

Report
on
International Conference on Management and Information Systems (ICMIS-23)

Annual flagship international conference (13th edition)

In association between

Chitkara University, Punjab, India and

International Forum of Management Scholars (INFOMS),

at

Bangkok, Thailand

September 23rd – 24th, 2023



Conference General Chair

Dr. Omprakash K. Gupta College of Business University of Houston - Downtown, USA

Conference Co-Chairs

Shivprakash Agrawal, AIMS International, India
Sandhir Sharma, Chitkara Business School, India

Keynote Speaker

Neeraj Anand
Chitkara Business School

Session Chairs

A K S Suryavanshi
Anandakuttan Unnithan
Gayathri T
Hiranmoy Roy
Kishwar Joonas
Sandhir Sharma
Saroj Koul
Satish Krishnan
Suraj Shah

About the Conference

Chitkara University and International Forum of Management Scholars (INFOMS) have collaborated to organize the 13th edition of International Conference on Management and Information Systems, ICMIS-23. This annual flagship international conference was organized on September 23–24, 2023 at Bangkok, Thailand jointly by INFOMS and Chitkara University, which got concluded on 24th September 2023 with participation of 29 presenters from 09 countries. The conference is also supported by AIMS International. It aims to bring together leading academic scientists, researchers and research scholars to exchange and share their ideas. It also provides a premier interdisciplinary platform for researchers, practitioners, and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Management and Information Systems.

The mission of International Forum of Management Scholars is to unify management scholars all over the world to foster excellence in education and research, to advance knowledge, and support practice in all business and related disciplines.

The previous conferences have been hosted by American University in the Emirates (Dubai), UOWD (Dubai), SIOM (India), SZABIST (Dubai), Loyola Marymount University (USA), Al Ghurair University (Dubai), IMT (Dubai), Assumption University (Bangkok), IIM Indore (India), Hanyang University (S. Korea), University of Western Sydney (Australia), Nirma University (India) and National Cheng Kung University (Taiwan).

The conference was held at the Rembrandt Hotel in Bangkok, Thailand.

Dr. Omprakash K. Gupta, College of Business, University of Houston (USA) was the conference General Chair, and Shivprakash Aggarwal (AIMS International, India) and Dr. Sandhir Sharma (Pro-Vice Chancellor), Chitkara Business School, Chitkara University, Punjab, India hold the position of Conference CO-Chairs. Dr. Neeraj Anand (Prof and Dean SCM & General Management) Chitkara Business School, Chitkara University, Punjab, was the keynote speaker.

Dr. Babita Singla, Dr. Priya Jindal, Nikita Chandok and Navpreet Kaur from CBS participated & presented their research efforts. A total of 29 abstracts from all over the world were submitted for the conference, and 14 full-length papers have been received for publishing in the proceedings with ISBN No., 16 papers were presented through offline mode and 13 papers in online mode.

The final results were announced during the inauguration, and the following papers were given the Outstanding Paper Competition award:

1. Satish Krishnan, and Pramukh Vasist, IIM Kozhikode
2. Suraj Shah and Mahendra Sharma, Ganpat University, Ahmedabad
3. Kishwar Joonas , Ahmed. Y. Mahfouz, Nakiayah Patterson, Prairie View A& M University, USA

Recipients were awarded with citations and certificates. We congratulate all the winners and thank all the participants for making this annual conference extremely popular among serious researchers from Phillipines, Thailand, UAE, Malyasia, Vietnam, China, USA, India & other parts of the world.

Publications

Confercne received more than 30 papers from Brazil, Hong Kong, India, Philippines, UAE, and USA, out of which 18 papers are accepted for publication in the proceedings, with an ISBN of 978-1-943295-21-0 and few selected papers will be published in Scopus Indexed Journal. Which were presented during this conference.

Presentations

In two days of Conference 18 papre were presented on 23rd September, 2023 and 12 papre were presented on 24th September, 2023 offline at Bangkok, Thailand rest papers were presented online from world wide.

