



LPCPS
LUCKNOW PUBLIC COLLEGE
OF PROFESSIONAL STUDIES

LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

Ref.: LPCPS/PRINCIPAL/23-24/01/06

Date: 06.02.2024

3 DAY

NOTICE

This is to inform all the faculty members that Research and Project Development Committee is organizing three days International Conference on:

Topic: "International Conference on Intellectual Property and Technological Innovation".

Date: 04th to 06th March, 2024.

Venue: Conference Hall of the College.

Timing: 10:00am onwards.

Interested faculty members of LPCPS and other colleges and Research scholars can register through Google Registration Form by following the link:-
<https://forms.gle/z374K24xnWqf9K1F8>

For further details kindly refer to the brochure attached with this notice.

You can also contact **Dr. Anand Kumar Rai (9453302061/8787224265)**, Deputy Head of Research and Project Development Committee.

Dr. Anil Singh,
Principal, LPCPS

Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow

Copy to:

- Director, IQAC
- Dean Academics
- HOD(s): All Departments
- Academic Coordinator(s)
- All faculty members
- All notice Board

LIST OF INVITED SPEAKERS



Dr Suchi Dubey
Associate Professor,
School of Business, Manipal University, Dubai



Professor (Dr.) Bharat Raj Singh
Director-General - Technical
School of Management Sciences, Lucknow,



Dr. Satya Bhushan Verma
HoD, Computer Science and Engineering
Shri Ramswaroop Memorial University, Barabanki

PROGRAM SCHEDULE

Day 1, 4 March 2024	
10:00 AM- 10:30 AM	Inaugural Session
10:30 AM -11:30 AM	Speaker 1
11:30 AM - 12:30 PM	Break
12:30 PM - 02:30 PM	Technical Session
Day 2, 5 March 2024	
10:00 AM- 11:00 AM	Speaker 1
11:00 AM -12:00 PM	Break
12:00 PM - 2:00 PM	Technical Session
Day 3, 6 March 2024	
10:00 AM- 11:00 AM	Speaker 1
11:00 AM -12:00 PM	Break
12:00 PM - 02:00 PM	Technical Session
02:00 PM - 02:30 PM	Valedictory Session

MANAGING BOARD

Chief Patron

Dr. S.P. Singh
General Manager,
Lucknow Public College of Professional Studies,
Lucknow

Patron

Ms. Garima Singh
Director, LPCPS

Copatron

Prof. Anil Singh
Principal, LPCPS

Convener

Prof. (Dr.) Laxmi Shankar Awasthi
Dean Academics, LPCPS

Co-Convener

Dr. Anand Kumar Rai
Associate Professor and HOD
(Department of Computer Science)
Mob: 9453302061

Organizing Secretary

Dr. Karuna Shankar Awasthi
(Department of Computer Science)

Dr. Abhay Shanker Pandey
(Department of Science)

Ms. Saloni Agrawal
(Department of Management)

Joint Secretary

Ms. Rashmi Sachan
(Department of Commerce)

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(Department of Computer Science)

Ms. Priyanka Singh
(Department of Arts)

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(Department of Commerce)

Mr. Rahul Singh
(Department of Commerce)

Mr. Akhileshwaro Nath
(Department of Management)

Dr. Taru Gupta
(Department of Management)

Mr. Mohit Kumar Maurya
(Department of Commerce)



LPCPS
LUCKNOW PUBLIC COLLEGE
OF PROFESSIONAL STUDIES



THREE DAYS INTERNATIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND TECHNOLOGICAL INNOVATIONS IC-IPTI (2024)

**Organized by
Internal Quality Assurance Cell (IQAC)
LUCKNOW PUBLIC COLLEGE OF
PROFESSIONAL STUDIES
(LPCPS)**

**(Affiliated to University of Lucknow,
Lucknow, U.P., India)
Vinamra Khand, (Near Kathauta Lake) Gomti
Nagar, Lucknow**

**Date: March 4-6, 2024
Time: 10:00 AM onwards**

Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow

THEME OF THE CONFERENCE

The Theme of **INTERNATIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND TECHNOLOGICAL ADVANCEMENT** is to explore the intricate intersection of intellectual property rights and the dynamic landscape of technological advancements. The aim of the International Conference on IP and Technological Innovations is to raise awareness about the importance of protecting intellectual property. This heightened awareness is essential for fostering a culture of innovation, as individuals and organizations become more conscious of the value associated with their intellectual creations.

