

**THE INTERNATIONAL CONFERENCE
ON
FINANCIAL SERVICES
Creating Business Value and Sustainability
(FEBRUARY 23-24, 2018)**

DAY 1: 23rd February, 2018

Concurrent Session II A

2:30 - 4:00 : **ICSSR Complex - I**
Chair : Prof. Meena Sharma, University Business School, Panjab University , Chandigarh
Co-Chair : Dr. Tejinder Pal Singh, University Business School, Panjab University , Chandigarh

Paper Code	Paper Title	Author	Co-Author
IFSC-44	Are Banks Using Loss Loan Provision To Smooth Income? Empirical Evidence From Indian Commercial Banks.	Nikita Chopra	
IFSC 42	Corporate Social Responsibility In Indian Banking Sector: A Comparative Study Of Public And Private Banks.	Ramandeep Mander	
IFSC 136	A Comparative Analysis Of The Performance Of Selected Mutual Fund Schemes With Special Reference To SBI Mutual Funds.	Taruntej Singh	
IFSC-83	Technology Led Monetary Transactions And E-Governance : A Case Study Of Chandigarh City (India).	Dr. Manjul Vaidya	
IFSC-124	Do The Cross-Country Macroeconomic Factors Have Impact On G7 Stock Markets' Performance?	A. Kamalakkannan	Payal Goel
IFSC-09	Linkage Between CEO Compensation And Firm Performance In India: A Literature Review.	Harpreet Kaur	
IFSC-141	Impact Of Board Structure On Risk Taking Behaviour And Profitability Of Banks In India.	Chhavi Jatana	Shweta
IFSC-37	RBI Perspective On Regulation And Supervision Of Scheduled Commercial Banks In India: An Analytical Review.	Shilpa Sahota	
IFSC-105	The Influence Of Behavioral Factors In Making Investment Decisions And Performance: Evidence From Colombo Stock Exchange.	Susima Weligamage	H. G. A. T. Wickramasinghe
IFSC-151	A Panel Data Analysis Of Profitability Determinants: Empirical Study Of Indian Public And Private Sector Banks	Dr. Poonam Mahajan	Dr Rishi Raj Sharma

Concurrent Session II B

2:30 - 4:00 : **ICSSR Complex - II**
Chair : Mr. S.K. Srivastava, Senior Divisional Manager, LIC of India, Chandigarh.
Co-Chair : Dr. Purva Kansal, University Business School, Panjab University, Chandigarh.

Paper Code	Paper Title	Author	Co-Author
IFSC-120	Relationship Of Corporate Social Responsibility And Corporate Financial Performance: A Study Of Financial Service Companies.	Satinder Singh	
IFSC-05	Future Of Bitcoins In India.	Palak Mahajan	
IFSC-04	Transforming Customer Experience In Banks - The Digital Way.	Dr. Khushdip Kaur	Mrs. Ramneek Kaur
IFSC-130	Innovating And Redefining Financial Services, With Special Reference To Banking Industry: A Study.	Vinay Kumar	
IFSC-110	Integration Among South East Asian Stock Markets.	Dr. D. P. Warne	Suman
IFSC-10	Herding In The Banking Sector Of Indian Stock Market: An Empirical Study Of Bank Nifty	Kiran	
IFSC-93	Awareness And Risk Perception About Financial Services: With Special Reference To Women Investors Of Punjab	Subina Syal	
IFSC-94	GST And It's Impact On Financial Sector	Dr.Pooja	

Concurrent Session II C

2:30 - 4:00 : **ICSSR Complex - III**
Chair : Prof. Smriti Sood, University Business School, Panjab University, Chandigarh.
Prof. Anupam Bawa, University Business School, Panjab university, Chandigarh.
Co-Chair : Mr. Sourabh Ahuja, , Associate Vice President, IIFL Investment Managers, Wealth Management, Chandigarh.

