



**International Conference
on
Humanities, Social Sciences and Management**

**Redefining Humanities, Social Sciences and
Management in the Digital Age**

February 26-28, 2026

Conveners

Prof. Mukta Mani & Dr Monali Bhattacharya

Co Conveners

Dr Kanupriya Misra Bakhru & Dr Manas Ranjan Behera

Organizing Secretaries

Dr Harleen Kaur

Dr Amandeep Kaur

Dr Purwa Srivastava

Organized by

**Department of Humanities and Social Sciences
Jaypee Institute of Information Technology
A-10, Sector-62, Noida-201309, Uttar Pradesh, India**

**Conference Schedule**

**26th Feb 2026, Day 1 (Offline Mode),
Venue: LT4, Aryabhata Bhawan II (JBS)**

Time	Program	
8:30 AM – 9:30 AM	Registration	
9:30 AM - 9:35 AM	Guest Arrival and Reception	
9:35 AM – 9:40 AM	Lighting of the ceremonial lamp and Saraswati Vandana	
9:40 AM – 9:45 AM	About the conference by the ICHSM convener, Prof Mukta Mani	
9:45 AM - 9:50 AM	Release of conference proceedings	
9:50 AM – 9:55 AM	About the department by the Dean & Head HSS, Prof. Monika Suri	
9:55 AM - 10:05 AM	Address by Pro Chancellor JIIT, Prof. S.C. Saxena	
10:05 AM – 10:10 AM	Vote of Thanks by ICHSM convener, Dr Monali Bhattacharya	
10:10 AM – 10:15 AM	National Anthem	
10:15 AM – 10:30 AM	Group Photograph	
10:30 AM - 11:15 AM	High Tea	
Time	Keynote Speakers	Title
11:15 AM – 1:00 PM	Prof. V. Ganeshan, Former Vice-Chancellor, CIEFL (now EFLU), Hyderabad	From Gurukula To Metaverse: Virtual Reality as The Bridge to Nep 2020's Vision of Holistic, Multidisciplinary Education Online mode on Google Meet: https://meet.google.com/hvw-cky-b-gpc
	Mr. Roy Postigo Trade Specialist, Promperu Embassy of Peru	AI advances and challenges of digital transformation in global trade
01:00 PM – 02:00 PM	Lunch Break	
02:00 PM – 03:15 PM	Offline parallel tracks	Tracks 1-4, G10, G11, LT4, LT5
03:15 PM – 03:30 PM	Tea Break	
03:30 PM – 05:00 PM	Offline parallel tracks	Tracks 5-8, G10, G11, LT4, LT5
6:00 PM- 7:00 PM	Cultural Evening, Auditorium ABB-II	
7:00 PM – 8:30 PM	Gala Dinner	



**27th Feb 2026, Day 2 (Online Mode),
Venue: LT1, Aryabhata Bhawan-I /Online Platforms**

Time	Keynote Speakers	Title
09:00 AM- 09:05 AM	Welcome and introduction	
09:05 AM- 11:00 AM	Prof. Chen Jinying Executive Director, Centre for Indian Studies, School of International Relations and Public Affairs, Shanghai International Studies University, China	The revival of nationalism in the post-globalization era Zoom link: https://us05web.zoom.us/j/88396383803?pwd=Ke8pKOsaJb2J1ilGWPTBKi1Ga9XCP.1
	Dr. Qu Yangyi School of Marxism, Chongqing University, China	Rural Modernisation between China and India: An Entropy-Based Comparative Study Zoom link: https://us04web.zoom.us/j/78382745086?pwd=MVd9fZpIN8EghXOcN9YFvoOYFAk9CW.1
	Prof. Amit Kumar Department of Commerce, Delhi School of Economics Delhi University	Financial Literacy as a Catalyst for Business Innovation: Bridging the Knowledge Gap in India's Transformation Journey Zoom link: https://us04web.zoom.us/j/75532829372?pwd=InRBCIzew9rcHFM9shKA4ceWf10oXj.1
11:00 AM – 11:30 AM	Tea Break	
11:30 AM – 01:00 PM	Online parallel tracks	Tracks 9-14 Online mode
01:00 PM – 02:00 PM	Lunch Break	
02:00 PM – 04:00 PM	Online parallel tracks	Tracks 15-20 Online mode



