## Track 5: IT enabled Management for Social Change

### Day 1; 6th March 2025 (Thursday)

| Paper ID | Paper Title | Mode of Presentation | Primary Contact Author Name | Authors | Date of Presentation |
|---|---|---|---|---|---|
| 135 | Harnessing Consumer Technology for Educational Empowerment: A Case Study on Mobile Learning in Rural India | Offline | Soumya Ghosh | Soumya Ghosh (VIT Bhopal University)* | 6th March 2025 (Session 1); 12:45PM-2PM |
| 150 | Artificial Intelligence Enhancing Pedagogy: Investigating Teaching App Adoption among School and Higher Education Instructors | Online | Sneha Rajput | tarika Sikarwar (Prestige Institute of Management, Gwalior); Seema Mehta (IIHMR University, Jaipur); Sneha Rajput (Prestige Institute of Management, Gwalior)* | |
| 241 | From Simulation to Application: The Role of CTF Competitions in Cybersecurity Training | Online | Yash Nagare | Yash Nagare (Shah and Anchor Kutchhi Engineering College)*; Jasjyot Singh Saini (Shah and Anchor Kutchhi Engineering College); Deep Parasiya (Shah and Anchor Kutchhi Engineering College); Vineet Kumar (CyberPeace Foundation); Nilakshi Jain (Shah and Anchor Kutchhi Engineering College ); Parasar Sikdar (CyberPeace Foundation); Shwetambari Borade (Shah & Anchor Kutchhi Engineering College) | |
| 285 | Technology Roadmaps for Transition Management in Education: A Case Study on Implementing Sustainable IT-enabled Practices in Higher Education | Online | Soumya Ghosh | Soumya Ghosh (VIT Bhopal University)*; Dr. Anita Yadav (VIT Bhopal University); Bhakti Parashar (VIT Bhopal University) | |
| 368 | SIDERA Development: Advanced Analysis of a Smart Application Based on Population Data in Rawang Village | Online | Julian Lukman Simbolon | Julian Lukman Simbolon (BINUS Online)*; Angie Hendrika Gabriella (BINUS Online); Yan Septyadi Budiman (BINUS Online); Dina Fitria Murad (BINUS Online) | |
| 409 | PRHEISEQUIN: An Innovative Tool to Measure Service Quality of Medical Facilities in Private HEI's | Offline | ARUN KUMAR | ARUN KUMAR (ABV-IIITM GWALIOR)*; Jyoti Tikoria (BITS Pilani); Vishal Vyas (ABV-IIITM ) | |
| 410 | Toward Sustainable Blockchain: Exploring Eco-Friendly Cryptocurrency Puzzle Generation Using Edge Computing | Online | Suresh Shanmugasundaram | Suresh Shanmugasundaram (University of Wales Trinity Saint David)*; Divya Preya Chidambaram (University of Wales Trinity Saint David); Kumaravel Chidamparam (Exafluence) | |
| 602 | Create an Intrusion Detection System to Detect Threats in Public WiFi Networks | Online | Harida W | Harida W (Sathyabama Institute of Science and Technology)*; DurgaShivani S (Sathyabama Institute of Science and Technology ); Vignesh S (Sathyabama Institute of Science and Technology) | |

