



ALLIANCE STUDENT INTERNATIONAL CONFERENCE
(ASICON 2023)

TRANSCENDING DISCIPLINARY BOUNDARIES THROUGH INNOVATION

BOOK OF ABSTRACTS

CHIEF EDITOR
DR. PUNITH CARIAPPA

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DR. PRATIMA VERMA
DR. VINEETHA SIVAKUMAR



ALLIANCE
UNIVERSITY

Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi

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**ASICON 2023
ALLIANCE STUDENT INTERNATIONAL
CONFERENCE ON “TRANSCENDING
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(Book of Abstracts)

Conferene Date: 19, 20 January, 2023

Chief Editor: Dr. Punith Cariappa

Date of
Publication: 2023 January

ISBN: 978-81-955963-5-5

Published by: Alliance University
Chikkahagade Cross
Chandapura - Anekal Main Road, Anekal
Bengaluru – 562 106, Karnataka, India.

Printed by: Eagle Prints, Bengaluru

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About Alliance University

Alliance University was founded with an ambition to serve society with education and research and promote a global outlook that defines the future trajectory of its students.

Since its inception in 2010, Alliance University has been a forerunner in higher education, calling out to the new generation of scholars, engineers, scientists, artists, people in business, social reformers helping to shape and transform societies and communities through and beyond, around the world.

Currently, that trailblazing spirit makes Alliance University, one of the most sought-after universities in the world, featuring top-ranked academic programmes such as Alliance School of Business, Alliance College of Engineering and Design, Alliance School of Law, and Alliance Ascent College, and newly commencing Alliance School of Liberal Arts.

Nestled in the serenity of 'green' campus in Bengaluru, Alliance University is a leader in global education, with world-class infrastructure, state of the art laboratories, international visiting

faculty, exchange programmes with leading universities in the US, UK, and European Union, and linkages with Research Labs across the world.

Alliance University takes its role as an instrument of transformational impact seriously and has a vast network of alumni who have gone on to succeed across professions, from the sciences to the arts and government, throughout the world. Education at Alliance University is designed to inspire our students to become critical thinkers and to lead and change the world.

Rated among the best private universities in India, Alliance University provides a rigorous, demanding education to a diverse student community. The University has baccalaureate concentrations, postgraduate offerings, doctoral degree programmes, and several professional certificate programmes that channel its students' creativity to further knowledge and twenty-first-century skills, challenge the status quo, and deliver impact.

Alliance University counts among its faculty, top talents, recipients of the highest scholastic honors from around the world, and visionaries committed to informing and innovating the current paradigms and pushing the envelope to make a better world, going beyond what might be expected of a university.



About the Conference

Academic disciplines have exercised a dominant influence in the way we perceive, reflect, and seek to understand reality. The methods of enquiry, until the recent times, have been influenced by respective disciplines.

However, recent developments in the academic discourse are not on disciplinary silos but on breaking down the rigid boundaries between disciplines and bringing in more fluidity and permeability. The current conference on “Transcending Boundaries” takes up the challenge of transcending disciplinary boundaries at the contemporary juncture and creating new knowledge, which stands at an alchemical meeting point of several disciplines. We invite young researchers from all disciplines, who can think innovatively.

Alliance University Bangalore, India is playing host to this gathering of thoughts and innovative ideas yet again with modern technology to distil best thoughts of the most brilliant minds. This two-day event aims to engage, stimulate, and provoke

discussions on different issues touching upon humanity and planet earth in general and the challenges that we might face in the coming decades.

Visit Alliance, be part of the conference, share your thoughts, be heard, etch your footprints on the sands of time and be part of history.



Message from Pro-Chancellor

Promoting student research is a very important aspect in today's times. Helping students develop a research mindset, collaborate with peers, faculty, researchers across domains is imperative to holistic development. *The Alliance Students International Conference (ASICON) 2023* is an earnest attempt to bring students from various educational institutions to transcend disciplinary boundaries through innovation as a central theme. The book, a compilation of research abstracts from students on a wide range of areas, makes for an appealing read.

I extend my heartfelt congratulations to the members on the editorial board and would like to extend my deepest wishes to the Student researchers for developing an exploratory outlook and wish them the very best.

Best Wishes
Abhay G. Chebbi
Pro-Chancellor
Alliance University



Message from Vice Chancellor

It gives me immense pleasure and deep satisfaction that Alliance Students International Conference, ASICON 2023, organized by Alliance University has come out with compilation of research work in the form of edited book version titled “Transcending Disciplinary Boundaries Through Innovation” which is comprised of the research work undertaken by students from various institutions. I am sure that the Conference will help the participating students attain marvelous heights in terms of research projects and activities.

I wish the readers intellectual stimulation through this compilation.

Prof (Dr.) Anubha Singh
Vice Chancellor
Alliance University, Bengaluru



Message from Chief Editor

Transcending Disciplinary Boundaries through Innovation

Academic disciplines thus far, have exercised a dominant influence in the way we perceive, reflect, enquire and seek to understand reality. However, recent developments in the academic discourse are not on disciplinary silos but on breaking down the rigid boundaries between disciplines and bringing in more fluidity and permeability. This conference on “Transcending Boundaries” takes up the challenge of transcending disciplinary boundaries at the contemporary juncture and creating new knowledge, which stands at an alchemical meeting point of several disciplines.

The objective is to inspire young researchers who can think innovatively and present their views with proper research choosing from a wide array of tracks. The aim is to engage, stimulate, and provoke discussions on different issues beyond academics and disciplines, applying their Intelligence, social and adversity quotient, touching upon humanity and planet earth in general and the challenges that we might face in the coming decades.

Alliance University Bangalore, India is playing host to this gathering of thoughts and innovative ideas yet again with modern technology to distil best thoughts of the most brilliant minds.

Welcome all young and innovative minds to Alliance University, the host of ASICON-2023.

Dr. Punith Cariappa
Chief Editor-ASICON
Alliance University

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Keynote Speaker



Dr. Bengt Gustavasson

Dr. Bengt Gustavasson is a retired professor from Stockholm School of Business, Stockholm University, Sweden

Doctoral thesis: The Transcendent Organization. A treatise on consciousness in organizations.

Research: Among others: papers on organizational consciousness and business ethics. Sir Ratan Tata Research Fellow at Indian Institute of Management, Calcutta resulting in book Transition or Transcendence? A study of Indian Managerial Values; paper on Microeconomics. Tutor for undergraduate, graduate and doctoral students.

Teaching: Among others: Business ethics, Learning and unlearning organizations, Qualitative Methods. Book: Kunskapande Metoder (in Swedish "Knowledge creating Methods"). Examiner doctoral theses, among others several from India.

Today I want to speak to you about the power of knowledge and the idea of transcendence.

As young people, you are at a stage in your lives where you are seeking to learn and grow, to expand your understanding of the world around you and to discover your place in it. This is a wonderful and exciting time, and one that is full of potential and possibility.

But as you embark on this journey of learning and discovery, it is important to remember that knowledge is not an end in itself. It is not something that you acquire simply for the sake of having it, but rather a means to an end. The true value of knowledge lies in what you do with it, how you use it to make a positive impact on the world around you. So, as you seek to acquire knowledge, strive to do so with a sense of purpose and direction. Ask yourself what you want to achieve with your knowledge, and how you can use it to make a difference in the world.

At the same time, it is also important to keep in mind the idea of transcendence. This refers to the idea of rising above or going beyond the limits of your current understanding and experiences. It is about striving to reach a higher plane of understanding and enlightenment, to see the world in a different and more expansive way. To achieve transcendence, you must be willing to challenge your own preconceptions and to embrace new ideas and perspectives. You must be open to learning from others and to seeing the world through their eyes. And you must be willing to take risks and to venture beyond your comfort zone.

In conclusion, I encourage you to embrace the power of knowledge and to strive for transcendence in your pursuit of learning and growth. Remember that the true value of knowledge lies in what you do with it, and that by striving for transcendence, you can open yourself up to new and exciting possibilities.

Keynote Speaker



Dr. Enrico Bonadio

Dr Enrico Bonadio teaches, researches and advises in the field of intellectual property (IP) law. He is currently Reader in Intellectual Property (IP) Law at City, University of London. A frequent visitor to many universities and research centres around the world, Enrico has research interests in several IP areas, including the protection of non-conventional forms of creativity. He has attracted funds from a variety of institutions, including the European Commission, Australian Research Council, UK Research and Innovation, UK Economic and Social Research Council, and the UK Higher Education Innovation Funding. Enrico works with various international organisations and governments on IP issues and regularly joins training and technical assistance missions organised by World Intellectual Property Organisation. He frequently appears in the media as IP expert, and has been in private practice since 1999, working as IP lawyer for top-tier international law firms.

Artificial Intelligence as Inventor: Exploring the Consequences for Patent Law

Patent law has traditionally developed with human inventors in mind. At the same time, the use of inventive AI systems raises a range of novel issues which the existing patent framework may not be able to accommodate easily. There is no consensus over whether a machine can be designated as inventor. Who

would be the owner of the patent where AI has generated the invention with little or no human intervention? Who would be liable for AI-induced infringement in cases where machines act “autonomously”? Moreover, it is unclear whether the proliferation of AI-generated inventions should require us to re-evaluate core patent concepts such as inventive step and novelty in the long run. In this contribution, we have navigated through this complex relationship and explored the various issues that AI raises in the patent context in light of recent EPO and UK decisions.

Artificial Intelligence as Producer and Consumer of Copyright Works: Evaluating the Consequences of Algorithmic Creativity

Artificial intelligence (AI) has been the subject of a great deal of academic interest in recent times; it has captured the attention of copyright lawyers fascinated by the thought of machines creating works of art, music and literature. There is no doubt that, as has often happened in the past during previous waves of technological advances, AI platforms—and especially, machine learning—have brought with them new opportunities as well as challenges.

Machine learning is an AI application enabling programs to learn and progress automatically from experience. Its main feature is accessing data and often using it for the purpose of creating outputs, including music, literature, movies and art. Amounts of data are observed and analysed by the machine, which enables the latter to learn and then make creative decisions leading to final outputs that, as precise works of art, are often not foreseeable by the people who developed and started the initial program. Such a process is characterised by the absence of substantial human intervention or assistance after the program is operated, and by the use of algorithms—namely a sequence of instructions aimed at solving a problem or performing a computation. It can

be deemed “algorithmic creativity”, or the way by which AI/machines create new works.

Against this background, the article delves into thorny legal and policy issues. Is an AI-created work protected by copyright? Should it be? Who would be viewed as the author? Who should own such a work? These questions are the focus of the first part of this article: “AI as producer”. In the second part, “AI as consumer”, our analysis shifts to the questions of whether and to what extent the use of data fed into the system, for example to train the algorithms, may amount to copyright infringement, or may in certain circumstances be exempted under fair use, fair dealing or similar doctrines. In the third part we consider possible legal regimes for dealing with machine produced works including alternatives to copyright, such as a public domain scenario and a sui generis system. Finally, we provide our conclusions.

Keynote Speaker



Dr. Francesco Zonta

Laboratory of Computational Biology – Co-PI
Shanghai Institute for Advanced Immunochemical
Studies
ShanghaiTech University

A Theoretical Physicist. During his Ph.D. in Physics (Padova University, Italy, 2003–2007), while working on the statistical and topological properties of polymers, he started to be more and more exposed to and interested in biological systems.

In his earlier career as a Post Doc and Young Researcher at the Venetian Institute of Molecular Medicine (Padova, Italy, 2007–2015), he had been working in the field of Computational Biology and in particular on the study of mutations of connexin proteins that lead to rare genetic diseases. In these years he became familiar with most of the methods of Molecular Simulations at different scales, Quantum Mechanics, Classical Molecular Dynamics, Coarse-Grained systems, etc.

In 2015 he joined Shanghai Tech University as a Research Associate Professor and Director of the Bioinformatic and Computation Platform. In 2018, he became Co-PI of the Laboratory of Computational Biology, together with Prof. Michael Levitt (Nobel Laureate in Chemistry in 2013).

His research focused on therapeutic antibodies, in particular modeling of antibody-antigen interaction and in silico screening and design of new antibodies, and the development of multi-scale models for biological systems.

Since 2020 he has been extensively working with Prof. Levitt on modeling the spread of the COVID-19 virus in the population.

Modelling COVID Diffusion in the Population

The counts of confirmed cases and deaths in isolated SARS-CoV-2 outbreaks follow the Gompertz growth function for locations of very different sizes. This lack of dependence on region size leads us to hypothesize that virus spread depends on the universal properties of the network of social interactions. We test this hypothesis by simulating the propagation of a virus on networks of different topologies or connectivities. Our main finding is that we can reproduce the Gompertz growth observed for many early outbreaks with a simple virus spread model on a scale-free network, in which nodes with many more neighbors than average are common. Nodes that have very many neighbors are infected early in the outbreak and then spread the infection very rapidly. When these nodes are no longer infectious, the remaining nodes that have most neighbors take over and continue to spread the infection. In this way, the rate of spread is fastest at the very start and slows down immediately. Geometrically we see that the “surface” of the epidemic, the number of susceptible nodes in contact with the infected nodes, starts to rapidly decrease very early in the epidemic and as soon as the larger nodes have been infected. In our simulation, the speed and impact of an outbreak depend on three parameters: the average number of contacts each node makes, the probability of being infected by a neighbor, and the probability of recovery. Intelligent interventions to reduce the impact of future outbreaks need to focus on these critical parameters in order to minimize economic and social collateral damage.