**28th Feb 2026, Day 3 (Offline Mode),
Venue: LT4, Aryabhata Bhawan II (JBS)**

09:00 AM – 10:00 AM	Offline parallel tracks	Tracks 21-25 G10, G11, G13, LT4, LT5
10:00 AM – 10:30 AM	Tea Break	
	Keynote Speakers	Title
10:30 AM- 12:00 Noon	Prof. Nirmala Mani Adhikary. Professor of Communication and Media, Kathmandu University. Nepal	The Sadharanikaran Model of Communication as a Means for the Reorientation of Humanities and Social Sciences Online mode on Google Meet: https://meet.google.com/nxv-kwfe-xpj
	Prof. Rahul Singh, Director – Research and International Affairs and Professor of Strategy, IILM University, Gurugram	Digital Age Economies and Societies- The Future of Learning
	Prof. Bindu Arora, Department of Management Studies, Gurukul Kangri Vishwavidyalaya, Haridwar	Reimagining Governance: Ancient Indian Wisdom for Modern Challenges
12:00 Noon-1:00 PM	Valedictory Ceremony	
12:00 PM – 12:30 PM	Prof. Lindsay G. Oades Provost, University of York Mumbai Campus	Wellbeing: Towards a Transdisciplinary Understanding of What Constitutes the Good
12:30-12:40 PM	Best Paper Presentation Award	
12:40-12:50 PM	Report of the conference	
12:50-1:00 PM	Vote of Thanks	
1:00 PM onwards	Lunch	

**TECHNICAL SESSIONS****Date: 26-February-2026****Venue: LT4****Track 1: Literature and Language/ NEP and Educational Reforms**

S. No	Name	Title of the Paper	Affiliation	Time
1	Nazm Rehman & Reena Singh	Ecofeminist Narratives in the Algorithmic Age: Digital Archives, Gendered Ecologies, and the Reimagining of Literary Storytelling	Amity University, Noida	2:00-2:15 PM
2	Pratishtha Mishra & Monali Bhattacharya	Mythology in Fanfiction and Online Communities: The Role of Language in Online Writing Communities Reshaping Mythological Retellings	Jaypee Institute of Information Technology, Noida	2:15-2:30 PM
3	Sayantani Dhar & Reena Singh	The Monstrous Psyche: A Psychoanalytic Study of the Human Brain, Desire, and Fear in Sweet Home by Kim Carnby and Hwang Young-chan	Amity University, Noida	2:30-2:45 PM
4	Nikita Bhardwaj & Reena Singh	Signs, Stories, Screens, and Perceptions: Peircean Triadic Analysis of Children's Literature and Cyberculture	Amity University, Noida	2:45-3:00 PM
5	Kamna Gaur & Monali Bhattacharya	Benefits of Transcendental Meditation in Education: A Narrative Review	Jaypee Institute of Information Technology, Noida	3:00-3:15 PM
6	Sanya Agrawal, Ekta Srivastava	Locating the Indian Disabled Woman at the Centre of Critical and Feminist Disability Studies	Jaypee Institute of Information Technology, Noida	3:15-3:30 PM

**Date: 26-February-2026****Venue: LT5****Track 2: Business, Management, Entrepreneurship and Sustainability**

S.No	Name	Title of the Paper	Affiliation	Time
1	Sachin Madan, Ashutosh Shukla	The Dual-Edged Sword: Introspecting the IT Legacy System in the Metamorphosis of Organizational Learning	Jaypee Institute of Information Technology, Noida	2:00- 2:15 PM
2	Aarushi Singh, Anshu Banwari	Exploring different leadership styles: A comparative analysis	Jaypee Institute of Information Technology, Noida	2:15- 2:30 PM
3	Mamta Aggarwal, Nidhi Yadav & Meera Bamba	Voices from the Field: Understanding Startup Failure Reasons through Developed and Emerging Economies	Indira Gandhi University, Rewari, Haryana	2:30- 2:45 PM
4	Nitin Kumar Tiwari, Monika Suri & Mukta Mani	Robo-Advisors in FinTech: An Emotion–Ethics–Engineering (EEE) + Governance Framework for Trust-by-Design in Emerging India	Jaypee Institute of Information Technology, Noida	2:45- 3:00 PM

Date: 26-February-2026**Venue: G10****Track 3: Psychology and Human Behaviour**

S. No	Name	Title of the Paper	Affiliation	Time
1	Aanchal, Sakshi Varshney, Deepak Verma	Event-Aware Analysis of Herding in India's Equity Market: Evidence from the Nifty 50 Using CSAD & CSSD approaches	Jaypee Institute of Information Technology, Noida	2:00-2:15 PM
2	Rachna Dwivedi, Praveen Kumar Sharma	Measuring Engagement: A Review of Scales	Jaypee institute of information technology, Noida	2:15-2:30 PM
3	Ligy P.K, Rakhi	Study on Family Environment and Moral Values of Secondary School Students	Mewar University, Gangar, Chittorgarh	2:30-2:45 PM

