 277 – What are ARC’s and Why are They Necessary for India**

The paper was a descriptive study based on secondary research and it began with a short introduction on how there are around 28 Asset Reconstruction Companies in India, they are dealing in equity and debt, and the investment needed to initiate an ARC.

The paper further went on to clarify the difference between Asset Management Companies (AMCs) and ARCs and how ARCs isolate bad loans from financial systems to improve all outlook.

The paper also explained how ARCs assist in cleaning up balance sheets, freeing bank resources to help them focus on lending and credit generation and how there is an equal standing of banks/NBFCs/FIs with ARC in terms of stressed assets.

The paper concluded with how ARCs could be the qualitative and quantitative part of the solution and how they provide market feedback on valuation on Net Non-Performing Assets (NNPAs), and they can perform better with an increase in funding from public sector banks.

### **II. WIC 272 – The Impact of Cloud Computing in Financial Sector**

The study focuses on convergence of cloud computing and finance and its impact in financial sector. The paper further highlighted the benefits and challenges of cloud computing which included reliability on IT infrastructure, it allows remote storage, management and processing of data, pay-as-you-go model, reduced operational costs, etc.

The study further threw light on regulatory frameworks in cloud computing which included due diligence, regulatory approval, ongoing monitoring, auditing. The study later provided solutions to eliminate redundancies and vulnerability. They informed the needs for potential cloud service disruptions and regulatory framework for third-party outsourcing. Potential solutions were community audits and risk-based dialogue on industry-level risks.

The presentation ended with them throwing light on the operational implications such as cost savings, data security, agility, innovation.

### **III. WIC 284 – The Impact of Changing Global Conditions on Green Bonds in Developing Economies**

The paper highlighted how green bonds are those bonds that are utilized for sustainability purposes and how changing global conditions such as COVID-19, Russia-Ukraine war, global warming, etc.

The paper focused on the impact of the pandemic on China’s green bond market and how ASEAN’s green bonds were utilized to fund renewable energy and energy efficient initiatives.

The paper also highlighted that as most central banks hike interest rates to tame inflationary pressures, financing costs for green bond issuers have increased and created uncertainties for investors. The paper concluded with how the global green bond market faces a lull, as rising interest rates side-lined issuers and investors.

### **IV. WIC 50 – Millennial and Gen Z Consumer’s Perception on Luxury Goods**

The session began with an introduction of what are luxury goods - high end products and how millennials and Gen Z are more interested in luxury goods. This shift in consumer behaviour has led to an emergence of a new type of luxury consumer. Hence, Gen Z and millennials consumers have become important.

The paper further explained interpretation of the data analysis which covered points like:

1. Comfort and quality facilitated the consumers to buy
2. Influencers are mostly peers and social media
3. 75% people prefer offline buying
4. Highest money spent on luxury goods is between Rs. 10,000 to 30,000.

The study concluded with how young consumers are more willing to pay, they are selective i.e., they research a lot about the product, are attracted to niche and speciality products, tend to be more environmentally and socially conscious, preferences leading to shift in luxury market, values and priorities are shaping the future of luxury market.

#### **V. WIC 290 - Pinkwashing a threat to brand management**

The session began with defining what pinkwashing is and its origin. Pinkwashing is the strategy of promoting LGBT rights protections as evidence of liberalism and democracy, especially to distract from or legitimize violence against other countries or communities, often to improve a country's tarnished reputation.

The paper further threw light on existence of few companies that supported LGBTQ+ community and faced the backlash from homophobic people. These people tried to boycott such products or even the whole company. The data collected highlights the potential harm and benefits of pinkwashing and explores the benefits of genuine efforts to support.

Findings showed that consumers are increasingly sceptical, they viewed pinkwashing as insincere and opportunistic, should focus on building a genuine commitment.





