Modern Technology and Management Institute, Inc.

www.mtmi.us

2019 MTMI International Conference
On
Emerging Issues in Business, Technology and Applied Sciences

In collaboration with

Amity Institute of Higher Education, Mauritius

Sponsored by

Department of Business, Management & Accounting
University of Maryland Eastern Shore, USA

&

Department of Management, Frostburg State University, USA

December 20-22, 2019

Amity Institute of Higher Education, Mindspace Building
Cybercity, Ebene, Mauritius
# Conference Schedule

## Friday, December 20, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:00 am-12:30 pm</td>
<td>Registration &amp; Conference Organizers Meeting</td>
</tr>
<tr>
<td>1:30 pm-1:30 pm</td>
<td>Conference Organizers Lunch Break</td>
</tr>
<tr>
<td>1:30 pm-4:30 pm</td>
<td>Online Presentations (Two Sessions 1A &amp; 1B: 1:30-3:00 &amp; 3:00-4:30)</td>
</tr>
<tr>
<td>4:30 pm-6:30 pm</td>
<td>Networking/Social Hour</td>
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## Saturday, December 21, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30 am – 9:15 am</td>
<td>Registration &amp; Tea Networking</td>
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<tr>
<td>9:15 am – 10:15 am</td>
<td>Welcome: Prof. Dinesh Sharma, University of Maryland Eastern Shore, USA</td>
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<td>Welcome Chief Guest: Prof. Ashish Gadekar, Amity Institute of Higher Education, Mauritius</td>
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<td>Welcome Keynote Speaker: Prof. Indur Fagoonee, Former Vice-Chancellor, University of Mauritius &amp; MTMI Director (Africa Division)</td>
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<td>Keynote Speaker: Dr. Mohammad Issack Santally, Pro Vice-Chancellor (Planning &amp; Resources), University of Mauritius</td>
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<td></td>
<td>Vote of Thanks: Dr. Madhu Jain, IIT Roorkee, India</td>
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<tr>
<td>10:15-10:30 am</td>
<td>Tea Break</td>
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<tr>
<td>10:30 – 12:00 Noon</td>
<td>Face to Face &amp; Online Sessions 2A, 2B, 2C, 2D</td>
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<tr>
<td>12:00 - 1:00 pm</td>
<td>Lunch Buffet &amp; Award Distributions</td>
</tr>
<tr>
<td>1:00 -2:15 pm</td>
<td>Sessions 3A, 3B, 3C, 3D: Paper presentations/Panel Discussion</td>
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<tr>
<td>2:15– 3:30 pm</td>
<td>Sessions 4A, 4B, 4C, 4D: Paper presentation/Panel Discussion</td>
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<tr>
<td>3:30-3:45 pm</td>
<td>Tea Break</td>
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<tr>
<td>3:45– 4:15 pm</td>
<td>Invited Speaker: Dr. Daniel Mintz, University of Maryland Global Campus, USA</td>
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<tr>
<td>3:45 –5:00 pm</td>
<td>Sessions 5A, 5B, 5C, 5D: Paper presentation/Panel Discussion</td>
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<tr>
<td>5:00 – 5:30 pm</td>
<td>General Meeting</td>
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## Sunday, December 22, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:15 am – 10:30 am</td>
<td>Online Sessions 6A: Paper presentation/Panel Discussion</td>
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<tr>
<td>10:30 am – 11:45 am</td>
<td>Online Sessions 7A: Paper presentation/Panel Discussion</td>
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**Friday, December 20, 2019**

