

Rapporteur Report

XX ANNUAL INTERNATIONAL CONFERENCE ON “GLOBAL VISION 2030: CHALLENGES & OPPORTUNITIES”

**JANUARY 04-05, 2019, AT DEEN DAYAL UPADHYAYA COLLEGE, UNIVERSITY
OF DELHI, DELHI, INDIA.**

THE XX Annual International Conference organized under the joint auspices of Delhi School of Professional Studies and Research (DPSR), affiliated to GGSIP University, New Delhi; Deen Dayal Upadhyaya College; Shyam Lal College (E); Sri Aurobindo College (E); Indian Commerce Association Delhi-NCR Chapter; Rotary Club of Delhi Maurya; and Divine International Group of Institutions, Gwalior.

Inaugural Session

January 04, 2019, 10:00 a.m. to 01:00 p.m.

Venue: Auditorium, DDU College, Dwarka, Delhi, India.

Chairperson: Prof. B. P. Singh, Chairman, Delhi School of Professional Studies and Research affiliated to GGSIP University, New Delhi, India.

Chief Guest: Rev. Dr. Swami Parthasarthy, Member of Joint Commission of BRICS Countries & India's Permanent Envoy to UNECOSO.

Guest of Honour: Dr. Namita Rajput, Principal (OSD), Sri Aurobindo College (E), University of Delhi, Delhi, India.

Dr. Anil Kr. Singh, Associate Professor, Sri Aurobindo College (E), University of Delhi, Delhi, India.

Dr. Ranjana Gupta, Senior Lecturer, Faculty of Business and Law, University of Technology, Auckland, USA.

Prof. Reetesh Kumar Singh, Professor, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi, India.

Prof. Gajendra K. Verma, Emeritus Professor, Holder of Sarah Field Chair professorship, & Formerly Dean, University of Manchester, United Kingdom.

Prof. R. K. Mittal, Vice- Chancellor, Chaudhary Bansi Lal University, Bhiwani, Haryana, India.

Key Note Speaker: Prof. Rajendra P. Srivastava, Ex EY Professor of Accounting and Information Systems, School of Business, University of Kansas, Lawrence, Kansas, USA.

Welcome Address: Dr. H. C. Jain, Principal, Deen Dayal Upadhyaya College, University of Delhi, Delhi, India.

Theme Address: Prof. Ajay Kr. Singh, Secretary General, Organizing Committee.

Special Address: Dr. R. P. Tulsian, Professor, Shaheed Bhagat Singh College (Evening), University of Delhi, Delhi, India.

Dr. Pravin Kumar, Principal, Shyam Lal College (Evening), University of Delhi, Delhi, India.

Presidential Address: Prof. B. P. Singh, Formerly, Head & Dean, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi, Delhi; Chairman, Organizing Committee.

Rapporteur Report: XX Annual International Conference

Vote of Thanks: *Prof. Ravinder Vinayek, Director, Delhi School of Professional Studies and Research, Delhi, India.*

Coordinator: *Ms. Simple Batra, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, India.*

Inaugural session started with the welcome address by Dr. H. C. Jain followed by lighting of auspicious lamp of knowledge by dignitaries.

Dr. H. C. Jain, Principal, Deen Dayal Upadhyaya College, University of Delhi, Delhi was then invited to deliver the welcome address.

First of all he congratulated the organizing team for organizing the XX International Conference; which confers the young generation, opportunities and thoughts of wisdom for taking the nation towards the peak of progress. He addressed the audience by explaining the term Global Vision: 2030 and its impact on the country as a whole.

Key note speaker, Prof. Rajendra P. Srivastava, Ex. EY Professor of Accounting and Information Systems, School of Business, The University of Kansas, Lawrence, Kansas, USA addressed the audience by stating that for the growth of any country sustainable development is necessary. He stressed that intellectual wealth is valuable for all countries whether developed or developing. He motivated all the students to spot the opportunities that are there in the environment and to design new strategies to build new ways to save the resources for future generations

Prof. Ajay Kr. Singh Secretary General, Organizing Committee thanked all the delegates from different colleges. He then explained the main idea behind this conference that Global Vision 2030 that it includes Technology, Block Chain Technology, Industrial Revolution, Innovation, Infrastructure, Energy Management, and Mobility.

