

Report on XIX International Conference

Prestige Institute of Management and Research, Indore organised its PIMR Nineteenth International Conference on **Changing Business Paradigms: Trends in Innovation, Governance, and Sustainability: PICOM-24**, a two-day event on February 23-24, 2024. The conference was a vibrant, knowledge-sharing and thought provoking platform for various bodies of knowledge converging on a single platform. In addition, personalities from various domain graced the event. Inaugural witnessed the MOU between Prestige Group and MBK Holding Pvt. Ltd. Qatar.

Luminaries on February 23, 2024

1. Dr. Davish Jain, Chairman, Prestige Education Foundation, Chancellor Prestige University
2. His Excellency Mr. Shiekh Mansoor Bin Khalifa Al-Thani, Chairman, MBK Holding, Qatar
3. Shri. Dipin Jain, Vice Chairman, Prestige Education Foundation
4. Mr. Himanshu Jain, Director, Prestige Education Foundation
5. Dr. Raja Roy Choudhury, Conference Chair, Director DOL, PIMR, Indore
6. Dr. Debasis Mallik, Sr. Director, PIMR, Indore
7. Mr. B. S. Nagesh, Founder TRRAIN, Chairman Shoppers Stop
8. Mr. Siddharth Rajhans, Principal Policy Officer, UN
9. Mr. Avinash Deshpande, Executive Director, MBK Holdings, Qatar
10. Mr. Siddharth Adhikari, DGM, Circle Head, Punjab National Bank
11. Dr. Indrajit Goswami, Professor, Alliance School of Business, Alliance University
12. Mr. Kushagra Sharan, AIRS Fellow, Phd Scholar IIM Kozhikode, BE, BITS

Luminaries on February 24, 2023

1. Dr. Davish Jain, Chairman, Prestige Education Foundation, Chancellor Prestige University
2. His Excellency Mr. Shiekh Mansoor Bin Khalifa Al-Thani, Chairman, MBK Holding, Qatar
3. Shri Shankar Lalwani Ji, Member of Parliament, Indore, M.P.
4. Shri Tulsi Silawat Ji, Minister of Water Resources, M.P.
5. Dr. Raja Roy Choudhury, Conference Chair, Director DOL, PIMR, Indore
6. Dr. Debasis Mallik, Sr. Director, PIMR, Indore
7. Dr. Renu Jain, Ho'ble Vice Chancellor, DAVV.
8. Dr. P. K. Singh, Director, IIM, Trichy
9. Mr. Avinash Deshpande, Executive Director, MBK Holding, Qatar
10. Dr. Prashant Mishra, Professor, IIM, Calcutta
11. Dr. Saumen Chattopadhyay, Economist & Professor JNU
12. Dr. Deepak Shrivastav, Professor, IMS, Devi Ahilya University
13. Dr. Indrajeet Goswami, Professor, Alliance School of Business, Alliance University
14. Mr. Kushagra Sharan, AIRS Fellow, PhD Scholar IIM Kozhikode, BE, BITS

The Inaugural

Under the esteemed guidance of Conference Chair, Dr. Raja Roy Choudhary, the conference commenced with a warm welcome to all distinguished guests. Dr. Davish Jain, Chairman of Prestige Foundation, extended gratitude to His Highness Sheikh Mansoor Bin Khalifa Al-Thani for gracing the occasion and shared insightful reflections on the intersection of innovation, governance, and sustainability within the Indian context. Conference Journal/Proceedings was also released during an inaugural ceremony.

Lamp Lightening and Bestowing the Garland to Goddess Saraswati



Knowledge Leadership

Mr. Siddharth Rajhans, Principal Policy Officer at the United Nations, delivered an inspiring keynote address, evoking a sense of national pride by celebrating India's significant contributions to shaping the global landscape. He eloquently underscored India's pivotal role in tech diplomacy, exemplary governance, and remarkable achievements such as UPI, UIDAI, and ISRO's space endeavors, leaving the audience with a renewed sense of the Indian dream.



Collaboration, Coordination and Governance

Mr. Siddharth Adhikari, Circle Head of Punjab National Bank, Indore, shared profound insights on embracing change and the transformative power it holds. The event witnessed the unveiling of the prestigious PIMR Conference Journal, along with the recognition of outstanding Ph.D. scholars and loyal contributors.



