

## Track 5: Changing Phase of Retailing and Marketing during a Global Crisis

Inaugural (9:30 am to 10:00am) Day 2 18 <sup>th</sup> August 2020				
	<b>Internal Panelist: Dr. Aradhana Gandhi</b>	<a href="mailto:aradhana_gandhi@scmhrd.edu">aradhana_gandhi@scmhrd.edu</a>	<b>Internal Panelist: Dr. Gauri Joshi</b>	<a href="mailto:gauri_joshi@scmhrd.edu">gauri_joshi@scmhrd.edu</a>
	<b>External Panelist: Dr. Giribala</b>	<a href="mailto:giribala@imdr.edu">giribala@imdr.edu</a>	<b>External Panelist Dr. Sujata Joshi</b>	<a href="mailto:sjoshi@sitm.ac.in">sjoshi@sitm.ac.in</a>
	<b>Panel 1</b>		<b>Panel 2</b>	
<b>11:00- 11:15</b>	<i>Sadana Title of Study- Competitive analysis of Over-the-top (OTT)</i>	<a href="mailto:mayank_sadana@scmhrd.edu">mayank_sadana@scmhrd.edu</a>	<i>Kumar Title of Study- A Study on crowdsourcing marketing practices to</i>	<a href="mailto:shubham_kumar@scmhrd.edu">shubham_kumar@scmhrd.edu</a>
<b>11:15-11:30</b>	<i>Dsouza Title of Study- Assessing the impact of key factors on consumer behavior towards 'Online delivery services' due to Covid-19 outbreak</i>	<a href="mailto:durant_dsouza@scmhrd.edu">durant_dsouza@scmhrd.edu</a>	<i>Paper ID- 104 Presenter- Shaik Umar Title of Study- Role of a Sub-stockist in strengthening the bond between Retailers and Company in FMCG</i>	<a href="mailto:umar_shaik@scmhrd.edu">umar_shaik@scmhrd.edu</a>
<b>11:30-11:45</b>	<i>Mukherjee Title of Study- Socializing and Advertising in an era of Social Distancing – A study of Dating Application usage in India</i>	<a href="mailto:rajorshi_mukherjee@scmhrd.edu">rajorshi_mukherjee@scmhrd.edu</a>	<i>Paper ID- 108 Presenter- Tilak Raj Singh Parmar Title of Study- Digital Strategies in the Pharmaceutical Industry in India</i>	<a href="mailto:tilak_parmar@scmhrd.edu">tilak_parmar@scmhrd.edu</a>
<b>11:45-12:00</b>	<i>Paper ID- 54 Presenter- MEGHA SALUJA Title of Study- Impact of UPI on consumer buying behaviour</i>	<a href="mailto:megha_saluja@scmhrd.edu">megha_saluja@scmhrd.edu</a>	<i>Paper ID- 115 Presenter- Raghav Gupta Title of Study- Impact of Elements of Ads on Sports fan attitude during a live sporting event</i>	<a href="mailto:raghav_gupta@scmhrd.edu">raghav_gupta@scmhrd.edu</a>
<b>12:00-12:15</b>	<i>Goyal Title of Study- Back to the basics: A Critical review on sustainable consumption and change in perception and buying behavior of consumers pre</i>	<a href="mailto:prernastc@gmail.com">prernastc@gmail.com</a>	<i>Paper ID- 117 Presenter- Rahul Bajaj Title of Study- A Study on Sustainable Fashion Retailers in India</i>	<a href="mailto:rahul_bajaj@scmhrd.edu">rahul_bajaj@scmhrd.edu</a>
<b>12:15-12:30</b>	<i>Paper ID- 58 Presenter- Ayesha Patro Title of Study- Real Estate Consumer Buying Behavior in an Indian scenario</i>	<a href="mailto:ayesha_patro@scmhrd.edu">ayesha_patro@scmhrd.edu</a>	<i>Agarwal Title of Study- An assessment study on the aftermath of Covid-19 pandemic with reference to the Marketing revamping efforts in Health</i>	<a href="mailto:ankit_agarwal@scmhrd.edu">ankit_agarwal@scmhrd.edu</a>
