

Important Dates:

- ❖ Abstract Submission : 15th April, 2024
- ❖ Intimation of Acceptance : 20th April, 2024
- ❖ Full paper Submission : 15th May, 2024
- ❖ Registration Starting Date : 20th May, 2024
- ❖ Last Date of Registration : 31st May, 2024

How to reach Manipur University Campus?

Manipur University is well connected by Road via Dimapur in NH-37 and via Jiribam in NH-2 and NH-102 via Moreh from Myanmar and other South Asian countries. There is direct flight from Bangaluru, Kolkata, Delhi, Guwahati, Dimapur, Dibrugarh, Agartala, Silchar and Aizwal. The Manipur University campus is situated at the western side of Indo-Myanmar Road having a distance of only 6 Km from Imphal City, 10 km from Imphal Airport.

Core Organizing Committee:

- Chief Patron: **Prof. N. Lokendra Singh**
Vice Chancellor, Manipur University
- Patron: **Prof. Th. Purnima Devi**
Dean, School of Social Science, MU
- Chairperson: Prof. A.P. Singh
President, NEICMA
- Convener: **Prof. A.P. Pati**
General Secretary, NEICMA
- Seminar Convener: **Dr A. Rajmani Singh**
Professor and IQAC Director, MU
- Co-Conveners: **Dr. Ksh. Ranjan Singh**
Faculty, Department of Commerce, MU &
Dr. Dipankar Malakar
Joint Secretary, NEICMA
- Organising Secretary: **Prof. N. Tejmani Singh**
Head, Department of Commerce, MU

Address for Communication

All communications related to sending of abstract, papers, registration forms and any other information should be sent to isit7tde24@gmail.com / rajaheibam2@gmail.com or contact the following person(s).

1. Dr Rajmani Singh, Professor +91 9612154739
2. Dr.Ksh.Ranjan Singh +91 82578 95489
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Advisory Committee to International Seminar

1. Prof. Asamizo Munehiko Yamaguchi University, Japan
2. Prof. Mario B. Curatolo, CEO, MBC Switzerland
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4. Prof. Radhey Shyam Pradhan, Uniglobe College, Kathmandu, Nepal
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8. Mr.Tshering Wangdi, President, Sherubtse College, RUB, Bhutan
9. Prof. G.P.Prasain, Vice-Chancellor, Tripura Central University
10. Prof Pranjal Bezborah Former President, NEICMA
11. Prof.W.C.Singh, Registrar, Manipur University
12. Prof.E.Nixon Singh, Finance Officer, Manipur University
13. Prof.A.Ibemcha Chanu, Dean, Bodoland University, Assam

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- | | |
|--------------------------|----------------------------|
| Prof. Robita Sorokhaibam | Prof Debabrata Das |
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Academic Committee

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Accommodation facilities

All the panellists' resource persons and paper presenters those who are invited from outside state and country will be accommodated at Manipur University Guest House and will provide local hospitality including boarding. Other paper presenters and co-presenters will also be accommodated at Manipur University Guest House on payment basis as per the MU Guest House Rent 2023. (Visit website). Accommodation shall be provided only on payment and upon prior intimation on or before 31st May, 2024.

Publication

A souvenir of the seminar will be brought on the day of Inaugural of seminar covering all the select papers. Further, the full papers presented in the seminar will be brought out in the form of edited volume after full revision of the papers having ISBN by the reputed publisher.

Guidelines for submission:

1. Papers should begin with short and meaningful **title**, an **abstract**, followed by an introduction, a comprehensive review of literature, an exposition of the study's rationale, clearly stated objectives, a delineation of the methodological approach used, an in-depth discussion of the results, a presentation of the principal findings, logically derived **conclusions**, **potential suggestions/recommendations**, a brief **limitations & scope** for future research and a list of **references**.
2. Length of the manuscript should not be more than 5000 words. The manuscript should carry a brief Abstract not exceeding 250 words and should include a maximum of 5 key words.
3. The font style of the manuscript should be in Times New Roman and the font size should be 12-point size. The Main Heading should be short and clearly defined in bold.
4. The entire manuscript except the title should be single spaced on A4 sheet, alignment- Justified and Margin should be 1 inch.
5. Figures and Tables should be placed as close as possible to where they are cited.
6. References are to be cited in APA style, 7th edition format.
7. No objection certificate indicating the paper has not been previously submitted or published to another journal or book and Plagiarism certificate having a maximum of 10 per cent similarity index must be attach along with full paper.

Best Paper Award:

From each technical session, one paper will be chosen and the Best Paper Award will be granted to one paper based on the second presentation.



8th Annual Conference of North East India Commerce and Management Association (NEICMA)

cum
International Seminar on

India Towards a \$7 Trillion Economy by 2030

On the eve of Ruby Jubilee Celebration of
Department of Commerce, Manipur University
On 2nd and 3rd July 2024

Organised by

Department of Commerce, Manipur University &
Association of Commerce Alumni, Manipur University
In collaboration with

North East India Commerce and Management Association
(NEICMA)



Dear friends, we are happy to inform you that India is marching towards its dream of \$7 trillion economy by 2030. India was the 10th position in 2014, but today we are at 5th position. If the current growing rate of 7-8 per cent continues, we are fully confident that our economy will be the 3rd largest economy surpassing Japan and Germany by 2027 after US and China.



Being on the same planet, Indian economy is not isolated from the world economy. With proper skill enhancement, using advance technology and development of needed infrastructure, India as a whole and states bordering to neighbouring countries would be equipped to face the challenges of globalization with full confidence.

The theme selected for international seminar is highly relevant. The outcome of this international seminar will be a significant input to policy makers/planners/entrepreneurs. Keeping this in view the proposed seminar will highlight on various issues, challenges, prospect and potential related to the achievement of the targets of India's \$5 trillion economy by 2027 and \$7 trillion economy by 2030.