This Conference serves as a platform for knowledge exchange among industry professionals, legal experts, and innovators. This facilitates the dissemination of the latest advancements and best practices in protecting intellectual property rights. Key discussions will include emerging challenges, regulatory frameworks, and strategic approaches to foster innovation while ensuring the protection of intellectual property in an evolving technological landscape. This conference covers a wide range of subjects, including but not limited to:

Important Areas:

- ✚ The Future of Intellectual Property:
- ✚ Data Management and Security
- ✚ Managing Intellectual Property in Organizations
- ✚ The Impact of Artificial Intelligence on Intellectual Property Management
- ✚ Financial Technology
- ✚ Business Market Management
- ✚ Intellectual Property Considerations for Start ups and Small Businesses
- ✚ Regulatory Compliance and Intellectual Property in Online Retail
- ✚ Cybersecurity and Privacy
- ✚ Space Exploration and Astrophysics
- ✚ Nanotechnology and Materials Science
- ✚ Monetizing and Protecting Intellectual Property in Media

ABOUT THE ORGANIZING CITY

Lucknow is the capital of Uttar Pradesh, also known as the 'Golden City of the East', is situated on the banks of river Gomti. It is fondly called the 'City of Nawabs' and famous for its 'Tehzeeb'. Lucknow has various monuments and historical feel attached to it. The city is extremely popular for Chicken and Zardozi embroidery work. Its literacy rate is much higher than what it is in the rest of the state too. All this has ensured its prominence as a center of business and industry, education and research as well as tourism.

ABOUT THE ORGANIZING INSTITUTION

Lucknow Public College of Professional Studies, Lucknow, established in 2009, is a private and multidisciplinary college, affiliated to University of Lucknow, situated at prominent and approachable location at Vinamra Khand, opposite Kathauta Lake, Gomtinagar, and Lucknow. The college was established under the aegis of Lucknow Public Educational Society, A-Block, Rajajipuram, and Lucknow.

VISION

Excellence for all, Excellence from all is the epitome of our academic eco-system. In a caring and positive environment, the college provides education to enrich its students to manifest their full potential, to achieve high standards of excellence in academic society, research and hands on projects as well as in supportive areas of physical, cultural and social development, inculcating civic and human values.

MISSION

To nurture individual talent to optimize their full potential and to inculcate professional, social and cultural values through holistic approach by providing world class education. LPCPS is one of the most coveted institutions for admission for Under-graduate programmes in the Northern India. The institute brings together knowledge; research and industry experience at one place and confers upon its graduates, professional degrees which are recognized globally.

Online Registration:

From 5th FEBRUARY 2024 -1ST MARCH 2024

Abstract Submission last date: 1ST MARCH 2024

Full paper Submission last date: 20TH MARCH 2024

Registration Fee

For International Academicians & Practitioners: \$ 20

For International Research Scholars and Students: \$ 10

For National Academicians & Practitioners: Rs. 200

For Research Scholars and Students: Rs. 100

NO PUBLICATION FEE

Registration Link:

<https://forms.gle/z374K24xnWqf9K1F8>



Participants can make payment of Registration Fee given below:

Name: LUCKNOW PUBLIC

COLLEGE OF PROFESSIONAL

STUDIES-RESEARCH CELL

A/C Number: 921010049516545

IFSC CODE: UTIB0001550

Bank Name: AXIS BANK

Branch: GOMTI NAGAR, LUCKNOW



CERTIFICATES:

All attending participants will get certificates after registering their attendance/presence.