Paper Code	Paper Title	Author	Co-Author
IFSC-122	A Model Of Customer Loyalty In Online Relationship Banking.	Monica Bedi	Anuradha Thakur
IFSC-123	An Empirical Study Of Adoption Of Television Advertisements Among Millennial Towards Investment Buying Behaviour.	Pallavi	Dr. Rishi Raj Sharma
IFSC-11	Factors Affecting Borrowers' Credit Shopping Behavior Regarding Automobile Finance: A Literature Review.	Praveen Dhiman	
IFSC-15	CSR Disclosure In Banking Industry: Empirical Evidence From India.	Purnima Satija	Harmanpreet Kaur
IFSC-142	Digitization In The Banking Sector And Its Impact On Employment.	Khushboo	
IFSC-104	The Impact Of Macro Economic Variables On Share Prices- Evidence From Colombo Stock Exchange	Ranjani R.P.C	Dharmadasa W.N.D
IFSC-40	Perceived Risk Dimensions & Its Impact On Intention To Use E-Banking Services	Dr. Sangeeta Arora,	Simarpreet Kaur
IFSC-16	Financial Distress Identification: Application of Black-Scholes-Merton Model.	Japneet Kaur	
IFSC-100	The Effect Of Perception Of Complaint Management System On Purchase Intention: The Mediating Role Of Perceived Value	Prof. S.K. Chadha	Dr. Purva Kansal Suriti Goel

Concurrent Session III A

- 4.15-5.45** : **ICSSR Complex - I**
Chair : Prof. Karamjeet Singh, University Business School, Panjab University, Chandigarh.
Co-Chair : Mr. Kunal, Director, Finbucks Financial Management, Chandigarh.
 Dr. Nitin Sharma, Economics Department, Panjab University, Chandigarh.

Paper Code	Paper Title	Author	Co-Author
IFSC-90	Corporate Social Responsibility In Indian Commercial Banks.	Ms. Kritika Gupta	
IFSC-143	Impact Of Financial Inclusion And Digitization On Financial Services: A Review.	Sajalpreet Kaur	
IFSC-144	Corporate Governance Determinants Of FII In Indian Financial Service Sector.	Ms. Monika Khanna	Prof. Meena Sharma
IFSC-53	Role Of Emotional Quotient In Determining The Job Performance: A Study Of Mediating Role Of Conscientiousness.	Parminder Kaur	
IFSC-135	Corporate Social Responsibility And Financial Performance- An Empirical Study Of Indian Banking Sector.	Amanjot Kaur Hira	Jiwanjot Kaur Hira
IFSC-55	Executive Compensation And Corporate Performance: Evidence From Indian Financial Service Sector.	Manika Kohli	
IFSC-63	Convergence Of Corporate Governance And CSR: A View From The Boardroom Of Indian Commercial Banks	Priya Kaushal	
IFSC-02	Stakes On Social Media	Shifa Mahajan	
IFSC 59	Ethics And Corporate Governance In Financial Service Industry	Dr. Harjeet Kaur Virk	

Concurrent Session III B

- 4.15-5.45** : **ICSSR Complex - II**
Chair : Prof. S.K. Chadha, University Business School, Panjab University, Chandigarh.
 Prof. Gunmala Suri, University Business School, Panjab University, Chandigarh.
Co-Chair : Mr. Saurabh Agnihotri, Managing Director, A.C. Group of School, Chandigarh.

Paper Code	Paper Title	Author	Co-Author
IFSC-80	Confrontation Of Financial Services With Staffing Challenges.	Mehek Gulati	
IFSC-133	Comparative Analysis Of Impact Of CSR Expenditure On Financial Performance –A Study Of HDFC Bank And State Bank Of India.	Ms. Tanvi Verma	Dr.Rashmi Aggarwal
IFSC-12	The Impact Of Internet Banking On Bank Performance And Risk: Empirical Evidence From Indian Banking Industry.	Manjit Kaur Sidhu	
IFSC-137	An Investigation Of Pricing Efficiency Of CPSE ETF In India	Pardeep Kumar	
IFSC-78	Does Service Quality Matters In The Context Of Internet Banking? A Perceptual Analysis Of India's Internet Banking Customer's Perception Regarding Service Quality, Trust, Satisfaction And Loyalty	Khushdil Chhabra	
IFSC-75	Analyzing Liquidity Problem In The Indian Bond Market	Rahul Rangotra	
IFSC-38	Role Of Behavioural Economics In The Financial Services Sector	Dr. Sanjana Saggi	
IFSC-30	Corporate Social Responsibility Practices In India: A Comparative Study Of Corporate And Banking Sector.	Dr.Ratinder Kaur	Ms. Jiwanjot Kaur Hira