Organizers of the Seminar:

The 8th NEICMA Conference and the two days international seminar will be organized jointly by the Department of Commerce, Manipur University and Association of Commerce Alumni, Manipur University in collaboration with the North East India Commerce and Management Association (NEICMA), Guwahati.

About NEICMA:

The North East India Commerce and Management Association (NEICMA) is an academic forum of Commerce and Management educators working in Colleges /Universities & Management Institutes in the North Eastern states of India and its HQ at Gauhati University. Established on 4th July 2015 with primary objectives of i) fostering stronger relationship amongst the Commerce and Management teachers working in Colleges and Universities. ii) promote/popularise Commerce and Management education and research across the North Eastern States through conducting seminars/conferences/workshops etc. and iii) provide necessary inputs for policy formulations at various levels of different state governments of North East India in the areas related to Trade/Commerce/Industry etc. NEICMA has become one of the largest bodies of commerce and management teachers in the North-east region of India. At present the association has about 300 life members from across the north eastern states. The Association has successfully organised 1st to 7th Annual conferences and collaborating various events with universities and colleges of the region in particular and country in general.



About Manipur University

The Manipur University, established under Manipur University Act, 1980, came into existence on June 5, 1980. It became a Central University on October 13, 2005, under the Manipur University Act, 2005, passed by the Parliament. Today Manipur University has 9 schools of studies, 44 Departments and 8 Centre of Studies. As per the report of 31st March 2023, University has a total student's strength of around 6000. The University accredited 'A' Grade by NAAC, has 119 affiliated colleges including 2 Medical colleges. Manipur Institute of Technology (MIT) under the School of Engineering is a constituent college of the University with 6 Departments. The main objectives of the University are to disseminate and advance knowledge by providing instructional and research facilities; to make provisions for integrated courses in humanities, natural and physical sciences and other allied disciplines in the educational programmes; to enhance intellectual, academic and cultural development.

About Commerce Department, Manipur University

The Department of Commerce, Manipur University was established as the 13th Department of the University on 2nd July 1984 in the premises of Manipur University. On 2nd July 2024, the Department is celebrating Ruby Jubilee completing its 40th years of existence in the premises imparting business, accounting, finance and entrepreneurship education to the youth of the state and nation. In its long journey of 40 years, faculty members of the department have been continuously writing more than 30 volumes of books including text books, publishing XV volumes (2023) business studies



journal 'Kangleipak Business Review' in one side and on the other side the Alumni of the Department have been holding the position of Vice-Chancellor, Registrar, Finance Officer, Dean, Director, Entrepreneurs, Politician, Bureaucrats, Professors,

Principal serving in different Universities, colleges and other institutions in different parts of the country and abroad. Besides, the Alumni Association of the department has been organizing 23rd State level Accountancy competition since 1999 continuously.

Date and Theme for 8th NEICMA conference cum International Seminar 2024 Theme of the International Seminar is "India Towards a \$7 Trillion Economy by 2030" scheduled to be held on 2nd and 3rd July 2024.

Call for Papers:

Papers are invited on original and unpublished research work and practical experiences on various aspects in the given thematic areas.

Key theme of the International Seminar

Following are the broad sub-theme of the seminar.

1. Present state and status, trends and growth of Indian Economy by 2047.
2. SDGs and \$7 trillion economy of India by 2030.
3. Good governance and impact of Indian Presidentship of G-20 towards \$7 trillion economy.
4. Sectorial contribution towards Indian economy- primary, secondary and tertiary.

5. Role of MSMEs, Starts up and Entrepreneurship development towards sustainable economic development of India.
6. Sustainable Development Goals and \$7 trillion economy of India
7. Bilateral and multilateral trade relation of India with BIMSTEC, BCIM, BRICS, ASEAN, SAFTA, SAARC and its neighbouring countries and beyond towards Indian \$7 trillion economy
8. Science and Technology, ICT and its contribution; role of commercial banks and financial institutions; GST, FDIs, Forex, FinTech and Indian securities market towards Indian \$7 trillion economy.
9. Emerging Issues and Challenges of India towards attaining \$7 trillion economy- a SWOC analysis.
10. Harnessing demographic dividend of India's Youth towards \$7 trillion economy
11. New Education Policy 2020, Identification of 21st century skills, Skills development, Digital India, Make in India, Atmanirbhar Bharat, Financial literacy and education, Microfinance for microenterprise, Act East Policy, MNCs contribution towards \$7 trillion economy.
12. Emerging challenges and opportunities of Business education towards \$7 trillion economy.
13. Key potential sectors of North East India - tea, tourism, hydropower, natural resources, mineral resource, human resources, health sector, flora and fauna, sports, culture and its contribution towards Indian \$7 trillion economy.
14. Any other topics which are directly or indirectly related to main theme or subthemes cited above.



Registration Procedure:

Online registration:

Scan the QR code / Link of the seminar:

<https://forms.gle/pK5Hn5zM9j13cNKE8>

Offline registration: Download the registration form, fill it and send it to the Convener of the seminar before the dateline with necessary payment.

Registration Fees: There is no restriction on the number of co-authors. All must register by paying the fees, if they want to get the Seminar certificate.

