

**Department of Business Administration, Institute of Engineering & Management** organized International Conference in 2021

**On “Innovative Research Practices in Social Sciences (IRPSS-2021)”**

Due to the Pandemic situation the said conference was organized in the online mode. The dates of this Conference were December 10, 11 & 12, 2021. The overview of programme has been given below.

***Day 1\_ December 10, 2021***

**Emcee:** Mr. Soumik Das, Assistant Professor & Training & Placement officer, Department of Business Administration, Institute of Engineering & Management, Kolkata

**Inaugural Session**

**Welcome Address** by Prof. (Dr.) Rabin Mazumder, Professor & Head, Department of Business Administration, Institute of Engineering & Management, Kolkata & Convener-IRPSS-2021

**Lighting of the Digital Lamp**

**Inaugural Address** by His Excellency, Shri Jagdeep Dhankhar, Hon’ble Governor, West Bengal (\* As a part of Defence, Hon’bl Governor was under certain restrictions to attend any live programme for 7 working days due to air accident and sudden demise of CDS General Bipin Rawat, Mrs. Madhulika Rawat and the other 11 Military Persons; so, His Excellency had sent his Message officially through his office and wished his best over the phone on the date of Inaugural Session).

**Keynote Address** by Prof. Philip Kotler, S.C.Johnson Distinguished Professor, Kellogg School of Management, USA **[Father of Marketing and Father of Modern Marketing]**

**Address** by Prof. (Dr.) Satyajit Chakrabarti, President, Institute of Engineering & Management, Kolkata

**Address** by Prof. (Dr.) Satyajit Chakrabarti, Director, Institute of Engineering & Management, Kolkata

**Address** by Prof. Subrata Basak, Principal(Ashram Campus), Institute of Engineering & Management, Kolkata

**Theme Address** by Prof. Nandan Sengupta, Anglia Ruskin University, United Kingdom

**Special Address** by Prof. (Dr.) D. K. Madaan, Secretary Indian Economic Association, and Head, Department of Social Science, Punjabi University, Patiala, Punjab

**Special Address** by Prof. (Dr.) Jaydeb Sarkhel, President, Indian Accounting Association(SB) and former Professor, University of Burdwan, West Bengal

**Special Address** by CMA P Raju Iyer, President, Institute of Cost Accountants of India

**Inaugural Vote of Thanks:** Dr. Dipak Saha, Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata & Convener-IRPSS-2021

### **Keynote Address 1:**

**Keynote Address** by Prof.(Dr.) Jochen Writz, Professor-Marketing & Vice Dean, National University of Singapore, Singapore

### **Workshop Session**

**Pre-conference Workshop** on Structural Equation Modelling using AMOS

- Introduction to SEM
- Demonstration on SEM

by Dr. S. Srinivasan, VGSOM, IIT-Kharagpur, West Bengal

*Day 2\_ December 11, 2021*

**Emcee:** Ms. Suchana Roy, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata

### **Keynote Address 2**

**Keynote Address** by Prof. (Dr.) Subhadip Ray, Professor-Marketing Area, IIM-Ahmadabad, Gujarat

### **Keynote Address 3**

**Keynote Address** by Prof. (Dr.) Sandip Anand, Professor-Marketing Area, XIM-Bhubaneswar, Odisha

### **Technical Sessions**

*Marketing: Track 1*

**Chair(Academics):** Prof. (Dr.) Gurjeet Kaur, Professor, University of Jammu, Jammu & Kashmir

**Chair(Corporate):** Mr. Makarand Kulkarni, Head, Project office Management, Mumbai Sanofi

**Co-chair-** Prof.(Dr.) Arup Kumar Bakshi, Professor, Department of Management & Business Administration, Aliah University, West Bengal

**Moderator:** Prof. (Dr.) Soumik Gangopadhyay, Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata

***Marketing: Track 2***

**Chair(Academics):** Prof.(Dr.) Isita Lahiri, Professor, Department of Business Administration, University of Kalyani, West Bengal

**Chair (Corporate):** Ms Deepali Naair, Chief Marketing Officer, IBM, India & South Asia

**Co-chair:** Prof. (Dr.) Supriyo Patra, Professor-in-Charge of Management Department of Business Administration / BMS, St. Xavier's College (Autonomous) Kolkata, West Bengal

