

Vardering India
in collaboration with
DIT University,
Dehradun, India
organizing

1st International Virtual Conference on
Rural Tourism –

Challenges, Scope and Entrepreneurship Development

Schedule for Technical Session

Date: 12 & 13 September, 2020

Platform – Microsoft Teams

Link – <http://bit.ly/3hUzrsF>



Technical Session

Track 1: Tourism Management & Business

Day	Date	Time	Technical Session	Session Chair	Moderator	Presenters	
1	12 Sep 2020 Saturday	12:30 PM- 12:40 PM	Address by Dr. H C Purohit , Professor & Head, School of Management, Doon University, Dehradun, India	-	-	-	
		12:40 PM- 12:50 PM	Address by Dr. Baby Mosses , Director, Institute of Management Studies, Roorkee	-	-	-	
		12:50 PM – 1:00 PM	Address by Dr. Vijay Kumar Jain , Associate Head, Faculty of Management Studies, DIT University, Dehradun, India	-	-	-	
		1:00 PM – 1:10 PM	T1: CPLD103	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Dr. Teena Saharan	
		1:10 PM – 1:20 PM	T1: CPLD104	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Malati Kaini	
		1:20 PM – 1:30 PM	T1: CPLD105	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Xolile Hloniphile Mnisi, Lwazi Apleni, Petrus MfanampelaMaphanga, Dinah Mangope, Unathi Sonwabile Henama	
		1:30 PM – 2:30 PM	Lunch Break				
		2:30PM – 2:40 PM	T1: CPLD106	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Kurma Sankara Rao	
		2:40 PM – 2:50 PM	T1:CPLD107	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	K. Venkateswara Rao	
		2:50 PM – 3:00 PM	T1:CPLD108	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Dr. Nikhil Kulshrestha Dr. G. Ramakrishnan Dr. A. Lakshmana Rao	
		3:00 PM – 3:10 PM	T1:CPLD114	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Puneet Saxena	
		3:10 PM – 3:20 PM	T1:CPLD116	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Dr. Garima Verma, Dr. Hemraj Verma, Dr. Sushil Dixit	
		3:20 PM – 3:30 PM	T1:CPLD117	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Mr. Anup Kumar, Dr. Mosses	
		3:30 PM – 3:40 PM	T1: CPLD120	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Parag Verma, Mukesh Chandra Kestwal, Ankur Dumka, Anuj Bhardwaj, Praveen Kumar	
3:40 PM- 3:50 PM	T1: CPLD121	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Anuradha Gupta, Dr. D.K.Nema			

		3:50 PM – 4:00 PM	T1: CPLD122	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Mohd. Abad Dr. Abdul Qadir
		4:00 PM – 4:10 PM	T1: CPLD126	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Seema Shukla, Dr. Garima
		4:10 PM – 4:20 PM	T1: CPLD127	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Asmita Basu
		4:20 PM – 4:30 PM	T1: CPLD130	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Aditya Ranjan, Nimit Chowdhary
		4:30 PM – 4:40 PM	T1: CPLD131	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Camellia Burman, Deepashree Chatterjee
		4:40 PM – 4:50 PM	T1: CPLD134	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Ravindra Saini, Dr. Rashmi Nagpal
		4:50 PM – 5:00 PM	T1: CPLD135	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Mr. S.C. Mishra & Dr. Pankaj Kumar
		5:00 PM – 5:10 PM	T1: CPLD137	Dr. H C Purohit, Dr. Baby Mosses, Dr. Vijay Jain	Ms. Priyanka Panday	Priyanka Panday, Dr. Preeti Sharma, Aman Kumar Srivastava

