

3RD INTERNATIONAL CONFERENCE

STAKEHOLDER WELLBEING THROUGH VALUE CREATION

27TH - 28TH JANUARY 2022

Session Title: Inaugural function

Session Time: 9:30 am to 10.30 am

Dignitaries: -Chief guest - Mr Kobbi Shoshani (Consul General, Consulate of Israel in Mumbai), Guest of Honour - Prof. Dr V Kumar (St. John's University, New York, USA and Marketing Legend), Prof. Dr Uday Salunkhe (Group Director, WeSchool), Adv Shri S.K Jain (Chairman, Managing Council, SP Mandali Trust & Hon'ble Chairman - CDC WeSchool), Shri Shrikrishna Chitale (Vice-Chairman - Managing Council, SP Mandali, Chairman - Finance Committee, SP Mandali & Member CDC - WeSchool), Shri Shreerang Kulkarni (Director - Operations S.P Mandali), Shri Sunil Joshi (CDC Member - WeSchool), Shri Jayant Kirad (CDC Member - WeSchool), Shri Rajendra Patwardhan (CDC Member - WeSchool), Adv Shri Mihir Prabhudesai (CDC Member - WeSchool)

Session Brief:

The inaugural session began with Dr. Mahima Mathur warmly welcoming the dignitaries present for the function. Further, the virtual lamp illumination ceremony took place. Conference chair- Dr. Murthy presented the concept note and welcome address for everyone present for the session. He mentioned that " Value Creation is not just creating wealth and profits for its shareholders but it is

necessary to involve the stakeholders and serve them with the benefits, products and services. He also gave some glimpses of the 2-day event where as many as 45 papers were going to be presented by various researchers and corporate scholars.

Prof. Dr Uday Salunkhe addressed the gathering with his words of wisdom. Beginning with the Global financial crisis in 2008 he mentioned that it is the responsibility of B-schools to nurture and groom the internal stakeholders i.e. students in such a manner that they attain the status of Global Citizen leaders and profit generators in the corporate world. Further, he talked about the GCL initiative of WeSchool where the group of students go beyond classrooms and find innovative solutions to tackle real-world problems to make the world a better place to live for tomorrow. He also expressed his thoughts that India- Israel ties will continue to grow together.

Dr. V Kumar who has published almost 300 scholarly papers, 30 books and has 25 research awards to his name began with the question "Can anybody define a value-centric approach"? and then further explained its meaning and answer in his very own intelligent words. He explained that creating value is a thing beyond lowering the price. For customers simply lowering the prices of commodities won't help, some additional measures need to be undertaken along with it. He stated that the process is important in the path of value creation and there is a scope for creating value for society in the smallest of action as an individual.

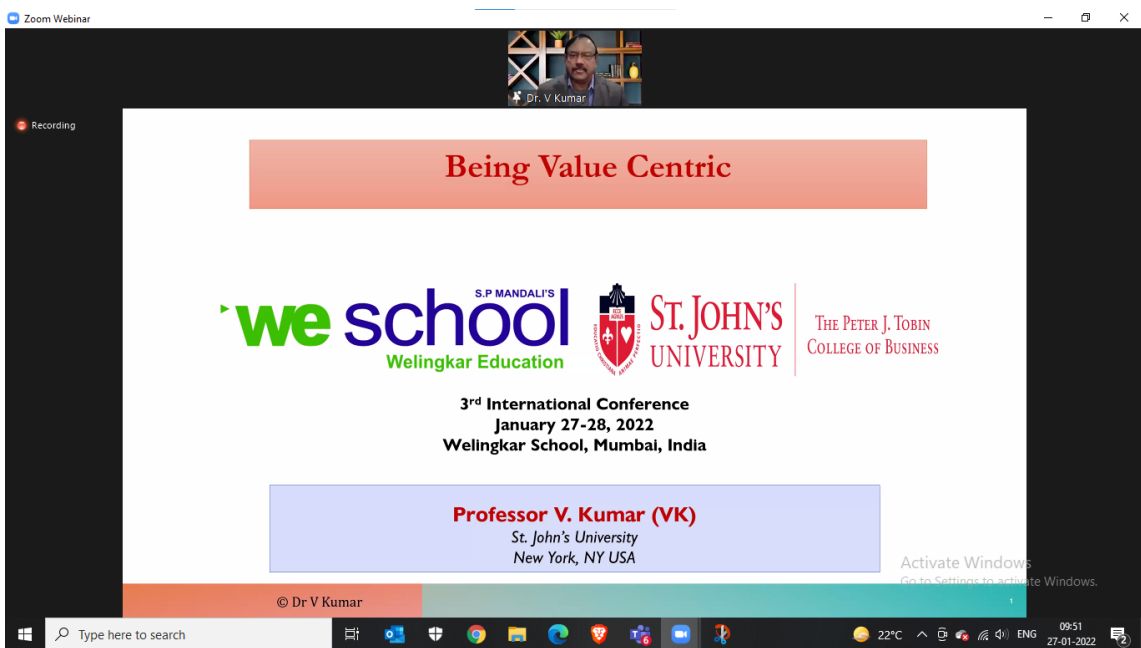
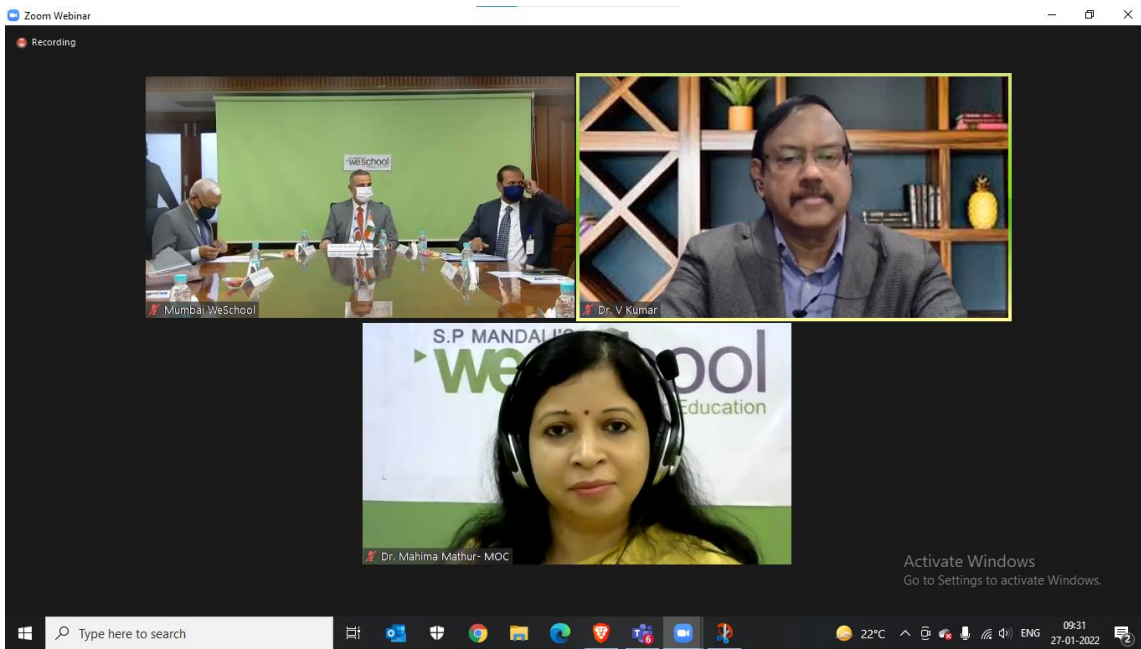
Adv Shri S.K Jain gave his dynamic words of experience and wisdom which mentioned that simply revenue is not enough for the stakeholders it should be accompanied by humanitarian touch with its benefit reaching to every common man in the community. Being the board member of S.P Mandali trust he ensured that WeSchool will groom the students in such a way that they will be capable to work for the common man and unprivileged part of the community for the

betterment of society. “Nation first” should always be in mind while accomplishing the tasks over oneself in the process. Trust and institution should invest in the resources to ooze out the potential of students and make them future-ready. At last, he said Value creation is the need of the day and everyone should strive for it.

Chief guest - Mr Kobbi Shoshani (Consul General, Consulate of Israel in Mumbai) began by saying that "W" holds a special place in his mind and heart because he believes it is formed from two V's - the sign of victory and which is also given utter importance in WeSchool and thus the thoughts match from there itself. He said that India and Israel have many commonalities as well as differences but are yet together and progressing with a common thought of development in their minds. He believes that community life is the most important thing in value creation because those are the prime stakeholders to work.

Finally, the session ended with a vote of thanks from Dr. Vaishali Patil who thanked every guest and dignitary present on this occasion for sharing their thoughts and enlightening the audience with their knowledge.

Screenshots:



Zoom Webinar

Recording

Dr. V. Kumar

AT&T (T)
26.28 -0.20 [-0.76%]
1-YR [-11.66%]
26.28

AT&T CEO: CUSTOMER WILL ALWAYS BE VALUE CENTRIC

96.04 Swiss Franc Future (Mar'22) 1.0891 Euro Future (Dec'22)
9.40 3.16 Advanced Micro (AMD) 113.68 2.55 F5 Inc (FFIV) 85.42 +1.24%

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22°C

ENG

09:52
27-01-2022

Zoom Webinar

Recording

Mumbai WeSchool

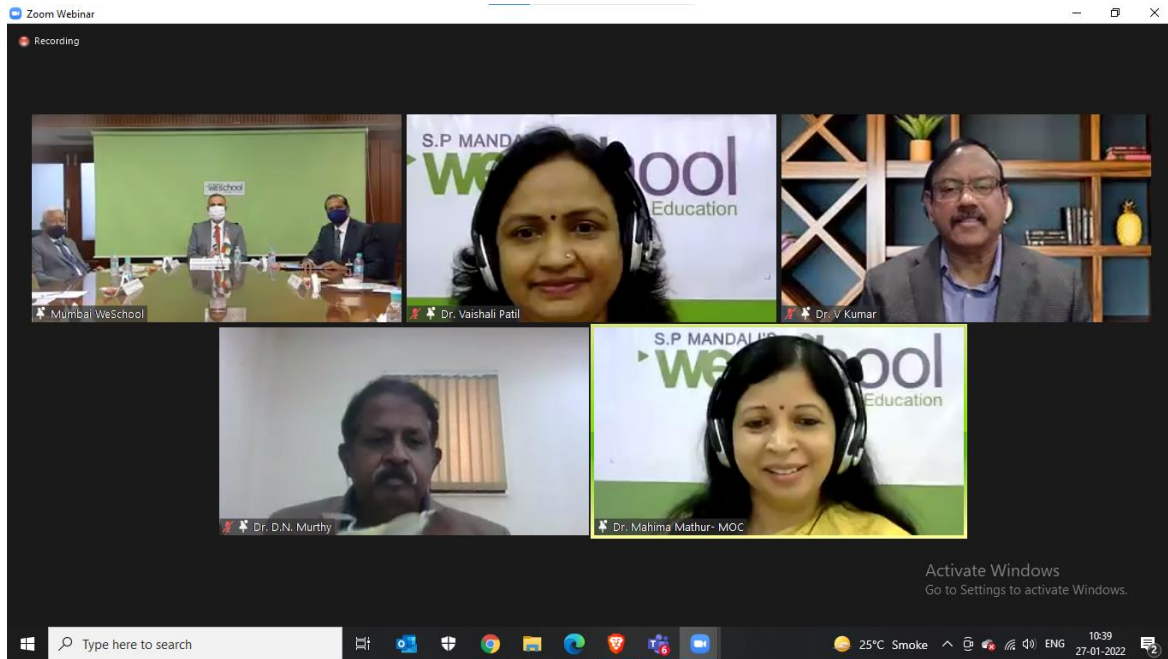
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27-01-2022



Session Title: Fintech Challenges and Opportunities

Session Time: 10:30 am to 11:15 am

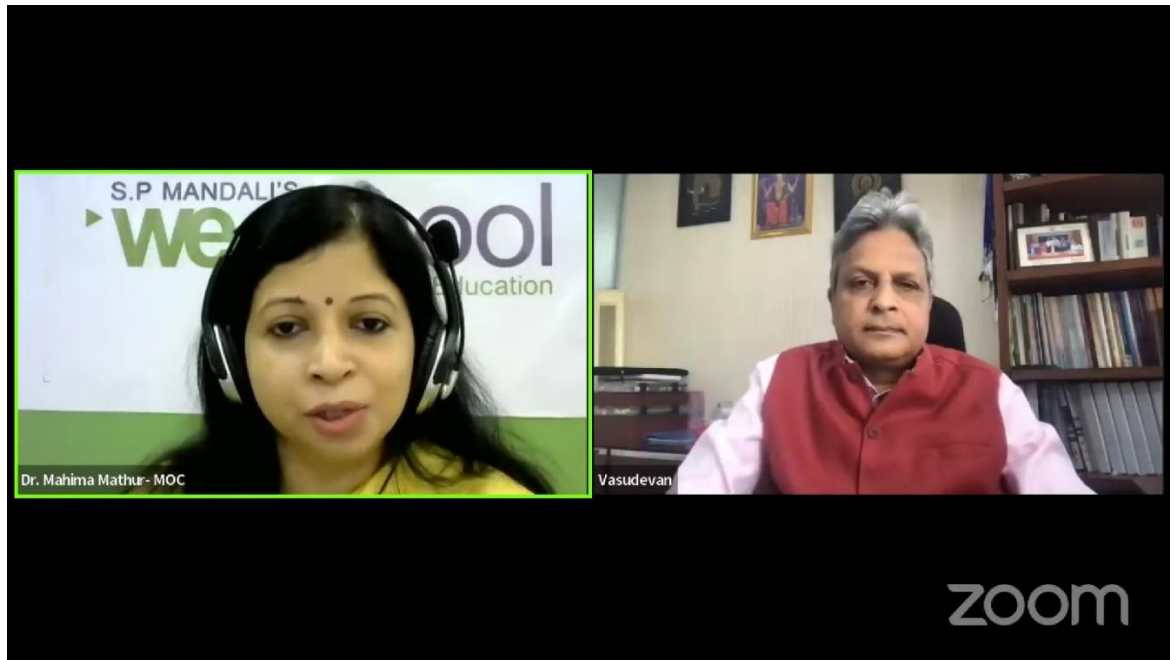
Dignitaries: Mr. Vasudevan P. Chief General Manager (CGM), Reserve Bank of India (RBI)

Session Brief:

This Session was on taken by one of the top 30 Fintech influencers in the country and he explained as to how the fintech industry has its own challenges and opportunities and how students can learn and gain insights in this ever-booming industry. Fintech has achieved government patronization, which will help to make the lives of all the Fintech's along with the Stakeholder's that are the part of this ecosystem better, which synchronizes with the theme of the conference. FinTech's always try to enter areas which are a bit vacuumed or need intervention. The unicorn phase in India is very exciting because this phase has been a huge one in terms of growth, and because India ranks third in the growth

aspect all over the world. FinTech is a gateway towards the financial services sector, like helping in expansion and determining a good consumer base.

