Pimpri Chinchwad Education Trust’s

**S.B. Patil Institute of Management**

Organizes

**NATIONAL SEMINAR**

On

**“INNOVATION AND INTELLECTUAL PROPERTY RIGHTS”**

9th & 10th February 2024

**Paper Presentation Schedule**

**TRACK 1**

**DATE: 09/02/2024 TIME: 3.00 PM TO 5.00 PM**

**VENUE: ROOM NO. 302 (THIRD FLOOR - SBPIM BUILDING)**

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| --- | --- | --- | --- | --- | --- | --- |
| **S. No** | **Submission ID** | **Paper Title** | **Themes/Tracks** | **Corresponding Author** | **Co-Author** | **Institution** |
| 1 | sbpim-iipr2024/Sub/02 | Evaluating the Effectiveness of Ayurvedic Healthcare Services for Police Personnel. | Technology / Innovation Management | Prof. Pranita Marodkar | Dr. Aruna Deoskar | RJSPMS ACS College |
| 2 | sbpim-iipr2024/Sub/24 | The Impact of Digital Platforms on Stock Investment by Millennial | Digital Transformation and Innovation Management | Ms. Anita Mathapati | Dr. Bhushan Pardeshi | ATSS College of Business Studies and Computer Application |
| 3 | sbpim-iipr2024/Sub/25 | Evaluating the Financial Performance of Mutual Fund Segments in the Indian Market | Innovation in Financial Management | Mr. Rahul Dabhade | Dr. Bharat Kasar | Prowess Training Solutions |
| 4 | sbpim-iipr2024/Sub/37 | A Review of Innovation and Sustainability in Computing | Innovations and Sustainability | Dr. Kavita Suryawanshi | Mrs. Yogeshwari Yawalkar | DYPIMCAM Akurdi,Pune |
| 5 | sbpim-iipr2024/Sub/06 | A Study On Employment Training & Development Program With Reference To AI & It’s Impact On The Organisation | Innovation and Human Resource Management | Mr. Manoop Nair | Ms. Joylyne Mascarenhas / Ms. Bhavna Shrestha | SNBP College Of Arts Commerce Science & Management Studies |
| 6 | sbpim-iipr2024/Sub/08 | A Study On Impact And Potential Of AR And VR Technologies In Young Generation Of Country | Innovations and Sustainability | Ms. Archita Varma | Ms. Manisha Menkudle / Mr. Prathamesh Yadav / Ms. Bhavna Shrestha | SNBP College Of Arts Commerce Science & Management Studies |
| 7 |  | Challenges faced by entrepreneurs in fashion jewellery startups. | Innovations and Sustainability | Mr. Hemant Rajesth | Dr. Sudhir Atwadkar / Dr. Dipak Umbarkar | Indira College of Commerce &amp; Science, Tathawade |

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**TRACK 2**

**DATE: 09/02/2024 TIME: 3.00 PM TO 5.00 PM**

**VENUE: ROOM NO. 303 (THIRD FLOOR - SBPIM BUILDING)**

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| --- | --- | --- | --- | --- | --- | --- |
| **S. No** | **Submission ID** | **Paper Title** | **Themes/Tracks** | **Corresponding Author** | **Co-Author** | **Institution** |
| 1 | sbpim-iipr2024/Sub/10 | A Study On Vertical Farming And Laser-Based Security. | Creativity | Ms. Sheetal Yadav | Ms. Bhavna Shrestha / Ms. Harshdeepkaur Virka | SNBP College Of Arts Commerce Science& Management Studies |
| 2 | sbpim-iipr2024/Sub/11 | Diversity And Inclusion In The Workplace | Innovation and Human Resource Management | Ms. Ahlam Khan | Ms. Bhavna Shrestha | SNBP College Of Arts, Commerce Science & Management Studies |
| 3 | sbpim-iipr2024/Sub/12 | Environmental Issues: Impact Of Deforestation On Our Planet” | Innovations and Sustainability | Mr. Suffyanahmed Mulla | Mr. Gaurav Pandey / Mrs. Danish Sayyed | SNBP College Of Arts , Commerce Science & Management Studies |
| 4 | sbpim-iipr2024/Sub/15 | A Study Of Effective Digital Marketing Strategies For Non-Profit-Oganization | Digital Transformation and Innovation Management | Ms. Asiya Shaikh | Ms. Alveera Shaikh / Ms. Pragati Mahagovind / Ms. Bhavna Shrestha | SNBP College Of Arts, Commerce Science & Management Studies |
| 5 | sbpim-iipr2024/Sub/16 | A Study On Highway Hypnosis | Social innovation | Mr. Adinath Sakhare | Ms. Bhavna Shrestha / Mr. Dhannaram Choudhary | SNBP College Of Arts Commerce Science& Management Studies |
| 6 | sbpim-iipr2024/Sub/17 | The Effect Of Leadership Styles On Employee's Productivity In Modern Workplace | Innovation and Human Resource Management | Mr. Yogesh Ambapkar | Mr. Aryan Mahajan / Mr. Danish Sayyed | SNBP College Of Arts Commerce Science & Management Studies |

