13th International Conference on Excellence in Research and Education
CERE 2023

Day 1: 9th June 2023

8:00 AM to 8:50 AM	Registration (Old Auditorium)
9:00 AM to 10:00 AM	Inaguration of CERE 2023 at Old Auditorium
10:05 AM to 10:30 AM	A keynote speech on 'Unleashing the Power of Medicine-Management Collaboration for enabling Medical Leadership in India' by Dr. Kamal Gulati, AIIMS at Old Auditorium

10:30 AM		**Paper Presentations**	
Track-1.1A **Classroom: D 101**	5005	Udayan Sharma and Madhusudan Karmakar	Asymptotic Dependence and Hedged Portfolio Risk: Why are Commodity and Currency Futures riskier than Stock Futures?
	8388	Abhishek Ranga and Nafisa Vaz	Board Gender Diversity and Adoption of UNSDG 3: Evidence from The Global Healthcare Sector
	3583	Shibin T P and Jagruti Mahanta	REAL EARNING MANAGEMENT, INFORMATION LOSS, AND INVESTORS' RESPONSE: EVIDENCE FROM PUBLICLY LISTED INDIAN COMPANY
	7511	Seikh Abbas, Kalpana Sahoo and Priyanka Tripathi	Assessing The Financial Performance During Crises Period: A Study During Covid Flu Outbreak and its Aftermath
Track-1.2A **Classroom: E 101**	1392	Asmita and Anuja Akhouri	Workplace ostracism and service sabotage behavior: roles of rumination, distress and mindfulness
	8012	Tijo George	Walking Wounded: A Phenomenological Inquiry on Workplace Survivor Syndrome
	3034	Dimple and Mamta Tripathi	Aligning high-performance work system with entrepreneurial orientation for organizational success: A review and framework development
	8270	Sruthi T	Behind the scenes of workplace ostracism: A perpetrator's account of the detrimental impact of workplace ostracism on workplace well-being
Track-1.3A **Classroom: D 201**	6150	S Rai and Sangeeta Bansal	Corporate Social Responsibility Expenditure and Financial Performance : Role of Business Group Affiliation
	7159	Ann Mary Varghese	Modelling Demand for Electric Vehicles in Indian Economy: A Discrete Choice Experiment based analysis
	3396	Namita Sharma	US Foreign Policy in a Multipolar World: Analysing the Intersmestic Framework to Sustain Alliances and Counter China's Rise
Track-1.4A **Classroom: D 203**	147	Sakshi Aggarwal	It depends: Regulatory Focus & Risk-taking Behavior
	4425	Sanket Vatavwala	Virtual reality enabled customer experience: A conceptual framework in the context of industrial manufacturing
	4081	Sakshi Aggarwal	Real vs. Desired: Self-Presentation of the Stigmatized on Social Media
	7303	Komal Nagar	Turning tables on the traditional menu card: An experimental investigation of menu type on diners' attitude toward the restaurant
Track-1.5A **Classroom: E 201**	942	Smruti Rekha Sahoo	Street Vending and its Relation with Development from 2000 to 2022: a Bibliometric Research
	9972	Santanu Roy, Sneha Hotchandani and Rohit Rajan	Customer Churn Analytics: Case Study of a Public Subscription-Based Telecommunications Firm in the Kingdom of Saudi Arabia
	9083	Dr. Shrawan Kumar Trivedi, Shefali Singh, Dr. Jaya Srivastava and Dr. Debashish Jena	What prompts a consumer to reorder from food ordering apps: Evidences from machine learning
	9517	Aarushi Jain	Automated Negotiations Using Analytical Hierarchical Processing

	11:00 AM	Paper Presentations	
Track 3.6	5384 (O)	Anita Choudhary and Shobhanam Krishna	Spiritual Leadership to Sustainable Workplace and Workplace Spirituality in the Role of Mediation: Context of Indian Start-ups
	6819 (O)	Shobhanam Krishna and Anita Choudhary	Unleashing the Power Within: Exploring Talent Management Strategies and Organizational Performance in the IT Sector of India
	8315 (O)	Vidushi Dabas, Puja Khatri and Atul Shiva	DECODING THE BLACK-BOX: REVIEW AND RESEARCH AGENDA OF EXPLAINABLE AI

