



LPCPS
LUCKNOW PUBLIC COLLEGE
OF PROFESSIONAL STUDIES

3 DAY

10-

LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

Ref.: LPCPS/PRINCIPAL/23-24/.1.0/03

Date: 20.10.2023

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 "Navigating innovation frontiers: Commerce, Science, and Technology & Intellectual Property Rights".

Date: 20th to 22nd November, 2023.

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/wAhPiP8UM9gMSFQZ6>

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.**

Anil Singh

Dr. Anil Singh,

Lucknow **Principal, LPCPS** Lucknow Public College of Professional Studies
Vinamra Khand, Gomti Nagar, Lko.

Copy to:

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

LIST OF INVITED SPEAKERS

Name- **Dr. Rajnish Kumar**
Designation- Postdoctoral fellow, Paul Lab
Affiliation- University of Kansas medical center
Kansas City USA

Name- **Dr. Abhishek Srivastava**
Designation- Associate Professor and Former HoD,
Department of IT
Affiliation- Gopal Narayan Singh University, Rohtas, India

Name- **Ms. Puja Srivastava**
Designation- News reader
Affiliation- Door Darshan Uttar Pradesh, India

Name- **Dr. Shailesh Srivastava**
Designation- Assistant Professor, Department of Zoology
Affiliation- Shia P.G. College, Lucknow, Uttar Pradesh

Name- **Mr. Raza Abbas Haidri**
Designation- Assistant Professor, Department of Computer
Science and Information Technology
Affiliation- Khwaja Moinuddin Chishti Language University,
Lucknow, Uttar Pradesh, India

Name- **Dr. Upendra Upadhyay**
Designation- Assistant Professor, Department of Computer
Science and Engineering
Affiliation- IET (Institute of Engineering and Technology),
Lucknow, Uttar Pradesh

PROGRAMME SCHEDULE

| Day 1, 20 November 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, 21 November 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, 22 November 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 |

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 & HOD
(Department of Computer Science)
Mob: 9453302061

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Dr. Karuna Shankar Awasthi
(Department of Computer Science)
Dr. Abhay Shanker Pandey
(Department of Science)

Ms. Saloni Agrawal
(Department of Management)

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(Department of Commerce)

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(Department of Computer Science)

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(Department of Arts)

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(Department of Commerce)

Mr. Rahul Singh
(Department of Commerce)

Mr. Akhileshwaro Nath
(Department of Management)



LPCPS
LUCKNOW PUBLIC COLLEGE
OF PROFESSIONAL STUDIES



THREE DAYS
INTERNATIONAL CONFERENCE ON
NAVIGATING INNOVATIVE
FRONTIERS: COMMERCE, SCIENCE,
TECHNOLOGY AND INTELLECTUAL
PROPERTY RIGHTS
IC-NIFCSTIPR 2023

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: November 20-22, 2023

Time: 10:00 am Onwards

THEME OF THE CONFERENCE

The theme of "International Conference on NAVIGATING INNOVATIVE FRONTIERS: COMMERCE, SCIENCE, TECHNOLOGY AND INTELLECTUAL PROPERTY RIGHTS" revolve around exploring how commerce, scientific advancements, technology, and intellectual property rights converge and interact, shaping the future of innovation, business, and legal frameworks. It may encompass discussions on the challenges, opportunities, and ethical considerations in these domains, emphasizing the need to navigate these frontiers effectively for societal progress and economic development. The conference likely brings together professionals, experts, and scholars from various fields to discuss and share insights on how these elements intersect and influence each other. This conference covers a wide range of subjects, including but not limited to:

Important Areas:

1. Innovation in Media technology
2. Media Convergence
3. Cyber security: Understanding & Authorization Infrastructure
4. Bioinformatics
5. Hybrid Manet with 5G Technology
6. Generative Adversarial Network
7. Fintech and Commerce
8. Public Private Partnership for Innovation and Economic Development
9. Intellectual Property in digital age
10. Innovation in Retail Management and Consumer Behaviour
11. Trademarks, Patents and Copyright in Commercial world
12. Material Science and Engineering
13. Liquid Crystalline Displays Materials
14. Impact of Nano-particles in Material science

ABOUT THE ORGANIZING CITY

Lucknow is the capital of Uttar Pradesh, also known as the 'Golden City of the East', is situated on the bank 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. 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 Vinamara Khand, opposite Kathuta Lake, Gomtinagar, Lucknow. The college was established under the aegis of Lucknow Public Educational Society, A-Block, Rajajipuram, 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 institution 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 01st November 2023 - 15th November 2023

Abstract Submission last date: 15th November 2023

Full paper Submission last date: 25th November 2023

Registration Fee:

For International Academicians and Practitioners: \$ 20

For International Research Scholars and Students: \$ 10

For National Academicians and Practitioners: Rs. 200

For National Research Scholars and Students: Rs. 100

Registration Link:

<https://forms.gle/wAhPi8UM9gMSFQZ6>



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 15th November, 2023.