Dr. R. P. Tulsian, Professor, Shaheed Bhagat Singh College (Evening), University of Delhi focused on the impact of education on Global Vision 2030 and sustainability. He said that education play a major role in the development of the economy.

Dr. Pravin Kumar, Principal, Shyam Lal College (Evening), University of Delhi, Delhi addressed the audience by explaining the goals of sustainable development and by focusing on the needs of the era that we all need to realize that resources are limited in nature.

Dr. Namita Rajput, Principal (OSD), Sri Aurobindo College (E), University of Delhi, Guest of Honour, emphasized on transition from millennium to sustainable development. She also discussed about poverty and education and its impact on sustainable development.

Dr. Anil Kr. Singh, Associate Professor, Sri Aurobindo College (E), University of Delhi, Guest of Honour highlighted the important needs to be fulfilled that are hunger, health, employment, and literacy and a country should give priority to it. It can only be done by the help of the citizens.

Prof. Reetesh Kumar Singh, Professor, Department of Commerce, Delhi School of Economics, University of Delhi Guest of Honour expressed his thoughts about Global Vision 2030 and the various aspects related to this theme like sustainable energy, quality of higher education, digital marketing, and poverty. He stressed upon the fact that the needs of the people can only be fulfilled by the collective effort of the people.

Prof. Gajendra K. Verma, Emeritus Professor, Holder of Sarah Field Chair professorship, & Formerly Dean, University of Manchester, United Kingdom Guest of Honour highlighted the key issues in the context of sustainable development like population, food security, urban challenge, energy, industry and environmental degradation.

Prof. R. K. Mittal, Vice- Chancellor, Chaudhary Bansi Lal University, Bhiwani, Haryana Guest of

Honour expressed his thoughts about trade and green economy, social inclusion, low carbon transport, and water and the sustainable development should be done on local, regional, and national level.

Release of Delhi Business Review

Delhi Business Review (DBR): An International Journal of Society for Human Transformation and Research (SHTR), Vol. 20, No. 1, January-June 2019, ISSN: 0972-222X, was released officially by all the present luminaries on the dais.

Release of book “Fundamentals of Research Methodology”

Book titled “Fundamentals of Research Methodology” authored by Prof. G. S. Popli, Executive Director, *Delhi School of Professional Studies and Research, Delhi*, was released by the dignitaries on the dais.

Chief Guest of the session Dr. Swami Parthasarthy, Rev. Dr. Swami Parthasarthy, Member of Joint Commission of BRICS Countries & India’s Permanent Envoy to UNECOSOC enlightened the delegates by defining the concept of sustainability and global vision. He stressed that efforts should be made to deal with the issues related to sustainable development. He explained that the basic barrier to the development of any country is poverty and hunger.

Prof. B. P. Singh, Chairman, *Delhi School of Professional Studies and Research, Delhi*, then addressed the audience with his words of wisdom. He addressed all the panel members, delegates, faculty members, students, and media members by explaining the sustainable goals and the various aspects related to sustainable development.

Vote of Thanks

Prof. Ravinder Vinayek, Director, *Delhi School of Professional Studies and Research, Delhi*, extended a warm vote of thanks for the lucid and apt presentations made by the distinguished speakers on the dais.

Rapporteurs for the Sessions:

- **Mr. Deep Biswas**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Ms. Surbhi Pahuja**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Nandini Bahl**
Student, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

Post Lunch Session

Seminar Session: “Sustainable Development 2030: The Road Ahead”

January 04, 2018, 2:00 p.m. to 4:00 p.m.

Venue: Auditorium, DDU College, Dwarka, Delhi, India.

Session Chair: Shri Gauri Shankar Gupta, Former Ambassador/ High Commissioner of India, India.

Panel Speaker: Prof. Ravinder Rena, Professor of Economics, NWU School of Business and Governance, North West University- Mafikeng Campus, South Africa.

