

**27<sup>th</sup> FAI International Conference on  
Emerging Trends of Computational Intelligence in Business Management and  
Entrepreneurship**

Jointly Organized by  
**Mangalayatan University, Jabalpur, India**  
**Indian Institute of Information Technology, Design and Manufacturing, India &  
Metharath University, Thailand**  
In Collaboration with  
**FATER Academy of India**

(7-8 February, 2024)

**Venue: Auditorium of Indian Institute of Information Technology, Design &  
Manufacturing, Jabalpur, Madhya Pradesh**

<b>07-02-2024 - 1<sup>st</sup> Day</b>	
<b>9:00-10:00 AM      Distribution of Registration material/Spot Registration</b>	
<b>Inaugural Function</b>	
<b>10:00 AM</b>	National Anthem & Lightening of the lamp
<b>10:10 AM</b>	Welcoming the Guests
<b>10:25 AM</b>	Welcome remark by President Prof. Bharathendu K. Singh
<b>10:30 AM</b>	Welcome Address By Honorable Pro VC Prof. Dr. Vineeta Kaur Saluja
<b>10:35 AM</b>	Address by President FATER Academy, Prof Premjeet Singh
<b>10:45 AM</b>	Address by General Secretary, FATER Academy Prof. Pankaj Shrivastava
<b>10:55AM</b>	Message of Guest of Honour Honorable VC, Prof K R S Sambasiva Rao
<b>11:05 AM</b>	Presidential Address By Prof. Bharathendu K. Singh
<b>11:10 AM</b>	Key Note Address - Pro.C.C.Tan, Thailand
<b>11:40 AM</b>	Presentation of Momentos to the Dignitaries
<b>11:50 AM</b>	Vote of Thanks By Registrar
<b>11.50 AM</b>	Tea Break
<b>11:50 - 12:10 Noon - Tea Break</b>	
<b>TECHNICAL SESSION - I : Innovation and technology in Management and Global perspectives on Management trends</b> <b>Chairperson: Prof. Natalia, Ukraine</b>	
<b>12.10 – 12.30 PM</b>	Invited Lecture By Prof.Nina Poyda Nosyk, Ukraine
<b>12.30 – 1:00 PM</b>	Online Lecture By Prof. Anna, Poland

1:00-2:00 PM	Oral Presentation
<b>2:00 – 2:30 PM - Lunch Break</b>	
<b>TECHNICAL SESSION - II : Agile leadership in dynamic environment/ Sustainability and corporate social responsibility in Management</b> <b>Chairperson: Prof. Swetlana</b>	
2:30 – 3:00 PM	Invited Lecture By Prof.Pavlo, Ukraine
3.00-3:30 PM	Invited Lecture By Prof.Georgia Irina Oros, Romania
3:30-4:00 PM	Online Lecture By Dr. Anna, Poland
4:00-4:30 PM	Invited Lecture by Prof. K.Raghu, USA
4.30-5.30 PM	Oral Presentations
<b>05.30 PM - Tea Break</b>	
<b>08-02-2024- 2<sup>nd</sup> Day</b>	
<b>TECHNICAL SESSION - III : Digital transformation and Industry 4.0/ Digital age and current business scenario for sustainable management.</b> <b>Chairperson : Prof. Anshuja Tiwari</b>	
10.00 – 10-30 AM	Invited Lecture By Prof. Natalia, Ukraine
10.30 – 11.00 AM	Invited Lecture By Prof. Swetlana
<b>Tea Break 11:00- 11:30 PM</b>	
11:30 – 12:00 PM	Online Lecture By Prof Alizabeth
11.30 – 01.30 PM	Oral Presentations
<b>01.30 – 2.30 PM - Lunch Break</b>	
<b>TECHNICAL SESSION - IV : Entrepreneurism and its effect on economic growth / Creation of equal participation in modern Entrepreneurism</b> <b>Chairperson:</b>	
02:30 – 03.00 PM	Invited Lecture By - Prof. R. Sivaram Prasad
03:00-3:30 PM	Invited Lecture By Prof. Pankaj Srivastava
3:30 – 4:30 PM	Oral Presentations
<b>Tea Break (04:30 – 05.00 PM)</b>	
<b>Valedictory Function</b>	
4.30- 5.30 PM	Welcoming Guests
<b>Presided by</b>	Director, IIITDM - Prof. Bharathendu K. Singh
<b>Chief Guest</b>	Prof. Rajesh Kumar Verma , VC RDVV
<b>About the International Conference</b>	By the General Secretary- Prof. Pankaj Srivastava
<b>Valedictory Address</b>	By the Chief Guest - Prof. Rajesh Kumar Verma
<b>Vote of Thanks by Prof Ashish Mishra</b>	