Screenshots:



Session Title: Plenary Discussion on Fintech-The Future of Money

Session Time: 11: 30 am - 1pm

Dignitaries:

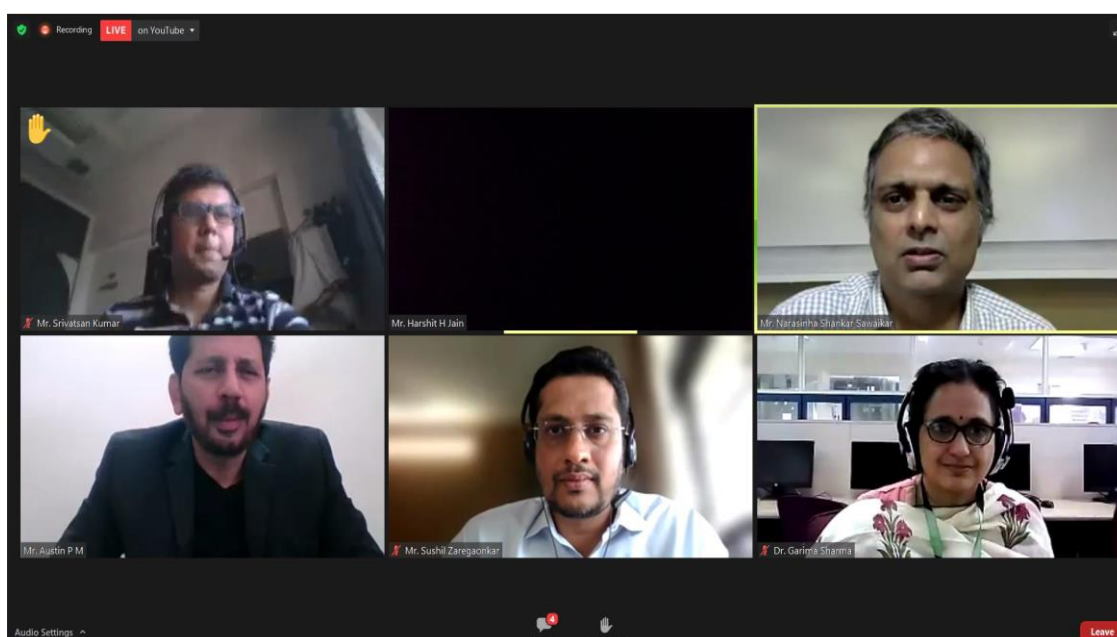
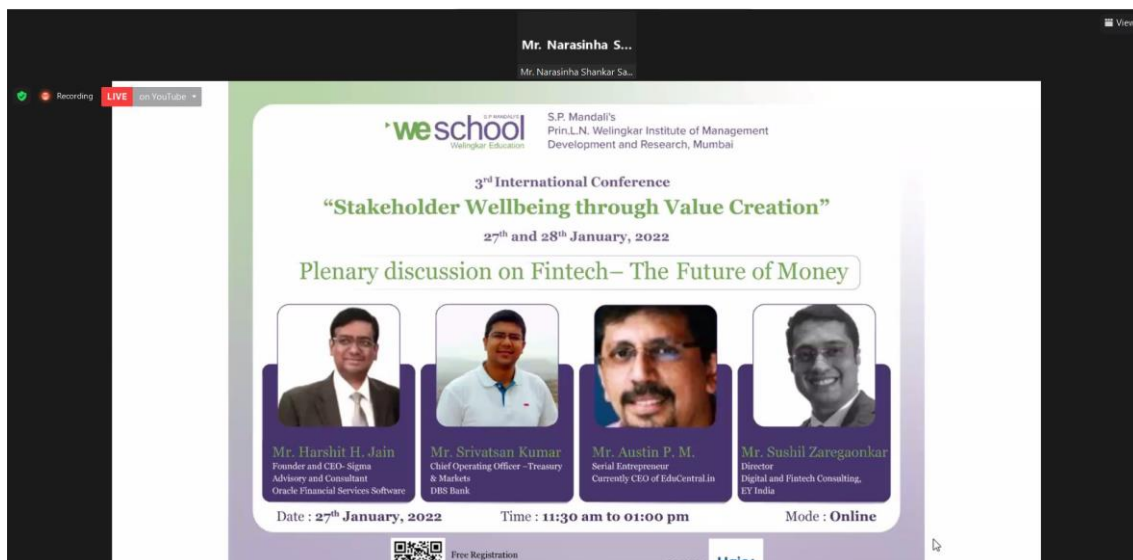
Moderator: Prof. Narasinha Sawaikar (Faculty - Economics and Banking We-school) **Panel member 1: Mr. Harshit H. Jain** (Founder and CEO, Sigma Advisory and Consultant Oracle Financial Services Software) **Panel member 2: Mr. Srivatsan Kumar** (Chief Operating Officer Treasury & Markets DBS Bank) **Panel member 3: Mr. Austin P. M.** (Serial Entrepreneur and CEO EduCentral.in) **Panel member 4: Mr. Sushil Zaregaonkar** (Director, Digital and Fintech Consulting EY India)

Session Brief:

Prof. Narasinha Sawaikar started the discussion by welcoming the four panellists. He stated that diverse ideas have a significant impact on the monetary stem. Although crypto currency lacks a trustworthy regulator, it is establishing a decentralised financial system. India has advanced in fintech and digital payments over the previous fifteen years. Central bank digital currencies are one of the most radical and we expect that as a result, our country's financial system will improve. The first panellist, Mr. Harshit Jain highlighted the four key challenges and opportunity in FinTech's, also he discussed about the Technology adoption life cycle. He explained the Legal entity identifier. Also, on the closing note he addressed about the key skills required for MBA graduates in today's world. Mr. Srivatsan Kumar, the session's second panellist, began by describing FinTech and related concepts. He also spoke about the stakeholders, value creation, and risks that are associated with FinTech. He presented a used case of traditional versus FinTech enabled currency foreign exchange before concluding. The third panellist, Mr. Austin P. M, addressed fintech and its roots. He elaborated on technological foundation for fintech, as well as major trends in industry. He then explained categories of fintech and Indian FinTech scenarios. Fourth panellist,

Sushil Zaregaonkar explained India as one of the biggest fintech markets in the world, and it is also one of the most diversified capital markets. He provided several factors for Indian fintech sector growth. To conclude, he pointed out some of the issues and challenges facing the Indian fintech industry. Finally, he explained how the fintech process works. The participants asked multiple questions in the question-and-answer session, some of which were about rural areas and the challenges facing fintech's. Prof. Garima Sharma gave a vote of thanks to the panelists and attendees.

Screenshots:



Session Title: Paper Presentation Track 1

Session Time: 02:00 PM – 5:15 PM

Track Chairs:

- **Dr. Nilesh Khare**
Higher Ed Leader, CxO Coach, Board Adviser
- **Prof. C Y Nimkar**
Dean-Research & Business Analytics, Weschool
- **Dr. Aparna Rao**
Consultant, Desai Sethi School of Entrepreneurship, IIT Bombay

Internal Faculty Coordinators:

- **Dr. Nomita Agrawal**
Associate Professor-Finance & Accreditation
- **Ms. Sanghamitra Singh**
Assistant Professor-Marketing (HCM)

Paper presentation Brief:

Dr Rima Ghose, MR Vikramaditya Kanodia

The research paper throws light on the behavioural economics and how the people have been launched towards this desired behaviour. The primary focus is with reference to a case-data of a village in Karnataka, as to how rural shoring, i.e., taking BPOs to the rural areas is helping organizations. It is not just a cost economical option for companies, but it also has real and measurable impacts in the society. The potential of the BPOs were explored to generate income and a respectable livelihood. The research explores a case study method with very deep research into the socio-economic behaviours of the women of this village. The BPO is very women centric employment model because men in the villages tend

to have labour-oriented jobs and they are already earning whereas the women unemployment is high. It was found that level of education in the rural areas, on average, was that they typically had no experience, and this is their first formal job in the formal sector, and they also had to deal with some social factors as it is not deemed appropriate for women to work in the rural areas. But simultaneously it was profitable for organizations to take the BPOs to these areas as there were lower cost of salaries and operational overheads, lower hiring competition and attrition rate.

Dr. Praveen M Kulkarni, Dr. Appasaba L V

The study aims to understand the role of emotional intelligence in emerging technologies. They try to understand and reiterate many things which are happening in the domain of emerging technologies. It is important as directions are needed to support the employees in managing emotions in this relatively new domain of work. The manufacturing sector is primarily taken into consideration in view of emerging technologies, and it is combined with the employee's emotional intelligence quotient. The study finds that how the emerging technologies are changing the work culture as there is an extensive demand for new skills and a huge noticeable change in the entire pattern when people are applying in this emerging technology. Research was conducted for about 250 participants from different backgrounds working in this domain. The findings indicate that the emotional intelligence of employees working in emerging technologies need the training to manage and regulate their emotions and likewise, training is needed for developing leadership skills for effective management in these technologies.

Prof. Fathima Raj Kilimas & Prof. Dr. Narasimha

The study encapsulates that CMOs today, are not able to figure out a set of technologies that absolutely suit what is required in their specific organisation. It

was recently released that most practically 40% of the technologies that were implemented were a failure. The study also depicts the changes in technology and digital advancement and the shift in consumer behaviour. It is predominantly based on literature review and an unstructured questionnaire with experts in the field of Digital marketing. The technology includes AI, AR, VR and MR, Blockchain and Search Engine Updates. The findings indicate that the correct use of these technologies tend to improve navigation and customer service. They also help in optimization of voice searches. They reduce the replacement costs, warehousing costs and more importantly increase the digital customer delight. The technology is based on the device that when one is using, it automatically adjusts the rates if the images are becoming adjusted to the specific screen sizes. All in all, they enhance consumer delight, thereby helping the organizations boom in this rapidly increasing market.

Dr. Abhinandan N, Ms. Manasa K, Dr. Kiran G

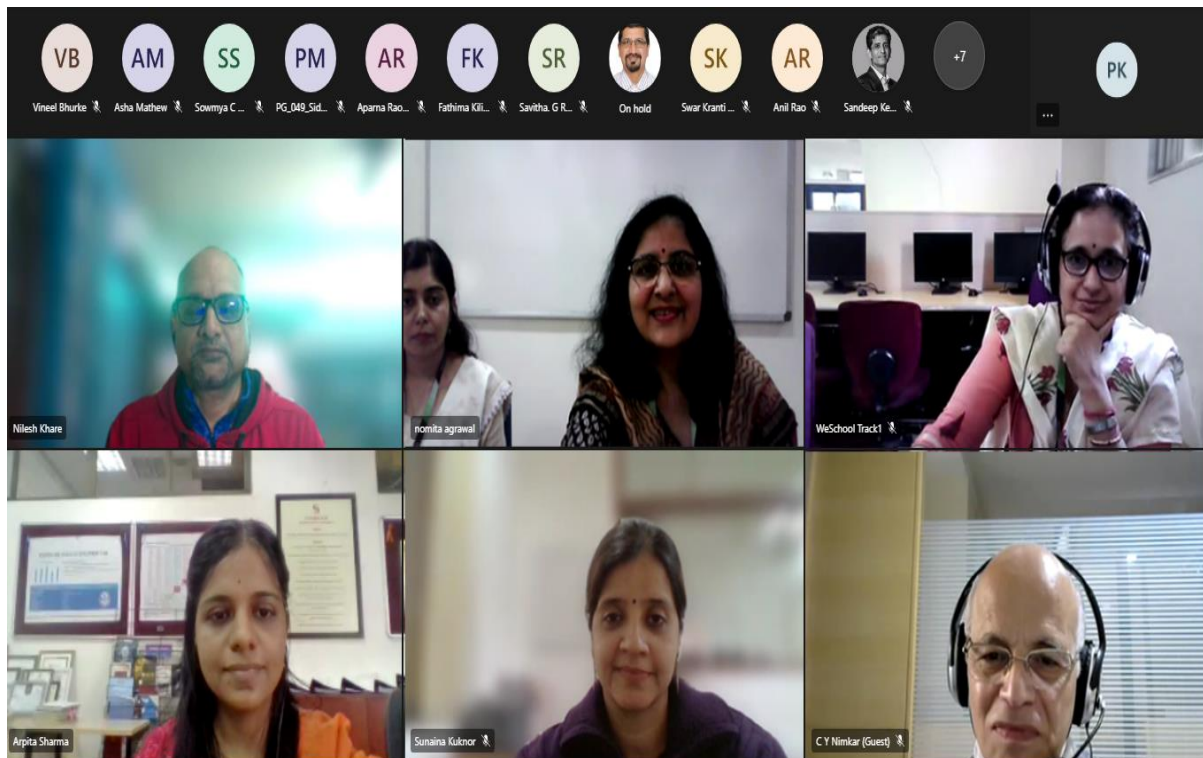
The research paper focuses on how the different human sensory organs play a key role in consumer behaviour and identifies the awareness about the sensory marketing practices among the consumers. The hypothesis tests whether there is a significant relationship (H1) between selected independent variables of sensory marketing practices like music, visual appeal, taste, touch, smell and selected dependent variable, i.e., customer satisfaction or if there is no relationship at all(H0). The Research Methodology consisted of both- primary and secondary sources of data with a sample size of 194 collected through Personal Interviews and Mailed Questionnaire. The study shows that sensory marketing could perhaps influence positively on the consumer experience on brands and has a positive impact on the customer loyalty.

RESULTS:

		MUSIC	CONSUMER SATISFACTION
MUSIC	Pearson Correlation	1	.118
	Sig. (2-tailed)		.100
	N	194	194
CONSUMER SATISFACTION	Pearson Correlation	.118	1
	Sig. (2-tailed)	.100	
	N	194	194

Dr. Arpita Sharma, Dr. Sunaina Kuknor

The research paper aims to address the concern of complications arising out of R&D investments by examining the association of innovation with the market valuation of manufacturing sector firms in India. The positive association between R&D spending and share price returns, whether be a large company or a small has already been established. The Hypothesis focuses on whether Innovation has a positive and significant impact on market value of manufacturing sector companies. The quantitative analysis used is one way panel data estimation (model) with a sample size of 1792 companies for 2015-19. Few variables include Market Capitalization, R&D Sales, Return on Asset, Size of Company and Net Cash Flow (NCF). All the statistic was done through STATA. The implication includes careful designing of R&D Policy by industry managers and higher investors expectation leading to higher level of innovation from the products resulting in advanced, high-tech products. In conclusion, The Hypothesis (H1) is accepted and, hence it is positively connected to more proxies like patents that can be used to measure business innovations.



Session Title: Paper Presentation Track 2

Session Time: 02:00 PM – 5:15 PM

Track Chairs:

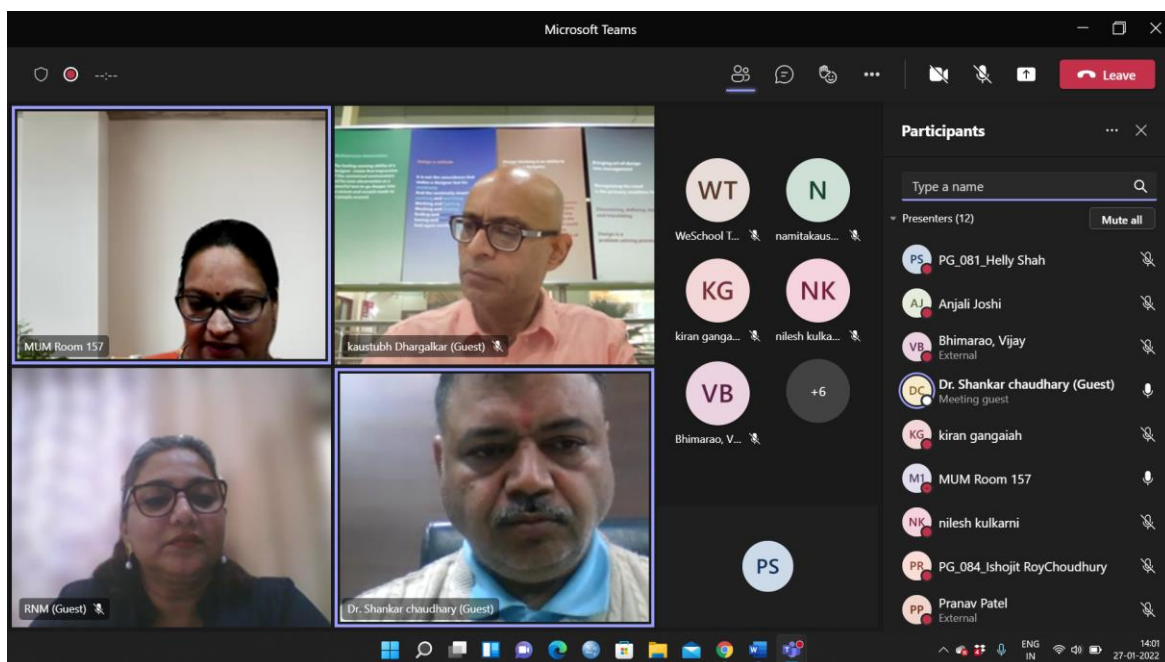
1. Dr Shankar Chaudhary, Director, Pacific University, Udaipur
2. Dr. Ragini Mohanty, Professor - General Management and VP Emerging Technology and ERP, Weschool
3. Dr. Kaustubh Darghalkar Dean - Business Design, Innowe, NISP, RedX Weschool