Concurrent Session III C

- 4.15-5.45** : **ICSSR Complex - III**
Chair : Prof. Suresh Sharma, Statistics Department, Panjab University, Chandigarh.
Co-Chair : Dr. Rishi Raj, Professor, Guru Nanak Dev University, Amritsar.
 Sachit Jain, Founder and Principal Consultant, Emprise HR, Chandigarh.

frrrrPaper Code	Paper Title	Author	Co-Author
IFSC-86	A Study Of Consumer Buying Behaviour Towards Mutual Funds.	Dr. Meenakshi Negi	
IFSC-117	Creating Value In Financial Services.	Ashish Baghla	
IFSC-88	Sustainable Development- Contribution Of ICICI Group.	Usha Goyal	Ashok Jindal
IFSC-89	Green Banking As A Strategy For Sustainable Development In 21st Century	Dr. Seema Rani	
IFSC-72	The Changing Landscape Of Banking Sector.	Dr. Preeti Arora	
IFSC-66	Business Ethics And Corporate Governance : A Perspective.	Harvinder Kaur	
IFSC-73	Examining Cyber Hacking, Usage Of Digital Currency And Deep Web: Legal Efficacy, Protection And Compliance.	Prit Kaur	
IFSC-121	Behavioural Economics And The Financial Services Consumer: A Review.	Dr. Mukesh Chauhan	
IFSC-56	Beyond Expected Financial Returns: The Mediating Role Of Investor's Attitude Towards Investor Relation Websites	Rajdeep Singh,	
IFSC-17	The Corporate Governance Characteristics Of Distressed Indian Companies: Evidence From Financial Service Sector.	Gundeep Kaur Virk	
IFSC-147	Venture Capital Financing And MSMEs In India	Ms.Anshika	Dr. Anju Singla
IFSC-150	Impact Of Gender On Doctor Prescribing Behaviour	Ankush	Prof. Deepak Kapur
IFSC-152	Benefits And Problems Of Financial Inclusion	Parul Mahajan	Dr. Anju Singla

DAY 2: 24th February, 2018

Concurrent Session II A

2:00 - 3:30 : **ICSSR Complex - I**

Chair : Prof. A.K.Saijpal, Founder Director U.I.A.M.S, Panjab University, Chandigarh. Former Vice Chancellor, Baddi University, Solan.

Co-Chair : Mrs. C. Santhi, IFCI Limited, New Delhi.
Dr. Tejinder Pal Singh, University Business School, Panjab University , Chandigarh

Paper Code	Paper Title	Author	Co-Author
IFSC -111	Inflation Dynamics In India: Evidence From Hybrid New Keynesian Philips Curve.	Jamaladeen Abubakar	K. Jothisivagnanam Manhar Singh
IFSC-114	Financial Inclusion In India– An Assessment.	Dr.Monita Mago	Deepika Gupta
IFSC-145	Corporate Social Responsibility- A Study Of Selected Banks.	Dr. Shruti Chadha	
IFSC-138	Examine The Existence And Pattern Of Herding In Information Technology Sector Of Indian Stock Market.	Kiran	
IFSC-68	Corporate Social Responsibility Practices In The Indian Banking Sector .	Jasleen Kaur	
IFSC-67	International And National Law Relating To E- Banking With Special Reference To India: A Study.	Dr. Jyoti Rattan	
IFSC-132	Current Practices Of E-Banking Technology -: Study Of Service Quality In Tricity (Chandigarh, Mohali & Panchkula)	Veena Rani	Dr. Anupam Rani
IFSC-46	Working Capital Management Impact On Corporate Profitability Relation With Corporate Governance: Evidence From Indian Manufacturing Sector	Karam Pal Narwal	Sonia Jindal
IFSC-62	Demographics And Risk Perception: An Empirical Study On Financial Risk Tolerance	Dr.Anu Sahi	

Concurrent Session II B

2:00 - 3:30 : **ICSSR Complex - II**

Chair : Prof. Subhash Chand, Department of Commerce, Kurukshetra University, Kurukshetra.
Prof. Dinesh Kumar, Amity Global Business School, Amity University, Mohali.