<b>12:30-12:45</b>	<i>Paper ID- 61 Presenter- Tatper Rastogi Title of Study- An analysis on the impact of pandemic on consumption pattern of hygiene related products</i>	<a href="mailto:tatper_rastogi@scmhrd.edu">tatper_rastogi@scmhrd.edu</a>	<i>Dhiman Title of Study- A Study on the reformative impact of Digital Marketing and Demographic factors on cosmetic buying behaviour of male consumer</i>	<a href="mailto:akanksha_dhiman@scmhrd.edu">akanksha_dhiman@scmhrd.edu</a>
<b>12:45-1:00</b>	<i>Paper ID- 93 Presenter- Smriti Sawner Title of Study- Understanding Ecommerce Shopper Behaviour for Confectionary Items in India</i>	<a href="mailto:smriti_sawner@scmhrd.edu">smriti_sawner@scmhrd.edu</a>	<i>Paper ID- 131 Presenter- Vaishali Mahajan Title of Study- Study of Organic food and consumer awareness towards organic food in India</i>	<a href="mailto:vaishali_mahajan@scmhrd.edu">vaishali_mahajan@scmhrd.edu</a>

1:00-1:15	<i>Paper ID- 98 Presentator- Akshay Jain Title of Study- "Technology adoption in the sphere of Retail Communication"- A critical evaluation study</i>	<a href="mailto:Jain_akshay@scmhrd.edu">Jain_akshay@scmhrd.edu</a>	<i>Surana Title of Study- Analysis of the consumer purchase behavior of personal care products in a developing country</i>	<a href="mailto:namrata_surana@scmhrd.edu">namrata_surana@scmhrd.edu</a>
	<b>Panel 1</b>		<b>Panel 2</b>	
	<b>Internal Panelist: Dr. Rajgopal</b>	<a href="mailto:k_rajagopal@scmhrd.edu">k_rajagopal@scmhrd.edu</a>	<b>Internal Panelist: Dr. Vaishali Mahajan</b>	<a href="mailto:vaishali_mahajan@scmhrd.edu">vaishali_mahajan@scmhrd.edu</a>
	<b>External Panelist: Dr. Ashwani Upadhyay</b>	<a href="mailto:ashwani.upadhyay@simc.edu">ashwani.upadhyay@simc.edu</a>	<b>External Panelist: Dr. Suchita Jha</b>	<a href="mailto:suchita.jha@siib.ac.in">suchita.jha@siib.ac.in</a>
3:15-3:30	<i>Paper ID- 137 Presentator- Aniket Kirtikumar Shingre Title of Study- Defining retailers' satisfaction in the Indian pharmaceutical industry</i>	<a href="mailto:aniket_shingre@scmhrd.edu">aniket_shingre@scmhrd.edu</a>	<i>Siva Rama Krishna Naik Title of Study- How subtle messaging through the placement of products in films helped the brands attract customers?</i>	<a href="mailto:sivaramakrishna_banavathu@scmhrd.edu">sivaramakrishna_banavathu@scmhrd.edu</a>
3:30-3:45	<i>Paper ID- 139 Presentator- Rohan Waghela Title of Study- Consumers attitude towards subscription-based shopping for fast fashion apparels</i>	<a href="mailto:rohan_waghela@scmhrd.edu">rohan_waghela@scmhrd.edu</a>	<i>Paper ID- 162 Presentator- Rishabh Narang Title of Study- Consumerism in the era of disruption</i>	<a href="mailto:rishabh_saini@scmhrd.edu">rishabh_saini@scmhrd.edu</a>
3:45-4:00	<i>Paper ID- 145 Presentator- Prithviraj Tankha Title of Study- Film-induced Tourism: Charting the Consumer Perspective of Indian Tourists</i>	<a href="mailto:prithviraj_tankha@scmhrd.edu">prithviraj_tankha@scmhrd.edu</a>	<i>Paper ID- 163 Presentator- Ayushi Rajesh Lad Title of Study- Can emotional appeal trigger purchase? A study in the beauty industry</i>	<a href="mailto:ayushi_lad@scmhrd.edu">ayushi_lad@scmhrd.edu</a>
4:00-4:15	<i>Pathak Title of Study- A Study on the reformative impact of Digital Marketing and Demographic factors on cosmetic buying behaviour of male consumer</i>	<a href="mailto:akansha_pathak@scmhrd.edu">akansha_pathak@scmhrd.edu</a>	<i>Paper ID- 165 Presentator- Srishti Lamba Title of Study- Customer Churn Prediction in Telecom Sector</i>	<a href="mailto:srishti_lamba@scmhrd.edu">srishti_lamba@scmhrd.edu</a>
