

INTERNATIONAL CONFERENCE



LPCPS
LUCKNOW PUBLIC COLLEGE
OF PROFESSIONAL STUDIES

THREE DAYS

INTERNATIONAL CONFERENCE

on

**EDUCATIONAL RESEARCH IN SCIENCE,
MANAGEMENT AND HUMANITIES
(IC-ERSMH 2023)**

Organized By

**LUCKNOW PUBLIC COLLEGE
OF PROFESSIONAL STUDIES**
(Vinamra Khand, Gomti Nagar, Lucknow)

**(Affiliated to University of Lucknow,
Lucknow, Uttar Pradesh, India)**

DATE: October 19-21, 2023

Aruph

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

LIST OF INVITED SPEAKERS



KEY SPEAKER: Dr. Deepak Kumar Verma
Assistant Professor, Department of Computer Science,
Dr. Rammanohar Lohia Avadh University, Ayodhya.

DATE: 19th October, 2023

Time: 10:30 Am onwards



KEY SPEAKER: Dr. Upendra Kumar
Assistant Professor, Department of Computer Science &
Technology

IET, Lucknow Uttar Pradesh

DATE: 19th October, 2023

Time: 11:30 Am onwards

Principal
Lucknow Public College of Professional Studies
Vinamra Khata, Ghatinagar, Lucknow



KEY SPEAKER: Dr. Shilpa Pandey
Group D Scientist
Dr. Birbal Sahni Research Institute, Lucknow, Uttar Pradesh

DATE: 20th October, 2023
Time: 10:00 Am onwards



KEY SPEAKER: Dr. Shailja Dixit
Associate professor, Head of entrepreneurship cell
Amity Business School, Amity university Lucknow, Uttar Pradesh

DATE: 20th October, 2023
Time: 11:00 Am onwards

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Vinamra Khand, Gomtinagar, Lucknow

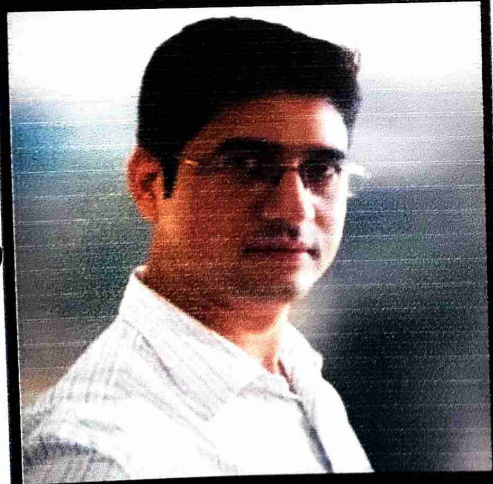


KEY SPEAKER: Dr. Madhusudan Singh

**Assistant Professor, Management
OREGAN INSTITUTE OF TECHNOLOGY, USA**

DATE: 21th October, 2023

Time: 10:00 Am onwards



KEY SPEAKER: Dr. Zeeshan Ali Siddiqui

**Assistant professor, Department of Engineering
Lucknow University, Lucknow, Uttar Pradesh**

DATE: 21th October, 2023

Time: 11:00 Am onwards

A handwritten signature in blue ink, appearing to read 'A. Singh'.

**Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gominagar, Lucknow**

Dr. S.P. Singh General Manager



Mrs. Garima Singh Director, LPCPS



Prof. (Dr.) Laxmi Shankar Awasthi



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

Co-Convener

**Dr. Anand Kumar Rai Associate Professor & HOD
(Department of Computer Science)**

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)

Organizing Committee

Mr. Akhileshwaro Nath (Department of Management)

