

NATIONAL SEMINAR

[Virtual Mode]

March 30 - 31, 2024 (Saturday and Sunday)

On

Shaping the Future: Trends and Insights for Tomorrow

Organised by



Kolkata Bidhannagar
Society For Academic Advancement
West Bengal, India

In Collaboration With

Department of Commerce
New Alipore College
Kolkata, India



In Association With



ORGANISING COMMITTEE

PATRONS

<p>DR. DIPTI KUMAR CHAKRAVORTY Former Professor and Head, Dept. of Commerce, University of Calcutta, INDIA & Hon'ble President Kolkata Bidhannagar Society for Academic Advancement, West Bengal, INDIA.</p>
<p>DR. JAYDEEP SARANGI Principal New Alipore College, New Alipore, Kolkata, INDIA</p>

ADVISORY COMMITTEE

<p>DR. UTTAM KUMAR DUTTA Professor School of Professional Studies Netaji Subhas Open University. Kolkata & Hon'ble Vice-President KBSAA, West Bengal, INDIA.</p>	<p>DR. ANANDA MOHAN PAL Professor Dept. of Business Management University of Calcutta & Hon'ble Vice-President KBSAA, West Bengal, INDIA</p>
<p>DR. DHRUBA RANJAN DANDAPAT Professor Dept. of Commerce, University of Calcutta & Hon'ble Governing Body Member KBSAA, West Bengal, INDIA</p>	<p>DR. AMARJIT SINGH Deputy Director Vandana Publications Lucknow, INDIA</p>
<p>DR. SAMYABRATA DAS Associate Professor, Dept. of Commerce, New Alipore College, Kolkata, INDIA</p>	
<p>SOUMYA MUKHERJEE Associate Professor. Dept. of Commerce, Maharaja Manindra Chandra College, Kolkata, INDIA & Hon'ble Treasurer, KBSAA, West Bengal, INDIA</p>	

Secretary

PEMA LAMA

Associate Professor, Dept. Of Commerce, University of Calcutta, INDIA

Joint Organising Secretary

DR. ATANU GHOSH

Associate Professor and Head, Dept. of Commerce, New Alipore College, Kolkata, INDIA

SOURAV KUMAR DAS

Assistant Professor, Dept. Of Management Studies, iLEAD, Kolkata, INDIA

PROGRAMME SCHEDULE (DAY – 1)
Saturday, March 30, 2024

INAUGURAL PROGRAMME DETAILS	TIME DURATION
<p>Welcome Address - DR. JAYDEEP SARANGI Principal, New Alipore College, Kolkata, INDIA</p> <p>Special Address - DR. ATANU GHOSH (Organising Secretary) Associate Professor & Head, Dept. of Commerce, New Alipore College Kolkata, INDIA</p> <p>Presidential Address - DR. DIPTI KUMAR CHAKRAVORTY Former Professor and Head, Dept. of Commerce, University of Calcutta & Hon'ble President, KBSAA</p> <p>Inaugural Address - DR. UTTAM KUMAR DUTTA Professor, School of Professional Studies, Netaji Subhas Open University, Kolkata & Hon'ble Vice-President, KBSAA, West Bengal, INDIA</p> <p>Special Address - PEMA LAMA Associate Professor, Dept. of Commerce, University of Calcutta & Hon'ble Secretary, KBSAA</p> <p>Vote of Thanks - SOURAV KUMAR DAS (Joint Organising Secretary) Assistant Professor, Dept. of Management Studies iLEAD, Kolkata, INDIA</p>	<p>6.00 P.M.</p> <p style="text-align: center;">-</p> <p>6.30 P.M.</p>

PROGRAMME SCHEDULE (DAY – 1)
Saturday, March 30, 2024

PLENARY SESSION - 1	Time Duration
<p>Chairperson: DR. SAMYABRATA DAS Associate Professor, Dept. of Commerce New Alipore College, Kolkata, INDIA</p> <p style="text-align: center;">Key Note Speaker DR. PANKAJ DHAUNDIYAL Associate Professor, School of Business and Management Christ (Deemed to be University), NCR - Delhi, INDIA</p> <p style="text-align: center;">Coordinator: DR. MADHUMITA DASGUPTA Adjunct Faculty, Amity Business School Amity University, Kolkata, INDIA</p>	<p>6.45 P.M.</p> <p style="text-align: center;">-</p> <p>7.30 P.M.</p>

TECHNICAL SESSION - 1 (Paper Presentations)
Saturday, March 30, 2024 | Time: 7.45 P.M. - 10.00 P.M.