### 6th March 2025 (Session 2); 2.30 PM – 3.45 PM

| Paper ID | Paper Title | Mode of Presentation | Primary Contact Author Name | Authors | Date of Presentation |
|---|---|---|---|---|---|
| 622 | Drivers and Barriers of Solar PV Adoption in India: Insights Post National Solar Mission | Online | Amandeep Kaur | Amandeep Kaur (ABV - Indian Institute of Information Technology and Management Gwalior)*; Ikshita Trivedi (ABV- Indian Institute of Information Technology and Management, Gwalior) | 6th March 2025 (Session 2); 2.30 PM – 3.45 PM |
| 630 | Solar Powered IoT Solution for Timely Payments to Rural Beneficiaries Under Various Government Schemes | Offline | AKSHAY KUMAR | AKSHAY KUMAR (IIT Bhilai)*; Yogesh Bandhe (Indian Institute of Technology Bhilai); shravan singh (IIT Bhilai); Mohammad Khan (IIT BHILAI ); Nikhil Chander (IIT Bhilai) | |
| 633 | Identifying Key Predictors of Airline Passenger Satisfaction: A Comparative Model Evaluation Study | Online | Srikrishna Govindaluri | Ambikesh Panda (Indian Institute of Management Tiruchirappalli); krishna teja perannagari (Indian Institute of Management Tiruchirappalli); Srikrishna Govindaluri (Indian Institute of Management Tiruchirappalli)* | |
| 684 | "Six Thinking Hats" for Individual Learning Engagement in AI-based Learning Platforms | Online | Shrikant Wavre | Shrikant Wavre (Symbiosis International (Deemed) University )*; Sunaina Kuknor (Symbiosis Institute of Business Management, Pune); Sasmit Khokale (University of Texas at Dallas, USA); Nupur Sharma (JECRC University, Jaipur School of Business, Jaipur) | |
| 694 | Mapping OTT Channel Preferences among North Indian Gen Z: An Attribute-Based Approach | Online | Mini Agrawal | Arif Hasan (Amity University Madhya Pradesh); Archana Yadav (GLA University Mathura ); Vikas Kumar Khare (Amity University Madhya Pradesh); Mini Agrawal (Amity University Madhya Pradesh)*; Sandeep Raghuwanshi (Parul University, Vadodara); Sonal Sharma (Thakur Institute of Management Studies & Research, Mumbai, Maharashtra ) | |
| 863 | Recommendation System for Admission to Institutes for Higher Education in India | Offline | Biji Mair | Biji Mair (Centurion University of Technology & Management)* | |
| 877 | The Influence of Content Quality and Brand Interactivity on Customer Engagement and Brand Awareness and Its Impact on Purchase Intention of The Products of PERUM PERURI | Online | Yuniarty Yuniarty | Ayu Sri Muharomah (BINUS Online); Ikhwan Khadafi S (BINUS Online); Stefanny Yap (BINUS Online); Yuniarty Yuniarty (BINUS Online Learning)* | |
| 1018 | The Influence of Perceived E-Commerce Host Attributes, Scarcity, Immersion, and Enjoyment on Involvement, and Impulse Purchase Behavior of Local Skincare Products | Online | Yuniarty Yuniarty | Yuniarty Yuniarty (BINUS Online Learning)*; Hartiwi Prabowo (Universitas Bina Nusantara) | |

