

Master Schedule for the International Conference on Advances In Industrial Engineering & Management (ICAIEM 2022) Organized by CET School of Management & Department of Mechanical Engineering, College of Engineering Trivandrum in Association with Indian Institute of Space Science and Technology Trivandrum & Institute of Management in Kerala, University of Kerala during 18-20 March, 2022

March 18, 2022	
8.30 AM – 9.30 AM	Registration
9.30 AM – 10.30 AM	Inauguration
10.30 AM -10.45 AM	Tea break
10.45 AM -11.30 AM	Inaugural Keynote Address: Enabling Innovation for Sustainable Development Prof.Dr.Jatinder Gupta Professor, University of Alabama in Huntsville, Alabama, USA
11.30 PM -12. 30 PM	Keynote Address: Supply chain disruption and mitigation strategies Dr. Ramesh Subramoniam Clinical Associate Professor, Naveen Jindal School of Management, USA The University of Texas at Dallas
12.30 PM – 1.30 PM	Lunch Break
1.30 PM -3 PM	Track I: Finance & Accounting I Track VI: Human Resource Management
3. 00 PM- 4.30 PM	Track II: Finance & Accounting II Track VII: Technology & Operations Management I
4.30 PM	Tea
March 19, 2022	
9.30 AM – 10.30 AM	Keynote Address: Special purpose Acquisition Company Prof.Dr.GopalaVasudevan Professor of Finance, Charlton College of Business, University of Massachusetts, USA
10.30 AM -11 AM	Tea break
11.00 AM -1 PM	Track III: Industrial Engineering
1.00 PM – 2.00 PM	Lunch Break
2.00 PM- 4 PM	Track IV : Marketing I Track VIII: Technology & Operations Management II
4. 00 PM	Tea
March 20, 2022	
9.30 AM – 10.30 AM	Keynote Address: Cyber security Risk Disclosure and Value Effect for Banks

	Prof.Dr.Md Hamid Uddin Associate Professor, University of Southampton, Malaysia
10.30 AM -11 AM	Tea break
11.00 AM -12.30PM	Track V : Marketing II
12.30 PM – 1.30 PM	Lunch Break
1.30 PM -2 .30 PM	Panel Discussion: Fintech Revolution: Ease of doing business Dr. K.G Satheesh Kumar, Professor, Digital University, Kerala Mr.Biju R S, Zand Bank, Dubai Mr.Gautham Pillai, Goldman Sachs, UK Mr. Sunil Cherian, Entrepreneur, USA Mr.Jithesh , Head-Fintech, Federal Bank
2.30 PM – 3.30 PM	Valedictory Session
3.30 PM	Tea

Track I		
Date: March 18, 2022 Time: 1.30 PM - 3 PM		
Topic: Finance & Accounting I		
Session Chair: Dr.Regis Kumar V Session Co-chair: Dr.Vijaya S. Uthaman Session Manager : Mr.Milan Sam Mathew		
ICAIEM-2022- 08	Surfing through the overtones of customer loyalty in mobile Banking	Unnimaya P Devan & Manju Das S. K.
ICAIEM-2022-14	A Study On The Impact Of Fomo Investor Behaviour In Kochi	NidhinJohny& Rahul Vancheeswaran
ICAIEM-2022- 15	A Study On Level Of Tolerance Of Uncertainty Among Retail Investors In Kochi	NidhinJohny& NivedhPremkumar
ICAIEM-2022-16	A Study On The Impact Of Foreign Institutional Investors On Indian Stock Market Indices	Sreenish S. Ramaswamy& MekhaBabu
ICAIEM-2022-17	Technical Analysis of FMCG Stocks in India	Helen Mary Nelson & Sreenish S. Ramaswamy
ICAIEM 2022-45	Risk Perception Of Mobile Banking Application	Abhilash V S, Raju G & Manjari S
ICAIEM-2022- 58	Assessing Financial Risk Tolerance from a Heuristics Theme Bias Perspective: A Study on Individual Investors of India	Abhijith R & Bijulal D

Track II		
Date: March 18, 2022 Time: 3. 00 PM- 4.30 PM		
Topic: Finance & Accounting II		
Session Chair: Dr.Bijulal D Session Co-chair: Dr.Raju G Session Manager : Ms.Linda Susan Mathew		
ICAIEM-2022-22	Volatility Of Currency Futures Traded In Bse India	Surya Robert & S.Jayadev
ICAIEM-2022-23	Assessment Of Awareness Level Of Financial Inclusion Schemes Among The Working Women – An Empirical Investigation In Palakkad District, Kerala	Frackson C Viyano, Riyas K P & MuhammedRasfan T
ICAIEM-2022-28	A Study On The Impact Of Behavioural Finance On Risk Management With Special Reference To New Age Investment Platforms And Its Impact On The Youth	Abhirej J R Nair, Adhirej J R Nair, Gokul S A & Swaroop S Dharan
ICAIEM-2022-21	Prediction of Credit Risk of Regional Rural Banks Using Gray Forecasting Model	Joshy Mathew K & Regi Kumar V
ICAIEM-2022- 52	Financial And Social Sustainability Of Indian Microfinance Institutions	Kavya C P & Vineetha S Das
ICAIEM-2022- 53	Exploration of Efficiency Analysis Tools for Various Banking Sectors	Harikrishna P S & Regi Kumar V
ICAIEM-2022- 63	An Analysis on Oversubscription of Indian IPOs of 2021	Subi Suresh & Regi Kumar V