Purpose and Inclusivity

Mr. B S Nagesh, the visionary founder of TRRAIN and Chairman of Shopper's Stop, captivated the audience with his impassioned speech on purpose and inclusivity. He lauded the exemplary role of Indian women in fostering innovation, governance, and sustainability, emphasizing the importance of cultivating a feedback culture to sustain workplace innovation. His address resonated with the belief that India is poised to set new benchmarks in governance on the global stage.



Fostering Bonds

His Excellency Shiekh Mansoor Bin Khalifa Al-Thani, graced the occasion as the Chief Guest, marking his inaugural visit to India, fostering meaningful ties with the Prestige Group of Industries

and Institutions. He shared his visionary outlook for the next generation economy, commending India's unparalleled talent pool and predicting a shift towards a people-centric economy, positioning India as a leader on the world stage. An MoU signing between MBK Holding and Prestige Industries further solidified these promising bonds.



Honoring Excellence:

The ceremony culminated with the prestigious Lifetime Achievement Award bestowed upon Mr. B S Nagesh by the Prestige Group, recognizing his unparalleled contributions. A special accolade was also conferred upon His Excellency Sheikh Mansoor Bin Khalifa Al-Thani for his global advocacy in innovation, governance, and sustainability.

Gratitude and Closure:

Dr. Dipin Jain, Vice Chairman of Prestige Education Foundation, extended heartfelt gratitude to all participants, marking the end of an auspicious inaugural ceremony filled with enlightenment, camaraderie, and a shared vision for a brighter future.



Research Conclave

On first day of IC-24, research conclave was organized followed by inaugural. Dr. Indrajit Goswami, Professor, Alliance School of Business, Alliance University and Mr. Kushagra Sharan, AIRS Fellow, PhD Scholar IIM Kozhikode, BE, BITS as session experts shared their expertise on “Mixed Methods Research” & “How to crack ABDC?” respectively. Dr. Goswami talked about role and importance of qualitative and quantitative methods and blend of them in research. With his rich experience he emphasized the need and application of these methods. On the other hand, Mr. Sharan shared his expertise on how to make an effective research? He emphasized on importance of literature review and how to use softwares like Excel and R to arrange literature? Deliverance of both the experts were interactive and they efficiently addressed the queries of the audience. Dr. Raksha Thakur and Dr. Chanchala Jain coordinated the research conclave.



Best Ph.D Contest

Every year during the international conference, PIMR organizes best PhD contest. This year as well this contest was organized and total 13 registrations were received from PAN India. Out of 13 PhD, 5 were selected for presentation during the contest. The contest was organized in hybrid mode due to some unavoidable conditions at 3 participants end who were from Delhi, Bangalore and Nanded. The contest was empanelled by Dr. Saumen Chattopadhyay, Economist & Professor JNU; Dr. Indrajit Goswami, Professor, Alliance School of Business, Alliance University and Dr. Deepak Shrivastava, Professor, IMS, Devi Ahilya University. The winner of the contest was Dr. Sant Kumar from Delhi.

Management Conclave

On the second day of international conference, the management conclave on the topic “ESG (Environment, Society, and Governance), or business maximization” was organized. The panellists for the conclave was Dr. P. K. Singh, Director, IIM-Trichy; Mr. B. S. Nagesh, Founder TRRAIN,

Chairman Shoppers Stop; and Mr. Avinash Deshpande, Executive Director, MBK Holdings, Qatar. The moderator for the conclave was Mr. Siddharth Rajhans, Principal Policy Officer, UN. The discussion was initiated by Mr. Rajhans by introducing the title to panellists and audience. Panellist Dr. P. K. Singh with reference to Geeta, added when you use resources from nature, you must try to pay them back. To save the earth, we must also know that we are crossing the threshold in terms of population.

B.S. Nagesh mentioned that ESG is more practical than theoretical. ESG is a part of life. Investors are asking about ESG practices as of now; that is the reason organizations are implementing them. as they are doing it not just for the benefit of nature but to benefit their organization. ESG is not a corporate nomenclature or modern method; it's an individual method that we have to contribute to for a better future.