4:15-4:30	<i>Negi Title of Study- IMPORTANCE OF DIGITAL MARKETING FOR START-UPS IN THE COMPETITIVE MARKETS</i>	<a href="mailto:aanchal_negi@scmhrd.edu">aanchal_negi@scmhrd.edu</a>	<i>Paper ID- 218 Presentator- Manisit Sil Title of Study- Impact on Consumer Perception by the use of AI in E-Commerce</i>	<a href="mailto:manisit_sil@scmhrd.edu">manisit_sil@scmhrd.edu</a>
4:30-4:45	<i>Paper ID- 99 Presentator- Manish Manral Title of Study- Understand consumer behavior to change from skeuomorphic logos to flat designs logos</i>	<a href="mailto:manish_manral@scmhrd.edu">manish_manral@scmhrd.edu</a>	<i>Bajaj Title of Study- A Study to Identify Various Factors Affecting Customer Loyalty in Indian Telecommunication Sector</i>	<a href="mailto:satyam_bajaj@scmhrd.edu">satyam_bajaj@scmhrd.edu</a>
	<b>Day 3: 19.08.2020</b>			
	<b>Internal Panelist - Dr. Pratima Sheorey</b>	<a href="mailto:director@scmhrd.edu">director@scmhrd.edu</a>	<b>Internal Panelist: Dr. Gurudas Nulkar</b>	<a href="mailto:gurudas_nulkar@scmhrd.edu">gurudas_nulkar@scmhrd.edu</a>

	External Panelist: Dr. Suchita Jha	suchita.jha@siib.ac.in	External Panelist: Dr. Ashwani Upadhyay	ashwani.upadhyay@simc.edu
	Panel 1		Panel 2	
11:00- 11:15	<i>Paper ID- 170 Presentator- Sourav Agarwal Title of Study- Personalized Shopping Experience for Apparel Customers in India post COVID-19</i>	sourav_agarwal@scmhrd.edu	<i>Jain Title of Study- Impact of Artificial Intelligence (AI) on impulse buying behaviour of Indian shoppers in fashion retail outlets</i>	shailesh_jain@scmhrd.edu
11:15-11:30	<i>Moray Title of Study- Need and awareness of health insurance of rural India amid pandemic.... An empirical study</i>	rashmy.moray@sims.edu	<i>Paper ID- 236 Presentator- Anubha Mishra Title of Study- Factors Affecting the FMCG Distributor ROI</i>	<a href="mailto:anubha_mishra@scmhrd.edu">anubha_mishra@scmhrd.edu</a>
11:30-11:45	<i>Paper ID- 187 Presentator- Tanay Banerjee Title of Study- Analysing customer engagement online using gamification</i>	<a href="mailto:tanay_banerjee@scmhrd.edu">tanay_banerjee@scmhrd.edu</a>	<i>Paper ID- 238 Presentator- Purab Soni Title of Study- Improving Omnichannel Retail Operations through Buy-Online-and-Pick-up-in-Store initiative</i>	<a href="mailto:purab_soni@scmhrd.edu">purab_soni@scmhrd.edu</a>
11:45-12:00	<i>Kumar Singh Title of Study- Identifying and differentiating the key factors which give an edge to either slow or fast fashion brands</i>	<a href="mailto:sandarbh_singh@scmhrd.edu">sandarbh_singh@scmhrd.edu</a>	<i>Patel Title of Study- A Study on Effectiveness of Advertisement on YouTube: Do Length, Placement, Informativeness and Emotional Content</i>	varshil_patel@scmhrd.edu
12:00-12:15	<i>Paper ID- 201 Presentator- Rishabh Saini Title of Study- B2B E-Commerce Progress Reasons in India's Small and Medium-Sized Enterprises</i>	<a href="mailto:rishabh_saini@scmhrd.edu">rishabh_saini@scmhrd.edu</a>	<i>BHARDWAJ Title of Study- Predicting Customer Lifetime Value in Omnichannel Businesses using ML techniques</i>	nitin_bhardwaj@scmhrd.edu