Chairperson: DR. RINKI DAS

Assistant Professor & Head, Dept. of HRM, Golaghat Commerce College, Golaghat, Assam, INDIA

Co-Chairperson(s)

DR. CHANDRANI DUTTA

Assistant Professor, Dept. of Commerce, Sammilani Mahavidyalaya, Kolkata, INDIA

PIYALI CHATTERJEE

Assistant Professor, Dept. of Management Studies, iLEAD, Kolkata, INDIA

Coordinator: SANJUKTA DAS

Former Post Graduate Student, Dept. of Commerce, University of Calcutta, Kolkata, INDIA

Sl. No.	Title of the Research Paper / Article and Name of the Author (s)
1	Picking a Sound Health Insurance Policy: A Worthy Investment For An Indian Mala Sengupta Baitali Paul
2	Unlocking the Potential: Investigating the Symbiotic Relationship between Artificial Intelligence and Accounting in Today's Technology-Focused Environment Mousumi Dey Roy Birbal Roy
3	Packaging As A Marketing Strategy Nikita Golchha Dr. Soma Nath
4	Sustainability of a Business is a Derivative of the Agile Workforce: A Study on its Impact on Indian Industries Raj Das Souvik Paul
5	Is There Any Impact of R&D Intensity on Financial Performance? Evidence From BSE 100 Companies Sk Sajit
6	Destination Dreams: The Rise of Indian Wedding Tourism Darshna Bhatler Yashika Gupta Dr. Soma Nath
7	Financial Efficiency of SBI vs Canara Bank (Syndicate Bank): A Comparative Study Raunak Bhattacharyya
8	Unravelling the Adverse Impacts: The Influence of Overvalued Start-ups on the National Economy Ritwik Giri
9	Performance Analysis Of Selected Pharmaceutical Companies Of India Using DuPont Model Rohan Jha
10	Utilizing ICT to Alleviate Coaching Fees Burden: A Roadmap for Enhancing Women's Empowerment via Government Initiative Awareness Souvik Sardar
11	Harnessing Sustainable Growth: Investment in Rural Electrification Corporation's Green Energy Development Banhisikha Chaudhuri
12	Prevalence Of Cardiovascular Disease In Workplace and Its Dietary Management - A Review Chaitee Das Dipesh Patel Dr. Nilanjan Ray
13	A Study On the Influence of Advertisements on Health-Conscious Consumption Behaviour Ushakiran Modi Dr. Soma Nath
14	Customer Loyalty Management in the Indian Context Shilpi Pramanik Subir Das
15	Women Leadership – Opportunities and Challenges Sneha Chatterjee

PROGRAMME SCHEDULE (DAY – 2)
Sunday, March 31, 2024

TECHNICAL SESSION - 2 (Paper Presentations)
Sunday, March 31, 2024 | Time: 10.00 A.M. - 12.30 P.M.

Chairperson: DR. SABAT KUMAR DIGAL

Associate Professor, Dept. of Commerce, Rama Devi Women's University, Bhubaneswar, INDIA

Co-Chairperson(s)

DR. SRIRUPA RAY

Assistant Professor, Dept. of Commerce, Hiralal Bhakat College, Nalhati, West Bengal, INDIA

ARCHITA PRAMANIK

Assistant Professor, Dept. of Economics, New Alipore College, Kolkata, INDIA

Coordinator: SHAHBAAZ AHMED

Research Scholar (Ph. D - JRF), Dept. of Commerce, University of Calcutta, Kolkata, INDIA

Sl. No.	Title of the Research Paper / Article and Name of the Author (s)
1	Digital Frontiers Of Education: Examining Satisfaction And Continuance Intention In Online Learning With MOOCs Jayshree Roongta Jaivardhan Roongta
2	Beyond Compliance in Cybersecurity: Analysing Your Threat Scenario and Vulnerabilities Annapurna Singha Roy
3	An Empirical Study on Sustainable Development of the Tea Industry in India: A Special Preference is given to Small Tea Growers (STG) Dr. Indranil Chatterjee Dr. Amit Majumder
4	Equity-Linked Saving Schemes in India: An Overview Manoj Kumar Singh
5	Nexus Between Financial Knowledge and Retirement Planning: A Study in West Bengal Pampa Sarkar Suraj Sharma
6	Marketing Ayodhya As A Pilgrimage Tourism Destination With a Special Focus On Economic Growth Kaustav Nag Ritwika Bhattacharyya Madhumita Das Swarnendu Das
7	Women Leadership in India Samarpita De (Mukherjee)
8	Unlocking The Potential of Deep Learning and Machine Learning Algorithms in Recent Communications: AI is the Greatest Revolutionary Tool of the Modern Era V.A. Ragavendran Dr. S. Vennilaa Shree
9	Sweet Revolution of India: A Sustainable Step for a Better Tomorrow Tanushree Gaine Dr. Punarbasu Chaudhuri
10	A Study on the Impact of Online Learning and Tutorials in India Shrabanti Manna
11	Nosocomial Infection - A Threat to the Future Healthcare System Dr. Sumita Swar
12	An Overview of Fintech in Various Financial Sectors in India Shinjan Poddar
13	Leveraging Industry 5.0 for Sustainable Growth: A Perspective on Indian MSMEs Sumedha Majumder
14	Livelihood Opportunities in the Sundarbans from the perspective of Eco-tourism: Major Scopes and Challenges Sankar Kumar Mukherjee

