

2nd International Conference on Recent Trends in Business and Entrepreneurial Ventures

Organized by: Lincoln University College, Malaysia

&

SAMAROH 2019

International Conference on "A Paradigm Shift in Business Outlook In the Digital Era - Need for Innovations"

Organized in Collaboration with: Siva Sivani Institute of Management, India

&

Lincoln University College, Malaysia

Venue: Grand Blue Wave Hotel, Shah Alam, Malaysia

Date: 21st and 22nd February, 2019

PROGRAMME SCHEDULE

21st February 2019 (Thursday)

08:00-09:00 Registration

09:00-10:00 Inauguration Function

Doa Recital: Dr. Gamal Sayed Ahmed Khalifa

Inauguration by:

Datuk Dr. Hjh. Bibi Florina Abdullah

Pro Chancellor, Lincoln University College

Welcome Address by:

Prof. Dr. Amiya Bhaumik

Vice Chancellor & CEO, Lincoln University College

SAMAROH 2019- Introductory Speech by

Prof. Dr. V.G. Chari

Assistance Vice President

Siva Sivani Institute of Management

India

Key Note Address by:

Mr. S. Choudhury

CEO Vigilenz Medical Devices Sdn. Bhd.

CEO Vigilenz Medical Supplies Sdn. Bhd.
CEO Vigilenz Medical UK Ltd

Release of Book from LUC Publications Division

10:00-10:30 Tea Break

10:30-11:30

Session I: SAMAROH

Chairman: Prof. Dr. Suhaiza Hanim Binti Dato Mohamad Zailani

Co Chairman: Assoc. Prof. Dr. Gamal S. A. Khalifa

Speaker 1

Business Outlook and Digital Era

Prof. Dr. V. G. Chari

Siva Sivani Institute of Management, India

Speaker 2

A Study on the Role of Directors in the Realm of Corporate Social Responsibility to Ensure Society's Sustainability – An Analysis of Companies Act, 2013 – An Indian Perspective

Dr. P. S. Swathi

Associate Professor

Siva Sivani Institute of Management, India

11:30-13:00

Session II: Open Paper

Chairman: Dr. Kausik Mukherjee

Co Chairman: Assoc. Prof. Dr. S R Liana

- | | |
|---|---|
| 1 | Role of Artificial Intelligence in Transforming Business into Digital Mode
Krishnamacharyulu Maramganti
India |
| 2 | Digital Payments: Trends and Challenges in India
Mansoor Ali Khan
India |
| 3 | Accessibility of Water, Sociodemographic Characteristics of Food Handlers and Their Knowledge, Attitude and Self-Reported Practice Towards Hygiene and Food Sanitation: Empirical Study of Among Women above the Age of 13 Years of Tribal Areas of Pa-O Self-Administered Zone of Shan State, Myanmar
Aung Myat Khaing
Myanmar |
| 4 | Digitizing the Nepalese banking industry:
A study about the past, present scenario, and its possible heading
Prashanta Babu Neupane
Nepal |
| 5 | An Empirical Analysis of Macroeconomic Factors on The Deposit Mobilization of Private Commercial Banks In Myanmar |

	Nwe Ni Tun Myanmar
6	The Ethical Dimension in Relationship Marketing Pawan Pokharel Nepal
7	An Analysis of Process and Development of Myanmar Maritime Education & Training System which Impacts on Myanmar Seafarer's Employment Opportunities Toe Myint Myanmar
8	Growth and Development of Mutual Fund Industry with reference to Equity Oriented Schemes: An Indian Perspective Sayan Banerjee India
9	Comparison Between Four Data Mining Toolkits With Respect to Same Data Mining Techniques Myat Noe Oo Myanmar
13:00-14:00	Lunch
14:00-15:00	Session III: Chairman: Prof. Dr. Sharmistha Banerjee Co Chairman: Dr. Saleh Mohamad Nusari Speaker The Growing importance of Strategic Human Resource Management in Global Perspective Dr. Kausik Mukherjee AKS University, Satna, India Managing Cultural Diversity at Workplace: The HR Challenges Dr. Senjuti Goswami Amity Global Institute, Singapore
15:00-16:30	Session IV: Open paper session: Chairman: Dr. Elizabeth Furio Perez Co Chairman: Dr. Osama Isaac
1	Indian Takaful Market: Opportunities and Threats Explored by Insurance Operators Dr. Syed Ahmed Salman Malaysia
2	Online Learning Usage among Students within Public Universities in Bangladesh Main Uddin