27th FAI International Conference			
Emerging Trends of Computational Intelligence in Business Management and Entrepreneurship			
February 7th & 8th, 2024			
PARALLEL PAPER PRESENTATION SESSION SCHEDULE			
7TH February, 2024			
PARALLEL PAPER PRESENTATION SESSION(offline)			
Time: 11:30 - 1:30 pm			Venue
Session I			
Session Chair:		Mr Shaliendra Basedia ( Prof. & HOD), Baderia Global nstitute of Engg.Management	
Session In-charge		Dr. Iti Gontia/ Dr. Sebin Sara	
S. No	Name of Paper Presenter	Designation & affiliation	Title of the Paper
1	Agrima Tiwari	Assistant Professor, Hitkarni Mahila Mahavidyalaya	A Study of Artificial Intellignce in Social Media Marketing: Application Challenges and Solution
2	Dr. Ankit Khare & Mr. Shailendra Basedia	Institute of Engineering and Management	A Study on Role of Pradhan Mantri Mudra Yojna in Entrepreneurship Development
3	Mr. Amit Sharma	Assistant Professor, Baderia Global Institute of Engineering and	Sustainability and CSR in Management
4	Mr. Amit Joy Pershadi	Assistant Professor, Baderia Global Institute of Engineering and Management	The impact of brand awareness on consumer's loyalty in this digital age with special reference to Flipkart
5	Ambarish Garg	Research Scholar , Mangalayatan University,Jabalpur	Building Bridges, Not Businesses: How Social Entrepreneurs are Redefining Value Creation
6	Oros Georgia Irina	University of Oradea,Romania	Studies on fuzzy sets aspects and several hypergeometric functions enclosed in geometric function theory
7	Shameem Begum	Research Scholar , Acharya Nagarjuna University	Paper title: A study on impact of artificial intelligence on effieicent human resource management practices in transnational companies
8	Cătaș Adriana	Phd Scholar ,University of Oradea,Romania	Fekete-Szegő inequalities for a certain class of meromorphic functions

9	Dr.Rajeshwari Garg	Assistant Professor, Guru Ghasidas Central University, Bilaspur	Building Bridges not Businesses: How social entrepreneurs are redefining value creation
10	VIPIN KUMAR GUPTA	Phd Scholar , Mangalayatan University,Jabalpur	A STUDY OF AGILE LEADERSHIP IN DYNAMIC ENVIRONMENT
11	Mrs. Namrata Rajput	Lecturer , Mahatma Gandhi B.Ed. College Jabalpur	Digital transformation and industry 4.0
12	Dr. HIMANGINI SINGH	Facilty , UIM, RDVV jabalpur	Impact of Neuromarketing on Consumer Buying Behaviour
13	Sateesh Kourav	JRF, IIDMJ	Sustainability and Corporate Social responsibility
14	Ahmed milod a anaid	Research Scholar , Acharya Nagarjuna University	EXPORT PERFORMANCE OF LIBYA WITH SELECTED ASIAN NATIONS- AN ANALYTICAL ANALYSIS
15	RAMAKANTH DASARI	Research Scholar , Acharya Nagarjuna University	Emerging trends in Digital payments in digital transformational era
16	Guntupalli Chandra Sekhar	Research Scholar , Acharya Nagarjuna University	NRI's for empowering U.S. Economy – An analytical Analysis-
17	Jyotsana Jharia	Research Scholar , Mangalayatan University Jabalpur	Mahila Udhimiyata avam uska arthik vikas par prabhav
18	Shubham Singh	Reseachr Scholar, MGCGV Chitrakoot M.P.	CORPORATE SOCIAL RESPONSIBILITY IN INDIA – A ROLE TO ACHIEVE SUSTAINABLE DEVELOPMENT GOAL