- Acceptance of the Abstracts will be intimated by 18th Nov 2023 through e-mail.
- 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

For Further Information-

Write up at: rsrchcellpcps@gmail.com

Contact: Dr. Anand Kumar Rai

Mob: +919453302061/ +918787224265

LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

INTERNATIONAL CONFERENCE ON NAVIGATING INNOVATIVE FRONTIERS: COMMERCE, SCIENCE, TECHNOLOGY AND INTELLECTUAL PROPERTY RIGHTS

IC-NIFCSTIPR 2023

(NOVEMBER 20-22, 2023)

PROGRAMME SCHEDULE

| S.N. | SESSION/SPEAKERS | AUTHOR | DESIGNATION | UNIVERSITY/ INSTITUTE | TIME OF PRESENTATION | TOPIC OF PRESENTATION |
|-----------------------------------|--|-------------------------|---------------------|---|-------------------------|--|
| DAY 1 (20th November 2023) | | | | | | |
| | Introduction of International Conference (IC-EMRSH 2023) | | | | | 10:00-10:05am |
| | Lighting of the Lamp | | | | | 10:05-10:10am |
| | Welcome of Guests | | | | | 10:10-10:15am |
| | National Anthem | | | | | 10:15-10:20am |
| | Inaugral Speech by Dean Academics- Prof. (Dr.) Laxmi Shanker Awasthi | | | | | 10:20-10:25am |
| | Welcome Address by Director- Ms. Garima Singh | | | | | 10:25-10:30am |
| | National Speaker | DR. SHAILESH SRIVASTAVA | Associate professor | Shia P.G. Collge, Lucknow. | 10:30- 11:30 Am | Hazards of Environmental Pollution and Chronic Obstructive Pulmonary Diseases(COPD) |
| | National Speaker | DR. RAZA ABBAS HAIDARI | Assistant Professor | Khwaja Moinuddin Chishti Language University, Lucknow | 11:30- 12:30 pm | CYBER SECURITY AND CLOUD COMPUTING |
| BREAK | | | | | 12:30 - 01:00 pm | |
| 1 | Technical Session 1 | SWEETY JAIN | Assistant Professor | LPCPS | .01:00- 01:10 pm | THE STUDY OF DIGITAL TRANSFORMATION IN THE RETAIL SECTOR AS A PART OF INNOVATIVE MARKETING |
| | | SALONI AGRAWAL | | | | |
| | | MS. RASHMI SACHAN | | | | |
| 2 | Technical Session 1 | DR. AKHILESH YADAV | Assistant Professor | LPCPS | 01:10 - 01:20 pm | Industrial Applications of Artificial Intelligence and Machine Learning |
| 3 | Technical Session 1 | DR. IMRANUR REHMAN | Assistant Professor | LPCPS | 01:20 - 01:30 pm | Impact of magazines on the reading habits of students |

DAY 2 (21st November 2023)


