



PROGRAM SCHEDULE

INTERNATIONAL CONFERENCE ON SUSTAINABILITY- SUSCON X

Day 1 (22nd Nov 2023)

Activity	Start Time	End Time
Registration	08:45 am	09:15 am
Inaugural Ceremony		
Lighting of The Inaugural Lamp	9:20 am	9:25 am
Invocation	9:25 am	9:27 am
Introduction of The Conference By Prof. Sanjoy Mukherjee, Chairperson, Suscon-X	9:27 am	9:32 am
Setting the Context By Prof. Sanjeeb Kakoty, Chairperson, Suscon-X	9:32 am	9:37 am
Welcome Address By Prof. D P Goyal, Director, IIM Shillong	9:37 am	9:47 am
Address by The Guest of Honour, Padmashree Kartikeya Vikram Sarabhai	9:47 am	10:17 am
Inaugural Address by The Chief Guest, Mr. Rajiv Mangal, VP, Safety, Health & Sustainability, Tata Steel	10:17 am	10:47 am
Felicitation of Chief Guest, Guest of Honor	10:47 am	10:49 am
Vote of Thanks	10:49 am	10:51 am
National Anthem	10:51 am	10:55 am
High Tea	11:00 am	11:25 am

Date - 22/11/2023	Keynote Address
Time: 11:30 am-12:30 pm	Venue: Auditorium
Speaker	Mr. Sekhar Prabhakar, Co-founder & CEO, Hasiru Dala Innovations
Topic	People Centric Sustainability - The Need of the Hour

Date - 22/11/2023 Technical Session: 1.1.1

Time: 12:30 pm-1:45 pm	Venue: Lecture Hall - 10
Session Chair	Prof. Amit Prakash Jha
Moderator	Pawan Kamble
Paper Title	Authors
Rationality Of The Terrorist Group And Government's Policy: A Game Theoretic Approach	Aishwarya Harichandan
Oil price volatility- Is the transmission asymmetric?	Darshita Fulara Gunwant, Sartaj Rasool Rather
The Current Trends In Economics Of Sustainability In The Context Of Climate Change	Bosco Ekka, G. Albin Joseph
Exploring The Determinants Of Green Entrepreneurship: A Cross Country Analysis	Saurabh Srivastava, Tuheena Mukherjee
The Influence Of Digital Technology On The Circular Economy: A Study From The Sustainable Business Perspectives	Sourav Mondal, Saumya Singh, Himanshu Gupta, Abhishek Kumar

Date - 22/11/2023 Technical Session: 1.1.2(Parallel Session)

Time: 12:30 pm-1:45 pm	Venue: Lecture Hall - 08
Session Chair	Prof. Atul Mehta
Moderator	Sounak Bandyopadhyay
Paper Title	Authors
Exploring Limited Penetration Of Sustainability Measurement Schemes In The Indian Context	Akriti Chandra, Dharendra Mani Shukla, Seema Sharma, Gourav Dwivedi
Assessing The Viability Of A Circular Economy Model For Sustainable Eco-Tourism In The Eastern Himalayas By Mitigating Ecological Risks Through Effective Waste Management.	Subhodeep Saha, Neellohit Bannerjee
An Empirical Analysis Of The Impact Of E-Government On Corruption Control: The Mediating Role Of Government Effectiveness	Priyanko K Banerjee, Debashis Saha
Striking The Right Balance: A Bayesian Best-Worst Method Analysis Of Sustainability Adoption Among Digital Entrepreneurs	Abhishek Kumar, Sourav Mondal, Saumya Singh
Is Indian Economic Growth Associated With ESG Performance? A Macroeconomic Analysis	Ambili Jayachandran, Ann Susan Thomas, Aghila Sasidharan, Ajithakumari Vijayappan Nair Biju

