



International Conference on Management Growth in Emerging Economies (ICMEE-II 2024)

(22nd November, 2024)

Track 3 – Finance and AI

Session Chairs: Dr. Rajit Verma and Dr. Balraj Verma

Session Coordinator: Ms. Divya Goswami (+91 903 491 8541)

Timings: 11.30 AM – 3.30 PM

Zoom Link: Zoom Link: <https://zoom.us/j/94842986269?pwd=UIabaUdDHkc3c0rp5IZtHCKqm6ckT3.1>

Meeting ID 948 4298 6269

Passcode 723787

S.No.	Paper ID	Title of Manuscript	Presenter	Co-author	Time Slot
1.	1	Challenges in Financial Support and Scale-Up Phase for Startups in Kerala, India	Bobin Chandra	Ajisha, M.S.R. Mariyappam, Joanna James	11.30 AM -11.45 AM
2.	3	AI-Driven Microcredit: Revolutionizing Access to Small	V. Vedavathi	M.S.R. Mariyappam, Sagunthala	11.45 AM-12 Noon

		Loans for Low-income Communities			
3.	39	Money-Making Advice in the Digital Age: A Content Analysis of Financial Experts on Social Media	Shiji Prasannan	Sweta Oza, Kumud Singh Rajput	12 Noon-12.15 PM
4.	19	Analysing the Current State of Knowledge on Personal Financial Management Behaviour- A Systematic Literature Review and Bibliometric Analysis	Vishal Sharma	Rajesh Kumar	12.15 PM – 12.30 PM
5.	37	Risk Perception and Portfolio Management of Equity Investors in ICICI Securities Limited	Pankaj Kumar Jha	Purvi Derashri	12.30 PM – 12.45 PM
6.	47	Financial Performance Analysis of Return on Investment for Digital Transformation Initiatives in Banking Organizations	Srivatsan S.	Geeta Kesavaraj	12.45 PM – 1.00 PM
7.	59	Exploring the Landscape of Artificial Intelligence and Machine Learning in Finance: A Bibliometric Analysis	Chandni Rani	Mandeep Kaur, SN. Singh, Deepika Mishra	1.00PM – 1.15 PM
8.	61	An Empirical Investigation in Analysing the Overall Impact of Implementing FinTech Towards Sustainability Performance of Private Banking Companies with	Reepu	Gaganjot Kaur	1.15 PM – 1.30 PM

		Green Finance in Mediating Factor			
9.	64	Artificial Intelligence in Bank Credit Analysis	Asha Mamraj Sharma	Priyanka Mathur	1.30 PM – 1.45 PM
10.	13	Crafting Impactful Narratives in Financial Marketing with AI-Generated Content	Jorfin B George	M.S.R. Mariyappam, Nora Ilis Ab. Wahab	1.45 PM – 2.00 PM
11.	97	The Prospect of Traditional Banking in the Era of Digital Dominance: Case of Ethiopian Banks	Habtamu Ditta		2.00 PM – 2.15 PM
12.	7	LSTM and Anomaly Detection in Time Series Data of Indian Stock Market	Vandana Khanna		2.15 PM -3.00 PM
13.	89	Technological Integration in Financial Management: A Bibliometric Analysis of Technology-Enabled Financial Services, Including Robo-Advisors	Divya Goswami		3.00 PM – 3.15 PM