Panel Speaker: Prof. Suneel Maheshwari, Professor, Indiana University of Pennsylvania, Pennsylvania, United States of America.

Panel Speaker: Prof. Rajendra P. Srivastava, Professor Emeritus of Accounting & Information Systems in the School of Business, University of Kansas, Lawrence, USA.

Panel Speaker: Prof. L. S. Singh, Formerly Head, Department of Economics, Magadh University, Bodh-gaya, India.

Dr. Sima Kumari, Associate Professor, Delhi School of Professional Studies and Research, Delhi, started the seminar session entitled, 'Sustainable Development 2030: The Road Ahead', by introducing the panelist and facilitating them with the planters. The session was chaired by Shri Gauri Shankar Gupta, Former Ambassador/ High Commissioner of India.

The session chairperson initiated the panel discussion and requested Prof. Ravinder Rena to express his thoughts on the topic of the seminar session, "Sustainable Development 2030: The Road Ahead".

Prof. Ravinder Rena started his speech by discussing the threats we are facing in relation to sustainable goals 2030 and the immediate actions that we should be taking to combat the same. The major challenges that he enumerated were population explosion, economic disparity, health challenges like the spread of HIV-AIDS, malaria, etc., and also availability of clean drinking water in the future.

Prof. Suneel Maheshwari started his session by conducting a small activity for fund collection to feed 1000 hungry people together with the students of Delhi School of Professional Studies and Research (DSPSR). This activity came out to be a big success as the students of DSPSR were able to collect an amount of Rs. 7,500. He compared the attainment of the 17 Sustainable Development Goals (SDG) to a situation of Ram-Rajya prevailing in the future scenario. He focused his talk on shared values related to empathy, belongingness to the planet, respect for each other, sacrifices for others, and our personal responsibilities not only towards each other, but towards the planet as well.

Prof. Rajendra P. Srivastava enunciated his views on the topic 'effect of human encroachment of natural resources'. He focused on how urbanization and human activities are putting undue pressure on the limited natural resources. In continuation to these, he talked about promoting E-books and E-learning, so that trees and our mother earth could be saved. He also touched upon the topic of rise of artificial intelligence and how our education system should be revised and revamped in order to make the youth more hands on with the future scenario and the future challenges.

Prof. L. S. Singh highlighted his views on how the millenium development goals need to be connected to the 17 sustainable development goals so that not only current generation can utilize the resources in a judicious manner but also the future generations can reap the benefits. He focused on the concept of inclusive growth and minimization of economic disparity as a key element for implementation of the sustainable development goals.

Mr. Nakul Subramanyam, Research Scholar, CMR University, Bangalore, "Sustainable Manufacturing Practices in an enterprise and its Correlation to Competitiveness in India: Critical review of Literature" in co-authorship with Dr. Basanna Patagundi, Director (i/c) and Associate Professor, School of Management, CMR University, Bangalore.

The author highlighted in his paper a research framework for correlating sustainable manufacturing practices with competitiveness in organizations, which is based on a review of literature in the area of socially responsible behavior of organizations. He proposed a model that could measure the competitiveness of manufacturing firms based on market capitalization and examine the correlation with published information on the Business Responsibility principles defined by SEBI, especially in the area of goods which promote sustainability, protect and make efforts to restore the environment and respect interests of all stakeholders. According to him this would result in a mutually beneficial model to promote sustainable practices which could possibly enhance the firms' competitiveness in the marketplace and drive impactful change.

Shri Gauri Shankar Gupta, the session chair concluded the seminar session by thanking and

summarizing the views presented by all the panel speakers. His main focus was on the uncontrolled consumption patterns of the mankind which is putting excessive pressure on the scarce and limited natural resources. He quoted 'Mahatma Gandhi' that, "the world has enough for everyone's needs, but not everyone's greed". He emphasized that immediate corrective actions should be taken so as to protect our Mother Earth because there is no planet B.

Rapporteurs for the Sessions:

- **Ms. Manya Jain**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Ms. Sonia Gandhi**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

TECHNICAL SESSION 5: "RESEARCH PAPER PRESENTATIONS ON CONTEMPORARY ISSUES"

January 04, 2019, 4:30 p.m. to 05:30 p.m.

