



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

(22nd November, 2024)

Track 5 – Ethical and Regulatory Considerations in AI

Session Chairs: Dr. K. Ravishankar and Dr. Meenal Arora

Session Coordinator: Ms. Rupinder Kaur (+91 752 903 0505)

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.	49	Pivoting with Purpose: The Evolution of PerspectAI	Birud Sindhav		11.30 AM – 11.45 AM
2.	20	The Impact of Algorithms on Media and Society	Swathi R	Blessy Thangam, Kishore.N, Sowmya.K	11.45 AM - 12 Noon

3.	51	Greening the Globe: A Comparative Study of Global Reporting Initiatives (GRI) and International Organisation for Standardization (ISO) in Environmental Reporting	Zubian Pruthi		12 Noon – 12.15 PM
4.	53	A Study on Trends in Digital Social Media Marketing Impacting Indian Startups	Kanika Kochar	Devesh Bathla	12.15 PM- 12.30 PM
5.	62	Consumer Attitudes Towards Organic Products: A Comprehensive Bibliometric Review	Ankur Kumar Rastogi	Gaurav Bhagra, Astha Namdev, Aditi Shrivastava	12.30 PM – 12.45 PM
6.	69	AI Adoption Intention as a Driver of Success of Pharmaceutical Industry Workers	Archana Shahi		12.45 PM – 1.00 PM
7.	36	Future-Proofing Service Marketing Strategies for Workforce Reskilling and Upskilling	Pravin Kumar K	Manoj Govindaraj, Jennifer Lawrence	1.00 PM – 1.15 PM

8.	43	Assessing the Influence of Consumer Awareness on Online Buying Intentions in the Context of Surveillance Capitalism	Yakshi	Subhas Chandra Bose	1.15 PM-1.30 PM
9.	46	Powering Persistence: A Conceptual Exploration of Continuous Intention Among Solar Prosumers through a Trust- Integrated Extended Expectation Confirmation Model	Tony C Mathew	Sridevi N	1.30 PM – 1.45 PM
10.	77	Identifying Key Barriers and Opportunities in E-waste Recycling: A Qualitative Analysis of India’s Smart Cities	Bhartendu Vimal	Amit Mittal	1.45 PM – 2.00 PM
11.	92	Mapping the Evolution of Key Themes in Rural Homestay Tourism: A Bibliometric Approach	Rupinder Kaur Tiwana	Urvashi Tandon	2.00 PM – 2.15 PM