**Date: 26-February-2026****Venue: G11****Track 4: International and National Political Affairs, Governance and Law/ Economy and Rural Development**

S.No	Name	Title of the Paper	Affiliation	Time
1	Abhilash Koushal, Kriti Mishra, Harish Kumar	Leveraging Information and Communication Technology for Strengthening Good Governance: An Analytical Study of Government Projects in Uttar Pradesh	Dr. K. N. Modi University, Niwai, Rajasthan	2:00-2:15 PM
2	Tarushi Acharya	Transformation of Banking through AI/ML and Data Analysis: application, challenges and Future direction.	GGSIU, Dwarka	2:15-2:30 PM
3	Nchumrole Odyuo, Shekar	Fiscal Deficit and Economic Stability in India: Evidence from Recent Budget Trends	Sharda University	2:30-2:45 PM
4	Mansift Kaur	Exploring the Impact of Women's Autonomy on Health Outcomes in India: Evidence from NFHS-5	Delhi Technological University	2:45-3:00 PM
5	Prashant Kumar Garg	MITRA-X: A Low-Cost Human-Centric Embedded Interaction Microboard for Enhancing Digital Workflows.	Jaypee Institute of Information Technology, Noida	3:00-3:15 PM

**Date: 26-February-2026****Venue: LT4****Track 5: Literature and Language**

S.No	Name	Title of the Paper	Affiliation	Time
1	Sanya Agrawal, Ekta Srivastava	Inclusive Language in Disability Education: A Cross-Cultural Review	Jaypee Institute of Information Technology, Noida	3:30- 3:45 PM
2	Shikha Sharma, Harleen Kaur, Monika Suri	The Voice of Command and Connection: A Narrative Review of Communication in Leaders	Jaypee Institute of Information Technology, Noida, Uttar Pradesh	3:45-4:00 PM
3	Anshima P Srivastava, Ekta Srivastava	Teaching Literature to Engineering Students in ESL Classrooms: A Reflective Application of Bloom's Taxonomy	NIIT University, Neemrana, Rajasthan	4:00- 4:15 PM
4	Rashmi Jacob	Algorithmic Aesthetics: AI, Fashion and Identity in the Indian Digital Economy	Jaypee Institute of Information Technology, Noida	4:15- 4:30 PM

**Date: 26-February-2026****Venue: LT5****Track 6: Psychology and Human Behaviour**

S.No	Name	Title of the Paper	Affiliation	Time
1	Pragati Aggarwal, Badri Bajaj	A Propositional Review of Emotion Regulation and Psychological Well-Being: The Roles of Mediators and Moderators	Jaypee Institute of Information Technology, Noida	3:30- 3:45 PM
2	Kashish Dua, Kanupriya Mishra Bakhru	Unveiling Patterns of LGBTQ+ Resilience: A Dual Approach of Systematic Literature Review and Bibliometric Network Mapping	Jaypee Institute of Information Technology, Noida	3:45- 4:00 PM
3	Vishakha Singh, Shweta Verma, Badri Bajaj	Relationship between Body Image Dissatisfaction and Psychological Well-Being: A Literature Review	Jaypee Institute of Information Technology, Noida	4:00- 4:15 PM
4	Sakshi Sharma, Badri Bajaj	Understanding Parenting Styles and Their Impact on Children's Well-Being	Jaypee Institute of Information Technology, Noida	4:15- 4:30 PM
5	Pushpa, Ankita Mishra	A Bibliometric Analysis of Research Trends in Digital Hoarding Behaviour: A Psychological Perspective	Jaypee Institute of Information Technology, Noida	4:30- 4:45 PM

**Date: 26-February-2026****Venue: G10****Track 7: Business, Management, Entrepreneurship and Sustainability**

S.No	Name	Title of the Paper	Affiliation	Time
1	Ruhi Rachna Misra, Shikha Kapoor, M. A. Sanjeev	Psychological Impact of Hyper-Personalised Fashion Feeds on Consumer Trust and Loyalty	Amity University, Noida	3:30- 3:45 PM
2	Sara Hussain	Climate anxiety and travel decisions among Gen-Z	Jaypee Institute of Information Technology, Noida	3:45- 4:00 PM
3	Vineet Kumar, Himani Manchanda	Analysis of Financial Literacy's Role in Personal Wealth Management	Lingaya's Vidyapeeth, Faridabad	4:00- 4:15 PM
4	Vijayshree Dwivedi, Kanupriya M Bakhru	STARA Competency under the Microscope: A Systematic Bibliometric Review of an Emerging Construct.	Jaypee Institute of Information Technology, Noida	4:15- 4:30 PM