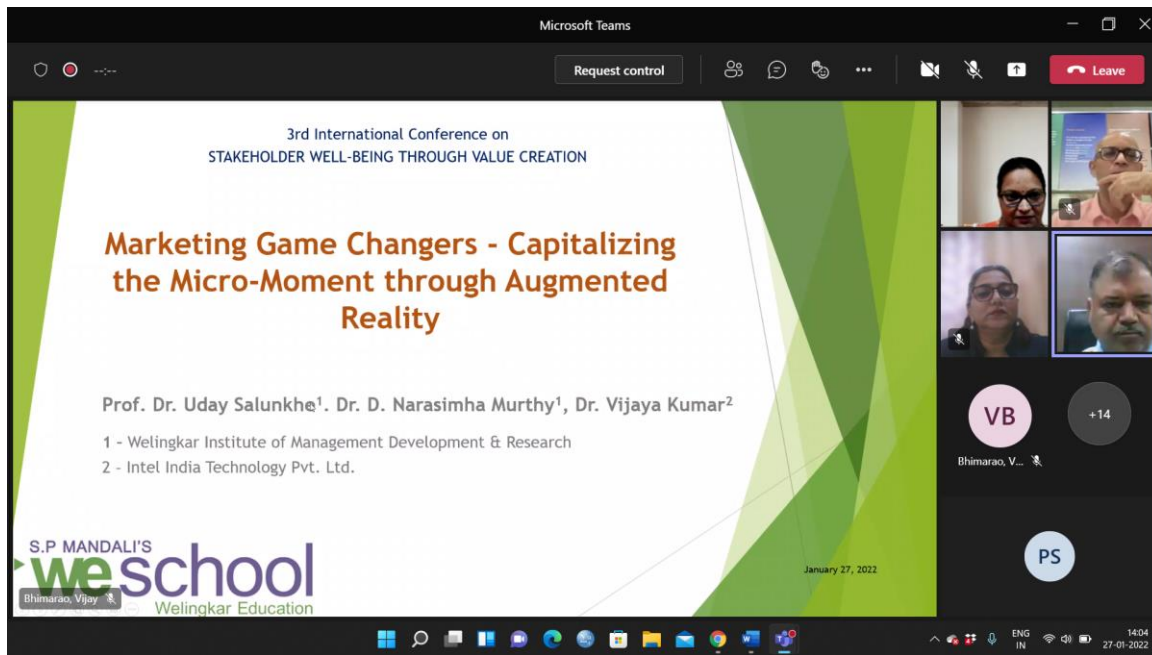
Internal Faculty Coordinators:

1. Dr. Vandana Panwar, Associate Professor - Rural Management
2. Dr. Shilpa Narayanswamy, Associate Professor - General Management

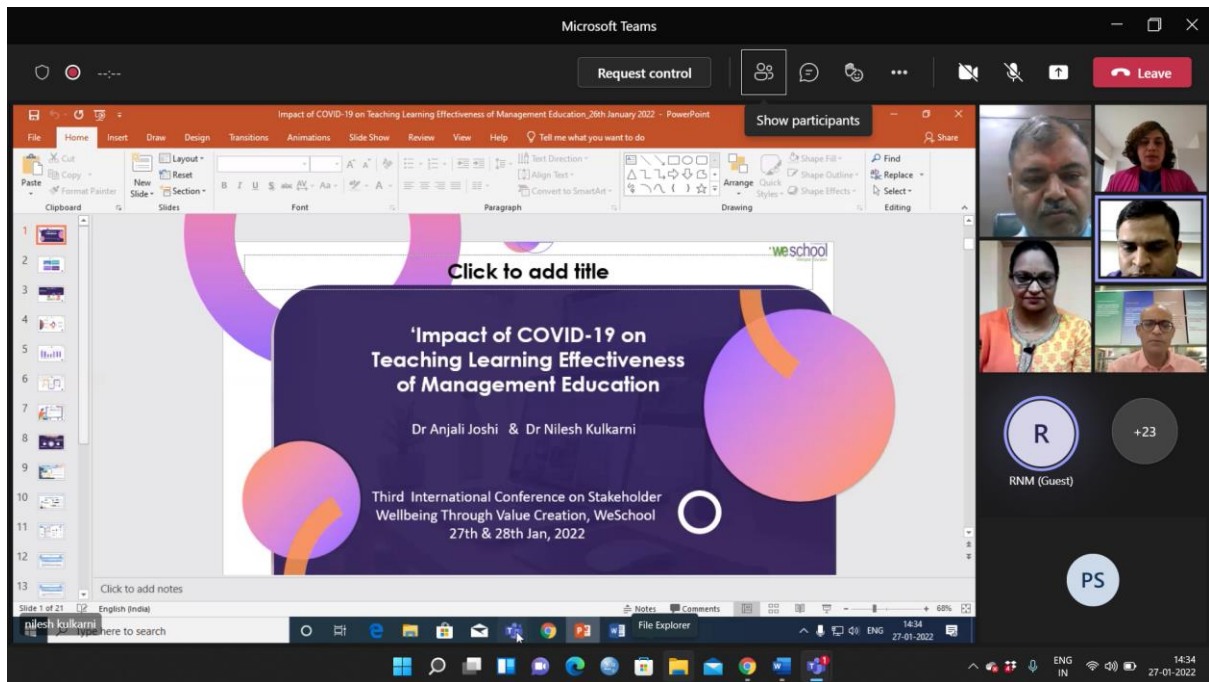
Paper presentation Brief:

Dr. Vijaya Kumar presented the research paper titled:” Marketing Game Changers: Capitalizing the Micro-Moment through Augmented Reality”. In this paper, he discussed how micro-moments play a significant role in impulsive purchasing behaviour because they work on consumers' short-term cognitive memory. Although impulsive buying theory has four components, this paper focuses on "I-want-to-buy-Moments" because this is the primary target of the ecommerce industry. It has been discovered that Augmented Reality superimposes spatial presence, which reduces cognitive workload and promotes impulsive purchasing. There is a huge opportunity for further research using real-time consumer data and identifying its prospects in the metaverse, which is the next big thing.

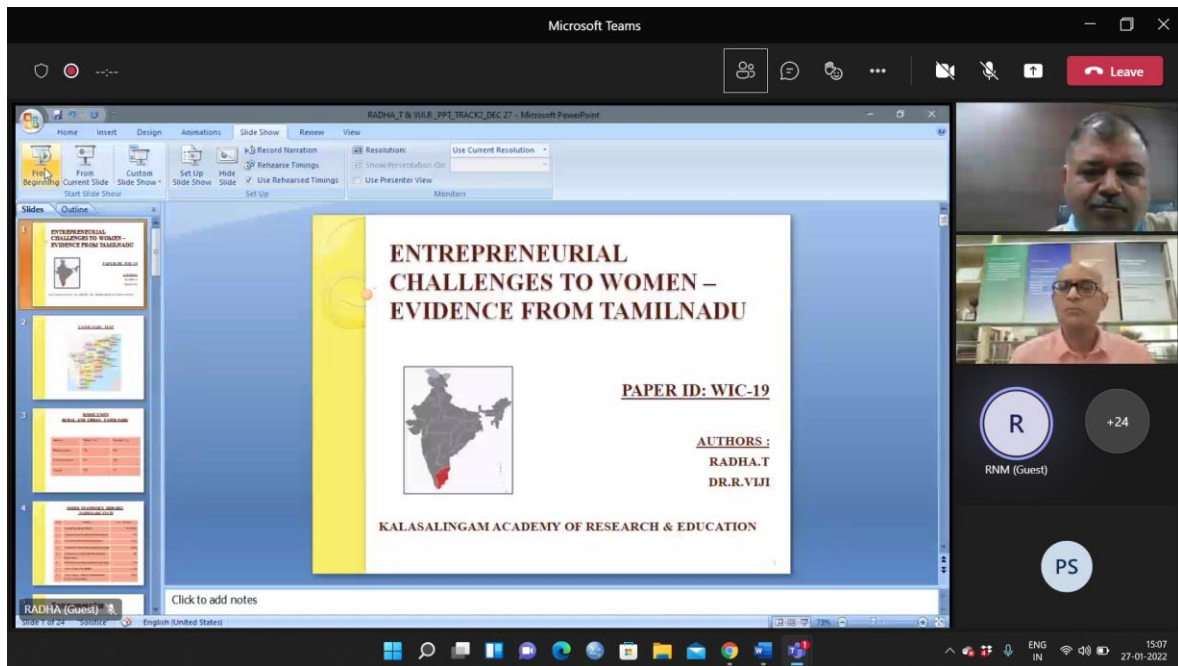




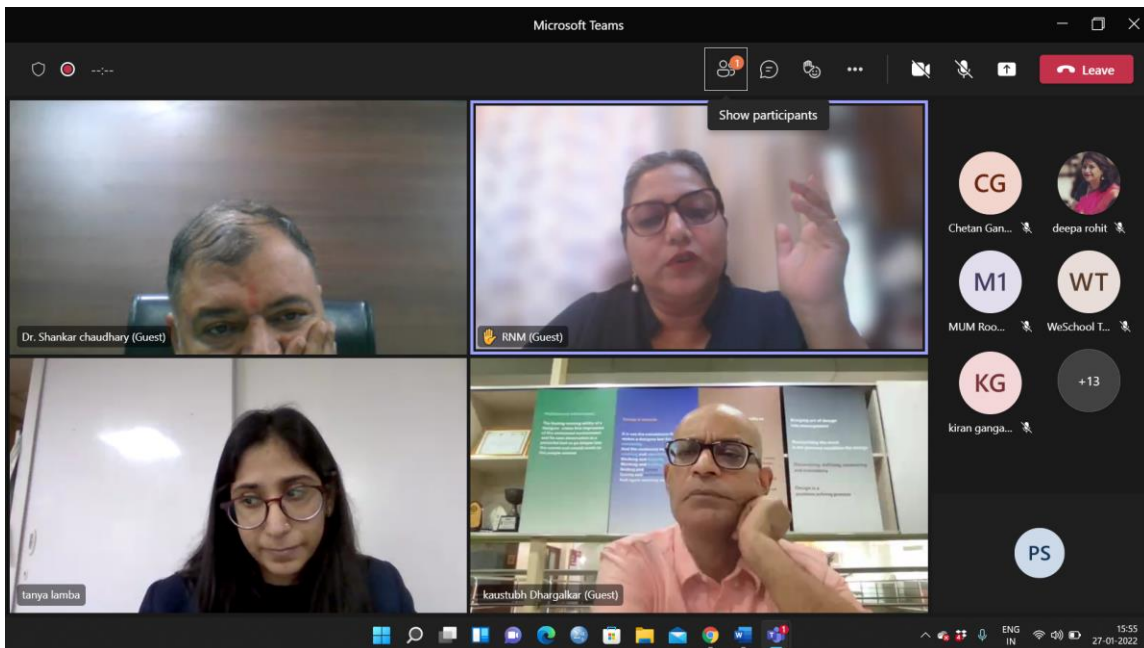
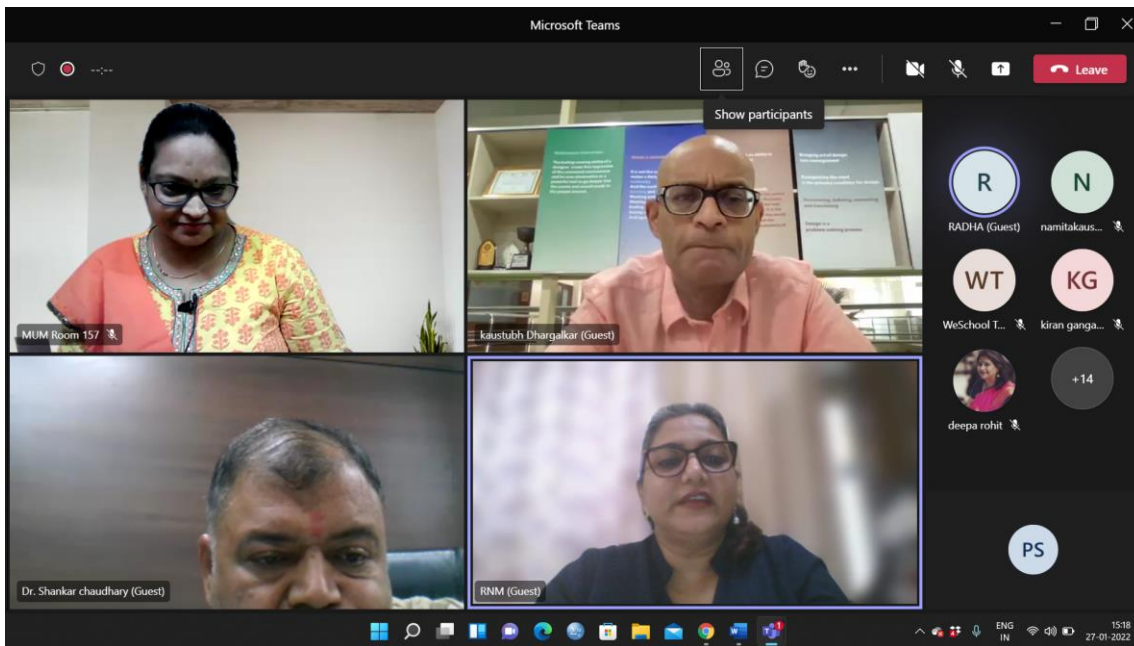
Prof. Dr. Anjali Joshi and Dr. Nilesh Kulkarni presented the second paper, Impact of COVID-19 on Teaching and Learning Effectiveness in Management Education. The purpose of this paper was to investigate the impact of the Pandemic on teaching and learning effectiveness in management education. To define the immediate and long-term effects of teaching and learning effectiveness, the Kirkpatrick model, a multi-levelled model, was used. The study's goal is to determine which method of education delivery is most effective in the long run. The dependent variables were learning effectiveness and teaching effectiveness, while the independent variables were reaction level and learning aspect. Students preferred some aspects of peer-to-peer learning and some aspects of online learning, according to the findings. As a result, a hybrid mode of education can be investigated for further efficacy studies.



T. Radha and Dr. R.Viji presented the third paper, Entrepreneurial Challenges for Women: Evidence from Tamil Nadu. MSME's in Tamil Nadu have proven to be the state's backbone. Many families, particularly women, play an important role as entrepreneurs in running these businesses. Although the difficulty of being a female entrepreneur in the state has decreased over the years, it has not proven to be sufficient, particularly in rural Tamil Nadu, where women face a slew of personal, social, financial, educational, and cultural challenges. To quantify this, a structural questionnaire was used in conjunction with an interview of female entrepreneurs. Stratified Random Sampling was used to sample from the 38 districts of Tamil Nadu, which were divided into four zones (North, South, East, and West), for a total sample size of 400 respondents. The findings were that the greater the number of family members, the greater the difficulty in running a business, and thus women nuclear families face fewer challenges in running a business in comparison to rural areas.



Tanya Lamba, Prof. Oliullah Abdal, Dr. Bhagwati Prasad, and Dr. Sundaram Natarajan presented the first paper after a short tea break, Co-management Model for Holistic Eye Care During and After the COVID-19 Pandemic. The purpose of this study was to determine optometrists' willingness to use telemedicine as a tool for referral and diagnosis. During the COVID-19 Pandemic, patients sought out online teleconsultation and appointments. However, due to a lack of a proper setup, the fulfilment of this need was delayed. As a result of being ignored for far too long, the need for an all-inclusive eye-care system arose. This was exploratory research, with 82 people responding via a Google form on the Maharashtra Health Website. According to the findings, approximately 96 percent of optometrists were willing to do referral and diagnosis via telemedicine if properly trained.