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| **6th March 2025 (Session 3);    4.45 PM – 6.15 PM** | | | | | |
| 1029 | Opportunity Pursuit for Homemakers: How Fear of Failure, Technological Anxiety, and Virtual Communities Shape Online Gig Work Intention | Online | Rizka Rahmatika | Rizka Rahmatika (Bina Nusantara University)*; Stefanus Rumangkit (Bina Nusantara University) | 6th March 2025 (Session 3); 4.45 PM – 6.15 PM |
| 1094 | Smart Aquaculture: Fine-Tuned ResNet50 for Precision Fish Disease Detection and Sustainable Health Management | Online | RUCHIKA BHURIA | RUCHIKA BHURIA (chitkara university institute of engineering and technology)* | |
| 1107 | Deep Learning Frontiers: A Fine-Tuned Approach to Brain Tumor Detection Using ResNet50 | Online | RUCHIKA BHURIA | RUCHIKA BHURIA (chitkara university institute of engineering and technology)* | |
| 1119 | Automated Detection of COVID-19 in Chest CT Scans Using Transfer Learning with Ensemble Models | Online | Vishnu Kant | Vishnu Kant (Chitkara University Institute of Engineering and Technology, Chitkara University, Punjab, India)*; Prashant Kumar (Cognizant Technology Solutions (CTS) ,Noida ,India ); Anand Kumar (Lovely Professional University Phagwara); SALIL BHARANY ( Chitkara University, Rajpura, India); Upinder Kaur (Lovely Professional University) | |
| 1178 | A Comprehensive Approach to Gold Price Prediction Using Machine Learning and Time Series Models | Online | Md Saef Ullah Miah | SYED RAYHAN MASUD (AIUB); AHMED IMTIAZ (AIUB); SK MUKTADIR HOSSAIN (AIUB); Md Saef Ullah Miah (AIUB)* | |
| 1190 | Social Media's Power and Subjective Norms are Predictors of Green Cosmetics Consumption Intention and Behavior | Online | Ridho Ikhsan | Ridho Ikhsan (Management Department, Binus Online, Bina Nusantara University)*; Ahmad Fakhrorazi (Universiti Utara Malaysia); Anderes Gui (Bina Nusantara University); Yudhita Prasarry (Management Department, BINUS Online, Bina Nusantara University); Vini Mariani (Information Systems Department, School of Information Systems Bina Nusantara University); Shiyrah Sela (Management Department, BINUS Online, Bina Nusantara University) | |
| 1279 | Analyzing OTT Platform Preferences of North Indian Gen Z: An Attribute-Driven Perspective | Offline | Arif Hasan | Arif Hasan (Amity University Madhya Pradesh)*; Archana Yadav (GLA University ); Mini Agrawal (Amity University Madhya Pradesh); Abhishek Singhal (Shoolini University, Himachal Pradesh); Sandeep Raghuwanshi (Parul University, Vadodara); Deepika Singh Tomar (Amity University Madhya Pradesh) | |
| 1308 | Machine Learning Models for Predicting Olympic Medal Outcomes | Online | Md Saef Ullah Miah | Raiyan Sayeed (AIUB); Mohammed Tanvir Hassan (AIUB); Md. Naimur Rahman (AIUB); Faiza Binte Zaman (AIUB); Sabbir Ahmed (AIUB); Md Saef Ullah Miah (AIUB)* | |
| 2015 | Shaping Electric Vehicle Adoption Decisions: The Influence of Perceived Environmental Concern Mediated by Attitude, Subjective Norms, and Behavioral Control | Offline | Christopher Leksana | Christopher Leksana (Bina Nusantara University)*; Stefanus Rumangkit (Bina Nusantara University); Lourdes Lasian (Adamson University); Noe Enriquez (Adamson University); Lianna Wijaya (Bina Nusantara University) | |
| **Day 2; 7th March 2025 (Friday)** | | | | | |
| 1424 | Optimizing Urban Transit: Adaptive and Inclusive Seating Allocation Strategies | Online | Rohit Nunnaguppala | Rohit Nunnaguppala (Amrita School of Engineering, Bengaluru)*; Kandibanda Lohith (Amrita School of Engineering, Bengaluru); Mudumala Varnika Narayani (Amrita School of Engineering, Bengaluru); Naga Ruthvika Durupudi (Amrita School of Engineering, Bengaluru); Nandu C Nair (Amrita School of Engineering, Bengaluru) | 7th March 2025 (Session 4);    9 AM – 10.00 AM |
| 1493 | Evaluating the Efficiency of Chatbots and Virtual Assistants in Digital Engagement and Customer Support in Emerging Cities of Andhra Pradesh | Online | YASWANTH KUMAR | YASWANTH KUMAR (ANDHRA UNIVERSITY)*; BATTULA VIJAY KIRAN (ANDHRA UNIVERSITY) | |
| 1671 | Impact of Corporate Social Responsibility on Financial Performance: Evidence from Indian Banks | Online | Shankar Lal | Shankar Lal (Quantum University, Roorkee)* | |
| 1692 | Exploring Blockchain-Enabled Secure Storage and Trusted Data Sharing Mechanisms in IoT Systems | Online | Bhuvanesh Ananthan | Priyanka Pawar (University of the Cumberlands); Deepak Kumar (University of the Cumberlands); Vinay Kumar Kasula (University of the Cumberlands); Akhila Reddy Yadulla (University of the Cumberlands); Bhuvanesh Ananthan (PSN College of Engineering and Technology)*; Keerthanadevi R (PSN College of Engineering and Technology ) | |
| 1706 | Green Cosmetics Purchase Behavior in the Digital Age: The Contribution of E-WoM as a Moderator | Online | Ridho Ikhsan | Ridho Ikhsan (Management Department, Binus Online, Bina Nusantara University)*; Ahmad Fakhrorazi (Universiti Utara Malaysia); Yuniarty Yuniarty (Management Department, Binus Online, Bina Nusantara University); Yudhita Valen Prasarry (Management Department, Binus Online, Bina Nusantara University); Christopher Joshua Leksana (Management Department, Binus Online, Bina Nusantara University); Hartiwi Prabowo (Management Department, Binus Online, Bina Nusantara University) | |
| 1858 | Analyzing Public Feedback on Urban Infrastructure Projects | Online | JYOSHITHA PECHETTI | JYOSHITHA PECHETTI (Amrita Vishwa Vidyapeetham)*; Pravardhini Sankireddy (Amrita Vishwa Vidyapeetham); Archana Reddy Penumada (Amrita Vishwa Vidyapeetham); Nithya Sree Ramireddy (Amrita Vishwa Vidyapeetham); Nandu C Nair (Amrita Vishwa Vidyapeetham) | |
| **7th March 2025 (Session 5);           11 AM – 1.00 PM** | | | | | |
| 1859 | Shieldmaiden: A maternity and baby care assistance smartphone application with pregnancy detection, healthcare support, baby product purchasing features | Online | Mahfuzulhoq Chowdhury | Mahfuzulhoq Chowdhury (Chittagong University of Engineering & Technology)*; Arupa Barua (CUET, Chittagong university of engineering and technology); Suriya Sultana (CUET, Chittagong university of engineering and technology) | |