International Conference on Management and Information Systems Bangkok (Thailand)						
September 23, 2023 (Saturday)						
9:00-9:20	1A	1B	1C	1D	1E	
	9:20-10:00	10:20-11:40	11:40 to 12:40	1:40-2:40	3:00-5:00	
Registration	Inauguration Keynote Speaker Dr Neeraj Anand	Tea Break 158, 162, 165, 181	172, 177, 183	Lunch 159, 160, 178	Tea Break 151, 152, 157 176, 180, 186	
September 24, 2023 (Sunday)						
2A	2B	2C	2D			
8:00-9:00	9:00-10:20	10:40-11:40	11:40-12:40			
155, 161, 167	156, 164, 169, 170	Tea Break 166, 182, 184	174, 179, 185	Lunch		

Conference Schedule

Session Chair: Dr. Sandhir Sharma

Sept 23, 9:20-10:00

The International Conference on Management and Information Systems (ICMIS-23), September 23-24, 2023 started with session chair address by Dr Sandhir Sharma Pro Vice Chancellor, Chitkara Business School, Chitkara University, Punjab, India.



Session Chair Address by Dr. Sandhir Sharma



Prof. Shiv Prakash Agarwal presenting memento to Dr Sandhir Sharma, Session Chair

Keynote Speaker: Dr. Neeraj Anand

The Key note address was by Dr. Neeraj Anand, Professor and Dean – SCM & General Management, Chitkara Business School, Chitkara University, Punjab, India. Dr. Neeraj Anand address was on "Innovations in Supply Chain Management" where he highlighted McKinney value drivers of supply chain management, and cited few used cases of Blockchain and IoT etc.



Prof. Shiv Prakash Agarwal presenting memento to Dr Neeraj Anand, Keynote Speaker

PAPER PRESENTATIONS

1. Details about the Research Paper – Dr Neeraj Anand

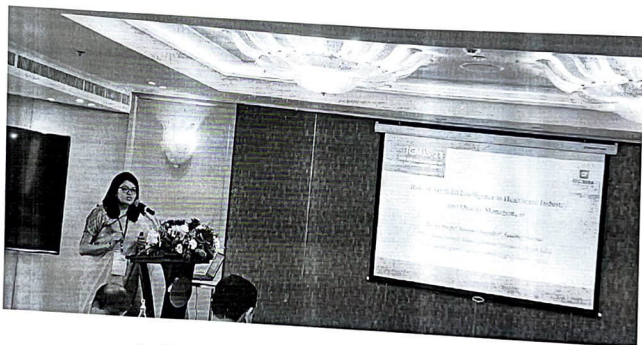
Dr. Neeraj Anand, Professor and Dean – SCM & General Management, Chitkara Business School, Chitkara University, Punjab, India presented paper on “Unleashing the Power of Leadership Styles at the Workplace proactive Energy Efficiency in Greening Food Value Chain” authored by Neeraj Anand and Hiranmoy Roy, DIT University, Dehradun. The main purpose of the study was to know the trend of publication over the last one decade.