Venue: Auditorium, DDU College, Dwarka, Delhi.

Session Chair: Prof. Sanket Vij, Head & Dean, Faculty of Management, Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur Kalan, Sonapat, Haryana, India.

Co-Chair: Prof. G. S. Popli, Executive Director, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Coordinator: Mr. Deep Biswas, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The session started with the welcome address by the session coordinator, Mr. Deep Biswas and then it was handed over to the session chair and session co-chair. Session chair, Prof. Sanket Vij, introduced the topic and enriched the session with his knowledgeable words of wisdom.

TOPIC: "EXPERIENTIAL LEARNING IN EXECUTIVE EDUCATION USING GLOBAL TOURS AND SIMULATIONS: HOW DO STUDENTS AND FACULTY BENEFIT FROM IT?"

Prof. Uday Tate, Professor, Lewis College of Business, Marshall University, Huntington, West Virginia USA.

Prof. Suneel Maheshwari, Professor, Accounting Department, Eberly College of Business and Information Technology, Indiana University of Pennsylvania, Indiana, USA.

Dr. Basanna Patagundi, Director and Associate Professor, School of Management, CMR University, Bangluru, India.

The purpose of this study was to explore more about the experiential learning with the help of Global Tours that will develop global-ready managers/executives who can grasp and appreciate the dynamics of how things are interrelated and interconnected in the world. The paper presenter, Prof. Suneel Maheshwari explained about the difference between experiential learning and passive learning. He further talked about the study that determines if an international tour has an impact on EMBA student's global awareness and attitude towards doing business globally. Finally, he concluded by mentioning about the other factors which also affect the student's awareness and attitude.

TOPIC: "IMPACT OF FINANCIAL EFFICIENCY AND STABILITY ON ECONOMIC GROWTH IN ASIAN ECONOMIES"

Mr. Abhay Singh Chauhan, Assistant Professor, Prestige Institute Management, Gwalior, M.P., India.

Prof. Yogesh Upadhyay, Head, School of Studies in Management, Jiwaji University, Gwalior, M.P., India.

Dr. Anil Kumar Bajpai, Department of Commerce, MLB College of Excellence, Gwalior, M.P., India.

Mr. Abhay Singh Chauhan explained the relationship between economic growth and financial development in Asian economies. For the above purpose, bank net interest margin, stock market turnover ratio were taken as the measures of efficiency, while bank Z-score and stock price volatility were considered as a measure of stability, which represents the core idea of the study. Mr. Chauhan highlighted about the statistical tools like regression equations and Granger causality through VAR that were used to determine the relationship. Further, robust results were estimated and analyzed which support the review to an extent as there exists an equilibrium relation between financial efficiency, stability, and growth.

TOPIC: “EDUCATION SYSTEM IN INDIA: IN SEARCH FOR AN ALTERNATIVE PARADIGM”

Dr. Shiladitya Chakraborty, Assistant Professor, Department of Political Science, University of Kalyani, West Bengal, India.

Dr. Chakraborty, who presented the paper discussed the defects of the Indian educational system and analyzed the social impact of such defects. He also highlighted an alternative paradigm of educational system based on the educational thoughts and ideas of Swami Vivekananda to mitigate the problems of contemporary educational system in India. Finally, he concluded the presentation by pointing out the relevance of Vivekananda’s ideas in shaping the modern educational system.

TOPIC: “AN EMPIRICAL ANALYSIS OF FINANCIAL DEVELOPMENT AND ECONOMIC GROWTH: WITH REFERENCE TO G20 NATIONS”

Mr. Abhay Singh Chauhan, Assistant Professor, Prestige Institute Management, Gwalior, M.P., India.

Dr. Sanjeev Gupta, Assistant Professor, Department of Commerce, SLP Govt. PG College, Morar, Gwalior, M.P., India.

Prof. S. K. Singh, Professor, School of Commerce and Business Studies, Jiwaji University, Gwalior, M.P., India.