Ms. Sweety Jain

Asingh

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THEME OF THE CONFERENCE

"The International Conference on Educational Research in Science, Management and Humanities" (IC-ERSMH) serves as a platform for the exchange of cutting-edge ideas and research findings in the fields of science, management, and humanities, promoting interdisciplinary collaboration and innovation. IC-ERSMH provides a unique opportunity for participants to present their research, engage in stimulating discussions, and gain insights from experts in diverse disciplines. Attendees can expect a rich and diverse program featuring keynote speeches, paper presentations, panel discussions, and workshops, all designed to foster the advancement of knowledge and the enhancement of educational practices. IC-ERSMH not only contributes to the global academic discourse but also serves as a catalyst for fostering sustainable progress in these crucial areas of study, ultimately shaping the future of education and research. The conference covers a wide range of subjects, including but not limited to:

Important Areas:

1. Sustainability in management education
2. Entrepreneurship education & startup ecosystem
3. Use of Digital tools and technologies in education
4. Leadership and ethics in management education
5. Online and blended learning in management
6. Action research in education
7. Financial management in education
8. Financial literacy and Financial inclusion
9. Analysis of linear Equation
10. Material science and Engineering
11. Physics and chemistry of Nano system

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 Vinamara Khand, opposite Kathuta Lake, Gomti nagar, Lucknow. The college was established under the aegis of Lucknow Public Educational Society, A-Block, Rajajipuram, Lucknow.

Asingh

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

The conference began with a welcome note by **Ms Rashmi sachan**, (Assistant Professor) who stated that the conference was a red letter day in the history of Lucknow Public College of Professional Studies, and was a time to initiate a discussion on the way forward.

LIGHTNING OF LAMP-

- 1- Inaugural lighting of the lamp have done by Convener, **Prof. (Dr.) Laxmi Shankar Awasthi** and Co-Convener **Dr. Anand Kumar Rai** Associate Professor and Head, Department of Computer Science .
- 2- The inaugural address was delivered by, **Prof. (Dr.) Laxmi Shankar Awasthi** (Dean Academics Lucknow Public College of Professional Studies) and extended a warm welcome to following delegates-
 1. **-Dr. Deepak Kumar Verma** Assistant Professor, Department of Computer Science, Dr. Rammanohar Lohia Avadh University, Ayodhya.
 2. **Dr. Shilpa Pandey** Group D Scientist Dr. Birbal Sahni Research Institute, Lucknow, Uttar Pradesh.
 3. **Dr. Upendra Kumar** Designation- Assistant Professor, Department of Computer Science and Engineering.
 4. **Dr. Shailja Dixit** Associate professor, Head of entrepreneurship cell Amity Business School, Amity university Lucknow, Uttar Pradesh.
 5. **Dr. Madhusudan Singh** Assistant Professor, Management OREGAN INSTITUTE OF TECHNOLOGY, USA.
 6. **Dr. Zeeshan Ali Siddiqui** Assistant professor, Department of Engineering Lucknow University, Lucknow, Uttar Pradesh.

Asmita

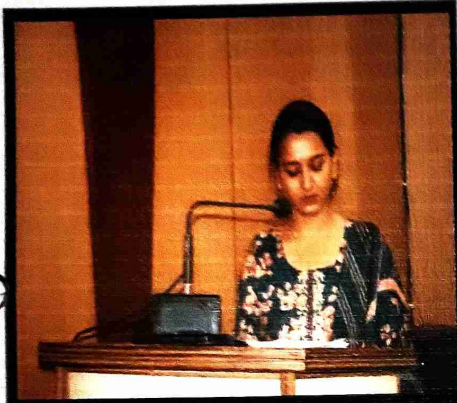
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PROGRAMME SCHEDULE