Category	Fee
Alumni members	₹ 1,200
NEICMA members	₹ 1,200
Research scholar	₹ 1,500
Academicians	₹ 2,000
Professionals	₹ 2,500
Industry Delegate	₹ 5,000
Foreign Delegate	\$100

At least one person among the author or co-author has to be physically attended for presenting the paper. Only those submitting the full paper can attend the Seminar and present their papers. The Registration fees include Seminar kit, Breakfast, Hi-Tea, Lunch, Snacks and Dinner, and certificate. The registration fees details are as follows:

Account Name : Department of Commerce, MU.
 Account No. : 490000100005260
 IFSC Code : BARBOUNIMAN
 MICR CODE : 795012005
 Bank Name : Bank of Baroda
 Bank Branch Name : Bank of Baroda, Manipur University
 Bank Address : Manipur University Campus, Canchipur-795003

**8th Annual Conference of
NORTH EAST INDIA COMMERCE & MANAGEMENT ASSOCIATION
(NEICMA) CUM**

**International Seminar on
India towards a \$7 Trillion Economy by 2030**

**On the occasion of
40 years Ruby Jubilee Celebration of
Department of Commerce, Manipur University**

**2nd July 2024
Panel Discussion-I**

**Theme: Trade Relation between India
and Its neighboring countries**

Moderator

Prof. Debabrata Das,
Vice Chancellor, Assam Rajiv Gandhi
University of Cooperative Management.

Rapporteur

Dr.Ksh.Ranjan Singh,
Faculty member
Department of Commerce, Manipur University

Resource Persons

Prof. Asamizu Munehiko, Department of Tourism Studies, Yamaguchi University, Yoshida, Yamaguchi 753 851, Japan	Prof. Bhagirathi Panda, Honorary Director, Indian Council of Social Science Research (ICSSR)-NERC NEHU Campus, Umshing, Shillong-793 022, India
Prof.Radhe Shyam Pradhan, Academic Director, Uniglobe College, Pokhara University, Nepal	Prof.Joydeep Barua K K Handiqui State Open University Guwahati, Assam

1st Technical Session

(Parallel Session-1 Hall No-A)

Sub-theme-I: Finance and Capital Market

Chairperson : Prof. Pranjal Bezbaruah, Department of Commerce, Dibrugarh University, Dibrugarh, Assam

Co- Chair: Prof.Ch. Ibohal Meitei, Director R&D Cell, Manipur University

Rapporteur's- : Dr. Chithung Mary Thomas, DM University, Imphal

Session Coordinator: Mairenbam Rajeev Singh, Department of Commerce, MU.

Date- 2nd July 2024 Time- 2.00 pm -3.25 pm

Sl	Name	Paper Title
1	Thingbaijam Malavika Devi, A.S Rapheileng & Prof. Kh. Tomba Singh, Department of Commerce, MU	Property Tax For Municipal Finance In Manipur
2	Linko Niya, Anuj Borah and Dr. Vinod Kumar Yadav Department of Commerce, RGU Rono Hills, Arunachal Pradesh,	Perception of Households Towards Social, Financial & Insurance Function of Informal Finance in Rural Arunachal Pradesh
3	James Konsam Research scholar, & Professor Damodar Nepram, Department of Economics, MU	Impact of GST on vertical and horizontal fiscal imbalances in India's federal fiscal arrangement
4	Prudensia Kamei Research Scholar & Dr.Rajmani Singh, Professor, MU	Mutual Fund: an investor friendly investment avenue for socio-economic development.
5	Laishram Bidyakiran Devi R/S & Dr. S. Somokanta Singh Assistant Professor, MIMS	Customer Satisfaction of Business Correspondent model- An empirical study of Bank of Baroda, Imphal
6	Dr. Naorem Jibolata Devi Assistant Professor, Department of Education, DMU. Imphal	A Case Study on Importance of Financial Literacy Among PG And UG Students of DM University
7	Mr Pukhram Rajiv Singh* and Prof. Prallad Debnath Tripura University, Tripura	Sectors-wise Analysis of Herd Behavior in the Indian Stock Market through Static and Dynamic Approaches: Evidence from NSE-50
8	Thoidingjam Pinky Devi R/S Dr. Kshetrimayum Ranjan Singh Department of Commerce, M.U.	Assessing the Financial Trends of North East Small Finance Bank
9	Tapas Kumar Sahoo, SRM University, Sikkim; A.S. Yarso, Assam University, Silchar & Happyson Gachuiwo SRM University, Sikkim	Navigating Currency Dynamics: Unravelling the Impact of Macroeconomic Determinants on Foreign Exchange Rates
10	Dr. A Jolly Devi & Thongram Bonny Singh, Central Agricultural University (Imp), Tura, Meghalaya	Factors Contributing to Credit Linkage and Performance of FPOs
11	Dinthuingam Gonmei, A.S. Rapheileng & Kh. Tomba Singh Manipur University	Exploring Individual Preferences and Behavioural traits in Investment Decision.
12	Honleimi Shinglai, A.S Rapheileng & Kh. Tomba Singh, Manipur University	Stock Market Contribution to the Economic growth
13	Tennyson Pangambam & Dr.Nongmaithem Sulochana Devi Department of Economics, M.U.	GDP Forecasting using the Autoregressive Integrated Moving Average (ARIMA) Model: Empirical Evidences from India
14	Dr. Soma Roy Dey Choudhury, Associate Professor, Assam University; Puja Saha, R/S, Assam University	"Trillion-Dollar Economy of India through ESG Education: A Study on Assam's Youth Investors":

15	Robina Chetri, Assistant Professor Department of Accountancy Jhanji Hemnath Sarma College	From Dependence to Dominance: Indian Defence Sector and Associated Startups as Catalysts for Self-Reliance and Forex Growth
16	Ms. Lata Pandey R/S Prof. Ranjit Singh and Ms Suman Agarwal R/S Department of Management Studies, IIIT Allahabad Prayagraj-211015 UP	Factors affecting the influence of YouTube influencers on equity investment: A study in India

2nd Technical Session

(Parallel Session-2 Hall No- B)