In this paper, Mr. Chauhan presented about the relationship between financial institutional deepening, efficiency, and stability on economic growth of G20 nations. The presenter also highlighted the fundamental question that arises in the mind of researchers about the reason of the different growth rates between the countries. According to him, previous literature identified the relation between financial development and economic growth. It was mentioned that to find the answer to the question why the growth rates are different, it is very important to find out the various measures of financial development.

TOPIC: “THE STUDY AND IMPORTANCE OF PRIME NUMBERS IN THE FIELD OF NUMBER THEORY”

Ms. Megha Madan, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Vanshaj Gupta, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The paper presenter, Ms. Megha highlighted the importance of prime numbers and demonstrated some eye catching certainties concerning primes. She also explained about the number hypothesis study which is important for anticipated younger minds and mathematicians. Also, some real- life applications were shown to describe the importance of prime numbers for our society. As a result, the need to renew the interest and to further investigate about the prime numbers was emphasized by her.

TOPIC: “DOES OVERWEIGHT AND OBESITY IMPOSE A HEALTH BURDEN AMONG DEVELOPING COUNTRIES: EVIDENCE FROM INDIA”

Ms. Shivani Gupta, Ph.D. Scholar, Centre for International Trade and Development, School of International Studies, Jawaharlal Nehru University, New Delhi, India.

Ms. Gupta, the presenter, highlighted the importance of examining the adverse effects of over nutrition in low and middle income countries. She examined that there is a serious concern about the increasing health burden associated with overweight and obesity prevalence in the form of lower life expectancy, higher health expenditures, and increased prevalence of the non-communicable diseases such as cardiovascular diseases, heart strokes, diabetes, arthritis, etc. She also focused on the present study which aims at examining the effect of prevalence of overweight/obesity and health expenditure on the life expectancy at birth in India.

Conclusion of the Session

The session chairperson, Prof. Sanket Vij and session co-chairperson, Prof. G. S. Popli, summarized the session by providing inputs to the paper presenters and shared their views on the same. The session was concluded by honoring the session chairperson and session co-chairperson with the gifts and certificates by Prof. Ravinder Vinayek, Director, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Rapporteurs for the Sessions:

- **Ms. Sakshi Goyal**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Ms. Megha Madan**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

TECHNICAL SESSION 5A: “CONTEMPORARY ISSUES – SUSTAINABLE DEVELOPMENT”

January 04, 2019, 4.30 p.m. to 5.30 p.m.

Venue: *Lecture Theatre 013 (Ground Floor), DDU College, Dwarka, Delhi, India.*

Session Chair: *Prof. Ravinder Rena, Professor of Economics, NWU School of Business, North West University-Mafikeng Campus, South Africa.*

Co-Chairs: *Dr. Monika Bansal, Assistant Professor, DDU College, University of Delhi, Delhi, India.*

Coordinator: *Ms. Poojan Bathla, Assistant Professor, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, and affiliated to GGS Indraprastha University, New Delhi, India.*

The Technical Session 5A was on contemporary issues – Sustainable Development. The session was started with the welcome address by session coordinator Ms. Poojan Bathla. She introduced the topic of the session and apprised about the guidelines for paper presentation. She then handed over the session to chair and co-chair.

TOPIC: “ROLE OF BANKER IN MAKING A GREENER TOMORROW: AN ANECDOTE FROM INDIAN BANKING SECTOR”

Dr. Namita Rajput, Principal, OSD, Sri Aurobindo College (Eve), University of Delhi, Delhi, India.

Ms. Saloni Arora, Assistant Professor, Jesus and Mary College, University of Delhi, Delhi, India.

The paper was presented by Dr. Namita Rajput. She discussed about the adverse effects of climate and environmental changes. She highlighted the importance of green banking and sustainable development. She discussed the findings of the study that bankers agreed that they consider environment friendly/

low carbon footprint factors during evaluation of project and thus have sustainability benchmarks for lending and investment. She further concluded that the policy of “Go Green” should be adopted by all banks.

TOPIC: “WOMEN AND THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT: WHY GENDER RESPONSIVE BUDGETING IS VITAL FOR SUSTAINABLE DEVELOPMENT IN NORTH EAST INDIA?”