Further, Mr. Avinash Deshpande said ESG is not just a concept; it's how we're going to apply the concept and what circular economy and business maximization are. He has given formula of 3C: Communication (communication is the key to everything), Connections (how do you connect within an organization, creating value for society, adding social value to society as an individual), and Creativity (how you innovate things)



Tracks (Paper Presentation)

Total participants for IC-24 were 245 and total 159 research papers were received from PAN India and abroad from the academicians, research scholars and students. These papers were divided into 14 tracks as per the domain. Out of 14, 2-2 tracks were from finance, marketing, general management; three tracks were based on students' research papers and rest one from each domain i.e., Economics and International Business, Information Technology, Law. In each track there were two session chairs of specific field and one co-chair from PIMR. One best paper (INTERNAL-EXTERNAL SEPARATELY) are awarded in each track.

List of Best Paper Awards (Internal & External)

S. No.	Track	Total No. of Papers Presented	Best Paper - Internal	Title of the Paper	Best Paper - External	Title of the Paper
1	Finance - I	5	Dr. Amitabh Joshi Dr. Nitin Tanted	GARCH Model Application for Volatility Modeling between Institutional Investors, Commodities, and Share Market in India	Prof. Neha Jain Dr. Kshama Ganjiwale	A Study on Impact of Demographic Variables on Passive Investment of Exchange Traded Funds among Working Woman – with Reference to Madhya Pradesh
2	Finance - II	5	Dr. Nitin Tanted Dr. Gagan Bhati Dr. Sumit Zokarkar Dr. Deepesh Y Mahajan	Predicting Financial Stress of companies using the Piotroski F Score Model	Abhijit Kirtunia Titas Bhattacharjee	Exploration of Open Innovations Initiatives and Role of Corporate Venture Capital (CVCs) Fostering Innovation in Biopharma Organization
3	HR-I	7	Dr. Chanchala Jain Dr. Bindiya Goyal	Unpacking the Impact of Stress on Job Performance: An Empirical Study	Divyesh Patel Dr. Tejal Patel, Parag Sanghani	Does Political Skills Enhance Emotional Intelligence in Organization?
4	HR-II	8	Dr. Debasis Mallik Dr. Bindiya Goyal	Exploring Gender Dynamics on Career Anchors and Motivational Expectancies	Parag Bhatt Dr. Ashutosh Muduli	AI in Human Resources: Exploring Benefits and Challenges in the Era of Industry 4.0
5	Marketing-I	7	Dr. Alok Bansal Ankit Nandwal Mayank N Tiwari	An Empirical Investigation of Factors Influencing the Adoption of Social Commerce for Retail Purchases	Dr. Anupama Chirap Dave	Instagram Marketing for Sustainable Fashion Brands: Recommendations Based on Factors affecting Purchase Intentions of Young Consumers

6	Marketing-II	11	Dr. Pooja Shukla Dr. Chanchala Jain	Factors Influencing Consumer's Decision about Vegetarian diets in Indore	Arveen Kaur Prof. Dr. Alpana Srivastava Prof. Dr. Shekhar Trivedi	Does Website Appeal Triggers Generation Z's Impulse Buying? An Empirical Investigation
7	GM-I	3	Monika Dagliya Rewa Bochare	Sustainable Concrete Practices: Integrating PET for Eco-Friendly and Cost-Efficient Construction	Sadiya Samdani Dr B.S. Rathore	The Carbon Footprint of Media Institutes in the Age of the Climate Crisis
8	GM-II	4	Dr. Pradipta Chandra	Green Supply Chain: The Torch Bearer of Sustainable Development	Dr. Anu Verma (Puri)	Enhancing Learning Engagement, Critical Thinking, and Information Retention" using Mind Mapping as an Innovative Pedagogical Too
9	IT-I	5	Dr. Pragya Keshari	Antecedents of Webrooming: An Empirical Investigation	Avinash Saini Dr. Manish Tiwari	Handling Heterogeneous Data On Cloud-A Service Based Approach
10	Economics	4	Dr. Vidya Telang Dr. Timsy Kapoor	A Study on Impact of Digitalization on Indian Economy	Kumari Sudhir Tribhuvan Nath	Optimizing Fruit Pulp Manufacturing Processes: A Study on Risk Assessment and Corrective Actions using FMEA
11	Law-I	7	Arushi Shivastava	Witness Protection Scheme: An Analysis	Nidhi Upadhyay	Inclusive Justice: Navigating Legal Shifts and Global Perspectives on LGBTQ Rights in India
12	Student- I	10	Ms. Divyanshi Luniya Ms. Ayushi Patel Ms. Anvee Mishra Ms. Avishi Jain Ms. Darshana Patidar Dr. Chanchala Jain	A Study on the Impact of Procrastination on Academic Performance of Management Students		
13	Student-II	10	Poorva Vaishnav	From litigation to Innovation:how the Judiciary Drives sustainable practises in a Changing landscape		
14	Student-III	11	Ms. Shivangi Sen Dr. Neha Sahu	A Study on the Construction of an Optimal Portfolio Using Sharpe's Index Model with Special Reference to Selected Stocks of the National Stock Exchange of India		
Total Papers Presented		97				