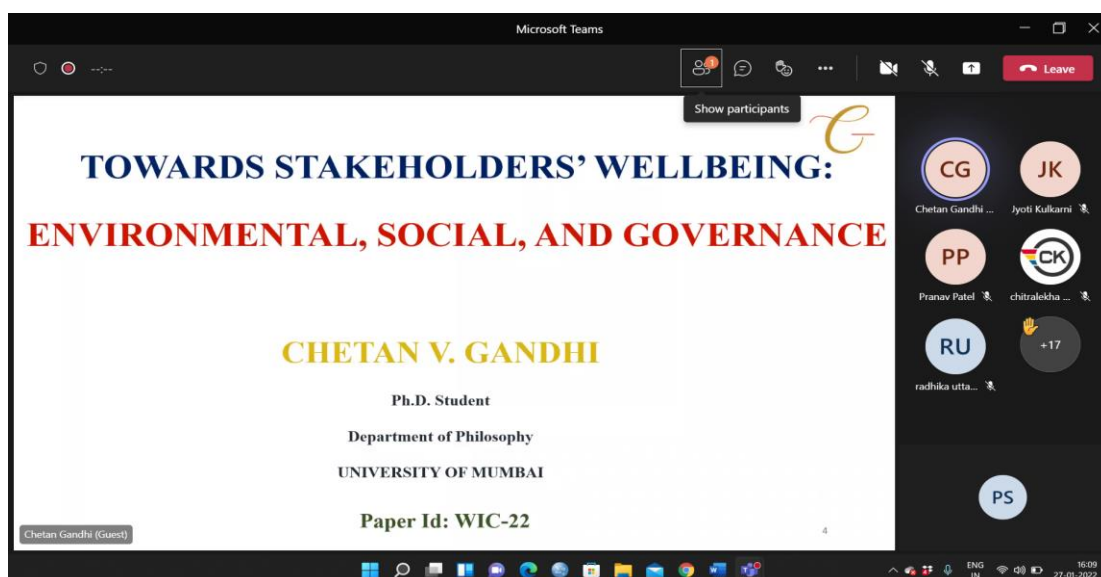
Prof. R.C. Dangwal and Namita Kaushik presented the second paper, Entrepreneurial Orientation, Market Orientation, and MSMEs' Performance: A Conceptual Framework. The primary goals of this paper were to investigate: • the impact of entrepreneurial orientation on MSME performance, • the impact of market orientation on MSME performance, • the impact of innovation on MSME performance, • the mediating impact of innovation on MSME performance, and • the moderating impact of environmental turbulence on MSME performance.

This study proposed a framework for resource-based theory RBV. A systematic and comparative review of scientific literature on Entrepreneurial Orientation (EO), Market Orientation (MO), Innovation, and Environmental Turbulence led to the creation of this study (ET). This study emphasises the importance of entrepreneurship in inclusive and sustainable development as the global economy enters a turbulent and formative period.

Mr. Chetan Gandhi presented the third paper, Towards Stakeholder Wellbeing: Environmental, Social, and Governance. His paper's main goal was to i) Establish a link between ESG and stakeholders. ii) ESG Application and Effectiveness, iii) Create and implement an ESG training programme based on modern concepts and approaches.

The research paper was divided into the following sections: • Understanding ESG • Global Scenario and ESG • Application of ESG in India • Effectiveness of ESG in India and stakeholder well-being, • Design and implementation of a training programme to foster ESG

The study concluded that India has already begun to take strong steps to include ESG in their reporting standards; SEBI has now mandated that the top 1000 companies by market cap include an ESG report in their annual report.



The screenshot displays a Microsoft Teams meeting interface. The main content is a presentation slide with the following text:

TOWARDS STAKEHOLDERS' WELLBEING:
ENVIRONMENTAL, SOCIAL, AND GOVERNANCE

CHETAN V. GANDHI
Ph.D. Student
Department of Philosophy
UNIVERSITY OF MUMBAI
Paper Id: WIC-22

The slide also features a large stylized 'G' logo in the top right corner. The meeting interface includes a 'Show participants' button, a 'Leave' button, and a list of participants on the right side, including Chetan Gandhi, Jyoti Kulkarni, Pranav Patel, chitralekha..., radhika utta..., and PS. The bottom of the screen shows the Windows taskbar and system tray with the date 27-01-2022 and time 16:09.

Session Title: Paper Presentation Track 3

Session Time: 02:00 PM – 5:15 PM

Track Chairs:

Dr R.K Panda - Associate Professor, National Institute of Technology,
Rourkela,

Prof Satish Kumar- Professor in Marketing, CMS Business School, Jain
University,

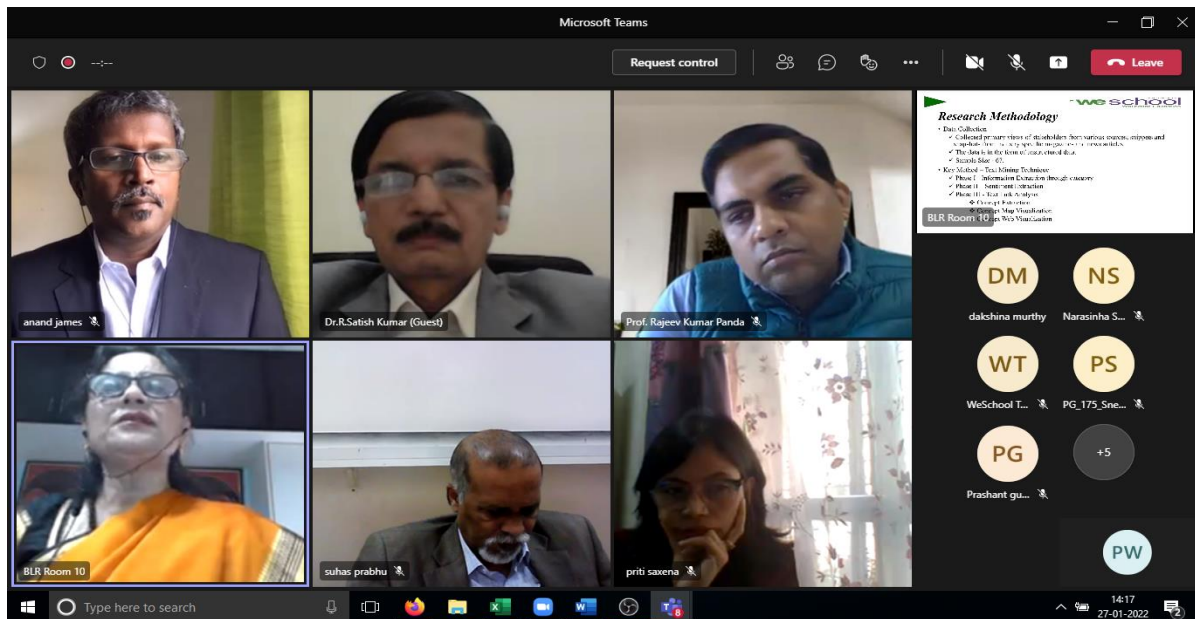
Prof. Anand James- Senior Associate Dean-Media & Entertainment & Business
Design, Weschool.

Internal Faculty Coordinators: Prof Suhas Prabhu, Dr. Priti Saxena

Paper presentation Brief:

**Dr. Dakshina Murthy R. A., Dr. Madhumita Guha Majumder & Dr. D.
Narasimha**

Electric Vehicles are gaining a very strong popularity in market due to its eco friendliness. It helps in reducing the carbon footprint. India aims to go 100% in EV's by 2030. China, Europe, and USA are already using the same. The literature survey captured 18% carbon footprint only due to vehicles. The supply chain of EV mainly covers batteries as other parts like IC's become redundant. Battery management is therefore highly important part of such supply chain. The research methodology has data taken from stakeholders, sample size taken is 67 and test mining algorithm was used. Natural language processing and sentiment analysis is used. The results were average. The challenge with EV adoption is infrastructure, charging stations and technicians. A key improvement in battery technology will help become EV a better player.



Dr. Narasinha Sawaikar

The aim of this research was to find out why has unicorn come out as a prominent business model, its causes, problems, and risks. Factors responsible for making unicorn prominent are new technology, new finance models, low global interest rate, economic trends. On technology front the cost of investment is low, market size is high, low marketing cost, rise of open-source software are reasons why unicorns flourish. Disruptive innovation is another factor. However only new companies can make use of it. Blitz scaling is another thing wherein start-ups need to choose speed over efficiency. Under private equity financing, private initial public offering, a new financial model is used. There are a lot of risks to this model namely political risks, privacy concern, a very strong competitive policy, a lot of competition, super apps wherein a app contains all the services and interest rate issue. In conclusion unicorns need to have more innovation to grow and sustain in future.

The screenshot shows a Microsoft Teams meeting interface. The main content is a slide with the following text:

Disruptive Innovation, Blitzscaling

- 2. Disruptive Innovation (Christensen,1997) :New companies create a new value proposition which is at first ignored by established companies who focus on their existing lucrative customers.
- Over time the new product improves and grabs more market share from established companies till their existence may be threatened.
- 3.Blitzcaling (Hoffman and Yeh,2018): Startups pursue massive growth and prioritize speed over efficiency even under high uncertainty.
- Blitzscaling inevitably creates inefficiencies and may require lots of capital.

The right side of the screen shows a video grid with several participants. Below the grid are profile cards for 'DM' (dakshina m...) and 'PW'. The bottom of the screen shows the Windows taskbar with the search bar and system tray.

Ms. Rohini Nitin Misal & Dr. Rajesh U Kanthe

Fintech, the word suggests the marriage of financial services and technology. The objective of this paper was to research about the awareness of fintech, awareness about the services offered and adoption rate services. Two kinds of research were conducted namely primary and secondary. The primary research had a questionnaire to customers of small finance bank. Secondary includes websites, newspapers, and articles. The findings of the research said that male who used fintech were 77% and the age group that used fintech products most were 21-30 years. The research suggested that ATM and smartchip technology are the only used fintech products. Most people use fintech services but are not aware of the term.

The screenshot shows a Microsoft Teams meeting window. The main content is a PowerPoint slide titled "Cont...". The slide contains two charts:

- Qualification of Respondent (%):** A bar chart showing the following data:

Qualification	Percentage (%)
Master's Degree	24
Bachelor's Degree	66
Diploma	3.33
Others	6.67
- Awareness about meaning of Financial Technology (%):** A pie chart showing the following data:

Response	Percentage (%)
Yes	78
No	22

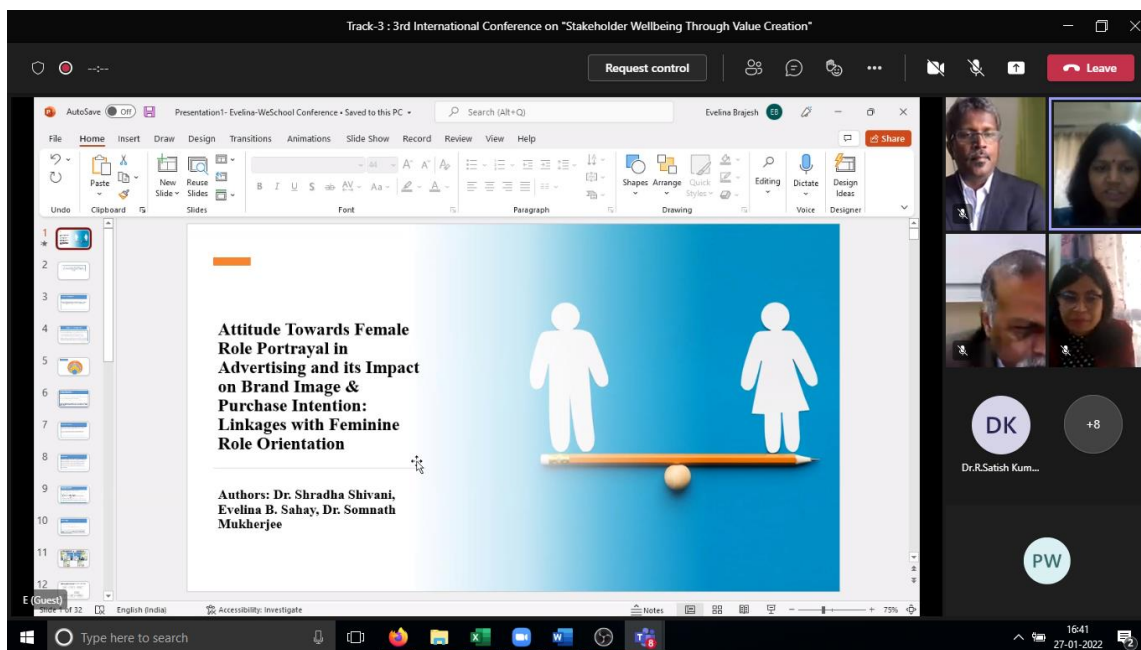
The meeting interface includes a sidebar with participant avatars (RM, PW, +9) and a bottom taskbar with system icons and the time 15:15 on 27-01-2022.

Ms. Minal M.Bhore & Dr. Abhijit Mancharkar

This paper discussed in detail the fast-moving health goods also called nutraceuticals. These products were in great demand in today's market due to lifestyle disorders, unhealthy living etc. Most pharmacies are moving towards FMHG due to profit margins, high revenue, and large market share. It has 3 segments under it namely function/fortified foods, functional beverages, and dietary supplements. The marketing strategies adopted are less due to prescription and over the table model. Regulation under this is still not clear. About 100 articles were used for literature review on consumer behaviour, regulatory environment, advertising, and communication technology. The objective was this paper was to find marketing strategies and its impact on consumer behaviour and the use of digital marketing.

Dr. Shradha Shivan, Evelina B. Sahay & Dr. Somnath Mukherjee

Gender Role Identity (GRI) is a twelve-statement scale by Shaw, Wright (1967) to measure the role ident Perceived Portrayal Importance (PPI) is a self-developed four statement scale to find out if at all stereotypical female role portrayal is important for respondents. Perceived Role Offensiveness (PRO) is a four-statement scale to measure the sensitiveness of respondents towards the stereotypical female role portrayal.



Suraj Achary & Dr. Chandravadan Goritiyal

Consumers in today's world have access to OTT due to cloud technology and on mobile and tablets. The monetization model includes advertising video on demand, freemium, subscription video on demand, transactional video on demand. The rise of OTT is due to affordable prices, more internet users and personal viewing. Most OTT platforms are moving from AVOD model to SVOD. Hotstar and song Liv are the most subscribed OTT platforms currently. There were three hypotheses considered in this paper. Hypothesis one is application UI has no effect on common choice. Hypothesis 2 was that there is no significant impact of consumer preference on Live TV over OTT. Hypothesis three was

audience do not prefer subscriptions to be chargeable. To conclude factors that determine why consumer subscribe to OTT platforms are subscription fee and type of content.

Session Title: Paper Presentation Track 4

Session Time: 02:00 PM – 5:15 PM

Track Chairs:

Dr. Deepmala Baghel-Faculty, Indian Institute of Information Technology,
Nagpur

Dr. Tamali-Faculty, IIM Bodhgaya

Dr Bhagwati Prasad- Senior Associate Dean-Healthcare Management (HCM),
Weschool

Internal Faculty Coordinators:

Dr. Poonam Singh- Assistant Professor Media and Entertainment

Dr. Subodh Deolekar- Assistant Professor -RBA / Lead Research Engineer -
Redx WeSchool

Paper presentation Brief:

Paper 1

Marketing activities of insurance companies in India. This paper was a study on advertisement, consumer insight, competitive analysis, strategy building and Sales for Sustainable development of Bajaj Allianz Life Insurance. Top 5 companies in the insurance industry include- TATA AIA life, Kotak life, HDFC

life, ICICI prudential life and Aditya Birla Sun life. The factors that affected the need for insurance include: -

- Diverification of investments
- Future planning
- To have constant earnings in unforeseen events
- To help in dealing with debt in the event of a demise.

The following ideas were suggested: -

- The company should focus on all the national and regional festival celebrated by the customers and make add posts related to the same which bring a sense of want in the customer's minds.
- The company should focus on customer service related posts.
- The company should make post prevailing to the scenario.
- And the company can make post based on important day is related to physical and mental health.

Paper 2

The paper was about exploring global expansion opportunities for companies. The study was directed to know the consumer perspective towards co-living services offered outside India. From the study it was concluded that: -

The number of students going abroad to study was highly affected due to Covid India itself so a 70% year-on-year drop in the number of students travelling abroad because of which co living companies across countries were hit.

Study helps us understand the gap between expectation and reality

In this industry majority of respondents choose to live in co living space in the initial months but later shifted to rental houses reasons being lack of amenities, inferior quality, not so cost efficient.