Dr. Prabha Thoudam, Faculty & Chair, Research & Engagement Committee, College of Business, University of Buraimi.

Dr. Chinglen Maisnam, Faculty Member Department of Economics, Manipur University, Manipur, India.

The paper was presented by Dr. Prabha Thoudam. She discussed that gender equality is one of the central principles of the sustainable development goals, which include a specific goal – Goal 5- on gender equality and empowering all women and girls. She concluded by calling for an urgent need for institutionalizing gender budgeting in the north eastern region and also for making an adequate provision for women with proper gender budgeting by all departments besides ensuring accountability and transparency in implementing the schemes.

TOPIC: “CONCERN FOR SUSTAINABLE MANAGEMENT OF COMMON PROPERTY RESOURCES: A STUDY IN NORTHEASTERN STATES OF INDIA”

Dr. Niranjana Roy, Professor, Assam University, Assam, India.

Mr. Avijit Debnath, Assistant Professor, Assam University, Assam, India.

Mr. Sunil Nautiyal, Professor, ISEC Bangalore, India.

Dr. Niranjana Roy highlighted the trend of changes in cropping pattern and availability of agro-infrastructure and plant nutrients and the pattern of changes in CPR (Common Property Resources) and forest resources in the Northeastern states of India. He concluded that effective public policy needs to be devised for strengthening traditional community institutions for management of common resources.

TOPIC: “GREEN PUBLIC PROCUREMENT THROUGH LENS OF PRACTICALITY AND POLICIES: A STUDY ON ROYAL UNIVERSITY OF BHUTAN”

Mr. Shad Ahmad Khan, Senior Faculty, Gedu College of Business Studies, Royal University of Bhutan.

Mr. Shad Ahmad Khan discussed about green public procurement among academic institutions of Bhutan. He highlighted that green products lose against tender based policy. He concluded that the level of orientation towards GPP (Green Product Policy) is good but level of awareness is low. GPP is practical to the extent of limited budget.

TOPIC: “CORRUPTION AS A CHALLENGE TO BUILDING TRUST IN SUSTAINABLE DEVELOPMENT FOR EFFECTIVE GOVERNANCE OF ANTI-CORRUPTION INSTITUTIONS”

Dr. Biswajit Bandyopadhyay, Independent Researcher, & Ex. Senior Fellow, Institute of Policy Research & Analysis, Shimla, Himachal Pradesh, India.

Dr. Biswajit Bandyopadhyay discussed that his paper focuses on how far anti-corruption agencies are performing their role and functions to effectively combat corruption as per expectation of general masses at the state and regional level in three districts of Himachal Pradesh to build trust for sustainable development. His study revealed that anti-corruption institutions are not contributing to build trust for eradication of corruption due to lack of citizen engagement, low level of awareness, unethical behavior of police officials, political, and bureaucratic pressure in SV&ACB (State Vigilance and Anti-Corruption Bureau).

TOPIC: “A STUDY ON CSR PRACTICES IN INDIA AND IN GLOBAL CHANGING SCENARIO”

Ms. Varsha Dholpuria, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Shivanya Chhabra, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Shivanya presented the paper. She discussed about various initiatives taken in the field of CSR by different companies of India. She concluded that CSR has come a long way in India. It has successfully interwoven business with social inclusion and environment sustainability. From responsive activities to sustainable initiatives, corporate have clearly exhibited their ability to make a significant difference in the society and improve the overall quality of life in India.

TOPIC: “A STUDY ON CSR PRACTICES AND CHALLENGES ON BUSINESS IN INDIA”

Ms. Poojan Bathla, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Shubham Gupta, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The paper was presented by Mr. Shubham Gupta. He highlighted that CSR initiatives play an effective role in addressing social issues such as educational opportunities, health care and livelihoods to a large number of people in India. Thus, for a nation like India, it is important for business to also serve the society economically and sustainably to uplift the current situation and bring a change at a large scale.