**We school International Conference 2023**

Date: 17<sup>th</sup> March 2023 | Day: 2 |

Day 2 Session Title: Innovation, Technology and Sustainability – Shaping the future of Business and Society

**Time: 2pm to 5:30pm**

**Session Brief**

The session began with a warm welcome and introduction of all presenters and dignitaries. “Blockchain an IoT Based P2P Energy Trading system” was the session's first research paper. This study proposes an IOTA block chain in P2P energy trading to achieve effective energy. Author suggested running IOTA nodes on Raspberry PI3 as light nodes using INA219 current and voltage sensors to publish and get data from Taogle. The next paper discussed was “Antecedents of mental health and productivity: Reflections from supervisor’s leadership style”. Through this research the author proposed that, leadership style and mental health results can be complicated, depending on individual variations, corporate culture, and situational considerations. A supportive and respectful workplace can boost employee well-being and mental health, but a toxic or stressful one can do the opposite. Employee assistance programmes, counselling, and mental health leave can help employees manage stress and maintain well-being, according to author. And the last research paper was titled “Role of AI in recruitment process”. In this paper, author proposed that AI tools will let recruiters focus on non-mechanized or off-hours work. Hiring will be faster. Candidates can speed up the initial procedure and improve the candidate experience. AI will increase hiring quality in the future. Automation can perform many tasks, but it cannot replace humans.

**Key Takeaways**

1. Combining blockchain technology and the Internet of Things (IoT) can enable P2P energy trading systems that are secure, transparent and efficient.
2. The leadership style of supervisors has a significant impact on the mental health and productivity of their subordinates.
3. Technologies can significantly enhance and streamline recruitment processes, particularly in terms of sourcing, screening and selecting candidates.

# Glimpses



**We school International Conference 2023**

Date: 17<sup>th</sup> March 2023 | Day: Friday|

Day 2 Session Title: 4<sup>th</sup> International Conference

Innovation Technology and Sustainability

Shaping the future of Business and Society

**Time: 2:30 P.M.**

**Session Title:** Concurrent paper presentations

**Conducted By:**

Room 603 witnessed six presentations namely:

- Disruptive Marketing forces: Seeing them from a PESTEL perspective.
- Brand disruption as a business framework for future growth.
- A study on work family conflict of employees.
- Impact of Artificial Intelligence on Consumer Buying Behaviour in Passenger Car Segment in the city of Bangalore.
- Employee Empowerment as a tool for quality improvement resulting in organizational productivity and performance.
- Financial Valuation.
- Perception of Zoomers on Sustainable Entrepreneurship.
- Digital Marketing and its effect on startups.

**Session Brief:**

The session discussed the importance of PESTEL analysis in shaping the future of business and society. It emphasized that PESTEL analysis should be conducted in a simple and complex manner, taking into account disruptions in the market. Disruptive innovation was identified as a major factor in changing industries and business models. The session also discussed the importance of digital marketing in brand recognition, awareness, loyalty, and trust.

The theoretical contribution of disruptive innovation was discussed, and its implications for managerial myopia and digital disruptions were highlighted. Tools such as MS-Excel, R-Studio, SPSS, and AMOS were used to analyze the data and identify trends.

The session also identified work-family conflict as a significant issue that negatively impacts both employees and organizations. To rectify this, organizations need to offer continuous support to employees and promote a supportive working culture that helps employees balance their work and family life. The literature study suggests that organizations that support the well-being of employees tend to have good organizational performance.

Finally, the session discussed the role of AI in shaping consumer purchasing behavior in the automotive sector. AI is being used to enhance the customer experience, provide personalized assistance, improve product design, and develop targeted marketing campaigns. The color and comfort of cars can also impact consumer satisfaction and purchase behavior.