Full text of this article has been published in *Advances in Biological Regulation*:

F. Zonta and M. Levitt, *Virus spread on a scale-free network reproduces the Gompertz growth observed in isolated COVID-19 outbreaks*, *Advances in Biological Regulation*, Volume 86 December 2022 Article number 100915, <https://doi.org/10.1016/j.jbior.2022.100915>

Keynote Speaker



Prof. Gabriele Goretti

Associate Professor, Jiangnan University – School of Design (China)

Visiting Professor Alliance University – School of Liberal Arts (India)

Visiting professor at Politecnico di Milano Design Department

Former researcher at University of Florence (Italy)

Former Coordinator Fashion Design Department of IED Istituto Europeo di Design Florence - Milan (Italy)

Prof. Goretti is an Architect, Design Researcher in product and fashion design strategy and luxury goods market. At the Jiangnan University in Wuxi (China) he is co-leading the Brand Future Experience Design lab.

From 2007 to 2017 Research fellow

Post-doc researcher at DIDA Department of University of Florence.

Senior researcher within joint research Labs in between Academia and advanced craftsmanship SMES

Professor in fashion design and product design

PhD in Industrial design, Environment and History

His professional profile is focusing on relationships between design strategies and advanced manufacturing processes.

Design Innovation and Craftsmanship Values: Case Studies in Product Design in Italy

Keywords: genius loci, craftsmanship, manufacturing, digitalization, sustainability

The Latin term *genius loci* identifies the “spirit” or intrinsic identity of a place or a community. Mediterranean cultures represent a strategic cradle for quality and manufacturing know-how, based on historical processes and cross-cultural connections. Among them, design and fashion production stands as a wealth of interesting *savoir-faire*, often unknown to the customers even if it plays a centric role in the final perceived quality of the product.

On the other hand, the contemporary design and fashion supply chain is part of the Global Value Chains (GVCs), the organization of international production, trade and investments where different stages of the production process are located across different countries. Moreover, authentic *genius loci* is often replaced by place as a fluidly-applied value-add signifier often not properly expressed or extremely simplified.

The Italian manufacturing districts are part of this global system. These clusters are composed of a constellation of SMEs, characterised by an articulated productive differentiation and a collaborative structure based on exchange and trust mechanisms in which the craftsmanship component strongly affects the competitive advantage of companies (Rullani, 2014). This helps to define a specific production model (Becattini, 2004) capable of transferring the cultural aspects of the territory and the intangible values of Made in Italy into a product recognisable for its solid and meaningful aesthetics (Morace and Lanzone, 2010). The value framework resulting from the connection between creativity, culture and territorial specificities cannot be considered inseparable from the production phenomena and ancient traditions of processing certain materials. This is expressed in the prominent role that product and process design have

always played in Italian productive contexts, whose constitutive characteristic consists in the endogenous capacity to constitute links between technical and humanistic thought (Celaschi, 2017), translating them into a strategic value that makes Italian design and production dynamics a form of cultural production.

The profound changes proposed by the digital transformation are strongly affecting the business models of SMEs (Matarazzo et alii, 2021), causing substantial changes in the organisation of design and production processes, as well as in relations with suppliers and customers. Thus, the need has emerged for Italian craft SMEs to undergo structural and organisational renovations to acquire and generate value by preserving their specific, distinctive and original knowledge and projecting it into a global logic that enhances their difference. Heritage thus begins to be interpreted by some leading companies as the added value of products and services, as a synthesis of a subset of symbolic intangible attributes (Mosca, 2017). The main instrument of this type of strategy can be found in the historical archive from which a series of further closely related opportunities can be derived.

Some leading SMEs have therefore embarked on a path of reconstruction between the material dimension of artefacts and the intangible dimension of knowledge and skills, enhancing corporate identity and heritage. In this path, digital archives have assumed a priority role in the interaction between Crafts Heritage and contemporary creativity to inspire the design of new products, trigger new projects, and preserve and transmit the (evolving) memory and knowledge. Archives thus become tools for the use and application of historicised knowledge in everyday design activities, which thus become knowledge-centred (Lupo, 2019).

Although Italian SMEs show that they have become aware of the opportunities inherent in digital transformation in terms of efficiency, cost reduction and labour flexibility, the situation

in Italy is somewhat uneven, and there is still a poor spread of digitalisation skills. It is also worth noting that the digital transformation of SME manufacturing districts is characterised by some common factors: technological innovation in production processes through technology transfer from other production contexts (e.g. automotive or fashion); values of craftsmanship safeguarded while implementing technological innovation in/on the supply chain; improvements in planning, production, time-to-market, material procurement, traceability and certification of product authenticity; and involvement of the end user in the communication of production values and product customisation services.

The tangible and intangible value of Craft Heritage is now recognised, nationally and internationally, as a driver for developing more cohesive societies attentive to the SDGs of Agenda 2030 (Sachs et alii, 2022). In particular, the European Commission has implemented over the last two decades many initiatives to enhance these processes, such as the European Cultural Agenda (European Commission, 2018), Creative Europe (European Commission, 2021a) and more recently also, the New European Bauhaus initiative (European Commission, 2021b); the latter is of relevant interest because it aims at strengthening the links between the world of culture-creativity and that of production, science and technology, in order to lead the ecological transition indicated by the European Green Deal (European Commission, 2019) and Next Generation EU1 (Symbola Foundation, 2020). From this point of view, the Craft Heritage represents a resource of absolute importance because it is renewable, implementable and combinable again. The more it is used, the more it increases.

The company Savio Firmino has been operating since 1941 in the Florentine area in the furniture and home details sector, first as an artisan workshop and then as an SME, progressively differentiating its products with the consolidation of international reference markets. In 2013 Savio Firmino started a long process

of restructuring and reorganising production through a joint University-Enterprise Research and Development Laboratory to experiment with the opportunities offered by the digitalisation of manufacturing processes, safeguarding craftsmanship as the primary source of success. The technical-scientific and economic-productive transformation that digital tools could bring was perceptible; thus, faced with the ever-tighter pace imposed by global competitiveness, the need emerged to recover craftsmanship knowledge in order to enhance it by introducing it into digital innovation processes.

The innovation program's first step involved digitising the company's historical archive through product reverse engineering techniques. A 'digital twin' was then obtained – starting from physical objects – i.e. a digital model ready to be reinterpreted, elaborated and fed into contemporary creative and production processes. Thanks to these research experiences, it was possible to elaborate design methods and tools to develop a codified digitisation procedure using 3D scanning for historical company components consisting of highly artistic, handcrafted elements and other industrialisable (serial) components.

In the first phase, the introduction of the digital archive made it possible to: improve time-to-market and thus an adequate reaction to market demands; co-ordinate the dialogue and interaction between company departments and external suppliers; obtain a taxonomy of the most industrialised handicrafts and processes in the supply chain; create a 'platform of knowledge and know-how' to be shared within the company. The SME's digital archive of products and components was preparatory to design and production optimisation with the help of 3D modelling, parametric software and additive manufacturing processes. Subsequently, having the business knowledge organised and digitised in the form of an archive allowed the products to be placed within virtual contexts making, use of advanced augmented reality and virtual reality tools to enable applications aimed at

product customisation and user-friendly solutions for interior design and high-end contract and residential applications.

Another interesting case studies is offered by Baldi Company, a SME which developed a digital archive of components and assemblies in bronze e crystal. The brand operates within classic interiors proposing decorative home details, as a typical example of Florence (Italy) craftsmanship tradition.

Through 3D scanning and parametric software, the company digitalized the company production archive generating forms which could work as a base for redesign strategies and as a knowledge-based catalogue to train new generations of designers and craftsmen.

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Keynote Speaker



Roberto Donà

Roberto Donà is an academic and a business practitioner with a long experience in China. He is a Professor of Practice in Management at IBSS, the business school of Xi'An Jiaotong Liverpool University in Suzhou, where he serves also the Associate Dean for Corporate Affairs. He is also Honorary Professor at School of Innovation and Entrepreneurship of University of Chinese Academy of Science.

Roberto has a strong international exposure having worked in Russia, Bulgaria, Argentina, USA and China. Since the beginning of his career, he worked also as management consultant for both domestic and international companies serving in several board positions. In May 2021 he has been elected Board Member of the EUCC (European Chamber of Commerce) Shanghai.

Currently he is also chairman and independent director in a company listed at the Catalyst market in Singapore and founder of an Italian startup registered as innovative Italian enterprise.

Entrepreneurship, Management and Leadership

This article aims to investigate some relationships between entrepreneurship, management, and leadership in order to identify which keywords may be useful in the agendas of scholars.

Despite the fact that entrepreneurship and management appear to be two distinct concepts, in the new competitive landscape, both new and well-established enterprises compete in a global and digital environment with an increasing dynamic and intensified competition, and thus companies of any age or size are forced to develop more entrepreneurial strategies in order to compete and survive.

What are the forces driving this new competitive landscape and the futures of many businesses?

The first is that emerging economies are becoming increasingly important in determining future growth, owing to the growing importance of the service sector.

The changes in the world's population are the second driver influencing the future. Life expectancy is rising, and as a result, there is a potential problem of aging. This is a concern from a demographic standpoint, but from a commercial standpoint, it means there are new industries, new sectors, new clients, and new products that may be offered.

Technology is the third driving force in the future. We are only at the beginning of a great technical progress, and this development indicates that future company models will be entirely different from current ones, necessitating a new wave of entrepreneurship within existing organizations. New tech giants have recently disrupted several industries, and huge organizations are now aware of this and maybe prepared to play a role in the changing world.

The final driving force in the future is urbanization. More and more people are living, and will continue to reside, in urban regions rather than rural areas, raising concerns about sustainability and necessitating changes in business models that prioritize sustainability from both an environmental and purely business standpoint.

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All of the aforementioned forces are pushing us to define new leadership characteristics because being a leader entails not only influencing followers to achieve common goals, but also creating, sharing, and implementing a vision, facilitating change, making faster decisions, building relationships, controlling the climate, and mentoring and coaching future leaders.

What are the directions based on these basic assumptions? We can see that three major directions are guiding the work of numerous academic researchers. The first is a historical shift in the analysis of prospective leaders' characteristics. The second is the rising relevance of something which we might define as "not just technical skills". Finally, the complexity and dynamic of the corporate world necessitate interdisciplinarity.

The historical shifts of the traits of the leader moved from a great man approach to the current studies, with more focus on the ability to adapt to the situations and to the relationship with the followers. This shift identifies different key traits of leaders and, among the others, there are intelligence, self-confidence, determination, integrity and sociability.

As a result, leadership study is becoming increasingly multidisciplinary, merging information from several fields such as behaviorism, psychology, philosophy, and life science, because modern leaders must also be authentic, servant, ethical, and transformative.

Furthermore, future leaders must be able to operate outside of their comfort zone in order to detect new competitive landscapes as a result of the aforementioned dynamic. This explains why managerial entrepreneurial studies are conducted.

A transdisciplinary approach is essential for identifying answers to emerging and very complex global challenges, such as climate change and sustainability, which are related not just to management but also to science, technology, art, and creativity.

For example, one particularly fascinating area of study is the so-called “design driven strategy” and the growing importance of creating new goods in light of the factors outlined above and the corresponding emergent difficulties.

Finally, what are the issues that future leaders will face and which must be acknowledged in management research?

There are two viewpoints to consider: the strategic context and the people.

The issues in the strategic context are related to the ability to challenge the status quo, adapt to technology, and enable creativity.

The second viewpoint is about individuals and how to prepare them for a changing world. If, as some analysts predict, many jobs of the future have yet to be invented, it is the responsibility of scholars to lay the groundwork for that understanding by demonstrating how to leverage existing competencies and experiences to be upskilled and reskilled, to manage truly diverse teams, and to focus on doing good.

Entrepreneurship, management, and leadership are all concerned with the conception and implementation of new sustainable business models, and the complexity and uncertainty of the future necessitate a new research agenda that is less concerned with analyzing the past and more concerned with going beyond predefined conceptual models: an agenda in which innovation and interdisciplinarity will be central.

Keynote Speaker



Dr. Pavan Soni

Dr. Pavan Soni is an Innovation Evangelist by profession and a teacher by passion. He is the founder of Inflexion Point, offering programs on Design Thinking, Strategic Acumen, and Consulting Skills. He is the author of the book, *Design Your Thinking*, published by Penguin Random House in 2020. The book was one of the five books shortlisted for the '2021 BBLF CK Prahalad Best Business Book Award'. In 18 months of its release, the book has become a National Best Seller.

Apart from being an Adjunct Faculty at ISB Hyderabad and IIM Bangalore, Pavan is a columnist at Mint, YourStory, Inc42, Entrepreneur and People Matters. He authors a monthly newsletter, Inflexion Point, which has been in circulation since 2008 and reaches to over 20,000 enthusiasts across the world.

He was the only Indian to be shortlisted for the prestigious 'FT & McKinsey Bracken Bower Award for the Best Business Book of the Year 2016'. He has been invited five times to speak at the TEDx, and is featured as one of the '100 Digital Influencers of 2020' by YourStory.

He is a Gold Medalist from MBM Engineering College Jodhpur, and did his PGDIE from NITIE Mumbai. He finished his Doctoral Studies from IIM Bangalore in the domain of innovation management. He is passionate about fitness, spirituality, guitar, chess, reading and writing.

