



**National Conference
On
Modernization in Society and Upcoming Trends**

18th to 20th March 2017

Organized by

**Department of Humanities and Social Sciences
Motilal Nehru National Institute of Technology Allahabad
Venue: Seminar Hall, MNNIT**

Programme Schedule – Day 1 (18th March, 2017)

- **10am -11am- Registration**
- **11 am -12.15 pm – Inaugural Session**
 - Welcome Address: Dr. Ambalika Sinha, Associate Professor and HOD , Department of Humanities and Social Sciences, MNNIT, Allahabad
 - Brief about Conference: Dr. Ravindra Tripathi, Convener of the conference.
 - Inaugural Speech: Prof. Shiv Ganesh Bhargava, Department of Management Studies, IIT, Bombay
 - Release of Edited book of selected conference papers by the dignitaries of the dais.
 - Presidential Speech: Prof. Rajeev Tripathi Patron of the conference and Director, MNNIT, Allahabad
 - Key Note Address: Prof. R.C. Mishra, BHU
 - Vote of Thanks: Dr. Rajesh Kumar Shastri, Assistant Professor, Department of Humanities and Social Sciences, MNNIT, Allahabad

**12.15 pm - 12.30pm – High Tea
Technical Session – 1(12.30pm - 1.30pm)**

Theme: Current Trends in Management, Behavioral Studies and Psychology.

Chairperson: Prof. R.C Mishra

Rapporteur : Manis

Session Manager: Shobin Masih

1. Deepika Mehta ,IGNOU, Delhi, India, *Uncovering local influence of foreign language in empowering Indian children globally*
2. Morve Roshan, Rajjan Dwivedi, Centre for Comparative Literature. Central University of Gujarat, *Haunting the History and Modern Art of Paintings in India.*
3. Jagat Narayan Singh, Consultant Magstan Technologies, *Artificial Cognitive Intelligence: A new approach to understand and predict modern consumer behavior trends*
4. Manish Kumar Srivastava , Vivek Singh Rana , Sameer Rastogi, Sri Ramswaroop Memorial Group of Professional Colleges, Lucknow, U.P *“An Analytical Study of the Factors That Affect Consumers’ Online Buying Behavior in India”*

5. Sameeksha Singh, Centre for Development Studies, University of Allahabad,
Media Women in Global India: Promises and Challenges.

1.30 - 2.30 pm – Lunch

Technical Session 2(2.30 – 4.00 pm)

Theme: *Modernization in Culture, Society, Education and Human Psychology*

Chairperson: Dr. Tanuj Nandan

Rapporteur: Iftaqar Ahmad

Session Manager: Shubham

1. Monika Rao University of Allahabad, *Manjula Padmanabhan's Lights Out: A Case of Social Apathy towards Feminine Subversion*
2. Manisha Goswami GLA University, Mathura, *Role Of Rural India In Sustaining Success -The Insight Of Rural India*
3. Dr. Mini Jain GLA University, Mathura, *Balancing the two P's of life of working professionals in the techno-era of modernization, for sustainable growth in health and carrier*
4. Dr. Supriya Jain , Institute of Business Management GLA University, Mathura, *Women Education- A Powerful Instrument Of Social Change*
5. Dr. ChhaviYadav, Sr.faculty, Footwear Design and Development Institute , (Ministry Of Commerce & Industry, Govt Of India) , *A study of changing role of women in Indian society and the influence of globalization on their decision making powers.*
6. Pragalbh Sharma (Assistant Professor-IBM GLA University, Mathura, *The Role of Women Entrepreneurs in Socio-economic Development of India*

4.00 pm to 4.15 pm – Tea Break

Technical Session 3(4.15 pm – 5.30 pm)

Theme: *Modernization in Culture, Society, Education and Human Psychology*

Chairperson: Dr. R.P Tiwari

Rapporteur: Nikhil Yadav

Session Manager: Sangeeta

1. Vatsima Tripathi Azim Premji University, Bengaluru, **Reforming Indian Universities: A Comparative Study**
2. Dr. Kapil Bansal, (Asst. Professor) Institute of Business Management, *Flexible working practices to combat stress and maintain work life balance*
3. Mr. Krishanveer Singh, Prof. Somesh Dhamija , Mr. Trilok Pratap Singh , Institute of Business Management, GLA University, Mathura, *Use of Societal Trades and Advertising: Excellent or Bad.*
4. Ritesh Sharma, Mukesh Singhm Assistant Professor (GLA University), *Study to Analyze the Impact of Information Technology on Indian Banking Sector*
5. Swati Gupta, Research Scholar, DHSS, MNNIT Allahabad, *Cognitive styles and self concept among the orphans and the street children.*