Sub-theme-II: Entrepreneurship & Small Business

Chairperson: Prof. Nar Bahadur Bista, Principal
Uniglobe College, Kathmadu, Nepal
Co- Chair : Prof. L.Jibankumar Sharma, MIMS, MU
Rapporteur : Dr.Dipankar Malakar, KKHSOU, Guwahati, Assam
Session Coordinator- HB Hrangtung, Department of Commerce, MU

Date: 2nd July 2024 Time: 2.00 pm – 3.25 pm

Sl	Name	Paper Title
1	Thingom Dhurba R/S & Prof. Haomom Ramananda Singh Department of Management, Assam University, Silchar	The Dairy Industry and its prospects towards its Dairy Farmers, Self-Help Groups, and Dairy Cooperative Unions - An Entrepreneurial Perspective
2	Dr. Moirangthem Nirmal Kumar Singh, Guest Faculty, DVSSD, MU Dr. Elangbam Romenkumar Singh Assistant Professor, MTU, Imphal & Dr. Puyam Dholendro Singh Guest Faculty, DVSSD, MU	Assessing the evidence of entrepreneurial orientation among micro enterprises: a study of retailers in the state of Manipur
3	Swrang Basumatary, R/S & Ayeckpam Ibemcha Chanu, Professor, Department of Commerce, Bodoland University	Investigating The Behavioural Biases Among Entrepreneurs in Selection of Investment Avenues: A Case Study
4	Suchitra Hijam* & Somita Oinam Department of Biochemistry & Department of Vocational Studies and Skill Development, M.U.	Value Addition of Tree Bean (Yongchak) through Food processing methods: A Potential sector of North East India
5	Valentina Maisnam and Prof. Ch. Ibohal Meitei ,MIMS, M.U.	An Assessment of the Growth of Healthcare Start-ups in North East India
6	Shiddesh Singh Research Scholar, & Dr. Robita Sorokhaibam, Professor, Department of Commerce, MU	Examining The Impact Of Entrepreneurial Adaptive Strategies And Entrepreneurial Characteristics On Business Performance During Crisis
7	Kanchan Hijam, Research Scholar Department of Commerce, M.U.	A Study on Manipur's Start-ups- An initiative for the Young Entrepreneurs
8	Alice Mongjam & Dr. Robita Sorokhaibam Manipur University	The Moderating Role of Regulatory Support on Entrepreneurial Self- Efficacy and Sustainable Entrepreneurial Intentions among University Students
9	Ahanthem Bikash Singh & Dr. Robita Sorokhaibam, Department of Commerce, M.U	Transgender Individuals Intentions Towards Self-Employment
10	Daryal Pholtha Anal, A.S Rapheileng	Impact of Entrepreneurship Education

	& Prof. Kh. Tomba Singh Manipur University	on Entrepreneurial Intention of Undergraduate Students of Manipur
11	Dr. Rajkumar Romensana Singh & Moirangthem Jina Chanu Lecturer, Jiri College, Jiribam,	A Study of the Economic Impact of the Food Processing Industry in Valley Districts of Manipur, India
12	Bidya Kangjam, R/S Department of Economics, Dhanamanjuri University, Imphal	Empowering Rural Women: Driving Economic Growth Through Non-Farm Sector (A Case Study Of Manipur)
13	Tenzin Choephel, RGU, Itanagar Dr. Manmohan Mall Centre for Management Studies,NERIST	Yak Milk Production in Northeast India: A Case study on prospects of yak herding in Arunachal Pradesh.
14	Atosu Hibo, Department of Commerce, Patkai Christian College (Autonomous), Chumoukedima-Seithekema, Nagaland.	Empowering Livelihoods: NABARD's Tribal Development Fund Intervention in Nagaland - A Case Study
15	Konjengbam Nirmala Chanu, H Asii Doubi ¹ Research Scholar, Department of Economics, M.U.	Agricultural Development and the Rise of Agro Processing Entrepreneurship: Its Role in Sustaining the Economic Growth of Manipur
16	Dr. Deepak Kshetrimayum Department of Vocational Studies & Prof. Laishram Prabhakar Singh, Director, MIMS Manipur University	Predicting Entrepreneurship Intentions among Students of Vocational Studies & Skill Development of Manipur University: A Data Mining Approach
17	Suman Devi, Prof. Kh. Tomba Singh, & Dr. A. S. Rapheileng Manipur University	Cultural Intelligence And Its Influence On Students' Entrepreneurial Intention: A Comprehensive Review
18	R.N. Leiya & Prof. N. Tejmani Singh Department of Commerce, Manipur University	Entrepreneurship and Self Employment: The Road to India's Future
19	Sneha Bhattacharjee, R/S Centre for Management Studies, & Ankita Das, Research Scholar, Department of Commerce, Dibrugarh University	Role of televised pitching platform in spurring entrepreneurial mind set among the University students: A case study on Dibrugarh University
20	Dr. Khundrakpam Devananda Singh Professor and Head Department of Management Nagaland University	Entrepreneurial Intention: The Measurement Variables
21	Mr. Dushyant Kharel ¹ , Prof. S.S. Mahapatra ² , Prof. Abhijit Dutta ³ Department of Commerce, Sikkim University	Public Policy as an Instrument for Entrepreneurship Development: A Case Study of Sikkim, India

3rd Technical Session

(Parallel Session-3 Hall No-C)

Sub-theme-III: Banking & Technology

Chairperson: Prof. Seema S. Singha, Department of Commerce, Dibrugarh University, Dibrugarh, Assam.