Co-Chair : Mr. Ankush Makker, Vice President State Business Leader, Yes Bank Ltd, Chandigarh.

Paper Code	Paper Title	Author	Co-Author
IFSC-112	Importance And Challenges Of E-Commerce In Financial Services.	Monika	Deepika
IFSC-82	Mutual Fund As A Source Of Investment	Miss Bhavya	Mrs. Monika Rani Mrs. Sangeeta
IFSC-48	Corporate Social Responsibility In Banking Sector: A Comparative Study.	Shivani	Sahil Kapoor Smriti
IFSC-97	Financial Services Of Five Leading Companies In India	Dr.Manjeet Singh	Harpreet Kaur
IFSC-71	Current Scenario Of Financial Services In India.	Ms. Parminder Kaur	
IFSC-139	Merchant Banking- Origin, Concept & Marketing Strategy.	Dr. Meru Kailani Sehgal	
IFSC-128	CSR In Financial Services Industry.	Harneev Narula	
IFSC-79	The Impact Of E-Commerce On Financial Service Sector: Internet Banking Products And Services.	Dr.Madhu	
IFSC-127	Staffing Challenges In Financial Services In India.	R. R. Rajanchoudhary	
IFSC-149	Understanding Role Of Human Resource In Mergers And Acquisition: With Special Reference To Merger Of SBI & Its Associates In India	Prof. Luxmi	Ashu Vashisht

Concurrent Session II C

2:00 - 3:30 : **ICSSR Complex - III**

Chair : Prof. B.B. Goyal, University Business School, Panjab University, Chandigarh.

Prof. Ajay Suneja, Department of Commerce, Kurukshetra University, Kurukshetra.

Mr. Diwan Chand, Assistant Labour Welfare Commissioner (C), Instruments Research & Development Establishment (IRDE), Ministry of Defence, Govt. of India, Dehradun.

Co-Chair : Preeti Bahnot, Senior team leader and Planning and Appraisal Manager, Downstream Manufacturing Europe, Chennai

Paper Code	Paper Title	Author	Co-Author
IFSC-134	An Empirical Study On Service Quality Of Banks At The Time Of Demonetization In NCR.	Dr. Deepa Kapoor	
IFSC-125	Mergers And Acquisitions Consultancy, A New Feather In Financial Services: Evidences From 2017 Deals (From Economic Times).	Dr Manpreet Arora	
IFSC-119	An Insight Into The Impact Of Financial Literacy On Demand For Financial Services.	Seema Mahajan	
IFSC-26	The Role Of Electronic Commerce In Financial Services Integration Among Indian Banking And Insurance Industry.	Amanpreetkaur	
IFSC-85	Redefining Customer Relationship In Financial Services.	Himani Walia	
IFSC-07	Impact Of Fund Income And Fee Income On Bank Performance.	Hardeep Singh Mundi	
IFSC-45	Financial Services And Regulations In India.	Sunil Kumar Aggarwal	
IFSC-99	REITS In India: "To Be Or Not To Be"	Srividhya Raju Sridharan,	Dr.Medha Joshi
IFSC-118	The Impact Of Corporate Social Responsibility On Financial Performance Of Indian Banks	Gurmeen Kaur	
IFSC-108	CSR In Indian Banking Industry : A Study Of Selected Public And Private Sector Banks	Kajal Mittal	Inu Kumari

Concurrent Session III A

- 3:45-5:15** : **ICSSR Complex - I**
Chair : Prof. A.K. Vashisht, University Business School, Panjab University, Chandigarh.
 Prof. Geeta Bansal, USOL, Panjab University, Chandigarh.
Co-Chair : Aradhana Maingi, Associate Director-HR, Flipkart, Bangalore

