

Abstracts of
**International Conference on
Innovations in Business Management**

Editors

- Ankita Srivastava
- Raghvendra Kumar Sharma



Ankita Srivastava
Raghvendra Kumar Sharma
(Editor)

Abstracts of
***International Conference on Innovations in
Business Management***

ICIBM 2020 (16th – 17th January 2020)

Organized by

ICFAI Business School, ICFAI University-Dehradun, India

In Collaboration with

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Abstracts of International Conference on Innovations in Business Management (ICIBM 2020)
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Conference Organizers

- ICF AI Business School, ICF AI University, Dehradun, India.
- University of Derby, United Kingdom

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Foreword

This abstract book is a collection of the various research ideas of academic community and practitioners of management. The researchers have contributed toward various themes of conference such as sustainable economy, supply chain, women-empowerment, export-import, microfinance, government policies etc. We strongly believe that it will open up further scope for in-depth research in various disciplines of business management. Best wishes to the participants to have detailed discussions on the above-said wide range of areas.

Conveners

Mr. Raghvendra Kumar Sharma

Dr. Anil Kumar

About Conference Organizers

ICFAI University, Dehradun (India)

Set in the picturesque foothills of the Himalayas, The ICFAI University, Dehradun was established under the ICFAI University Act 2003. Since its inception, The ICFAI University is providing high quality learning experience, in an adaptive environment, with a focus on relevance, rigor and research. The mission of the ICFAI University is to develop ethically grounded professionals/executives who can add value to the organizations and communities to which they belong. The University has a reputation for innovative program design and delivery, quality courseware, personalized instructions, strong industry interface, and research consultancy.

The University believes in creating and disseminating knowledge and skills in core and frontier areas through innovative educational programs in Management, Law, Science & Technology and Education.

Since its establishment, the University has grown impressively and achieved widespread recognition and acceptability from business and industry, professional bodies, and academic circles. The University flourishes in a lush green campus spread over 25 acres at Selaqui. It has 2.5 lakhs sq. ft. built up area with academic blocks, faculty rooms, auditorium, seminar halls, computer labs with latest computing facility, well equipped library, canteen, and sports and recreation facilities. State-of-the-art infrastructure coupled with academic rigor enables the ICFAI University to create a new breed of professionals for the ever-evolving business world.

ICFAI Business School (IBS)

Since its establishment in 2004, ICFAI Business School-Dehradun (a constituent of The ICFAI University- Dehradun, India) has developed into a Business School committed to cultivate excellence in the field of education. IBS-Dehradun, known for unique case-based teaching, offers innovative and industry-oriented programs and ample opportunities for all round development of its students. IBS-Dehradun provides quality education to students in the classroom and industry exposure through a rigorous Summer Internship Program. IBS-Dehradun transforms its students into leaders of future by imparting them the right blend of knowledge, skills and attitude.

University of Derby (United Kingdom)

Located in the heart of England, it builds on region's heritage of innovation to provide industry-relevant, expert teaching, from foundation and undergraduate degrees through to postgraduate study and research. Rated Gold in the Teaching Excellence and Student Outcomes Framework (TEF) and a Top 30 UK University in the Guardian University Guide 2020, our academic strength is backed up by practical experience to ensure our students are ready for a successful career.

About ICIBM 2020

ICFAI Business School (IBS) – Dehradun, India in collaboration with University of Derby, UK is conducting the 1st ‘International Conference on Innovations in Business Management’ (ICIBM) to be held during January 16 – 17, 2020. ICIBM 2020 aims to provide an excellent international platform to academicians, researchers, students, practitioners of management and industrial participants around the world, to share their research works/ views/ experiences with global experts and peers. ICIBM will be held at the campus of IBS Dehradun based in the state of Uttarakhand, India. In addition to this, conference will help the delegates to establish academic, research, and business relations with their peers expected to join from different parts of the world. ICIBM 2020 will certainly lead to noteworthy contribution to the knowledge base in the area of business management.

Message from Vice Chancellor (O)

Francis Bacon said “Reading maketh a full man; conference a ready man; and writing an exact man”. Conferences offer a platform to students, researchers, academicians and management practitioners to share their views / experiences with the scholars and the experts from different regions. International Conferences, in particular, allows participants to share their scholarly work with experts from across the globe. High quality discussions during a conference create a thought provoking and learning environment. This eventually results in innovative ideas. Today’s industrial scenario expects such innovative ideas to be carried forward and make them possible to practice.



