

SSN SCHOOL OF MANAGEMENT**RAJIV GANDHI SALAI (OMR), KALAVAKKAM, CHENNAI - 603 110.****NATIONAL CONFERENCE ON “OPPORTUNITIES AND CHALLENGES FOR BUSINESS IN THE CURRENT
TURBULENT TIMES”****TECHNICAL SESSION SCHEDULE****25/02/2022 DAY 1: 1.45 TO 3.30 PM****PANEL 1: GENERAL MANAGEMENT**

S. No	Title of the paper and Author details	Timing
1	The role of Emergency Credit Line Guarantee Scheme (ECLGS) supporting recovery on Micro, Small and Medium Enterprises (MSME) from the effect of COVID-19 pandemic Dr.A. ANBU, Dr.G. KUMAR, SARANYA J	1.45 to 1.55 PM
2	Impact of COVID-19 Lockdown in Day-to-Day Expenditure of Salaried People Ranjithaa.K.C, Dr. Sreeya B	1.55 to 2.05 PM
3	Reservation Policy in India: How Economically Weaker Section (EWS) Reservation Amendment bill nourishes existing reservation policy more meaningful? A study on Kerala Scenario K.I.Sivaprasad, Mr.Anish.K.P	2.05 to 2.15 PM
4	A study on challenges and factor influencing e-learning system during covid 19 pandemic of private school students in Chengalpattu district, Tamilnadu S. SHYAMSUNDAR, Dr. M.UMA RAMAN,	2.15 PM to 2.25 PM
5	The magnanimity of altruistic women self-help groups in forging Mahalir Empowerment Lakshmi. B, Dr. Hansa Lysander Manahor	2.25 PM to 2.35 PM
6	An In-depth Study on Impact of Healthscape towards Patients' Health K. C. RAJA SHREE, Dr. A. Bhooma Devi, Dr. Prasanna Sivanandam	2.35 PM to 2. 45 PM
7	Reimagining schoolteacher’s workplace – A study on Virtual classrooms and shift to real classroom - future effects S.Chitra, K.P.V.Ramanakumar	2.45 PM to 2. 55 PM
8	Developing a dynamic model of choice between passion vs career among generation alpha Deepika. V and Thiruveenkadam. T	2.55 to 3.05 PM
9	Decision Making Substantiates the fact of Professionalizing the Management Dr.K.Bhuvaneswari, Mrs.Anitha Muthukrishnan	3.05 to 3.15 PM
10	Covid-19 Impact: How Has the Pandemic affected the Teaching Profession? Dr.K.Bhuvaneswari, Mrs.AnithaMuthukrishnan	3.15 to 3.30 PM

25/02/2022 DAY 1: 1.45 TO 3.30 PM**PANEL 2: GENERAL MANAGEMENT, FINANCE & HR**

S. No	Title of the paper and Author details	Timing
11	A study on the gender differences and its relationship with self-concept and fitness Dr.P.Priyadarsini, Dr.G.H.Kerinab Beenu	1.45 to 1.55 PM
12	Perception of post-graduate students on online classes during Covid-19 pandemic situation Dr.M.Ganesan @ Kanagaraj, Dr.S.Raja,	1.55 to 2.05 PM
13	"Role of Mission Statement as an antecedent to Financial Performance of Digital Firms" Dr. Ramkrishna Dikkatwar, Dr. Tanmoy De	2.05 to 2.15 PM
14	Framework to provide early warnings through systematic study of it projects to avoid project failures Dr.R.Punniyamoorthy, Mr.Sivan Ammamuthu	2.15 PM to 2.25 PM
15	A study on the role of financial advisors in influencing the decision of investors Dr. Shebazbano Khan, Dr. Pankaj Natu, Dr. Shuchi Gautam,	2.25 PM to 2.35 PM
16	Impact of Age on Behavioural finance & investment decisions Padmanava Das, Dr. Harihara Sudhan Ramakrishnan,	2.35 PM to 2. 45 PM
17	An Analysis of Listing Performance of Indian IPOS during the Pandemic Period Dr.T.C.Thomas, Dr.S.Suresh, Dr.G.Sankararaman	2.45 PM to 2. 55 PM
18	Employee retention through HRM implementation in banking sector Dr.D.Chitra, Dr.V.Mahalakshmi	2.55 to 3.05 PM
19	Employee Insight towards Reskilling Requirements due to Emerging Technologies- An Indian Perspective Dr. M. Beulah Viji Christiana, Er.M.Joseph Sasi Rajan	3.05 to 3.15 PM
20	Investigating the impact of Covid-19 on Unemployment with Special Reference to Layoffs and Pay Cuts – Evidence from India P. Selvam	3.15 to 3.30 PM

26/02/2022 DAY 2: 11.30 TO 12.40 PM**PANEL 1: HR**

S. No	Title of the paper and Author details	Timing
21	Mediating Role of Mindfulness between Vitality and Sustainable Employability among IT & BSFI Employees in India Dr. Raghavendra Sode, Dr. Kalaa Chenji, Dr. Dinesh Banswal,	11.30 am to 11.40 am
22	Green HRM practices on green environmental performance Vijayalakshmi.K, Dr.R.Sritharan	11.40 am to 11.50 am
23	Factors influencing stress among the employees - a study with special reference to it companies in Chennai Dr. V. Vijay Anand, Dr. C. Vijayabanu, R. Swaminathan, R. Swaminathan, Thiruvankadam. T	11.50 am to 12.00 noon
24	Barriers faced by expatriates in international assignments Ms. KAVITHA. K, Dr. P. PRAVEEN KUMAR,	12.00 to 12.10 PM