12:15-12:30	<i>Saraswat Title of Study- A study on Store launch and promotion effectiveness analysis in apparel industry</i>	<a href="mailto:anand_saraswat@scmhrd.edu">anand_saraswat@scmhrd.edu</a>	<i>Parkash Title of Study- Developing Customer Retention Strategies to decrease Churn Rate in the Travel Leads Industry</i>	arun_parkash@scmhrd.edu
12:30-12:45	<i>Paper ID- 204 Presentator- SACHIN TRIPATHI Title of Study- Market Analysis for transportation in India</i>	sachin_tripathi@scmhrd.edu	<i>Khuteta Title of Study- Search Engine Optimization Vs Search Engine Marketing: A comparative study on the effectiveness of both techniques</i>	<a href="mailto:nitin_khuteta@scmhrd.edu">nitin_khuteta@scmhrd.edu</a>
12:45-1:00	<i>Paper ID- 206 Presentator- Suhas Pandit Title of Study- A study on the impact of social media pop-up apparel advertisements on Indian consumers</i>	<a href="mailto:suhas_pandit@scmhrd.edu">suhas_pandit@scmhrd.edu</a>	<i>Kanoria Title of Study- INFLUENCE OF ELECTRONIC WORD-OF-MOUTH (eWOM) ON CONSUMER DECISION IN TOURISM AND HOSPITALITY</i>	<a href="mailto:privamvada_kanoria@scmhrd.edu">privamvada_kanoria@scmhrd.edu</a>
1:00-1:15	<i>Paper ID- 212 Presentator- SREEMOYEE TAGORE Title of Study- Consumer buying behavior of hygiene products during Covid-19</i>	sreemoyee_tagore@scmhrd.edu	<i>Moray Title of Study- Investors' concerns about P2P lending platforms as an investment avenue... An empirical analysis.</i>	rashmymoray@hotmail.com
	Internal Panelist - Dr. Aradhana Gandhi		Internal Panelist - Dr. Gauri Joshi	
	External Panelist: Dr. Ashwani Upadhyay	ashwani.upadhyay@simc.edu	External Panelist: Dr. Sujata Joshi	sjoshi@sitm.ac.in
	Panel 1		Panel 2	

3:15-3:30	Sureka Title of Study- Impact of the adoption of digital transformation on sales and delivery efficiency of traditional mom and pop FMCG stores	adarsh_sureka@scmhrd.edu	Paper ID- 280 Presentator- Karmankar Ajinkyakumar Yashwant Title of Study- Impact of Blockchain in Fashion Retail Industry	ajinkyakumar_karmankar@scmhrd.edu
3:30-3:45	Goel Title of Study- To understand the consumer psyche and the parameters that affect the buying behaviour for OTT services	siddharth_goel@scmhrd.edu	Paper ID- 290 Presentator- Badrikedar Rath Title of Study- Real time customer foot print analysis and its application in retail space	badrikedar_rath@scmhrd.edu
3:45-4:00	Paper ID- 269 Presentator- Sharma Swapnil Pradeep Title of Study- Impact of CSR in Brand Equity and Brand Awareness	swapnil_sharma@scmhrd.edu	Paper ID- 291 Presentator- Ishank Chandra Title of Study- Analysis of Paytm's growth in India	ishank_chandra@scmhrd.edu
4:00-4:15	Paper ID- 296 Presentator- Vignesh V Title of Study- How after-sales service influences brand loyalty in the automobile industry	vignesh_v@scmhrd.edu	Tantia, Prachi Arya Title of Study- Till distance keeps us apart - Does the future of co-living look bright after the pandemic?	subham_tantia@scmhrd.edu aryaprachi15@gmail.com
4:15-4:30	Apte and Dr. Varsha Nerlekar Title of Study- Impact of Digital Banking on Customer Satisfaction- Case of Urban Cooperative Banks in Pune City	ishapte@gmail.com	Prashant Dani Title of Study- Shift in spending patterns and change of attitude towards shopping in brick and mortar environment - A study on Post	pranav_dani@scmhrd.edu