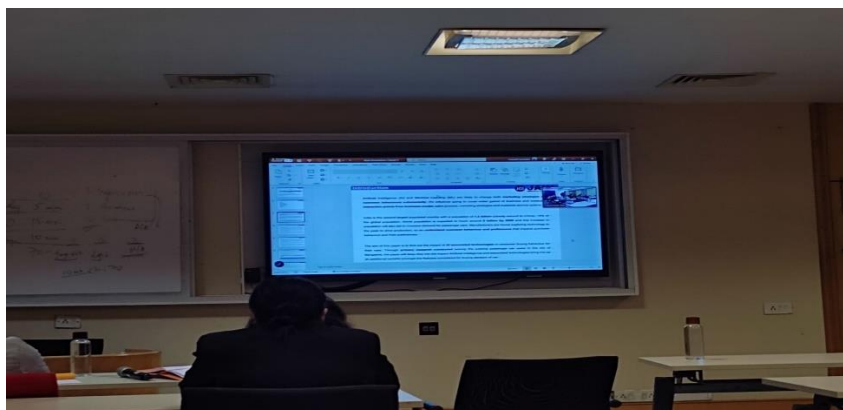
The key learning from the session is that PESTEL analysis is essential in identifying disruptions and changes in the market, and organizations need to adapt to these changes to remain competitive. Digital marketing, disruptive innovation, work-life balance, and AI are critical factors that organizations need to consider when shaping their future strategies.

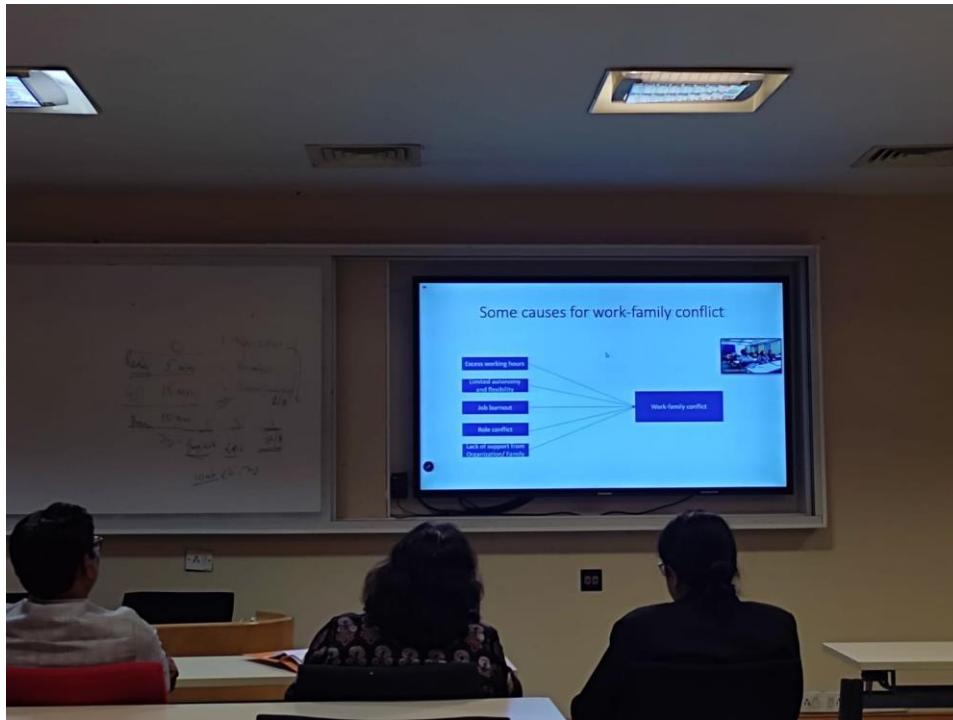
### **Key Takeaways:**

- Research problems are identified as a trading brand and possess a compelling vision.
- Disruptive Innovation talks about managerial myopia.
- Disruptive changes occur because of innovation in industries.
- Work family conflict negatively impacts both employees and organizations.
- AI is a crucial factor in shaping consumer purchasing behaviour in the automotive sector.
- Chatbots usage needs to improve with the use of AI.