<table>
<thead>
<tr>
<th>1:30 pm-3:00 pm</th>
<th>Session 1A: Emerging Issues in Intelligent Systems (Online)</th>
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<tbody>
<tr>
<td><strong>Session Chair:</strong> Dr. H.S. Hota, Atal Bihari Vajpayee University, India</td>
<td></td>
</tr>
<tr>
<td>1. <strong>A Hybrid Model on ANFIS and Wavelet with Feature Extraction and Feature Selection for Foreign Exchange Rate Prediction</strong>&lt;br&gt;Richa Handa, A.K. Shrivas, Dr. C.V. Raman University, Bilaspur (C.G.), India&lt;br&gt;H.S. Hota, Atal Bihari Vajpayee University, Bilaspur (C.G.), India</td>
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<tr>
<td>2. <strong>Hybridization of IoT Networks with Intelligent Gateways</strong>&lt;br&gt;Neeti Gupta and Vidushi Sharma, Gautam Buddha University, India</td>
<td></td>
</tr>
<tr>
<td>3. <strong>A Mendel inspired GA based scheme to generate Auto Test cases</strong>&lt;br&gt;Vivek Sharma, Rakesh Kumar and Sanjay Tyagi, Kurukshetra University, India</td>
<td></td>
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<tr>
<td>4. <strong>Selection of effective classification technique for Parkinson Disease by comparative evaluation of performance of different models</strong>&lt;br&gt;Nishant Behar and Manish Shrivastava, GG Vishwavidyalaya, Bilaspur, Chhattisgarh, India</td>
<td></td>
</tr>
<tr>
<td>5. <strong>Hybrid Approach of Health Care Decision Support System (HCDSS) for Disease Diagnosis</strong>&lt;br&gt;Anamika Shukla Sharma and H.S. Hota, Atal Bihari Vajpayee University, Bilaspur, India</td>
<td></td>
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<tr>
<td>6. <strong>A Comparative Analysis of Classification Techniques in Movie Review</strong>&lt;br&gt;Amit Kumar Dewangan, A.K. Shrivas and S.M. Ghosh&lt;br&gt;Dr. C. V. Raman University, Bilaspur (C.G.), India</td>
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<tr>
<td>7. <strong>A Proposed Security Framework for Internet of Things: An Overview</strong>&lt;br&gt;Taran Dhar Diwan, Chhattisgarh Swami Vivekanand Technical University, India&lt;br&gt;H.S. Hota, Atal Bihari Vajpayee Vishwavidyalaya, India&lt;br&gt;Siddhartha Choubey and Abha Choubey, Shri Shankaracharya Technical Campus-SSGI, India</td>
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**Friday, December 20, 2019**

<table>
<thead>
<tr>
<th>3:00 pm-4:30 pm</th>
<th>Session 1B: Intelligent Systems (Online)</th>
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<tbody>
<tr>
<td><strong>Session Chair:</strong> Prof. Aneerav Sukhoo Amity Institute of Higher Education, Mauritius</td>
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<tr>
<td>1. <strong>Artificial Neural Networks (ANNs): An Effective Tool in Financial Analysis</strong>&lt;br&gt;Bhupender Kumar Som¹, Navneet Joshi², Himanshu Goel²&lt;br&gt;¹Jagan Institute of Management Studies, New Delhi, India&lt;br&gt;²Research Scholar, Jagan Institute of Management Studies, New Delhi, India</td>
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<tr>
<td>2. <strong>Assessment on Artificial Intelligence in Agriculture</strong>&lt;br&gt;Pragya Chandi, Atul Sharma, Saumya Goyal and Amandeep Chhabra&lt;br&gt;University Institute of Engineering &amp; Technology, Kurukshetra University, Haryana, India</td>
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<tr>
<td>3. <strong>Artificial Neural Networks (ANNs): An Effective Tool in Financial Analysis</strong>&lt;br&gt;Bhupender Kumar Som¹, Navneet Joshi², Himanshu Goel²&lt;br&gt;¹Jagan Institute of Management Studies, New Delhi, India&lt;br&gt;²Research Scholar, Jagan Institute of Management Studies, New Delhi, India</td>
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<td>4. <strong>System Dynamic Modeling for Quality Assessment in Higher Technical Education</strong>&lt;br&gt;Sanjay Soni, Jabalpur Engineering College, Jabalpur, India&lt;br&gt;B.K. Chourasia, Jabalpur Engineering College, Jabalpur, India</td>
<td></td>
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<td>5. <strong>AI: An Artificial Companion for Elderly People and Factors Influencing Its Adoption and Acceptance</strong>&lt;br&gt;Leena N. Fukey, CHRIST (Deemed to be University), Bangalore, India&lt;br&gt;Mudita Sinha, CHRIST (Deemed to be University), Bangalore, India</td>
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</tbody>
</table>
### Session 2A: Management I

**Session Chair:** Dr. Robin A. Jones, University of Maryland University College, USA

1. **Mitigating Risks by Leveraging Best Practices through a Project Management Office (PMO)**  
   Robin A. Jones, University of Maryland University College, USA

2. **A study on the importance of emotional intelligence at workplace**  
   Dougesha Chady, Student at University of Northampton, UK

3. **eGovernance: Behavioral Determinants of User Acceptance of Information Kiosks in BoP Markets**  
   Suresh Malodia, MICA, Ahmedabad, India and Mahima Mishra, SIBM Pune, India