Date - 22/11/2023

Time: 1:45 pm-2:30 pm

Networking Lunch

Date - 22/11/2023 Technical Session: 1.2.1

Time: 02:30 pm- 03:45 pm	Venue: Lecture Hall - 10
Session Chair	Prof. Varnita Srivastava
Moderator	Sudhanshu Shekhar
Paper Title	Authors
Understanding The Moderating Role Of Gamification In Financial Behavior With Effectiveness Of Behavior Attributes	Garima Agrawal, Gunjan Sharma
Environmental, Social & Governance (ESG): The Future Of Financing For Sustainable Infrastructure	Atul Rawal
To Measure is to Improve: An Empirical Green-GDP Accounting in South Asia	Pradip Kumar Kafle
Red, Orange & Green Investment Projects - A Review Of The Indian Industry	G. V. Satya Sekhar, V. Tilak Kumar
Impact Investment In Indian MSMEs: Towards Achieving SDGs In The New Normal	Sushma Verma, Samik Shome
The Emergence Of Stakeholder Capitalism: A Framework For India	Ankur Bhatnagar
Was The Socially Responsible Investor Better Off During Covid 19 : Evidence From OECD And BRICS Nations	Amanpreet Kaur, Rabi Narayan Kar

Date - 22/11/2023 Technical Session: 1.2.2(Parallel Session)

Time: 02:30 pm- 03:45 pm	Venue: Lecture Hall - 08
Session Chair	Prof. Vishakha Bansal
Moderator	Manish Kumar Atree
Paper Title	Authors
Balancing Financial Performance And Sustainability: Examining The Challenges And Benefits Of Managing The Sustainable Bottom Line	Jagriti Gupta, Manisha Soreng
Central Bank Digital Currencies And Financial Inclusion As Pathways To Achieving Sustainable Development Goals: A Review	Mrinalini Kacker
Study On The Green Finance Approaches For Sustainable Economic Growth In India	Simran Singh
A Systematic Review On The Role Of Information And Communications Technology (ICT) In Promoting The Microfinance Sector	Ravi Kant Maurya, Amit Kumar Sinha
ESG Integration: A Catalyst For Improving Corporate Efficiency And Financial Performance?	Abhisek Mahanta, Naresh Chandra Sahu, Pradeep Kumar Behera

An Impact Study Of ESG Disclosure And Financial Performance Of Banks: Moderating Role Of Firm's Capital Structure	Saket Mishra, Rachana Vishwakarma
Green Banking In Global Scenario: A Bibliometric Analysis	Widisha, Subramanian Shanmugam

Time: 3:45 pm-4:00 pm

Tea Break

Date - 22/11/2023 Technical Session: 1.3.1

Time: 04:00 pm- 05:15 pm	Venue: Lecture Hall - 10
Session Chair	Prof. Teidorlang Lyngdoh
Moderator	Nikeeta Jain
Paper Title	Authors
Shades Of Sustainability: Illuminating The Path Ahead Through A Systematic Review And Bibliometric Analysis Of Green Branding	Ritika Chopra, Seema Bharadwaj
Certifying Towards a Greener Future: Investigating the Imperative Role of Sustainable Destination Certification Programs	Anoopa Narayanan
Green Consumer Behaviour : Unleashing The Factors Contributing To The Purchase Intent	Sneha Kanade
Sustainable Packaging: Exploring Consumer Perceptions, Preferences, And Purchase Intentions.	Rajat Tayal, Anurag Lala
Factors Determining Attitude And Purchase Intention Of Indian Consumers Towards Green Products: An Empirical Study	Tarun Gupta
Does Sustainability Matter In B2B Scenario: A Game Theoretic Approach	Anup Kumar, Debasis Guha, Biplab Bhattacharya, Parijat Upadhyay
Towards Customer-Centric Sustainability: An Integrated Model Of Mindfulness And Mindful Consumption	Amir Shikalgar, Preetha Menon, Vaishali Mahajan

Date - 22/11/2023 Technical Session: 1.3.2(Parallel Session)

Time: 04:00 pm- 05:15 pm	Venue: Lecture Hall - 08
Session Chair	Prof. Prasanta Kr Chopdar
Moderator	Sudhanshu Shekhar

Paper Title	Authors
Green & Environmental Marketing: Strategy To Gain A Competitive Edge That Is Sustainable	Soham Bardhan, Rajeev Kumar Panda
Are Consumers In Tier 2 Cities Prepared To Buy Electric Vehicles? A Behavioural Reasoning Theory Perspective	Sourabh Arora, Abhishek Tripathi
Evaluating The Influence Of Green Marketing Mix On Consumer Purchase Intention: The Mediating Role Of Environmental Concerns Of The Consumers In The Context Of Assam	Priyanka Mahanta, Carolyn Vanlalhriati, Amit Kumar Singh
Sustainable Communication To Sustainable Consumption: The 3R Framework	Lipsa Das, Kunja Sambashiva Rao
Green Apparel Unveiled: A Bibliometric And Network Analysis from 1982 To 2022	Rakesh Kumar Beuria, Rama Koteswara Rao Kondasani
Leveraging Factors Towards The Promotion Of Sustainable Marketing	Kritisha Sharma, Mousumi Roy
A Comparative Analytics Between The Effect Of Femvertising Ads On Consumer Mind With A Mediating Role Of Perceived Gender Equality	Anweshha Mazumder, Kaushik Mandal