PROGRAMME SCHEDULE (DAY – 2)
Sunday, March 31, 2024

PLENARY SESSION - 2	Time Duration
<p>Chairperson: DR. NILANJAN RAY Associate Professor, Dept. of Management Studies JIS University, Kolkata, INDIA</p> <p style="text-align: center;">Key Note Speaker: DR. DEBASISH BATABYAL Assistant Professor (Senior Scale), Amity Institute of Travel and Tourism Amity University, Kolkata, INDIA</p> <p style="text-align: center;">Coordinator: SHILPI PRAMANIK Guest Faculty, Dept. of Commerce T.H.K Jain College, Kolkata, INDIA</p>	<p>12.30 P.M.</p> <p style="text-align: center;">-</p> <p>1.10 P.M.</p>

PROGRAMME SCHEDULE (DAY – 2)
Sunday, March 31, 2024

PLENARY SESSION - 3	Time Duration
<p>Chairperson: DR. SUKHADA GANGOPADHYAY Associate Professor and Head, Dept. of Commerce & IQAC Coordinator Chittaranjan College, Kolkata, INDIA</p> <p style="text-align: center;">Key Note Speaker: MS. SOMA ADHIKARI Lecturer, New Mission Training College, Kolkata, INDIA & Head (English), Cambridge School, Kolkata, INDIA</p> <p style="text-align: center;">Coordinator: BAITALI PAUL State Aided College Teacher - I, Dept. of Commerce New Alipore College, Kolkata, INDIA</p>	<p>1.10 P.M.</p> <p style="text-align: center;">-</p> <p>1.45 P.M.</p>

TECHNICAL SESSION - 3 (Paper Presentations)
Sunday, March 31, 2024 | Time: 1.45 P.M. – 4.15 P.M.

Chairperson: CA CMA SHUBHAYAN BASU

Former Associate Professor, Dept. of Commerce, Anand Mohan College, Kolkata, INDIA

Co-Chairperson(s)

DR. DILIP BARIK

Associate Professor, Dept. of Commerce, Lalbaba College, Belur, INDIA

DR. RAJU NARU

Assistant Professor, Dept. of Commerce, Bagnan College, Howrah, INDIA

Coordinator: SWETA CHAURASIA

Former Post Graduate Student, Dept. of Commerce, IGNOU, Kolkata, INDIA

Sl. No.	Title of the Research Paper / Article and Name of the Author (s)
1	COVID-19 Pandemic: A Study on Public Health and Medical Facilities in Kolkata Dr. Ajit De Rita Chaudhuri
2	Islamic Finance in Global Scenario: An Exploratory Study Dr. Iqbal Abdul Latif
3	Alleviating Poverty And Sustainability: The Indian Perspective Dr. Samarpita Seth
4	Child and Mental Illness: A Study among Parents in Urban and Rural Areas of South Twenty-Four Parganas and Howrah Sanjukta Ghosh Koushik Das
5	Artificial Intelligence and Its Applications in Physics - A Review Dr. Kartik Adhikari
6	Towards Sustainability through ESG Investment: The Indian Scenario Gobindalal Mandal
7	A Study on the Development of Tourism in Rural West Bengal Rita Chaudhuri Dr. Srabani Datta
8	Overcoming Stress, Anxiety of College Life Through the Use of AI Dr. Amartya Saha
9	A Study on Historical Tourism in Bishnupur, West Bengal Ranjana Mondal
10	Examining the Impact of Environmental Issues on the Society with Special Reference to Rural West Bengal Utpal Sarkar
11	Depiction of Indian War Movies: Silver Screen to Reality Ananya Majumder
12	Impact of Tourism on the Indian Economy Rajeev Karmakar Abhishek Dutta
13	Sustainable Development On Carbon Economy – A Step Towards Clean Energy Dr. Rupak Karmakar
14	Transformation at Work Place @ Academic Library: A Case Study Dr. Chinmay Mukhopadhyay
15	From Branches to Bytes: A Case Study on Digital Transformation in the Indian Banking Sector Shivam Ghosh Arpita Banerjee

VOTE OF THANKS (4.15 P.M. – 4.30 P.M.)

MALA SENGUPTA

State Aided College Teacher

Dept. of Commerce, New Alipore College, Kolkata, INDIA