	Bangladesh
3	Mahesh Minerals-A Case Study of Mining in Satna (M.P.), India Rohit Agrawal India
4	Labour Migration and Its Impact on Construction Industry in Nepal Surya Prasad Timilsina Nepal
5	Nepalese stock market and its future Hari Kumar Karki Nepal
6	Biotechnology and recent health care scenario- An unprecedented growth possibility Tapash Rudra Malaysia
7	The Effect of Net Income and Operating Cash Flows on Cash Dividends Risal; Endang Kristiawati; Renny Wulandari Indonesia
8	Comparative Study on Cryptocurrency: A Case on Seven East Asian Countries Subbulakshmi Ramu Malaysia
9	Income Tax as a Direct Tax and Its Contribution on National Revenue Generation in Nepal Sunil Man Shakya Nepal

16:30-17:00 Tea Break

22nd February (Friday)

08:30-10:00 **Session V: Women in SME**

Chairman: Prof. Dr. Satheesh Kumar Oja

Co Chairman: Dr. Tapash Ranjan Saha

Speaker 1:

Which Enterprise is small? A Descriptive Study of Malaysia and India

Prof. Dr. Sudeshna Basu Mukherjee

Department of Sociology, University of Calcutta, India

Speaker 2:

The incognito part of small sector in India

Prof. Dr. Sharmistha Banerjee

Department of Business Management, University of Calcutta, India

Speaker 3:
Understanding the Role of Socio-Cultural Characteristics of Women
Entrepreneurs
Prof. Dr. Ashish Kumar Sana,
Department of Commerce, University of Calcutta, India

10:00-10:30 Tea Break

10:30-12:30 **Session VI :**
Chairman: Dr. Senjuti Goswami
Co Chairman: Dr. Syed Salman

1	Challenges of construction in Nepal Keshav Twanabasu Nepal
2	Challenges in execution of Melamchi Water Supply Project of Nepal Madan Sharma Nepal
3	Women Roles Policy for Tourism Development Change in Myanmar: Case Study of Popa Region Tourism Myo Aung Myanmar
4	Geogrid Reinforced Granular Material Underneath Building Foundation Resting on Stone Columns at Kathmandu Valley Er. S. K. Jain Nepal
5	The Study to Investigate the Need of Lunch Box for the Young and Active Employees in Myanmar Jue Toe Myanmar
6	Impacts of Social Media on education Sector in Nepal Binita Rijal Nepal
7	Factors Influencing Job Performance of Employees from International Non-Profit Organizations in Myanmar Thura Aye Myanmar
8	Different leadership Style Impact on organizational performance Zin Myo Htike Myanmar
9	A case study on seismic performance of Shikhar Style Sidhilaxmi temple in Nepal during Gorkha Earthquake 2015 S. Ghimire Nepal

10	A Study on the Corporate Governance and Performance of Myanmar Listed Companies Min Naing Soe Myanmar
11	Descriptive case Analysis of selected Startups of Madhya Pradesh (India) Shilpi Nema India
12	The impact of ATM Service Quality on Customer Satisfaction in the Private Commercial Banking Industry in Yangon, Myanmar Nyi Lwin Myanmar

12:30-14:30 Lunch Break & Prayer time & Poster Session

Posters

1	Work System, Organisational Support and Quality of Work Experiences in Large Hospitals S.F.Chandra Sekhar India
2	Gold Prices & Regime Shifts with Markov Model: A Study in the Indian Context M. Jayasree; A. Pavana Jyothi India

14:30- 15:30 **Session VII:**

Chairman: Prof. V. G. Chari
Co Chairman: Dr. Ali Abdul Baqi

Speaker 1:

Role of Ethics: How Far the Banks are Ethical Towards Financial Inclusion? A Study with Reference to PMJDY

Dr. Pranam Dhar
West Bengal State University, India

Speaker 2:

Waste to Resources –Commitment towards Zero waste Future: A Success story of Food Manufacturing industry in India

Dr. Susanta Poddar
Manager and Plant EHS Head, PepsiCo India Holdings Pvt. Ltd, India

15:30-16:30 **Session VIII: Open paper session**

Chairman: Prof. Dr. Pranam Dhar
Co Chairman: Dr. Ibrahim Mohamed Alrajawy

1	Analysis of the Relationship between Budget Participation and Job Performance in Myanmar Private Commercial Banks Yu Yu Myint
---	--

	Myanmar
2	Key Stakeholders' Intelligent impacts the Future Capabilities of the Business Moe Zar Myanmar
3	The Impact of External Factors on the Acceptability of Takaful By Indian Insurance Policyholders Syed Ahmed Salman Malaysia
4	Impact of Strategic Planning on Organisational Performance of Microfinance Institution in Myanmar Nan Su La Pyi Wun Myanmar
5	Chure region and its conservation Rebant Kumar Basnet Nepal
16:30-17:00	Valedictory Session Prof. Dr. V.G. Chari Dr. N. C. Rajyalakshmi Dr. Abhijit Ghosh Dr. Sandeep Poddar Vote of thanks Dr. M S Bexci
17:00	Tea Break

Please visit <http://conference.lincoln.edu.my/conference-icrtbev-2019/index.html>

NB: The program is based on confirmed speakers. This is subject to change.