| ID | Title | Mode | Presenter | Authors | Session |
|---|---|---|---|---|---|
| 2111 | A Study to Increase the Performance of FP-Growth Method Using Dimension Tree Technique on Huge Volumes of Data | Online | Murtaza Saadique Basha | Murtaza Saadique Basha (CAHCET)*; T.S. Karthick (CAHCET); V. Ramya (Bharathiyar University); Dr.Yogesh Rajkumar (Bharath Institute of Research & Higher Education) | 7th March 2025 (Session 5); 11 AM – 1.00 PM |
| 2421 | Exploring the Mediating Effect of Supply Chain Risks on the Relationship Between Logistics Innovation and Operational Performance | Online | V Rema | V Rema (M S Ramaiah University of Applied Sciences)* | |
| 2438 | Dynamic Climate Hazard Prediction A Real-time Web Application | Online | Diya Dubey | Diya Dubey (Amrita Vishwa Vidyapeetham)*; Rohit Kumar (Amrita Vishwa Vidyapeetham) | |
| 199 | Analysis of the Influence of Electronic Word of Mouth on Brand Image and Purchase Intention in Local Skincare Brands | Online | Lily Leonita | Kevin Jonathan Fahmi (Binus Online, Bina Nusantara University); Samira Maharani (Binus University); Dian Riefita Syarief (Binus Online, Bina Nusantara University); Lily Leonita (Binus Online, Bina Nusantara University)* | |
| 316 | Do Instagram's Display and Video Posts Have Different Effects on Consumers Attitude Toward the Content and Brand Loyalty? | Online | Artha Sejati Ananda | Artha Sejati Ananda (Bina Nusantara University)*; Bima Riyanto (Bina Nusantara University); Okdi Rachmadian (Bina Nusantara University); Restu Putra (Bina Nusantara University); Agustian Prasetya (Bina Nusantara University); Sekar Prasetyaningtyas (binus university) | |
| 580 | Examining the Effects of Instagram Promotion and Marketplace Trust on Women's Fashion Product Online Purchase Behaviors | Online | Rosita Noviana | Rosita Noviana (BINUS Business School)*; Safira Fathin (Bina Nusantara University); Intani Dewi (IPB University) | |
| 1030 | Building Customer Loyalty on Online Food Platforms: Sharing Economy Practices in Indonesia | Online | Rini Sari | Rini Sari (Bina Nusantara University)* | |
| 1163 | Privacy-Preserving Mechanisms in Resource-Constrained IoT-WSN Systems for Healthcare Applications | Online | Gaurav Tuteja | Gaurav Tuteja (Chitkara University)*; Parul Nasra (Chitkara University); Kanegonda Ravi Chythanya (School of Computer Science and Artificial Intelligence, SR University, Warangal - 506371, Telangana); Hasssan MuhamedAle (Department of computers Techniques engineering, College of technical engineering, The Islamic University, Najaf) | |