4. **The Role of Corporate Ability and Corporate Consciousness in Enhancing Organizational Image and Attractiveness**  
   Ankur Jha, Indian Institute of Management Lucknow, India

5. **Company Preparedness to Enhance SCM Performance by Adopting the Industry 4.0 Technologies**  
   Vikesh Domur and Ashish Gadekar, Amity Institute of Higher Education, Ebene, Mauritius

6. **Impact of entrepreneurship training on intention to start a business: A meta-analysis of research published in the last decade**  
   Alka Singh Bhatt, Amity University, Lucknow, Uttar Pradesh, India

### Session 2B: Applied Sciences

**Session Chair:** Dr. M.R. Lollchund, University of Mauritius, Réduit, Mauritius

1. **Application of the Empirical Ensemble Mode Decomposition Method to Study Climatic Influence of Cabbage Yields in Mauritius**  
   Aisha Googoolee, Roddy Lollchund, Dayawatee Goburdhun and Hudaa Neetoo  
   1Faculty of Agriculture, University of Mauritius, Réduit, Rep. of Mauritius  
   2Department of Physics, Faculty of Science, University of Mauritius, Réduit, Rep. of Mauritius

2. **Exergetic Analysis of Wind Energy Resources**  
   T.S.M. Cunden, N.B.R. Abdel Hassan, M.R. Lollchund  
   aDept. of Electromechanical Engineering & Automation, Université des Mascareignes, Rose Hill, Mauritius  
   bDepartment of Physics, University of Mauritius, Réduit, Mauritius

3. **An Ontology for Nutritional Advice**  
   Tencamah Reean, Rawoteea Nandishta, Jognne Jenita, Baby Gobin-Rahimbux  
   Faculty of Information, Communication and Digital Technologies, University of Mauritius

4. **PregOnto - An ontology for pregnancy lifecycle**  
   Hansraj Mohiputtall and Baby Gobin-Rahimbux  
   Faculty of Information, Communication and Digital Technologies, University of Mauritius, Mauritius

5. **An Ontology for Mauritian Plants**  
   Yashi Arya and Baby Gobin-Rahimbux

6. **An Intelligent Application to diagnose popular diseases in Mauritius**  
   Darshee Bheeroo, Homesh Bhugmanee, Baby Gobin-Rahimbux, Nuzhah Gooda Sahib Khaudeer  
   Faculty of Information, Communication and Digital Technologies, University of Mauritius, Mauritius
### Session 2C: Management II (Hybrid)

**Session Chair:** Dr. Ashish Gadekar, Amity Institute of Higher Education, Mauritius

1. **Traffic Congestion and Possible solutions: A case study of Mauritius Metro Train Project**
   Rakesh Beeharry and Ashish Gadekar, Amity Institute of Higher Education, Mauritius

2. **The Impact of Job Satisfaction on Employee Performance in an Organization**
   Akshata Kirti Adheen and Ashish Gadekar, Amity Institute of Higher Education, Mauritius

3. **Modern Management Accounting Practices of Indian Industries**
   Yukti Ahuja and Kashika Chadha, Jagan Institute of Management Studies, Rohini, Delhi, India

4. **Indian Export Performance in Pre and Post reform Period: A Review**
   Ashok Bhagat, Bhupender Kumar Som, Shabnam Kumari
   Jagan Institute of Management Studies, Sector-5, Rohini, New Delhi, India

5. **Reverse Appraisal Performance of an Private Employee: A Study**
   Neha Agrawal and Archana Agrawal, Dr. C. V. Raman University, Bilaspur (C. G.), India

6. **Analyzing the Applicability of Black & Scholes Approach: A Systematic Review**
   Parminder Bajaj, Professor, Jagan Institute of Management Studies, Rohini, Delhi
   Jasmeet Kaur, Research Scholar, Jagan Institute of Management Studies, Rohini, Delhi

7. **Comparative Study of Risk Assessment for Industry 4.0**
   Rimalini A Gadekar, Mechanical Engineering Dept, Government Polytechnic, Maharashtra, India
   Bijan Sarkar, Production Engineering Department, Jadavpur University Kolkata, India

### Session 2D: Software Engineering

**Session Chair:** Dr. Geerish Suddul, University of Technology, Mauritius

1. **A Genetically Optimized Bat Algorithm with Multilayer Perceptron Classifier for River Flood Nowcasting**
   Geerish Suddul, Kumar Dookhitram, Girish Bekaroo and Nikhilesh Shankur
   University of Technology, Mauritius