Date: 26-February-2026**Venue: G11****Track 8: Indian Knowledge System**

S. No	Name	Title of the Paper	Affiliation	Time
1	Aakriti Choudhary	Rejuvenation of Regional Voices: Preservation of Maithili Literature and Folk Arts	Amity University, Noida	3:30- 3:45 PM
2	Riya Sharma	Revitalizing India's Knowledge System: Case study of living knowledge of Rajasthan	Delhi University	3:45- 4:00 PM
3	Vandita Rai, Rashmi Jacob, Rahul Kumar	Preserving and Disseminating Traditional and Indigenous Knowledge: A Mixed-Methods, Community-Centred Knowledge Systems Approach	University of Lucknow	4:00- 4:15 PM

**Date: 27 February 2026****Venue: Online Google Meet**meet.google.com/ubb-aarr-rsv**Track 9: Literature and Language**

S.No	Name	Title of the Paper	Affiliation	Time
1	Syyada Faheem, Sajidul Islam	The Relevance of Migration Literature in the Present Times	Aligarh Muslim University, Aligarh	11:30-11:45 AM
2	Swapnita Mahauth, Mohammed Tausif Ur Rahman	The Uncanny Homeland: Dalpat Chauhan's Homeland's Normalization of Structural Impossibility and Caste Violence	Indira Gandhi National Tribal University, Amarkantak	11:45 AM-12:00 Noon
3	Tulika Ghosh	From Myth to Modernity: Reimagining the Indian Woman in Chitra Banerjee Divakaruni's The Palace of Illusions, Bharati Mukherjee's Wife and Bharti Kirchner's Goddess of Fire	National P.G. College, Lucknow	12:00 Noon-12:15 PM
4	Attrayee Adhya Chatterjee	Climate Change, Environmental Activism and Virtual Reality: How AI can enhance interest in Green Literature	G. D. Binani P. G. College, Mirzapur	12:15-12:30 PM
5	Kunal Upadhyay	Beyond the Human Writings: Machine Learning and the Evolution of Authorship.	Uttaranchal University, Dehradun	12:30-12:45 PM

**Date: 27 February 2026****Venue: Online Google Meet****<https://meet.google.com/pvd-pymp-uyi>****Track 10: Literature and Language**

S.No	Name	Title of the Paper	Affiliation	Time
1	Heena, Shivani Wadhwa	Cognitive Logic and Narrative Voice in Mark Haddon's The Curious Incident of the Dog in the Night-Time	K.R. Mangalam University, Sohna Road, Gurugram	11:30-11:45 AM
2	Aditi Bhardwaj	From Super-toys to Sentient Souls: Adaptation, Posthumanism and the Ethics of Teaching a Machine to Love in A.I. Artificial Intelligence	Freelance Educator and Coach, Jaipur	11:45 AM-12:00 Noon
3	Srishti Dafouty, Vipin Kumar, Shipra Joshi	Perpetuating Trauma through Power: Examining Hegemonic Forces in George R. R. Martin's A Song of Ice and Fire and their Resonance in Digital Human Behaviour	Graphic Era Hill University, Dehradun	12:00-12:15 PM
4	Shikha Juyal, Harleen Kaur	Digital Archiving and Preservation of Literature: Mythic Intertexts as Cultural Repository of Postcolonial Narratives	Uttaranchal University, Dehradun	12:15-12:30 PM
5	Aditi Chandra, Mohammed Tausif Ur Rahman	Material Development for Culturally Responsive English Language Receptive Skills Enhancement among Indigenous Learners	Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh	12:30-12:45 PM

**Date: 27 February 2026****Venue: Online Google Meet****<https://meet.google.com/gyt-odbc-uic>****Track 11: Business, Management, Entrepreneurship and Sustainability**

S.No	Name	Title of the Paper	Affiliation	Time
1	Ananya Goel, Sweta Goel	Digital Infrastructure and Air Quality in India (2018–2024): A Data-Driven Analysis of Technology, Forecasting, and Sustainability	Jaypee Business School, Noida	11:45 AM-12:00 Noon
2	Atul Hadap, Anugamini P. Srivastava	Leadership Across Spaces: Exploring the Impact on Mental Health in Hybrid, Remote, and Office Settings	ICFAI Business School, Powai, Mumbai	12:00 Noon - 12:15 PM
3	Pankaj Goel, Rohit Shrivasta, Amit Kumar Singh	Operating Surplus in India: Amrut Cities: Green and Red Flags for Financial Sustainability and Access to Urban Challenge Fund	Delhi School of Economics, University of Delhi	12:15-12:30 PM

**Date: 27 February 2026****Venue: Online Google Meet**<https://meet.google.com/wtg-tjzw-abt>**Track 12: Business, Management, Entrepreneurship and Sustainability**