CALL FOR ABSTRACT AND PAPER

All the participants are requested to submit an Abstract of about 300 words [including Title, Authors' names, affiliation and email address, References through Email rsrchcellpcps@gmail.com] before **1ST MARCH 2024**.

- Title: BOLD Font Size 14pt (Times New Roman)
- Authors' names, affiliation and email address, References: Font size 12pt (Times New Roman)
- Headings: BOLD 12pt (Like INTRODUCTION),
- Line spacing: 1.5, Tables/Graphs/Figs. Titles: 10pt, Numbered and Labelled and placed in the relevant place in the body of the text.
- Number of pages should not exceed 10.
- Abstract and Paper will be checked by Plagiarism software Turnitin.

Full Length Paper will be published in Proceedings with ISBN number.

For Further Information-

Write up at- rsrchcellpcps@gmail.com

Contact - Dr. Anand Kumar Rai

Mob: +919453302061/ +918787224265



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

THREE DAYS INTERNATIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND TECHNOLOGICAL INNOVATIONS

IC-IPTI (2024)

March 4-6, 2024

PROGRAMME SCHEDULE

S.N.	SESSION/ SPEAKERS	AUTHOR	DESIGNATION	UNIVERSITY/ INSTITUTE	TIME OF PRESENTATION	TOPIC OF PRESENTATION
DAY 1 (4th March 2024)						
		Introduction of International Conference (IC-IPTI 2024)				10:00-10:05 am
		Lighting of the Lamp				10:05-10:10 am
		Welcome of Guests				10:10-10:15 am
		National Anthem				10:15-10:20 am
		Inaugral Speech by Dean Academics- Prof. (Dr.) Laxmi Shanker Awasthi				10:20-10:25 am
		Welcome Address by Director- Ms. Garima Singh				10:25-10:30 am
	National Speaker	Dr. Bharat Raj Singh	Director-General - Technical	School of Management Sciences, Lucknow,	10:30- 11:30 am	Intellectual Property Rights
BREAK					11:30 - 12:00 pm	
1	Technical Session 1	Ms. Saloni Agrawal Ms. Rashmi Sachan	Assistant Professor	LPCPS	02:00- 02:15 pm	Study on Awareness, Influence & Solutions of Online Counterfeit Market among Youngsters
2	Technical Session 1	Mr. Amit Srivastava Anshika Bajjal Yashasvika Rujali Saxena	Assistant Professor Student Scholar Student Scholar	National PG College	02:15- 02:30 pm	Beyond the Binary: Rethinking of Mental Health Support for Employment Contenders
3	Technical Session 1	Mr. Amit Srivastava Ananya Rastogi	Assistant Professor Student Scholar	National PG College	02:30- 02:45 pm	A Comprehensive Approach using Multiple Linear Regression in field of Weather Prediction
4	Technical Session 1	Shyamalendu Das Ms. Kshma Singh	Assistant Professor Research Scholar	SRM College of Engineering & Management Amity University	02:45- 03:00 pm	A Study of Incubation centers initiatives in promoting the Start-ups in Uttar Pradesh
5	Technical Session 1	Mr. Aditya Saxena Mr. Mahesh kumar Tiwari	Student Scholar Assistant Professor	National PG College	03:00- 03:15pm	Analysing Machine Learning Techniques for Phishing Detection: A Comparative Study
DAY 2 (5th March 2024)						
S.N.	SESSION/ SPEAKERS	AUTHOR	DESIGNATION	UNIVERSITY/ INSTITUTE	TIME OF PRESENTATION	TOPIC OF PRESENTATION