Dr Neeraj while presenting paper and receiving certificate

2. Details about the Research Paper – Dr Babita Singla

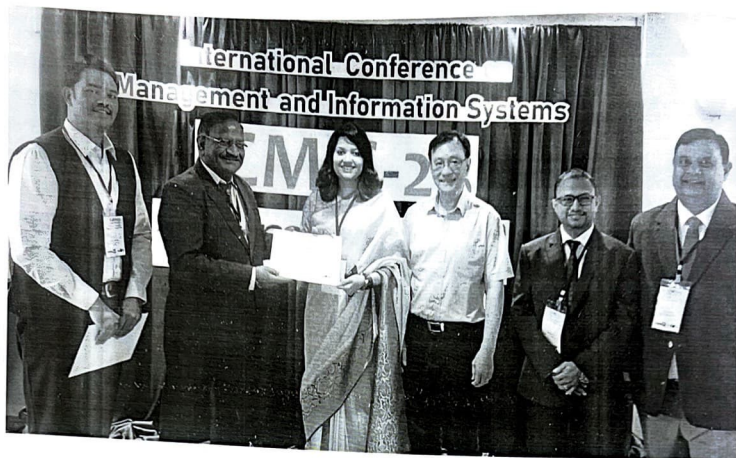
Dr Babita Singla, Associate Professor, Chitkara Business School, Chitkara University, Punjab, India presented paper on “Role of Artificial Intelligence in Healthcare Industry and Quality Management” authored by Babita Singla, Kumar Shalender, Sandhir Sharma and the purpose of this study was to assess patients satisfaction in digital era from role of AI and computer been used in healthcare industries. She got appreciated by the audience due to her selection of problem that is more sensitive, futuristic and demanding in the era.



Dr Babita Singla presenting her Research Paper



Query Handling Session



Dr Babita got awarded certificate by Panel Members



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3. Details about the Research Paper – Dr Priya Jindal

Dr Priya Jindal, Associate Professor, Chitkara Business School, Chitkara University, Punjab, India presented paper on “Unleashing the Power of Leadership Styles at the Workplace” authored by Priya Jindal, Rashmi Aggrawal, and Sandhir Sharma. In the dynamic corporate realm, leaders play a crucial role in cultivating a proactive, transformative, and adaptable workforce, embracing innovation and navigating uncertainty.



Dr Priya while presenting paper and receiving certificate

4. Details about the Research Paper – Ms Navpreet Sidhu

Ms Navpreet Sidhu, Assistant Professor, Chitkara Business School, Chitkara University, Punjab, India presented paper on “The Evolution of Human Life utilising Artificial Intelligence” authored by Navpreet Sidhu, Sandhir Sharma, Renuka Sharma, Kiran Mehta. This paper's main goal was to summarise the literature on Artificial Intelligence and its Impact.



Ms Navpreet while presenting paper and receiving certificate

5. Details about the Research Paper – Ms Nikita Chandok

Ms Nikita Chandok, Assistant Professor, Chitkara Business School, Chitkara University, Punjab, India presented paper on “Navigating Grief: A Holistic Approach to Enhance Emotional Well-being” authored by Nikita Chandok and Sandhir Sharma. This research, delved into the vital area of Grief Management, investigating its profound impact on emotional well-being.



Ms. Nikita while presenting her paper and awarded Certificate


International Contact from the Conference

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Some Glimpse of the Conference





Babita Singla

Prepared and Submitted by:

Dr Babita Singla

Associate Professor,

CBS, Chitkara University, Punjab, India

Sandhir Sharma

Approved by:

Dr. Sandhir Sharma

Pro Vice Chancellor

CBS, Chitkara University, Punjab, India



Date: 28/09/2023

ICMIS-23

International Conference on Management and Information Systems

September 23-24, 2023



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KEYNOTE

1A: Sept 23, 9:20-10:00
Session Chair: Sandhir Sharma

Speaker: Neeraj Anand
Chitkara Business School, Punjab

In the new economic world order, realignment of countries is being witnessed, African union is also given permanent seat in G20 during Delhi Summit on 9th Sept. 2023. Geo-political issues have resulted in the transformed supply chain in terms of route planning, network designing, resilience and sustainability. This corridor is expected to reduce the time and cost of transporting Indian goods significantly, and vice versa. The easy access of internet, cloud computing, and decreasing cost of the Internet of Things (IoT), Mobile apps, it becomes easier to generate, store, manage, and communicate data effectively. There has been increased demand for transparency and traceability due to increased consumer awareness and stringent compliance. There is a greater scope of combining IoT and Blockchain to enhance the transparency and security of solutions. As global supply chains become more complex, it results into rise in safety requirements and trust issues also gain importance.