S.No	Name	Title of the Paper	Affiliation	Time
1	Aparna Srivastava, Archi Bhadauria	From Compliance to Compassion: Integrating Human Rights in Human Resource Management for Ethical and Sustainable Transformation in the Digital Era	Amity University, Noida	11:30-11:45 AM
2	Yuvraj Singh, Anupriya Kaur, Anita	Digital Brand Disengagement Concept, Theoretical Underpinnings, and Research Postulations	Jaypee Institute of Information Technology, Solan	11:45 AM-12:00 Noon
3	Sweta Lakhaiyar, Mukta Mani	Impact of Demographical Variables on Adoption of Digital Payment in India: An UTAUT Approach	Lloyd Group of Institutions, Greater Noida	12:00-12:15 PM
4	Richa Agarwal, Prachi Sharma	Interplay of Artificial Intelligence and Employee Value Proposition in the Recruitment Process	ITS School of Management, Ghaziabad	12:15-12:30 PM
5	Shabnam Mehta, Naveen Sharma	AI-Driven Decision-Making, Hybrid Work and Organisational Trust: Advancing Theory Z+1 for Sustainable Digital Management	Suresh Gyan Vihar University Jaipur	12:30-12:45 PM

**Date: 27 February 2026****Venue: Online Google Meet**<https://meet.google.com/szq-jfty-fii>**Track 13: Digital Humanities**

S.No	Name	Title of the Paper	Affiliation	Time
1	Sakshi Kaushik	From Print to Pixels: The Narrative Evolution in Digital Adaptations of The Jungle Book	IIS University, Jaipur	11:30-11:45 AM
2	Sritama Mukhopadhyay	South Asian Digital Epistemicide: AI, Algorithmic Amplification and the Reproduction of Colonial Logics in the Commodification of South Asian History, Heritage and Culture	Jadavpur University	11:45 AM-12:00 Noon
3	Ronit Das, Debapriya Basu	From Detection to Interpretation: A Digital Humanities Approach to AI-Generated Academic Writing	Indian Institute of Technology Guwahati, Assam	12:00-12:15 PM
4	Pratibha	When Parsai Meets the Machine: A Study of Translation Accuracy and Limitations with Bing Translator	Banasthali Vidyapith	12:15-12:30 PM
5	Atharv Tyagi, Ranishka, Babita Tyagi	Social Media: Providing Space for digital performance and identity	Jaypee Institute of Information Technology, Noida	12:30-12:45 PM
6	Dheeraj Yadav & Yashi Gupta	Exploring How VARK-based Learning Style Preferences Determine the ICT Usage among Higher Education Students	University of Allahabad, Prayagaraj	12:45-01:00 PM

**Date: 27 February 2026****Venue: Online Google Meet**<https://meet.google.com/zge-fvqv-gtd>**Track 14: International and National Political Affairs, Governance and Law and
Indian Knowledge System**

S.No	Name	Title of the Paper	Affiliation	Time
1	Jyotiraj Pathak	Navigating the Digital Frontier: Cyber Law, Privacy, State Power and Human Rights in India	Kumar Bhaskar Varma Sanskrit & Ancient Studies University, Assam	11:30-11:45 AM
2	Rishabh Kumar	Ayurveda: The Pulse of Indian Knowledge Systems — Integrating Science, Culture, and Philosophy	G D Binani P G College, Mirzapur	11:45 AM-12:00 Noon
3	Garima Singhal, Abhishek Singh, Aryan Jain	Decentralised Learning in the Education 5.0: A Framework of Balancing Innovation in India	Noida Institute of Engineering and Technology, Greater Noida	12:00 Noon - 12:15 PM
4	Dhananjay Duhan	Determinants of Migration: A Study on Push and Pull Factors Among Adult Asian Immigrants in the U.S	Lebanon Trail High School, Texas, USA	12:15-12:30 PM
5	Dhiren Duhan	Educational and Cultural Integration of Asian Immigrant Youth in the United States	Lebanon Trail High School, Texas, USA	12:30-12:45 PM

**Date: 27 February 2026****Venue: Online Google Meet**<https://meet.google.com/vnj-dosu-ibt>**Track 15: Literature and Language**