### **Glimpses:**

**Location: 603**





**We school International Conference 2023**

Date: 17<sup>th</sup> March 2023 | Day: Friday|

Day 2 Session Title: 4<sup>th</sup> International Conference

Innovation Technology and Sustainability

Shaping the future of Business and Society

**Time: 2:30 P.M.**

**Session Title:** Concurrent paper presentations

**WIC-117 Biophilia and Biophilic Design Incorporating Well Being and sustainability in an organization.**

Elaborated incorporating biophilic design into an organization can provide many benefits, including increased productivity, creativity, and employee satisfaction. This can help reduce stress and anxiety while increasing productivity and creativity. These spaces can be used for relaxation, meditation, and socializing, which can promote well-being and reduce stress. This can include using recycled or locally sourced materials, reducing waste and energy consumption, and promoting responsible use of resources. This can impact employee's well-being and productivity. Incorporating biophilic design into an organization can create a more pleasant and healthy work environment, leading to increased well-being and productivity for employees, while also promoting sustainable practices that are good for the planet.

**WIC-119 Lifelong Learning: Opportunities and Obstacles for Teleworker**

Explained how lifelong learning is getting hampered for teleworkers, while lifelong learning offers numerous benefits for teleworkers, there are also obstacles that they may encounter. Explained Obstacles for Lifelong Learning for Teleworkers such as time constraints, isolation, technical issues, lack of employer support. Explained how these are certainly obstacles that teleworkers may encounter when pursuing lifelong learning.

**WIC-192 Decision for network selection based on multi attribute decision making techniques**

Elaborated how network selection is a complex decision-making process that requires consideration of multiple attributes. MADM techniques such as AHP, TOPSIS, and SAW offer a way to simplify this process by quantifying the attributes and weighing them based on their relative importance. These techniques can be used to evaluate multiple networks and identify the best option based on the decision-maker's preferences. By using MADM techniques, decision-makers can make more informed decisions about network selection, resulting in improved connectivity and user experience.

**WIC-222 Estimation latching time of smartphone users on Marcov Model**

Puts forth Estimating the latching time of smartphone users is crucial for app developers and marketers to optimize the user experience and monetization strategies. Markov models are a probabilistic approach that can be used to estimate the latching time of smartphone users by modelling the probability of a user remaining engaged with an application or moving to another application based on a set of observed behaviours. By using Markov models, app developers and marketers can make informed decisions about the design and marketing strategies of their applications to improve user engagement and monetization.

**WIC-239 Estimation of quality service of wireless network based on random forest**

Elucidated how Measuring the quality of service of wireless networks is critical for network operators and service providers to ensure customer satisfaction and improve network performance. Random forest is a machine learning algorithm that can be used to estimate the QoS of wireless networks based on input features such as signal strength, data rate, packet loss, and latency. By using random forest, network operators and service providers can make informed decisions about network optimization and improve the user experience.

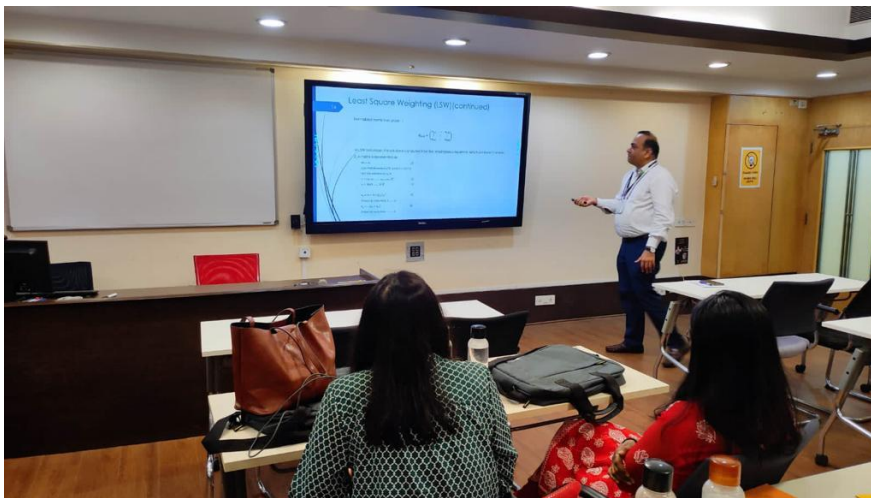
### **WIC 209 Defending dominance against disruptive new entrants**

Explained Disruptive new entrants can pose a significant threat to established companies in any industry. To defend their dominance, established companies should continually innovate, expand their product line, create barriers to entry, form strategic partnerships, and improve customer service. By adopting these strategies, established companies can maintain their market position and continue to grow in the face of new competition.