Track 2: Creativity, Innovation & Entrepreneurship

2	13 Sep 2020 Sunday	10:00 AM – 10:10 AM	Address by Prof. Dr. Kanes K. Rajah , Executive Director, Centre for Executive & Professional Development, UK	–	–	–
		10:10 AM – 10:20 AM	Address by Dr. Sarah Hussian , Associate Professor, Department of Tourism & Hospitality Management, Jamia Millia Islamia University, New Delhi, India	–	–	–
		10:20 AM – 10:30 AM	Address by Dr. Sudhanshu Joshi , Assistant Professor, School of Management, Doon University, Dehradun, India	–	–	–
		10:30 AM – 10:40 AM	T2:CPLD102	Prof. Dr. Kanes K. Rajah, Dr. Sarah Hussian, Dr. Sudhanshu Joshi	Ms. Priyanka Panday	Ashish Dhyani, Dr. Rajat Dimri
		10:40 AM – 10:50 AM	T2:CPLD111	Prof. Dr. Kanes K. Rajah, Dr. Sarah Hussian, Dr. Sudhanshu Joshi	Ms. Priyanka Panday	Prof. Rhushikesh V. Bhambure, Prof (Dr) Gopal S. Jahagirdar
		10:50 AM – 11:00 AM	T2: CPLD115	Prof. Dr. Kanes K. Rajah, Dr. Sarah Hussian, Dr. Sudhanshu Joshi	Ms. Priyanka Panday	Varghese Joy, Dr. Vijay Kumar Jain, Dr. Shipra Agarwal
		11:00 AM – 11:10 AM	T2: CPLD118	Prof. Dr. Kanes K. Rajah, Dr. Sarah Hussian, Dr. Sudhanshu Joshi	Ms. Priyanka Panday	Mukesh Chandra Kestwal, Udayveer Mittal, Vinay Chowdary, Sunil Semwal, Ajit Kumar Yadav, Renu Thapliyal

	11:10 AM – 11:20 AM	T2: CPLD125	Prof. Dr. Kanes K. Rajah, Dr. Sarah Hussian, Dr. Sudhanshu Joshi	Ms. Priyanka Panday	Sunil Semwal, Udayveer Mittal, Parag Verma, Vinay Chowdary, Mukesh Chandra Kestwal, Anup Kumar
	11:20 AM – 11:30 AM	T2: CPLD128	Prof. Dr. Kanes K. Rajah, Dr. Sarah Hussian, Dr. Sudhanshu Joshi	Ms. Priyanka Panday	Priyanka Singwal Dr. Bindu Sharma
	11:30 AM – 11:40 AM	T2: CPLD129	Prof. Dr. Kanes K. Rajah, Dr. Sarah Hussian, Dr. Sudhanshu Joshi	Ms. Priyanka Panday	Passang Norbu
	11:40 AM – 11:50 AM	T2: CPLD132	Prof. Dr. Kanes K. Rajah, Dr. Sarah Hussian, Dr. Sudhanshu Joshi	Ms. Priyanka Panday	Amol Kumar, Dr. Asif Ali Syed, Dr. Ajay Singh
	11:50 AM – 12:00 PM	T2: CPLD136	Prof. Dr. Kanes K. Rajah, Dr. Sarah Hussian, Dr. Sudhanshu Joshi	Ms. Priyanka Panday	Himanshu Chauhan, Dr. Hemraj Verma, Dr. Vijay Kumar Jain
	12:00 PM – 12:10 PM	T2: CPLD138	Prof. Dr. Kanes K. Rajah, Dr. Sarah Hussian, Dr. Sudhanshu Joshi	Ms. Priyanka Panday	Priyanka Panday, Dr. Preeti Sharma, Shreshtha Jaiswal
	12:10 PM – 12:20	T2: CPLD139	Prof. Dr. Kanes K. Rajah, Dr. Sarah Hussian, Dr. Sudhanshu Joshi	Ms. Priyanka Panday	Mohd. Arman Dr. Abdul Qadir
	12:20 PM – 12:30 PM	Tea Break			
Track 3: Digitization & Artificial Intelligence in Business					
	12:30 PM – 12:40 PM	Address by Dr. Enrico Panai , Geoeconomics and Geopolitics Department of Humanities and Social Science, University of Sassari, ITALY	–	–	–
	12:40 PM – 12:50 PM	Address by Dr. Ali Ameen , Associate Professor, Faculty of Computer Science, Lincoln University College, Malaysia	–	–	–
	12:50 PM – 1:00 PM	Address by Dr. Garima Verma , Assistant Professor, School of Computing, DIT University, Dehradun, India	–	–	–
	1:00 PM – 1:10 PM	T3: CPLD101	Dr. Enrico Panai, Dr. Ali Ameen, Dr. Garima Verma	Ms. Priyanka Panday	Dr. G.P.Dang, Dr. Pushpa Kataria, Divneet Kaur
	1:10 PM – 1:20 PM	T3: CPLD109	Dr. Enrico Panai, Dr. Ali Ameen, Dr. Garima Verma	Ms. Priyanka Panday	Mr. Samrat Ray
	1:20 PM – 1:30 PM	T3: CPLD110	Dr. Enrico Panai, Dr. Ali Ameen, Dr. Garima Verma	Ms. Priyanka Panday	Elochukwu A. Nwankwo
	1:30 PM – 2:30 PM	Lunch Break			
	2:30 PM – 2:40 PM	T3: CPLD112	Dr. Enrico Panai, Dr. Ali Ameen, Dr. Garima Verma	Ms. Priyanka Panday	Saurav Gupta, Dr. Vigneshwaran P