The 1st ‘International Conference on Innovations in Business Management’ (ICIBM 2020) organized by ICAFI Business School, ICAFI University, Dehradun, India in collaboration with University of Derby, UK focuses on future innovations and research advancements to address wide range of managerial challenges faced by practitioners. It will be a magnificent opportunity for delegates to take home high-quality inputs beneficial for their future scholarly works in this knowledge-based society. The contributions made by participants from across the world will be a rich source of information to the scholars, industry executives and academicians.

My heartiest congratulations to the organizers and best wishes for the ICIBM 2020 to be a grand success.

Prof. Dr. Muddu Vinay
Vice Chancellor (O),
ICFAI University, Dehradun

Message from Registrar

Academic institutions have a great responsibility to create a wealth of knowledge for the society. In the era of globalization, management research conducted in academic institutions support modern day organizations in terms of innovative ideas helpful in solving business problems. Conferences and seminars provide a magnificent opportunity to scholars to share their research ideas with research fraternity. It also provides a brilliant platform for exchange of information among participants and consequently upgrading the quality of their research and its outcomes.



International Conference on Innovations in Business Management (ICIBM – 2020) brings significant number of students, research scholars, academicians and industry executives under one roof. This will surely lead to innovative ways to deal with business situations and ultimately contribute to the development of the nation.

I am certain that ICIBM – 2020 will create high quality research culture among the participants and trigger interactions among them for exchange of ideas and current advances in the areas of management.

I wish ICIBM – 2020 the very best and appeal all participants to brainstorm on several thrust areas of the conference.

Brigadier Rajiv Sethi
Registrar,
ICFAI University, Dehradun

Keynote Speaker

Prof. Jose Arturo Garza-Reyes

Jose Arturo Garza-Reyes is a Professor of Operations Management and Head of the Centre for Supply Chain Improvement at the University of Derby, U.K. He is actively involved in industrial projects, where he combines his knowledge, expertise, and industrial experience in operations management to help organisations achieve excellence in their internal functions and supply chains. As a leading academic, he has led and managed international research projects funded by the European Commission, British Academy, British Council, and Mexico's National Council of Science and Technology



(CONACYT). He has published extensively in leading scientific journals and five books in the areas of operations management and innovation, manufacturing performance measurement, and quality management systems. He is a Co-founder and current Editor of the International Journal of Supply Chain and Operations Resilience (Inderscience), Associate Editor of the International Journal of Production and Operations Management, Associate Editor of the Journal of Manufacturing Technology Management, and Editor-in-Chief of the International Journal of Industrial Engineering and Operations Management. Professor Garza-Reyes has also led and guest edited special issues for Supply Chain Management: An International Journal, International Journal of Lean Six Sigma, International Journal of Lean Enterprise Research, International Journal of Engineering Management and Economics, and International Journal of Engineering and Technology Innovation. Areas of expertise and interest for Professor Garza-Reyes include general aspects of operations and manufacturing management, business excellence, quality improvement, and performance measurement. He is a Chartered Engineer (CEng), a certified Six Sigma-Green Belt, and has over eight years of industrial experience working as Production Manager, Production Engineer, and Operations Manager for several international and local companies in both the U.K and Mexico. He is also a fellow member of the Higher Education Academy (FHEA) and a member of the Institution of Engineering Technology (MIET).

Organizing Committee

- Dr. Amit Joshi
- Dr. V. N. Saxena
- Prof. Sanjeev Malaviya
- Dr. Rashmi Chaudhary
- Dr. Puneet Kumar Gupta
- Dr. Mohd. Imran
- Dr. Deepti Kiran

Organizing Secretary

Dr. Ankita Srivastava

Conference Schedule

Day – 1	
Time	Session Details
09:30am – 10:00am	Registration
10:00am – 11:15am	Inaugural address
11:15am – 11:30am	Tea Break
11:30am – 1:00pm	Technical session - 1
1:00pm – 1:45pm	Lunch Break
1:45pm – 3:15pm	Technical session - 2
3:15pm – 3:30pm	Tea Break
3:30pm – 5:00pm	Technical session - 3
Day – 2	
10:00am – 11:30am	Technical session - 4
11:30am – 11:45am	Tea Break
11:45am – 1:15pm	Technical session - 5
1:15pm – 2:00pm	Lunch Break
2:00pm – 3:30pm	Technical session – 6
3:30pm – 4:00pm	Tea Break
4:00pm – 5:00pm	Valedictory