4:30-4:45	Paper ID- 279 Presentator- SADIQ NABI Title of Study- Customer Analysis : Online Education	sadiq_nabi@scmhrd.edu	<b>Plenary Session (4:30pm to 5:00pm) Dr. Vic Matta Associate Professor, Analytics &amp; Information Systems, College of Business, Ohio University. Topic for Session: Strategic Use of Analytics</b>	
<b>Day 4 (20.8.2020)</b>				
	<b>Panel 1</b>		<b>Panel 2</b>	sanjay_bhattacharya@scmhrd.edu
	<b>Internal Panelist (Dr. Aradhana Gandhi)</b>		<b>Internal Panelist ( Dr. Gurudas Nulkar)</b>	
	<b>External Panelist Dr. Giribala</b>	<b>giribala@imdr.edu</b>	<b>External Panelist: Dr. Ashwani Upadhyay</b>	ashwani.upadhyay@simc.edu
11:00- 11:15	Paper ID- 309 Presentator- Joshi Ruta Satish Title of Study- Consumer Perception of Generic Drugs vs Brand-Name Drugs	ruta_joshi@scmhrd.edu	Paper ID- 332 Presentator- Jay Nayel Title of Study- Designing a Growth model for FMCG Foods Categories	jay_nayel@scmhrd.edu
11:15-11:30	Chauhan Title of Study- To study the impact of consumers' commitment to the brand on their response to rebranding in Indian lighting sector	shubhangi_chauhan@scmhrd.edu	Rashmika Rajesh Title of Study- A study on Effect and Benefits of Brand Advocacy: Transforming Customers into Brand Advocates	rashmika_krishnani@scmhrd.edu

11:30-11:45	<i>Dhemre Title of Study- The effect of Online Customer Reviews on the buying behavior of consumers right before the Sale of a good</i>	<a href="mailto:chetan_dhemre@scmhrd.edu">chetan_dhemre@scmhrd.edu</a>	<i>Swapnil Sunil Title of Study- Critical Factors that influence the consumer buying behavior for Male Skincare products in Sangli District,</i>	<a href="mailto:swapnil_choudhari@scmhrd.edu">swapnil_choudhari@scmhrd.edu</a>
11:45-12:00	<i>Nair Title of Study- CUSTOMER JOURNEY MAP COMPARISON FOR ONLINE BUYING OF A LIFE INSURANCE PLAN</i>	<a href="mailto:thejus_nair@scmhrd.edu">thejus_nair@scmhrd.edu</a>	<i>Paper ID- 353 Presentator- Payal Shivram Title of Study- Understanding customer preference of service plan</i>	<a href="mailto:Payal_shivram@scmhrd.edu">Payal_shivram@scmhrd.edu</a>
12:00-12:15	<i>Madhav Prabhu Title of Study- A Study of Sales Promotion Activities on Customer Buying Behaviour for Jewellery Products before and after</i>	<a href="mailto:mayank_prabhu@scmhrd.edu">mayank_prabhu@scmhrd.edu</a>	<i>Gupta Title of Study- An analysis of Digital touch-points of global Business to Business companies in Steel and Automotive industries</i>	<a href="mailto:aakash_gupta@scmhrd.edu">aakash_gupta@scmhrd.edu</a>
12:15-12:30	<i>Jeel Hirjibhai Title of Study- Analysis of Themed Retailing in hospitality industry in India with special reference to Restaurants</i>	<a href="mailto:jeel_saravadiya@scmhrd.edu">jeel_saravadiya@scmhrd.edu</a>	<i>Paper ID- 356 Presentator- Harsh Goyal Title of Study- How Flipkart brought a revolution in the E-commerce industry in India: A case study</i>	<a href="mailto:harsh_goyal@scmhrd.edu">harsh_goyal@scmhrd.edu</a>
12:30-12:45	<i>Rampuria Title of Study- Study on the increasing prices of flagship smartphones from consumer point of view comparing two leading</i>	<a href="mailto:rampuria_yash@scmhrd.edu">rampuria_yash@scmhrd.edu</a>	<i>Paper ID- 363 Presentator- Srijit Kumar Saha Title of Study- A Study of factors affecting the purchase of private label in e-commerce</i>	<a href="mailto:srijit_saha@scmhrd.edu">srijit_saha@scmhrd.edu</a>