And few more respondents move out of the co living space and shifted to rental houses after getting a job reason being commute distance to workplace staying with colleagues and higher spending capability.

Co living companies can work on these grounds and retain their existing customers while attracting new customers with better offers affordable housing options to choose a roommate in Indian meals.

Paper 3

This paper was about role and strategies of micro moments in the cosmetic industry.

On research it was observed that there is a positive correlation between Online shopping and discount. It was found that internet influences buying decision of a customer.

Consumer purchasing intent is positively influenced by discount, promotion, cashbacks and combos.

Company's online marketing activities negatively affect the customers.

Packaging and ingredients are important for the cosmetic products.

Paper 4

The research was about Deconstructing value proposition of the air India which specific reference to its competitive performance in last five years.

For the study 5-year financial analysis, comparative analysis of companies covering more than 90per market share was done. Also interview with Parvez Damania was arranged to get better insight of the industry.

It was observed that the value of Air India is unrealised to a major extent. Also, the employee costs are not that significant. The acquisition by TATA group will

give great advantages bringing synergy. TATA already is in this industry as Vistara and Air Asia which will give an edge to Air India resulting to more competitiveness.

Paper 5

This study was about Determinants of purchase intentions towards green mobiles. An extension of theory of planned behaviour. India being a growing economy it is the India is the world's second largest market with a subscriber base of one 160,000,000 out of 1.3 billion population base with the mobile economy growing. Mobile phones will now be considered as a fast-moving consumer good. The huge usage leads to a humongous e-waste. Right now, India is at peak of telecom penetration. Consumers nowadays are becoming conscious of environmental issues and sustainable products. The major reason for the study was to understand the determinants of purchase intentions of Indian consumers towards green mobile handsets. Other determinants namely perception consumer guilt motivation and effect demographic variables such as age gender occupation income et cetera could also be used for future studies.

Paper 6

This paper was about application of HR analytics techniques for creating business value by predicting employee performance is in automobile industry.

The reason for the study was to Identify measure the factors affecting human performances in the automotive industry in Pune auto cluster using following performance KPIs

Work quantity KPIs, work satisfaction KPIs, Work quality KPIs, Work efficiency KPIs, organisational efficiency KPIs.

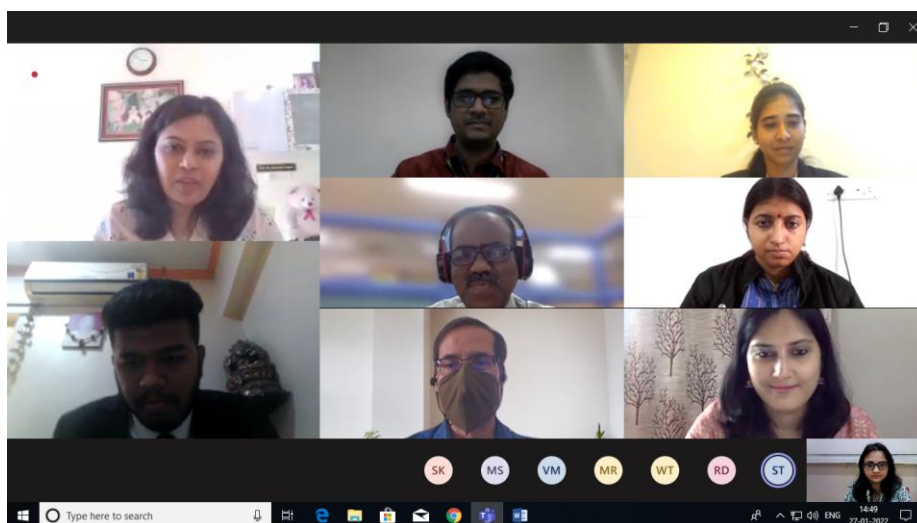
The study aimed to develop an HR analytics human performance model to assess and predict the human performance parameter considering dynamically changing

manufacturing and business processes influence by industry 4.0 framework to face the future challenges in the following functional areas in automotive industry.

Factors like job environment education distance marital status job satisfaction and environment satisfaction and highly statistically significant on employee performance.

Job involvement, education field, distance, marital status, job satisfaction and environment satisfaction those factors are highly statistically significant on employee performance. The recruitment source, relation with colleague, relation with junior, relation with manager and recruit person right or not those factors are highly statistically significant on employee performance Applications of Industry 4.0 and No. of hrs. of behavioural training those factors are highly statistically significant on employee performance. No. of achievements in current role, no. of achievements in overall career, no. of achieved targets and no. of targets in present work those factors are highly statistically significant on employee performance. Employee performance score, level of position and absenteeism those factors are highly statistically significant on employee performance

Screenshots:




Microsoft Teams

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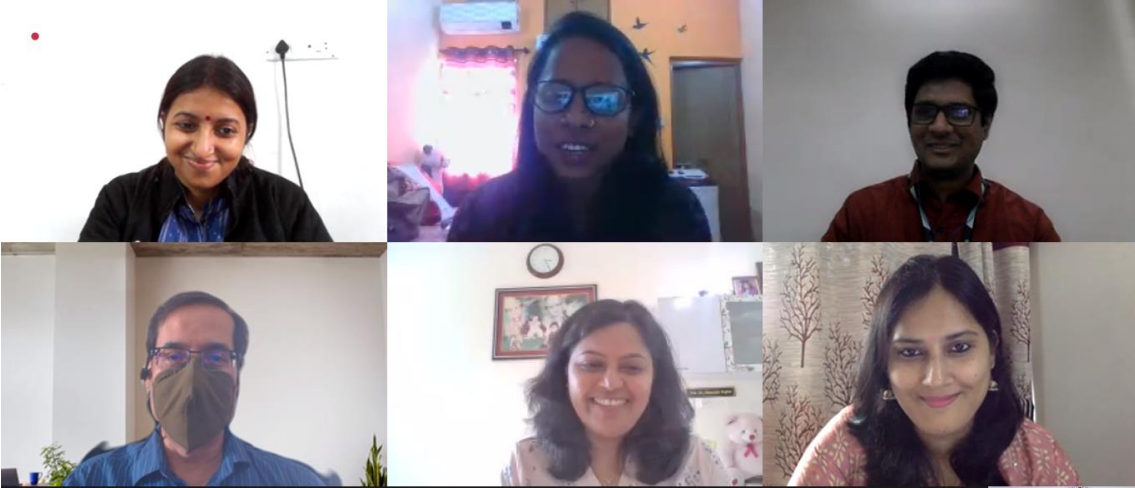
EXPLORING GLOBAL EXPANSION OPPORTUNITIES FOR COLIVING COMPANIES

Shresht Santosh Mehra
Shabnam Nasser
Prof. Dr.Chandravadan Goritiyal
Prof. Dr. Kavita Kalyandurgmath



chandravadan goritiyal

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15:22 27-01-2022

Session Title: Track Number 5

Session Time: 02:00 PM to 05:15 PM

Track Chairs:

Prof. Ajinkya Navare- Faculty, IIM Jammu/SPJIMR

Dr. Kavita Jagadeesh Kalyandurgmath- Associate Dean - Research & Business Analytics & Operations, Weschool

Internal Faculty Coordinators:

Prof. Dr. Kirti Arekar- Professor - Research & Business Analytics, Weschool

Dr. Tanvi Kunal Thakkar- Assistant Professor – General Management, Weschool

Paper presentation Brief:

Dr. Tanvi Thakkar & Dr. Shilpa Narayanswamy

The Session started with the Paper 1 which focused on the importance of training and how it can enhance productivity in a labour-intensive industry like the Jewellery Manufacturing Industry which rely heavily on employees for profitability and sustainability.

Through the research it was found that one-unit enhancement in training leads to 55% increase in employee productivity, the research also helped us in understanding that training not only helps in improving productivity but also in improving effectiveness and reducing rework.

The Researcher also suggested Regular and more stringent Training sessions and to also find out what is employee really learning rather than only telling them what to do.

Haripriya Dhabalia & Dr. Rohan Kesarkar

The research showed us how there was an increased awareness towards health, continued adoption of old buying habits and intervention of technology in pharma supply chain.

The Research suggested leveraging changing patterns of consumption and behaviour towards healthcare, Digital Push in the pharma supply chain to build Omni channel capabilities and unlock demands from consumers and provide business opportunities to the stakeholders.

Prof. Madhav Murthy & Aishwarya M.

This Paper was focused on the importance & impact of financial literacy in creating value among millennials which showed us that only 24% Indians are financially literate and how we are taught to earn money but not how to invest it.

The research also showed us the importance of life experiences and parents on financial matters and how financial matters and news in general are under discussed.

Through the research, the researchers also gave suggestions about adopting financial literacy models similar to countries like Australia, Sweden, etc. and giving importance to financial literacy from school and college level by adding it to the curriculum. Collaborations with the private sector to promote financial literacy was also suggested by the researcher.

Prof. Madhav Murthy, S. Shruti, Priyanshu M. & Pranav Manjunath Bhat

This Paper focuses on implementation of TMT (Temporal Motivation Theory) in customer retention and predicting buying preferences.

In this Paper the researchers talk about modified TMT (Temporal Motivation Theory) which shows the change in human behaviour over time. They considered

factors such as impulsiveness, delay and rewards and saw how the response changed when delay was informed. Similarly, regarding rewards, people initially chose small rewards only because the delay was less.

The researchers in this case took the smartphone industry into account and brands like Realme, Motorola & Infinix to understand the consumer buying decisions.

The Researchers Concluded that TMT helps model consumer behaviour to a certain degree and has the potential to aid businesses to develop better understanding of customers' perception of their product.

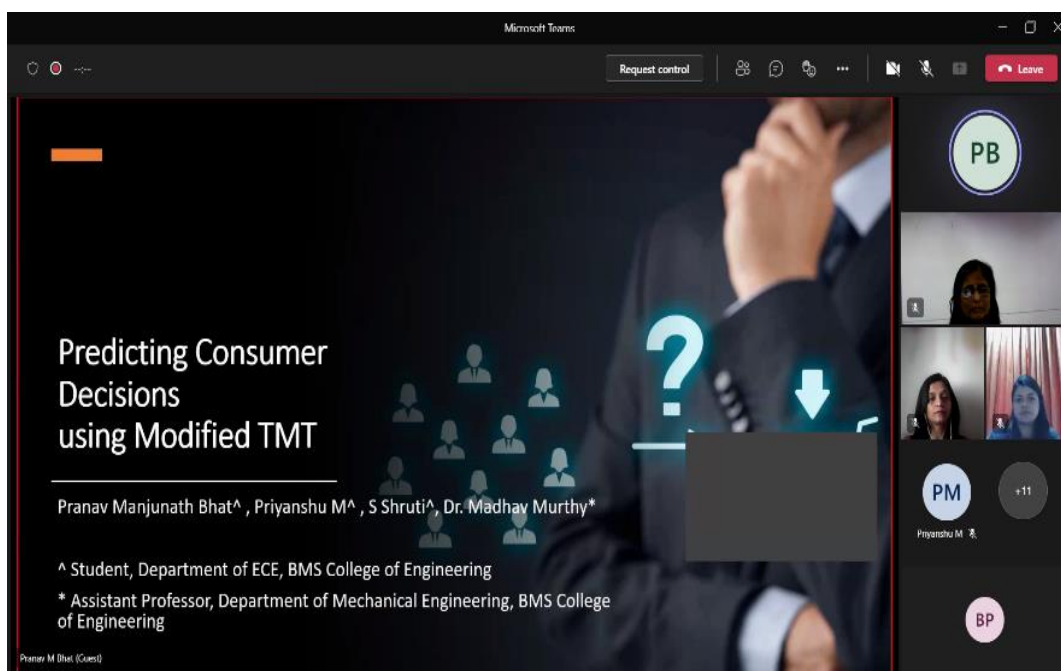
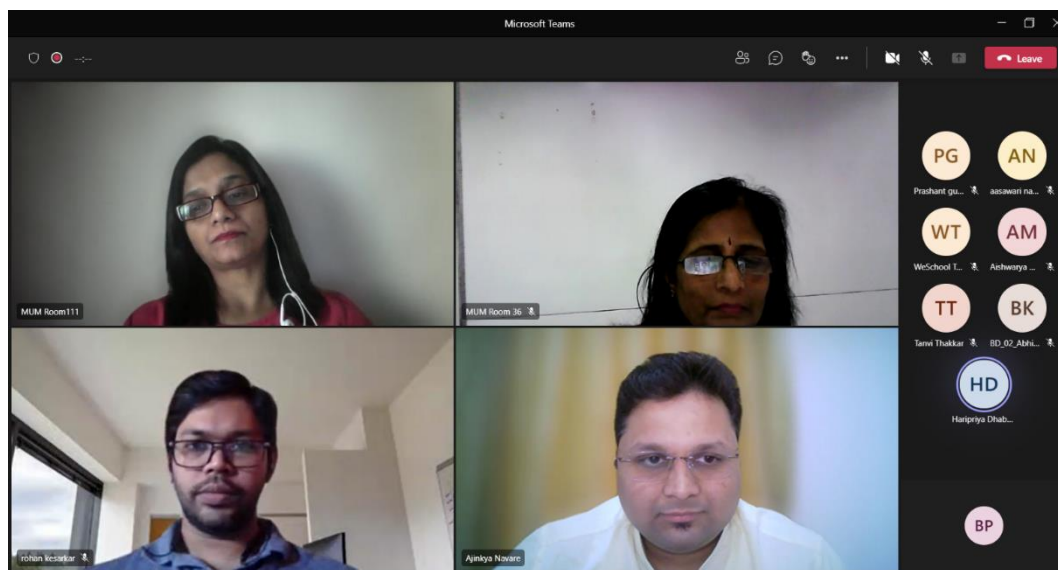
Dr. Chandrasekar Thangavelu & Mr. Ranvijay Singh Chauhan

This Paper focused on the importance of technology in business and how it impacts productivity in the construction industry. The research showed us that how covid 19 impacted the construction industry and disrupted the supply chains and operational restrictions.

The Research suggested that the construction industry will have to reassess the option of strict office work as this pandemic has brought about the possibility of "working from home"

After having received information from primary stakeholders, the researcher concluded through finding ways to work from home, managing inventory and solving problems of workers by ordering all the essentials online.

Screenshots:



DAY 2

Session Title: Plenary Discussion on Healthcare Pandemic-driven Changes and Challenges in Healthcare

Session Time: 9:00 AM to 10:00 AM

Panel members:

Dr Dave Wyant (Assistant Professor of Healthcare Belmont University, USA)

Dr Gary H. Rose (Clinical Associate Professor Health Informatics & Administration, University of Wisconsin)

Dr Ashish Chandra (Professor of Healthcare Administration College of Business, University of Houston, USA)

Faculty moderator: Dr Bhagwati Prasad (Dean – Healthcare, Weschool)

Session Brief:

The session began with a brief introduction of Panelists. Dr Bhagwati Prasad gives the inaugural remarks. Dr Ashish mentions that people have started to realise the real value & importance of health in all aspects due to the pandemic. Though the pandemic has created many challenges, it has also brought many avenues & innovations. In India, word of mouth marketing is the most important and powerful in healthcare industry.

Prof Dave Wyant mentioned that as the income elasticity increase in an economy, the people's spending on healthcare will also increase. Answering to a question, "what is future of healthcare in India", Prof Dave says, as India's economy grows so will the healthcare industry and he hopes that Indian economy grows. Prof Dave explains how the management of healthcare & hospital sector works in US. He says that hospital built by different sects within Christianity like Methodist, Catholic, etc. Exists in US and they are flourishing.

Prof Gary Ross explained that technological advancements in medical industry and its role & importance during pandemic is remarkable. The business and job model has changed because of pandemic as people started seeking more flexibility in lifestyle. The degree & impact of stress and helplessness increased even in the healthcare industry as people were dying and the nurse, doctors couldn't do anything. The doctors and staff were unaware of supply chains supporting the hospital. They are now being aware of it as it has impacted hospitality immensely. The discrepancies between "haves" & "have nots" have increased during the pandemic even after having world class healthcare system.

Some of the important questions discussed were:

Question to Dr Ashish Chandra : Is telemedicine going to stay ?