**Moderator:** Prof.(Dr.) Dipak Saha, Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata & Convener-IRPSS-2021

***Finance & Accounting: Track 1***

**Chair-** Prof. Pradipta Banerjee, Dean, Faculty of Commerce, Sidho-Kanho-Birsha University, West Bengal

**Chair (Corporate):** Mr. Subhojit Roy, Former CIO, SBI Mutual Fund

**Co-chair-** Dr. Manas Naskar, Head, Department of Commerce, Raiganj University, West Bengal

**Moderator:** Dr. Bidushi Jana, Associate Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata

***Finance & Accounting: Track 2***

**Chair-** Prof. Debdas Rakshit, Professor, Department of Commerce, University of Burdwan, West Bengal

**Chair(Corporate):** Mr. Saibal Biswas, Financial Consultant, Ex Head - HSBC and ABN Amro Bank Private Banking, Kolkata

**Co-chair:** Dr. Abhijit Sinha, Associate Professor, Department of Commerce, Vidyasagar University, West Bengal

**Moderator:** Mr. Arkaprava Chakrabarty, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata

***Human Resource Management: Track 1***

**Chair:** Prof.(Dr.) Ashutosh Muduli, Professor-Human Resource Management, Pandit Deendayal Petroleum University, Gujarat

**Chair(Corporate):** Mr. Rajdeep Mukherjee, Manager- Training & Organizational Development, Bandhan Bank, Kolkata

**Co-chair:** Prof.(Dr.) Parveen Ahmed Alam, Professor, Department of Management & Business Administration, Aliah University, West Bengal

**Moderator:** Ms. Sreeparna Guha, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata

***Human Resource Management: Track 2***

Zoom Joining Link: Prof.(Dr.) Sumati Roy, Sr. Professor, IISW&BM, Kolkata, West Bengal

**Chair(Corporate):** Mr. Jagat Mohan Sarkar, CPO & Head OD, TCG Digital, Delhi

**Co-chair:** Dr. Ishita Chatterjee, Associate Professor, Dept. Of Psychology, University of Calcutta, West Bengal

**Moderator:** Dr. Saikat Chakrabarti, Associate Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata

***Day 3\_ December 12, 2021***

**Emcee:** Mr. Soumik Das, Assistant Professor & Training & Placement officer, Department of Business Administration, Institute of Engineering & Management, Kolkata

**Emcee:** Prof.(Dr.) Soumik Gangopadhyay, Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata

#### **Keynote Address 4**

**Keynote Address:** Prof. David Aaker, Berkeley's Haas School of Business, University of California, USA [**Father of Modern Branding**]

#### **Plenary Session**

*Topic: "Application of Research for Sustainable Business Practices during Pandemic Period"*

#### **Chairman:**

· Prof.(Dr.) Madhusudan Karmakar, Professor, Indian Institute of Management, Lucknow, Uttar Pradesh

#### **Members:**

- Prof.(Dr.) Mahalaya Chatterjee, Professor, Department of Economics, University of Calcutta, West Bengal
- Dr. Sajal Das, Associate Professor, Department of Commerce, University of Calcutta, West Bengal
- Prof. (Dr.) Supriti Mishra, Professor, International Management Institute, Bhubaneswar, Odisha
- Dr. Shivaji Banerjee, Former HOD & Sr. Assistant Professor, Department of Commerce & Business Administration, St. Xavier's College (Autonomous), Kolkata
- Dr. Samuel N. J. David, General Superintendent and Head, Dept. of Hospital Management Studies and Staff Training & Development, CMC, Vellore, Tamil Nadu