<b>27th FAI International Conference</b> <b>Emerging Trends of Computational Intelligence in Business Management and Entrepreneurship</b> February 7th & 8th, 2024	
<b>PARALLEL PAPER PRESENTATION SESSION SCHEDULE</b>	
8TH February, 2024 PARALLEL PAPER PRESENTATION SESSION (offline)	

Time: 11:30 - 1:30 pm		Venue	
Session I			
Session Chair:		Dr. Vandana Tiwari	
Session In-charge		Dr. Iti Gontia/ Dr. Sebin Sara	
S. No	Name of Paper Presenter	Designation & affiliation	Title of the Paper
1	Mr. Prateek Modi	Assisatnt Professor , Baderia Global Institute of Engineering and Management	Navigating Open innnovation landscapes: A systematic reviews of collaborative dynamics
2	Dr Abhishek Shrivastava	Assistant Professor, G S College Of Commerce & Economics Jabalpur	Entrepreneurship ecosystems in Higher Education Institutions in India
3	RAN VIJAY SINGH	Research Scholar , Mahatma gandhi chitrakoot gramodaya vishvavidyalay satna, M.P.	उद्द्यमिता का आर्थिक संवृद्धि पर प्रभाव
4	Dr Sanjay Kumar Verma	Professor and Vice Principal, Takshshila Institution of Engineers and Technology Jabalpur MP	Corporate Social Responsibility in India - Challenges and Opportunities
5	Dr Nitin Gaur	Assisatnt Professor, Takshshila Institution of Engineers and Technology Jabalpur MP	A Review on Role of Artificial Intelligence in Sustainable Wild Life Tourism Management
6	IAMBOR LOREDANA FLORENTINA	University of Oradea,Romania	New Convergence Properties for Cheney-Charma Operators
7	Alb Lupas Daciana Alina	University of Oradea,Romania	Differential sandwich results involving Atangana Baleanu fractional integral applied to confluent hypergeometric function
8	Dhruv Bajpai	Research Scholar , Mangalayatan University Jabalpur	Digital marketing

9	Vipul Sharma	Assistant Professor, Shri ram Institute of Management	Entrepreneurship & its effect on economic growth
10	SWATI SONI	Assisatnt Professor, Takshshila Institute of Engineering and Technology, Jabalpur, M.P. (India)	"A Machine Learning Approach to Employee Turnover Prediction"
11	Ms. Gurpreet Kaur Bansal	Research Scholar, Mangalayatan University, Jabalpur	The Role of Knowledge Management in Driving Green Innovation and Corporate Sustainable Development
12	SANDEEP KUMAR TIWARI	Mangalayatan University Jabalpur	Impact of Communication Media In Schedule Tribe Youth
13	sangam ishwarya	Research Scholar , Acharya Nagarjuna University	A study on impact of artificial intelligence on effieinet human resource management practices in transnational companies
14	DR. SUNIL DESHPANDE	Assisatnt Professor, G.S.COLLEGE OF COMMERCE AND ECONOMICS (AUTONOMOUS),JABALPUR	Embracing Sustainability in the Digital Age through Transformative Business Management Strategies
15	ABHINAV SWAROOP SAXENA	Research Scholar ,SIKKIM PROFESSIONAL UNIVERSITY	Challenges and Concerns in Navigating Sustainability and Corporate Social Responsibility in Management after the Implementation of Companies Act 2013: A Contemporary Outlook
16	Praveen Kumar Singh	Assistant Professor, G.S. College of Commerce and Economics (Autonomous), Jabalpur	Entrepreneurship Ecosystems in higher education institutions in India
17	Dr. Ram Krishna Patel	Assistant Professor, G.S. College of Commerce and Economics(Autonomous), Jabalpur	ENTREPRENEURSHIP ECOSYSTEMS IN HIGHER EDUCATION INSTITUTIONS IN INDIA

