

INTERNATIONAL CONFERENCE

On

‘Contemporary Issues in Accounting and Finance’

CONFERENCE PROCEEDINGS

Organised by



Kolkata Bidhannagar Society for Academic Advancement

Jointly with



**Dept. of Commerce and IQAC, Vidyanagar College, South 24 Parganas
and**



Dept. of Commerce, Government Girls' General Degree College, Ekbalpur

Saturday, January 07, 2023.

PROGRAMME SCHEDULE

Saturday, January 07, 2023

Session	Programme Details	Time Duration
Inaugural Session	Welcome Address by Soumya Mukherjee - Organising Secretary Assistant Professor, Dept. of Commerce, Maharaja Manindra Chandra College, Kolkata and Hon'ble Governing Body Member, KBSAA	10:15 a.m.
	Professor (Dr.) Dipti Kumar Chakravorty - In Chair Former Professor and Head, Dept. of Commerce, University of Calcutta and Hon'ble President, KBSAA	
	Inaugural Address by Professor (Dr.) Dhruva Ranjan Dandapat Professor, Dept. of Commerce, University of Calcutta and Hon'ble Governing Body Member, KBSAA	
	Special Address by Pema Lama Associate Professor, Dept. of Commerce, University of Calcutta and Hon'ble Secretary, KBSAA	
	Special Address by Dr. Syeda Shariqatul Moula Alquadri Principal, Government Girls' General Degree College, Ekbalpur	
	Special Address by CA Souma Halder Head, Dept. of Commerce, Government Girls' General Degree College, Ekbalpur and Joint Organising Secretary	
	Special Address by Dr. Surja Prakash Agarwala Principal, Vidyanagar College, South 24 Parganas	
	Special Address by Prof. Arunima Ray (Chowdhury) IQAC Coordinator, Vidyanagar College, South 24 Parganas	
	Special Address by Prof. Subrata Sar Bursar, Vidyanagar College, South 24 Parganas	
	Special Address by Prof. Netajee Prasad Kuiry Head, Dept. of Commerce, Vidyanagar College, South 24 Parganas	
Vote of Thanks by Prof. Gourab Das Assistant Professor, Dept. of Commerce, Vidyanagar College, South 24 Parganas and Joint Organising Secretary	10.50 a.m.	

Session	Programme Details	Time Duration
Plenary Sessions Coordinator: Ms. Lopamudra Bhattacharjee State Aided College Teacher -1, Dept. of Commerce, City College of Commerce and B.A.usiness Administration, Kolkata and Annual Member, KBSAA	<p style="text-align: center;">Plenary Session - I</p> <p style="text-align: center;">In Chair: Professor (Dr.) Ananda Mohan Pal Professor, Dept. of Business Management, University of Calcutta and Hon'ble Vice-President, KBSAA.</p> <p style="text-align: center;">Key Note Speaker: Dr. Sandip Dhole Senior Lecturer, Course Director, Master of Professional Accounting, Monash Business School, Monash University, Australia</p>	<p style="text-align: center;">10.50 a.m.</p> <p style="text-align: center;">-</p> <p style="text-align: center;">11:30 a.m.</p>
	<p style="text-align: center;">Plenary Session - II</p> <p style="text-align: center;">In Chair: Professor (Dr.) Uttam Kumar Dutta Professor, School of Professional Studies, Netaji Subhas Open University and Hon'ble Vice-President, KBSAA.</p> <p style="text-align: center;">Key Note Speaker: Dr. Swati Chakraborty Professor, Dept. of Business, Royal Thimpu College, Thimpu, Bhutan.</p>	<p style="text-align: center;">11.30 a.m.</p> <p style="text-align: center;">-</p> <p style="text-align: center;">12.10 p.m.</p>
Technical Sessions Paper Presentations	<p style="text-align: center;">Concurrent Technical Session - I</p> <p style="text-align: center;">In Chair: Professor (Dr.) Uttam Kumar Dutta Professor, School of Professional Studies, Netaji Subhas Open University and Hon'ble Vice-President, KBSAA.</p> <p style="text-align: center;">Coordinator: Ms. Priyanka Das Research Scholar (Ph. D), Dept. of Commerce, University of Calcutta and Annual Member, KBSAA.</p>	<p style="text-align: center;">12.15 p.m.</p>
	<p style="text-align: center;">Concurrent Technical Session - II</p> <p style="text-align: center;">In Chair: CA Shubhayan Basu Associate Professor, Dept. of Commerce, Ananda Mohan College, Kolkata and Annual Member, KBSAA.</p> <p style="text-align: center;">Coordinator: Ms. Iffat Jahan Qaiser Research Scholar (Ph. D), Dept. of Commerce, University of Calcutta and Annual Member, KBSAA.</p>	<p style="text-align: center;">-</p>
	<p style="text-align: center;">Concurrent Technical Session - III</p> <p style="text-align: center;">In Chair: Dr. Samyabrata Das Associate Professor, Dept. of Commerce, New Alipore College, Kolkata and Annual Member, KBSAA.</p> <p style="text-align: center;">Coordinator: Ms. Priyanka Roy Former Post Graduate Student, Shri Shikshayatan College, Kolkata and Annual Member, KBSAA.</p>	<p style="text-align: center;">2.00 p.m.</p>
Vote of Thanks	<p style="text-align: center;">Dr. Sujoy Kumar Dhar Faculty Member, ICFAI Business School, Kolkata and Hon'ble Governing Body Member, KBSAA</p>	<p style="text-align: center;">2:05 p.m.</p> <p style="text-align: center;">-</p> <p style="text-align: center;">2:15p.m.</p>

CONCURRENT TECHNICAL SESSION - I (Paper Presentations)

In Chair: Dr. Uttam Kumar Dutta

Professor, School of Professional Studies, Netaji Subhas Open University, Kolkata
and Hon'ble Vice President, KBSAA.