2. **A Machine Learning Approach for Detecting Facial Expressions**
   Phavish Babajee, Geerish Suddul, Sandhya Armoogum and Ravi Foogooa
   University of Technology, Mauritius

3. **Image Steganography to Facilitate Online Students Account System**
   Sara Manour Almutairi\(^1\), Adnan Gutub\(^2\) and Maimoona Al-Ghamdi\(^3\)
   \(^1\)Computer and Information Technology College, Shaqra University, Shaqra, Saudi Arabia
   \(^2\)Computer Engineering Department, Umm Al-Qura University, Makkah, Saudi Arabia
   \(^3\)Computer Engineering Department, Umm Al-Qura University, Makkah, Saudi Arabia

4. **Parallel Data Transmission Using Multiple LDRS via Visible Light**
   Dhanesh K. Torul, Nawfal M.A. Nauzeer, Mouzaflar M.I. Nabee & Shireen Panchoo
   University of Technology, Mauritius

5. **IoT Automated Fish Farming**
   Shayendra Hurrynaran, Etwarysing Chandrakant & J.Narsoo, University of Technology, Mauritius

6. **Enhancing IT support through Artificial Intelligence and Automation**
   Aneerav Sukhoo and Ashish Gadekar Amity Institute of Higher Education ,Ebene, Mauritius

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**Saturday, December 21, 2019**

| 10:30 am-12:00 noon | LUNCH BREAK FOR REGISTERED PARTICIPANTS |
## Session 3A: Emerging Issues in Education & Management

**Session Chair:** Dr. Smita Kavatekar, JAIN (Deemed-to-be University), India

1. **A Study on Current Levels of Community Engagement in Higher Educational Institutions – Students’ Perspectives**  
   Smita Kavatekar, JAIN (Deemed-to-be University), Bengaluru, India  
   G.S. Vijaya, Al Yamamah University, Riyadh, Kingdom of Saudi Arabia

2. **Social Maturity as a Factor of Teacher Effectiveness- A Study of Mauritius Primary School Educators**  
   Sharone Ramasawmy, Apeejay Stya University, Gurugram, India  
   Vimala Veeraraghavan, Indira Gandhi National Open University, New Delhi, India  
   Ananda Padhan, School of Education, Apeejay Stya University, Gurugram, India

3. **ICT Application and Professional Development of Secondary School Educators in Mauritius**  
   Girish Mautadin and Ananda Padhan, School of Education, Apeejay Stya University, India  
   Mohammad Issack Santally, Pro-VC, University of Mauritius, Mauritius

4. **Fourth Industrial Revolution Challenges and Opportunities**  
   Rughooputh Phrmeshroy Charan and Ashish Gadekar, Amity Institute of Higher Education, Mauritius

5. **Emerging Trends: Industry 4.0 and Human Resource Management**  
   Fazeela Banu and Arjun Rampal, Amity Institute of Higher Education, Ebene, Mauritius

6. **Fourth Industrial Revolution Challenges and Opportunities**  
   Jaiya Motaye and Ashish Gadekar, Amity Institute of Higher Education, Mauritius

## Session 3B: Applied Mathematical Models I

**Session Chair:** Dr. Madhu Jain, IIT Roorkee, India

1. **Stochastic Modeling for Software Testing and Cost Optimization**  
   Madhu Jain, Department of Mathematics, Indian Institute of Technology Roorkee, India

2. **Queue Theoretic Analysis of Maintainability of a Multi-Component Machining System with Mixed Spares and Heterogeneous Repairmen**  
   G. C. Sharma, School of Mathematical Sciences, Dr B.R. Ambedkar University, India  
   Madhu Jain, Department of Mathematics, Indian Institute of Technology Roorkee, India

3. **Encryption cum compression of a double image using orthogonal-triangular decomposition (QR decomposition) with column pivoting**  
   Phool Singh, AK Yadav and Savita Anjana, Central University of Haryana

4. **Double image encryption using equal modulus decomposition and random modulus decomposition in fractional Hartley domain**  
   AK Yadav and Phool Singh, Amity University Haryana

5. **Application of Fuzzy Paradigm in Supply Chain Model**  
   S.S. Mishra, Dr. Rammanohar Lohia Avadh University, India

6. **On Some Novel Correlation Coefficients in Picture Fuzzy Environment**  
   Surender Singh and Abdul Haseeb Ganie, Shri Mata Vaishno Devi University, India
### Session 3C: Emerging Issues in Management (Online)