Date - 22/11/2023	Keynote Address
Time: 5:20 pm to 5:55 pm	Venue: Lecture Hall - 10

Date - 22/11/2023	Keynote Address
Time: 6:00 pm to 6:45 pm	Venue : Lecture Hall -10
Speaker	Prof. Lin Peng, Baruch College, CUNY
Topic	ESG-Linked Pay Around The World – Trends, Determinants and Outcomes

Time: 7:00 pm onwards	Networking Dinner	IIM Shillong Campus
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Day 2 (23rd Nov 2023)

Date - 23/11/2023	Keynote Address
Time: 09:30 am-10:30 am	Venue: Auditorium

Time: 10:30 am-11:00 am	Tea Break
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Date - 23/11/2023 Technical Session: 2.1.1

Time: 11:00 am -12:15 pm	Venue: Lecture - 10
Session Chair	Prof. Pradeep Kumar Dadabada
Moderator	Kirti Pahuja
Paper Title	Authors
Factors Influencing The Adoption Of Green Cloud Computing For Sustainable Development: Insights From Association Mining Analysis	Disha Garg, Akanksha Upadhyaya
Sustainability Of Generative Data: Why Does It Matter?	Sanjive Saxena, Deepika Saxena, Navneet Joshi, Ankita Chopra
Sustainable Information Systems For Environmental Protection	Tarun Kanade, Radhakrishna Batule
Factors Determining Behavioural Intentions To Use Digital Lending: An Adoption Of Technology Acceptance Model	Milan Yadav, Subramanian Shanmugam
Integrating Remote Sensing Data In Crop Insurance: A Step Towards Sustainable Information System	Upelina Bina Murmu, Dushyant Ashok Mahadik

Date - 23/11/2023 Technical Session: 2.1.2(Parallel Session)

Time: 11:00 am-12:15 pm	Venue: Lecture Hall - 08
Session Chair	Prof. Achinta Kr. Sarmah
Moderator	Sagarika Paul
Paper Title	Authors
Electric Vehicles In India: A Comprehensive Study On Adoption And Life Cycle Assessment	Shobhanam Krishna, Divyansh Paliwal, Anita Choudhary, Barsha Saha
Sustainable Practices In Pilgrimage Sites: An Empirical Study Of Supply Side Stakeholders	Vaishali Singh

Electrical Energy Scenario In India : Transition From Fossil Fuels To New Renewable Energy Sources And The Related Geopolitics	Sovik Mukherjee
Investigation Of Sustainability Indicators In Automobile Industries	Neha Kiran, Ameena A, Nikkitha Shaji, Neelambari P, S. Kumaman
Sustainable Life Cycle: Why The Need For Assessment	Deepika Saxena, Ankita Chopra, Navneet Joshi, Sanjive Saxena

Date - 23/11/2023 Technical Session: 2.2.1

Time: 12:30 pm-01:45 pm	Venue: Lecture Hall -10
Session Chair	Prof. Sitanshu Sekhar Das
Moderator	Varun Raj
Paper Title	Authors
Preserving Psychological Well-being of Employees: An Organizational Agendum	Jaya Chitranshi, Komal Chopra
Towards Greener Behaviors: The Influence of Biospheric Values and Local Environmental Concern on Private Sphere Behavior	Mudang Tagiya, Odang Mara
From Adversity to Adaptation: Exploring the Factors that Build Resilience at Work	Debanjana Deb Biswas
Employees well-being: Revisiting, Reviving and Restoring the employee sustainability	Ankita Chopra, Deepika Saxena, Navneet Joshi, Sanjive Saxena
Rethinking and Resetting Resilient Indigenous Communities through CBT: A Framework for Unleashing Potentials and Unlocking Opportunities	Sanjeev Kumar Ningombam, Sudeshna Bordoloi
Sustainable menstruation and Menstrual cups: Study on awareness and intention to use in the state of Kerala	Devi Soumyaja