**PARALLEL PAPER PRESENTATION SESSION SCHEDULE**

**7TH February, 2024**  
**PARALLEL PAPER PRESENTATION SESSION (OnLine) Time: 4:30 pm - 5: 30 pm**

**Session I**

<b>Session Chair:</b>	Mr shailendra Basedia, Badewria Global Instutite of Engg. Management		
<b>Session In-charge</b>	Dr. Iti Gontia/ Dr. Sebin Sara		
<b>S. No</b>	<b>Name of Paper Presenter</b>	<b>Designation &amp; affiliation</b>	<b>Title of the Paper</b>
1	Richa Mehrotra	Assiatnt Professor , Amity Achool of Applied Sciences	Unveiling business insights: Using exploratory data analysis for Strategic decision making
2	PAWNI	Research Scholar , MGCGV Satna M.P	Title: ‘‘Technology and innovation In Retail sector’’
3	Dr. Nitin Jauhari	Assiatnt Professor, Nirmala College, Ujjain	Innovation and Technology in Management
4	Sushil Kumar Mishra	Research Scholar, Mangalayatan University, Jabalpur	Role of Artificial intelligent techniques in Human Activity Detection
5	Jyotirmoy Chakraborty	Research Scholar ,Mangalayatan University	Examine the need of establishing the value proposition during the sales cycle of application software and services
6	Anant Ram Namdeo	Research Scholar, Rabindranath Tagore University, Bhopal	Study The Impact of Human Resource Practices on Job Performance of Teaching Faculty at the Jabalpur Self Financing Institute

**PARALLEL PAPER PRESENTATION SESSION SCHEDULE**

**7TH February, 2024**  
**PARALLEL PAPER PRESENTATION SESSION (Online)**  
**pm**

**Time: 4:30 pm - 5: 30**

**Session II**

<b>Session Chair:</b>	Dr. Angel Ruth
<b>Session In-charge</b>	Dr. Iti Gontia/ Dr. Sebin Sara

<b>S. No</b>	<b>Name of Paper Presenter</b>	<b>Designation &amp; affiliation</b>	<b>Title of the Paper</b>
1	Dr.Mukund Gokhale	Assiatnt Professor ,Nirmala Education College, Ujjain	“Study The Effect of Agile Leadership on Teacher Educators in Present Scenario”
2	Sourabh Agrawal	Research Scholar, Mangalayatan University Jabalpur	Innovative Approach: Enhancing Agile Leadership for Optimal Team Performance
3	Rakesh Kumar Upadhyay	Research scholar, FMS, VBS Purvanchal University Jaunpur(U.P.)	An Analytical Study Of Behavioral Economics On Marketing Strategy Of CNG Vehicles
4	DR.SMIRITI KHURASIA	Associate Professor, Mata Gujri Mahila Mahavidyalaya (Autonomous),Jabalpur	ROLE OF SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY IN CURRENT SCENARIO
5	Dr JAYSHRI JAIN	Asociate Professor, Mata Gujri Mahila Mahavidyalaya Autonomous Jabalpur MP	Modern businesses and corporate social responsibility
6	Dr .Garima Choubey	HOD,Management, Gyan Ganga College of Excellence	A Study on Sustainability and Corporate Social Responsibility in Multinational Companies
7	Alka Gupta	Assistant Professor , International Institute of Business Study	Sustainability And Corporate Social Responsibility
8	Harshita Chourasia	Assistant Professor, Mata Gujri Mahila Mahavidyalaya (Autonomous) Jabalpur	Corporate Social Responsibility - Essential for Business Organisations in India
9	Khushboo Thakur	Asssistant Professor , Mata gujri mahila Mahavidyalaya autonomous jabalpur madhya	Business sustainability analysis of corporate social responsibility
10	Simarpreet Kaur	Asssiatnt Professor, Mata Gujri Mahila Mahavidyalaya (Autonomous) Jabalpur	Sustainable Innovation: Integrating Environmental Responsibility into Technology Management"