| S.N. | SESSION/ SPEAKERS | AUTHOR | DESIGNATION | UNIVERSITY/ INSTITUTE | TIME OF PRESENTATION | TOPIC OF PRESENTATION |
|------------------|----------------------|--------------------------|---------------------|--|-------------------------|---|
| 1 | Technical Session 2 | AKASH YADAV | Research Scholar | LORDS SCHOOL OF SCIENCES, LORDS UNIVERSITY, ALWAR, RAJASTHAN | 12:30- 12:40 pm | INVESTIGATION OF VARIOUS DISPLAY FEATURES OF A ROOM-TEMPERATURE TWISTED NEMATIC DISPLAY MATERIAL 6CHBT THROUGH SINGLE-WALLED CARBON NANOTUBE DOPING |
| | | BHARTI YADAV | Research Scholar | LORDS SCHOOL OF SCIENCES, LORDS UNIVERSITY, ALWAR, RAJASTHAN | | |
| | | DR. B. S. SHARMA | Professor | PRO-CHAIRPERSON OF LORDS UNIVERSITY, ALWAR, RAJASTHAN | | |
| | | DR. ABHAY SHANKAR PANDEY | Associate Professor | LPCPS | | |
| 2 | Technical Session 2 | MOHIT KUMAR MAURYA | Assistant Professor | LPCPS | 01:40 - 01:50 pm | The Impact and Evolution of Systematic Investment Plans (SIP) on the Indian Financial Landscape |
| | | DR TARU GUPTA | | | | |
| | | AANCHAL NIGAM VERMA | | | | |
| 3 | Technical Session 2 | MRS. AANCHAL PRAVEEN | Assistant Professor | LPCPS | 12:50 - 01:00 pm | Artificial Intelligence and the moral compass of the society. |
| | | MS. PRIYANKA SINGH | | | | |
| 4 | Technical Session 2 | DR. NIDHI SONI | Assistant Professor | LPCPS | 01:00- 01:10 pm | Public Private Partnership for Innovation and Economic Development:A Viability Gap Funding Perspective |
| 5 | Technical Session 2 | MS. GAURAVI SHUKLA | Assistant Professor | LPCPS | 01:10 - 01:20 pm | Privacy-Preserving Communication and Location Privacy in Manets |
| | | DR. SHOBHIT SINHA | Assistant Professor | SRMU | | |
| 6 | Technical Session 2 | DR ASHISH KAUSHAL | Associate Professor | LPCPS | 01:20-01:30 pm | A CASE STUDY ON TIME VALUE OF MONEY: ITS CONCEPT AND APPLICATION IN REAL LIFE PROBLEMS |
| | | MR. CHETAN KHANNA | Assistant Professor | | | |
| BREAK | | | | | 01:30 - 02:00 pm | |
| National Speaker | | DR. UPENDRA KUMAR | Assistant Professor | IET, AKTU | 02:00- 03:00 pm | Biometric System using Machine Learning Method. |

A Singh
Principal

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

DAY 3 (22nd November 2023)

| S.N. | SESSION/ SPEAKERS | AUTHOR | SIGNATION | UNIVERSITY/ INSTITUTE | TIME OF PRESENTATION | TOPIC OF PRESENTATION |
|----------------------------|-----------------------|-----------------------------|---------------------|--|-------------------------|--|
| | National Speaker | DR. ABHISHEK SRIVASTAVA | Associate Professor | Gopal Narayan Singh University, Rohtas | 10:30- 11:30 Am | Impact of AI over Customer Experience in near future |
| | National Speaker | MS. PUJA SRIVASTAVA | News Reader | Door Darshan | 11:30- 12:30 pm | Multi Dimensions of Media (Media Ethics and Gender Awareness) |
| | International Speaker | DR. RAJNISH KUMAR | Assistant Professor | Paul Lab University of Kansas medical center Kansas city USA | 12:30 - 01:30 pm | EcircPred: Sequence and Secondary Structural Property Based Computational Identification of Exonic Circular RNAs |
| BREAK | | | | | 01:30 - 02:00 pm | |
| 1 | Technical Session 3 | DR. ANAND KUMAR RAI | Associate Professor | LPCPS | 02:00 - 02:10 pm | Assessment of Hybrid MANET with 5G Technology |
| 2 | Technical Session 3 | NEERAJ KUMAR SINGH | Assistant Professor | LPCPS | 02:10 - 02:20 pm | Electronic Media in the age of artificial intelligence |
| 3 | Technical Session 3 | DR.KARUNA SHANKAR AWASTHI | Associate Professor | LPCPS | 02:20- 02:30 PM | Blockchain Technology and Its Role in Authorization Infrastructure for Cybersecurity |
| 4 | Technical Session 3 | PROF. LAXMI SHANKAR AWASTHI | Dean Academics | LPCPS | 02:30- 02:40 | The Evolving Landscape of Intellectual Property Rights in the Digital Age: Challenges and Opportunities |
| VALEDICTORY SESSION | | | | | 03:00 - 03:30 pm | |


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

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/11/07



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

(Affiliated to University of Lucknow)

INTERNATIONAL CONFERENCE

This is to certify that

Mr. Mohit Kumar Maurya

Assistant Professor of Lucknow Public College of Professional Studies has successfully presented a paper entitled "The Impact and Evolution of Systematic Investment Plans (SIP) on the Indian Financial Landscape" in the three days "INTERNATIONAL CONFERENCE ON NAVIGATING INNOVATIVE FRONTIERS: COMMERCE, SCIENCE, TECHNOLOGY AND INTELLECTUAL PROPERTY RIGHTS (IC-NIFCSTIPR 2023)" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India from 20th to 22nd November, 2023.