	2:40 PM – 2:50 PM	T3: CPLD113	Dr. Enrico Panai, Dr. Ali Ameen, Dr. Garima Verma	Ms. Priyanka Panday	Nani Nurani Muksin, Amin Shabana, Amin Tohari
	2:50 PM – 3:00 PM	T3: CPLD119	Dr. Enrico Panai, Dr. Ali Ameen, Dr. Garima Verma	Ms. Priyanka Panday	Ajit Kumar, Dr. Momin Raisoddin Khudboddin, Dr. Sayyad Shafiyoddin Badruddin
	3:00 PM – 3:10 PM	T3: CPLD123	Dr. Enrico Panai, Dr. Ali Ameen, Dr. Garima Verma	Ms. Priyanka Panday	Dr. Shalini Singh, Abu bashar
	3:10 PM – 3:20 PM	T3: CPLD124	Dr. Enrico Panai, Dr. Ali Ameen, Dr. Garima Verma	Ms. Priyanka Panday	Parag Verma, Mukesh Chandra Kestwal, Ankur Dumka, Alaknanda Ashok,
	3:20 PM – 3:30 PM	T3: CPLD133	Dr. Enrico Panai, Dr. Ali Ameen, Dr. Garima Verma	Ms. Priyanka Panday	Amol Kumar, Dr. Asif Ali Syed, Dr. Ajay Singh

Day 1 – September 12th, 2020

T1: Tourism Management and Business			
S.No	Paper Id	Author	Paper Title
1	CPLD103	Dr. Teena Saharan	Agritourism: A Mean to Defy Migration in Uttarakhand
2	CPLD104	Malati Kaini	Rural or agro tourism as a tool of development for making Nepal prosperous
3	CPLD105	Xolile Hloniphile Mnisi, Lwazi Apleni, Petrus MfanampelaMaphanga, Dinah Mangope, Unathi Sonwabile Henama	Rural and Mountainous Tourism Consumption in South Africa: Challenges, Prospects and Opportunities
4	CPLD106	Kurma Sankara Rao	Rural Tourism in Lambasingi-The Kashmir of Andhra Pradesh
5	CPLD107	K. Venkateswara Rao	Rural Tourism for the Development of Rural Communities
6	CPLD108	Dr. Nikhil Kulshrestha Dr. G. Ramakrishnan Dr. A. Lakshmana Rao	Motivation – A Tool In Enhancing Agricultural Productivity In Developing Countries
7	CPLD114	Puneet Saxena	Rural Tourism
8	CPLD116	Dr. Garima Verma, Dr. Hemraj Verma, Dr. Sushil Dixit	Opinion Mining on Rural Tourism in India
9	CPLD117	Mr. Anup Kumar, Dr. Mosses	A Study on Transformational Leadership Approach for Development of Sustainable Rural Tourism
10	CPLD120	Parag Verma, Mukesh Chandra Kestwal, Ankur Dumka, Anuj Bhardwaj, Praveen Kumar	Analysis the Impact of COVID-19 Pandemic on Indian Travel and Tourism Industry using Time Series techniques
11	CPLD121	Anuradha Gupta Dr. D K Nema	A Study of Growth of Higher Education and Education Loan in India
12	CPLD122	Mohd. Abad Dr. Abdul Qadir	Co-creation as a Business Tool in Tourism
13	CPLD126	Seema Shukla, Dr. Garima	Effects of Novel Corona Virus (Covid-19) on Rural Tourism Industry in India.