Dr. Neeraj Anand serving as a Professor and Dean – SCM & General Management, Chitkara Business School, Chitkara University. He has three year industry experience and 28 years' experience in academics. He has been instrumental in the launch of BBA -Aviation Management and signing MoU with IATA in Nov. 2022. He designed and delivered an India Immersion Program on "Doing Business in Asia" for Mondragon University, Spain in 2023. Professor Anand's research interest is in the area of Supply Chain Management, Marketing Management and Business Research Methods and Entrepreneurship. He published more than 35 research papers in Scopus indexed/refereed journals, and published six text/edited books. He has filed two patents. He visited University of Applied Science, Frankfurt, Germany as an Invited Speaker in 2013. He has been the recipient of many academic awards and accolades including 'Nation Builder Award' by Rotary Club, Dehradun for distinguished teacher.

PAPER PRESENTATION

1B: 23 Sept 10:20-11:40
Session Chair: Hiranmoy Roy

158 ChatGPT for Fake News: Unveiling the Dark Side through a Social Network Analysis

Satish Krishnan, Indian Institute of Management Kozhikode, satishk@iimk.ac.in
Pramukh Vasist, IIM Kozhikode, pramukhn02phdpt@iimk.ac.in

The launch of ChatGPT marks a significant milestone in artificial intelligence, but concerns linger over its misuse for disseminating fake news. Recognizing the significance of networked communications in shaping technology trajectories, a social network analysis of 22,973 tweets across 22 weeks reveals an active community structure highlighting fake news ramifications across politics, journalism, and healthcare. Sentiment analysis reveals a negative outlook and apprehensions over the tool's misuse for falsehood. This study contributes to the theoretical appraisal of the influence of social networks on ChatGPT's evolving narrative and emphasizes the need for enhanced regulatory measures.

162 Unleashing the Power of Leadership Styles at the Workplace

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Rashmi Aggrawal, Chitkara University, rashmi.aggrawal@chitkara.edu.in
Sandhir Sharma, Chitkara University, sandhir@chitkara.edu.in

In the dynamic corporate realm, leaders play a crucial role in cultivating a proactive, transformative, and adaptable workforce, embracing innovation and navigating uncertainty. Their willingness to drive change instills flexibility and adaptability in employees. Effective leadership yields positive impacts on organizational performance, fostering a committed workforce capable of achieving remarkable feats. The digital age requires leaders to adjust their methods as remote work and online collaboration become prevalent, prompting exploration of leadership styles in the digital workspace and the influence of technology on these paradigms.

165 The Evolution of Human Life utilising Artificial Intelligence

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Technology is without a doubt transforming our world. Robots that can speak like humans look like humans and dress like humans already exist. In restaurants we are served by machines. There is abundant evidence. With so many artists employing AI to produce digital art today, artificial intelligence AI is also making art. The inclination of humans to make things smarter and smarter is seen in the evolution of the smartphone and the smartwatch. The way business functions are being revolutionized by artificial intelligence AI. This paper's main goal is to summarise the literature on Artificial Intelligence and its Impact.

181 Barriers Affecting User Adoption Towards Mobile Banking

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1.7 billion adults worldwide need access to formal banking services, predominantly concentrated in rural and geographically isolated areas (WBR, 2023). The significant discrepancy in the availability of financial services highlights the pressing need to comprehend the barriers that impede rural customers from adopting mobile banking technologies. Understanding rural consumers' distinct obstacles is crucial as digital financial services assume an increasingly significant role in augmenting financial inclusion considering technology and innovation advancement. This study aims to examine the obstacles that impede the acceptance and utilization of mobile banking services. The study provides key implications to industry and academia.