S.No	Name	Title of the Paper	Affiliation	Time
1	Sugandha Srivastava	Reimagining Authorship: The Question of Creativity in AI-Generated Literature	National P. G. College, Lucknow	2:00-2:15 PM
2	वंदना नौटियाल एवम् निधि उप्रेती	इक्कीसवीं सदी के विशेष कवियों प्रतिभा चौहान और निर्मला पुतुल की हिंदी कविताओं में ग्रामीण बोध एवं लोक संस्कृति : एक अनुशीलन	माया देवी यूनिवर्सिटी, देहरादून	2:15-2:30 PM
3	Tamishra Swain	Folk Knowledge and Ecological Survival in Amitav Ghosh's The Hungry Tide	Banasthali Vidyapith	2:30-2:45 PM
4	Priti Bhati	Mythical Narratives and Inner Awakening: An Indian Philosophical Inquiry into Devdutt Pattanaik's Works	Dyal Singh College, Delhi University	2:45-3:00 PM
5	Girish N	A Critical Posthuman Reading of Techno Culinary Politics in Lavanya Lakshminarayan's Interstellar MegaChef	Manipal Academy of Higher Education	3:00-3:15 PM

**Date: 27 February 2026****Venue: Online Google Meet** meet.google.com/ust-aozk-sdr**Track 16: Psychology and Human Behaviour**

S.No	Name	Title of the Paper	Affiliation	Time
1	Swati K. Shetye, Anugamini Srivastava, Keyurkumar Nayak, Atul Hadap	AI for Equity: Exploring the Mediated and Moderated Impact of AIHR on Time Pressure Among Working Mothers	Ramananad Arya DAV College, (Autonomous) Mumbai	2:00-2:15 PM
2	Anugamini P. Srivastav	Artificial Intelligence in Special Education: Opportunities, Challenges, and the Road Ahead	Dr D.Y. Patil B-School, Pune	2:15-2:30 PM
3	Sandra Biju Varghese	Tethered to Technology: Cyberbullying, Digital Identity, and Adolescence in Contemporary British Youth Drama	Independent Researcher	2:30-2:45 PM
4	Shini V S	Youth Identity Construction on Social Networking Sites: A Narrative Review	Govt. College for Women, Thiruvananthapuram, Kerala	2:45-3:00 PM
5	Keerthi V Kumar, R. Dhanalakshmi	The Limits of AI in Interpreting Human Irrationality: A Study of Pearl S. Buck's Characters	PG and Research Centre of English, Mannar Thirumalai Naicker College, Madurai, Tamil Nadu	3:00-3:15 PM
6	Mansi Sharma, Vijayalakshmi Iyenegr	From Workplace Diversity to Innovative Work Behavior: The Mediating Role of Psychological Safety	SRM Institute of Science & Technology, Delhi-NCR Campus, Modinagar	3:15-3:30 PM
7	Kanchan Chetiwal, S.Arulsamy	The Interplay between Anxiety and Perceived Usefulness in Artificial Intelligence (AI) Chatbots Usage for Learning: A Quantitative Survey	Bharathiar University, Coimbatore	3:30-3:45 PM
8	Aman Shanavas	Anthropomorphism: Exploring Determinants, Dynamics, and Measurement in the Perception of Human-like Traits in Non-Human Agents	University of Allahabad, India	3:45-4:00 PM

**Date: 27 February 2026****Venue: Online Google Meet**<https://meet.google.com/gcz-iiec-mpp>**Track 17: Business, Management, Entrepreneurship and Sustainability**

S.No	Name	Title of the Paper	Affiliation	Time
1	Divyani Datta	Gender Diversity Compliance and Market Premium: A Comparative Study of Family and Non-Family Firms in India	St. Xavier's College (Autonomous), Kolkata.	2:00-2:15 PM
2	Megha Singhal, Parul Agarwal	Consumer Behaviour toward Electric Vehicles in the Context of Sustainable Mobility: Insights from Factor Analysis	Bharati Vidyapeeth (Deemed to be University), Pune	2:15-2:30 PM
3	Priyanka Malhotra, Ajay Gangele, Menka Sharma	Bridging the Green Divide: A Comparative Analysis of Sustainable Marketing Effectiveness Across Urban and Rural Consumer Segments in India	Noida Institute of Engineering and Technology, Greater Noida,	2:30-2:45 PM
4	Madhu Sudan Sharma, Amit Srivastava, Deler Singh	The Impact of Mergers on Market Liquidity, Bid-Ask Spreads, and Firm Valuation: A Difference-in-Differences Analysis	Jaypee University of Information Technology, Solan	2:45-3:00 PM
5	Ajay Gangele, Saloni Tiwari, Sanjiv Kumar Singh, Rupanjali Acharya, Yaduvir Singh	Entrepreneurship and Sustainability: The (Un)comfortable Meeting in the Contemporary Business World	Noida Institute of Engineering and Technology, Greater Noida	3:00-3:15 PM
6	Saranya P	Integrating Carbon Credits and ETS for Sustainability in India's Fast Fashion Sector	Christ University, Bangalore	3:15-3:30 PM