The boundaries between goods and services, consumers and producers, government and citizens, norms and exigencies, and virtual and real are fast getting blurred. In this boundaryless world you can't afford to have mental barriers. You must think seamlessly and act fearlessly. You must learn to look around the corners, study weak signals, pivot without regret, and learn to throw caution to the wind. May you shape your thinking faster than you are forced to. The talk and the ensuing conference is all about nudging you to think differently in this new normal.

Section 1
Ph.D Scholars

Paper ID: ASICON 209

EXAMINING THE RELATIONSHIP AMONG M-SERVICE QUALITY, CUSTOMER PERCEIVED VALUE (CPV) PLANNED BUYING BEHAVIOUR IN M-COMMERCE APPLICATION BASED SERVICES

Rohit Kumar, Dr. Sanjeev Padashetty S

Alliance University

Abstract

Consumer buying behaviour is the locus of marketing research over decades. In the current era of IT revolution Mobile – Commerce application plays vital role in planned buying behaviour of the customer. Importance of Mobile – Commerce application arises because the businesses have tendencies to reach their customers through mobile services lately (Shin and Kim, 2008). Developments in smart phones and wireless communication technology with the support of internet have increased the level of mobile commerce in current era. To remain competitive in the marketplace; measuring consumer perceived value (CPV) in planned buying behaviour in M-Commerce application-based service is crucial. The purposes of this study are to construct an instrument to evaluate service quality of mobile App-based services and have a further discussion of the relationships among service quality, customer perceived value, customer satisfaction, and planned buying behaviour. Structural equation modelling and multiple regression analysis were used to analyse the data collected from mobile application users in South Bengaluru (India). A pilot study of n = 47 samples was conducted to understand the model fitment and construct formation and later the main study was conducted with a sample size of n = 222 that established a significant relationship among all the six constructs.

Paper ID : ASICON 210

CLIENT PERSPECTIVES ON CRITICAL SUCCESS FACTORS FOR PROJECT TEAM MANAGEMENT IN ONLINE I.T. OUTSOURCING PROJECTS

Kabir Pary

Alliance University

Abstract

Organisations are growingly using online IT outsourcing resources for their projects. Changed work demographics due to Covid-19 pandemic including great resignation, quiet quitting and moonlighting also accelerated this growth. Online outsourcing benefits organisations with access to talented global workers and reduction in project, administration, and compliance costs. Online IT outsourcing is distinct due to their unique usage of resources that are acquired for short term and not bound by the organisational frameworks. The project team management is resource intensive, but its focus on project success of online IT outsourcing is not systematically explored. This paper addresses this gap and summarises the critical success factors for project team management based on a qualitative content analysis of client review comments from a major online outsourcing platform. Shared understanding, technical competence, shared ownership, and open communication are the critical success factors identified. Impact of Covid-19 on these is also explored. This study would help project personnel and organisations that are engaging in online IT outsourcing resources to focus on the critical team success factors for maximising the project success. It would also enhance the project management literature where there is lack of online IT outsourcing knowledge.

Paper ID: ASICON 219

IDEAL SELF (IS) INCREASES THE LONGEVITY IN LEADER FOLLOWER RELATIONSHIP AND RELATIVE DEPRIVATION (RD) IS THE DRIVER OF IS

Rashmi R Shet

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Abstract

Relative Deprivation is one of the most researched areas with almost exploring the not so positive effects. This study is an attempt to explore the positive side of the Relative Deprivation. It is a unique study exploring two major concepts (RD and Ideal Self) and their interdependence. The study tried exploring how can IS lead to the long-term relationship between the leader & the follower in an organisation and whether RD is the main driver for the IS. The research is based on a survey method to derive a representative picture of the attitudes and characteristics of a large group. The results from study revealed that IS acts as a motivational, inspirational aspect, which induces job involvement and OCB behaviours amongst followers, thereby increasing their well-being, and leading to long-term relationship between leader and follower. The most interesting part of the entire research was, the negative feeling, RD becoming the main trigger for the development of IS. This study can help organisations to motivate their employees to follow their ideal selves for a productive workplace.

Paper ID: ASICON 221

EXPLORING PEOPLE ANALYTICS IMPLEMENTATION: DEFINING A CONDUCTIVE STATE

Arjun Ajit

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Abstract

The application of people analytics in organisations has generated much discussion in academia and Industry. Yet, the number of businesses who successfully use it could be far greater. In this work, an attempt was made to establish the relationship between some of the factors that could lead to the intention to use HR Analytics in an organisation. The study examined the combined effects of a few organisational and individual elements that can encourage adoption of HR analytics. The paper also presents real-world cases of HR Analytics usage and how organisations have benefitted from it. The study followed a step-by-step procedure, were initially, the Corporate Ethical value, which is an organisational component, was evaluated. Then, the moderating impact of the Ethical culture of an organisation on employees' psychological contracts was determined. The third aspect used is an individual's "Illusion of Control," a psychological phenomenon. Then, under the moderating influence of the perceived advantages of people analytics, an employee's problem-solving attitude toward using analytics in HR processes was evaluated. The model developed at the end of the study describes the relations between the four aforementioned elements and how it can encourage the "Intention to use HR analytics" in the workplace. A questionnaire method was used to determine the relationship between the mentioned factors.

Paper ID: ASICON 226

LIVING UNDER ARMED FORCES SPECIAL POWERS ACT (AFSPA) AND MEDIA COVERAGE: A CASE STUDY OF HUMAN RIGHTS VIOLATIONS IN NAGALAND

Ishita Maity

Alliance University

Abstract

The armed Forces (Special Powers) Act (AFSPA) was enacted and enforced in most of the North-East States in India in 1958 due to internal disturbance in the region. Under the AFSPA, army personnel assume huge power to control and regulate peace in the region. The northeast region of India is having high literacy rate, culture is highly modernised, westernised and has a liberal society compared to other part of India. In fact, women enjoy their freedom to participate at all levels and are highly emancipated. At the same time, governed by AFSPA, they also experience human right violations. This paper will trace out all such human rights violations portrayed by the northeast people living in Nagaland such as harassment, torture, interrogation, extra-judicial execution, rape etc. committed by the Army personnel. It has been noticed that most human rights violations do not attract media coverage at the national level. Some of the cases were highlighted by the local print media and through social media but most of the news was suppressed. This paper by adopting content analysis as the method will trace human rights violations carried out by the army forces against women in Nagaland from Pre and Post Covid phases between the pre-Covid phase will cover 2017-2019 and post-Covid phase from 2021-2022.

The objective of the study is to find out why and how human rights violence against women is selectively showcased or underrepresented in front of the nation as well as the inner contradiction between regional print media and national print media in the representation of

the situation. The finding of the study is that cultural and ideological (conservative) difference between the army and the northeast people stands one of the major reasons for human rights violations against women and the army's dominant position restrict media to highlight human rights violations at the national level.

Paper ID: ASICON 228

IMPACT OF AI TECHNOLOGIES ON SUPPLY CHAIN INNOVATION AND PERFORMANCE IN HEALTHCARE AND FINTECH FIRMS IN INDIA

Karthi Mani, Dr. George Essaew

Alliance University

Abstract

In the era of digital world, the mere challenge for any business is to sustain global competition. One of the explicit solutions to stay in the competitive market is to create or adopt newer innovations and technologies for products, services, and the business processes. Product innovation is the lifeblood of firms competing in dynamic environments (Zablitz, 2010). Adoption of technologies and processes are also playing a crucial role for the success and existence of the organizations. The era of Artificial Intelligence (AI) begun in the early 1950 (Turing), 1956 (John McCarthy) and in the same decade the Technology Push generation of innovation also got rolled up, followed by the Need Pull or Market Pull generation of Innovation in the mid of 1960s (Kotsemir, Meissner 2013). The application of AI is extended to ecommerce, healthcare, retail Sector, manufacturing, self-driving cars, business marketing, intelligent manufacturing (B Li, 2017), finance (Bahrammizae, 2010), robotics, and natural language processing. Based on the literature review from 2010 onwards there is limited studies which focused on the AI Technologies and its impact on the supply chain innovation and performance. This paper aims in trying to study the relationship among AI Technologies, supply chain innovation and performance. The data collected from 230 respondents from healthcare and fintech forms in India is analysed and the findings are provided as a contribution to the knowledge area. The limitations, prospects to extend this study in the future are also discussed.

Paper ID: ASICON 231

A LITERATURE REVIEW TO ANALYSE GLOBAL SUPPLY CHAIN MANAGEMENT & COMPETITIVE ADVANTAGE IN INDUSTRY 5.0 ERA

Santosh Zambre
Alliance University

Abstract

Since the natural resources sector is heavily reliant on customer service, today's competitiveness and business requirements demands a drastic and reasonable change in the industry supply chain management. The industry supply chain management concept includes understanding new issues encountered by the industry, analysing the best practices, and then using the outcomes of those practices to deal with global business requirements and competitiveness in the Industry 5.0 era. For businesses throughout the world, modern supply chain management is more of a question of survival than anything else. This concept examines the potential for supply chain management to achieve a competitive advantage in the Industry 5.0 era. Currently, the supply chain management is centralized on the need of the customer, but it also includes challenges and accountability problems. As a result, the stakes are higher than ever. A company's ability to compete in other sectors hinges on its ability to run an efficient supply chain. Hence, this study aims to determine the competitive advantage that may be gained in the business via the implementation of an effective Supply change management strategy in the Industry 5.0 Era. When researching supply chain management techniques in the business, the study focused on how these practices were implemented, investigated the most successful and best practices used in other industries, and compared the ideal practice to the existing reality to conclude. We assume that supply chain management may assist a firm get a

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competitive edge in the market. As the industry's requirements and expectation change, this study attempts to come up with a supply chain management model in Industry 5.0 era that considers the best practices that are already in place in other supply chain management-focused businesses.

Paper ID: ASICON 240

AESTHETICS, RELIGION, CULTURE, FOOD

Tias Maity

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Abstract

Food is a necessary part of life. Without food no organism can survive. But for humans' food has been more than a need, it has been a way to assert one's individuality, assert one's religion and preference of food also speaks a lot about the culture within which one has grown in. Thus, it has been at the centre of cultural significance and distinction. Even a little geographical shift has the capacity to bring forward new ingredients to cook with and for consumption. Notwithstanding the various ways the same ingredient is consumed. The purpose of this paper is to put food at the centre of our cultural readings. It is food that has been the most primitive form of socio-cultural marker and the reading of food consumption and preparation will bring out an interesting pattern of outlook and creativity as seen globally. The beliefs and religious connotations related to food has been innumerable. With every political upheaval or change the nature of food consumed and been made available has also changed. From the famous Margarete Thatcher quote 'Let them have cake!' which enumerates the capitalistic turn and the consequent mentality of the people in power, to the present age of banning of certain food products on religious grounds, food has been at the centre of strife and debate in social, political, and economic spheres over the ages. What does such conflicts related to food say about the cultures that have been shaped over the years? Despite India being known as a predominantly vegetarian country according to statistics over 71% of the population eats meat, fish, or poultry products. Of which 53% are Hindus who are non-vegetarian. In such a situation, the intention of my paper is to look at how and if food is a basis of our knowledge of reality and if consumption pattern has any historical consciousness that drives food choices. Humans are

predominantly dependent on their eyes for experiencing reality. Yet when one cooks, he/she cooks with all their sensory organs. Food is the only object that is experienced with all our senses. In such a scenario is it possible to look at food as the only phenomenon that can be a way to fully comprehend reality? If aesthetics is related to our senses, then food becomes a part of aesthetics. Food integrates within its creativity, originality, and an ample space to experiment; everything that goes into the creation of art. It consistently moves away from 'plastic art' to the realm of what I want to term 'actual art'. Despite the development of 3D printing, when it comes to food the printing is done by inputting actual food ingredients to create the final printing. Apart from the moral issue of killing of animals, the idea of synthetic meat products provides huge consideration for the future. Prior to synthetic meat we already had the development of hybrid vegetables, and injection of various foreign substances in food. How do we reconcile with such phenomena? It is from here that I want to put forward a definition of aesthetics and argue about the possibility of food being the primary conception of what we now understand as art.

Paper ID: ASICON 246

KUDUMBASHREE, THE SUCCESS STORY OF WOMEN EMPOWERMENT THROUGH LOCAL SELF GOVERNMENT

Shyni KP

Alliance University

Abstract

As the nation is celebrating 30th year of 73rd and 74th constitutional amendment which is called as one of the silent revolutions that India has seen, its only rightful on ones' part to acknowledge its contribution to the country. The Panchayath Raj and Municipalities Amendment Act has not only enforced India's Federal structure multi-fold by instituting a three-tier system of governance. This Act has played a major role in ensuing economic reforms through local governance, one such example being Kerala Governments women empowerment scheme, named, "Kudumbasree". This organisation, set up in the 1997, works through a network of women, and is considered today as one of the best models for poverty eradication. It has won many accolades since its inception internationally and nationally including the National Award for Best convergence model under Pradhan Mantri Awas Yojana (urban) Awards in 2022.

This scheme is one of the largest women's networks in the world, essentially a community network covering the whole of the state. The three-tier system involves Neighbourhood groups at primary levels, Area Development Societies at ward level and Community Development Societies at the local government level. The network thus works to bring to the forefront the needs of the people at all walks of the society aiming at citizen-centric governance.

TRANSCENDING DISCIPLINARY BOUNDARIES THROUGH INNOVATION

The researcher through this article tries to bring the importance of decentralisation. It assumes Kudumbasree programme as one of the best practices adapted by the State of Kerala through women empowerment and attempts to assess how this novel concept has changed the social and economic structure of a state and the lives involved in it.