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**TRACK 3 - ONLINE**

**DATE: 09/02/2024 TIME: 3.00 PM TO 5.00 PM**

**VENUE: ZOOM PLATFORM**

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| **S.No** | **Submission ID** | **Paper Title** | **Themes/Tracks** | **Corresponding Author** | **Co-Author** | **Institution** | **City** |
| 1 | sbpim-iipr2024/Sub/04 | Assessing the applicability and effectiveness of Fama French Three Factor Model in Indian Stock Market: A Performance Evaluation Study | Innovation in Financial Management | Mrs. Khadeeja Farhana C P M | Dr. Abdul Azees P | Farook College (Autonomous) Kozhikode | Kozhikode |
| 2 | sbpim-iipr2024/Sub/20 | Weighted Demographic Indicator Identifying Parameters for Economy Growth Employing Fuzzy Model | Innovation in Financial Management | Dr. Sachin Kumar | Dr. Pragya / Dr. Pooja Khanna | Amity University | Lucknow |
| 3 | sbpim-iipr2024/Sub/05 | A study of Consumer’s Online Shopping Behaviour in Retail Sector | Technology / Innovation Management | Dr. Sandeep Dive |  | Pune Vidyarthi Griha’s College of Engineering & S S D Institute of Management | Nashik |
| 4 | sbpim-iipr2024/Sub/13 | A Study On Breaking The Stereotypes Of Indian Culture And Mindset Of Society | Social innovation | Ms. Mikshita Reddy | Mr. Danish Sayyed | SNBP College Of Arts Commerce Science& Management Studies | PUNE |
| 5 | sbpim-iipr2024/Sub/03 | Social Innovation and Wellbeing of Generation Alpha | Service innovation | Ms. Deepti Kenjale | Ms. Dnyaneshwari Kenjale / Mr. Om Kenjale / Mr. Shrikrishna Walke | SBPIM | Pune |
| 6 | sbpim-iipr2024/Sub/14 | A STUDY ON EFFECTS OF ADVERTISMENT ON MENTAL HEALTH OF SOCIETY | Creativity | Mr. Irfanbabu Mansuri | Mr. Danish Sayyed | SNBP College Of Arts Commerce Science & Management Studies | PUNE |
| 7 | sbpim-iipr2024/Sub/29 | "Analyzing the Impact of GST in India : SWOT Model " | Innovation in Banking System | Mr. Lawrence V Benadict | Dr. Suresh J | St.Xavier's college (Autonomous) | Tirunelveli |
| 8 | sbpim-iipr2024/Sub/01 | Estimating Consumer Sentiments towards Online Shopping in Uttar Pradesh: An Empirical Study | Digital Transformation and Innovation Management | Ms. Aishwarya Yadav | Prof. Mohd. Hanif | University of Lucknow | Lucknow |
| 9 | sbpim-iipr2024/Sub/22 | The Digital Transformation and Innovation of Indian Cities: Opportunities and Challenges of the Knowledge Economy | Digital Transformation and Innovation Management | Ms. Rashmi Tripathi |  | Amity Business School | Lucknow |
| 10 | sbpim-iipr2024/Sub/31 | Digital Transformation of Local Self Government (LSG) in India: The ePRI-MMP Initiative | Digital Transformation and Innovation Management | Mr. Babasaheb Dnyandeo Patil |  | Bharati Vidyapeeth Institute of Management | Sangli |
| 11 | sbpim-iipr2024/Sub/09 | The Scope of Artificial Intelligence (AI) in the Education | Innovation in Education and Teaching | Mrs. Gauri Shirude |  | SNBP College of Arts,Commerce Science & Management Studies,Morwadi | Pune |
| 12 | sbpim-iipr2024/Sub/32 | "Innovation in Education and Teaching: A Comprehensive Review and Future Directions" | Innovation in Education and Teaching | Dr. Dr. Umeshwari Patil | Dr. Sudhir Atwadkar | IICMR | Pimpri Chinchawad (M Corp.) PUNE |