**Date: 27 February 2026****Venue: Online Google Meet**meet.google.com/jgr-pyyu-rfu**Track 18: Society and Media**

S.No	Name	Title of the Paper	Affiliation	Time
1	Oishika Goswami	Negotiating Food Practices in Bengali Inter-Community marriages: A Study in Urban Bengaluru	Mount Carmel College Autonomous, Bengaluru.	2:00-2:15 PM
2	Shikha Negi	Reframing Society in the Digital Age: Citizen Journalism and Alternative Media as Challenges to Mainstream Narratives	Uttaranchal University, Dehradun	2:15-2:30 PM
3	Sanchita Sardar, Kajal Chaudhary	Late Capitalist Digital Anxieties and the Dissolution of Selfhood in Chetan Bhagat's One Night @ the Call Centre: A Lacanian Reading (of the Mirror Stage)	Manav Rachna International Institute of Research and Studies	2:30-2:45 PM
4	Ankita Swetaparna	Deep Fake Misinformation on Social Media: The Case of Indian Celebrities	VIT-AP University, Amaravati	2:45-3:00 PM
5	Rizwan Wadood, Amr Ali, Maitha Ibrahim Mohamed Alsayed Alhashmi	Digital Culture and Its Impact on the Self-Identity of Emirati Youth	Higher Colleges of Technology, UAE	3:00-3:15 PM

**Date: 27 February 2026****Venue: Online Google Meet**<https://meet.google.com/bsm-imvz-rfu>**Track 19: NEP and Educational Reforms**

S.No	Name	Title of the Paper	Affiliation	Time
1	Junaid Akbar, Deepak Sharma, Uzma Quddusi	Mapping Research on India's National Education Policy 2020: A Bibliometric Study	Lovely Professional University Punjab,	2:00-2:15 PM
2	Lt Col Biju CP, Anugamini P Srivastava	Digital Divide and Educational Aspirations of Tribal Youth of Attappadi, Kerala	Poornima University, Jaipur	2:15-2:30 PM
3	Seema Shukla	Re-Imagining Indian Higher Education 2020 and the Epistemic turn towards Holistic and Liberal meaning.	Bennett University, Noida	2:30-2:45 PM
4	Chandni Aggarwal	Designing Adaptive Clothing for School Children with Cerebral Palsy and Assessment of Its Effectiveness	Sharda University, Greater Noida	2:45-3:00 PM
5	Parag Tandale, Anugamini Priya Srivastava, Hardik Vachharajani	Holistic and Multidisciplinary Education in India: Practice Continuity and Policy Insights in the Context of NEP 2020	Symbiosis International (Deemed University), Pune	3:00-3:15 PM
6	Anuradha Emani, Roshan Jameer	Evaluating Institutional Readiness and Reforms Adoption: Higher Education and NEP 2020	St. Mary's College, Hyderabad, Telangana	3:15-3:30 PM

**Date: 27 February 2026****Venue: Online Google Meet**<https://meet.google.com/mfb-bjpx-jgw>**Track 20: Economy and Rural Development**

S.No	Name	Title of the Paper	Affiliation	Time
1	Kiruthika K, Anitha A, Anitha M, Harini D	BookHub: A Role-Based Digital Platform for Book Reuse, Exchange, and Donation	Jeppiaar Institute of Technology, Sunguvarchtram, Tamil Nadu	2:00-2:15 PM
2	Ashu, Kaveri Khound	AI-enabled Comparative study of Minimum Support Price (MSP) and its Economic impact on Farmers in Northern and Southern states in India	KR Mangalam University, Sohna, Haryana	2:15-2:30 PM
3	Mohini Gupta, Bhavesh Agarwal, Alina Davis	Decoding Sustainable Growth: An Empirical Study of Ecological Footprint, Electricity Power Use, Trade Openness, and GDP	Christ University, Bangalore	2:30-2:45 PM
4	Harsha Sharma, Amit Srivastava	Uncovering Efficiency Patterns in Indian Central Universities: A Two-Stage DEA–Tobit Regression Analysis	Jaypee University of Information Technology, Wagnaghat, Solan	2:45-3:00 PM