Garima

Mrs. Garima Singh
Patron

Anil Singh

Anil Prof. (Dr.) Anil Singh
Principal

AS

Prof. (Dr.) Laxmi Shankar Awasthi
Convener

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/11/16



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

(Affiliated to University of Lucknow)

INTERNATIONAL CONFERENCE

This is to certify that

Ms.GAURVI SHUKLA

Assistant Professor of Lucknow Public College of Professional Studies has successfully presented a paper entitled "Privacy -Preserving Communication and Location Privacy in MANETs" in the three days "INTERNATIONAL CONFERENCE ON NAVIGATING INNOVATIVE FRONTIERS: COMMERCE, SCIENCE, TECHNOLOGY AND INTELLECTUAL PROPERTY RIGHTS (IC-NIFCSTIPR 2023)" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India from 20th to 22nd November, 2023.

Garima

Mrs. Garima Singh
Patron

Anil Singh

Prof. (Dr.) Anil Singh
Principal

Anil Singh

Principal

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

AS

Prof. (Dr.) Laxmi Shankar Awasthi
Convener

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/11/14



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INTERNATIONAL CONFERENCE

This is to certify that

Mr. Neeraj Kumar Singh

Assistant Professor of Lucknow Public College of Professional Studies has successfully presented a paper entitled "Electronic Media in the Age of Artificial Intelligence" in the three days "INTERNATIONAL CONFERENCE ON NAVIGATING INNOVATIVE FRONTIERS: COMMERCE, SCIENCE, TECHNOLOGY AND INTELLECTUAL PROPERTY RIGHTS (IC-NIFCSTIPR 2023)" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India from 20th to 22nd November, 2023.

Garima

Mrs. Garima Singh
Patron

Anil

Principal

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

Anil

Prof. (Dr.) Anil Singh
Principal

AS

Prof. (Dr.) Laxmi Shankar Awasthi
Convener

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/11/12



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

(Affiliated to University of Lucknow)

INTERNATIONAL CONFERENCE

This is to certify that

Dr. Akhilesh

Assistant Professor of Lucknow Public College of Professional Studies has successfully presented a paper entitled "Industrial Applications of Artificial Intelligence and Machine Learning" in the three days "INTERNATIONAL CONFERENCE ON NAVIGATING INNOVATIVE FRONTIERS: COMMERCE, SCIENCE, TECHNOLOGY AND INTELLECTUAL PROPERTY RIGHTS (IC-NIFCSTIPR 2023)" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India from 20th to 22nd November, 2023.

Garima

Mrs. Garima Singh
Patron

Anil Singh

Prof. (Dr.) Anil Singh
Principal

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

AS

Prof. (Dr.) Laxmi Shankar Awasthi
Convener

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/11/11



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LUCKNOW PUBLIC COLLEGE
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LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

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INTERNATIONAL CONFERENCE

This is to certify that

Dr. Abhay Shanker Pandey

Associate Professor of Lucknow Public College of Professional Studies has successfully presented a paper entitled "INVESTIGATION OF VARIOUS DISPLAY FEATURES OF A ROOM-TEMPERATURE TWISTED NEMATIC DISPLAY MATERIAL 6CHBT THROUGH SINGLE-WALLED CARBON NANOTUBE DOPING" in the three days "INTERNATIONAL CONFERENCE ON NAVIGATING INNOVATIVE FRONTIERS: COMMERCE, SCIENCE, TECHNOLOGY AND INTELLECTUAL PROPERTY RIGHTS (IC-NIFCSTIPR 2023)" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India from 20th to 22nd November, 2023.

Garima

Mrs. Garima Singh
Patron

Asmit

Asingh

Prof. (Dr.) Anil Singh
Principal

AS

Prof. (Dr.) Laxmi Shankar Awasthi
Convener