**Session Chair:** Dr. Alka Singh Bhatt, Amity University, Lucknow, UP, India

1. **Trends and Challenges of Smart Metering**  
   Mohammad Khazaei, Lina Stankovic and Vladimir Stankovic, University of Strathclyde, UK

2. **A Relationship between Stress Management and Employee's Performance - An Empirical Evidence from IT Companies in Greater Chennai**  
   B. Kalaivani and I. Maria Jesili, Jeyaraj Annapackiam College for Women, Periyakulam, Tamilnadu, India

3. **Determination of Job Satisfaction Factors among College Teachers in Chennai City**  
   I. Maria Jesili, Jeyaraj Annapackiam College for Women, Periyakulam, Theni Dist., Tamilnadu, India  
   S. Metilda Salomi, Alpha Arts and Science College, Porur, Chennai, Tamilnadu, India

4. **Measurement of Advertisement Effectiveness - A Study with Reference to Gold Jewellery Consumers in Chennai City**  
   K. Tamilselvan, Research Scholar, Pachaiyappa's College, Chennai, India  
   S. Kumaresan, Department of Commerce, Pachaiyappa's College, Chennai, India

5. **A Relationship between Service Quality and Customer Satisfaction in Life Insurance Sector**  
   M. Yuvaraj and G. Rajendran, Department of Commerce, SIVET College, Gowrivakkam, Chennai, India

6. **Identifying Key Parameters Influencing the Acceptance of Electric Vehicles with Focus on the Indian Passenger Car Market**  
   Anja Barucha, Plymouth University, UK & Reinhard Koether, Uni. of Applied Sciences Munich, Germany

7. **An Overview of Emotional Intelligence on Work Place with Reference to Service Sector of India**  
   Jyotindra Jani, Sadgurudev Shri Ranchhoddasbapu Mahila Home Science and Late M J Kundaliya English Medium Mahila Commerce College, Rajkot, India

### Session 3D: Emerging Issues in Marketing (Hybrid)

**Session Chair:** Prof. Sita Saminaden, Stephen Business School, Mauritius

1. **The Impact of Gratitude as a Relationship Driver in Relationship Marketing (RM): Small and Medium Enterprises in Mauritius**  
   Sita Saminaden, Stephen Business School, Mauritius

2. **Contemporary Digital Revolution- With Special Reference to Indian Consumers Buying Pattern**  
   Garima Kakkar, Footwear Design & Development Institute, Fursatganj. India  
   Huma Iqbal, Aligarh Muslim University, India  
   Shyamjee Choudhary, Footwear Design & Development Institute, Fursatganj. India

3. **Trends in Digital Marketing: Effectiveness of Advertising Through Social Media: India and Global Context**  
   Garima Kakkar, Footwear Design & Development Institute, Fursatganj. India  
   Huma Iqbal, Aligarh Muslim University, India  
   Manoj Kumar, Footwear Design & Development Institute, Fursatganj. India

4. **Marketing Strategies for the Growth of Indian Leather Industry**  
   Prashant Saxena and Garima Kakkar, Footwear Design & Development Institute, Fursatganj. India

5. **Optimization of Production: Effective Implication of TPM & TQM in Production Line of Footwear Industry**  
   Prashant Saxena and Garima Kakkar, Footwear Design & Development Institute, Fursatganj. India

6. **Social Media Addiction and Changes in Physiological, Emotional and Behavioral Pattern of Youth: An SEM Approach**  
   Anchal Pathak, Doon Business School, Shikha Rana and Shalini Singh, IMS Unison University, Dehradun
### Session 4A: Applied Mathematical Models II (Online)

**Session Chair:** Dr. S.S. Mishra, Dr. Rammanohar Lohia Avadh University, India

| 1. | Markovian Queueing Model with Operational Vacation and Setup  
Anamika Jain and Sonali Thakur, Department of Mathematics & Statistics, Manipal University Jaipur, India |
| 2. | Reliability Prediction of K-out of N: G system with Imperfect Fault Coverage with Reboot and Switching Failure  
Madhu Jain, IIT Roorkee, Sulekha Rani and Priyanka Agarwal, SRM Institute of Science & Technology |
Anamika Jain and Madhu Jain  
Manipal University Jaipur, India |
| 4. | Analysis of an M/G/1 retrial queue with multi optional service and feedback under Min (N,V) vacation schedule  
S. Pavai Madheswari¹, S.A. Josephine and P. Suganthi¹  
¹R. M. K. Engineering College, Kavaraipettai, Tamil Nadu, India  
²Loyola-ICAM College of Engineering and Technology, Tamil Nadu, India |
| 5. | On (E, 1) (C, A, \(\beta\)) Product Summability of Fourier Series and its Conjugate Series  
Suyash Narayan Mishra, Institute of Engineering and Technology, Lucknow, India  
Harsh Joshi, PG Student, Babasaheb Bhimrao Ambedkar University, Lucknow, India |
| 6. | Solution of Fuzzy Game Problem using Tridecagonal Fuzzy Number  
Anuj Sharma and Dharmendra Badal, Bundelkhand University, India |
| 7. | Application of Contraction in Menger Space  
Manisha Gupta, Higher College of Technology, Muscat Oman |