Paper ID: ASICON 250

TERAHTAALI AND ITS CULTURAL SIGNIFICANCE IN THE CONTEMPORARY FOLK DANCE COMMUNITY OF RAJASTHAN

Ashly Ann Binu
Alliance University

Abstract

Art and culture are two interconnected factors of a community. The cultural exposure witnessed through the art forms plays a significant role in exhibiting the elements of beliefs and identity of a particular geographical space. Folk dances play an intense role in delivering the thoughts, beliefs and rituals of a community that formulates an art form. With the elements of music, dance and performance, folk dance acts as a path for acquiring and learning the diverse culture of a specific community. It helps in the representation of the pride and expression of a society.

Rajasthan is well known for its beauty and cultural significance among other communities of India. It possesses different types of folk dances and one among them is the *TerahTaali*. *TerahTaali* is a Rajasthan folk dance performed by women. One of the major significant aspects of this folk dance is the use of the thirteen cymbals that are used in the body parts of the female performers. The thirteen cymbals used for the performance are one of the major attractions of the performance. The use of a wide variety of instruments such as Manjeera and other instruments adds an impact to the performance. This research paper will focus on how *TerahTaali* is playing a crucial role in identifying and impacting the culture of contemporary Rajasthan culture.

Paper ID: ASICON 251

POSSIBILITY OF GREEN ENERGY IN INDIA: A DREAM OR A REALITY!

Pramath Adiga

Alliance University

Abstract

India's aim is to become the powerhouse of growth and development with its sheer size and enormous potential in the field of industry but with environ-cared atmosphere. But it is achievable only when it has productive energy to back-up. As noted in already announced government policy, India targets to achieve net zero carbon-emission by 2070 and strives to meet half of its electricity needs from renewable resources by the end of 2030. It has put an imperative on India to achieve new energy demand with low-carbon emission but with more use of renewable sources. It is easier said than done as it needs to move with more care and circumspection, otherwise its ambition may lead to haywire. To move to green energy, it requires step by step investment in green-energy projects. Once green energy movement gains its hold, the consumption of energy being produced by conventional methods begins to reduce its grip in the industrial sector. The reduction in the use of conventional methods gets side-lined; the rate of air pollution, worsening global warming and harm to the environment starts to decrease. It provides a base to green energy advancement. What is needed the most is proper vision and wherewithal to bring it into force in constructive sense.

Paper ID: ASICON 253

FOOD WASTE AND ITS IMPACT ON THE ENVIRONMENT

Kavitha Christo Nelson

Alliance University

Abstract

Global hunger is a major concern and while India ranks 103 out of 119 countries in Global Hunger Index 2018 and trying to combat malnutrition in one arena, food waste or food loss has become another major concern. Food is an essential part of one's sustenance, but the food is wasted or lost intentionally or unintentionally in every part of the world and goes to the landfill where India is one amongst wasting the most food produced in the world. Food waste happens at all stages from farm produce to food processors, in supermarkets, and at individual consumer levels. Food waste is associated with the use of natural resources, from the land used for agriculture to groundwater, human resources, and capital consumed to produce such food. Giving importance to the sustainability of food, the article banks on the Sustainable Development Goals 12.3 of 2030 as food waste or food loss is associated with the nutritional, social, economic, and environmental impact on greenhouse gas emissions and climate change. The article spotlights the initiatives of India and other countries that tried to reduce food waste by mapping the environment with sustainable measures on surplus food produce and their preventive measures to reduce food loss.

Paper ID: ASICON 255

SOCIAL JUSTICE: WITH SPECIAL REFERENCE TO THE INDIGENOUS COMMUNITY OF SUNDARBANS

Aldrina Rimpa Gomes

Alliance University

Abstract

This article analyses social justice as a radical phenomenon in its most comprehensive sense. The three wings of the State i.e., the legislature, executive and judiciary, is monitored to achieve the ends of social justice. Thus, to acknowledge in its broader facets and to achieve the common good by distributing the resources and benefits to all without any form of discrimination, the rule of law as a potent machinery is guiding to protect the weaker sections of the society. The Preamble of the Constitution of India uses the term 'social justice' and ensures that there is no discrimination and promote egalitarian society where equal opportunities are to be afforded to the citizens. To attain these objectives the States are required to follow the Directive Principles of the State Policies, to strive towards promoting welfare to the citizens, by securing and protecting them to achieve the ends of social justice by removing the superior and inferior considerations. The paper has critically examined the impact of denial towards social justice of the indigenous group of the Sundarbans and how the problems of social classification and discrimination has intervened in their upliftment.

Paper ID: ASICON 257

CRIME AND DECRIMINALISATION: AN ETHOS OF SOCIAL CONFORMITY

K Makesh Krishna, Dr. Syed Umarhathab, R. Ramesh Kannan
Manonmanium Sunderanar University

Abstract

Crime is “an intentional act or omission committed in violation of criminal law (s), by a person or group without any defense or justification and sanctioned by the state as a felony or misdemeanour”; certainly, defining and processing an act as crime is the criminalisation of the act. On the other hand, decriminalisation is the process of making the act to not exist in practice or make the practice accepted by society at large. For example, untouchability, bribery, commercial sex work, begging, alcoholism, drug abuse, etc. The Indian criminal justice system has enough laws to control crime and criminal activities, although the implementation of laws and social conformity of Indian citizen do not meet each other at many points of time. The social conformity is well taken for raid by citizen in the name of adjustment, adaptability or acceptability ending with high tolerance without natural happiness. Now the people were ready to accept certain unlawful act as a normal phenomenon because it's an order of the day. This paper is based on the mixed methodology and conceptual research using content analysis method. This paper will discuss on ethos of social conformity and real-time problem and practices via crime and decriminalisation of select acts.

Paper ID: ASICON 256

USE OF TECHNOLOGY IN CRIMINAL INVESTIGATION

Divya Panickar, Nupur C Adawadkar

Alliance University

Abstract

The world that we have been living in has been completely transformed as a result of technological advancements. When we first open our eyes in the morning, technology is already at work, and it continues to do so throughout the day. The impact that technology has had on every facet of life has been profound. Since the technological world moves at such a breakneck pace, it is necessary for our law enforcement agencies to ramp up their use of technology to conduct effective criminal investigations and stay abreast of developing trends. Even if the police force has already adopted a great deal of technology advancement, there is still an ongoing requirement for further improvements. There is a widespread misunderstanding that forensics can only be conducted in lab settings. When it comes to comprehending the circumstances surrounding an investigation and gathering evidence, forensics can be of tremendous aid. In a similar manner, digital forensics involves the analysis of electronic evidence that was gathered over the course of an inquiry. In order to achieve accurate results in either aspect of forensics, a significant amount of technology is required. Not only can they be helpful in a criminal investigation, but they can also be used in an internal inquiry for a civil case. Crimes might be investigated to restore public trust in law enforcement and the criminal justice system. The nation's crime laboratories could also benefit from the use of artificial intelligence in the analysis of complex DNA mixes and other similar tasks. It is possible that AI technology will be able to offer law enforcement with situational awareness and context, which will help improve police well-being

by allowing for more informed reactions to potentially harmful circumstances. This paper focuses on various kinds of technological advancements used as a part of criminal investigation and its future in the criminal justice system.

Paper ID: ASICON 257 (a)

BIRDS AND ITS IMPACT ON THE ENVIRONMENT: A CRIMINO-ORNITHOLOGICAL EXPLANATIONS

K Makesh Krishna, Dr. Syed Umarhathab, R. Ramesh Kannan
Manonmanium Sunderanar University

Abstract

Green criminology is the contemporary field that deals with the issues and destruction of natural environment, animals, and birds including human negligence. When natural atmosphere is damaged the first animal to be affected in the biodiversity are birds especially the little birds such as sparrow, pigeon, kingfisher and etc. It disturbs the eco-system ending in the biodiversity issues leadings to global warming and deforestation. This paper is intended to cover the role of birds in the biodiversity and the factors that make birds extinct such as pollution (all forms), development of untested cyber space (mobile phone singles) and devices, deforestation, loss of habitat, glass collisions, spout hunting, etc. Birds perform several ecological roles for ecosystem functioning and generate great benefits for human being in most of the circumstances. However, environmental disturbances, mostly due to anthropogenic actions, have caused a decrease of bird diversity and can lead to the loss of their functions in the remaining habitats. The major objective of the study is to appreciate the role of birds in biodiversity conservation. This paper is based on the mixed methodology and conceptual research using content analysis method. This paper will discuss the factors that incline mitigation of the birds and aftermath effect of the bird's diversity. Finally, the authors suggest some policy recommendations and workable solutions to overcome and mitigate the problems.

Paper ID: ASICON 258

THE LAW ON CSR IN INDIA: AN ANALYSIS OF ITS COMPLIANCE BY COMPANIES THROUGH CORPORATE DISCLOSURES

Neelanjan Barat, Dr.Rashmi K S

Alliance University

Abstract

Based on an evaluation of qualitative content on the self-reported Corporate Social Responsibility -related declarations by the eligible companies for the 2021-22 fiscal year, this article assesses the situation with the compliances for the regulatory framework regulating corporations in the country. This analysis intends to reveal findings which are important in terms of answering the queries on compliance by the various enterprise with Indian Corporate Social Responsibility provisions. Most significantly, this article reveals that many firms are not submitting with the expenditures as well as its other legal requirements. Many firms showcase a mere 'tick-box compliance' approach, with possible indications of circumventing the law for fulfilling self-interests. In particular, government companies mainly undertake Corporate Social Responsibility activities in response to the national and state governments' directions. This article calls for the inclusion of systematic and thorough procedures in firms' Corporate Social Responsibility operations to promote accountability and transparency. This article also advocates for the formation and expansion of a specialised and independent regulatory watchdog to audit, observe, and examine firms' Corporate Social Responsibility operations. The article intends to provide an effective solution to ease the process and thereof creating an atmosphere of effective compliance and their monitoring to achieve the goals as envisioned for Corporate Social Responsibility.

Section 2
Post Graduate Students

Paper ID: ASICON 204

A STUDY ON THE IMPACT OF LOSS OF SALES IN THE NOKIA COMPANY

Harsha V, Lamberg, Juha-Antti, M Sofiah, Ahmed Alibage
Acharya Bangalore B School

Abstract

Nokia was long associated with the mobile phone industry, but as the era of smartphones came, the prior market leader found itself in a precarious position. Company failures are frequently attributed in the literature on strategy and business history to the cognitive biases of the senior management team, organisational competency gaps, and radically altered competitive environments. However, none of these internal corporate traits would manifest themselves until the business was unable to adjust to a changing competitive climate. In this study, we studied the complex interplay between firm-external and firm-internal factors by evaluating the decline of the Nokia Corporation from its position as the market leader in the global mobile phone industry from 1999 to 2021. We show that despite having the technological capacity to attack its rivals and the time to respond to market developments, Nokia was unable to do so despite having the necessary organisational structure. Nokia's architecture was created to equip the company for dealing with market upheavals. By pointing out the difficulties with organisational adaptability and quick decision-making, we explain this contradiction. As a result, we suggest a direction toward organisational routine-based strategic consistency and architectural coherence. We would investigate how and why Nokia Corporation made several poorly timed decisions that made its situation worse rather than creating a strategic response that successfully countered the dangers presented by Apple and Google in the smartphone business. We focus on important organisational and technological design decisions that, when combined, established adequate definitions for the demise of the mobile phone industry. Our

comprehension of strategic failure improves when we concentrate on decisions rather than characteristics (such as fear or arrogance). The use of historical philosophy and oral history techniques as effective entry points for this kind of inquiry. We intend to investigate the reduction in demand for the sales in the present situation because they are not up to date. A financial analysis of the data connected to the market's decline of the Nokia dataset was obtained from Kaggle and trends from 1999 to 2001 were examined. The study results show that Nokia Corporation made several decisions that worsened its predicament rather than devising a viable tactical response to the dangers presented by Apple and Google in the smartphone market. In addition, significant technological and organisational design decisions created a convincing enough basis for the mobile phone business to be abandoned. We get a deeper understanding of strategic failure by emphasizing choices rather than characteristics (such as arrogance or fear). We also stress the value of using oral history methods and historical philosophy as sound theoretical foundations for this investigation. The study discovered that Nokia sales were declining as technology developed.

Paper ID: ASICON 206

CUSTOMER ENGAGEMENT IN SOCIAL MEDIA FOR GEN Z AND MILLENNIALS

Tulsi Patro, Dr. Shampa Nandi

International College of Management and Excellence

Abstract

Customer engagement is all about building a relationship between the firm and the customer to cultivate brand loyalty and awareness. In the current scenario sales growth, competencies and profitability are getting enhanced by customer engagement. Many reports have suggested that customer engagement is strongly related to Word-of-Mouth (WOM) and E-WOM. Customer engagement is about the customer's state of mind which is evaluated based on the classification: - Vigor, Dedication, and Absorption. Further, people from different generations have different buying behaviour. In today's world the two generations namely Millennials (1981-96), and Gen Z (1977-2012) have become the most remarkable in using social media platforms, so we should focus on these two segments about their involvement in social media platform and enhance the positive E-WOM through their interaction, reviews, comments in social media. As such no empirical study has been done on millennials and Gen Z. For which in this report a survey has been conducted with some questioners that focus on the two-generation segments. Data analysis has been done with the help of SPSS with a sample size of 150 and keeping consideration about customer engagement classification. The study found that all three dimensions give a positive response to E-WOM.