12:00:00 Noon **Track-1.6A** **Classroom: E 203**	Paper Presentations		
	8955	Raj Mohan	Employee Engagement and Meaningful Work Antecedental Factors: Positive Psychology Construct in Learning Organizations for Meaningfulness
	2666	Kedar Thakur, Aarushi Singh, Prof Jatinder Kumar Jha and Dr Shilpa Jain	Humor as a Hiring Hook: The Playful Games Organizations Play to Attract Talents
	5416	Manish Kumar, Shantanu Dey, Abhishek Yellepeddy and Umesh Kumar Roy	Churn Prediction Model – An Abductive Equivalence Study Linking Customer and Employee Churn Principles and Artificial Intelligence Driven Predictive Capability
	7860	Durdana Ovais, V. Selvalakshmi and Saroj Kumar Pani	THE ESG FRAMEWORK AS A ATTRACTING AND RETAINING TOP TALENT. UNIFYING FORCE IN WINNING TODAY AND TOMORROW'S RACES.
Track-1.7A **Classroom: E 301**	1062	Nitin Koshta	A Review of E-waste Estimation Methods
	2244	Chetna Chauhan, Marcus Thiell and Juan Pablo Soto Zuluaga	The impact of Industry 4.0 on last-mile logistics sustainability: A developing economy perspective
	2826	Deepak Arunachalam	Absorptive capacity and Supply chain learning: a transboundary view
	9384	Birasnav Muthuraj	TOTAL QUALITY MANAGEMENT AND SAFETY PERFORMANCE: A CONTINGENCY THEORY PERSPECTIVE
	3631	Ankit Sharma	Would Vehicle Scrappage Policy help India achieve its climate neutrality ?
Track-1.8A **Classroom: E 303**	1080	Riya Goel and Neha Choithramani	How Scopus is shaping the research on Publication on Consumption Behavior: Bibliometric Analysis approach
	1268	Rakhi Thakur	Factors that Impact Customer Loyalty to Brands and Mobile Applications
	380	Prakash Pandit	Unveiling the Implications of Social CRM on Customer Engagement on Social Media Scaffolds: A case of the Hospitality and Tourism Industry
	824	Manu C, Sreejesh S and Maithily R	From Mistakes To Solutions: Examining The Appropriate Recovery Strategies For Managing Varying Types of Online Service Failures
Track-1.9A **Classroom: F 101**	1251	Amit Gupta	Workplace inclusivity and employee creativity: Some research questions
	2796	Sachin Batra, Aritra Halder and Deepak M.D.	A transaction model of techno-stress in the construction sector – A conceptual framework integrating digitalization, workplace flourishing, leadership and project performance
	5188	Meenakshi Verma and Anuj Verma	The prevalence of Sleep Disorders, Mental Distress and Depression among students of higher education; A Study of how online classes have affected their mental health
	5998	Richa Banerjee, Abhijeet Singh Chauhan and Indira Sharma	Employee Voice as Planned Behavior: Role Of Obligation, Safety And Efficacy Beliefs
Track-1.10A **Classroom: F 103**	6728	Satya Sekhar Gudimetla and Naveen Triumlaraju	Role of Block Chain Technology and Data Mining Tools: Combat Frauds in Indian Banking Sector.
	8278	Ravi Khadotra	Assessing liquidity adjusted value at risk forecasts with the GARCH-EVT approach for daily data
	5101 (O)	Seema Sharma, Maithili Sharma and Deepika Dhingra	Cluster-based Systematic Literature Review: Understanding FinTech Adoption and Challenges
	7205 (O)	Nishant Sapra and Imlak Shaikh	The Inter-Relationship Among The Bitcoin Prices, Its Energy Consumption And Crypto Markey Volatility: Causal And Connectedness Approach
Track-1.11A	3281	Anuja Sharma and Kumar Anubhav	Bibliometric Analysis to understand the role of innovation on the sustainability of Social Entrepreneurship

Classroom: G 201	4238	Pallav Bose and Swarup Dutta	Mediating/moderating role of industry characteristics on the institutional quality – Rule of Three industry structure relationship
	6595	Dr. Amiya Kumar Mohapatra, Rahul Matta, Debasis Mohanty and Shradha Gupta	ESG disclosures and corporate governance: A systematic review of the literature using PRISMA