Co- Chair : Prof.M.Hemanta Singh, HOD, Economics Department, MU.
Rapporteur : Dr.A.S.Rapheilenng, Manipur University
Session Coordinator: Naorem Vishnumayi Singh, Department of Commerce, MU

Date: 2nd July 2024 Time: 2.00 pm -3.25 pm

Sl	Name	Paper Title
1	Nelson Chongtham, Dr. Sorokhaibam Keshorjit Singh, & Dr. Rajesh Singh Kumabam Research Scholar, MIMS, MU Assistant Professor, MU & Assistant Professor, MTU, Imphal	Exploring Mobile Banking's Role in Mobilizing India's Growth Journey towards a \$7 Trillion Economy by 2030: A Bibliometric and Visualized Analysis using VOSviewer
2	Kethosenuo Kesiezie, R/S & Dr. Ratan Kaurinta, Associate Professor, Nagaland University	Towards a Digital Economy: A Look Into the Growth of E-banking Services
3	Prof. H.N.Ramesh, & Pramod Kumar., R/S, Kuvempu University, Karnataka	Cashless Economy, Challenges and Opportunities in India.
4	Salam Johnson, Research Scholar, & Prof GP Prasain, Professor, Department of Commerce, Manipur University	Challenges Faced by Entrepreneurs in E-commerce: A Case Study of Manipur
5	Ng. Koveihrii, Research Scholar & Dr. Ksh. Ranjan Singh, Assistant Professor, Manipur University	Understanding Factors Influencing Awareness and Adoption of Payments Banks in Manipur
6	Ahanthem Malemnganbi Chanu, Thoudam Sana & Dr. A. Rajmani Singh, Manipur University	Digital Financial Literacy and Digital Banking Towards an Inclusive Digital India: A Review Study
7	Thongam Bijiyarani Devi & Leihaothabam Jibon kumar Sharma, Professor, MIMS, MU.	A Comparison of Relationship Marketing in Commercial Banks: A Study of Public sector and Private sector Banks in Manipur
8	Sushmita Paul, Assam University Dr. A. S. Yarso, Associate Professor, Department of Commerce, Assam University	Transforming Banking Operations: An Evaluation of Artificial Intelligence's Impact on Customer Experience, Operational Efficiency, And Strategic Decision Making.
9	Dr. Kiirii Onand Monsang, Thokchom Belinda Devi and Irom Narendrajit Singh D.M.U	The Role Of Digital Competencies On Entrepreneurial Intentions Among University Students Of Manipur
10	Kshetrimayum Nao R/S & Dr. Kshetrimayum Ranjan Singh Department of Commerce, M.U.	Analyzing the Impact of Mergers and Acquisitions on Customers in the Indian Banking Sector
11	Kakchingtabam Sapana Devi & Dr. A. Rajmani Singha, Professor Manipur University	Exploring the Pathways to Financial Literacy: Parental Influence, Learning Sources and Early Exposure to Financial Concepts
12	Palungbam Lerix Singh, R/S, MU & Dr. Thiyam Jitendra Singh, Asst. Prof Biramangol College, Imphal	Empowering Mobile Banking for India's 7-Trillion-Dollar Economy: Balancing Usefulness and Enhancing Experience
13	Prasanta Oinam, District Manager, DIT&C, Bishnupur, Manipur	Digital India And It's Impact In Manipur
14	Dr. Nambram Amulkumar Assistant Professor, DVSSD, MU	Quality Management System in Manipur State Cooperative Bank
15	Sapana Ngangbam and Archana K Roy, D.M. College of Arts, DMU Professor, Dept of Migration and Urban Studies, IIPS	Role of Remittances in individuals life cycle earnings in rural money order economy

4th Technical Session

(Parallel Session-4 Hall No-D)

Sub-theme-IV: Tourism & Society

Chairperson: Prof.S.K.Mahapatra Dean, School of Professional Studies, Sikkim University, Gangtok, Sikkim

Co- Chair : Prof.Kh.Devananda Singh, Head, Department of Management Faculty, Nagaland University, Merima Kohima, Nagaland

Rapporteur-: Dr. Soma Dev Roy Chowdhury, Assam University, Silchar

Session Coordinator:Thoidingjam Pinky Devi, Department of Commerce, MU

Date: 2nd July 2024 Time: 2.00 pm – 3.25 pm

Sl	Name	Paper Title
1	Khusbu Thangjam R/S Leihaothabam Jibon kumar Sharma, Professor, (MIMS) MU	Managing Indigenous Cultures and Livelihood through Tourism: In Manipur context
2	Chingripem KAS, Prof. Dr. Kh. Tomba Singh and Dr. A.S. Rapheileng Manipur University	Unlocking Sustainable Development through Tourism: A Roadmap to Achieving India's \$7 Trillion Economy by 2030 in Alignment with the SDGs
3	Belinda Irungbam & Prof Kh. Dhiren Meetei Department of Commerce, MU.	Social Media's Role In Boosting Tourism And Economy Of Manipur: Evidences From Young Generations
4	Minhaz Sabiha Osmani, Dr. Sumeet Dastidar and Panchanan Barman Department of M.Com, Gauhati Commerce College	Gastronomy Tourism In Assam: Fostering Cross-Cultural Connections In Promoting And Branding Culinary Destinations
5	Carlnege L. Nongrum, Chithing Et. Hansepi & Benjamin F. Lyngdoh, NEHU	Situational Analysis of Tourism Enterprises in Meghalaya
6	Dr. Ayekpam Victoria Chanu, Lairenlakpam Mirabati and Maibam Angkita Devi D.M.U, Imphal	Plastic Industries and its Contribution towards the Socio – Economic Development of Manipur
7	Laishram Sanahanbi Devi, Laishram Landhoni Devi, Yumnam Pramoda Devi, Asem Ibemhal Devi	Plant Natural Essential Oil: A Growing market
8	T Ricky Kom & Dr. Thongram Priyokumar Singh	Impact and Implementation of Jal Jeevan Mission: Case Study of Tonsen Khullen Village, Chandel District, Manipur.
9	Ringbamlung R Panmei, & Dr. Robita Sorokhaibam, Professor, Department of Commerce, M.U.	Understanding the Horticultural Advancements in Manipur: Analysing the Growth Trend.
10	Mairembam Rajeev Singh R/S & Dr. Kh. Tomba Singh, Professor Department of Commerce Manipur University,	Assessing the Socio-Economic and Environmental Implications of the Thoubal Multipurpose Project on Downstream Communities in Manipur
11	Chitta Raktim Kakati, and Sinmoy Goswami, Assam Institute of Management	Sustainability and TQM: A Qualitative Study involving implementation in Schools (Education Sector)
12	Dr. Rupak Das, Assistant Professor, BBM College, Agartala	A study on the employment scenario in Tripura during last decade in the track of Economic Growth in Tripura.