## 7th March 2025 (Session 6);       3 PM – 4.15 PM

| ID | Title | Mode | Presenter | Authors | Session |
|---|---|---|---|---|---|
| 1273 | Android Malware Detection: Necessity, Applications and Future Direction | Offline | Inderpreet Singh Makkar | Himanshu Pandey (Sharda University); Inderpreet Singh Makkar (Sharda University)*; Archit Kumar Sinha (Sharda University); Tejaswi Pratap (Sharda University); Barkha Nandwana (Sharda University) | 7th March 2025 (Session 6); 3 PM – 4.15 PM |
| 1375 | Tech-Driven Strategies for Brand Loyalty: The Impact of Social Media Marketing on Trust and Equity in Fashion Brands | Online | Stefanus Rumangkit | Rininta Ayu Pradhani (Bina Nusantara University); Fauzi Khair (Bina Nusantara University); Ade Jamal Mirdad (Bina Nusantara University); Stefanus Rumangkit (Bina Nusantara University)*; Cherill Bella Luna Ferlin (Bina Nusantara University) | |
| 2210 | Technical Review of ERP System Applications and Artificial Intelligence in the Textile Industry | Online | Jose Cornejo | Jeremy Chahuayllo Zuñiga (Universidad Tecnologica del Peru); Jose Felix Arnao Perez (Universidad Tecnologica del Peru); Enrique Sanchez Portugal (Universidad Tecnologica del Peru); Jose Cornejo (Universidad Tecnologica del Peru)* | |
| 2576 | Machine Learning Applications in Market Basket Analysis: A Case Study on Electric Vehicle Sales in India | Offline | Rachna Rathore | Rachna Rathore, Ashish Singh Chauhan, Kailash Aseri, J. Balaji Praveen , Gaurav Sethi, Ankur Mishra | |
| 2590 | Real-Time Traffic Management using Big Data Mining and Analytics | Offline | Priyanka Kaushik | Priyanka Kaushik, Priyanka Rawat, Prakash Divakaran, Vandana Mishra, Ranjeet Kumar Roy, Manas Manglik Kaushik | |
| 795 | Unraveling the Paradox: Green Premium vs. Climate Risk Premium in Sustainable | Online | Ramakrishna Ramadugu | Ramakrishna Ramadugu (Finastra)* | |
| 2609 | IT-Enabled Inclusive Development Blockchain Adoption for Transparent Tribal Resource Governance | Offline | SAKSHI SHARMA | SAKSHI SHARMA (Maulana Azad National Institute of Technology Bhopal)*; Deepak Kumar (Maulana Azad National Institute of Technology Bhopal) | |

## Day 3; 8th March 2025 (Saturday)

| ID | Title | Mode | Presenter | Authors | Session |
|---|---|---|---|---|---|
| 263 | Timely Payment to the Beneficiaries Residing in Far-Flung Areas using IoT and Cloud Database Technology | offline | Yogesh Bandhe | Yogesh Bandhe (Indian Institute of Technology Bhilai)*; AKSHAY KUMAR (IIT Bhilai); Mohammad Khan (IIT BHILAI ); shravan singh (IIT Bhilai); Nikhil Chander (IIT Bhilai) | 8th March 2025 (Session 7); 9 AM – 10.00 AM |
| 593 | ICT Enabled Learning: Paving Way Towards an Inclusive Education System in India | Online | Deepak Kumar | Deepak Kumar (Maulana Azad National Institute of Technology Bhopal )*; MANISH SINGH (Maulana Azad National Institute of Technology Bhopal) | |
| 1365 | A Structural Model of Key Performance Factors in Healthcare Organizations: An ISM Approach | Offline | Sachin Kumar | Madhvi Singh (Jiwaji University); Vinay Singh (ABV-IIITM Gwalior ); Sachin Kumar (ABV IIITM Gwalior)*; Lalita . (ABV IIITM Gwalior) | |
| 1373 | Optimizing Indian Railways: Strategic Insights Through A Fuzzy-DEMATEL Approach | Offline | Mahendra Sahu | Megha . (Jiwaji University Gwalior, India); Vinay Singh (ABV-IIITM Gwalior ); Sachin Kumar (ABV IIITM Gwalior); Mahendra Sahu (ABV-IIITM Gwalior)* | |
| 1466 | Leveraging Pathfinding Algorithms For Efficient Metro Routing and Scheduling | Offline | Dennis Singh Moirangthem | Balkishan Bajpay (IIIT Manipur); Dennis Singh Moirangthem (IIIT Manipur)* | |

| 2276 | Emerging Technologies & their Impact on the Evolution of Digital Payment Systems | Offline | Pooja Jain | Anoop Kumar (Department of Management, Manipal University, Jaipur); Anil Singh Parihar (Amity Business School, Amity University Gwalior); Pooja Jain (Amity Business School, Amity University Gwalior)*; Rachit Jain (Department of IT, Prestige Institute of Management & Research, Gwalior) | |
|------|------|------|------|------|------|
| 2361 | Using NFTs to Enhance Authentication and Warranty System of Decentralised Digital Transactional Platforms | Offline | shailendra Dhakar | shailendra Dhakar (ABV-IIITM, Gwalior (India))*; Anuraj Singh (ABV-IIITM Gwalior); Kumar Lakshya (ABV-Indian Institute of Information Technology and Management) | |