Track-1.12 A Classroom: G 203	7223	Kousik Mandal and Dr. Sudin Bag	The Power of Memes: Investigating the Impact of Meme Advertising on Consumers' Purchase Intention and the Moderating Role of Social Media Influencers
	8016	Lekhika and Dr. Neeraj Kaushik	Metaverse and 4 Ps of Marketing: A Bibliometric Analysis
	8241	Avneet Kaur Puri and Dr. Tejinderpal Singh	MarkFOMO- A Formative Scale Development
	2438	Satyaban Das and Manoj Kumar Kamila	Brand selection of India Migrants: A Social and Occupational Orientation

1:15 PM Lunch

2:30 PM to 3:45 PM Workshop on Social Network Analysis by Prof. Kunal Kumar
Classroom: F 101

4:00 PM to 4:30 PM A keynote speech on 'Marketing In A Digitally Enabled World' by Prof. Falguni Vasavada-Oza, MICA
Classroom: F 103

Day 2: 10th June 2023

8:30 AM to 9:15 AM Registration (F-block, Ground Floor)

9:15 AM to 9:45 AM A keynote speech on 'Research and Publication in the Age of Disruption' by Prof. Sushant Mishra, IIM B
Classroom: F-101

9:45 AM to 10:15 AM A keynote speech on 'Re-imagining Management Research and Teaching in the Generative AI Era' by Prof. Neeraj Dwivedi, IIM L
Classroom: F-101

11:00 AM to 1:00 PM Three Minute Thesis Competition
Classroom: F-103

1:15 PM Lunch

2:30 PM Presentation

Track-2.1B Classroom: D 101	1365	Tripti Paul and Sandip Rakshit	Blockchain implementation in shipping and port supply chain - A case study of the Lagos Port Complex
	3873	Tirtha Sarathi Mohapatra	Blockchain Technology as Catalyst to Academic Learning Environment Management Strategy in India
	5942	Prashant Sharma	Sustainable cashflow management and improving policy making through digitization: The case of FINRMS in Government of Uttar Pradesh
	1277	Manimay Dev, Debashis Saha and Mukul Kumar	Influence of political characteristics on cybersecurity maturity of nations: A cross-country empirical analysis

Track-2.2B Classroom: D 201	8334	Dr.Abhay Kant, Ms.Renu Bharti and Dr.Suruchi Satsangi	A Study of Digital Culture and its impact on Performance with reference Tech Mahindra : Pre & Post Merger Analysis
	5391	Nusrath Jan and Prof Mohi-Ud-Din Sangmi	Maternal Healthcare Financing and Utilization in Kashmir: An Empirical Evidence
	5821	Sunit Shah and Dharmesh Shah	RESOLUTION VS LIQUIDATION – FROM A SUSTAINABILITY PERSPECTIVE
	5911	Manu Abraham and S Santhosh Kumar	Interpreting the Decades of Earnings Management
	1538	Trilochana Dash and Prof. Chandan Kumar Sahoo	Exploring the Nexus between Corporate Social Responsibility and Sustainable Development: A Bibliometric Analysis

Track-2.3B	4639	Namita Rajput, Jyotsna Oswal and Utkarsh Verma	The Impact of Entrepreneurial Traits on Business Performance: An Empirical Study using Statistical Tools
Classroom: D 203	4521	Dr. Selvalakshmi V, Dr. Durdana Ovais and Dr.Saroj Kumar Pani	Green HRM Practices and Business sustainability: Impacting role of technological Innovation among logistics companies.
	1757	Dr Ragini Mohanty, Dr Kavita Kalyandurgmath and Ms. Anushka Mohanty	A FRAMEWORK FOR EFFECTIVE SUSTAINABILITY STRATEGY AND WEBSITE COMMUNICATIONS FOR EDUCATIONAL INSTITUTIONS
	8406	Chhavi Jain and Pankaj Baag	Stakeholder Analysis of a start-up life cycle
	1417	Tanaji Pavani Prabha, Swati Alok and Sudatta Banerjee	Factors influencing two stages of entrepreneurship-Establishment and Scale-up of women enterprises

Track-2.4B	6851	Bijo Babu Alengaden and Nisha Shankar	Study on Adaptability of Micro-Fintech on Financial Inclusion – Empirical Evidence from India
Classroom: E 101	7700	Ishika Gupta	A Study on the Herding Behavior in the Stock Market of India
	4364	Arpit Singhvi and Apurv Khandelwal	Effect of Economic Factors on Sensex
	5472	Anand R Navaratna and Deepak Saxena	Artificial Intelligence, Governance, Policy and Regulation: A Bibliometric Analysis
	4713	Saptarshi Datta and Deepak Saxena	Bias and Fairness in Artificial Intelligence Systems