12:45-1:00	<i>Paper ID- 319 Presentator- Aditya Sehgal Title of Study- Consumer behavior in Specialty stores after COVID</i>	<a href="mailto:aditya_sehgal@scmhrd.edu">aditya_sehgal@scmhrd.edu</a>	<i>Paper ID- 364 Presentator- Vanishree Pabalkar Title of Study- Will Consumer Psyche mutate with Pandemic?</i>	<a href="mailto:vanishree.p@sims.edu">vanishree.p@sims.edu</a>
1:00-1:15	<i>Bhatia Title of Study- Factors that affect purchase intention of subscription of online video streaming services among millennial and Gen Z</i>	<a href="mailto:Bhuvnesh_bhatia@scmhrd.edu">Bhuvnesh_bhatia@scmhrd.edu</a>	<i>Chandra Title of Study- Audience Targeting – Identify Gap in audience targeting for win/loss in AP Systems Storage revenue YTY</i>	<a href="mailto:ruby.chanda@sims.edu">ruby.chanda@sims.edu</a>
	<b>Panel 1</b>		<b>Panel 2</b>	
	<b>Internal Panelist Dr. Vaishali Mahajan</b>	<a href="mailto:vaishali_mahajan@scmhrd.edu">vaishali_mahajan@scmhrd.edu</a>	<b>Internal Panelist Dr. Rajgopal</b>	<a href="mailto:k_rajagopal@scmhrd.edu">k_rajagopal@scmhrd.edu</a>
	<b>External Panelist: Dr. Ashwani Upadhyay</b>	<a href="mailto:ashwani.upadhyay@simc.edu">ashwani.upadhyay@simc.edu</a>	<b>External Panelist Dr. Giribala</b>	<a href="mailto:giribala@imdr.edu">giribala@imdr.edu</a>
3:15-3:30	<i>Paper ID- 377 Presentator- Kumar Dhwanit Title of Study- Effectiveness of consumer promotions in brick-and-mortar retail</i>	<a href="mailto:kumar_dhwanit@scmhrd.edu">kumar_dhwanit@scmhrd.edu</a>	<i>Paper ID- 403 Presentator- VARUN PILLAI Title of Study- IMPLICATIONS OF COVID-19 ON CONSUMER BUYING BEHAVIOR</i>	<a href="mailto:varun_pillai@scmhrd.edu">varun_pillai@scmhrd.edu</a>
3:30-3:45	<i>Chanda, Mainak Biswas Title of Study- IMPACT OF COVID - 19 ON PHARMACEUTICAL SECTOR IN INDIA</i>	<a href="mailto:ruby.chanda@sims.edu">ruby.chanda@sims.edu</a> <a href="mailto:mainak.pgdm1920@sims.edu">mainak.pgdm1920@sims.edu</a>	<i>Paper ID- 404 Presentator- VISHAKHA LAKHCHOURA Title of Study- IMPACT OF COVID-19 ON BRAND PERCEPTION</i>	<a href="mailto:vishakha_lakhchoura@scmhrd.edu">vishakha_lakhchoura@scmhrd.edu</a>

3:45-4:00	<i>Bhowmick Title of Study- Electric vehicles – growth drivers and barriers in Indian four-wheeler automobile market</i>	<a href="mailto:sannay_bhowmick@scmhrd.edu">sannay_bhowmick@scmhrd.edu</a>	<i>Paper ID- 411 Presentator- Ritu Raj Title of Study- Benchmarking habitual versus deliberate buyers across industries</i>	<a href="mailto:ritu_raj@scmhrd.edu">ritu_raj@scmhrd.edu</a>
4:00-4:15	<i>Navalagund, Shashidhar Mahantshetti and Gurudas Nulkar Title of Study- Factors influencing purchase intention towards E-vehicles among the Potential</i>	nagaraj.n@kletech.ac.in shashidhar.mahantshetty@kletech.a c.in	<i>Paper ID- 326 Presentator- Ankit Agarwal Title of Study- Role of Media in influencing the citizens during Election</i>	<a href="mailto:Ankit_2019@scmhrd.edu">Ankit_2019@scmhrd.edu</a>
4:15-4:30	<i>Jaikishan Title of Study- A STUDY ON FACTORS INFLUENCING CUSTOMER WILLINGNESS TO BUY PRIVATE LABEL BRAND</i>	<a href="mailto:psr_jaikishan@scmhrd.edu">psr_jaikishan@scmhrd.edu</a>	<i>Paper ID- 263 Presentator- Akansha Pathak Title of Study- To study the impact of retail store lighting on the buying behavior of Indian consumers.</i>	<a href="mailto:akansha_pathak@scmhrd.edu">akansha_pathak@scmhrd.edu</a>