Date - 23/11/2023 Technical Session: 2.2.2(Parallel Session)

Time: 12:30 pm-01:45 pm	Venue: Lecture Hall - 08
Session Chair	Prof. Priya Alat
Moderator	Anchit Rakesh

Paper Title	Authors
Exploring Entrepreneurial Well-Being - A Comprehensive Bibliometric Analysis	Priyanka Ekka, Lingam Sreehitha, Susmita Ekka
Employee Well-Being as a mediating variable in Sustainable Human Resource Management, Organizational Commitment and Job Satisfaction: A Structural Equation Modelling Approach	Manpreet Kailay, Kamalpreet Kaur Paposa, Priyanka Chhibber
Role of Mindfulness to attain sustainability in organization well-being - A narrative Review Paper	Shraddha Karki
Organizational Mindfulness and Sustainability: A Review and Future Research Directions	Akanksha Joshi, Aakanksha Kataria
Creating the Triple Win: How Agile Leadership Enhances CSR and Employee Engagement	Jose John, Smiju I S
Does an agency problem impact corporate social responsibility (CSR)? Industry-wise empirical evidence from Indian firms	Tewodros Abera, Shveta Singh, Smita Kashiramka
Revamping Social Sustainable Strategies for the Future of Human Resources	Alka Kumari, Manvendra Pratap Singh

Date - 23/11/2023

Time: 1:45 pm-2:30 pm

Networking Lunch

Date - 23/11/2023 Technical Session: 2.3.1

Time: 02:30 pm-03:45 pm	Venue: Lecture Hall - 10
Session Chair	Prof. Bharath Shashanka Katkam
Moderator	Muhammad Vasil
Paper Title	Authors
Academicians' Happiness: A new dimension for building Sustainable Universities	Palak Verma, Nitin Arora, Ezaz Ahmed
Affect of Sustainable Practices at Work Place on Employee's Psychological Wellbeing and Affective Commitment	Mansi A. Madan, Tanshi Ghai
Sustainable Career Development of Employees in Organisations and its effect on Employee Satisfaction: A Bibliometric Approach	Ravina Matani, Tripti Singh
An Exploration into Responsible Consumption and Wellbeing Amongst Management Students	Pankaj Chamola, Vijay Prakash Anand, Vijay Kumar Jain
Well-being of Women Entrepreneur: A Bibliometric Analysis	Shivani Gupta, Usha Lenka
Leveraging Human Capital to drive Economic Progress for Moonj Artisans: A case of Amethi	Shubham Kumar, Tanuj Mathur, Himanshu Misra
Behaviour Modification Enhancing Sustainability: A Reverse Causation Approach	Naman Dubey, Tulika Srivastava, Varun D Raj

Date - 23/11/2023 Technical Session: 2.3.2(Parallel Session)

Time: 02:30 pm-03:45 pm	Venue: : Lecture Hall - 08
Session Chair	Prof. Sanjeeb Kakoty
Moderator	Vishal Tyagi
Paper Title	Authors
An Assessment on Fertilizers Industry of India	Mamta Vyas
Sustainable Management of Defective or Used Clothes – An Analysis	Gokul R, Anushree, Lakshmikanth V, Nivedita Hebbar, Prajwal P Jain, Usha N
Understanding the Effects of Ecotourism and Stakeholders' Partnership on Chilika Lake, Odisha: An Exploratory Case Study	Rajashree Samal, Madhusmita Dash
Environmental Impact of the Textile Industry: Upcycling and Government Subsidies for Sustainability	Manu Mathew
Organizational Strategy and Practices: Integration of Sustainability components	Navneet Joshi, Sanjive Saxena, Deepika Saxena, Ankita Chopra

Time: 3:45 pm-4:00 pm

Tea Break

Date - 23/11/2023 Technical Session: 2.4.1

Time: 04:00 pm-05:15 pm	Venue: Lecture Hall - 10
Session Chair	Prof. Sanjoy Mukherjee
Moderator	Sounak Bandyopadhyay
Paper Title	Authors
Climate Change Adaptation: A Thematic Analysis of Fishermen Narratives from PARI	Namala Satya Kishan Kumar, Nalini Bikkina
Mapping the realm of Sustainable Business Practices over the past two decades: A Systematic Review of Literature	Juhi Agarwal, Usha Lenka
Driving Change for Community: The Tale of the KMN Foundation's Social Entrepreneurial Journey Towards Sustainability	Sudhanshu Shekhar
Assessing the Role of Climate Finance in Transition to Sustainable Agriculture	Manpreet Kaur Makkar, Basit Ali Bhat, Nitin Gupta