### **WIC 248 Exploring a gender gap in voter turnout in the 2022 Gujarat Assembly elections**

Explicated the gender gap in voter turnout in the 2022 Gujarat Assembly elections is a concerning trend that highlights the need for greater efforts to promote gender equality in political participation. Addressing the factors that contribute to the gender gap, including social norms, lack of access to information, time constraints, and safety concerns, can help to increase women's participation in the political process. Promoting women's political participation can help to ensure that their voices are heard and that their interests are represented in government decision-making.





**We school International Conference 2023**

Date: 17<sup>th</sup> March 2023 | Day: Friday|

Day 2 Session Title: 4<sup>th</sup> International Conference

Innovation Technology and Sustainability

Shaping the future of Business and Society

**Time: 2:30 P.M.**

**Session Title:** Concurrent paper presentations

The majority of the research papers that were presented centred the majority of their attention on the roles that innovation, technology, and sustainability will play in the construction of the future business society as well as its expansion. In addition to this, he was given a presentation that discussed the skills that a one needs to possess in order to be successful in the BANI environment of today, as well as the methods that can be used to strengthen these abilities. Another research was for companies that deal in information technology to adopt more eco-friendly methods of conducting business, or for those methods already in use to undergo further development. The research also demonstrated the impacts of quietly quitting one's job and loudly losing one's job, as well as the connection between these two distinct occurrences and how they are related to one another. It was incredibly interesting to learn how each of these things affected the other, and the research demonstrated the limits of what impacts what. Knowing how each of these things affected the other was quite thrilling. The influence that defensive communication has on the manner in which workplace issues are resolved. The question of how to automate and integrate the several OSINT systems was one of the topics that received the most attention.

This session discusses the study of Indian companies' perspective towards mergers, with a specific focus on large and medium scale companies in the Pune region. The study highlights the potential benefits of mergers, such as an increase in market share, use of expertise, and growth in sales. Additionally, mergers can create more employment opportunities and lead to an increase in the customer and client base.

The objective of the study is to understand the perception of managers towards mergers and their impact on the companies. The findings of this study can provide valuable insights into the benefits and challenges of mergers for large and medium scale companies in the Pune region. The study can also be extended to small scale industries to explore further opportunities for growth and development. Ultimately, this session highlights the potential benefits of mergers and provides insights into the perception of managers towards them

**We school International Conference 2023**

Date: 17<sup>th</sup> March 2023 | Day: Friday|

Day 2 Session Title: 4<sup>th</sup> International Conference

Innovation Technology and Sustainability

Shaping the future of Business and Society

**Time: 2:30 P.M.**

**Conducted by**

Panellists- Neelesh Kulkarni & Dr. Chandravadan Goritriyal

Delegates in order of presentation –

1. Prof. Archana Ghatule & Prof. Chandrika Vijaykumar
2. Smeetha Bhatkal – capital structure, use of debt across 3 industries
3. Pradya Karekar- hackers, hidden communication network
4. Mr. Siddheshwar Bhagat – Digital Marketing in Cooperatives – An Overview
5. PhD. Student - Shekhar Joshi – impact of cost of corrosion on select steel structures.
6. Prof. Amar Chavan – Breaking the Glass Ceiling: women working in the Hospitality Industry
7. Jyoti Mangesh Kulkarni & Dr. Swapna Pradhan: customer experience and customer loyalty within retail banking in India
8. Dr. C.A. Ajit Joshi – related party