National Speaker		Dr. Satya Bhushan Verma	Associate Professor	Shri Ramswaroop Memorial University, Barabanki	10:30- 11:30 am	INTERNET OF THINGS
BREAK					11:30 - 12:00 pm	
1	Technical Session 2	Dr. Anand Kumar Rai	Associate Professor	LPCPS	02:00- 02:10 pm	Cyber Security Breaches through AI
2	Technical Session 2	Afreen Siddiqui	Student Scholar	National PG College	02:10- 02:20 pm	CryptoGuard: Fortifying Social Media Defences against deepfake Onslaughts through Cutting-Edge Cryptographic Modalities
		Saad Ahmad	Student Scholar			
		Shweta Sinha	Assistant Professor			
3	Technical Session 2	Mr. Akhileshwaro Nath	Assistant Professor	LPCPS	02:20- 02:30 pm	A study on Digital Transformation of Financial services and Fintech
		Mr. Rahul Kumar Singh				
		Mr. Saurabh Srivastava				
4	Technical Session 2	Dr. Nidhi Soni	Assistant Professor	LPCPS	02:30- 02:40 pm	Circular Economy Strategies for water conservation: A Comprehensive Analysis
		Ms. Aanchal Nigam Verma				
		Mr. Ram Kripa Singh				
		Mr. Mohit Kumar Maurya				
5	Technical Session 2	Dr. Sameer Kumar	Assistant Professor	LPCPS	02:40- 02:50 pm	The Direction of India's Export
		Ms. Sweety Sinha				
6	Technical Session 2	Dr. Taru Gupta	Assistant Professor	LPCPS	02:50- 03:00 pm	Developing a Product Persona that Challenged to Customer
		Dr. Sameer Kumar				
		Ms. Sweety Sinha				
7	Technical Session 2	Dr. Imranur Rehman	Assistant Professor	LPCPS	03:00- 03:10 pm	Access of Bitcoin and Blockchain Technology in Developing Countries

DAY 3 (6th March 2024)

S.N	SESSION/ SPEAKERS	AUTHOR	DESIGNATION	UNIVERSITY/ INSTITUTE	E OF PRESENTATIO	TOPIC OF PRESENTATION
1	Technical Session 3	Dr. Hari Mohan Saxena	Associate Professor	LPCPS	10:00- 10:10 am	An analytical study of challenges in managing Business start-up in Uttar Pradesh
		Ms. Mohini Gupta	Assistant Professor			
		Ms Akriti Singh	Student Scholar			
2	Technical Session 3	Mr. Rinku Raheja	Assistant Professor	National PG College	10:10- 10:20 am	The Impact of Artificial Intelligence on various Industries
		Ms. Gaurvi Shukla	Assistant Professor	LPCPS		
		Shivani Yadav	Student Scholar	National PG College		
3	Technical Session 3	Mr. Rohit Kapoor	Research Scholar	LPCPS	10:20- 10:30 am	Effectiveness of different image steganography techniques in contrast to gray scale images
		Prof. Ajay Kumar Bharti	Deputy Director	Babu Sunder Das Institute of Technology		
		Dr. Puneet Misra	Associate Professor	University of Lucknow		
4	Technical Session 3	Dr. Karuna Shankar Awasthi	Associate Professor	LPCPS	10:30- 10:40 am	Navigating the Intersection of Cyber security and Privacy: Challenges, Solutions, and Implications

5	Technical Session 3	Mr. Neeraj Kumar Singh	Assistant Professor	LPCPS	10:40- 10:50 am	Safeguarding Intellectual Property in the Digital Age: Challenges & Strategies
		Mrs. Aanchal Praveen				
		Ms. Priyanka Singh				
BREAK					11:00 - 12:00 pm	
International Speaker		Dr. Suchi Dubey	Associate Professor	School of Business, Manipal University, Dubai	01:30- 02:30 pm	The Essential Skillset for Generation Z for Fostering Innovation
6	Technical Session 3	Dr. Deepak Kumar Verma	Assistant Professor	RamManohar Lohia Awadh University	02:30- 02:40 pm	Machine learning based Heart Disease Prediction for Smart Healthcare
7	Technical Session 3	Suyogita Singh	Research Scholar	SRMU	02:40- 02:50 pm	Bridging the Blockchain Knowledge Gap: Tackling Cybersecurity and Data Privacy Challenges
		Dr. Satya Bhusan Verma	Associate Professor			
		Anamika Agrawal	Research Scholar			
8	Technical Session 3	Anamika Agrawal	Research Scholar	SRMU	02:50- 03:00 pm	Securing Cloud Environments: A Comprehensive Approach to Hypervisor-Based Malware Prevention and Detection
		Dr. Satya Bhusan Verma	Associate Professor			
		Suyogita Singh	Research Scholar			
9	Technical Session 3	Dr. Shalini Lamba	Assistant Professor	National PG College	03:00- 03:10 pm	Beyond Boundaries Navigating the Realm Of Cognitive Machines: An AGI Conceptual Overview
		Pranav Upreti	Student Scholar			
		Priyanshu Tiwari	Student Scholar			
10	Technical Session 4	Dr. Ashish kaushal	Associate Professor	LPCPS	03:10- 03:20 pm	The Evolution of Business Market Management in the Era of AI & Digital Marketing
		Mr. Chetan Khanna	Assistant Professor			
VALEDICTORY SESSION					03:30 pm onwards	


