



## RISEM 2019 CONFERENCE AGENDA

# ISER International Conference on Research Insights in Social Science Business, Economics and Management Studies

**September 14-15, 2019**

**Comfort Hotel Cachan Paris Sud Paris France**

09: 20 am - 09:30 am	Registration and Kit Distribution
09: 30 am - 09:40 am	Introduction of Participants
09: 40 am - 09:50 am	Inauguration and Opening address
09: 50 am - 10:00 am	Grand Networking Session

**Tea Break (10:00 am – 10:30 am)**

---



Institute for Social and  
Economics Research

## RISEM 2019 CONFERENCE AGENDA

### Saturday 14 September 2019

---

Track A: Business, Economics, Social Sciences and Humanities

Session 01: 10: 30 am – 11: 30 am

---

#### Reference ID

#### Presentations

RISEM-SEP-03

Managing Brand Strength in a Brand Portfolio: A Conceptual Analysis  
**Juhi Gahlot Sarkar**  
IMT, Ghaziabad-Department of Marketing

RISEM-SEP-04

Validating a Theoretical Model for Hotel Brand Love amongst Young Indian  
Tourists  
**Abhigyan Sarkar**  
IMT, Ghaziabad-Department of Marketing

---

**Closing Ceremony & Lunch**  
**(11:30 am – 12:00 pm)**



## RISEM 2019 CONFERENCE AGENDA

### **Sunday 15 September 2019**

---

Conference second day is reserved for participants own tourism activities.