Track III		
Date: March 19, 2022 Time: 11.00 AM -1 PM		
Topic: Industrial Engineering		
Session Chair: Dr.Binoosh S A Session Co-chair: Dr.Vineetha S Das Session Manager : Ms.GayatriRanjit		
ICAIEM 2022-34	Significance of Industrial Safety	Balakrishnan Nair
ICAIEM-2022- 62	Evolutionary Algorithmic Approach for Cyclone Shelter Location Allocation Problem	VishveshKhanzode, VinayakDarvesh, ShyamJawade, Swarup Panchal & Onkar Sonare
ICAIEM-2022- 71	Zero Covid vs. Living with Covid: Impact on supply chain activities of R&D Organizations	Anil Kumar M & Suresh Kumar C
ICAIEM-2022- 68	Analysis On The Conception And Implementation Of Six Sigma For Process And Quality Improvement Strategies In Medical Device manufacturing Industry In India	Venugopal.S& K.S.Chandrasekar

ICAIEM-2022-27	Sustainable Project Success with Benefit Management Approach	Rakesh Kumar, Dhrupad Mathur&Pranab Kumar Pani
ICAIEM 2022-44	Exploratory Analysis of Internal and External Ergonomic Factors Affecting the Driving Comfort of Heavy Vehicle Drivers	Asok Kumar N & Regi Kumar V
ICAIEM 2022-48	Hybrid ergonomic approach for addressing musculoskeletal disorders	Gorakshanath Hanagi & Mahesh Dhawalikar

Track IV		
Date: March 19, 2022 Time: 2.00 PM- 4 PM		
Topic: Marketing I		
Session Chair: Dr.VivekKhanzode Session Co-chair: Dr. Suresh Kumar C Session Manager : Mr.Abhilash V S		
ICAIEM 2022-33	Sustainable Marketing as a Sustainable Competitive Advantage for the Corporates	LeebaBabu
ICAIEM-2022-65	Consumer Intention towards Buying Used Clothes	Nima Ravi, Ani Sam Varghese, Lekshmi Nair M, Sreekutty O U & Mohamed Azim
ICAIEM-2022-79	Building a Retail Digital Ecosystem	Azhar Basheer & Vinod R
ICAIEM-2022-25	Internal Stimuli and its Influence on Online Impulse Buying Behaviour: - A Study on Multibranded Multiproduct Ecommerce Websites	Neethu Jose, F.J.Peter Kumar & Cris Abraham K
ICAIEM-2022-29	Role of advertising effectiveness on customer engagement and purchase intentions among youth	Jitha G. Nair & Ansa Mary Jacob
ICAIEM-2022-30	Effect of Online Product Review, Celebrity Endorsement, Product Involvement, Information adoption on Online Purchase intention among young shoppers during Covid-19	Manju Das S K & Anagha K G
ICAIEM 2022-32	The Impact Of Content Market Strategies On Consumer's Purchase Decision With Special Reference To Food & Beverage Industry	Bitha S Mani & Priya Prasad
ICAIEM 2022-49	Study of Challenges faced by Startups in Kerala	Bobin Chandra B MSR Mariyappan & Sruthy S Krishna

Track V		
Date: March 20, 2022 Time: 11.00 AM -12.30PM		
Topic: Marketing II		
Session Chair: Dr.AjithSankar Session Co-chair: Dr.Vinod M Session Manager : Ms.JishaGopi		
ICAIEM-2022- 06	Delving Into The Stp Marketing Of Health Tourism In Kerala	Rajeev Kariyil & Rincy V Mathew
ICAIEM-2022- 09	A Study On The Purchase Intention Of Textile Products Through Social Commerce Among Young Consumers	Anupa Sara George & Jithin Benedict
ICAIEM-2022-10	A Study On Influence Of Online Promotional Activities On Impulse Buying In Flipkart Among Youth In Kerala	Mahesh S & Jithin Benedict
ICAIEM 2022-40	Passenger Satisfaction of Public Bus Transport During Covid-19 Pandemic	Al Hafeez N & Regi Kumar V
ICAIEM-2022- 64	Consumer Perception And Purchase Intentions Of Buying EV's In Trivandrum	Nima Ravi, Munnu S.M, Bijo J & Akhil Raj
ICAIEM-2022- 70	A Review on Innovation Possibilities in the Handloom Clusters in Kerala	Nidhi M B, P V Unnikrishnan & Arjun R Nair
ICAIEM-2022- 83	METAVERSE - A Emerging Trend for Better Customer Experience	Miraj Taggala, Ajay Daniel Samraj Vijayaseelan, D.DivyaPrabha & V B Mathipurani