Untrodden Path: Economizing Renewable Energy Consumption	Srijanie Banerjee, Ritika Agarwal, Manish Sinha
Winners and Losers from Global Change: The Examples of Globalisation and Climate Change	Shoab Ansari, Saghir Ahmad Ansari, Alfshan Rehmat, Amir Khan
Decoding Eco-Friendly Smart Home Adoption: Unveiling Motivational Insights	Megha Mittal, Parvez Ahmad

Date - 23/11/2023 Technical Session: 2.4.2(Parallel Session)

Time: 04:00 pm-05:15 pm	Venue: Lecture Hall - 08
Session Chair	Prof. Sheetal
Moderator	Anita Choudhary
Paper Title	Authors
Digital Innovation in Environmental Sustainability and Climate Action: A Bibliometric Review	Jagadeesh Varanasi, Anand Kumar, Pradip Kumar Bala
Role of Carbon Tax on Greenhouse Emissions: An Empirical Study of Selected Country	Ajay Kumar
Canaan Farmers School In Nagaland: A Sustainable Livelihood Approach	Wapanginla Imchen, Chubatola Aier
Using Simplicity to spur Sustainable Consumption	Salim Khubchandani, Ramakrishnan Raman, Preetha Menon
Thematic Analysis of Climate Change Awareness and Action in the Children of Indian Himalayan Region of Uttarakhand	Diti Vyas, Nidhi Vyas
Carbon Capture, Utilization, and Storage (CCUS) Demonstration Projects: A Cross-Regional Study of Technological Innovation Systems	Duttatreya das

Date - 23/11/2023 Technical Session: 2.5

Time: 5:30 pm- 6:45 pm	Venue: Lecture Hall - 10
Session Chair	Prof. Pratap Chandra Mandal
Moderator	Shobhanam Krishna
Paper Title	Authors
Exploring Factors Influencing Purchase Intention of Sustainable Housing through the Lens of the Theory of Planned Behaviour: A Structural Equation Modelling Approach	Ankita Srivastav, Mayank Bhatia, Raghavendra S Bendigeri
Anthropomorphism and Green Practices: Analyzing the Impact of Anthropomorphism in Encouraging Pro-Environmental Behavior among Hotel Guests	Deeksha Singh, Sambashiva Rao Kunja
Communicating Sustainable Luxury: A Netnography of Indian Fashion Brands' Posts on Instagram	Gufan Ahmad, S. K. Dubey
Green Marketing and its Impact on Consumer-Based Green Brand Equity: Empirical Evidence from Guwahati, Assam	Abhijit Brahma, Arabinda Debnath
Impact of Virtual Influencers on sustainable consumption of consumers- A study of the role of Virtual influencers devising effective strategies for Brands.	Jaspreet Kaur, Devansh Sharma, Sridhar YV, Neeraj Kaushik
The Influence of Ethical Branding on Consumer Behaviour Towards The Body Shops Products and its Sustainability as a Brand	Siddhi Vibhandik, Dipti Tulpule
Exploring the origins of minimalism and its influence on the life satisfaction of millennials: a departure from materialism	Pankaj Chamola

Date - 23/11/2023

Time: 7:30 pm Onwards

Conference Dinner

Day 3 (24th Nov 2023)

Date - 24/11/2023	Valedictory Ceremony
Time: 10:00 am-11:00 am	Venue: Auditorium
Conference Valedictory Address Time: 10:00 am – 10:30 am	Invited Guest For The Ceremony
Way Forward Time: 10:30 am – 10:45 am	Prof. Sanjeeb Kakoty
Concluding Remarks Time: 10:45 am – 11:00 am	Prof. Sanjoy Mukherjee
Rapporteur 11:00 am – 11:05 am Vote of Thanks 11:05 am – 11:10 am	Prof. Varnita Srivastava
Time: 11:15 am-12:00 noon	Valedictory Hi-Tea
Time: 12:00 noon- Onwards	Shillong Visit

-----End Of The Conference-----



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