




**ICCIBM – 2022**  
**Selected Papers with Tracks**  
**Day 1: Time: 12.00 P.M – 04.00 P.M**  
**GENERAL MANAGEMENT**

Paper ID	Name	Paper Title	Session Link
ICCIBM 22_GM/1	Arputha Arockiaraj V	Corporate Governance Issues in the 21st Century: Developing a Stakeholder Matrix for the Business Transformations	
ICCIBM 22_GM/2	Ayushi Pandey	Case study on Online fraud detection using machine learning	
ICCIBM 22_GM/3	K L Amrutha Varshini	Applications of Machine Learning Algorithms: An Exploratory Research	
ICCIBM 22_GM/4	Anindita Sarkar	Compassionate Leadership & Communication: The Hallmark of a Leader in the New Normal	
ICCIBM 22_GM/5	Archita Paul	A study on Challenges of Entrepreneurship Education in Assam	
ICCIBM 22_GM/6	Miss Tanuja Basumatary	Women Entrepreneurial Ventures in select districts of six Schedule areas of Assam: A study	

**FINANCE & COMMERCE**

Paper ID	Name	Paper Title	Session Link
ICCIBM 22_FIN/1	Wei Lin	The Impact of COVID-19 on Chinese Game Industry	
ICCIBM 22_FIN/2	Haoren Zheng	The short-term impact of COVID-19 on the Chinese stock market	

<p>ICCIBM 22_FIN/3</p>	<p><b>Rui Yang</b></p>	<p><b>The Influence of The Entry of Foreign Banks on The Financing Constraints of Small and Medium-Sized Enterprises in China</b></p>	 <p><a href="https://bit.ly/35zorjb">https://bit.ly/35zorjb</a></p> <p>3-4, 2022</p> <p>INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN BUSINESS MANAGEMENT</p>
<p>ICCIBM 22_FIN/4</p>	<p><b>Yongwei Sun</b></p>	<p><b>Inclusive Finance and Poverty Reduction in China</b></p>	
<p>ICCIBM 22_FIN/5</p>	<p><b>Jiayi Zhao</b></p>	<p><b>The impact of being listed as a global systemically important bank on the risk-resistance capabilities of China's four major commercial banks</b></p>	
<p>ICCIBM 22_FIN/7</p>	<p><b>Sushil Kumar</b></p>	<p><b>Scientific Instruments Exports Industry in Haryana-An Overview of Ambala Cluster</b></p>	
<p>ICCIBM 22_FIN/8</p>	<p><b>MEGHA H U</b></p>	<p><b>"A Study on Savings and Investment Strategies for Retirement Planning"</b></p>	
<p>ICCIBM 22_FIN/9</p>	<p><b>Vaibhav Dadhich</b></p>	<p><b>A study on awareness level of consumer towards health insurance</b></p>	
<p>ICCIBM 22_FIN/10</p>	<p><b>Pranay Khatiwara</b></p>	<p><b>Fintech in India: Growth, Opportunities and Challenges</b></p>	

ICCIBM 22_FIN/11	Pranay Khatiwara	Homestays in Sikkim: Issues and Constraints
ICCIBM 22_FIN/12	Sushmita Prasad	Data Envelopment Analysis as a tool to measure efficiency of Indian Banks
ICCIBM 22_FIN/13	Mr. Ishitwa Sett	A Study On Factors Influencing Investors In Investment Decision


**Day 2: Time: 09.30 A.M – 11.30 A.M**

**HUMAN RESOURCE MANAGEMENT**

Paper ID	Name	Paper Title	Session Link
ICCIBM 22_HR/3	Saroda Chatterjee & Mahendra Srivastava	Study on Impact of Technical Training on Employee Performance	
ICCIBM 22_HR/4	Ayan Bhattacharya	An Indian approach to manage stress in workplace	
ICCIBM 22_HR/5	Vineesh U S	Is your organization moving in the right direction? Evolution of the Heartbeat Conversations	<a href="https://bit.ly/3L2Dvpl">https://bit.ly/3L2Dvpl</a>
ICCIBM 22_HR/7	Dr. Aman Khara	Impact of Work Values on Organizational Citizenship Behavior: A Study on the Employees among Banking Sector in India	
ICCIBM 22_HR/8	Sreejana Saha	Formation of Psychological Contract and its impact on Organizational Citizenship Behavior	
ICCIBM 22_HR/9	Dr. Anindita Adhikary, Dr. Neeta D. Sharma, Dr. Bedanta Bora, Mr. Udai Subba, Mrs. Shiwangi Prasad	Mental Health of Graduate Students in the COVID-19 Pandemic : An Impact Assessment	

ICCIBM 22_HR/10	Sonam Wangchuk	Front Line Manager Leadership Behaviours and Performance Management
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**MARKETING**

Paper ID	Name	Paper Title	Session Link
ICCIBM 22_MKT/3	Rakesh Kumar Singh	A study report on customer satisfaction on after-sales service towards TVS NITORQ with reference to Kolkata City	
ICCIBM 22_MKT/4	Dr.Jyoti Gaikwad	Analysis of Global Luxury Market during Pandemic Period	
ICCIBM 22_MKT/5	Bushra Kureshi	Green Cosmetic Products – A Consumer perspective and preferences in the state	
ICCIBM 22_MKT/6	Arijit Das	A Qualitative-Study on antecedents to panic buying: Text-Mining Approach	
ICCIBM 22_MKT/7	Ishita Tiwari	Post Purchase Dissonance: An insight for Business to Combat	
ICCIBM 22_MKT/8	Bishal Bhuyan	A Reflection of Marketing from The Perspective of Silver Hair Citizens: Exploring the Health-care Needs of product and services	
ICCIBM 22_MKT/9	Sudha Chellappa	Ecommerce as a toolkit for Digital Marketing trend	
ICCIBM 22_MKT/10	Amit R. Lathiya	Impact of Service quality on customer satisfaction in online retailing of fruits and vegetables in Surat City: Special reference to Jio Mart	
ICCIBM 22_MKT/11	Sonam Kothari	Permission Based Mobile Marketing : An Empirical Study of Bank Customers	

<https://bit.ly/3rdQcpX>

INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES  
IN BUSINESS MANAGEMENT