Paper ID: ASICON 207

TRANSCENDING DISCIPLINARY BOUNDARIES THROUGH TECHNOLOGICAL INNOVATION: A SOCIOLOGICAL STUDY ON CULTURE AND RELIGION

Shreya Nandi

University of Kalyani

Abstract

With the widening era of globalisation, the study explores on how the transcending disciplinary boundaries are getting expanded increasingly based on Culture and Religion through technological innovation. Firstly, it emphasises on the term “Transcending disciplinary boundaries” means all the boundaries of our societal aspects are not only concentrated at one constrict place where all of them are generally working in a united manner. It enhances in a much broader disciplinary sights, forming new knowledge, concepts, and perspectives with the innovation of technology. Here, technology plays a crucial role because now it has become a cup of tea for the existence of humans in everyday social life. Secondly, the paper elucidates how culture and religion is interdependent upon each other. It also analyses how the cultures and religions of different societies are blended like a ‘Salad-bowl’ where the masses are adopting notions and beliefs. This process has been observed to be melting in a society to the extent that people wants everything at one single location. However, such societal phenomena are creating a lag because they such conceptions are part of a non-material culture and exists abstractly, which we cannot touch and change, and this is the way ‘Cultural-lag’ is formed. Thirdly, it focuses on how the innovation creates a dominant role upon the dimensions in our society and how the technology also governing the society

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through the concept of 'Surveillance'. Finally, this paper will engage in a comprehensive discussion and focus on the extent upon the significance of these social phenomena through innovation in further scenarios.

Paper ID: ASICON 213

A REVIEW STUDY OF THE DIALOGIC SELF AS A SELF-LANGUAGE FOR TRANSFORMATION THROUGH ENHANCING SELF-AWARENESS

Kiran Mai Yanamala

Presidency University

Abstract

Dialogic self-theory proposed by Herbert (T, 2012), is an approach to dialogue or talking to oneself, which establishes a link between the surroundings or society and the self. According to Herbert (Hermans H. J., 2018), the self is an extension of the society while the society influences the deepest regions of one's self and identity. Following the same logic, self-sabotage, self-cure, self-radicalisation, self-government, self-nationalisation, and self-internationalisation are the phenomena which assume that self is an extension of society.

Based on such assumptions, three levels of inclusiveness are identified in the self, a democratic self in personal (I as an individual), social (I as a member of a group), and global (I as a human being).

This article is a self-work and a practical process work facilitated by Kantha Rao (VN, June 2021) on us as part of his professional coaching work similar in organisation space. The process work brings out the practical application of dialogic self-Theory (DST). The article highlights the relation between the nature of voices and the journey of self-transformation, which is when the learner gains the dialogic competency to disrupt ambiguity. This dialogic knowledge accounts for enhanced self-awareness. (Emotional Intelligence -personal skills).

The process work is based on interventions made using Self Inquiry & Witness Consciousness. Five sequential learning modules like Self Awareness (Personal competency); learning about Creating

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Collaborative cultures (Competition Vs Collaboration – Uday Pareek); Learning one's motive profiles (McClelland); Working with Opposites (Dialogical Self Theory, Process philosophy, Cogenetic logic and lastly with Discovering grounds for common futures (Weisbord); were used to explore the same. The study reveals that there is a scope for enhanced emotional intelligence, which helps in self-transformation, which can lead to transformation in individuals and organisations through a guided continuous process.

Paper ID: ASICON 214

A STUDY ON TRANSPORTATION PROCESS: A CASE STUDY AT GRASIM INDUSTRIES

Indumathi R, Anup Kumar Shukla, Bharath

Presidency College

Abstract

The Indian chemical industry is ranked 12th largest in the world, growing at more than 12.5% yearly. The USD 80 billion Indian chemical industry comprises basic chemicals, and its products, petrochemicals, fertilizers, paints, gases, and pharmaceuticals. The country has the potential and aptitude to become the top two exporters of specialty chemicals from developing country together with China, given that India has the necessary capabilities in chemistry and engineering fields. Grasim Industries is one such company that is significantly contributing towards Indian economy. Grasim Industries is focusing on supply chain process to reduce resource use, especially water and chemicals, in different stages to make it sustainable and resilient. The process starts with the raw materials that chemical companies purchase from suppliers and converts them into chemical products. These chemical products are then distributed to distributors who sell the chemicals to customers in various industries. The study focuses on understanding the issues and problems associated with transportation at Grasim Industries.

Paper ID: ASICON 215

MY LEADER KNOWS BEST: MARITIME AGREEMENTS LEADING TO INTERNATIONAL DISAGREEMENTS

Ritika Kapoor

Alliance University

Abstract

India and Sri Lanka share a profound cultural and historical connectedness. With 'Tamilness' as a shared identity, the fisher folk of the two nations is more like siblings at sea. However, this relationship witnessed a degradation following the demarcation of the Palk Bay region in 1974. India and Sri Lanka entered into an International Maritime Boundary Line Agreement owing to an overlap of their respective territorial waters. While this was made to seem like a genuine act of concern for India's maritime sovereignty, the process involved complexities ranging from manipulation of the delineation principle, ceding of the Katchatheevu Island to Sri Lanka, to non-ratification of the Agreement leading to questions on its constitutionality. While this agreement, in fact, awarded India with a larger share of international waters vis-à-vis Sri Lanka's (1.02:1), along with protecting the interests of its fisher-folk, the island was ceded to the Sri Lankans despite historical records proving India's sovereignty over that space. Seemingly, this wasn't enough for the Indian citizenry to condone, that another agreement was signed with the nautical neighbour in 1976. This very settlement drew much flak from the countrymen, particularly the Tamil Nadu fishing community, who were now abridged of their fishing rights in the region. Consequently, livelihood concerns of the fishing communities find significant mention in the dissertation on two key facets: (i) the Indian fisher-folk having faced a curtailment of their fishing rights attributable to the 1976 Agreement; and (ii) the Sri Lankan fisher-folk fearing a dearth of marine resources on

their side of the Palk Bay with incessant poaching by mechanised Indian trawlers. Extensive use of unsustainable fishing techniques, with bottom trawling emerging as the widely used method due to its high catch and rummaging feature, has waned the marine health of the Palk Bay region. This paper delves into a critical analysis of the aforementioned issues through employment of extensive academic literature. Exploration of such secondary data has been validated by author's unstructured interviews with maritime and foreign policy experts including senior Indian Navy and Indian Coast Guard officers, former Chief of the Sri Lankan Navy, authorities at the Sri Lanka High Commission in New Delhi, researchers at public policy think-tanks, former defence attachés as well as journalists at the national dailies. Decisively, deep-rooted ties must stand unhindered particularly in the ways of disputes expressly caused by an island of merely 285 acres in size. Overall conflict resolution and subsequent welfare advancement calls for conjoint enactment of policies intended at mutually consistent motivations. The ulterior aim of this study is to construct policies that would deliver verdicts that are fair and just to the disputing parties, tension de-escalating in tenor and conscious and protective of the ecology. Though this research cannot claim to have attained this goal optimally, its academic enrichment is indeed scholastically empowering, and aims to transcend boundaries in more than one way through its wide expanse across multiple academic disciplines.

Paper ID: ASICON 220

EXPLORING THE NEED OF EARLY CHILDHOOD EDUCATION CENTERS FOR CHILDREN OF PRISONERS IN NEPAL

Brinda Bhattacharya

Tata Institute of Social Sciences

Abstract

Children of Prisoners are usually the invisible population, sadly who are because of the falls backs of the existing penal system, are deprived of their basic rights when they are born to their mothers in prison or when they accompany their mothers to prisons. Amongst their other rights, early childhood education holds a lot of importance as the early years of children are crucial for learning. Globally many studies have been conducted to understand the need for and importance of early childhood education centers for the children of prisoners in prison. Many countries have specific age groups up until which they allow children in prisons with their mothers, and they have specific legislations and programs too. Sadly, such kind of studies have not been seen in Nepal and neither has there been presence of any legislation or program addressing the same. Hence this qualitative research has tried to explore the need of early childhood education centers for children of prisoners residing in the prisons of Kathmandu and nearby places with their mothers in Nepal using the explorative design. For data collection all stakeholders working with the children of prisoners were the universe and after purposive sampling, a semi-structured interview guide was used to collect data from thirteen respondents who were working with children of prisoners in various capacities. A grounded theory approach was used to note down the preliminary findings. Under the objectives to explore the need, understand requirement for sensitisation of staff, explore importance of training the human resources and reviewing present policies the research found out that

prison environment is not conducive for children and there should be early childhood education centers that provide an alternative environment. There was a need to train the prison staff in child friendly behavior and assure that teachers/volunteers at such centers are trained. The Nepal Government was seen not to have any provisions in the matter and their participation along with investment in this issue was seen necessary. Lastly the study found that NGOs and the government should work together to understand the need of children of prisoners when it came to education and ensure in the future that the children are not deprived of this fundamental rights.

Paper ID: ASICON 222

IMPACT OF EMPLOYEE ENGAGEMENT ON EMPLOYEE WORK PERFORMANCE AND WELL BEING

Farzana Ahamed, Dr. Shurllly Tiwari

International School of Management Excellence

Abstract

Employee engagement has become a buzz word during the past decade. Modern organisations make use of its motivated workers both as a tool and business partner. In such a scenario, employee engagement becomes critical in the context of employee work performance and well-being at work.

In the context of intense competition between businesses, one of the key areas which HR managers need to cater to is the physical and emotional health of their employees. Hence, employee engagement becomes key to competitive advantage. The study examines the idea of employee engagement and explore factors that can contribute to employee engagement. Employee work engagement is a satisfying and pleasant state that is typically characterised by vigor, dedication, and immersion. Contrarily, job embeddedness encapsulates elements of a person's commitment to their employment and can be defined as including ties, views of person-environment fit, and the costs associated with quitting. There has not been any attempt made to separate them empirically despite some strong similarities in the constructions in their theoretical backgrounds. Thus, the primary research question will drive the study whether employee engagement has an impact on employees work performance, their work productivity, leadership, and wellbeing. A sample size of 250 employees was collected from service sector and SPSS was implemented to prove it statistically.

Paper ID: ASICON 223

EMPLOYEE ENGAGEMENT AND PSYCHOLOGICAL WELL BEING: A STUDY ON IT EMPLOYEES

Nistha Singh, Shurllly Tiwari

International School of Management Excellence

Abstract

Employee engagement and psychological well-being are two distinct dimensions that the study seeks to combine. Literature states that finding interest in employee well-being on a worldwide scale is challenging, but some literary evidence suggests that employee engagement is increasing in several nations. Additionally, there is a significant interest in well-being at the national government level, as evidenced by reports like the Foresight Report on Mental Capital (2019) and Well-Being and Dame Carol Black's Report on Health (2022). According to Robertson's study (2020), stress and poor health are just 'the tip of the iceberg' in terms of psychological well-being and fail to consider the possible financial profits that could be made through an improvement in the well-being for individuals and organisations. For instance, over a one-year period, there was a significant increase (from 26 to 40 percent) in the percentage of employers implementing an employee well-being strategy (CIPD, 2007). A data of 200 employees from the reputed organisations was collected and was studied statistically. A positive relation is observed between the two variables.

Paper ID: ASICON 224

FACTORS INFLUENCING PRODUCT RETURNS IN ONLINE APPAREL SHOPPING IN BANGALORE (GEN Z): A QUALITATIVE STUDY

Anantha Lakshmi Devi

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Abstract

The Internet has given an opportunity to purchase an array of products and services easily from E-commerce websites. E-commerce has been booming after Covid-19, enabling individuals to purchase anything online. Online shopping makes it easy for customers to order multiple sizes or colours of the same item to ensure they'll find one that fits. Consumers tend to return more items when they shop online - a mode of shopping that makes it easier to toss items into the virtual basket, but difficult to visualize how they look and fit in person. The growth in online shopping is an opportunity, but the resulting product return is a challenge. That paper attempts to find an answer to the question 'Why do consumers return products?' It could be something atomic that the companies have overlooked in an individual order. Sometimes, however, the matter is more serious and requires immediate action. This study aims to analyse the factors influencing product returns in online shopping and explore customers' opinions on product returns. This qualitative study used in-depth interviews for data collection. The population for the study is a student community (Gen Z) in Bangalore.

Paper ID: ASICON 225

CASTE FEELINGS AND SCHOOL STUDENTS: AN EMPIRICAL STUDY IN TIRUNELVELI CITY

Name: Sai Krishna A, Dr. R. Sivakumar

Manonmaniam Sundaranar University

Abstract

Caste is one of the primary issues in this developing society. The Indian caste system is a complex social structure wherein social roles like one's professional choices gets limited based on what a previous generation had performed, contributing directly to restricted social mobility and fixed status hierarchies. Such social roles also define the way people get identified with members of the same caste. The caste group also make their own social norms to protect their identities. The more one identifies with the group the more they would work to make sure that group norms are protected. In this paper, we were interested in examining the consequences of caste-norm violations and how a member of the case group, for instance, a student's status gets mentally represented. It is assumed that although the students are influenced by elders in the society, the people of the modern era also take faith, pride, and arrogance towards their caste. This behaviour slowly affects and makes the school students' perception towards the pride of caste. Because of this behaviour, they are distanced from other students and remain close with members if their caste. In some instances, they also degrades the other caste names. This type of behaviour will lead to distance them from society and live within a narrow circle. Through this paper analysis how school students are sustained with the caste feelings, how they developed their caste feelings and their involvement towards caste feelings.