Track-2.5B	1539	Satish Chandra Pant, Shiba Parhi and Sathyendra Kumar Ad Kumar	Mapping scientific research on global trends in the Organic food consumption: A bibliometric analysis from 1989-2022
Classroom: E 201	5151	Dr. Pushkar Dubey, Dr. Kailash Kumar Sahu and Srishti Tamrakar	Determinants of Consumer Trust in Online Purchasing: An Empirical Analysis of Central India
	1235	JayaBharath Reddy and Umesh Roy	Sustainable Marketing Strategy for Business and Society: a review of recent literature and Agenda for academic inquiry
	2091	Mukta Garg and Apurva Bakshi	Impact of Beauty Vloggers' Credible Attributes on Consumers' Purchase Intention, incorporating the mediating Role of Trust: A Second Order Construct Analysis

Track-2.6B	3179	Aditi Rajput, Surya Thapa, Komal Suryavanshi, Prasun Gahlot and Aradhana Gandhi	Insta-Success: How Instagram can sky-rocket small business marketing efforts?
Classroom: E 203	3372	Shreya Sangal and Achint Nigam	Blockchain technology for Second-hand products
	3868	Mr. Rakesh Kumar Pandey and Dr. Supriya Goutam	Factors Affecting Buying Behaviour in Generation Y: Evidence From Online Buying Of Lifestyle Products.
	4155	O S Vishnupriya and S Dr. Nemat Sheereen	The relationship between rewards, attitudes and intentions in a gamified app context: Evidence from an emerging economy

Track-2.7B	3124	Dr. Vinod Waiker	Optimization of Admission Process with Lean Tool in education
Classroom: E 301	8696	Ajay Gupta, Mahesh Gupta and Mohit Datt	TOC/DBR-based Production Planning and Control System: Dice Game-based Learning Aid
	4130	Anil Gurjar and Dr. Anupam Ghosh	Sustainable Development and Efficiency Analysis: A Study of Indian States
	4666	Deepak Datta Nirmal and Minakshi Kumari	Framework development based on facilitating and impeding factors for a successful transition towards Industry 5.0

Track-2.8B	847	Pooja Chaturvedi Sharma and Anoop Pandey	Mediating effect of Financial Literacy on an emotionally intelligent investor's behaviour
Classroom: E 303	1382	Shaifali Mathur	Equalisation Levy- The Indian Tax on Foreign Digital Revenues
	265	Samyukta Jena and Kishore Kumar Das	DYNAMICS OF FINANCIAL INNOVATION, RISK MANAGEMENT AND BANK PERFORMANCE IN INDIAN BANKS- AN EMPIRICAL STUDY
	1156	Sayed Mohammad Ali Hasan, Anurag Singh, Shailendra Kumar and Utkarsh Goel	Exploring the adoption of Mobile Fantasy Sports Applications using Technology Acceptance Model and Flow

Track-2.9B	9700	Navita Roy and Dr Poorva Pande Sharma	BLENDING DIGITALIZATION WITH SUSTAINABLE BUSINESS PRACTICES

Classroom: G 201	4391	Shantanu Dey	Diffusion of Innovations Model in Emerging Technologies – An Abductive Analysis and Theoretical Framework based on Secondary Data
	7674	Arushee Grover and Usha Lenka	Mapping the trends in Organizational Agility Research: A bibliometric study
	8586	Akanksha Upadhyaya and Disha Garg	Association Rule mining to discover Indian Women Outlook with the determinants of Women Empowerment

3:45 PM to 4:15 PM Classroom: F-101	A keynote speech on 'Hybrid Pedagogies and the future of EdTech in India' by Dr. Nirmala Menon, IIT Indore
4:30 PM to 5:15 PM Classroom: F-103	Workshop on 'Leadership Communication' by Mr. V. K Jain, Retired Executive, BHEL