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<b>Time: 11:30 - 1:30 pm</b>			
<b>Session III</b>			
<b>Session Chair:</b>		Dr. Ashish Mishra	
<b>Session In-charge</b>		Dr. Iti Gontia/ Dr. Sebin Sara	
<b>S. No</b>	<b>Name of Paper Presenter</b>	<b>Designation &amp; affiliation</b>	<b>Title of the Paper</b>
1	Dr. K. Naga Sundari & Dr. G. Malathi	Assistant Professor , Maris Stella College	Revolutionizing Reach: Next Level Marketing Communication in the Digital Age
2	Lavinia Florina Preluca	Phd Scholar, University of Oradea	Gaussian Hypergeometric Function employed in studies on Third-Order Differential Superordination
3	Dr. K. Naga Sundari & Dr. G. Malathi	Assistant Professor , Maris Stella College	Investing in Entrepreneurial Ecosystem for Sustainable Growth and Economic Development
4	Dr.Meeta Shrivastava	Associaite professor , Mata gujri mahila mahavidalaya autonomous jabalpur	Enabling digital transformation using LCDPs
5	Dr. Malathi Gottumukkala	Assisatnt Professor, Central University of Andhra Pradesh	Navigating Global Business Landscapes: A Comprehensive Review on Contemporary Management Trends
6	Ancuta Maria Rus	Phd Scholar, University of Oradea, Doctoral School of Engineering Sciences, Romania	Strong differential superordination results pertaining confluent hypergeometric function
7	Dr Pallavi Saxena	Assistant Professor, Mata Gujri Mahila Mahavidyalaya	Leading Digital Transformation through An Agile Marketing Capability

8	MUTHUMARI U	THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN, SIVAKASI	On i-Hausdorff Space using Psi-i-operator
9	Carlin J	Research Scholar, V.O.Chidambaram College, Thoothukudi	Separation axioms via Soft J^C open set in SoftTopological spaces
10	Daniela Andrada Bardac-Vlada	Phd. Scholar ,University of Oradea,Romania	Investigation of the Starklines Conditions for Integral Operators Including Bessel Functions
11	Dr. Shweta Dewangan	Assiatnt Professor, ICFAI University, Raipur, Chhattisgarh	Embracing Sustainability in the Digital Age through Transformative Business Management Strategies
12	KESAVAN G	Research Scholar, ALASALINGAM ACADEMY OF RESEARCH AND EDUCATION	Ranking Recent Smartphone Brands Using Fuzzy TOPSIS and Fuzzy PROMETHEE II
13	Sivasankar J	Research Scholar, V. O. Chidambaram College	On Pentapartitioned Neutrosophic Compact Spaces

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<b>Session III</b>			
<b>Session Chair:</b>	Dr. Swati Saxena		
<b>Session In-charge</b>	Dr. Iti Gontia/ Dr. Sebin Sara		
<b>S. No</b>	<b>Name of Paper Presenter</b>	<b>Designation &amp; affiliation</b>	<b>Title of the Paper</b>
1	Dr. Pushpa Ramesh	Assiatnt Professor, Mata Gujri Mahila Mahavidyalaya Autonomous Jabalpur Madhya Pradesh	Entrepreneurship and Economic Growth

2	APARNA DHINGRA	BARKATULLAH UNIVERSITY	SEM ANALYSIS OF THE 4 Ps AND THE SERVICE QUALITY PARAMETERS ON THE INTENTION OF ONLINE GROCERY SHOPPING
3	Satyam sahu	Mangalayatan University Jabalpur	ABC and TCA Casting system for small and medium enterprises
4	Dr Sapna Sharma	Mata Gujri Mahila Mahavidhyalaya jabalpur	A study of growth of a tourism industry in entrepreneurship sector and its impact in Indian economy growth
5	Dr. Kavleen Kaur Khanooja	Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur	"Unleashing Innovation: A Comprehensive Study on Entrepreneurship and its Catalytic Role in Economic Growth"