### Session 4B: Banking and Finance

**Session Chair:** Dr. Sharad Nath Bhattacharya, Indian Institute of Management, India

| 1. | Nexus between Services Sector Growth and Economic Growth in the ASEAN  
Mousumi Bhattacharya, Indian Institute of Management Shillong, India |
| 2. | Do Global Food Price Inflation Have Memory: An Empirical Study Using Food Price Indices  
Sharad Nath Bhattacharya, Indian Institute of Management Shillong, India |
| 3. | Assessing Economic Activity By Using Term Spreads  
Sheik A.R. Bissessur, N.U.H Sookia and B. Jugurnath, University of Mauritius, Mauritius |
| 4. | Forecasting High Frequency Financial Data: Model Identification  
Houmera Bibi Sabera Nunkoo, Preethee Nunkoo Gonpot and Noor-Ul-Hacq Sookia  
University of Mauritius, Mauritius |
| 5. | Hedge and safe-haven role of Gold and USD: an examination of variance and quantile risk reduction  
Udayan Sharma and Madhusudan Karmakar, Indian Institute of Management Lucknow, India |
| 6. | The Challenges of Adopting Cryptocurrencies in the Business World  
Harshill Jugoo and Prof Ashish Gadekar, Amity Institute of Higher Education, Mauritius |
### Session 4C: Financial Management (Online)

**Session Chair:** Dr. Suresh Malodia, MICA, Ahmedabad, India

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<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Authors</th>
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<tbody>
<tr>
<td>1</td>
<td>Psychological Effects of Investor Perceptions on the Investing Decisions: A Case of Goa</td>
<td>Subasish Mohanty and Bommadevarya Ramesh, Goa University, India Shruti Kirti, Jeevandeep Inst. Mgt &amp; Tech., India</td>
</tr>
<tr>
<td>2</td>
<td>Mapping Corporate Social Responsibility &amp; UN's Sustainable Development Goals: A Case Study of Listed Indian NBFC'S</td>
<td>Pankaj Chauhan, Shiv Shankar Pawar and Shine David Institute of Management Studies, Devi Ahilya Vishwavidyalaya, Indore</td>
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<tr>
<td>3</td>
<td>The Adoption and Impact of Artificial Intelligence in Indian Banking Sector</td>
<td>Harshali B. Gomase Adhalrao Patil Isntitute of Management &amp; Research, Pune, India</td>
</tr>
<tr>
<td>4</td>
<td>Impact of Social Media on the Buying Behavior: A Case Study of Online Retailing in Goa</td>
<td>Subasish Mohanty, GMFC, Goa University, India B. Ramesh, Professor in Commerce, Goa University, India</td>
</tr>
<tr>
<td>5</td>
<td>India Towards 100 Per Cent Financial Inclusion</td>
<td>A. Rajmani Singh, Manipur University (A Central University) Canchipur, Imphal, India</td>
</tr>
<tr>
<td>6</td>
<td>An Assessment of the Indian Digital Payment System - A Status Analysis</td>
<td>Biju A V, Dept of Commerce, Govt. College, Nedumanagadu (Affiliated to University of Kerala)</td>
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### Session 4D: Applied Mathematical Models III (Hybrid)