Paper ID: ASICON 236

A STUDY ON THE IMPACT OF PRODUCTIVITY ON FOUR DAYS A WEEK OF WORK

Bhagyashree Hazare, Shikha Agarwal, Anand U
Alliance University

Abstract

Employees are more energised and driven to do their obligations at the office when they have a healthy work-life balance. A motivated worker is more effective and productive. They typically have a cheerful outlook on their work, which is quite likely to benefit the entire team. Higher stress levels have been linked to lower productivity in studies. Stress causes a person's cortisol levels to increase, putting them in a fight, flight, or freeze mode and lowering their productivity at work. Burnout will result from persistent stress. People who can balance their job and personal lives can take time off from one to accommodate the other. This lessens the stress and shame that employees experience from having to constantly sacrifice one element of their lives for the other. People frequently need guidance on how to achieve work-life balance because they are so used to working excessive hours and putting other facets of their lives on the back burner. When an employee overworks himself to the point where they are unable or unwilling to work, burnout occurs. Anxiety, despair, weariness, a reduction in attention span, or difficulty thinking are all signs of burnout and all hurt productivity. Work-related stress and other factors play a significant role in mental health issues. Employees may completely "check out" of work because of having too much work to do, not enough downtime, and a poor work-life balance. The enhancement of mental and physical health and wellness, as well as increased employee productivity, will result from achieving a healthy work-life balance.

Paper ID : ASICON 237

**THE EFFECT OF PERCEIVED
ORGANISATIONAL SUPPORT, PERCEIVED
SUPERIOR SUPPORT, AND ORGANISATIONAL
COMMITMENT ON EMPLOYEES'
WILLINGNESS TO RETURN TO WORK**

Hima Devaraj

Alliance University

Abstract

With the onset of the pandemic, the work model and significance of employee's presence and having satisfied employees at work has drastically changed for organisations. Organisations have tried and tested different working models, drove their employees through the challenges that came with it, and managed in what could be said was an ongoing dynamic change for all stakeholders involved. But as the pandemic has settled more and more, organisations are now willing to return to the previous models. However, being used to the current models, employees may find it challenging to return to the models that were used prior to the pandemic. This paper thus focuses on the impact of factors like, perceived organisational support, perceived superior support, and organisational commitment on employees' willingness to return to work. We assume that organisations input on improving these factors has a positive influence on getting their employees to return to work. The paper would also aim to give an insight into if not these factors, what are the factors that would get them to return to work (office environment). Different sectors of work, industries were considered for this study to find the impact and preference of research factors.

Paper ID: ASICON 208

FIRM INNOVATIVENESS, QUALITY ORIENTATION AND FIRM PERFORMANCE: A REVIEW IN THE CONTEXT OF SMES

Om Sharma, Dr. George Easaw

Alliance University

Abstract

This paper is a review of literature on parameters like Quality-Oriented (QO), impact of Quality Management Tools and techniques (QMTT) and Firm Innovativeness on firm performance. It identifies the importance of usage of tools and techniques for each principal of Quality Management for better firm performance and usage of emerging technology. “Quality Orientation (QO) is a construct that describes a firm’s philosophical commitment for developing and maintaining a competitive advantage, based upon quality focus and customer expectations” (Miles, Russell, Arnold 1995). Firm innovation in general is defined as an intent to understand and describe innovation by using “economic-rationalistic models”. We also review the generalizability of QMTT and firm Innovativeness as mediating constructs on firm performance. This study covers both arguments above orientation on quality and firm innovativeness. Future implications on quantification of firm innovativeness for further research.

Paper ID: ASICON 211

A STUDY ON GEN-Z WOMEN BUYING PREFERENCE TOWARDS THE SELECTION OF APPAREL BRANDS

Tanneru Gowtham, Gauri Prasad, Rasika K
CMS Business School

Abstract

Aesthetics become a major part in the Women's clothing industry. One may think of clothing as a full set of expressions that captures one's entire personality. Nearly all women have an innate desire to seem lovely, attractive, and magnificent. The scope of the study is to address the buying behaviour of the apparels and their perception towards brands, such as quality, comfort, style. Cost and quality are the most important factors in buying of apparels, companies need to use different technologies to achieve these attributes.

This research project focuses on applying in manufacturing of apparels and designing them according to personality. As personality is very important element in the minds of the customer, we need to understand the apparel behaviour of the customer. Every organisation wants to have a competitive advantage to sustain and increase the sales in the apparel industry and by designing apparels using psychological elements. Now the trend is changing to customisation and personalisation of products. After collection of data, and doing some analysis, it is proven that there is significant relation between personality of a person and their apparel buying behaviour. Brands need to do more research about the about the psychological aspect of the customer which ultimately leads to better customer satisfaction.

Paper ID: ASICON 232

PERCEIVED ORGANISATIONAL POLITICS AND ITS EFFECT ON EMPLOYEE ATTRITION

Diya Lal, Manisha Balwan, Sushant Kumar

Alliance University

Abstract

This research was conducted to find out if any relation exists between Perceived Organisational Politics (POP) and employee attrition. The variables that were used for the purpose of this research were employee well-being, perceived organisational justice, organisational commitment, and job stress. Employee attrition was the dependent variable in the study and the other variables were the independent variables. Literature review was done by reviewing various peer-reviewed journals and articles published by numerous authors. The methodology used for the study was a mixed method of research. We collected quantitative data from over 50 employees working in various organisations around India in different sectors through a structured questionnaire and qualitative data was collected through interviews and one-on-one conversations as well as telephonic interviews with the employees.

The study reveals that both POP and job stress were the most prominent reasons for employees leaving the organisation. Even though the other variables had some impact on employee attrition, they were not close to the impact POP and job stress had.

The recommendations we suggested included keeping away from favouritism or any form of partiality in a workplace environment to give employees the impression that everyone is equal, and rewards and recognition goes to people that truly deserve it. Another recommendation was to monitor employees on a continuous basis to

find out disengagement symptoms. This is to ensure early precautions can be taken to avoid employees feeling any sort of work stress that could lead to disengagement at work.

Paper ID: ASICON 245

RETURNING ORDERS IN E-COMMERCE – A STUDY USING PREDICTIVE ANALYTICS

Revanth A, Dr. Ratchana Rajendran

International School of Management Excellence

Abstract

The emergence of e-commerce has been a major driver to the global economy. As such, it is essential for e-commerce businesses to accurately predict customer behaviour and anticipate their performance.

Predictive analytics is a powerful tool that enables companies to accurately predict customer behaviour and anticipate their business performance. It offers a powerful tool to improve the accuracy of returning orders in e-commerce. By analysing customer behaviour, predictive analytics can identify patterns in customer purchase behaviour and return patterns, as well as the underlying causes of these patterns. This information can then be used to implement strategies to reduce returns and increase customer satisfaction.

This paper examines how predictive analytics can be used to improve the accuracy of returning orders in e-commerce. It provides an overview of the current state of predictive analytics in e-commerce and describes the benefits that predictive analytics can bring to the industry. The paper then discusses how predictive analytics can be used to identify and analyse customer behaviours, such as the types of items returned, the frequency of returns, and the reasons for returns. Finally, the paper outlines the strategies, techniques, and tools used to implement predictive analytics in e-commerce, and evaluates the effectiveness of these strategies.

Paper ID: ASICON 233

WILL WORKAHOLISM LEAD TO MOONLIGHTING?

Divyashree J

Alliance University

Abstract

Organisational boundaries have become increasingly blurred while conventional organisational careers turn out to be less attractive in today's economy. By working simultaneously in numerous jobs at different companies, moonlighting individuals may gain experience, inspiration, and significance from their work that is difficult to obtain in their primary positions. However, moonlighting may also come with issues that obscure the beneficial contributions of IT organisational managers adopt severe limits to moonlighting because they believe it may lower employees' engagement at work. However, there is still little information available on the topic of moonlighting, which is more nuanced than first thought. Most recent research on moonlighting treats this practise as a variable, concentrating on its causes and effects. So, we know that there are many people who are workaholic. This research paper will tell the important components that affects workaholism and which one is more affective that leads them to moonlighting. The data analysis used in the research paper has been done using SPSS output of the responses collected from more than 40 members. The form circulated to the members were of different questions based on workaholism and their individual day to day activities along with the feelings.

Paper ID: ASICON 234

EFFECTS OF PERFORMANCE MANAGEMENT SYSTEM ON EMPLOYEE WELL-BEING

Sam Paul Osbourne, Spriha Tyagi, Vanshita Choudhary

Alliance University

Abstract

This paper examines how various performance management systems employed by businesses impact the wellbeing of employees who are naturally perfectionists and workaholics. To keep track of the employees working in an organisation, the organisation uses performance management system (PMS). The main purpose of performance management system is to track the skill gaps of each individual working in an organisation. Key factors in occupational and organisational psychology studies on employee health and well-being include work engagement, workaholism, and burnout. The explanation is that research on all three has shown that they can accurately predict employee well-being measures including positive affect, life satisfaction, and job satisfaction. A workaholic is a person whose demand for work is causing visible disruption or interference with his physical health, personal satisfaction, and interpersonal relationships, as well as with his normal social functioning. The triggers of workplace stress and the effect they have on employees' performance become critical in the corporate world. Prior research in this field is limited to the causes of workplace stress and how it affects workers' productivity, but our research is aimed at how different performance management system in an organisation affect wellbeing when workaholism and perfectionism comes into the picture. The main aim is to find out what are the different performance factors which are responsible for affecting employee well-being in organisation and its impact on the wellbeing of employees who are naturally perfectionists and workaholics.

Using a performance management system, a business can plan, track, and evaluate employee goals and job performance and can help them to make sure the factors does not affect the employees. We discovered that there are different factors like Management by Objective, Budget Driven and others which are affecting the wellbeing of the employee and budget-driven performance management systems had a detrimental impact on employee wellbeing. These findings suggest that performance management practises may have an impact on workers' vitality and health, which may affect their motivation and willingness to continue working in the field. This research suggests, organisations should create goals and build their systems such that employees don't feel overly pressured to work.

Paper ID: ASICON 235

IS MULTITASKING AT WORK HAMPERING MENTAL WELLBEING

Akansha Jha, J. Nandhini, Tanisha Sharma

Alliance University

Abstract

Multi-tasking in the workplace is the ability of an individual to work on multiple tasks at the same time. It is becoming increasingly common in today's fast-paced business environment, as employers seek to maximise the efficiency and productivity of their workforce. Multi-tasking helps individuals focus their attention on the most important tasks, while also allowing them to complete smaller tasks in a timely manner. This can help to reduce stress levels, as employees can manage their workloads more effectively. Furthermore, multi-tasking can help to increase the overall quality of work, as it allows employees to be more creative and efficient when dealing with different tasks. Ultimately, multi-tasking in the workplace can help to improve the overall performance of an organisation. To effectively implement multi-tasking in the workplace, employers should ensure that their employees understand the importance of the practice. They should provide training and support to help employees become more familiar with the concept and its associated benefits. Furthermore, employers should create a culture of collaboration and openness, in which employees are encouraged to share ideas and work together on tasks. Finally, employers should set realistic goals for their employees and provide them with the necessary resources to help them reach those goals. With these steps in place, employers can ensure that their workforce is well-equipped to multi-task efficiently. Through this paper we intend to understand is multitasking an effective method in work without hampering mental well-being.

Paper ID: ASICON 216

A REVIEW OF RESEARCH STUDIES ON RENEWABLE ENERGY AND GREEN FINANCE FOR SUSTAINABLE DEVELOPMENT

Hemant Kumar Sah, Dr. Kapil Arora

Alliance University

Abstract

Energy is considered a critical area of study to environmental and sustainability concern around the world. It comes in the form of traditional and modern sources such as fossil fuels, hydropower, solar energy, wind energy, tidal energy, biomass energy, etc. The continuous uses of fossil fuel are experienced in the world to fulfill energy demand and promote economic growth since the last two centuries. The higher dependency on traditional sources of energy consumption has resulted in various problems. Burning of fossil fuels is now become a prime culprits of carbon emission and climate change that are primarily affecting developing and least developed countries. Further, transition from fossil fuel to clean energy generation has also gathered attention on the international dialogue. The development of renewable energy sources is a better substitute from traditional sources of energy, and it is now become a key agenda among policymakers and the government. Such projects are initially capital intensive and required sufficient investment for set up. The investment requirement is facilitated through green finance. Green finance act as a financing mechanism to support environmentally friendly project and helps to mitigate emissions. This paper provides a review of relevant study on renewable energy development and green finance available on the literature which were accessed through Google scholar and Scopus database. The review highlights the important factor of renewable energy development and green finance adoption by the countries, technologies and policy consideration, and its effect on regional to international level for promote sustainable development.

Paper ID: ASICON 227

PERFORMANCE LEVEL AND CORPORATE SOCIAL RESPONSIBILITY (CSR): A VIEW FROM THE COMMUNITY, EMPLOYEES, AND CUSTOMERS

Meghana K R, Anusha A M, M R Suji Raga Priya
Dayananda Sagar Business School

Abstract

CSR is an extremely important factor in determining how consumers see a company's brand, how appealing the firm is to customers, workers, and investors. Knowing how to assess corporate social responsibility (CSR) performance has become crucial as more businesses put CSR at the forefront of their corporate communications and strategies. Research also demonstrates a close relationship between CSR and business success. At the highest level, such assessment enables firms to make more informed decisions on which programmes to support, to improve the effectiveness of their CSR activities, and to engage stakeholders (including shareholders) in the work. This study investigates the empirical relationship between corporate social responsibility (CSR) and the level of business success from the perspective of Indian multinational enterprises. This study also investigates the effectiveness of a company's reputation as a mediator of CSR-performance linkages. 250 responses from top executives and managers who work for international firms in India made up the final data collection. A theoretical model was first constructed based on the strategic paradigm available in the literature, and then hierarchical regression analysis was used to investigate the notable connections that were discovered. The findings show that when applied to external stakeholders, corporate social responsibility does have an impact on a firm's performance. An effective framework for comprehending corporate social performance includes both organizational agendas

and societal impact objectives. Additionally, studies have shown that the strength of this impact varies across well-known businesses with favourable reputations and those with unfavourable reputations.