1C: 23 Sept 11:40-12:40
Session Chair: Satish Krishnan

172 Role of Artificial Intelligence in Healthcare Industry and Quality Management

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The purpose of this study is to assess patients satisfaction in digital era from role of AI and computer been used in healthcare industries To ascertain the connection between patient satisfaction and total quality management a survey was undertaken in both ISO-certified and non-certified hospitals the findings of which are presented in this article 196 patients and doctors from five hospitals with ISO certification and five hospitals without certification made up the sample for this empirical investigation Two different structured questionnaires—the Customer Satisfaction Instrument and the Continuous Quality Improvement Questionnaire—were used to collect data for the study CQI.

177 Coordination in a Vaccine Supply Chain: Enhancing Vaccination Coverage

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We consider the coordination and information sharing between public hospitals and private clinics. While the private clinics aim to maximize their profits, the public hospitals (representing the government) aim to maximize the social benefits with cost consideration. We formulate the problem as a mathematical model and obtain equilibrium decisions, using game theoretic approach, under various scenarios. Our results could provide guidelines for the government to coordinate the vaccine supply chain and enhance the vaccination coverage.

183 Energy Efficiency in Greening Food Value Chain

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Hiranmoy Roy, DIT University, Dehradun, h.roy10@gmail.com

Sustainable food production necessitates increased resource use energy efficiency the use of environment-friendly technologies and reduced carbon emission and the development of sustainable food value chains It is imperative to reduce greenhouse gas emissions and protect the environment thereby greening our food value chains However food value chains are complex and intricate systems in which the root causes for unsustainability may not always be apparent Keeping this problem in mind in this study the bibliometric analysis is conducted on all articles. The main purpose of the study is to know the trend of publication over the last one decade.

1D: 23 Sept 1:40-2:40
Session Chair: Anandakuttan Unnithan

159 Combating Corruption with E-participation: Insights on the Impact of Urban Bias

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There is significant interest in e-participation as a means to combat corruption. However, the growing disparities in political power between urban and rural areas hinder collective efforts, perpetuate inequalities, and pose a significant risk to the effectiveness of e-participation initiatives. This study examines the dynamics of this urban-rural divide and demonstrates that a rural focus reinforces governments' e-participation efforts to reduce corruption. The results also indicate that e-participation initiatives lead to a decrease in disinformation operations by governments, thus lowering corruption. A configurational approach uncovers a combinatorial impact of these constructs on corruption.

160 Effect of Agility Adoption on the Delivery of Construction Projects

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Agility is a crucial concept in modern construction projects where speed of delivery the need to adapt to changing circumstances and the ability to innovate are critical success factors. The construction industry is known for its complex uncertainties and risks which pose challenges to project delivery and performance. Therefore, agility has become a popular concept in the construction industry as it provides a means of dealing with these challenges by being responsive, flexible, and innovative. The study of this research revealed the effect of embracing agility practices in construction projects if it is adopted properly by the project manager.

178 Review Valence and Consequents: A Literature Review

Anandakuttan Unnithan, IIM Kozhikode, anandunnithan@iimk.ac.in
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The rapid adoption of e-commerce has led to the proliferation of user-generated reviews. User-generated reviews influence more than 80% of online shopping. One aspect of the review is its valence, which is the degree of positive or negative product depiction in the review. Many studies reported on valence and consequent, but the evidence is never aggregated. This study proposes a systematic literature review to study valence. 120 published papers were identified, and the analysis reveals interesting relations between valence and outcome variables. This study contributes to understanding the current body of knowledge regarding online WOM and its consequences.

1E: 23 Sept 3:00-5:00
Session Chair: A K S Suryavanshi

151 Generating Good Solutions for a Linear Program by using Genetic Algorithm

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Here we describe a new GA based procedure to solve the following LP. Min cx ; s.t. $Ax=b; x \geq 0$; where matrices c , A and b are of conformable dimensions. Here we start with N feasible solutions & conduct the mating of solutions to generate additional $N \times 2$ solutions; and if these are infeasible, we use a procedure (given in this paper) to make it feasible. If we have a non-basic infeasible solution NBIS (during the progress of GA) then BiG-M method can be used to construct a BFS (basic feasible solution) and not an optimal solution. Numerical investigation is underway.