Paper Code	Paper Title	Author	Co-Author
IFSC-06	Analysing Financial Literacy And Penetration Rates Of Mutual Funds In To Enhance Investor Perception In North India.	Jasleen Kaur	
IFSC-25	Exploring The Sustainability In The Shareholder's Wealth Through Takeover Announcements: An Empirical Investigation.	Rajit Verma	
IFSC-146	Current Practices Of Securitisation And Its Impact On Banking Sector– An Empirical Study Of Selected Banks In India.	Dr. Parmjit Kaur	
IFSC-03	Mutual Funds In India: Key Issues And Challenges.	Dr. Randeep Kaur	
IFSC-58	Impact Of Customer Relationship Management On Performance Of Insurance Sector In India: An Analytical Study.	Satpal	
IFSC-92	Corporate Governance Practices: A Comparative Study Of Public And Private Sector Banks In India.	Harpreet Singh	
IFSC-126	Tracking Ability Of Banking ETF (Bankbees) In India.	Pardeep Kumar	
IFSC-70	Financial Inclusion And CSR In India	Mrs. Ajit Kaur	
IFSC-131	Audit Committee Effectiveness: Relationship Between Audit Committee Characteristics And Audit Fees And Non-Audit Service Fees	Dr. Anjana Rani	

Concurrent Session III B

- 3:45 - 5:15** : **ICSSR Complex - II**
Chair : Prof. Sanjay Kaushik, University Business School, Panjab University, Chandigarh.
 Prof Rakesh Gupta, Vice chancellor, Maharaja Agrasen University, Solan
Co-Chair : Dr. Purva Kansal, University Business School, Panjab University, Chandigarh

Paper Code	Paper Title	Author	Co-Author
IFSC-113	Effect Of Emotional Intelligence And Psychological Biases On Decision Making Among Investors In And Around Chandigarh.	Bushra S. P. Singh	Prof. (Dr.) Meenakshi Malhotra
IFSC-01	Evolution Of Online Financial Services In India	Dr. Reeta	
IFSC-81	Regulatory Aspects In Financial Services.	Dr. Sarika Mehandru	
IFSC-08	Growth And Trends Analysis Of The Mutual Fund Industry In India.	Mrs. Manu Thakur	Dr Monita
IFSC-23	Human Resource Challenges In Financial Services.	Dr. Tanuja Talwar	

IFSC-74	Staffing Challenges In Financial Services- Planning The Career Path Of Employees In Insurance Sector.	Dr. Shashi Bala	
IFSC-148	Adoption Of Digital Marketing Among Financial Services Companies: An Empirical Study	Dr. Tejinder Pal Singh	
IFSC-102	Financial Development And Industrial Growth In India: An Empirical Investigation	Dr. Tilak Raj	Vikas
IFSC-52	Perceived Justice, Satisfaction And Behavioral Intentions Following Service Failure And Recovery Encounters: A Study In Context Of Indian Retail Banking	Arpandeep Kaur	
IFSC-116	Consumers' Perception Towards E-Retailing-A Scale Development Study	Atashi Bedi	

Concurrent Session III C

3:45 - 5:15 : **ICSSR Complex - III**
Chair : Prof. Navdeep Kaur, University Business School, Panjab University, Chandigarh
Prof. Luxmi, University Business School, Panjab University, Chandigarh

Paper Code	Paper Title	Author	Co-Author
IFSC-129	Comparative Analysis Of Organizational Culture, Employees Commitment And Employees Citizenship Behaviours In The Manufacturing And Service Sector.	Dr. Anupam Rani	
IFSC-51	Impact Of E-Quality And Service Recovery On Loyalty: A Study Of E-Banking.	Dr. Neeti Khullar	
IFSC-140	Exploring The Impact Of Cost Change Lever On Organizational Commitment In Few Selected Banks In And Around Chandigarh.	Dr. Kanika Sofat	Ms. Sahiba Sharma
IFSC-13	Cyclicality Of Non-Performing Assets: Evidence From Indian Banking Industry	Payal Goel	
IFSC-27	An Analysis Of Corporate Social Responsibility Activities In The Financial Sector	Rupandeep Kaur	
IFSC-65	Value Of Analyst Recommendations In The Indian Stock Market: A Test Of Market Efficiency	Shreya Sharda	
IFSC-77	Earnings Management In Financial Services Sector: An Unexplored Dimension	Karan Gandhi	
IFSC-101	Financial Mismangement And Corporate Governance In MNCs: Recent Evidences	Dr. Kulwinder Singh	