Track VI		
Date: March 18, 2022 Time: 1.30 PM - 3 PM		
Topic: Human Resource Management		
Session Chair: Dr.R.Vasanthagopal Session Co-chair: Dr.Hareendrakumar V R Session Manager : Ms.Nima Ravi		
ICAIEM-2022-18	Comparison of aptitude skills of engineering and non-engineering graduates for effective talent management	Geevarghese K. Mathews & Siby Zacharias
ICAIEM-2022-24	Influence of Workplace Experience on Burnout and Employee Indifference among Managers in Retail sector	Merlin B Joseph, F J Peter Kumar & Cris Abraham K
ICAIEM 2022-39	Women Empowerment Through JLG And SHG: A Case Study On Rayagda District, Odisha	Karteek Madapana, N V J Rao & Ashis Ranjan Mohapatra
ICAIEM 2022-50	A Study On The Challenges Of Learning During Pandemic	Pavin Shaji Mathew & Arunlal P L
ICAIEM-2022- 55	Employee Engagement- An Analysis On Information technology (IT) Sector Amidst Covid-19 Pandemic	Anchu P. R & Santhosh.P. Thampi
ICAIEM-	A Study on Emotional Dissonance and Job	Amal B S

2022- 75	Involvement	
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Track VII		
Date: March 18, 2022 Time: 3 PM – 4.30 PM		
Topic: Technology & Operations Management I		
Session Chair: Dr.Sini V Pillai		
Session Co-chair: Dr.Reuban Jacob		
Session Manager : Ms.Seema S		
ICAIEM-2022- 05	Naïve Bayesian Classifier for Assessment of Sustainability of a Project	Cinta Joseph Choondal
ICAIEM-2022- 02	Lean Power Consumption—The importance of atmosphere into lean estimation	Deepak Asthana&ApurvaAnand
ICAIEM-2022- 12	Elimination of Stator Machining Bottleneck Activity by Fatigue Reduction and Cycle Time Optimization through PMTS Approach in a Motor Manufacturing Industry	Amod Desai & Mahesh Dhawalikar
ICAIEM-2022-26	The impact of e-Commerce on Inventory Management-A study with effect from pandemic period	Jubi R & Nayana S Rajeev
ICAIEM 2022-37	Recall of medical devices – the determinants	Sandhya C G, K Srinivasan & S Balram
ICAIEM 2022-41	Modeling of Food Supply Chain Resilience Using Haddon Matrix	T N Mubarak & Regi Kumar V
ICAIEM 2022-43	Review on Sustainable Practices in Supply Chains	Mohammed RiazurRahaman& Subramanya K N
ICAIEM 2022-46	Identifying the relevant Project Management Tools in implementation of e-Governance projects – Journey from Traditional to Agile	GayathriChandrachoodan, Radhika R & Ramesh Palappan

Track VIII**Date: March 19, 2022 Time: 2.00 PM- 4 PM****Topic: Technology & Operations Management II**

Session Chair: Dr.Nidhi M B

Session Co-chair: Dr.Noorudeen M

Session Manager : Mr.AbhijithRajkumar

ICAIEM-2022-11	A Two Dimensional Vehicle Loading and Routing Problem with Release Dates and Delivery Deadlines	Rahul Patil & Jai Kishan
ICAIEM 2022-36	Insights for supply chain resilience from the global chip shortage	George Joseph & Deepak Babu
ICAIEM 2022-47	Resistance to Telemedicine: Perceptions of Digital Natives in an Emerging Economy	MuhammedSajid, Zakkariya K.A, MukulDevSurira & Libin Thomas
ICAIEM-2022- 51	Line balancing in a telecommunication firm using Simulation Optimization	EkanshTari & Mahesh Dhawalikar
ICAIEM-2022- 56	Reduction of PCB scrap in Base Station Antenna (BSA) Manufacturing Industry by using FMEA Technique in Six Sigma Approach	SirajuddinMulla & Mahesh Dhawalikar
ICAIEM-2022- 60	An AHP Approach to Prioritize Sustainability Enablers in Vaccine Supply Chain	AbysonScaria & Edison George
ICAIEM-2022- 61	Integrating Telemedicine Services in Primary Healthcare Network for Regulating Out-Of-Pocket Expenses	Kaushal Kumar
ICAIEM-2022- 73	Selecting Sustainable Suppliers in an Electronic Supply Chain: The Indian Context	Rakesh R Menon & Ravi V
ICAIEM-2022- 74	Supply Chain Resilience through Digitalization: Prioritization of Key Factors and Designing of Model for Selecting Suitable Digital Solution	Deepu T S & Dr. Ravi V