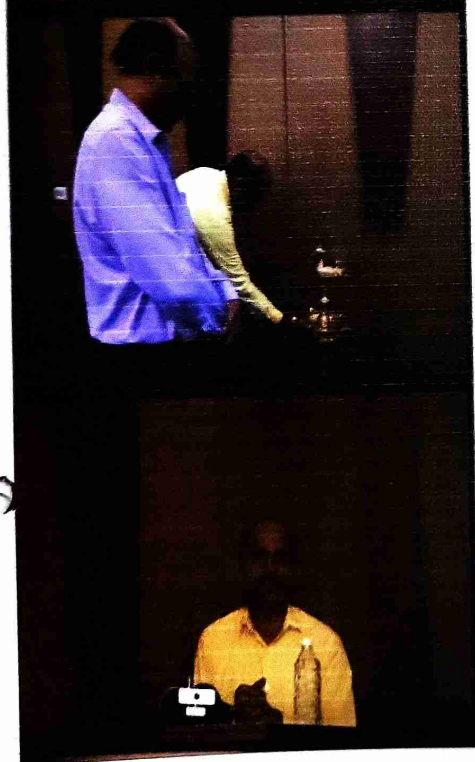
Day 1, 19 October 2023	
10:00 AM - 10:30 AM	Inaugural Session
10:30 AM - 11:30 AM	Speaker 1
11:30 AM - 12:30 PM	Speaker 2
12:30 PM - 01:00 PM	Break
01:00 PM - 04:00 PM	Technical Session
Day 2, 20 October 2023	
10:00 AM - 11:00 AM	Speaker 1
11:00 AM - 12:00 AM	Speaker 2
12:00 AM - 12:30 PM	Break
12:30 PM - 04:00 PM	Technical Session
Day 3, 21 October 2023	
10:00 AM - 10:30 AM	Speaker 1
10:30 AM - 11:30 AM	Speaker 2
11:30 AM - 12:30 PM	Break
12:30 PM - 01:00 PM	Technical Session
01:00 PM - 04:00 PM	Valedictory Session

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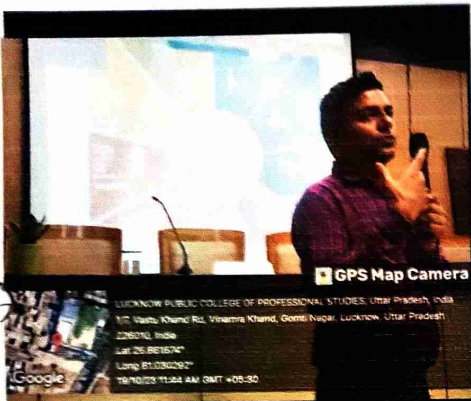


Inaugural lighting of the lamp have done by **Convener Prof. (Dr.) Laxmi Shankar Awasthi** Dean Academics, LPCPS and **Co-Convener Dr. Anand Kumar Rai** Associate Professor and Head, Department of Computer Science .

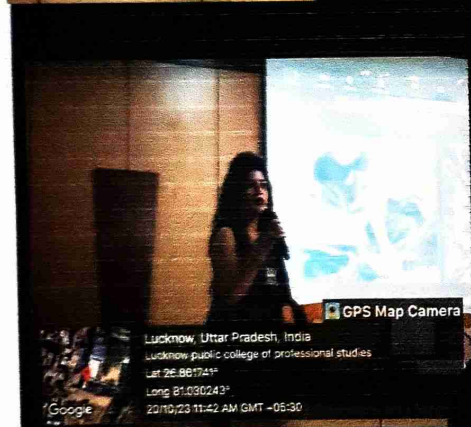
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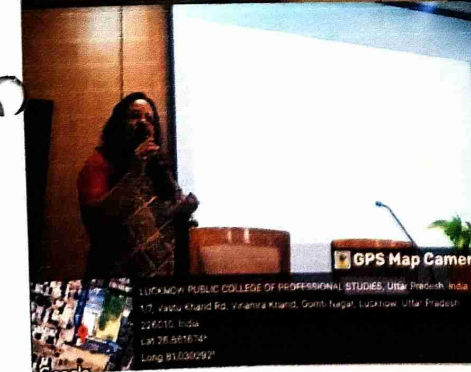
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Dr. Upendra Kumar Assistant Professor, Department of Computer Science & Technology IET, Lucknow Uttar Pradesh has their presentation on **Artificial Intelligence and Machine Learning Algorithms and their Applications**, he told over the recent years, Artificial Intelligence (AI) has been progressing rapidly with its ability to mimic human cognitive functions. The potential applications of AI technology in diagnosis, treatment planning, and prognosis prediction have been demonstrated in various studies. The present scoping review aimed to provide an overview of AI and Machine Learning (ML) algorithms and their applications in orthognathic surgery. A comprehensive search was conducted in databases including PubMed, Embase , Scopus, Web of Science and OVID Medline until November 2021.