- "Yes. the auto generated medical helpline will become reality soon. I'm just talking just 2-3 years down the road, doctors should not think that their jobs will be permanent. Employers should listen to employees all over the world in healthcare system."

Question to Prof Gary Ross : What is the role of A.I. in healthcare & where it will lead ?

- " May be I'm too old here, but A.I. scares me. The most complicated component in the AI is absence of human & human interpretation, especially in the healthcare industry where the human touch is most needed. I would very much love to see AI if we could be better researchers & we could use it appropriately to our help."

Question to Dr Ashish Chandra : How difficult was it for the hospitals in US to manage supply problems and shift bottlenecks continuously ?

- "The question is loaded with many things & there is no correct answer to it. But I must tell you, most hospitals in US had an ICU unit for patients to

stay for short duration. What the pandemic did, patients were coming to these units but they were neither leaving nor dying. And eventually they were occupying these ICU units. That was a big challenge because there were no ICU available in emergency situations. This was the main supply problems.”

- Prof Gary says that he agrees with Dr Ashish that a lot of hospitals were converting normal rooms & beds into ICUs

The closing remarks are offered by Dr Prasad. Dr Prasad thanked all the panelists and team for making this session successful.



Session Title: Innovation and Start- up Ecosystem in India

Session Time: 10:15 am to 11:15 am

Dignitaries: Shri. Ramanan Ramanathan (Mission Director Atal Innovation Mission, Fmr. Additional Secretary, NITI AAYOG, Govt of India)

Session Brief:

Mr. Ramanathan started his lecture with the vast array of effects that the COVID-19 virus has had on the lives and livelihood of people and the various supply chains of the world. It has created a sense of uncertainty about the future pandemics and has made us think about the various challenges in front of us in the form of climate change, United Nations Sustainable Development Goals and many other impending dooms on humanity.

A few years earlier, Indians lacked the ecosystem which stopped us from flourishing, but due to this pandemic, a favourable ecosystem has been created for students, as the present is loaded with opportunities for innovative start-ups and entrepreneurs. An ecosystem which can help them make a “ding” in the universe, if said in Steve Jobs’ words.

The following factors have led to this favourable ecosystem for innovative entrepreneurs in India:

1. Demographic dividend: The various levels of Indian demographics can help in contributing and creating an impact on the world.
2. Fastest growing economy: India is one of the fastest growing economies of the world, and it is estimated to grow at a rate of 8-12% in the coming years. This stimulates the innovative environment and helps the budding entrepreneurs to thrive in the country.
3. Advancing technology: Due to technological digitalization and advancement of technology, Indians are at a great position to leverage this opportunity and make successful contributions in the world of innovation.

Mr. Ramanathan further emphasized that if a man like Dr. APJ Abdul Kalam, from the small village of Rameswaram, at a time when resources were scarce, could go on to become the Missile Man of India, and later the President of the

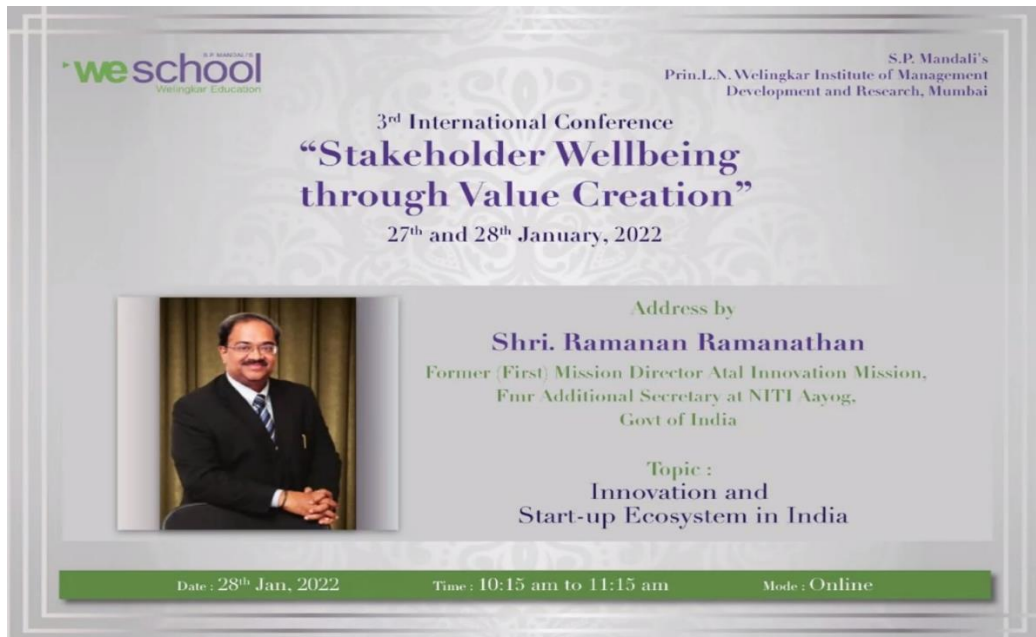
country, then, today's generation, with all the resources available now, can definitely procure what they aim for, in a much better and much faster way.

The Atal Innovation creates ecosystem that supports start-ups to grow. In the Global Innovation Index, we have risen from 81 to position 46. The organization has improved on every parameter of ease of business. More than 40 unicorns were born during the entire pandemic duration. COVID has turned out to be an accelerator of innovation and this should be leveraged by the students as an active opportunity to turn their dreams into reality.

Mr. Ramanathan went on to say that the world of tomorrow is the world of innovation and start-ups. 3-D printing, robotics, Internet of Things (IoT), and all other sensor technologies are getting integrated into man, machine device, soil and space, resulting in gathering of large amount of data. This data is transmitted to us due to advancements in communication technology and it is processed with the help of advancing computing technology. Because of all of this, Artificial Intelligence (AI) is becoming a reality.

Mr. Ramanathan concluded his speech with the urge to budding entrepreneurs to have tremendous belief in themselves. He quoted Swami Vivekanand's infamous quote: "Arise, awake, and stop not until the goal is achieved", and asked the students to arise to the challenges that India faces and the world offers, stop limiting themselves voluntarily, and stop not till the goals of Atma Nirbhar Bharat are reached and more importantly, keep going until they become the leaders in the world of tomorrow.


Screenshots:



weschool
Velingkar Education

S.P. Mandali's
Prin.L.N. Welingkar Institute of Management
Development and Research, Mumbai

3rd International Conference
**“Stakeholder Wellbeing
through Value Creation”**
27th and 28th January, 2022

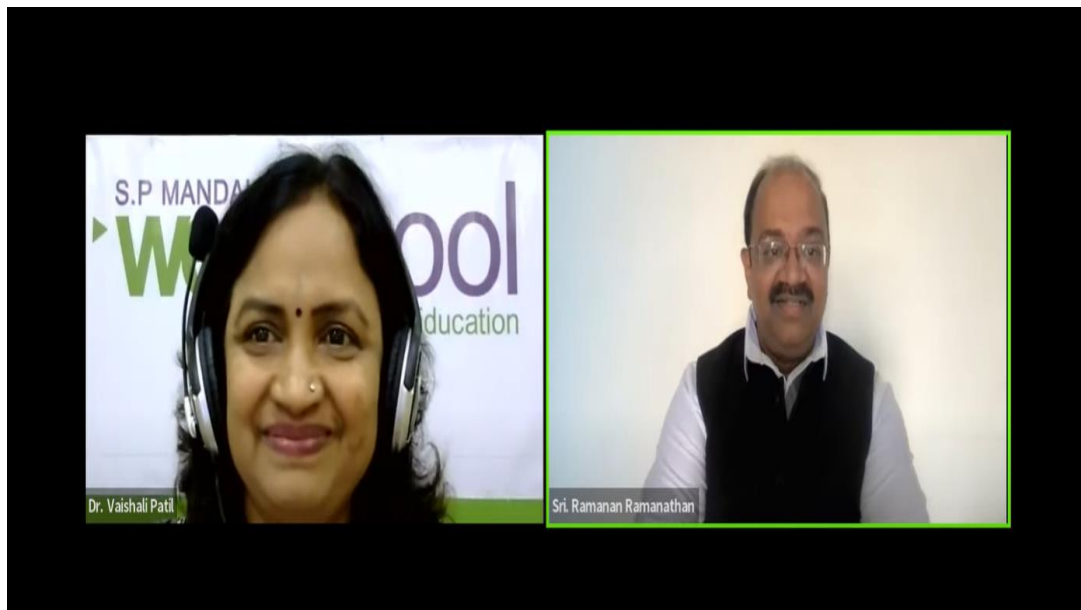


Address by
Shri. Ramanan Ramanathan
Former (First) Mission Director Atal Innovation Mission,
Four Additional Secretary at NITI Aayog,
Govt of India

Topic :
**Innovation and
Start-up Ecosystem in India**

Date : 28th Jan, 2022 Time : 10:15 am to 11:15 am Mode : Online





Session Title: Plenary discussion on Startups -Drivers of innovation and value

Session Time: 11.15 am to 12.45 pm

Dignitaries: Moderator: Dr. Kaustubh Dhargalkar Dean - Business Design, Innove, NISP, RedX We school

Panel member 1 : Ms Poyani Bhatt Chief Executive Officer of SINE IIT Mumbai

Panel member 2 : Mr. Samir Chaudhary Co-founder Media Ant

Panel member 3 : Mr. Rohan Chowdhury Director SAR Cellulabs Pvt Ltd and SAR Diagnostics Pvt Ltd

Panel member 4 : Mr. Sohit Kapoor

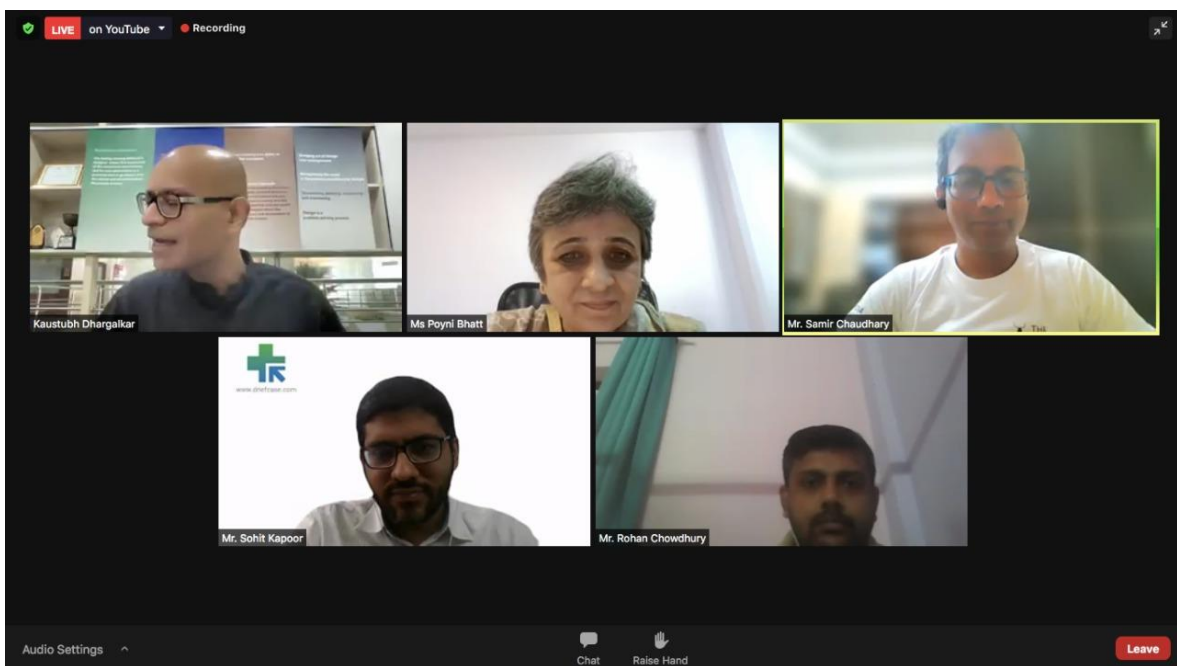
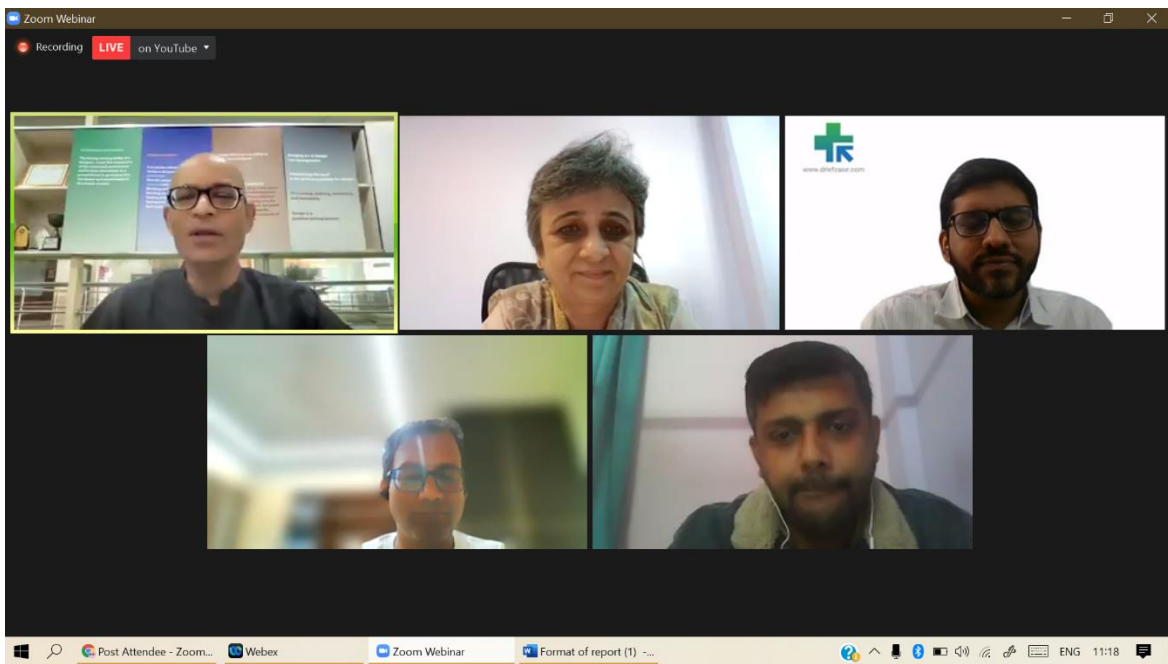
Founder at Driefcase -Driefcase, Ex Investment Banker with Merrill Lynch

Session Brief:

The session started with a thought that innovation in Indian context is far beyond just creating better products for the customers, it is about creating better values, experiences, governance, etc. Start-up is not about selling a product but selling a solution instead. The speakers highlighted the ease of being a part of successful start-up in recent times as compared to two decades ago when there were no angel investors, start-up incubation centres and there was a drastic increase in number

of start-ups in India in 2020, few of which even became unicorns. We got deep insights into how the innovation and start-up wave is focusing on creating value for customers, and in different spaces such as automotive, defence, healthcare, etc and majority of the start-up firms have disrupted the traditional systems of living- right from what we eat, to how we learn, healthcare services, banking, consumption of knowledge and data, etc by leveraging technology. Leveraging technology in start-ups is also exponentially bridging the gap between urban and rural population. The speakers then enlightened everyone on the three drivers of start-ups- stating that one is a past skill set (example- a doctor starting a hospital, an engineer building an app), next is a cause (the need to do something for the welfare of the society), and an opportunity. In majority of the cases these three, or at least two of these converge. Talking about the three drivers of innovation, the speakers mentioned that it starts with identifying a problem, what are the constraints in solving the problem for the people with available resources and wealth, how will it be an opportunity if you solve it. The speakers also shared their brief experiences with start-ups and their valuable learnings from the same. Few important highlights here were that -an entrepreneur cannot always get the product market fit right on day one, it requires perseverance, an entrepreneur must vividly understand the entire ecosystem and keep altering with the user journey to be at par with the fast-paced changing needs and demands, few common challenges with introducing an innovative product or service is convincing the customers why it is important, how will it help, more importantly why should they pay for it A different perspective was also brought by one of the speakers that same technology can be used in different parallels and create a lot of demand and value in other spaces that are currently not using technology to its fullest but are an important aspect in everyone's life one of which is the healthcare sector by giving the example of Ayushman Bharat digital mission (ABDM) is striving to completely revolutionize the healthcare services in India.