7:30 PM	Conference Dinner

Day 3: 11th June 2023

9:30 AM		Paper Presentations	
Track-3.1C **Classroom: D 101**	6470	Parulkumari Bhati	An Empirical Research Study Regarding Effectiveness of Organizational Behaviour Subjects for Engineering Students in Their Career
	500	Dilipchandra S, Elangovan N and Leena Fukey	Exploring Holacracy as an Enabling Organizational Structure for Innovation Through Design Thinking
	8910	Prashant Borde, Ridhi Arora and Sanjeeb Kakoty	Authentic, Principal, and Distributed Leadership in Indian Higher Education: A Qualitative Study
	3896	Satyajit Barik and Tanaya Nayak	Workplace spirituality, workforce agility and subjective wellbeing: Empirical evidence from Indian IT industry
Track-3.2C **Classroom: D 201**	9138	Neelesh Kumar Mishra and Dr. Poorva Pande Sharma	Sustainable supplier selection in multi-tier manufacturing setup - A mixed method of Qualitative analysis with BWMCDM
	9469	Bishnu Prasad Dash, Vijaya Dixit and Atanu Chaudhuri	Managing the risks of supply chain digitalization: An optimization based approach taking the case of a 3D printing supplier
	9872	Abhijeet Tewary and Vaishali Jadon	The Newsvendor Model: A Literature Review and Comprehensive Analysis
	3665	Peeyush Pouranik Choudhary, Dr. Kumar Rohit, Priya Kadam and Dr. Milind D. Dandekar	"Process Reliability Improvement using Six Sigma DMAIC Methodology In Flexible Packaging Manufacturing Industry: A Case Study"
Track-3.3C **Classroom: E 301**	7185	Manik Chand Dey, Jakki Samir Khan and Sangeeta Mohanty	Measuring resilience in Indian capital market
	7496	Abhijit Deshmukh	CEO Compensation and Impact on Financial Statements : Thematic comparison between global and India-centric literature : A Systematic Literature Review
	8656	Devarapalli Suman and Lalita Mohan Mohapatra	Examining the association between firm value and integrated reporting quality: Evidence from India.
	9834	Abinash Mandal, Amilan S and Vimal Raj L	Understanding fraud risk factors in the organisation setting: 3Cs strategy for mitigating the fraud risk
	8758	Bighnesh Dash Mohapatra, Chandan Kumar Sahoo and Avinash Chopra	Identifying and prioritizing factors influencing the social insurance contribution of unorganized workers
Track-3.4C **Classroom: D 203**	2921	Tulsee Giri Goswami	A Hybrid Review of Human Resource Analytics
	3409	Priya Shah and Shashi Kant Rai	GHRM practices and Green transformational leadership promoting environmentally-friendly behaviour mediating effect with green innovation on higher education: A SEM-neural network approach to predict technology acceptance model
	2477	Somraj Sarkar and Shweta Sharma	A conceptual framework for learning management system (LMS) integration with AI at learning organizations to enhance e-learning experience
	2590	Rakesh Naik Vadithe and Bikrant Kesari	Human Resource Analytics: Pathway towards the organisational transformation
Track-3.5C	4566	Aneri Padhiyar and Mala Dani	AN ADOPTION OF PAPERLESS PAYMENT SERVICES AND WORKING WOMEN IN THE BANKING INDUSTRY

Classroom: E 201	5020	Anmol Mehta, Meenakshi Sharma and Manisha Sharma	DETERMINANTS RESPONSIBLE FOR SUSTAINABLE CONSUMPTION BEHAVIOR AMONG YOUTHS
	5741	Prasun Gahlot, Komal Suryavanshi, Surya Thapa, Aditi Rajput and Aradhana Gandhi	Seeing is Believing: The Rise of AR in Online Marketplaces
	6485	Vimal Raj L, Amilan S, Aparna K and Abinash Mandal	The Role of Anxiety in the Adoption of Digital Payments

Track-3.6C Classroom: E 203	7057	Rajshree Misara, Divyanshu Verma, Saurabh Mishra and Shashi Kant Rai	Knowledge mapping of netnography research: Insights from a systematic review and bibliometric analysis
	8161	Chaitanya Chunduri and Abhishek Yellepeddy	Antecedents and Consequences of Green Brand Attitude in B2C Brand Marketing Contexts: A Systematic Literature Review and Research Agenda
	9230	Sana Khanam and Rakesh Mohan Joshi	Marketing Communication in Higher Education: A systematic literature Review and Future Directions
	6113	Mayukh Mukhopadhyay	Examining Drivers of B2B Subscription Commerce in Digital Ecosystem using Fuzzy Cognitive Mapping