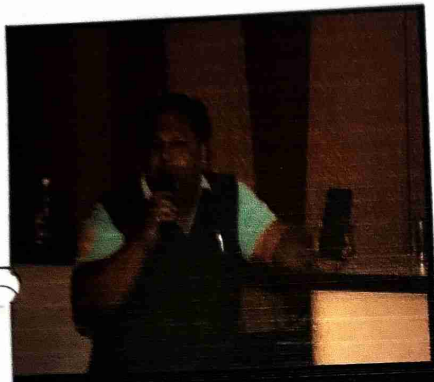
Dr. Shilpa Pandey Group D Scientist Dr. Birbal Sahni Research Institute, Lucknow, Uttar Pradesh has their presentation on **ACTION RESEARCH IN ENVIRONMENTAL EDUCATION**. she told that Action research (AR) comprises a family of research methodologies which aim to pursue action and research outcomes at the same time. It therefore has some components which resemble consultancy or change agency, and some which resemble field research. The focus is action to improve a situation and the research is the conscious effort, as part of the process, to formulate public knowledge that adds to theories of action that promote or inhibit learning in behavioural systems. One of the key characteristics of this approach is collaboration, which enables mutual understanding and consensus, democratic decision making and common action .



Dr. Shailja Dixit Associate professor, Head of entrepreneurship cell Amity Business School, Amity university Lucknow, Uttar Pradesh has their presentation on **BLENDED MODE OF TEACHING AND LEARNING** For decades, teachers and researchers alike have suggested that a blend of digital and traditional strategies will characterize the learning of the future. Now, after the massive disruptions forced us to put this theory into practice, what we understand about 'blended learning' has changed. The pandemic showed us that whether or not student learning is "blended" is beside the point. The end goal of student progress is the same. Instead of a new model of student learning, technology has enabled a new approach to *teaching*. One combining the best parts of established classroom practice with digitally enhanced strategies.

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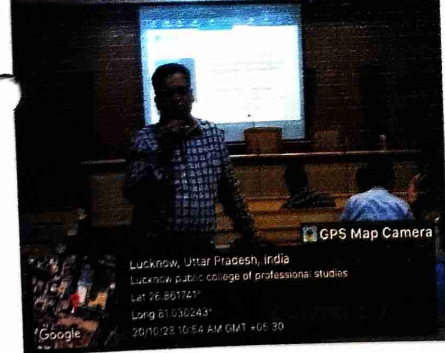
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DR. Abhay Shankar Pandey has their presentation on **EXPERIMENTAL RESEARCH ON ELECTRICAL AND ELECTROOPTICAL PROPERTIES OF GOLD NANO PARTICLES DISPERSED IN THE ROOM TEMPERATURE 5CB NEMATIC LIQUID CRYSTALLINE DISPLAY MATERIAL**. The electro-optical performance of nematic liquid crystals (NLCs) dispersed with gold nanoparticles (GNPs) was investigated in this study. The addition of a small amount of GNP dopant decreased the threshold voltage for LC reorientation due to the decreased elastic constant and increased dielectric anisotropy of the LC mixture. The response time of the LC cell was decreased with the addition of tiny amounts of GNPs because of decrease in rotational viscosity of LCs. The doped GNPs also shorten LC reorientation angle during voltage switching, further decreasing the response time of the LC cell. The addition of high amounts of GNPs slowed down the response time of the LC cell, because excess GNPs aggregated and formed networks in the cell, thus disturbing LC alignment and hindering LC reorientation. The measured dielectric spectra of the GNP-LC mixture revealed that the addition of GNPs decreased the relaxation time constant of the LCs.