Paper ID: ASICON 230

TIME BANDITRY AT WORKPLACE: SOCIAL MODELLING, WORK-LIFE BALANCE, BUSINESS ETHICS AS INFLUENCERS OF TIME THEFT AND OVERALL IMPACT ON ORGANISATIONAL IDENTIFICATION

Skandh Saxena, Harsimran Kaur, Gundreddy Venkateshh

Alliance University

Abstract

The act of stealing time from an employer at work, or time theft, can have detrimental effects on both the individual employee and the company. Few professionals believe that time theft is the primary cause of unethical business activities, bad social influences at work, and a decline in the sense of belongingness of the employees of a specific organisation. To understand the relationships between the factors, this study intends to investigate the effects of social modelling, work-life balance, and business ethics on time theft and the overall impact on organisational identification. A review of pertinent literature and an analysis of survey data gathered from workers at a sizable organisation were used to carry out the study. The study's findings revealed information about the variables and their substantial influence. The results show that using effective social modelling by managers and organisational tactics, business ethics can have a favourable impact on time theft. Therefore, while developing policies that are acceptable for the wellbeing of the workforce and the organisation, this research can be considered. Therefore, after the study we can understand that it is false to say that employees' inability to balance their professional and personal lives is the cause of time theft. If other academics investigate other factors more thoroughly, we may be able to identify the factors that really impact time theft at work.

Paper ID: ASICON 261

DEPOSIT OF MONEY AS A PRE-CONDITION FOR BAIL- JUDICIAL TRENDS

Mamatha R, Prof. Mahantesh.G.S

Alliance University

Abstract

“He does not stay in jail because he is guilty, He does not stay in jail because any sentence has been passed, He does not stay in jail because he is any more likely to flee before trial, He stays in jail for one reason only – because he is poor....” Justices Bagavathi.

Every citizen of India has a fundamental right to freedom guaranteed under Article 21 of the Indian Constitution, which specifically states, “No person shall be deprived of his life or personal liberty except according to procedure established by law.” The issue of undertrial prisoners is a very serious one impacting the right to life and personal liberty. Bail is the process of release from jail or before arrest. Bail in law means procurement of release from prison of a person awaiting trial or an appeal, by the deposit of security to ensure his submission at the required time to legal authority. Many a times the judge’s order the monetary value of the security known as the bail, or more accurately, the bail bond, is set by the court having jurisdiction over the prisoner. This bail system causes discrimination against the poor since the poor would not be able to furnish bail on account of their poverty while the wealthier persons otherwise similarly situated would be able to secure their freedom because they can afford to furnish bail. Due to poverty, they stay in jail for many years, and this violates their right to life. Law does not allow the concept of money for bail but has been practiced by the courts in India. This paper tries to analysis the problem of deposit of money to the court in exchange of their freedom and role of the superior court in protecting the fundamental freedoms of the citizens.

Paper ID: ASICON 262

AN OBSERVATORY STUDY ON THE STATE OF WOMEN'S PERSONAL SAFETY INFRASTRUCTURE IN INDIAN CITIES

Shivankur Ghosh

CMS Business School

Abstract

As students of management, we are taught to implement what we study, and the application of the same is supposed to thereby create value. It is with this intention that I have decided to conduct my study on women's safety, which is a key indicator of an economy's standard of living because it measures quality of life and delves into Maslow's hierarchy of needs. If Maslow's theory of needs is taken at face value, safety and security are the second level of human needs. It deals with crucial subject matter and can be used to determine the condition of a state or economy. In this context, this study aims at understanding how safe women feel based on multiple demographic factors, such as: 1. Domicile, (tier-1/tier-2 cities or otherwise) 2. Level of household income, 3. Current age group, and 4. Access to personal safety tools. This study intends to recognise the current situation of women's personal safety in the tier-1 cities of India and suggest possible solutions thereto. This study has been conducted over a small sample set (400 individuals) across Tier-1, Tier-2, and other cities across India, via a survey using a questionnaire and a smaller focus group, from the same sample set.

Paper ID: ASICON 201

INTIMATE PARTNER VIOLENCE AMONG BENGALI WOMEN OF WEST BENGAL: A QUALITATIVE STUDY

Suchismita Ghosh, Cyril John

Christ (Deemed to be University)

Abstract

Intimate Partner Violence (IPV) among women is one of the suppressed yet boiling topics of the hour. The violence women go through is known to all, starting from their families to the doctors to whom they seek help, but there are no voices against the practice. Previous studies on IPV are limited to immigrants and the lower caste people of India. Women of West Bengal have been studied quite a few times, mainly regarding their condition, marital rape, domestic violence, and abuse. Therefore, the research will give a clear picture of the situation of women. It is a descriptive qualitative study; the investigation is conducted based on a case study approach with in-depth interviews to understand women's psychological and emotional states. A total of five Bengali participants were included in the study who were undergoing treatment for mood disorders in West Bengal. Thematic analysis of the data revealed a better understanding of the women undergoing IPV. The paper highlights West Bengal women's mental and physical states who have endured such pain over the years. It depicts women subjected to IPV over the years and its impact on their physical and mental health. The data has been validated using Intergenerational transmission theory, systems theory, and power theory. Contrary to what is assumed, the study results show that women know their rights and are aware of the services they can avail of but do not tap the services primarily because of the mindset of society.

Section 3
Under Graduate Students

Paper ID: ASICON 202

**VACCINE DIPLOMACY A SOFT POWER
STRATEGY OF INDIA: A COMPREHENSIVE
STUDY ON INDIA'S VACCINE DIPLOMACY
AND ITS IMPACT ON INDIAN FOREIGN
POLICY**

Siddharth SB

Kumaraguru College of Liberal Arts and Science

Abstract

For more than two years, Covid-19 left the whole globe in disbelief and is still causing worry in several nations. Covid 19 has had an influence on economies and powerful nations, but these effects have also foreshadowed the challenges and issues that the third-world countries have faced; among these issues is the lack of medical supplies, technology, personnel, drugs, and vaccines. During the pandemic, the trade in vaccines attracted attention and was considered a soft power strategy to influence governments. India, one of the world's top producers of Covid vaccines, has contributed significantly to the global vaccine trade and has worked to make vaccinations accessible to all people worldwide. The Government of India adopted it as part of its efforts to exert soft power on other countries. Such actions were expected to enhance India's reputation internationally. India has engaged in extensive trade with industrialised nations while keeping developing nations' needs in mind. Through this vaccination trade, India has impacted many other countries. This paper covers the vaccine trade in general and focuses on the vaccine trade between India, Jamaica, and Guyana. The paper's focus is also on the political and economic challenges India encountered as a result of these exports and how they affected India's foreign policy.

Paper ID: ASICON 203

WHY LEADERS FAIL? THE CONCEPT OF LEADERSHIP FAILURE

Dhuruvan SL

Kumaraguru College of Liberal Arts and Science

Abstract

Leadership in an organisation is the process of influencing people to work towards the attainment of organisational goals. Leadership has evolved over years and the meaning of leadership has transcended beyond just providing direction and control. Leaders now act as motivators and changemakers who are goal-oriented to obtain desirable results for both the company and its employees. Leadership is a well-researched area highlighting on the positive and constructive aspects of a successful leader in a successful company. Future leaders will use these research outcomes in the areas of human behaviour and cognition to guide them to their goals and achieve efficiency. For many decades the research in leadership has taken this one-sided view, leaving the failures of a leader and the consequences in the dark. Understanding the concept of leadership failure will help us develop effective leaders for the future. Recent corporate failures and scandals have been related to leadership failures. Leadership failure occurs due to various factors involving the person, the company, the environment, and the employees. The paper aims to describe the dark side of leadership as an important concept to be explored in leadership. The paper will define leadership failure; identify the causes and consequences; and ideate strategies to manage leadership failure. The paper has an in-depth, critical, and contextual analysis of the mainstream literature available.

Paper ID: ASICON 212

COMPARISON OF LEVEL OF WELLBEING IN UNDERGRADUATE STUDENTS OF CALCUTTA UNIVERSITY, INDIA

Debasmita Roychoudhury, Riddhi Chakraborty, Dr. Tinni Dutta
Muralidhar Girls College, Kolkata

Abstract

The concept of well-being refers to optimal psychological functioning and experience. In early 1948 the World Health Organization stated that mental health is more than the absence of mental illness, but it was not until recently that psychologist began to systematically study the causes, correlates and consequences of flourishing mental health and states of well-being. Studies on well-being is needed as the society and the problems the society faces are becoming complex problems, the rates of depression, anxiety, stress, and burnout is increasing. Moreover, the pandemic has made the situations worsen further. Literature points that the stress levels among the college-going students have always been high. This can be because they come under this huge amount of societal pressure of identity development and if fail to confirm with the expectations, they start considering themselves as failures. This eventually can lead to several maladjustments among their behaviours and thoughts. The current study explored into a level of wellbeing of Psychology students with students of other disciplines. The objective was to explore the role of Psychoeducation among college students in enhancing their wellbeing. A sample of n=40, belonging to age group 19-21 was studied using a PGIWBM scale. The study concludes that there is a significant role that Psychoeducation plays in the level of wellbeing among students.

Paper ID: ASICON 217

A STUDY ON STUDENTS PREFERENCE TOWARDS EDTECH OVER TRADITIONAL LEARNING METHODS

Sagi Sampi, Amit Kamadollishettaru , Jabez M, Prof. Noor Firdoos
RV Institute of Management

Abstract

The emergence of educational technology in India has given a boost in the learning methodology of students allowing them to use technology in the classrooms. More and more people started using technology for their learning needs owing to technology advances and its ubiquitous nature. This applied aspect of technology in the field of education, well known as educational technology, provides the finest output for both teachers and learners. Hence it is essential that students and in-service teachers be they elementary, primary, secondary, or higher secondary level teachers, be introduced to educational technology. During covid-19, educational institution has understood the importance of educational technology and those who were already in edtech space saw a huge enrolments and scope. Users realised that this technology helps students to learn and understand at their own place which saves their time. It facilitates them to be more productive rather than wasting their time in travelling to reach their educational institutions. EdTech has not only helped students but also the teachers in delivering quality content and saving their time by recording their classes once, which students can watch any number of times, according to their flexibility and convenience. There is a huge scope for EdTech in the coming years as India is a developing country. EdTech is gaining prominence these days and it has a huge potential in coming years but there are some exceptions to it as some of the learning/courses needs traditional approach and EdTech will not replace traditional learning 100%, interaction could not be better as it will be in the offline space. The survey revealed

TRANSCENDING DISCIPLINARY BOUNDARIES THROUGH INNOVATION

that most of the students experience edtech platforms and have taken courses externally as well, but they prefer traditional learning. Nearly 70% to 80% of them believe EdTech could replace traditional learning in near future.

Paper ID: ASICON 229

DIGITAL DEXTERITY AND ITS IMPACTS ON INDIVIDUAL ATTITUDE

Rashmi Prasad, Meghna Padte

Alliance University

Abstract

Digital dexterity can be understood as an individual or group's ability to adapt to newer technologies, particularly technologies that are designed in improving efficiency and driving improved outcomes. Workforces those possess digital dexterity are open to adapt new tools, overcoming their initial discomforts to master them. In this research, we have focused on the individual perspective affecting the attitude towards using technology. We have collected the views of Indian IT industry professionals concerning digital dexterity (N = 100), and we used regression, correlation, ANOVA, and reliability analysis to find the results. We have argued that the factors like personality traits, perceived curiosity, technology anxiety and perceived organisational support has impacts on the attitude towards using technology. In doing so, first we have conceptualised the theoretical framework: the technology acceptance model in analyzing individuals' behavior towards technology. Second, we studied the previous work done by the researchers. Third, we analysed our data through statistical analysis tool i.e., SPSS software. Our results suggest that only personality traits do not have an impact on the outcome variable and other factors like technology anxiety, perceived curiosity and perceived organisational support has impacts on the attitude towards using technology.

Paper ID : ASICON 241

POLICY MAKING AND CONCEPTUAL DISTORTION OF RELIGIOUS CONVERSION IN INDIA

Hiranmayi Rajeev, Prof. Keerthiraj

Alliance University

Abstract

Conversion is the most debated, yet the most incomprehensible concept in India. This fact applies to all levels of debate from policy circles and intellectual gatherings to the murmuring of the common folk. At the same time, conversion appears as a justified act and an abhorrence. On the one hand this issue raises the question of supremacy of any one religion and on the other hand it raises the question of right path for enlightenment. This conceptual contradiction contributed and is still contributing to a lot of socio-legal problems in India.