**Session Brief**

The session was started off with the introduction of the two panellists to the audience. The first presenter Prof. Archana Ghatule began by introducing the audience about Flipped Classroom, which is a digital method of teaching developed especially during covid times. She said that the goal of FC was to reach each and every student irrespective of their knowledge levels. Prof. Ghatule elucidated that her solution to the problem was to break down the problem into three categories depending on their understanding and then clubbing them together to facilitate higher learning. Their sample size consisted of the classroom students (52). The presentation was ended on the note that FCs are interesting and can be used to interact with the students in the best possible way.

The second presentation was from Mrunal Devkar on the situation of prosthetic fitment in the healthcare sector with special emphasis towards the Maharashtra region. She went on to explain the current condition of individuals in the need of prosthetic limbs in India and how there needs to be a special emphasis in the Rural areas in India. It was also said in the research that rehabilitation of a prosthetic limb is a lifelong commitment and can enable the user to experience their life with a completeness and ease that otherwise would not have existed.

The third presentation was started off by Prof. Smeetha Bhatkal on the topic of debt across 3 industries. She talked about how different kinds of industries decide what kind of debt they wish to get into. What is a capital structure ? the study was branched out with the help of 3 hypotheses to get the most accurate output. It was found that Auto and Pharma sectors has the most similar borrowing trends.

The 4th presenter of the day was Pragya Karekar who talked on the topic of hidden communication using covert channel in the IP time to live field. Miss Karekar talked about real and fake messages and the concept of covert and overt messages the methodology used by her was done in order to assess whether a message package is suspicious or not. She also introduced the term spoofing which is the method used in the code she had written where there would be surprise checks on whether the software is working right. Miss Karekar also introduced the terms warden algorithm and receiver algorithm which are 2 algorithms that run back and forth in the solution she had developed. She concluded her presentation by elaborating on the Python code that she had used in order to compute these algorithms.

Mr Siddheshwar Bhagat was the 5th presenter of the day, and his topic of presentation was the adoption behaviour of digital marketing in cooperatives. He elucidated the purpose of digital marketing in a company and the pros and cons of digital marketing social media marketing and affiliate marketing. He also explained as to why an industry needs a digital marketing expert. He then went on to explain what a cooperative model is and what are the 7 cooperative principles. He talked about a few popular examples of cooperative that have used digital marketing but emphasised that there exists a gap in research when it comes to identifying where the distance is that needs to be covered within the digital and cooperative arena.

Mr Shekhar Joshi talked about the impact of cost of corrosion on select steel structures in India in the 6th presentation of the day. He warned us about the deadly disease that is corrosion and the gradual deterioration that it leads to. He also gave the hopes that corrosion can be mitigated and quality can be enhanced and the issue needs to be resolved as a whole national level. He also gave statistics that 4.2% of India's GDP went into aiding towards corrosion and said that these costs can be avoided if coatings and cathodic protections are used to help the prevention of corrosion as used in countries like USA and Japan.

Professor Amar Chavan in talking about the breaking of glass ceiling with respect to women in the hospitality industry started by talking about the issues faced by women in the hospitality industry predominantly in the urban cities 5 star hotels. He mentioned food production housekeeping front office and FMCG sectors where people are employed in the hospitality industry. He also said that there is a segmented age gap with respect to women in the industry. He elaborated on the test methods and research methods used in his study. Mr. Chavan also led to a term shatter glass theory which talks of a person being a new joiner in a company and the attitude that people have towards them and how it affects their moral values he concluded his presentation why expressing concerns about the gender bias that exists in the hospitality industry and across all industries leading to a major issue which results into several other issues like pay gaps.

