



# INTERNATIONAL CONFERENCE ON DIGITAL & SOCIAL MARKETING : SOCIAL, RESPONSIBLE AND SUSTAINABLE MARKETING (DiSMark-2023)



Date: 14<sup>th</sup> & 15<sup>th</sup> October 2023

**Venue:** Interscience Institute of Management and Technology

At/P. O.: Kantabada, Dist. – Khorda, Odisha, India, Pin-752054

Website: [www.iimt.ac.in](http://www.iimt.ac.in)

<b>PROGRAMME SCHEDULE</b>		
Date: October 14 <sup>th</sup> 2023		
<b>9:30AM-10:00AM</b>	<b>REGISTRATION</b>	
<b>10:00AM-11:15AM</b>	<b>INAUGURAL SESSION</b>	
	<b>Welcome Address by General Chair</b>	Prof.(Dr.) Srikanta Patnaik, General Chair, DiSMark-2023
	<b>Address by Chief Guest</b>	Sj. Pritiranjana Gharai, Hon'ble Minister of Skill Development & Technical Education & R.D. Department, Government of Odisha
	<b>Address by (Program Chair) Guest of Honor(online)</b>	Prof.(Dr.) Uma Sankar Mishra, Professor and Dean, School of Commerce & Management, Central University of Rajasthan, India
	<b>Address by (Program Chair) Guest of Honor(online)</b>	Prof.(Dr.) Manoj Kumar Dash, Department of Management Studies, IITM, Gwalior, Madhya Pradesh, India
	<b>Address by Chief Speaker</b>	Jesus Garcia de Madariaga, Faculty of Economics and Business Science Complutense University of Madrid, Spain
	<b>Address by Organizing Chair</b>	Prof. Dr. Pramod Kumar Prusty, Dean Academics, IIMT Bhubaneswar
	<b>Vote of Thanks by Student Symposium Chair</b>	Prof. (Dr.) Jagamohan Patnaik, Dean Administration and student welfare, IIMT Bhubaneswar
<b>11:15AM-11:30AM</b>	<b>TEA &amp; SNACKS</b>	
<b>11:30AM-11:45AM</b>	<b>Certificate Distribution for Quiz Winners</b>	
<b>Session 1: (12:00PM-1:30PM)</b>		
<b>DiSMark-14OCT23-1007</b>	<b>Destination Tourism in Odisha : The empirical measures on tourist Wellness at Destination</b> <b>Authors:</b> Dwipanita Mishra, Dr. Saumendra Das and Dr Rabi Narayan Patnaik <i>School of Management Studies, GIET University, Gunupur IBCS, SOA University, Bhubaneswar, Odisha</i>	
<b>DiSMark-14OCT23-1008</b>	<b>Impulsive Consumer Behaviour in Retail: A study on Retail mall of Bhubaneswar City</b> <b>Authors:</b> K Chandrasekhar, Saumendra Das and Neha Gupta	

	<i>School of Management Studies, GIET University, Gunupur IBCS, SOA University, Bhubaneswar, Odisha</i>
<b>DiSMark-14OCT23-1009</b>	<b>Critical factors determining digital payment user's adoption and preferences: An empirical study</b> <b>Authors:</b> Ananta Nanda, M Jagadeesha and Dhananjay Beura <i>Gandhi Institute of Engineering and Technology, Biju Patnaik Institute of IT and Management studies, BPUT, Rourkela</i>
<b>DiSMark-14OCT23-1010</b>	<b>Impact of Microcredit on Women Empowerment in Odisha: An Empirical Study of Khurda District</b> <b>Authors:</b> Sitansu Swain, Dr. Vijay Rudraraju and Dr. Sasmita Nayak <i>GIET University, Gunupur, Koustuv Business School, Bhubaneswar</i>
<b>DiSMark-14OCT23-1012</b>	<b>Automated Power Factor Correction and Energy Monitoring Using IOT</b> <b>Author:</b> Adarsha Kamble and Bhagyashri Sherkhane <i>Department of Electrical Engineering Zeal College of Engineering and Research, Pune Pune</i>
	<b>LUNCH</b>