Screenshots:



Session Title: Corporate Case Presentation

Session Time: 12:45pm – 1:30 pm

Dignitaries: Mr. Hemant Bhalla- Associate Director - Smart Home, Haier India

Session Brief: The presentation started with a brief introduction of Mr. Hemant Bhalla, Associate Director at Haier India who then moved on to give us a brief introduction about the company and its rich history. The company started in 1984 in a small place in China called Qingdao. Mr. Bhalla describes Haier as a brand of brands as Haier has 6 more brands from around the globe under its care. He portrays Haier as a creator of value for its customers and provide them with such products that guarantee to make their life easier. Haier as a brand has ranked No.1 since 2009 and the ideology of producing the best quality products go back to its founding days when the founder was on a tour of the factory and found 76 such refrigerators which were not up to the mark. He had them all segregated and demolished them so that the faulty products do not reach the customers. Following their motto of ‘We listen, we change things’, Haier today has the biggest portfolio in the market with a range of products such as refrigerators, washing machines, air conditioners and several more.

In the recent years, Haier India has provided its customers with Smart Products that are connected through Wi-Fi to make the experience very easy for the customers. Mr. Bhalla talked about some recent innovations where they have opened a Smart Haier Home where one can walk in the shop and experience what it would feel like having a smart home. They have also started Smart Laundry services in collaboration with several colleges wherein the students can use the laundry services easily. With such strong steps towards creating a brand with a change Haier has been growing remarkably at 3x speed compared to the industry.

Screenshots:

Recording **LIVE** on YouTube

You are viewing Mr. Hemant Bhalla's screen

Haier

Founded on December 26, 1984, Haier Group always adheres to the development principle of "Human value comes first" and has developed factory on the verge of collapse into a leading ecosystem enterprise in the Internet of Things era after going through **six strategic developments**.

Focusing on user experience, Haier has been included on the list of BrandZ™ Top 100 Most Valuable Global Brands for two consecutive years. IoT ecosystem brand. Haier has topped Global Major Appliances Brand Rankings by Euromonitor International for 11 consecutive years. It's success is among the list of Global 500 of Fortune.

The founder of the company, Mr. Zhang Ruimin, is the Chairman of the Board of Directors and Chief Executive Officer.

Mr. Hemant Bhalla

Strategy 2019-

Haier
Casarte
Leader
AQUA
FISHER & PAYKEL
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Zoom Webinar

Recording **LIVE** on YouTube

Dr. D.N.Murthy is talking...

Mr. Hemant Bhalla

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Recording **LIVE** on YouTube

Mr. Hemant Bhalla

Haier

Has been ranked No.1 Global Major Appliance brand From 2009 to 2021

Source: Euromonitor International Limited Consumer Appliance 2022oc, % Unit share 2021 volume series data.

Session Title: Concurrent Session Track 1

Session Time: 2: 15 pm – 4pm

Track Chairs:

Dr. Pallavi Pathak- Associate Professor, School of Management Sciences
Varanasi

Dr. Rajeev Kumar Panda- Associate Professor, School of Management, NIT
Rourkela

Dr. Tripti Bisawa –Professor, IIHMR University, JAIPUR

Internal Faculty Coordinators:

Dr Asavari N

Dr Satarupa Naik

Paper presentation Brief:

Dr. S. Manoharan, Dr. Saravanan M P & Dr. S. Paneerselvam

- Introduction, Review of literature, objectives of study
- Reliability and multicollinearity: Variance Inflation Factor (VIF) did not exceed 3.0 (Maximum was 2.125)
- Confirmatory Factor analysis: Composite reliability of all the constructs was greater than 0.7 showing good internal consistency reliability.
- Structural Model 1 showed that Product quality, service quality and virtual environment have effected functional value, economic values, emotional value and symbolic value.

- Structural model 2 showed that functional value, economic value, and symbolic value have effected satisfaction, word of mouth and repurchase intention.
- Structural model 3 showed that product quality, service quality and virtual environment have effected satisfaction, word of mouth and repurchase intention.
- Structural model 4 to be tested.

Dr. Sowmya C Sathya

This research is all about crucibles of leadership.

- This work was done to see whether our Indian leaders also see these crucibles of leadership.
- Four types of crucibles experiences- Mentoring, new territory, reversal and Suspension were discussed.
- Experiential learning, Andragogy such as concrete experiences, reflective observation, abstract conceptualisation and active experimentations were discussed.
- Literature Review
- A semi-structured interview protocol was conducted to know the crucible/transformational experiences that led to their leadership development and a total of 35 CEOs from IT sector in Bangalore City were interviewed.
- Results of crucibles research were presented.
- Discussed about the findings and implications and concluded with the how future research can be done.

Mrs. Trupti Desai & Dr. Sapna Suri

- Introduction of organizational citizenship behaviour
- 15 literature review
- Research gap was presented after going through literature reviews

Data Analysis and Interpretation

- Objective 1 was on studying the level of conscientiousness among employees of IT sector according to demographic factor.
- Objective 2 was on studying the level of Civic virtue
- Objective 2 was on studying the level of Courtesy

Ended with the conclusion of the research.

Dr. Sumanth K Nayak & Dr. Narayana C N

A literature Review

- Introduction: Learning curve for everyone in past 2 years (quick shifts, bursting myths, building of trust, virtual relationships)
- Research rationale was what is going on in the industry, what will work for me, what are the best practices and where are we heading.
- Talked about how to stitch the future construct:
 1. People drivers (reskill and upskill, adaptive salesforce, engaged team)
 2. Digital drivers (Relationship management, SMA, Digital selling/virtual selling)
- Concluded by Value Creation including time, cost, efficiency, agile, data driven, futuristic approach.

Screenshots:



Session Title: Track 2

Session Time: 2.15 pm to 4pm

Track Chairs:

Prof. Dr. Ramendra Singh, Professor of Marketing, IIM Calcutta

Dr. Santosh Sahu, Assistant Professor, IIT Madras

Dr. Madhumita Guha Majumdar, Professor & Program in-charge Research & Business Analytics WeSchool

Internal Faculty Coordinators:

Dr. Mahima Mathur, Associate Professor, Retail

Dr. Anushka Kulkarni, Assistant Professor, Media and Entertainment

Paper presentation Brief:

First paper presentation titled: Shifting gears of employee Engagement approach, from employee life cycle focus towards Employee life stage was presented by Dr. Vijayan Pankajakshan & Ms. Deepti Mataghare. Dr. Vijayan spoke about how

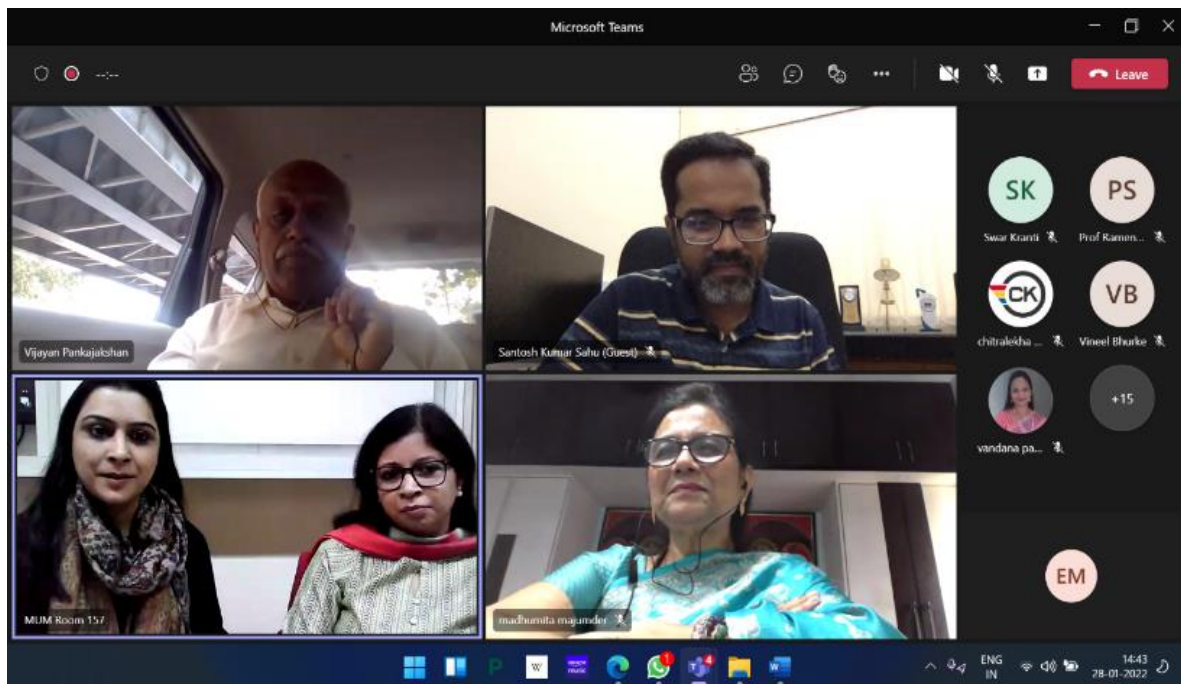
the traditional approach should be shifted from the employee life cycle to employee life stage for a better satisfaction of employee benefits and suggested that how employee life stage can be benefited for a major life change status of the employees.

Second research paper was presented by Prof. Vijayan Pankajakshan on “Critical analysis of the relationship between the Kundalini (energy sources) in a human being and levels of employee engagement”. The presentation focussed on employee engagement which he mentions that they seem to wither around certain practices which are not updated. Researchers mentioned that energy is an important factor for stimulating engagement and for the companies to generate a better employee engagement.

The third research presentation on Value Creation for Venture Capital Backed Firms by Avoiding Adverse Selection and Moral Hazards was done by Prof. Dr. Vandana Panwar. The objective of this paper was to study how venture capital being the need of the hour could maximise their presence while avoiding the adverse selection and moral hazards. The technique used here for research and analysis is through firms and entrepreneurs and from the contracts of the cases and projects between the company. The performance of the firms is considered on their growth with respect to their current profits and average profits. The study mentioned Quantitative profitability as a key element for value creation.

The fourth research paper was presented by Dr. Priya Vaidya on “Women leadership in the post pandemic context & stake holder well-being: The philosophical approach”. The research paper emphasized the need to focus on women leadership. Through her concept paper, Dr. Vaidya mentioned that women, are taken for granted and to develop leadership skills among women we need to implement the training models of Swami Vivekananda.

Screenshots:



Session Title: Track 3

Session Time: 2:15pm – 4:00pm

Track Chairs:

Dr. Vijaya Gupta- Former Member, NITIE Board of Governors, Former Dean, Academic Affairs, Professor, Economics NITIE

Dr. Pushpa Trivedi- Visiting Professor, IIT Dharwad Retd Professor -IIT Bombay

Dr. Chandravadan Goritoyal- Professor-Operation, WeSchool

Internal Faculty Coordinators:

Prof. Sareeta Mugde- Assistant Professor, Research and Business Analytics, WeSchool

Dr. Rachana Patil -Associate Professor, Rural Management, WeSchool

Paper presentation Brief:

Prof. Sareeta Mugde, Gaurav Chaturvedi, Kaiwalya Deshmukh & Prof. Dr. Garima Sharma

The paper discussed about

- a) Build different classification models using data to predict whether a customer will be a potential lead for buying a credit card from a Bank or not
- b) Identify and comprehend major factors that influence an individual's decision to buy a credit card from a bank
- 1) Research Void: Majority of the work done around Fraud detection and minimizing financial risks but use of Machine Learning algorithms and

interpretation of potential lead customers for various credit products not done by conventional banks

- 2) Data Pre-Processing began with cleaning dataset as data set highly imbalanced using down sampling technique from a pool of techniques and black box approach, up sampling etc.
- 3) Comparison between performance of state-of-art Machine Learning/Deep Learning models resulted in Deep Learning model to be most efficient
- 4) Deep Learning Simulator was used which had Age, Average Account Balance, Channel Code, Credit Product, Active (Yes/No), Occupation and Region Code as variables.
- 5) Feature importance has huge significance in the context of personalisation of products, micro targeting and micro segmentation. Multivariate models by nature are complex and make it difficult for decision makers to choose which variable to focus on. Data overload for marketers to adopt a data-driven marketing strategies can also be another Business implication.
- 6) Conclusion: Identifying potential leads for credit cards for banks using Machine Learning

Dr. Rohan Kesarkar & Dr. Disha Patil

- 1) Project Backdrop:
 - a) Providing healthcare facility still a problem in India as major population residing in rural areas are deprived of primary healthcare facilities.
 - b) Initiatives like Ayushman Bharat and Pradhan Mantri Jan Arogya Yojana has galvanized healthcare outreach in India

- 2) Telemedicine is a form of communication which aids remote delivery of healthcare services through information of ICT. It is an effort to improve health status of people who lack access of quality healthcare.
- 3) Need of telemedicine could be for various reasons such as 68% of population concentration in rural areas, maximum no of doctors serving in metros among others
- 4) Primary Research AIM: Understanding people's perception of telemedicine in India and their mental roadblocks to accept this technology in healthcare. Snowballing technique used to collect data and age no bar. Also, the research was conducted before the 3rd wave.
- 5) Prime objective: to understand if tech-capable prospects using platforms like smartphones, computers, internet have knowledge of telemedicine
- 6) Challenges faced: Language being a major roadblock with poor infrastructure, cost, acceptance, quality of care, accuracy among others.
- 7) Quality of service v/s Cost Factors: Patients were sceptical with the quality of service provided as they are used to the tradition methods of visiting the clinics. As for Cost, they were unwilling to pay the fees as they were dissatisfied with the consultation.
- 8) In rural areas, Asha workers can be a connect/bridge between the doctors and patients and they go door-to-door and seem trustworthy by the patients.
- 9) Technology Driven Solutions:
 - a) Voice to voice conversion using ML
 - b) Voice to text using ML
 - c) Tie-ups with healthcare workers
 - d) Using local language as medium
 - e) Appointments using IOT
 - f) Preliminary diagnosis using AI

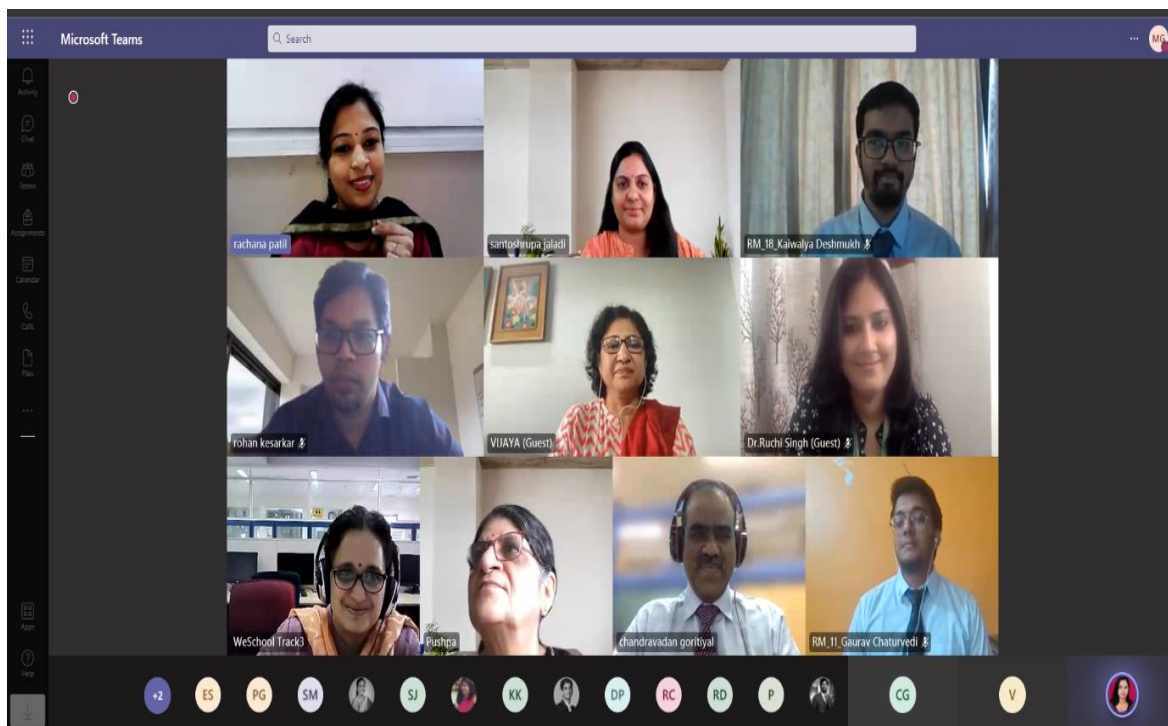
Dr. C. Lalitha, Dr. V. Parvathi & Dr. Jaladi Santoshrupa

- 1) Background of the Study: Due to COVID-19 pandemic GOI imposed a lockdown from 25th March, 2020 to avoid community transmission of disease. Educational institutes were also closed and hence traditional classroom teaching was replaced by online teaching. This sudden changeover raised new challenges and opportunities.
- 2) Current study is undertaken to study the impact of online teaching on higher educational institutions.
- 3) Challenges faced by students: inaccessibility due to poor internet connection, software and hardware limitations, houses not desirable locations for some students, problems while taking e-quizzes and learning as outdated software and hardware, lack of interaction with instructors and fellow students
- 4) Challenges faced by Faculty: additional workload, psychological stress, lacking technical knowledge, possibility of e-learning for fields like nursing, sports, medicine is low, keeping students motivated, preventing cheating
- 5) Opportunities: To create own learning environment, e-campus and virtual classrooms availing students the liberty attend classes anytime, MOOCs turning libraries to education centres.
- 6) NEP 2020-Education 4.0 is an Educational Transformation: as it gives students the opportunity to pick teachers and timings, frame own courses, design own degrees, study through any mode and learning or exam on demand. UGC and AICTE has appreciated this online learning integration to regular learning.
- 7) Data collected between December August 2021-December 2021 from both primary and secondary sources and conducted a Qualitative study with interviews of duration of 45 mins on Zoom platform.