152 A New Relaxation of the LP Relaxation of Two Versions of the CPLP

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In a study (Verma (2010)) of different relaxations of SSCWLP (by using a vertical decomposition approach where RHS CPLP and LHS CPLP were solved by different relaxations available in literature), the relaxation R3 (which is LP relaxation of CPLP) took worst CPU time (in comparison of LR R7 (Christofides and Beasley (1983)) and R9 (Nauss (1978))). In this paper we give an approach that will solve R3 (both LHS_CPLP and RHS_CPLP) by LR and the reduced problem will be solvable optimally in polynomial time. We hope our procedure gives good bounds. An experimental investigation is underway.

157 The Teaching of Industry 4.0 Technologies in Brazilian Professional Education

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Teaching of Industry 4.0 technologies in Brazilian professional education has a great impact on the training of specialized labor for the job market. The objective of this research was to examine how two educational institutions prepared their manufacturing students for the digital technologies of Industry 4.0 and what were the main technologies used in the students' projects. The case study method was used and a total of 35 projects were analyzed. Digital technologies were used in the projects with a particular emphasis on simulation systems aided by 3D modeling competence, IoT as well as augmented and virtual reality.

176 Application of Geometry for Cargo Routing in Logistics Companies

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This article highlights geometry's significance as a logistical tool for businesses, aiding in process optimization, cost reduction, and supply chain efficiency. It discusses how

geometry, particularly through algorithms, benefits vehicle routing by defining transport paths and goods distribution. Studies emphasize geometry's value in determining optimal routes, considering factors like distance, time, cost, and constraints. Computational methods also factor in traffic and road features for efficient urban truck routing. Geometric knowledge is crucial for logistics, enabling optimized operations and customer satisfaction through geometry-based algorithmic routing in two or three dimensions.

180 Effects of Automated Social Presence on Sense of Agency and Intention to Use

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The loading of AI enhances the robot's performance, and the service robots in hospitality services increases the necessity of understanding consumers' reactions. Based on the social evaluation theory and sense of agency, three scenario-based experiments examined how service robots' automated social presence (ASP) affected consumers' intention to use and investigated the influence of situational factors. The ASP positively affects consumers' sense of agency and intention to use service robots. The higher the ASP, the higher the intention to use. However, when other consumers are present, consumers' sense of agency will be reduced, thus reducing intention to use service robots.

186 The Interdisciplinarity Integration by Means of Educational Gardens

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Educational Garden Projects aim to integrate sustainable agriculture and healthy eating education. Implemented at Luís Washington Vita public school, Mauá/SP, this interdisciplinary initiative utilizes available land and engages the educational community. Employing empirical-exploratory methodology with a qualitative approach, it seeks to motivate students, foster socio-emotional and environmental skills, propose future strategies, and cultivate sustainable food options. These efforts promote student education and environmental preservation.

2A: 24 Sept 8:00-9:00
Session Chair: Kishwar Joonas

155 Proposed Eco-friendly Innovation for Ferrari

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We present a case study of Ferrari, which is the best in class in high-end luxury automobiles for over 70 years. We examine the motivating factors behind Ferrari's continued growth in revenue, against the background of evolving technology and increase in demand for electric vehicles. Case questions are: 1. How can Ferrari increase earnings by becoming more eco-friendly? and 2. How can Ferrari maintain its demand over supply profit model in an eco-friendly economy? We propose some solutions, as well as expected outcomes. This case study will be useful to academicians, practitioners, as well as students of business.