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| **S. No** | **Submission ID** | **Paper Title** | **Themes/Tracks** | **Corresponding Author** | **Co-Author** | **Institution** |
| 1 | sbpim-iipr2024/Sub/18 | “Environmental Issues Impact Of Deforestation On Our Planet” | Eco-innovation | Mr. Suffyan Mulla | Mr. Gaurav Pandey / Prof. Danish Sayyed | SNBP College Of Arts ,Comerce ,Science & Management Studies |
| 2 | sbpim-iipr2024/Sub/23 | Innovation and Human Resource Management | Innovation and Human Resource Management | Ms. Anuradha Kamble | Ms. Selina Saji | S. B. Patil Institute of Management, Nigdi. |
| 3 | sbpim-iipr2024/Sub/21 | Consumer Preferences Are Changing in the Digital Marketing World | Technology / Innovation Management | Mr. Arvind Singh | Dr. Sudhir Atwadkar | S.B. Patil Institute of Management, Pune |
| 4 | sbpim-iipr2024/Sub/28 | A study on Market Potential and Marketing Strategies for Engineering based MSMEs in Pune District | SME and IPR | Mr. SACHIIEN PANSARRE |  | S.B. Patil Institute of Management, Pune |
| 5 | sbpim-iipr2024/Sub/30 | A Case Study on Human Resource Analytics | Digital Transformation and Innovation Management | Mrs. Leena More | Dr. Binod Kumar | Sadhu Vaswani Institute of Management Science for Girls |
| 6 | sbpim-iipr2024/Sub/33 | Research on the market viability and promotional tactics for MSMEs in the engineering sector within Pune District. | SME and IPR | Mr. Sachiien Pansarre |  | S.B. Patil Institute of Management, Pune |

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| **S. No** | **Submission ID** | **Paper Title** | **Themes/Tracks** | **Corresponding Author** | **Co-Author** | **Institution** |
| 1 | sbpim-iipr2024/Sub/26 | Digital marketing strategies for nonprofit organization | Digital Transformation and Innovation Management | Ms. Asiya Shaikh | Ms. Alveera Shaikh | SNBP COLLEGE OF ARTS, COMMERCE SCIENCE & MANAGEMENT STUDIES |
| 2 | sbpim-iipr2024/Sub/27 | A study on impact of mobile marketing strategies in banking sector | Innovation in Banking System | Mr. Sachin Kumar Sharma |  | IICMR |
| 3 | sbpim-iipr2024/Sub/34 | A study on impact of social media on teenagers of pune city | Social innovation | Ms. Jueely Chaudhari | Ms. Prachi Ghonge / Ms. Shraddha Gupta / Ms. Vaishnavi Jagtap / Mr. Jaydeep Mhatre | S.B. Patil Institute of Management, Pune |
| 4 | sbpim-iipr2024/Sub/35 | A Study Consumer Behavior Towards Cadbury Chocolates | Open innovation | Mr. Shhivdhan Gaikwad |  | S.B. Patil Institute of Management, Pune |
| 5 | sbpim-iipr2024/Sub/36 | A Study On Impact Of Artificial Intelligence On Financial Planning Of Salaried People In Maharashtra State | Innovation in Financial Management | Mr. Pratik Adsul | Mr. Chaitanya Joshi / Mr. Vaishnav Kakde / Mr. Jaydeep Mhatre / Mr. Kartik Patalbansi / Ms. Jyoti Shekde | S.B. Patil Institute of Management, Pune |
| 6 | sbpim-iipr2024/Sub/19 | A study on towards of 6G internet, advances and open challenges | Digital Transformation and Innovation Management | Mr. Hanuman Singh | Mr. Danish Sayyed | SNBP College Of Arts Science & Management Studies |