Coordinator: Ms. Priyanka Das

Research Scholar (Ph. D), Dept. of Commerce, University of Calcutta and
Annual Member, KBSAA.

Sl. No.	Title of the Research Paper / Article	Name of the Author (s)
1	An Overview of Anti-Money Laundering Practice in the Indian Financial System	Yousufi Zmarialy Dr. P.N. Harikumar
2	Measuring the Consistency of Liquidity and its Financial Health: A Study on Tribal Co-operative Marketing Development Federation of India	Dr. P. Chellasamy S. Kannamudaiyar
3	Human Resource Accounting (HRA) or HR Accounts - Possibility of Talent Evaluation / Retention	Gandla Ashwini Dr. D. Srinivas Varma Dr. Satya Prakash K.V.
4	Customer Churn Prediction in Telecom Industry by Machine Learning Technique - An Empirical Study	Dr. Suriya Begum
5	A Conceptual Study on the Role of NGOs in providing Microfinance to Women	V. A. Ragavendran Dr. S. Vennilaashree
6	A Study on Influence of Online Marketing on Start Ups	Rajkalaiselvi M Sruthi Elango
7	Regional Integration with ASEAN: An Approach to Develop North East INDIA	Rishi Bhargav Das
8	Examining the Mediating role of Responsible Financial Behaviour in the relationship between Financial Knowledge and Financial Socialization with Socially Responsible Investment	Sreelakshmi S Dr. Nithya U.S

CONCURRENT TECHNICAL SESSION - II (Paper Presentations)

In Chair: CA Shubhayan Basu

Associate Professor, Dept. of Commerce, Ananda Mohan College, Kolkata
and Annual Member, KBSAA

Coordinator: Ms. Iffat Jahan Qaiser

Research Scholar (Ph. D), Dept. of Commerce, University of Calcutta and
Annual Member, KBSAA.

Sl. No.	Title of the Research Paper / Article	Name of the Author (s)
1	Performance of Select Conservative Hybrid Mutual Funds in India - An Analytical Study	Payal Biswas Sourav Kumar Das
2	Performance of selected Equity Mutual Funds of Indian AMCs: A Study	Nandini Seal Soumya Mukherjee
3	Mergers and Acquisitions: A Study of some select Indian Firms from the Cement Sector	Dr. Madhumita Dasgupta
4	Corporate Sustainability Reporting Practices - A Study of BSE-SENSEX Companies	Anandaraj Saha
5	Diversified Workforce in Indian MSMEs - A Study	Sumedha Majumder Dilip Barik
6	Some Security Threats in Online Financial Transactions	Ramit Kumar Roy
7	Perspectives of the users on the level of Security and Privacy of M-wallet: A Study focusing on the city of Kolkata	Sukanya Bhattacharyya Raj Das
8	A Study on the effects of E-Commerce on Emerging Markets	Raunak Bhattacharyya
9	Implementation of Digital Currency in India - Opportunities and Challenges	Dipayan Singha
10	Fintech Lending in India: A Threadbare Analysis of the Demand Factors	Sagnik Maity

CONCURRENT TECHNICAL SESSION - III (Paper Presentations)

In Chair: Dr. Samyabrata Das

Associate Professor, Dept. of Commerce, New Alipore College, Kolkata
and Annual Member, KBSAA

Coordinator: Ms. Priyanka Roy

Former Post Graduate Student, Shri Shikshayatan College (Kolkata) and
Annual Member, KBSAA.

Sl. No.	Title of the Research Paper / Article	Name of the Author (s)
1	A Cross Country study on Corporate White-Collar Crimes in the recent past and their possible reasons	Saptarsi Ganguly Dr. Amit Majumder
2	A Study on the Impact of Payment Bank in Financial Inclusion with special reference to India Post Payment Bank	Dipankar Mondal
3	Green Marketing: One Step Closer towards Sustainability	Mallika Thacker Dr. Soma Nath
4	Environmental, Social and Governance (ESG) Reporting: A Quest Towards Sustainability Reporting Practices	Megnath Routh Dr. Anirban Ghosh
5	Climate Finance and The United Nation	Md. Sharique Imroze Molla Anwarul Haque
6	Zero-Waste Management: Perspective of Indian Citizens on a Zero-Waste Lifestyle	Jagriti Saha Dr. Soma Nath
7	Examining the Impact of COVID 19 Pandemic on the Performance of Select Equity Hybrid Mutual Funds in India	Baitali Paul Abhishek Dutta
8	Current Gender Diversified Board Committee Composition and Tokenism: An Empirical Study with reference to Indian Companies	Rozy Lasker
9	Kolkata: A Bibliometric Analysis on Contemporary Issues in Social Science	Jayasree Das