13	Thokchom Linthoingambi Chanu, Research Scholar & Dr. N. Banita Devi, Associate Professor English and Cultural Studies, Manipur University	Gender-Based Violence as an Impediment in Achieving Sustainable Development Goals
14	Phurailatpam Nandakumar Sharma Research Scholar & Dr. Nongmaithem Banita Devi Associate Professor, Dept.of English and Cultural Studies, M.U.	The Emerging Effects of Climate Change in the 'Switzerland of India'
15	Dr. Ningombam Andropov Singh Assistant Professor, Department. of English, Dhanamanjuri University, Manipur & Dr. Nongmaithem Banita Devi, Associate Professor, Dept.of English and Cultural Studies, M.U.	Dynamics of Tourism and Economic Development for Sustainable Growth in Manipur
16	Nganthoi Khuraijam Research Scholar & Dr. Nongmaithem Banita Devi, Associate Professor, Dept.of English and Cultural Studies, M.U.	Multidisciplinary Approach to Literature in NEP 2020 at Higher Education Level

5th Technical Session

(Parallel Session- 1 Hall No-A)

Sub-theme-V: Human Resource and Marketing

Chairperson: Prof.E.Nixon Singh, Finance officer Manipur University

Co- Chair: Prof.Ranjit Singh, Department of Management Studies
Indian Institute of Information Technology Allahabad
Prayagraj-211015, Uttar Pradesh, India

Rapporteur's- : Dr.Kiirri Onand Monsang, DM University, Imphal

Session Coordinator: Alice Mongjam, Department of Commerce, MU

Date: 2nd July 2024 Time: 3.30 pm – 5.00 pm

Sl	Name	Paper Title
1	Ms. Phalguni Kongjengbam R/S & Dr. L. Prabhakar Singh, Professor MIMS Manipur University	Understanding Employee Grievance in Hospitals of Manipur
2	Chayanika Senapati, Assistant Professor, KKHSOU, Guwahati Rimjhim Baruah, R/S, KKHSOU, & Nabankur Pathak, KKHSOU, Guwahati	Impact of Job Seekers perception and attitude towards e-recruitment- An analytical study in Assam
3	Dr Nameirakpam Chetana, Dr S Keshorjit Singh and Moirangthem Sunderchand Faculty, MIMS and Assistant Professor, SSGGG College, Imphal	The Effect of Organizational Commitment towards a Learning Culture
4	Mr. Nepolian Ningombam, Research Scholar & Dr. S. Keshorjit Singh, Assistant Professor, , MIMS	A Literature Review On Leadership Style And Organization Performance
5	Imsulemla, Research Scholar, Department of Management Nagaland University, Kohima	A Study On Work Life Balance Of 15 Th Nagaland Armed Police (Ir) Mahila Battalion, Chumukedima

6	Ph Dale Thro, Research Scholar, MU and Prof. Ganga Prasad Prasain Vice Chancellor, Tripura University	Work-Life Balance Among Married SBI Employees In Manipur
7	Mr. Lisham Sarju Singh,& Dr. Sorokhaibam Keshorjit Singh MIMS Manipur University	Rural Marketing: A Review On Factors Influencing Rural Marketing Strategies
8	Hemam Nandakeshor Singh PhD Scholar & Memcha Loitongbam Professor MIMS, M.U.	Work-Life Balance and Well-Being Among Entrepreneurs in Manipur
9	Loukham Cathrine, R/S, & Dr Robita Sorokhaibam, Professor, Department of Commerce, M.U.	Locavorism And Its Influence On Purchase Intention Towards Local Food Products
10	Waribam Asha Devi; Themreiwon Awungshi Research Scholar & Prof. Kh. Dhiren Meetei, Department of Commerce, MU	Awareness on Consumer's Rights and Responsibilities: A Comparative Study on Rural Areas of Ukhrul and Imphal West Districts of Manipur
11	Neiba & Prof. N. Tejmani Singh Manipur University	Enhancing Sustainable Consumption in Manipur: Exploring the role of Eco-Friendly Packaging Quality in Consumers' Purchase Intention.
12	Jemson Laishram PhD Scholar & Memcha Loitongbam Professor, MIMS, M.U.	Brand image and its impact on consumer loyalty in apparel
13	Dr. Smritishikha Choudhury & Dr. Dipankar Malakar Assistant Professor, KKHSOU	Achieving the sustainable development through Green marketing: A study on select FMCG in Assam
14	Th John Lerphangam Monsang Manipur Institute of Management Studies (MIMS)	The development of rural Marketing with Special reference to Tribal communities in Manipur (Literature Review)
15	Dr Chithung Mary Thomas, Waikhom Nichinta Devi and Liklang Chanu Lairikyengbam DM College of Commerce Dhanamanjuri University	Effectiveness of SVANidhi Scheme among the street vendors of Khwairamband Keithel of Imphal, Manipur

6th Technical Session

(Parallel Session-2 Hall No-B)