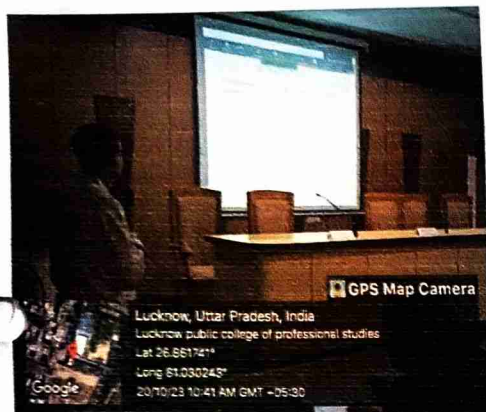
Ms. Saloni Agarwal has their presentation on **Education, Business, and Digital Frontiers: A Comprehensive Study of Marketing Strategies**. In a rapidly evolving digital landscape, keeping up with the latest trends and acquiring the right skills is crucial for professionals seeking to make a meaningful impact in their industries. One organisation that understands this need is the Digital Frontiers Institute (DFI), a renowned institution based in South Africa that specialises in providing training and education on digital finance and financial inclusion. Let me take you on a journey through my experience with DFI, specifically with their Certified Digital Finance Practitioner (CDFP) course, and how it transformed my career, community, and country. The ever-growing importance of digital finance and the potential for financial inclusion captivated my attention. I was eager to dive deeper into this realm and become an agent of change in my organization. The CDFP course seemed like the perfect opportunity to develop the skills and knowledge required to make a substantial impact.



DR. Imranur Rehman has their presentation on **Effectiveness of active learning method**. We investigated some of the key features of effective active learning by comparing the outcomes of three different methods of implementing active-learning exercises in a majors introductory biology course. Students completed activities in one of three treatments: discussion, writing, and discussion + writing. Treatments were rotated weekly between three sections taught by three different instructors in a full factorial design. The data set was analyzed by generalized linear mixed-effect models with three independent variables: student aptitude, treatment, and instructor, and three dependent (assessment) variables: change in score on pre- and post activity clicker questions, and coding scores on in-class writing and exam essays.

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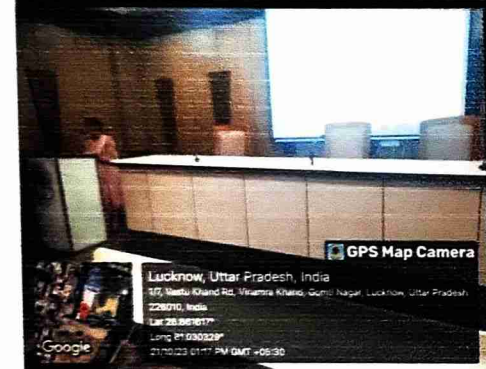
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 Lucknow public college of professional studies
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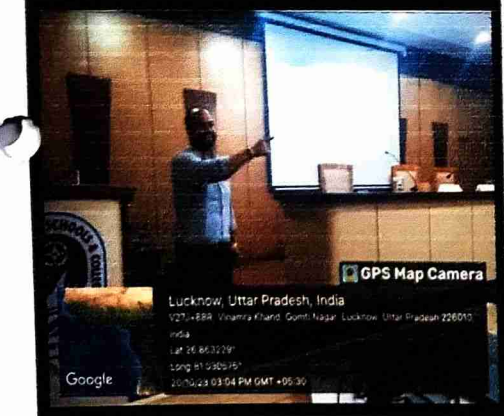
DR. Nripendra Singh has their presentation on **DESIGN, SYNTHESIS AND BIOEVALUATION OF SOME 4, 6-DI SUBSTITUTED QUINAZOLINES**. In view of the link between use of NSAIDs and altered cancer incidence and a growing evidence of COX-II implication in angiogenesis, a novel series of 4,6-disubstituted quinazoline derivatives have been synthesized starting from anthranilic acid derivatives 1 through conventional methods. Initially acylation followed by cyclisation to obtain benz-oxazinones 2 which on further treatment with ammonia yielded the crucial intermediate, 2-substituted benzamide (3). The products were subsequently cyclised to obtain quinazolones 4, chlorinated 5, then hooked to various optically pure alpha-amino acids to have 4,6-disubstituted quinazoline derivatives 6. All the derivatives 6 are screened for anti-inflammatory and anti-cancer activity against U937 leukemia cell lines.