 Principal
 Lucknow Public College of Professional Studies
 Vinamra Khand, Gomtinagar, Lucknow

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/03/44



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

(Affiliated to University of Lucknow)

INTERNATIONAL CONFERENCE

This is to certify that

Dr. Puneet Misra

Associate Professor University of Lucknow has presented a paper on the topic "Effectiveness of different image steganography techniques in contrast to gray scale images" in the three days "INTERNATIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND TECHNOLOGICAL INNOVATIONS (IC-IPTI 2024)" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India on 4th-6th March, 2024.

Garima

Mrs. Garima Singh
Patron

Anil Singh

Prof. (Dr.) Anil Singh
Principal

AS

Prof. (Dr.) Laxmi Shankar Awasthi
Convener

Anil Singh

Principal

Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow

Website: www.lpcps.org.in

Email: rsrchcelllpcps@gmail.com

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/03/001



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

(Affiliated to University of Lucknow)

INTERNATIONAL CONFERENCE

This is to certify that

PROF. (DR.) BHARAT RAJ SINGH

Director-General - Technical School of Management Sciences, Lucknow has taken an Invited Lecture on the topic "Intellectual Property Rights" in the three days "INTERNATIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND TECHNOLOGICAL INNOVATIONS (IC-IPTI 2024)" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India on 4th-6th March, 2024.

Garima

Mrs. Garima Singh
Patron

Anil Singh

Prof. (Dr.) Anil Singh
Principal

AS

Prof. (Dr.) Laxmi Shankar Awasthi
Convener

Anil Singh

Principal

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/03/003



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

(Affiliated to University of Lucknow)

INTERNATIONAL CONFERENCE

This is to certify that

DR. SUCHI DUBEY

Associate Professor, School of Business, Manipal University, Dubai has taken an Invited Lecture on the topic "The Essential Skillset for Generation Z for Fostering Innovation" in the three days "INTERNATIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND TECHNOLOGICAL INNOVATIONS (IC-IPTI 2024)" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India on 4th-6th March, 2024.

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Vinamra Khand, Gomtinagar, Lucknow

Website: www.lpcps.org.in

Email: rsrchcelllpcps@gmail.com

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/03/15



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

(Affiliated to University of Lucknow)

INTERNATIONAL CONFERENCE

This is to certify that

AMIT SRIVASTAVA

ASSISTANT PROFESSOR National Post Graduate College has presented a paper on the topic "Beyond the Binary: Rethinking of Mental Health Support for Employment Contenders" in the three days "INTERNATIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND TECHNOLOGICAL INNOVATIONS (IC-IPTI 2024)" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India on 4th-6th March, 2024.

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Anil Singh

Principal

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CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/03/18



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

(Affiliated to University of Lucknow)

INTERNATIONAL CONFERENCE

This is to certify that

DEEPAK KUMAR VERMA

ASSISTANT PROFESSOR Dr. Rammanohar Lohia Avadh University, Ayodhya has presented a paper on the topic "Machine Learning Based Heart Disease Prediction for Smart Healthcare" in the three days "INTERNATIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND TECHNOLOGICAL INNOVATIONS (IC-IPTI 2024)" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India on 4th-6th March, 2024.

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