Sub-theme-VI: Skills & Women Empowerment

Chairperson : Prof.S.K.Jena, Head, Department of Commerce, Rajiv Gandhi University, Rono Hills, Arunachal Pradesh
Co- Chair : Prof.L.Prabhakar Singh, Director, MIMS, MU
Rapporteur's- : Dr.Th.Jitendra Singh, Biramangal College, Sawombung, Imphal East, Manipur
Session Coordinator:Kshetrimayum Nao, Department of Commerce, MU

Date: 2nd July 2024 Time: 3.30 pm – 5.00 pm

Sl	Name	Paper Title
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1	Dr. Dhrubajyoti Bordoloi Assistant Professor, Department of Management, Nagaland University, Kohima Campus,	Assessing the role of Pradhan Mantri Kaushal Vikas Yojana in Skill Gap reduction in Nagaland: An empirical study
2	Ranjana Devi, Research Scholar Department of Commerce Manipur University, Canchipur	An Effective Assessment of PMKVY in Providing Skill Training Program for Youth: A Study of Manipur State
3	Shagolsem Diana Devi, Zita Leiyangam Angkang & Dr. Lucy Jajo Shimray	PMKVY Scheme And Its Impact On Skill Development Among The College Students Of Manipur
4	Dinesh Darnal R/S Department of Commerce, Sikkim University	Quantum of Women School Teachers Financial Literacy in Sikkim
5	Dr. Ch. Nalini Devi Associate Professor Pachhunga University College, Mizoram	\$7 Trillion Economy and Young women Entrepreneurs (Special reference to Mizoram)
6	Rajkumari Girija Devi, Anandi Sarangthem & Prof. Padmabati Khundrakpam G.P Women's College,	The Impact Of Organic Food Products On Women's Health And Economic Development: A Case Study Of Manipur
7	Thangminlun Singsit R/S Manipur University & Prof. Ganga Prasad Prasain. VC Tripura University	Informal Female Entrepreneurship – A Way Forward in Tribal Sustainable Development in Hill Districts of Manipur
8	Pratima Sharma, R/S Bir Tekendrajit University, Imphal Prof. N. Jayanti, Department of Commerce, DMU	Financial literacy and inclusion among the women vendors of Manipur- A case study of Imphal East District.
9	Dr. Brahmacharimayum Tarunbala Devi S.Kula Women's College, Nambol	Challenges and Opportunities of Women Cultivators in Manipur and its impact in Entrepreneurship
10	Dr. Huidrom Jiten Kumar Singh & Prof. W. Chandbabu Singh, Registrar, Manipur University	Employability Skills among Vocational Students: A Comprehensive Review
11	Dr. Aribam Debala Devi Assistant Professor, D.M College of Commerce, DMU, Imphal Asem Dollar R/S DMU, Imphal	An overview on the effectiveness of skill training programs in Manipur (A case study on selected private and government skill training centres in Imphal)
12	Priyanka Das, Assistant Professor Dept of Economics Nirmal Haloi College	Industry Innovation for Sustainable Development Goals: Enhancing Quality of Education
13	Dr. H. Imobi Singh, Department of Economics Don Bosco College Autonomous, Maram	The Economics of Health and Health Care: A Study in Manipur

7th Technical Session

(Parallel Session-3 Hall No-C)

Sub theme-VII: India Towards a \$7 Trillion Economy

Chairperson : Prof. A.Ibemcha Chanu, Dean of Faculty of Commerce and Management, Bodoland University
Co- Chair : Prof. K.C.Goswami, Dibrugarh University, Assam
Rapporteur : Dr.Jasojit Debnath, Associate Professor, Nagaland University.
Session Coordinator: Ahanthem Bikash Singh, Department of Commerce, MU

Date: 2nd July 2024 Time: 3.30 pm -5.00 pm

Sl	Name	Paper Title
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1	Dr. Manjunath K.R., Dr. Jalaja. K. R. and Thippeswamy. C. B., IMSR, Kuvempu University, Karnataka -	Growth of Indian Capital Flows and The Vision of Future Economy in 2030 – A study
2	Th. Paorai Joyful, Research Scholar & Prof. KH. Dhiren Meetei Department of Commerce, M.U.	Progress Towards Sustainable Development Goals 6 in Manipur
3	Ningthoujam Anil Kumar Singh	Dynamics of Indian economic growth and Unemployment
4	H B Hrangtung, A. S. Rapheileng & Kh. Tomba Singh MU	Enriching India's Economy: Multicultural Communication in Manipur"
5	Ningombam Biswaraj Singh PhD Scholar, Department of Political Science, Manipur University	Harnessing India's Poverty Alleviation Experience For Global Development: Lessons Learned And Policy Implications
6	Mohammed Abrar Khan R/S & Prof. M. Bobo Singh Faculty, Economics, Manipur University	The Case for Indian Start-ups Ecosystem in Aspiring \$7 Trillion Economy by 2030
7	Dr. Jasojit Debnath Department of Commerce, Nagaland University, Kohima & Dr.Reshma K. Tiwari, Department of Commerce, Tezpur University, Assam	Doing Business Easier in India- Documenting the measures adopted by Government of India
8	Naorem Tulsipriya Devi Research scholar, Commerce Department. M.U.	Self-Help Groups in Manipur: An agent of change in poverty and unemployment
9	Moirangthem Jimision R/S, Dept of Economics, M.U.	Leveraging India's youth for a \$7 trillion economy.
10	Dr. Adbhut Kumar, Principal, Jugal Kishore (P.G) College Gawan (Sambhal)U. P	Aspects of Infrastructure for North-East India
11	Thoudam Sana Devi & Dr A. Rajmani Singh, Department of Commerce, Manipur University	A study on awareness of tax saving schemes among the salaried individuals in Manipur and its impact on India's dream of \$7 Trillion economy
12	Mr. Jeet Bhattacharya R/S Himalayiya University, Dehradun Dr. Basudeb Bhattacharya Dr. Sujit Das Bir Bikram Memorial College, Agartala	Economic Growth Drivers and Resilience -India's drive for a developed nation
13	Ms. Phalguni Kongjengbam & Dr. L Jibon Kumar Sharma MIMS Manipur University	India's Growth Prospect and Challenges: A Country analysis
14	Mr. Harmeet Singh, Assistant Professor, Golaghat Commerce College, Assam & Prof. Kumud Chandra Goswami, Professor, Dibrugarh University	Economic and Regional Cooperation between SAARC Economies and India with special reference to South Asian Free Trade Area (SAFTA) – A study on impact of SAFTA on India's exports of coffee, tea and spices
15	Tennyson Pangambam Department of Economics, Manipur University	The Relationship between Export Growth and GDP Growth: Empirical Evidences from India
16	Kangujam Bona Devi Assistant Professor, SSGGC	Examining the relation between government health expenditure and SDG 3 in India
17	Menaka Yumlembam, A.S. Rapheileng & Kh. Tomba Singh Manipur University	Towards Sustainable Health: Mapping the Path Forward with the SDGs
18	Dr. Chandan Kumar Assistant Professor PPU Patna & Research Scholar Sharda University	India Becoming Five Trillion Economy