5.30 pm to 6.00 pm – Tea Break

6.00 pm to 7.30 pm – Cultural Events

7:30-Dinner

Day 2 (19th March 2017)

Technical Session – 4(10 am - 11.45am)

Theme: Demonetization Perspectives and Paradoxes and Modern issues in Socio-Economic Development

Chairperson: Prof. Anuj Jain

Rapporteur: Iftaqar Ahmad

Session Manager: Sushmita

1. Vandana Vidyarthi Singh Chhatrapati Shahuji Maharaj University, Kanpur, *Demonetization: Need and Impact on Indian Economy*
2. Ms. Harshmit Kaur HBTU Kanpur, *Overview of Demonetization and Impact of Demonetization on Indian Economy*
3. Dr. Ramesh Kumar Chaturvedi, Ghanshyam Dos, Babasaheb Bhimrao Ambedkar University, Lucknow, *Review of Demonetization in India: A Study on Media Based Reports.*
4. Mukesh Singh, University Mathura Department of Management, *A Study to Analyse the Impact of Demonetization on Indian Economy*
5. Sangeeta yadav, DHSS, MNNIT Allahabad, *Demonetization: Perspectives and Paradoxes*
6. Aamir Aijaz Syed Research Scholar, Motilal Nehru National Institute of Technology, Allahabad, *Demonetization –It's after effect and Digital Paradigm*
7. Anand Mohan Agrawal Pawan Kumar Singh Anand Kumar Gupta, GLA University, Mathura, India, *Impact of Commute experience on employee well-being*
8. Rakesh Kumar Nandini Rai MMM University of Technology, Gorakhpur, UP, India, *Analyzing the trend and pattern of outward FDI in India.*
9. Neeraj Guatam, Research Fellow, DHSS MNNIT, *Buddhist Principles in Contemporary Business World: An Indian Perspective*

11.45 am -12pm - TEA

Technical Session – 5(12pm - 1.30pm)

Theme: Modern Trends Social Work and Human Psychology and Modern trends in Socio-Economic Development

Chairperson: Prof R.C Vaishya

Rapporteur: Nikhil yadav

Session Manager :Anamika

1. Shreshtha Yadav, Neena Kohli, & Anupam Yadav, *Moral Character and Moral Decision making: Mediating role of Emotional Climate and Organizational Identification*
2. Shatabdi Bagchi, Research Scholar, DHSS, MNNIT Allahabad, *Social Work Education in India: An overview and Modern day challenges*
3. Dr. Anjana Srivastava K.P. Training College,, *Role of Education for Women Empowerment*
4. Taufiq Ahmad, Ananta Nayaran, DHSS MNNIT, Allahabad *Role of Social Worker in Current Scenario- A Critical Review*
5. Dr. Sakshi Mishra Shukla Dr. Sonal Agarwal S.P. Memorial Institute of Technology, *The Transposition of E-Money and Security Issues in Foreign Banks*

6. Pankaj Singh, Indian Institute of Information Technology and Management (IIITM), Gwalior, *Future trends of Energy management conventional energy sources.*
7. Ankur Paliwal GLA University, Mathura, *Indian Economy: A Move Towards Cashless Society*
8. Dr V. S. Rawat SGRR PG College, Dehradun , *Changes and development of agricultural scenario in Uttarakhand: A macro analysis*
9. Dipandi Mishra, *Bank and Modernization: Reference to Banking Sector Evolution*

1.30 pm - 2.30 pm- Lunch

Technical Session – 6(2.30pm - 4 pm)

Theme: Contemporary Socio - Economic Development scenarios in India and Contemporary Dimensions of Socio-Economic Development