Lucknow, Uttar Pradesh, India
 227, Vinamra Khand Rd, Vinamra Khand, Gomat Nagar, Lucknow, Uttar Pradesh
 226010, India
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 Long 81.030239°
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DR Vibha Singh has their presentation on **EFFECT OF HUMAN RESOURCE ON PRODUCTIVITY OF ANY ORGANISATION : A REVIEW** Job performance is one of the most crucial factors which scholars have thoroughly addressed and debated to evaluate employee efficiency. The concept of human resource management (HRM) is a vital influencing factor in enhancing job performance and achieving efficient employee performance. This study aims to investigate how human resource management practices (HRMP) affect organizations' and employees' performance by reviewing the previous studies using the systematic literature review (SLR). The N Vivo software was used to analyze the outcomes and findings of the literature review, discussion, and analysis. These studies addressed the relationship between HRMP and employees' performance. They evaluated the most influential variables on job performance. The findings of the reviewed studies showed that Human Resource Management Practices (HRMPs) significantly influence the performance of employees in an organization.



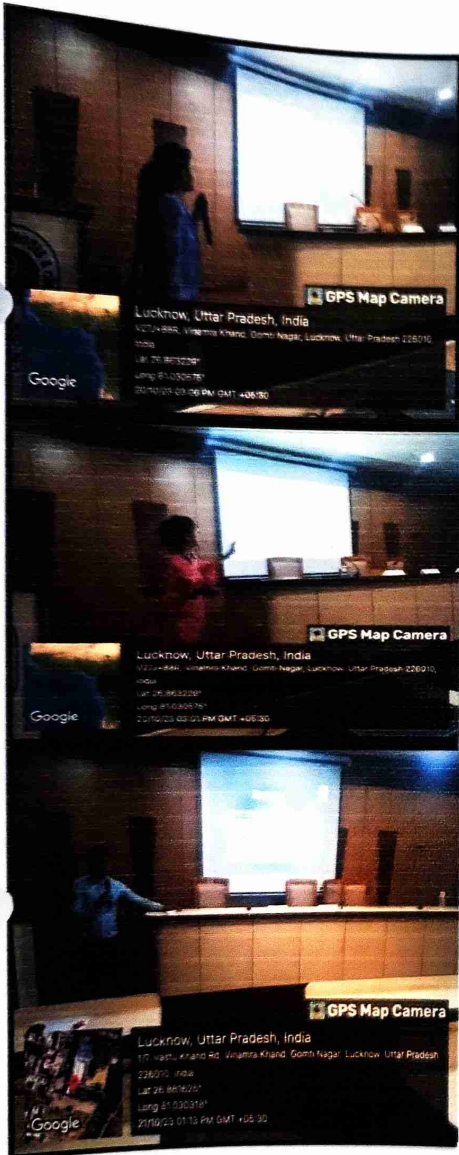
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MR. Akhileshwaro Nath has their presentation on **Financial literacy and investment decisions: A study of select demography of Uttar Pradesh** Financial literacy means the knowledge and the efficient skills required for a person to make effectual and well-informed decisions regarding his personal finance. With the increasing number of new age financial products people sometimes it becomes difficult for a layman to assess and effectively understand the risks and returns associated with different types of instruments. Therefore, it is necessary for an individual to choose a well suited financial products by assessing its pros and cons. The paper seeks to assess and show the level of financial literacy and knowledge among the working age population of Delhi. This study also aims to find out whether there is a significant relationship between financial literacy and individual's behavior towards investment in various products.