**Session Chairs:** Dr. Prem Prakash Mishra, NIT Nagaland, India

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<tr>
<th>Session</th>
<th>Title</th>
<th>Authors</th>
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<tbody>
<tr>
<td>1</td>
<td>Optimum Cost Reduction in Lot Sizing Game by Nash Security Point in the Degrees of Horizontal and Vertical Cooperation</td>
<td>Prem Prakash Mishra, NIT Nagaland, Chumukedima, Dimapur, India</td>
</tr>
<tr>
<td>2</td>
<td>A Mathematical Analysis for the Determination of Sample Size</td>
<td>K.G. Jayaprakash, Centre for Statistical and Risk Management Solutions, Chennai, India</td>
</tr>
<tr>
<td>3</td>
<td>A Generalized Ratio Type Estimator for Estimating Finite Population Mean using Median of the Study Variable under Predictive Modeling Approach</td>
<td>D.K. Yadav, Dept. of Commercial Tax, Government of Uttar Pradesh, India Dinesh Sharma, University of Maryland Eastern Shore, USA</td>
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<tr>
<td>4</td>
<td>Analysis of Reliability Characteristics of a Two Non-Identical Unit Standby System Model with Different Repair Modes</td>
<td>Divya Jain, Department of statistics, D.A.V. (P.G.) College, Muzaffarnagar, India</td>
</tr>
<tr>
<td>5</td>
<td>A General Procedure of Estimating the Population Variance Using Auxiliary Variable and Attribute</td>
<td>Chandni Kumari, Babasaheb Bhimrao Ambedkar University, India</td>
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<tr>
<td>6</td>
<td>Comparative Analysis of Accreditation Practices by NAAC and NBA for Engineering Institutions in India</td>
<td>S.N. Sridhara, Amity School of Engineering and Technology, Amity University Haryana, Manesar, India</td>
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<td>7</td>
<td>Transient Analysis and ANFIS Computing of Unreliable Single Server Queueing Model with Multiple Essential Service and Functioning Vacation</td>
<td>Anjali Ahuja and Anamika Jain, Dept. of Mathematics and Statistics, Manipal University Jaipur, India</td>
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<td>Saturday, December 21, 2019</td>
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<td>3:30 pm – 3:45 pm</td>
<td>COFFEE BREAK</td>
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<td>3:45 pm – 4:15 pm</td>
<td>Invited Speaker: Dr. Daniel Mintz, University of Maryland Global Campus, USA</td>
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<td>3:45 pm – 5:00 pm</td>
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<tr>
<td>Session Chair: Ms. Preeti Sharma, University of Maryland Eastern Shore, USA</td>
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<tr>
<td>1. An Assessment of Effects of Greenbelt Conversion on Soil Properties in Sokoto Metropolis; Sokoto State, Nigeria</td>
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<td>3. Recovery of Magnesium Ammonium Phosphate as Struvite From Wastewater using Ultrasonication</td>
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<td>4. Synthesis, Spectroscopic, fluorescence and morphological studies of Mixed Ligand Complexes of Europium (III) and Ytterbium (III) Metals</td>
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<td>5. Bio-Coal: A Contemporary Green Energy Solution</td>
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<td>6. Biofuel from Microalgae: Current Trends</td>
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<td>3:45 pm – 5:00 pm</td>
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<tr>
<td>Session Chair: Mrs. Agnes Nalini Vincent, Amity Institute of Higher Education, Mauritius</td>
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<tr>
<td>1. Optimising Customer Engagement through Digital Intelligence</td>
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<td>2. Supply Chain Management -Marketing Integration a Key Element in the Digital Era</td>
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<td>3. Redefining the Marketing Landscape</td>
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<tr>
<td>4. Semantic Based Digital Marketing</td>
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</table>
### Session 5C: Applied Mathematical Models III (Online)

**Session Chair:** Prof. G. C. Sharma, Dr. B.R. Ambedkar University, India

1. **Cost optimization of Module based Discrete Software Reliability model with testing effort function**  
   T. Manjula, TSWRDC(W), Nagarkurnool, India  
   Madhu Jain, IIT Roorkee, India

2. **MHD Flow of a Sisko Fluid over a Stretching Sheet with the Effect of Slip Velocity**  
   Reema Jain, Manipal University Jaipur, India

3. **Software Reliability Growth Model with Warranty for Prediction of Optimum Release Time**  
   Gireesh Kumar, JK Lakshmipat University, India  
   Madhu Jain, IIT Roorkee, India

4. **Empirical Study of Telephone and Internet Penetration in India using Data Analytics**  
   Namrata Agrawal, NIFM, Institute of Ministry of Finance, Government of India

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### Session 5D: Soft Computing Applications (Hybrid)

**Session Chair:** Dr. Surennder Singh, Shri Mata Vaishno Devi University, India

1. **Fast Food consumption Forecasting using ARIMA and ANFIS Models: A Case Study for Mauritius**  
   Dakshayani Deepa Mili Chundunsing, MPhil/PhD student  
   Department of Mathematics, Faculty of Science, University of Mauritius

2. **Disease Tracking System using crowdsourcing**  
   Deeksha Sookhun, University of Technology, Mauritius