8) Emerging trends in Higher Education:

- a) Blended face- face
- b) Blended online
- c) Flipped classroom (classes conducted online but students can go for Group discussions etc)
- d) Rotation Model (classes conducted offline but students can go online or offline)
- e) Self-blended (students have classes offline but also apply to courses through coursera, etc)
- f) Blended MOOC

Screenshots:



Session Title: Track 4

Session Time: 2:15 pm to 4:00 pm

Track Chairs:

Dr. Sapna Singh- Associate Professor, School of Management Studies, University of Hyderabad

Dr. S.N. Devasia- Acting Dean, Mahsa University

Dr. Vaishali Patil- Senior Associate Dean, Research & Publications & Information Technology, WeSchool

Internal Faculty Coordinators:

Dr. CA Ajit Joshi, Associate Professor – Finance, WeSchool

Ms. Minakshi Arunkumar Agrawal, Assistant Professor – eBiz & ERP, WeSchool

Paper Presentation Brief:

Mr. Prashant Iyer

Not presented – Down with COVID-19

Dr. Hema Doreswamy, Prof. Dr. Madhavi Lokhande, Dr. Sheetal Mahendher & Prof. Radhika Uttam

Prof Radhika began the presentation with the history of Coronavirus, its occurrence and its place of origin. She explained the process of vaccination, the world-wide vaccinations available in the current times and the vaccinations available in India. The literature review was conducted by understanding the top 10 diseases, acceptance of vaccination programs, etc.

The problem statements emphasised on the scarcity of vaccination due to high population, hesitancy ratio, variation in age groups, etc. They tried to analyse the perception of people with respect to vaccination.

Dr. Hema stated the methodology used in the paper, collection the primary data using questionnaires and usage of Tableau, R-software and Chi-Square test to analyse the data. Hypothesis testing was done considering various aspects. Data analysis had descriptive analysis which described the results collated from around 300 respondents. On the basis of the responses received from primary data, they also emphasised on the need of vaccination, the influence of the family members to take vaccine, awareness among the people, etc.

They concluded the presentation by saying that there is awareness amongst the people with respect to vaccination.

The track chairs appreciated the presentation and gave feedback.

The reason for choosing age as a factor in hypothesis was answered by the presenters in the Q&A session.

The track chairs also questioned the reasons for not choosing other variables like education and correlating the same with hypothesis testing.

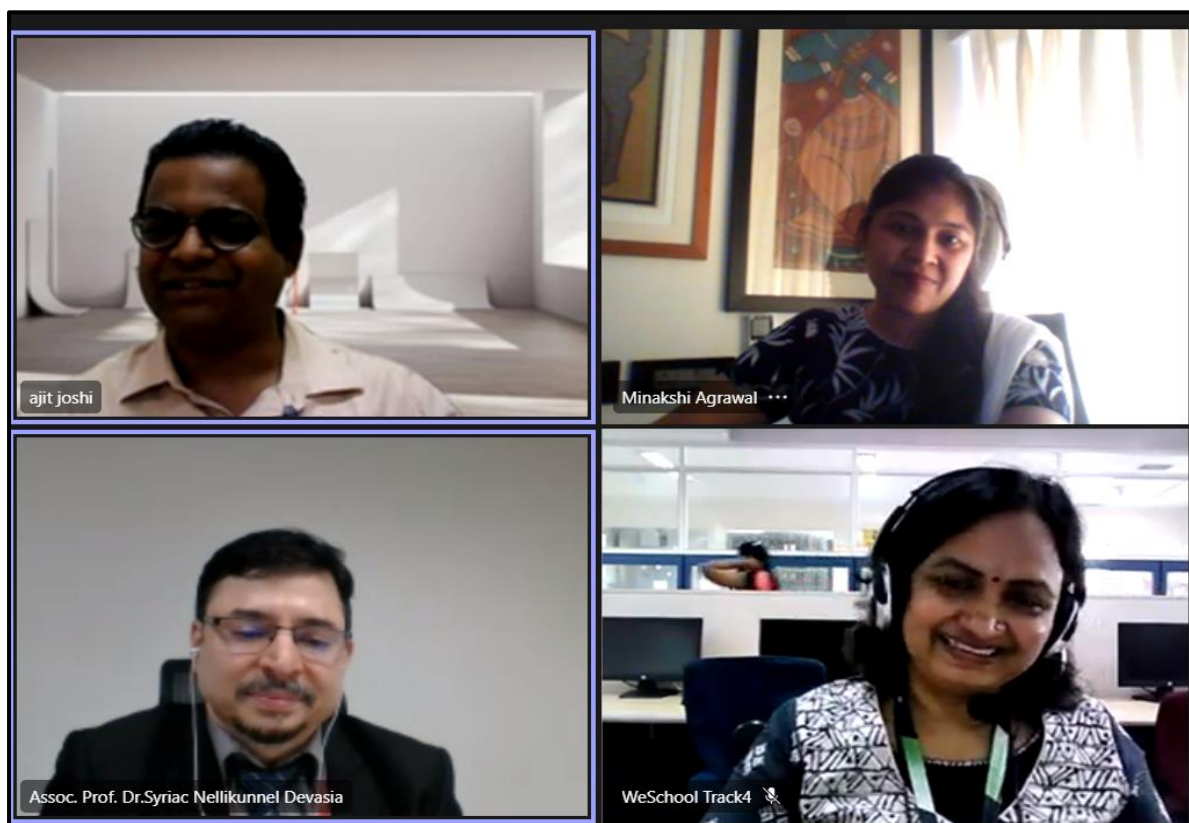
Prof. Manasa K, Namith B G & Pradyumna K

Mr. Namith began the presentation by detailing on investment awareness, shares and trading applications. The problem statement here was to analyse the savings habit amongst under-graduate students, how such savings can be used in uncertain circumstances and investing in securities can give better returns but also involves higher risks.

The objective of the study was to understand saving and investment patterns and identifying various investing and trading applications. Hypothesis testing was done and research methodology was undertaken based on the primary data collected from Bangalore district and used co-relation and chi-square test as tools to analyse the data. They explained the reasons for less usage of trading application amongst the students and concluded the presentation.

Track chairs appreciated the presentation and gave feedbacks and observations and points to improve on the quality of research.

Prof Minakshi Agrawal concluded the session with vote of thanks to the track chairs and paper presenters.



Session Title: Valedictory Session

Session Time: 4:00 pm to 4.30 pm

Dignitaries:

Prof. Dr. Swapna Pradhan, Dean – Academics, WeSchool, Mumbai

Session Brief:

Prof Dr. Garima Sharma began the session by welcoming all the research delegates, Deans and Faculty members.

Prof Dr. Narsimha Murthy announced the winners of the best paper presenters.

The best paper award (Faculty category)

- Dr. Arpita Sharma & Dr. Sunaina Kuknor (Impact of innovation on market value of firms - A study on manufacturing sector in India)
- Prof. R.C. Dangwal & Namita Kaushik (Entrepreneurial Orientation, Market Orientation and Performance of MSMEs: A Conceptual Framework)

The best student authors award (Student category)

- Suraj Achary (User Subscription Fatigue Encouraging Innovation Among OTT Platforms)
- S. Shruti, Priyanshu M., Pranav Bhat (Predicting Consumer Decisions using Modified Temporal Motivation Theory)

The gift sponsor of the event was Haier India Electronics.

Dr. Swapna Pradhan addressed the session by highlighting the 2-day international conference on bird's eye view. She emphasised on the speech of Group Director Prof. Dr. Uday Salunkhe on the essence of stakeholder wellbeing and value creation on the inaugural day. She also acclaimed the thoughts of Prof V. Kumar

on idea of value creation. She thanked the Chairman of S.P. Mandali Trust, Mr. S.K. Jain by praising his thoughts on value creation in education sector.

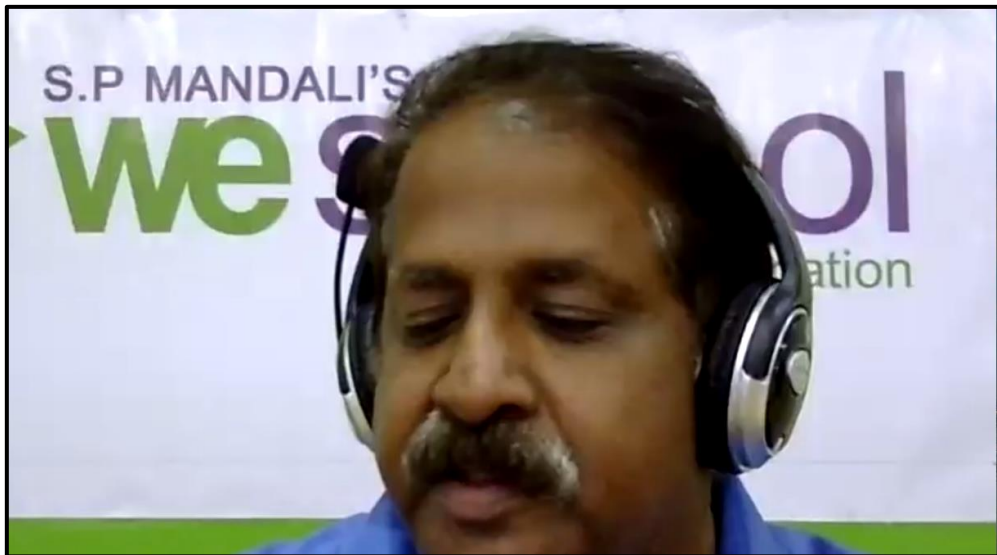
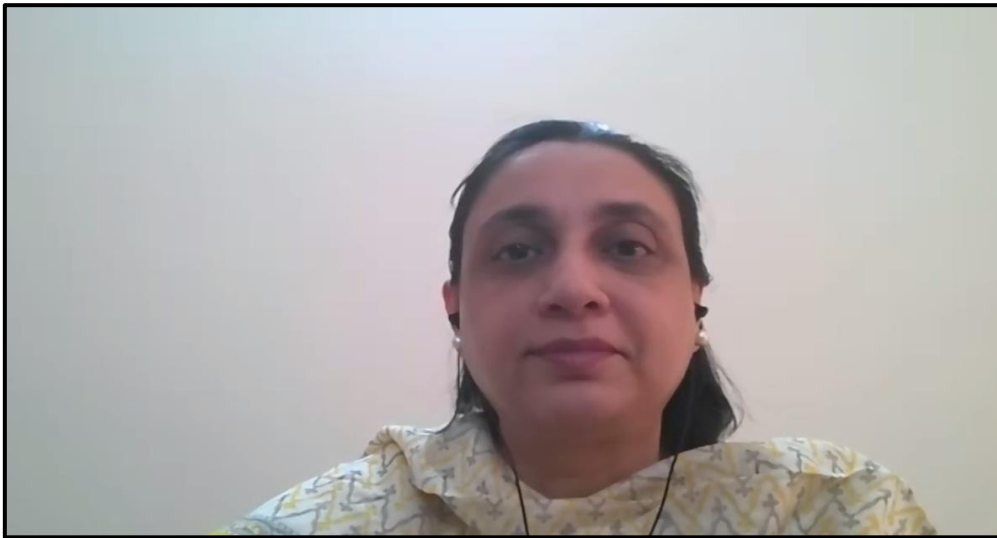
Varied academic presentations were given by various presenters on a number of current issues in the financial management, organizational behaviour, digital transformation, healthcare, marketing, etc.

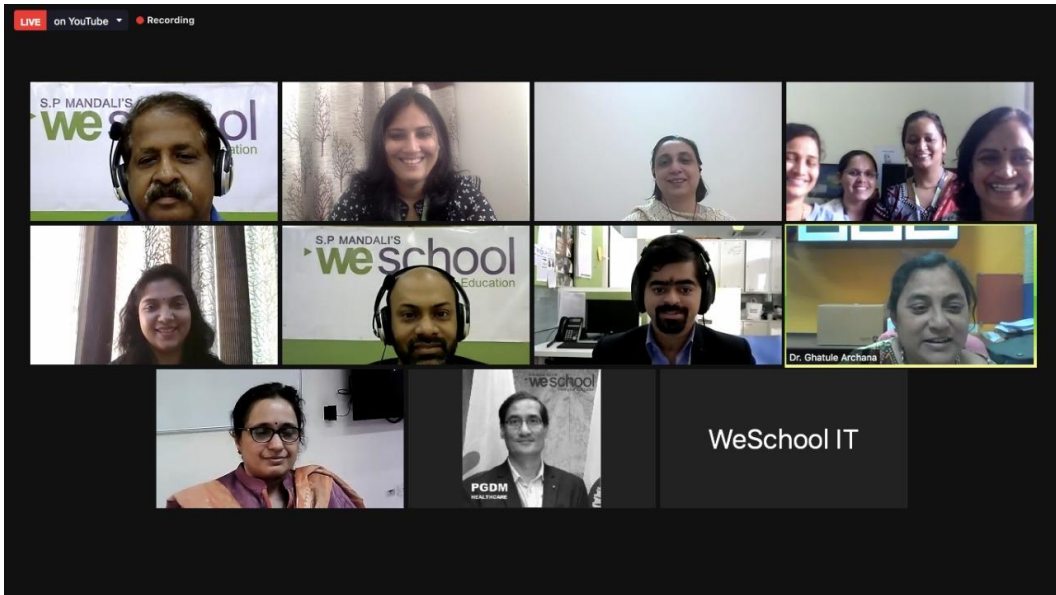
Some of the positives of this 2-day international conference are:

- High degree of importance on value creation
- Knowledge transfer from the industry scholars and speakers to the students
- Plenary discussion on Fintech, Healthcare, Innovation and Start-up ecosystem

The session was concluded by Prof Bharath Rajan giving the vote of thanks. He thanked all the stakeholders for the tremendous planning and successful execution of the WeSchool's 3rd international conference. He specially thanked the WeSchool's IT Team, Group Director Office, Deans, Faculties, Students and Volunteers. He acknowledged the efforts of Team WRC, ADC, Library, Accounts, etc. for their constant support. He also thanked Haier India Electronics for their collaboration with WeSchool for this conference. Last, but not the least, a special mention to all the conference delegates, practitioners, industry scholars and various speakers for this highly educative conference.

Screenshots:





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