161 The Relationship between Financial Stock Markets of Firms and Commodities

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This study examines the connection between Saudi Arabian stock markets, equities, commodities, and currency from 2013 to 2022. The analysis uses secondary data from 30 firms and the FGLS Regression Model. Results show that Saudi Arabian firms' return on equity (ROE) increases with each unit increase in each independent variable. The COVID-19 pandemic led to a 3.5% decrease in ROE. The economy of Saudi Arabian companies is influenced by factors like opening stock prices, dividend yield, market capitalization, trading volume, and exchange rates. Future studies should examine stock market growth's impact on macroeconomic variables like capital formation and productivity.

167 Relationship Between CEO Qualities and Stock Performance

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The research on the effect of duality of the CEO is inconclusive. The agency hypothesis argues that CEO duality would damage firm value due to the presence of agency cost; however, the stewardship hypothesis indicates that CEO duality is beneficial to firm management as it increases stock performance (Saleh et al., 2020). In this paper we investigate whether agency cost can be reduced by the presence of a large percentage of institutional stockholders. The reduction in agency cost can be attributed to the monitoring role of institutional investors. A reduction in agency cost can lead to a higher stock performance.

2B: 24 Sept 9:00-10:20
Session Chair: Saroj Koul

156 Implementation of an Electronic Record System for Orlando Health

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Orlando Health, in Florida has a total of the 3,200-bed system and is the largest hospital in the USA. Orlando Health is also a major teaching hospital, offering medical education in seven different specialties. To manage thousands of beds and patients daily, Healthcare Information Technology must also change and adapt. This case study will discuss how EPIC systems' Electronic Health Records (EHR) allow doctors and staff to complete their daily interactions with patients virtually, and how COVID-19 increased the use of technology for virtual doctor visits. The utility of EHR for various healthcare stakeholders is also discussed.

164 Ethical Leadership and Social Responsibility Catalysts for Societal Transformation

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The transformative power of ethical leadership and social responsibility in fostering positive societal change. It emphasizes the importance of integrity empathy and justice as key principles of ethical leadership. Ethical leaders play a vital role in addressing complex social issues and inspiring others to join the collective pursuit of social change. Empathy and compassion are identified as powerful drivers for ethical leaders enabling them to understand the needs of others and take action to alleviate suffering. Active citizenship is highlighted as a crucial component of ethical leadership promoting engagement and responsibility for creating a just society. Real-life examples are discussed.

169 Consistency of Accounting Earnings Quality Models: An Exploratory Study

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This research aims to review accounting earnings quality models and assess their consistency in classifying high/low-quality earnings. It examines three earning management dimensions: Leuz, Barton, and Simko, and Perman. The Leuz model uses the standard deviation of operating income divided by cash flow to measure earning quality. Barton and Simko use the beginning balance of net operating assets relative to sales, while Perman uses cash flow from operations divided by net income. The study investigates the impact of earnings quality on the integrity of financial statements for leading US companies until 2020 in the industrial service insurance sectors.

170 Is ChatGPT a Menace or a Boon

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ChatGPT is the buzz word that has gripped the globe in a frenzy with its astonishing functions and extraordinary capabilities. The purpose of this paper is to understand the impact of ChatGPT in academia. Although the advent of ChatGPT has empowered students and research scholars by aiding students with their homework and scholars with their research work, there is still a lot of confusion and unanswered questions regarding its usefulness in the legal and ethical sense. This has raised serious concerns in the academic world. This paper will shed light on the implications of using ChatGPT.

2C: 24 Sept 10:40-11:40
Session Chair: Gayathri T

166 Navigating Grief: A Holistic Approach to Enhance Emotional Well-being

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This research, delves into the vital area of Grief Management, investigating its profound impact on emotional well-being. Employing a comprehensive and empathetic approach, the study explores innovative strategies to help individuals navigate the grieving process effectively. Through meticulous analysis and empirical studies, this research offers valuable insights into the multifaceted dimensions of grief management, ultimately enriching support systems and interventions for those experiencing grief. With its contribution to psychology and mental health, this study fosters resilience and promotes emotional healing, aiding individuals in coping with loss and rebuilding their lives.