Track-3.7C Classroom: E 101	8156	Khushi Srivastava, Aastha Arora and Deepak Dhayanithy	The Hidden Influence: Addressing the role of Self-Bias in Ethical Decision-Making
	3004	Dr Vartika Dadhich	A Cross-sectional Descriptive Study of Artificial Intelligence (AI) on Human Resource Management & Organizational Development Using AMOS: A Structural Equation Modeling Approach
	4495	Manish Kumar, Varsha Dixit, Shruti Shruti and Bindu Jacob Mathews	Impact of downsizing on employee retention and attracting new talent in future
	979	Pooja Sharma, Dr Sona Vikas and Ashish Mathur	Talent Acquisition Effectiveness Using HR Analytics: A Study

11:00 AM to 12:00 Noon
Classroom: F-101   Workshop on Mediation and Moderation analysis by Prof. Murugan P

12:15 PM to 12:45 PM
Classroom: F-103   A keynote speech on 'Industrial Applications of Artificial Intelligence' by Dr. Lalit Singh, Senior Scientist, NPCIL-BARC

2:30 PM Paper Presentations

Track-3.8C Classroom: D 101	9722	Shantanu Dey	Privacy by Design as Technology Adoption in Collaborative Supply Chains – a Technology Organization Environment and Organization Information Processing Perspective
	7689	Raj Mohan	Informal Institutions and Expatriate Management: Cross-cultural Adjustment in Institutionalist IHRM
	8060	Deepak Vinod Kesarwani, Sandhya Rani and Rajesh Kumar Shastri	IMPACT OF DIGITAL HUMAN RESOURCE PRACTISES IN IT INDUSTRY: (OPPORTUNITIES AND CONSTRAIN)
	4265	Dr. Shailesh Natu, Shiba Parhi, Manas Pal and Dr Anamika Anamika	Redefining Work from Home (WFH): A new normal for Indian IT employees

Track-3.9C Classroom: D 201	216	Shuchita Tewari, Vishakha Kumari and Manoj Kamila	Productivity in Remote Work: Does it really affects?
	723	Subbarama Sarma and Kusuma Jana	Unifying Supply Chain through Human Resources Chain - Insights from literature -
	6045	Gouranga Patra and Indranil Bose	Employer Branding as an instrument of Talent Management- A study of ITES Talent Perspective
	8236	Rohit Saraogi	Smart City Development - Technology Driven Approach

Track-3.10C	9703	Sachin Jajoo	Municipal Solid Waste Management in Manipur-: A Case Study

Classroom: D 203	7501	Ramya Subramanyam and Mallika Sankar	Audio branding in the digital era: Mediating effect of sonic logo on willingness to pay
	5846	Srishti Arora and Dr. Mallika Sankar	Role of Communication in Encouraging Women Entrepreneurship in Urban Bengaluru
	7485	Vishita Sangal, Saurabh Singh and Nitin Kumar Saxena	Consumer Brand Relationship: How Masstige Brands Make Consumers Happy in a Dynamic Social Environment
	6001	Ishita Kamani	Significance of Psychological Well-being and the Factors Driving Employee Performance in the Indian IT Sector.
Track-3.11C **Classroom: E 101**	1778	Sugi Suresh and Mallika Sankar	A STUDY ON COLOR PSYCHOLOGY BRANDING: EVIDENCE FROM BODY CARE PRODUCTS
	5220	Urjaa Mishra and Dr Mallika Sankar	The Effects of Hedonism, Materialism, and Sustainability Orientation on Indian Luxury Buyers' Post-Purchase Guilt
	7046	Siddhi Vibhandik and Dr. Dipti Tulpule	"Ethics of Neuromarketing: Investigating neuroscience in advertising and its impact on consumers"
	7048	Rhea Devesh Desai and Mallika Sankar	Exploring the Antecedents and Motivations of Impulsive Fast Fashion Buying Behaviour Among Indian Consumers: The Role of Online Fashion Consciousness, Materialism, and Age as Moderators
	7230	Pratham Deore, Suraj Kahalekar, Harshal Mahant and Brijesh Shivathanu	The Empirical Analysis of Product Pricing, Perceived Quality, Advertisement and Brand Image in relation to Customer Loyalty in FMCG Sector.

4:30 PM Valediction