**Moderator:** Prof.(Dr.) Soumik Gangopadhyay, Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata

#### **Technical Sessions**

### *Economics*

**Chair:** Dr. M.H Suryanaryana, Former Professor, Indira Gandhi Institute of Development Research, Mumbai

**Co-chair:** Dr Subhasis Bhattacharya, Professor, Department of Economics, S.K.B. University, West Bengal

**Moderator:** Prof. Subrata Basak, Principal (Ashram Campus), Institute of Engineering & Management, Kolkata

### *Entrepreneurship, Social Issues & Public Policies*

**Chair:** CMA (Dr.) D.P.Nandy, Senior Director(Studies), Institute of Cost Accountants of India

**Co-chair:** Prof. Sundeep Sondhi, Head, Department of Business Administration, University of Engineering & Management, Kolkata

**Moderator:** Prof.(Dr.) Soumik Gangopadhyay, Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata

### *General Management*

**Chair:** Prof.(Dr.) Rishi Raj Sharma, Professor, Department of Business Management, & Associate Dean, Guru Nanak Dev University RC, Gurdaspur, Punjab

**Co-chair:** Prof.(Dr.) Pranam Dhar, Professor & Head, Department of Commerce and Management, West Bengal State University, West Bengal

**Moderator:** Ms. Ajanta Ghosh, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata

### Valedictory Address

Chairperson: Prof. Justin Paul, Universidad de Puerto Rico, USA

### **Special Address**

Prof. (Dr.) V.K.Malhotra, President Indian Economic Association, Member Secretary, ICSSR, New Delhi

### **Special Address**

Prof. Arindam Das, Professor, Department of Commerce, University of Burdwan and Secretary, Indian Accounting Association (SB Branch), West Bengal

### **Address: Future Direction of Research**

Prof. (Dr.) Rabin Mazumder, Professor & Head, Department of Business Administration, Institute of Engineering & Management & Convener-IRPSS-2021

***\*\*\*Announcement of Best Paper Award & Award Distribution***

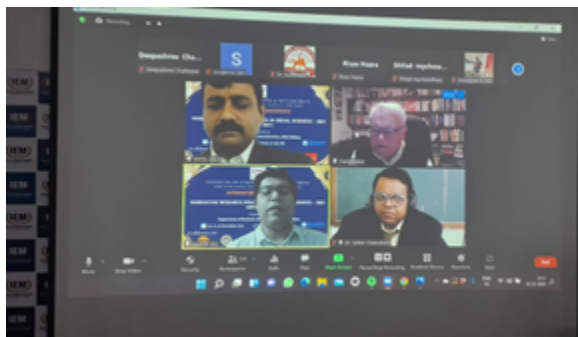
### **Concluding Remarks**

Dr. Dipak Saha, Professor, Department of Business Administration, Institute of Engineering & Management & Convener-IRPSS-2021

### **Vote of Thanks**

Dr. Saikat Chakrabarti, Assistant Professor, Department of Business Administration, Institute of Engineering & Management

### **Glimpses of IRPSS, 2021**



***Father of Modern Branding Prof.David Aaker, Berkeley'sHaas School of Business, University of California, USA is delivering his speech as the Keynote Speaker on Day-3 (12.12.2021 ) of IRPSS, 2021.***



**Prof. (Dr.) Shivaji Banerjee Former HOD & Sr. Assistant Professor, Department of Commerce & Business Administration, St. Xavier's College (Autonomous), Kolkata and the Team Members of IRPSS, 2021**

### Conference flyer

**IEM** Institute of Engineering & Management  
Ashram Building, Sector V, Kolkata, WB, India

**International Conference on Innovative Research Practices in Social Sciences - 2021 (IRPSS 2021)**

10, 11, 12 December 2021 From 10 AM, IST **zoom**

**Organized by,**  
Department of Business Administration  
Institute of Engineering & Management, Kolkata

**Shri Jagdeep Dhankhar**  
Honourable Governor of West Bengal, India  
Chief Guest, Inaugural Session

**Keynote Speakers**

**Prof. Philip Kotler**  
H.C. Johnson Distinguished Professor, Kellogg School of Management

**Prof. David Aaker**  
Berkeley's Haas School of Business (UC)

**Prof. Sunil Gupta**  
IIM-Bhubaneswar

**Prof. Jackson Wirtz**  
National University of Singapore

**Prof. Subhadip Roy**  
IIM Ahmedabad

**Valodictory Session Chairperson**

**Prof. Justin Paul**  
Universidad de Puerto Rico, Puerto Rico

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