Hence, this paper focuses on understanding the conceptual contradictions and gaps in understanding the concept of religious conversion in India. The paper also looks into the study of comparative theology in order to verify whether the study can help understand religious communities better, in order to curb the conceptual gaps. An analysis of Gandhi and Nehru's views on religion is considered in order to illustrate how different interpretations of the same concept can lead to a conceptual gap between two individuals or community. Then the paper closely analysis on a larger group of 50 individuals through online survey, representing the religious communities of India, in order to illustrate the thought process and understanding of the common people on the concept of religious conversion. According to the study made and results found through this paper, policy suggestions have been put forward.

Paper ID: ASICON 218

A STUDY ON CUSTOMER PREFERENCES TOWARDS ELECTRIC VEHICLES IN KARNATAKA

Srujana S, Kaparathi Bhavana, Prof. Noor Firdoos

RV Institute of Management

Abstract

Electric cars (EVs) are becoming increasingly popular, which might help reduce issues like pollution, global warming, and dependence on oil. Electric vehicles (EVs) are gaining a lot of attention these days. The path to their commercial success is not simple, though. Despite many governments utilising rigorous promotional measures, the current market penetration of EVs is very low. In this study, the findings of a comprehensive data gathering exercise—a survey with 192 respondents—conducted in Karnataka, India, are presented.

In order to provide direction to decision-makers and offer direction for prospect research, this study tries to explore into the consumer preferences for EVs. We quickly go over the modelling approaches utilised in a few different areas. Review of consumer preferences for aspects of money, technology, infrastructure, and policy are made. Consumer choice categorisation was then completed, with the results thoroughly discussed. These categories included socioeconomic diversity, psychological influences, mobility, social influence, etc. We cover the research agenda for creating consumer-friendly EV courses in our final section and offer suggestions for additional study.

Paper ID: ASICON 239

‘THE GOD INSTINCT’: EXPLORING BELIEF IN FREUDIAN AND JUNGIAN PSYCHOLOGY

Fazeeha Rashmin, Isha Kumavat

Alliance University

Abstract

Our brain uses belief to interpret the outside environment. Evidence from literature show that the well-being of people is closely related to the ideas of belief. It seems that both ancient and contemporary civilisations still hold a strong belief in God or another transcendent being. These ideas appear to lessen suffering among people and promote stability in tumultuous times.

Why do people believe, though? What source does it have?

Famous psychologists Freud and Jung addressed similar problems but arrived at very different conclusions. It seems that although for Freud religion is a sign of psychological illness, for Jung the absence of religion is the root of all adult psychological diseases, according to Victor White, Jung’s correspondent. Both left behind a wealth of theories, particularly on the “unconscious” and “myth-making” tendencies of individuals, which this study attempts to analyse in light of recent developments in psychology and neuroscience to support the claim that religious belief is an innate tendency of the human mind. It would accomplish this by analysing the research on the biological bases for religious belief and comprehending religious coping. It is hoped that by being understanding and knowledgeable about people’s sources of meaning, which are typically anchored in religion, a secular therapist who holds different beliefs from his or her patient will nevertheless be beneficial.

Paper ID: ASICON 242

THE INEVITABLE ASPECT OF HUMAN INTELLIGENCE IN CRIMINOLOGY IN THE ERA OF ARTIFICIAL INTELLIGENCE

Saranya Unni R
VIT University

Abstract

Artificial Intelligence or AI is a branch of computer science that deals with constructing smart machines that are competent enough to perform tasks that typically requires human intelligence. The Robot that was developed in Saudi Arabia was given the citizenship, of late. Criminology is a multi-disciplinary approach to better understand the crime concept in general. In consonance with the present trends in the Artificial Intelligence, these emerging trends call up for certain questions before us. The extent of applicability for the artificial intelligence in the legal field is questionable. These significant questions that pour in several questions for consideration, being :1) Is there any possibility for human intelligence to be replaced by artificial intelligence soon? 2)What is the one major drawback that artificial intelligence protracts before us, especially in the field of criminology. On the other hand, artificial intelligence cannot be overlooked as a concept that finds no relevance at all. The Indian legal experts welcome the usage of artificial intelligence, but in a more innovative way by balancing the interest of faster disposal of cases and human expertise. The paper provides answer for these relevant questions. The paper concludes with the observation that, the role played by human intelligence is far more relevant than the role played by the artificial intelligence.

Paper ID: ASICON 243

**A THEORY OF CHANGE - THEORETICAL
LINKING OF GESTALT'S PRINCIPLES
AND PARADOXICAL THEORY OF CHANGE
TO BRING ABOUT INDIVIDUAL AND
ORGANISATIONAL DEVELOPMENT**

Indu Suresh

Alliance University

Abstract

A theoretical linking of Gestalt's Psychological Principles and the Theories of Gestalt's Therapy can be adopted to understand the development of an individual or organisation by emphasising the Paradoxical Theory of Change. The Paradoxical Theory of Change states that, "Change occurs when one becomes what he is, not when he tries to become what he is not. Change does not take place through a coercive attempt by the individual or by another person to change him, but it does take place if one takes the time and effort to be what he is--to be fully invested in his current positions." (Arnold Beisser, Gestalt Journal Press)

Gestalt Therapy (Perls, Hefferline and Goodman, 1951) focuses on a broad view of people and their relationships with one another. It understands individuals' function as "configurational wholes" implies the carefully thought-out integration of parts rather than the mere summation of parts. The concept that 'the configurational whole is always different from the sum of its individual parts' forms the backbone of linking The Paradoxical Theory of Change with Gestalt's Therapy to bring about organisational and individual development.

It is assumed that circumventing the natural tendencies of the mind through a brief explanation of the same using Gestalt's Psychological Principles and adopting a change mechanism by

helping individuals focus on the 'here and now awareness' rather than 'there and then' thinking. Such an approach is assumed to benefit organisational development. We aim to explain why the concept of an individual as an 'aggregate' is better and perhaps more instrumental in understanding his/her psyche rather than investigating the 'separate elements or traits' that constitute his/her personality. This approach contributes to the realms of global diversity and inclusion which form essential tools of globalisation by improving the interpersonal and analytical skills of individuals of an organisation and hence the overall growth of an organisation.

Paper ID: ASICON 247

A STUDY ON NARCO-ANALYSIS AS A TOOL FOR INVESTIGATION IN FORENSIC SCIENCE

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Abstract

Criminal interrogation techniques have adapted to some extent due to the advancement of technology in various aspects of our existence. Narco-analysis is one such technique that assists in this endeavour. The term “narco-analysis” refers to a statement produced by the accused using a particular scientific technique that may be utilised as part of the evidence against him. Although the Indian Evidence Act, the principal statute governing the acceptance of evidence in a court of law, is silent on narco-analysis, critics have long argued that such a test violates the constitution’s guarantee of fundamental rights that individuals are entitled. Numerous constitutional scholars and jurists contend that the narco-analysis technique violates the Constitution’s Article 20 (3) right against self-incrimination. Hence, narco-analysis as a practice involves a slew of medical, ethical, and legal concerns. The primary purpose of this paper is to examine the constitutionality of such tests by examining various documents based on the tests, as well as their utility in the investigative process and the onslaught of judicial interpretations of the notion. This paper aims to explore the concept of narco-analysis, its background and history in India. We will also assess the use of narco-analysis tests as a tool for investigation in India, and the application of the same tool in different countries to understand the aspects of social justice. This paper finally analyses the validity of the same.

Paper ID: ASICON 249

BLURRING THE CULTURAL AND RELIGIOUS BOUNDARIES

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Abstract

In modern society, people of different cultures and religions are observed to come together and interact with each other blurring the age old cultural and religious boundaries. We have come a long way from the days where interacting with other cultures was looked down upon. With each generation we see people from different backgrounds coming closer and putting up a united front. This is in no way a perfect world where there is no discrimination or differences between people but through the decade's people have started becoming less resistant to change and more open minded. Practices that have been considered unnatural and unethical earlier like LGBTQIA+, inter-cultural marriages and live in relationships have been more accepted both socially and legally. This paper is an empirical and doctrinal research which focuses on how people and cultures have evolved in the past few years, how innovation has paved way for both social and intellectual development of people from different cultures and how people are deviating from the status quo. The main aim of the paper is to highlight how cultural and religious boundaries have been faded through innovation.

Paper ID: ASICON 259

AN ANALYSIS OF FORENSIC TECHNOLOGY AND APPLICABILITY OF INDIAN CRIMINAL JUSTICE SYSTEM

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Abstract

The evolution of the various crimes calls for the employment of improved investigation techniques for delivering better and accurate justice. The applicability of the forensic science plays an important role in the investigation and interrogation, especially, regarding the crime and criminal process. In India, the application of forensic methods is at a very rudimentary stage with those conventional methods, like narco-analysis, polygraph examination and BEAP test, they even result in violates the individuals' human rights. Many a times, application of such techniques which induces testimonial compulsion also infringes Article 20(3) of the Indian Constitution. Forensic evidence plays a major role in the criminal investigation and aids the court by provide with the accurate information in solving the various disputes. In Indian legal system, the forensic investigation should be modernised so that speedy remedies and justice to victims of heinous crimes may be provided. This is important because the present legal system in India is possessed with personal liberty and freedom and the dilution of evidence due to weakness in the criminal justice.

Paper ID: ASICON 205

EFFECTS OF SOCIAL MEDIA ON HUMAN BEHAVIOUR AND ECONOMY: A LEGAL ANALYSIS

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Abstract

This paper assumes that the seriousness of the incorporation of social media in daily lives have a deleterious and adverse impacts on the working of the economy. If, on one hand the social media and its disciplinary is considered as a bigger disciplinary, it not only transcends the other multidisciplinary fields but also transgresses into the other tabulates and dominates the daily lives of mankind. The aim of this paper is to provide substantive evidence of how the working force and power of the working mass is depleting and ends on a note on how closely the impact of social media is associated with the economy. This research paper deals with the effects of social media on psychology which has an impact on the economy. We assume, contrary to belief that “psychology is micro economical in nature”. Psychology directly or indirectly does affect the economy in the long run. Social media usage and economic growth are correlated because it has been discovered that regions with lower social media usage experience faster economic growth. In several studies, productivity has been employed as a criterion to assess economic growth. If social media leads to a decrease in productivity, the economic growth of a region will slacken. It will be proved that social media and economic development are negatively correlated because economic development has been higher in areas with lower social media activity. Studies have also been done on the detrimental

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effects of social media on the economy. Studies have examined the connection between social media's effects on productivity and the expansion of the economy.

Paper ID: ASICON 244

INDIA AFTER 75 YEARS: DIGITALISING THE COUNTRY, ONE YEAR AT A TIME

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Abstract

India's history is full of milestones and achievements that help us to understand how far it has come over the past 75 years. India has been a major source of development in the field of science and technology for many years. From the invention of Indian eyeglasses in 13th century AD to its involvement in modern-day space programs and satellites, India has made remarkable contributions to global technology. From independence to economic liberalisation, from the Green Revolution to globalisation, from IT boom to innovation hubs, there have been many changes in India since its foundation. But what stands out most is the fact that India has managed to keep pace with technology and innovation even as it has evolved in terms of social structure and political systems, India is making great strides in the digital space as compared to past years. There has been a steep rise in mobile internet users and apps, which is resulting into a drastic shift from traditional methods of communication.

In this article, we will discuss some of these changes and their impact on India's development over time. We will also talk about some key developments that have taken place during the last few years and their impact on digitalising India as a whole.

Paper ID: ASICON 248

75 YEARS OF INDIA'S INDEPENDENCE: HOW FAR INDIA ADVANCED IN ECONOMIC EXPANSION

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Abstract

One of the largest democracies in the world is the democracy in India. For several years, India was under the British administration, which helped the country understand the need for freedom. India attained independence on August 15, 1947, after much struggle and sacrifice. Despite these efforts, however, India still faced many problems, including poverty, inequality, and illiteracy, which created more barriers to India's economic development.

India has come a long way since gaining its independence more than 75 years ago. India has successfully maintained its democracy while developing a sizable economy. It has also developed into one of the top hubs for science and technology.

The split, which resulted in the creation of Pakistan and cleared the way for various cultures and religions, was one of the most important events to occur after Independence.

India has also seen a massive surge in the literacy rate and in today's world, we see that the top companies CEO are Indians which is a true sight of development. Several MNCs have been established and its growth has contributed to the growth of the country's economy.

India currently holds a prominent position on the global stage and presents a significant threat to other developing nations. We can observe how far India has advanced over the past 75 years. This

paper will deal with the research on the advancement and economic development of India pertaining to the aspects of science and technology, education, and culture.

Paper ID: ASICON 260

ANALYSIS AND APPLICATION OF VOICE PRINTS IN CRIMINOLOGICAL AND SECURITY SYSTEM

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Abstract

Voice profiling is the science used to analyse an individual persona and characteristics based on their vocal patterns and characteristics. It is becoming an important tool in criminology as it aids in crime detection, crime investigation, forensics, and security. Voice profiling is an effective biometric medium and has the potential to revolutionise the way criminals are identified and tracked. It can help law enforcement agencies in identifying the suspects more accurately. In addition to that it can provide additional evidence for criminal cases. In the paper, the greater emphasis is on its role and application in criminological system and security system-oriented voice verification. This prominence is explored and analysed in regard of its reliability and security of voice verification. The voice biometrics has limitations in the context of security and crime reduction. The research paper identified technical and non-technical hurdles involved in the usage of this technology. It focused attention on to the human dimensions in the design of system. It also evaluated the necessity of it being gauged under strict conditions prior to its deployment into the systems. The realistic expectations, design requirements and technical limitations of the use of voice forensics in the field for criminological and security applications are outlined in the paper.