25	The Socio-Ecological Analysis to Identify the Burnout Level of Healthcare Employees During COVID-19 Pandemic Dr. T. Thiruvankadam, Dr. Sudarsan Jayasingh	12.10 to 12.20 PM
26	Employee Engagement – An analysis of its Predictors in NBFCs Dr. Yabesh Abraham Durairaj Isravel*, Dr. T. Thiruvankadam, Dr. Subrahmanian Muthuraman,	12.20 to 12.30 PM

26/02/2022 DAY 2: 11.30 TO 12.30 PM

PANEL 2: HR & MARKETING

S. No	Title of the paper and Author details	Timing
27	Accelerating Performance through Disruptive Leadership Practice Fleming Sampson	11.30 am to 11.40 am
28	A Conceptual Study on Engagement of Employees during Pandemic Situation Dr.K. Bhuvanewari,	11.40 am to 11.50 am
29	Work life balance and peer support among women frontline warriors in Coimbatore region R.Arivumalar, Dr.S.Mohan,	11.50 am to 12.00 noon
30	Impact of authentic leadership on employees' organisational citizenship behaviour ASHA RACHEL CHERIAN	12.00 to 12.10 PM
31	A VECM approach to analyse stock markets integration among emerging economies PADMA PRABHA, DR.K.MARAN, H.MICKLE AANCY, Dr.T.Prabhakaran, Dr.Priyadharshini,	12.10 to 12.20 PM
32	A study on children's opinion towards packed foods in Chennai H.Mickle Aancy, Dr.K.Maran, C.Padma Prabha, Dr.T.Prabaharan4 ,Dr.V.Selvakumar	12.20 to 12.30 PM

26/02/2022 DAY 2: 11.30 TO 12.30 PM

PANEL 3: Marketing

S. No	Title of the paper and Author details	Timing
33	Influence of Online Shopping Application on Impulsive Buying Behaviour with Special reference to IT sector employees in Chennai City L.Jayanthi, Dr. G. Kumar, Dr.M.Srinivasan,	11.30 am to 11.40 am
34	The contribution of mountain tourism in south India towards sustainability in tourism sector post covid 19 MR. B. GANESH, DR. UMA RAMAN.M,	11.40 am to 11.50 am
35	Factors Influencing Purchase Decision and Satisfaction of Children Toys S. Chandrasekaran, Thiruvankadam. T, Kavitha. M, Dr. Vijay Anand	11.50 am to 12.00 noon
36	Blue economy: a development opportunity for India's maritime tourism in indo-pacific Aishwarya Singh Raikwar, Dr David T. Easow,	12.00 to 12.10 PM

37	Role of 'Awareness of Market and Product development opportunities in assessing self-efficacy' towards entrepreneurial intention' among Management students with special reference to Kannur University, Kerala Shruthi M, Dr. K. I. Sivaprasad,	12.10 to 12.20 PM
38	Role of neuromarketing in brand building: a contemporary study Uma RajyaLaxmi. D, Dr. R. Sritharan	12.20 to 12.30 PM

26/02/2022 DAY 2: 1.30 TO 2.30 PM

PANEL 1: Marketing

S. No	Title of the paper and Author details	Timing
39	A Study on women's preference and satisfaction on vitamin supplement capsules with special reference to Chennai P.Pooja,	1.30 to 1.40 PM
40	Awareness of consumer rights in Thanjavur district – a pragmatic study Dr. V.Rengarajan, Dr. V. Vijay Anand, Dr. S. Dinesh, R. Swaminathan,	1.40 to 1.50 PM
41	Service encounter and experiences by the insured patients in multispecialty hospitals, Chennai K.N.Priya, Dr.A.Bhoomadevi,	1.50 to 2.00 PM
42	Effectiveness of medical services in outpatient and in-patient department in a multi-speciality hospital M.Revathy, Dr.A.Bhooma Devi,	2.00 to 2.10 PM
43	A Study on Ease of Doing Retailing Business during COVID – With special reference to small retail Business in Chennai city. Dr. R. Sumathi Meenakshi., Miss. G. Varshini	2.10 to 2.20 PM

26/02/2022 DAY 2: 1.30 TO 2.30 PM

PANEL 2: IT

S. No	Title of the paper and Author details	Timing
44	Do Advanced Technology Adoption in the Education Sector due to Pandemic has an impact on Discretionary Work Effort S. Jenifer Ruth Malarvizhi, Dr. S Vijayarani	1.30 to 1.40 PM
45	Distributed Ledger Technology- Awareness of a Novice Meher Chaitanya Kanuri, Ramana Kumar K P V	1.40 to 1.50 PM
46	Digital Transformation on organizations during and after the COVID-19 AnithaMuthukrishnan,	1.50 to 2.00 PM
47	The Risks and Uncertainties of Digital Transformation in the European Union and Indian Industry Anitha Kumari	2.00 to 2.10 PM
48	A study on users' opinion towards unified payment interface (UPI) transactions G.Sankararaman, S.Suresh, T.C.Thomas	2.10 to 2.20 PM