**Date: 28-February-2026****Venue: LT4****Track 21: Literature and Language**

S.No	Name	Title of the Paper	Affiliation	Time
1	Anusri Mandal, Reena Singh	Reclaiming Brinda: Intersectional Feminism and Anti-Caste Cinematic Aesthetics in Aparna Sen's Ghawre Bairey Aaj	Amity University, Noida, U.P.	9:00-9:15 AM
2	Anshika, Ekta Srivastava	Climate Crisis in Speculative Young Adult Fiction: An Ecocritical and Close Textual Study of Lauren James's Green Rising and Sarah Crossan's Breathe	Jaypee Institute of Information Technology, Noida	9:15-9:30 AM
3	Gauri Sharma, Surbhi Saraswat	Crip Voices in a Digitized World: Disability and Posthuman Embodiment in Machinehood and No One Is Talking About This	Amity University Noida.	9:30-9:45 AM
4	Anshu	Upanishadic Pedagogy and Modern Indian Education System	Delhi University	9:45-10:00 AM

**Date: 28-February-2026****Venue: LT5****Track 22: Psychology and Human Behaviour**

S.No	Name	Title of the Paper	Affiliation	Time
1	Kamakshi Singh, Nibha Sinha	Role of Digital Interventions in Promoting Mental Health of Adolescents: A Systematic Review	Jaypee institute of information technology, Noida	9:00-9:15 AM
2	Hema Sahu, Shweta Verma, Kanupriya M Bakhru	Psychological Well-Being and Resilience in Mediator-Lawyers: A Systematic Review	Jaypee Institute of Information Technology, Noida	9:15-9:30 AM
3	Salam Purnima Devi, Shweta Verma, Monika Suri	Mental Health Challenges and Coping Strategies of Internally Displaced Persons in Manipur: A Literature Review of the Impact of Ethnic Violence.	Jaypee Institute of Information Technology, Noida	9:30-9:45 AM
4	Ria Guglani, Shweta Verma	AI and Human Cognition: A Review of Cognitive, Behavioural and Psychological Outcomes.	Jaypee Institute of Information Technology, Noida	9:45-10:00 AM

**Date: 28-February-2026****Venue: G10****Track 23: Economy and Rural Development**

S.No	Name	Title of the Paper	Affiliation	Time
1	Genevieve.T. Patton, Nayanakhee Sarma	India's Emergence as a Digital Economy and Its Uneven Futures: The Changing Work-Security Dynamic.	Sharda University, Greater Noida	9:00-9:15 AM
2	Shivam Agnihotri, Amandeep Kaur, Sakshi Varshney	Skill Mismatch in the Indian Labour Market: Patterns and Determinants	Jaypee Institute of Information Technology, Noida	9:15-9:30 AM
3	Samdish Sharma, Manas Ranjan Behera	Entrepreneurship Opportunities in India's Sacred Cities: A Comparative Case Study of Ayodhya and Varanasi	Jaypee Institute of Information Technology, Noida	9:30-9:45 AM
4	Netra Jain, Mukta Mani	Trade Policy Uncertainty and the Behaviour of Precious Metals and Emerging Market Equities.	Jaypee institute of information Technology, Noida	9:45-10:00 AM



ICHSM-2026



Date: 28-February-2026

Venue: G11

Track 24: Digital Humanities

S.No	Name	Title of the Paper	Affiliation	Time
1	Garima, Jayatee Bhattacharya	Hybrid Futures: Examining Technology-Mediated Partnerships Between Human and Non- Human Agents	Amity University, Noida, India	9:00-9:15 AM
2	Ananya Tripathi, Shruti Singh	Role of Digital Literacy in the Participation of Women in Vocational Training in Lucknow Distt. (U.P.)	Amity University, Noida	9:15-9:30 AM
3	Nidhija Roy, Udayan Chakraborty	Conceptualising Derridean Deconstruction by using Binary Literary Coding Method (BLCM) and Hierarchical Inversion Test (HIT) for literary analysis	Mukesh Patel School of Technology Management & Engineering (MPSTME), NMIMS University, Mumbai	9:30-9:45 AM

**Date: 28-February-2026****Venue: G13****Track 25: Society and Media**

S.No	Name	Title of the Paper	Affiliation	Time
1	Krishna Kumari Panigrahi, Reena Singh	Digital Afterlives of Regional Queer Films: Archival Ethics and Accessibility in Odia Cinema	Amity University, Noida	9:00-9:15 AM
2	Ayshee Banik, Shuchi Agrawal	Post-Truth: A Fact or Fiction: The Politics of Misinformation, Fake News, and Mirroring of Society in George Orwell's 1984 and Animal Farm	Amity University, Noida	9:15-9:30 AM
3	Jyoti, Yogita Naruka, Vikas Bhatnagar	From Misinformation to Regulation: Navigating India's Fake News Crisis	Jaypee Institute of Information Technology, Noida	9:30-9:45 AM
4	Neelima Singh, Ekta Singh, Nilu Choudhary	Performing Entrepreneurial Identity: How Female Founders Construct Credibility on Shark Tank India	Jaypee Institute of Information Technology, Noida	9:45-10:00 AM