182 Moderating Effect of Evangelism Marketing on CrM Purchase Intention in India

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In order to pick a specific cause and create an integrated donation campaign that benefits the cause, the business, and the consumer, a corporation engages in cause-related marketing (CrM). Evangelism marketing is a creative, unpaid, and sophisticated form of word-of-mouth advertising in which pleased, customers passionately share information and feelings about brand with prospective customers. Industry 5.0 talks about is fundamentally a change from a focus on economic value to societal value and a change from welfare to wellbeing. current study aims to Investigate Moderating Effect of Evangelism Marketing on CrM Purchase Intention with strong practical and managerial Implications.

184 Implementation of Contracting Model among Information Technology and Business Process Management Companies in the Philippines towards Service Balanced Scorecard Design

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The Philippines has become the world's largest destination for business processes outsourcing (BPO), and the industry's leader for contact center outsourcing, and was regarded as the "BPO Capital of the World" in just over a decade, ranked 10th and 7th in the Top 50 Digital Nations in the World of the 2019 & 2017 A.T. Kearney's Global Services Location Index, respectively. . This study investigated the implementation of contracting and sub-contracting models in the Philippines in select Information Technology and Business Process Management (IT-BPM) companies in the Philippines. This study utilized a descriptive correlational research design.

2D: 24 Sept 11:40-12:40
Session Chair: Suraj Shah

174 Internal and External Factors Influencing Investment Decision Making

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The investment decision hit offers investors the chance to make money and broaden their financial horizons. An investment decision requires considering several important factors, including your financial objectives, risk tolerance, and budgeting abilities. It's critical to make the right choices today because they could greatly impact your financial future. This study compiled a list of internal and external factors affecting investors' investment decisions and investment choices. Every respondent on how they select the investment avenue while the internal and external factors influence the investment decision.

179 Investigating the Impact of Sensory Branding on Customer Satisfaction

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Sensory branding, a strategic approach that engages multiple senses to create a unique brand experience, has gained prominence in the hospitality industry, including restaurants. This study aims to assess the impact of sensory branding on customer satisfaction in restaurants across Gujarat. By understanding how sensory elements influence customer perceptions and satisfaction, restaurant owners and marketers can enhance their branding strategies to create memorable dining experiences. The data collected is tested and analyzed with the help of SPSS. The research findings unveil that sensory branding is a powerful tool for restaurants to establish a distinct identity and evoke emotional connections.

185 Measuring Organizational Efficiency of Information Technology and Business Process Management Companies in the Philippines Using Data Envelopment Analysis

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The Philippines business process outsourcing (BPO) industry is an economic lifeline for the Southeast Asian nation of 109 million people. In almost two decades now, the Philippines thrive as a global outsourcing hub for financial attractiveness, people skills, availability, and business environment. In this paper, we present the application of Data Envelopment Analysis and Clustering Analysis in measuring organizational and service management efficiencies. This study utilized a descriptive-analytical research design using the Data envelopment analysis (DEA), a nonparametric method measuring relative efficiency within a group of homogeneous decision-making units (DMUs) with multiple inputs and multiple outputs.

International Conference on Management and Information Systems Bangkok (Thailand)							
September 23, 2023 (Saturday)							
9:00-9:20	1A		1B	1C	1D	1E	
	9:20-10:00		10:20-11:40	11:40 to 12:40	1:40-2:40	3:00-5:00	
Registration	Inauguration Keynote Speaker Dr Neeraj Anand	Tea Break	158, 162, 165, 181	172, 177, 183	159, 160, 178	151, 152, 157 176, 180, 186	
				Lunch			Tea Break
September 24, 2023 (Sunday)							
2A	2B		2C	2D			
8:00-9:00	9:00-10:20		10:40-11:40	11:40-12:40			
155, 161, 167	156, 164, 169, 170	Tea Break	166, 182, 184	174, 179, 185	Lunch		