The 8<sup>th</sup> presenter of the day was Prof. Jyoti Mangesh Kulkarni. Miss Kulkarni had to talk on the topic of customer experience and customer loyalty in retail banking sector. She went on to talk about creating customer experience and value for customer. Professor Kulkarni also said that customer experience is a very old experience which needs new input every now and then from any retailer or business person she said that loyalty has no common method of measurement and can be very complex unbuilding loyalty can be done through leveraging on customer experience. Miss Kulkarni concluded her presentation by telling key definitions about customer experience encountering on to the pros and cons of customer loyalty.

The last and final presentation of the day was given by Dr. CA Ajit Joshi. Mr. Joshi began his presentation by explaining what related party is and how it can be linked with sustainability and therefore corporate responsibility. He spoke of usefulness of related party comes from leveraging on its resources diversification and efficiency unlocking. He also mentioned that the government has statutory implications that need to be followed and have been taken into account in his research. Mr. Joshi said that the sample size of his study was very small and the period can be widened and other tools can be put to better use to further the scope of the subject matter.

## Key takeaways

Prof. Archana Ghatule & Prof. Chandrika Vijaykumar – Experimenting with Flipped Classroom Teaching Method in Advanced Excel.

- Greater usage during pandemic
- Reach every student. Practical innovative application of general classroom.
- Higher education- highly informed individuals require a challenging classroom environment. FC suits well to individuals with work experience.
- Which units need to be taught.
- Experimented with the classroom sessions to understand the practicality of application.
- Gender, work ex, subject competency.
- 4 parameters- not studied by other researchers- unique in themselves.
- Sample size 52 online survey + questionnaire
- Pen paper effect on screen. Similar competencies were studied as a group.
- FC are interactive and interesting. More FC'S can be planned and implemented.

Mrunal Devkar - Status on 'The status of rehabilitation and future technology on the prosthetic fitment in health care services of Western Maharashtra

- Worldwide amputations are increasing day by day (23,500). People should focus on the amputee community.
- Emotional attachment of the amputee towards the amputation limb. Rehabilitation is an ongoing process.
- Evolution of prosthetic segment. Research cap in this segment exists more in the rural setting as compared to metropolitans.
- Basic rehabilitation aid should be provided as a basic necessity and not a luxury. It would enable them earn an honest livelihood.
- Rehabilitation is a lifelong commitment. After care facilities should also be provided.
- Unique contributions of the research –

Smeetha Bhatkal – A study of the Factors Influencing use of Debt across the Three Industries

- How companies choose the capital structure that they have. Why any company has any capital structure?
- Scope of the study was expanded. 3 hypotheses were studied across various industries. Nifty 500 companies were taken into consideration with the help of descriptive statistics.
- Asset tangibility, profitability and its connection to tendency to borrow and size where do smaller companies borrow more than large companies.
- it was found that Auto and pharma sector had similar correlation to asset tangibility and IT has the opposite. It was shown that profitable companies would borrow less.

Pradya Karekar- Establishing the Hidden Communication Using Covert Channel in the IP Time to Live Field.

- Real and fake messages. Overt and covert messages.
- Methodology. Procedure followed will assess whether the message package is suspicious or not. Spoofing would also be done as a surprise check to keep the track on.
- Warden algorithm and receiver algorithm. Valid packets are accepted and the invalid ones are dropped.
- Python language used to compute these algorithms. Time To Leave (TTL).

Mr. Siddheshwar Bhagat – To Analyse and Interpret the Adoption Behaviour of Digital Marketing in Cooperatives – An Overview

- Purpose of digital marketing is to market our company and our product.
- Social media marketing branches out into affiliate marketing.
- Why does the market and what kind of industry need digital marketing?
- A cooperative model is an autonomous association of persons united voluntarily. 7 cooperative principles.
- IFFCO, KRIBHKO, Indian coffee house, Apna Bazaar, PACS etc work in a cooperative model. Digital marketing and its adoption into cooperative.
- Research gap exists in identifying where is the distance that needs to be covered within digital and cooperatives and its adoption.

PhD. Student - Shekhar Joshi – impact of cost of corrosion on select steel structures in India – A comparative Study.