3. **Developing an online Web-based price comparator**  
   Ajit Kumar Gopee, Madhav Doorgah, University of Technology, Mauritius

4. **UTM Student Companion Mobile App**  
   Ajit Kumar Gopee, Hemkesh Jhamna, University of Technology, Mauritius

5. **Physical attacks on IoT devices and a study on identification of the faults**  
   Vishal Kaushik, University of Petroleum and Energy Studies, Dehradun, India  
   Madhusudan Tripathi, CCS University, Meerut, India  
   Rishabh Kumar, University of Petroleum and Energy Studies, Dehradun, India

6. **A Review Study of Technological Health Gadgets: 2019**  
   Ajai K. Jain, Symbiosis International University (Deemed), India  
   Anita Jain, Chaudhary Charan Singh University, India  
   Stafard Anthony, Devi Ahilya Vishwa Vidyalaya, India

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**Saturday, December 21, 2019**

5:00 pm - 5:30 pm  
**GENERAL MEETING**
### Sunday, December 22, 2019

#### 8:30 am – 9:15 am  
**CONFERENCE ORGANIZERS’ MEETING**

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#### Session 6A: Online Session  
9:15 am – 10:30 am  
**Session Chairs:** Prof. Fazeela Banu, Amity Institute of Higher Education, Mauritius

1. **Green HRM: An Employee Interface for Sustainable Development**  
   Khushboo Sharma, Falguni Agarwal, Utkarsh Vashistha, Sangam University, India

2. **Assessing the role of Customer Relationship Management in Service Sector: A study focused on private organizations and customers satisfaction**  
   Radhika Malhotra, GL Bajaj Institute of Management and Research, India  
   Arvind K. Bhatt, GL Bajaj Institute of Management and research, India

3. **A Case Study of Students for Pranakorn Commercial Technological College, Bangkok**  
   Sunisa Pimmanat, Siam Technology College, Bangkok, Thailand

4. **Emerging Trends in Online Marketing**  
   Rajeev Jain, JECRC University, Jaipur, India

5. **A Comparative Study of Waste Management in Hotel Industry in India and U.S - A Review in context to Five Star Hotels**  
   Anamika Upadhyay, JECRC University, Jaipur, India  
   Udita Agrawal, JECRC University, Jaipur, India

6. **Modern Management Accounting Practices of Indian Industries**  
   Rajat Khandelwal, Pacific Institute of Business Studies, Pacific University, Udaipur, India  
   Mukesh Shrimali, Pacific Polytechnic College, Pacific University, Udaipur, Rajasthan, India

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#### Session 7A: Online Session  
10:30 am – 11:45 am  
**Session Chair:** Ms. Rimalini A Gadeka  
Government Polytechnic, Maharashtra, India

1. **Modern Management Accounting Practices of Indian Industries**  
   Rajat Khandelwal, Pacific Institute of Business Studies, Pacific University, Udaipur, India  
   Mukesh Shrimali, Pacific Polytechnic College, Pacific University, Udaipur, Rajasthan, India

2. **A Study on Spiritual and Religious E-Marketing in India**  
   Rahul Kharabe, RTM Nagpur University, India

3. **Social Media Marketing: A modern Tool for Marketers**  
   Hemant L. Babhulkar, Dr. Panjabrao Deshmukh Institute of Management Technology and Research, India

4. **Impact of Modern Retailing on Consumer with Reference to Nagpur City**  
   P. S. Changole, Dhanwate National College, Nagpur (MS), India  
   Vivek N Katare, Shantiniketan Business School, Nagpur (MS), India

5. **Impact of Modern Retailing on Consumer with Reference to Nagpur City**  
   P. S. Changole, Dhanwate National College, Nagpur (MS), India  
   Vivek N Katare, Shantiniketan Business School, Nagpur (MS), India

6. **Consumer Preferences and Perception about Khichdi: A Study of Young Indian Generation**  
   Anjali Maheshwari, RIG –IHM, India  
   Prasang Aggarwal, Indian Culinary Institute, India
Program Chairs
Dr. Ashish Gadekar, Amity Institute of Higher Education, Mauritius
Dr. Kamal Nayan Agarwal, Howard University, USA

Conference Chairs
Dr. Dinesh K. Sharma, University of Maryland Eastern Shore, USA
Dr. Madhu Jain, IIT Roorkee, India

Conference Coordinators
Dr. H.S. Hota, Atal Bihari Vajpayee University, India
Dr. Daniel Okunbor, Fayetteville University, USA