Valedictory

Innovation driving force of our growth: DAVV, Indore Vice Chancellor Dr. Renu Jain

Innovation has been the driving force of our growth. We have been growing despite pandemics over the past decades, have become the 5th largest economy in the world, and are expected to be the 3rd largest economy by 2027, said **Devi Ahilya University Vice Chancellor Dr. Renu Jain** while addressing the concluding session of the 19th Prestige International Conference organized on the topic Changing Business Paradigm as the chief guest.

She said Indore highlighted the importance of knowledge systems towards innovation, governance, and sensitivity. Sustainable use of resources is the key to the bright future of society.



Take planned risks and move ahead: Prof. P K Singh, Director, IIM Trichy

Speaking on the importance of education, the special guest of the valedictory function, Professor Pawan Kumar Singh, Director, IIM Trichy, said that fundamental clarity comes when engaging with each other in such conferences. There is a great need in the education world today to talk beyond the syllabus so that entrepreneurial culture can develop in today's era. Youth should take planned risks and move forward, which will lead to success.

Release of Status Paper “Unraveling the Trifecta of Governance, Sustainability, and Technological Advancements in India authored by Ms Isha Joshi, Dr. Pratima Jain, Dr. Raja Roy Choudhury. Choose your role model wisely, **Professor Prashant Mishra of IIM Kolkata** said that incentives are one of the most valuable things. Appreciation from your loved ones matters most. He said that the achievements of the people around you always give importance to role models, but choose your role model wisely.

Dr. Davish Jain, Chairman of the Prestige Education Foundation, said that with the changing dynamics of the business environment, it is now extremely important to explore new areas of innovation. Expressing his gratitude to the guests present at the conference, he described the expert discussion on the changing scenario in the business world and its impacts during the two-day conference as extremely effective.



State Cabinet Minister Tulsi Silawat felicitates Sheikh Mansour Bin Khalifa Al-Thani

On this occasion, State Cabinet Minister Tulsi Silawat honored Sheikh Mansoor bin Khalifa Al-Thani on behalf of the Madhya Pradesh government. He thanked Al Thani for coming to India and choosing Indore as his first destination. The faculties and researchers who presented the best Ph.D and research papers were honored by the guests.



Conference Chair Dr. Raja Roy Choudhary said that the substantive discussion on the changing business paradigm at this two-day conference was extremely meaningful. Directors, faculties, and students of various educational institutions of Prestige Education Group were present at the valedictory ceremony.



Conference Convener CS Dr. Pratima Jain proposed vote of thanks by acknowledging the gracious presence of all the luminaries. She extended the gratitude to the experts and speakers for their valuable insights and deliverances during February 23-24, 2024. She thank the management, Conference Chair, Directors, Mentors, Cordinators, Faculty members, staff, student volunteers and all participants without whom this conference would not have been possible.



Team IC-2024



Raja Roy Choudhury

Dr. Raja Roy Choudhury, Conference Chair
Dr. Pratima Jain, Conference Convener
Dr. Chanchala Jain, Conference Coordinator, PG
Dr. Amrita Baid More, Conference Coordinator, UG
Dr. Chetan Nagar, Conference Coordinator, UG
Ms. Navrati Dongre, Conference Coordinator, Law

Link for the Photographs:
<https://drive.google.com/drive/folders/12ob37iKuGAKVgNIGQ6xIIQv67Ajk954y>