- Corrosion is a deadly disease that leads to gradual deterioration of an object.
- If corrosion can be mitigated, quality can be enhanced. The issue needs to be resolved as a whole on a whole.
- 4.2% of India's GDP went into aiding towards corrosion.
- Coatings and cathodic protections are the methods which help in prevention for corrosion. Japan and USA alike suffer from corrosion.
- 4 ways to work towards this initiative under the corrosion management system. There are certain limitations towards corrosion which can be economical or related to lack of knowledge.

Prof. Amar Chavan – Breaking the Glass Ceiling: Women Working in the Hospitality Industry

- Research approach involved understanding the issues faced by women in the hospitality industry, predominantly in the urban cities 5 star hotels.
- Food production, housekeeping, front office and FMCG.
- Segmented the age bracket of women into 3 categories as sample. Sample came largely from Pune city.
- E Questionnaire was used along with Cronbach alpha. Z test was used.
- Shatter Glass theory was developed because of this research. The theory talks about if a person is a new joiner in a company, what is the attitude of people around them and how it affects their moral values.
- Gender bias that exists in the hospitality industry and across all industries is a major issue which results into several other issues like Pay gap.

Jyoti Mangesh Kulkarni & Dr. Swapna Pradhan: Customer Experience and Customer Loyalty Within Retail Banking in India

- Overall impression a customer has of a brand or company. Repetitive purchasing and brand loyalty.
- Creating value for customer and creating loyalty.
- Consumption experience being a phenomenon. Experience economy – experiences are inherently personal.
- Customer experience is a very old experience which keeps unfolding new things in front of us.
- Broader phenomenon has evolved from this concept of user experience.
- Loyalty has no common method of measurement and can be very complex. Building loyalty can be done through harnessing customer experience.
- Can customer experience lead to customer loyalty? Measurement of loyalty is extremely tough.
- Behavioural loyalty, exclusive intentions, altruism etc. – key definitions.
- positive and negative experiences in customer loyalty.

Dr. C.A. Ajit Joshi – related party

- what is related party? How can it be linked with sustainability and thereby to corporate responsibility.
- Usefulness of related party comes from leveraging its resources, diversification and efficiency unlocking.
- Statutory framework of related party payment framework.

- Government statutory implications that need to be followed were a part of the research.
- 12 large accounts with more than 5000 crores financed by PSU's procedures were released by the government. Considered TATA steel for benchmarking as it is known for good governance practices.
- If you have related party assets you have a high risk of bankruptcy.
- Sample size was very small, period can be widened, other tools can be better used.

## Glimpses



## Valedictory

The conference was an immense success, bringing together scholars and experts from all around to share their knowledge, expertise, and insights on a wide range of topics.

Dr. Vaishali Patil delivered the vote of thanks. The valedictory function was graced by the presence of our group director Prof. Dr. Uday Salunkhe. The Vice-Chancellor of ATLAS SkillTech University, Dr. *Rajan Welukar* was the Chief guest of the event. Over the course of the conference, we were privileged to hear from some of the most prominent voices in various fields of research. We had a diverse range of speakers, who presented papers on topics ranging from medicine to economics, social sciences to engineering, and everything in between. The quality and depth of the research presented were truly outstanding, and it is safe to say that we all learned a great deal from each other.



One of the most significant achievements of this conference was the creation of a platform for international collaboration and networking. This conference has enabled researchers and scholars to connect with each other, share their ideas, and work together on joint projects. This will undoubtedly lead to future collaborations and a greater exchange of knowledge and expertise between different regions. Best Paper awards were announced by Prof. Bharath Rajan.



Another highlight of the conference was the diversity and inclusivity that was displayed throughout the event. We had participants from all walks of life, different ethnicities, and genders, and from different countries and regions. The inclusivity of the conference is an important aspect of promoting diversity in research and academia.



Finally, on behalf of the organizing team, Dr. Vaishali extended her heartfelt gratitude to all the speakers, participants, and the organizing committee for their hard work and dedication in making this conference a resounding success.

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