A Singh

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DR Taru gupta has their presentation on **Customer Perception of Well-Known Brands: Is Brand Reputation a Reliable Indicator of Product Quality** Brand reputation is the perception people have of a particular brand and is formed as a result of various factors. It can be defined as the overall opinion people have about the products or services a brand offers. It is important to note that brand reputation can be shaped by many things, including the company's history, customer service, product quality, advertising, and even the behavior of the employees. A solid brand reputation can be a major factor in driving business success, while a negative brand reputation can be detrimental to a company's growth and profitability. The importance of brand reputation lies in the fact that it can be a significant competitive advantage for a business. It can distinguish a company from its competitors and provide a strong value proposition to customers.

MS. Manisha kakkar has their presentation on **Blended learning effectiveness: the relationship between student characteristics and outcomes** investigates the effectiveness of a blended learning environment through analyzing the relationship between student characteristics/background, design features and learning outcomes. It is aimed at determining the significant predictors of blended learning effectiveness taking student characteristics/background and design features as independent variables and learning outcomes as dependent variables. A survey was administered to 238 respondents to gather data on student characteristics/background, design features and learning outcomes. The final semester evaluation results were used as a measure for performance as an outcome. We applied the online self regulatory learning questionnaire for data on learner self regulation, the intrinsic motivation inventory for data on intrinsic motivation and other self-developed instruments for measuring the other constructs.

MR. Rahul kumar singh has their presentation on **Exploring the Prospects, Hurdles, and Future Potential of Fintech in the Indian Market** With a growing user base and a market worth **\$2.1 trillion**, the fintech industry in India represents an optimistic outlook toward digital penetration. The budding fintech startups (**around 4.2k+**) have taken advantage of bridging the gap between digital banking, microfinance and peer-to-peer lending platforms, catering to the unique needs of these underserved segments. Additionally, the rapid growth of e-commerce and the increasing demand for digital services is providing a fertile ground for fintech companies to offer tailored solutions. The **Reserve Bank of India (RBI)** has also implemented progressive initiatives including regulatory sandboxes and open banking frameworks to promote fintech development while guaranteeing consumer safety and data security.

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**INTERNATIONAL CONFERENCE ON EDUCATIONAL RESEARCH IN SCIENCE
MANAGEMENT AND HUMANITIES**

31

Attendance Sheet

Date- 19,20,21 october,2023

S.No	Name of Participant	Signature
1	Ms Gauri Shukla	Gauri
2	Mr Neeraj K. Singh	Neeraj
3	Dr. Sameer Kumar	Sameer
4	Dr. Mayank Singh	Mayank
5	Ms Sudeep Singh	Sudeep
6	Ms Meenu Verma	Meenu
7	Saloni Agrawal	Saloni
8	Rashmi Sachan	Rashmi
9	Dr. H. M. Saxena	H M
10	Dr. Karuna Shankar Awasthi	Karuna
11	Ms. Chetan Khansap	Chetan
12	Mr. Ujjawal Mishra	Ujjawal
13	Mohini Gupta	Mohini
14	Dr. Jyoti Kishore	Jyoti
15	Mr. Rahul Kumar Singh	Rahul
16	Ms Sudeep Jain	Sudeep
17	Dr. Tami Gupta	Tami
18	Mr Shivendra Pratap Singh	Shivendra
19	Dr. Vibha Singh	Vibha
20	Mr. Aditya Vikram Singh	Aditya
21	Dr. Lav Saxena	Lav
22	Mr. Anilshwar Mani	Anil
23	Rishabh Dev	Rishabh
24	Jyoti Soni	Jyoti
25	Mukhatish Das	Mukhatish
26	Bhakti Yadav	Bhakti
27	Dr. Upendra Kumar	Upendra
28	Dr. Zishan Ali Siddiqui	Zishan
29	Dr. Shilpa Pandey	Shilpa
30	Akash Yadav	Akash
31	Biij Mohan Kumar	Biij Mohan
32		

A Singh