Chairperson: Prof Geetika

Rapporteur:Manis

Session Manager:Tania Ghosh

1. Nikhil Yadav, Research Scholar, DHSS, MNNIT, *Universal Basic Income in India: Modern Approach of eradication of Inequality and Poverty.*
2. Kshiti Dwivedi, Dr. RinkiVerma, SRMU , Lucknow , *Analysis of the Present Market Scenario Of Diamond Jewellery with Special Reference to Lucknow Stores*
3. Iftaqar Ahmad, DHSS, MNNIT, *Analysis of Factors Affecting Investors' Perception of Mutual Fund Investment*
4. Trilok Pratap Singh, GLA University, Mathura, *Impact of the green revolution on consumer buying behavior, Quality perception and satisfaction in retail chain store.*
5. Mudit Kumar Singh, DHSS , MNNIT , *Development Communication and Governance of three major Schemes in India- A Comparison*
6. Usha Bharti Singh, Babasaheb Bhimrao Ambedkar University, *The Cultural History That Still Dictates the Term of Being a Devi/Mother*

4.00 pm -4.15 pm- Tea Break

Technical Session – 7(4.15 Pm – 5:30 pm)

Theme: Contemporary Socio - Economic Development scenarios in India and Contemporary Dimensions of Socio-Economic Development

Chairperson: Dr.G.P Sahu

Rapporteur:Aamir Aijaz

Session Manager:Swati Singh

1. Raghuvendra Kumar, University of Allahabad, *Role of Planned Urban Development and Economic Development.*
2. Divya Rai, Research Scholar, DHSS, MNNIT, *Digitization in Indian Economy: A longer way to Pursue*
3. Priyanka, DHSS , MNNIT Allahabad, *Cultural and social change: Transforming Society*
4. Jitendra Kumar Kushwaha, DHSS , MNNIT Allahabad, *Education system in India*

5. Kriti Mishra, DHSS, MNNIT Allahabad, *Women in developing society: A comparative study of women at different eras.*
6. Rakesh Kumar and Pooja Srivastava , “*A Study On Challenges And Opportunities Of Indian Banking Industry*”, Centre for Management Studies, MMM University of Technology, Gorakhpur
7. Neha Singh, *ROLE OF WOMEN IN DEVELOPING SOCIETY: GENDER EQUALITY AND SUSTAINABLE DEVELOPMENT*, D.Phil Scholar at Centre for Globalization and Development Studies,University of Allahabad

Day 3 (20TH March 2017)
Technical Session – 8(9:30am -11.30 am)

Theme: Paradigms of Modern Society

Chairpersons- Prof. Neena Kohli, Prof. Deepa Punetha

Rapporteur:Divya Rai

Session Manager:Ishant

1. Ajay Manjhi , Mritunjay Kumar , M.M.M. University of Technology, Gorakhpur (UP) *A study of customer preferences towards internet banking .*
2. Monica Shukla, National Institute of Technology,Raipur ; Amit Upadhayay, Fluor Daniel India Private Limited Gurgaon, *Students and Teachers Perception on Inclusion of Social Networking Sites into Higher Education Institutes*
3. Mr. Awadhesh Kumar, Dr. Anushree Singh, Shri Ramswaroop Memorial University, Lucknow , *A Comparative Study of Technology Adoption Decisions in Government and Private Organizations*
4. Sushil Kumar, Department Of Humanities & Social Sciences MNNIT Allahabad , *The impact of human resource management and its importance for organization.*
5. Dr. Avanika Sinha MNNIT , *Educational Psychology and its Pattern in India*
6. Abhishek, Ananta Narayana, , DHSS , MNNIT , Allahabad, *Sustainable Food Growth And Human Development In South Asia*
7. Arshi Khan, *A review of Adult attachment measures, University of Allahabad*
8. Archana Mishra, *Self-concept of Elderly in reference to their Gender , University of Allahabad*
9. Swadesh Deepak, *Entrepreneurship and innovation: With special emphasis on India,* Research Scholar – Faculty of Commerce, Udai Pratap Autonomous PG College,Varanasi.
10. Sudha, *Financial Inclusion and Financial Literacy*, Research Scholar D.A-V. College, Civil Lines, Kanpur
11. Ashutosh Shukla ,Research Scholar, Dr. Sunil Pandey, Assistant Professor, Dr. Ashish M. Dubey, Assistant Professor, Department of Management, Birla Institute of Technology, Mesra (Allahabad Campus)*A review paper on an approach to explain the trends in redesigning and learning in organizations through organisational learning*

11.30pm -12:00 pm --- TEA BREAK

12.00 PM -1PM - VALEDICTORY SESSION

1PM -2PM - LUNCH