	Greater Noida (UP)	
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8th Technical Session

(Parallel Session-4 Hall No-D)

Sub-theme-VIII: MSME & Agriculture

Chairperson : Prof.B.B.Pradhan, Pro-VC SOA University, Bhubaneswar
Co- Chair : **Prof.Pushkar Nath**, University of Ranchi, Jharkhand
Rapporteur's- : **Dr.Ch.Nalini Shija**, Pachchunga University College, Aizwal
Session Coordinator: **Sajani Loitongbam**, Department of Commerce, MU

Date: 2nd July 2024 Time: 3.30 pm -5.00 pm

Sl No	Name	Paper Title
1	Japil Basumatary, R/S & Dr. Ayekpam Ibemcha Chanu, Professor, Bodoland University	Financial Capability of Micro Entrepreneurs: A Case Study in Bodoland Territorial Region, Assam
2	Victor Laitonjam, Dr. Lourembam Sanatomba Meetei, & Dr. Nivetina Laitonjam, Department of Economics, Dhanamanjuri University, Imphal Project Associate II, ICAR – RC for NEH Region, Umiam, Meghalaya	Role of Micro, Small and Medium Enterprises (MSMEs) in Development of Manipur
3	Rajkumar Momosana Asst. Professor, Liberal College, & Dr.O.Deepakkumar Singh Faculty,VIMIT,Imphal	Role of MSMEs towards sustainable economic development of India (A case study of the food processing industry in the Imphal East and West Districts of Manipur)
4	Saratchandra Ayekpam Meetei Research Scholar, & Dr. H.Ramananda Singh Professor, Assam University	A Study on Awareness of Schemes Undertaken by Central and State Government for MSMEs sector among the Entrepreneurs in Imphal West District of Manipur
5	Varnali Deka, Japil Basumatary, Swrang Basumatary, & Prof. A. Ibemcha Chanu Department of Commerce, Bodoland University	Contribution of MSMEs Towards Social Inclusion and Employment Generation: A Comparative Study in Select Aspirational and Non-Aspirational Districts of Assam.
6	Dr. Devajeet Goswami Assistant ProfessorKKHSOU	Empowering MSMEs: Navigating Challenges and Seizing Potentialities in Global Market
7	Thounaojam Shyamsunder Luwang ,Dr. Namram Minorca Chanu & Dr. A Rajmani Singh MU	Role of Micro insurance in sustainability of MSME sector of Manipur
8	Saratchandra Ayekpam Meetei Assam University; Telem Sushan Singh, ICM, Imphal, & Telem Abungcha Singh, NESEEE, Imphal	The Impact of Social Media Marketing on Sales in the Selected MSMEs Units: A Study in Imphal West District of Manipur
9	Dr Ratan Kaurinta & N Lochumi Lotha, Dept. of Commerce, Nagaland University Kohima, Meriema campus	Role Of MSMEs Towards Sustainable Economic Development in Nagaland

10	Sajani Loitongbam R/S and Robita Sorokhaibam, Professor Department of Commerce, M.U.	Empowering India: Examining the vital role of Micro, Small and Medium Enterprises in Achieving Sustainable Economic Development
11	Kasar Ninganung, Kh. Tomba Singh, A. S. Rapheileng, Chingripem KAS, Manipur University.	Examining the Economic Suitability of Substituting Opium Poppy Cultivation in Manipur with Alternative Crops
12	Subhasis Borpujari R/S & Prof. Kumud Ch. Goswami Professor, Dibrugarh University	A study on Financial Stability of selected Farmer Producer Companies (FPCs) of Assam
13	Tejnarayan Thakur; Dr. Partakson Romun Chiru; Prof. Kh. Tomba Singh Ms Prasanti Tamang R/S Department of Commerce, M.U. & SRM University Sikkim	Empirical Evaluation on Solvency and Bankruptcy of Selected Registered Farmer Producer Company (FPC) in India
14	Maibam James Meitei Research Scholar, Department of Commerce, Manipur University	Impacts of Communal Conflict on Socio-Economic Development: A Study of Imphal West, Imphal East and Thoubal Districts, Manipur
15	Naorem Vishnumayi Singh & Dr. S. Robita Sorokhaibam ¹ Research Scholar, Department of Commerce, Manipur University,	A Comparative Study On Financial Performance Of Two Private Power Distribution Utilities

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