14	CPLD127	Asmita Basu	Strategic Management of Cultural Capital & Emerging Issues for Sustainability- A study of the Temple sites in Bishnupur in Eastern India.
15	CPLD130	Aditya Ranjan, Nimit Chowdhary	Importance of Sustainable Consumption in Rural Tourism
16	CPLD131	Camellia Burman, Deepashree Chatterjee	Scope and Prospect of Rural Tourism in the Purulia District of West Bengal: A Study
17	CPLD134	Ravindra Saini, Dr. Rashmi Nagpal	Impact of Good Governance on Rural Tourism
18	CPLD135	Mr. S.C. Mishra Dr. Pankaj Kumar	Psychological and Socio- Economic Impact of COVID-19 pandemic on the Tourism sector in India
19	CPLD137	Priyanka Panday, Dr. Preeti Sharma, Aman Kumar Srivastava	Factors Affecting Rural Tourism: A Systematic Literature Review from 1980 to 2020

T2: Creativity, Innovation and Entrepreneurship

S.No	Paper Id	Author Name	Paper Title
1	CPLD102	Ashish Dhyani, Dr. Rajat Dimri	Promoting Culinary Tourism: Soft skill-sets required with reference to Food outlets en route to Yamunotri Shrine
2	CPLD111	Prof. Rhushikesh V. Bhambure, Prof (Dr) Gopal S. Jahagirdar	Innovating Entrepreneurship Changes in Rural India Through Animation
3	CPLD115	Varghese Joy, Dr. Vijay Kumar Jain, Dr. Shipra Agarwal	Modelling Drivers of Social Entrepreneurial Intention among Indian Students
4	CPLD118	Mukesh Chandra Kestwal, Udayveer Mittal, Vinay Chowdary, Sunil Semwal, Ajit Kumar Yadav, Renu Thapliyal	Localization of Human in Disaster Scenario using RAHI – Technology: for securing tourism zone of Uttarakhand
5	CPLD125	Sunil Semwal, Udayveer Mittal, Parag Verma, Vinay Chowdary, Mukesh Chandra Kestwal, Anup Kumar	Development of Economical Solution for Clean Energy to Boost Social & Rural Entrepreneurship
6	CPLD128	Priyanka Singwal Dr. Bindu Sharma	Psychological contract and its impact on retention: A study of employees of private sector banks in Uttarakhand
7	CPLD129	Passang Norbu	Rural Livelihood: A Linkage to Outside World
8	CPLD132	Mayank Baluni, Dr. Bindu Sharma	Impact of COVID-19 on Work-Life Balance and Sustainable Performance at workplace: A study of Police Personnel in Uttarakhand.
9	CPLD136	Himanshu Chauhan, Dr. Hemraj Verma, Dr. Vijay Kumar Jain	Exploring Impact of Destination Branding of Economic Upliftment- A case of Jaunsar Banwar Region in Uttarkhand
10	CPLD138	Priyanka Panday, Dr. Preeti Sharma, Shreshtha Jaiswal	Motivational Factors and Challenges of women entrepreneurship in rural areas of Uttarakhand

11	CPLD139	Mohd. Arman Dr. Abdul Qadir	Changing dimensions of Agri Tourism: A case study of Saguna Baug Agro Tourism Project, Maharashtra
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Day 2 – September 13th, 2020

T3: Digitization and Artificial Intelligence in Business			
S.No	Paper Id	Author Name	Paper Title
1	CPLD101	Dr. G.P.Dang, Dr. Pushpa Kataria, Divneet Kaur	TAM Model for e-Health Adoption in Rural Areas of Uttarakhand: A Perspective of Patients
2	CPLD109	Mr. Samrat Ray	Business Sustainability in Russia during COVID-19 PANDEMIC: A Health Economics Perspective
3	CPLD110	Elochukwu A. Nwankwo	Community Gaze and Narratives on Heritage Values in Traditional African Societies: A Proposal for Community Heritage Approach (Chp)
4	CPLD112	Saurav Gupta, Dr.Vigneshwaran P	Achieving IoT Security Requirements using Blockchain
5	CPLD113	Nani Nurani Muksin, Amin Shabana, Amin Tohari	Documented Migrant Workers, Communication Model and Mobile Phones Use
6	CPLD119	Ajit Kumar, Dr. Momin Raisoddin Khudboddin, Dr. Sayyad Shafiyoddin Badruddin	Simulation and evaluation of Oh, C – band data (Sentinel 1) data
7	CPLD123	Dr. Shalini Singh Abu bashar	A Bibliometric Review on the Development in E-tourism Research
8	CPLD124	Parag Verma, Mukesh Chandra Kestwal, Ankur Dumka, Alaknanda Ashok,	A Tourist attention-based model for intelligently predict the tourism demand using Deep Learning Ensemble Technique
9	CPLD133	Amol Kumar, Dr. Asif Ali Syed, Dr. Ajay Singh	Study of Digital Marketing Effectiveness for Star Category Classified Hotels in India

Thank you...!!!