

TECHNICAL PROGRAM DETAILS
TRACK 1- Marketing & Supply Chain
Session –1230 Hrs-1600 Hrs/Paper Presentations

Session Chair¹: Dr Ashu Shukla				
Session Chair²: Dr Urvashi Tandon				
Track Co-ordinator: Mr. Ajinder Singh				
Link: https://zoom.us/meeting/register/tJUpd-2tqT4rHtU10kzKIvwzW90GTw7huvfh				
Doctoral Research Centre- Chitkara Business School, Chitkara University, Punjab, India				
Sr. No.	Paper Title	Paper ID	Authors	Timings
1	Consumer Behaviour in Social Commerce: A Systematic Literature Review	7133	Disha Sharma	12:30 PM -12:42 PM
2	Analysis of the impact of users' experience through Metaverse in Marketing Management – Impact on Emerging Economies	3346	Atul Grover	12:43 PM -12:55 PM
3	An examination of Consumer Acceptance of Voice Assistants: The role of Perceived Privacy Risks	5007	Hardeep Chahal and Mehak Mahajan	12:56 PM -13:08 PM
4	E-NAM – Digital Agricultural Market: Challenges and Opportunities in India	3123	Mohit Garg and Shelly Singhal	13:09 PM -13:21 PM
5	The Effect of Trust in Supply Chain on Firm Performance Through Supply Chain Responsiveness and Competitive Advantage- A Conceptual study	3232	Ambreen	13:22 PM -13:34 PM
6	Continuum modeling by degree of interaction sharing in between stages of behavior continuum in the field of psychology & consumer marketing application - a quantitative theoretical approach	6759	Prasanta Biswas	13:35 PM -13:47 PM
7	Study of Chatbot in Customer Service in Banking	4261	Monika Rani	13:48 PM -14:00 PM

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8	Comparative Analysis of Broadcast Advertising and Social Media Advertising with reference to YouTube and Instagram	5421	Poonam Dabaria	14:01 PM -14:13 PM
9	Market Transformation - Reasons and Factors	9762	Dr. Harpreet Kaur	14:14 PM -14:26 PM
10	Exploration of the impact of Negative Behavioural Intention Induced Dark Side and the effectiveness of Governance Mechanisms in B2B Dyads- An Emerging Market Context	9000	S V Venkata Ramanan	14:27 PM -14:39 PM
11	Big Data in the Metaverse - A New Frontier in Business Analytics	4889	Sumeet Singh Lamba	14:40 PM -14:52 PM
12	Demystifying the Role of Digital Marketing in Political Campaigns	3556	Kaman Kabir Singh	14:53 PM -15:05 PM
13	Efficient Anchor-Free Node Localization in Under- Water Wireless Sensor Networks with Obstacle	9159	Ashish Kumar Dass, Sudhakar Das and Sudhir Ranjan Pattanik	15:06 PM -15:18 PM
14	Literature Review on Relationship between Types of Purchases and Usage of Digital Payment Methods	5822	Baljinder Kaur	15:19 PM -15:31 PM
15	Manipulation prevention for e-voting system using blockchain	2888	Pandi Chandran, G.Sundararaju, S.Muthukumarasamy, S.Sivakumar, Veeramanickam M.R.M	15:32 PM -15:44 PM
16	Luxury brand and consumer behavior: A systematic literature review	2110	Chitra, Ravi Kumar	15:45 PM -15:57 PM
17	Impact of digital marketing on business	4160	Deepika Arora, Roopinder Kaur	15:58 PM -16:10 PM