TOPIC: “GOVERNMENT POLICIES AND PLANNING FOR SUSTAINABLE DEVELOPMENT IN INDIA”

Ms. Rubela Absar, Research Scholar, Department of Political Science, AMU, Aligarh, U.P., India.

Ms. Rubela Absar discussed about government policies and planning for sustainable development in India. She concluded that the achievement of the SDGs (Sustainable Development Goals) in India is a huge task that requires the participation of each sector and all levels of society. The experiences of the pilot countries demonstrate the opportunities that the platform can put up for India to make significant and eternal state philanthropy partnerships to attain the prime minister’s vision of “sabka saath, sabka vikas” (collective effort, inclusive growth).

TOPIC: “THE IMPACT AND IMPORTANCE OF GREEN MARKETING FOR SUSTAINABLE DEVELOPMENT”

Ms. Sakshi Garg, Student, Rukmini Devi Institute of Advanced Studies, Delhi, India.

Dr. Smita Mishra, Professor, Rukmini Devi Institute of Advanced Studies, Delhi, India.

Ms. Sakshi Garg presented the paper. She discussed about the current scenario of Indian market and explored the major challenges and opportunities businesses have with green marketing. She highlighted the reasons why green marketing is gaining so much attention among the companies. The paper focused on how green marketing plays a dual role of environmental protection on one hand and customer satisfaction and retention on other hand.

Conclusion of the Session

The session was concluded by the session coordinator with a vote of thanks to the session chair and co-chair and the participants. The session coordinator honored the session chair, and the co-chairs with a certificate. Session chair and co-chair shared their experience and gave their valuable inputs about the research papers presented in the session. They congratulated all the presenters for their research

based academic inputs and motivated them and suggested that students should do more comprehensive research.

Rapporteurs for the Sessions:

- **Dr. Anupama Lakhera**
Associate Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Ms. Soumya Agarwal**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

TECHNICAL SESSION 1: “INDUSTRY, INNOVATION, AND INFRASTRUCTURE”

January 05, 2019, 09:30 a.m. to 11:00 a.m.

Venue: *Lecture Theatre 212 (2nd Floor), DDU College, Dwarka, Delhi, India.*

Session Chair: *Dr. Manjula Jain, Director, School of Business Management, IIFTM University.*

Co-Chair: *Dr. Prabha Thoudam, Faculty & Chair, Research & Engagement Committee, College of Business, University of Buraimi, Sultanate of Oman.*

Coordinator: *Dr. Sangeeta Mohan, Assistant Professor, Deen Dayal Upadhyaya College, Delhi University, Delhi, India.*

Dr. Meghna Aggarwal, Assistant Professor, Deen Dayal Upadhyaya College, Delhi University, Delhi, India.

The session started with the welcome address by the session coordinator wherein session chair and session co-chair were felicitated with the plant. Subsequently, the session was handed over to the session chair and the co-chair.

TOPIC: “INDUSTRIALIZATION INNOVATION & INFRASTRUCTURE FOR ACHIEVING SDGS IN INDIA”

Dr. Shipra Singh, *Associate Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Dr. Singh highlighted the importance of investment in various sectors like transport, energy, etc. for economic growth and community empowerment. She also emphasized and discussed about goals and targets for achieving Sustainable Development Goals.

TOPIC: “THE ROAD MAP OF FUTURE INNOVATIONS”

Dr. Sima Kumari, *Associate Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Mr. Gaurav Thapa, *Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Mr. Rohit Mangal, *Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Mr. Gaurav, who presented the paper, emphasized the importance of innovation and creativity in technology as the key player in the development of any country. This paper focuses upon upcoming innovations, creativity in technology, their advantages, disadvantages, and challenges.

TOPIC: “COMPARATIVE STUDY OF VARIOUS INDUSTRIAL REVOLUTIONS: NON TRIVIAL IMPACT ON INDIAN IT INDUSTRY”

Mr. Manpreet Singh, *Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Ms. Nandini Bahl, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

In this paper, the authors tried to compare all four industrial revolutions emphasizing the impact of each revolution on Indian IT Industry.

TOPIC: “APPLICATION OF TRICKLE DOWN THEORY IN ECONOMIC POLICIES OF INDIA (A STUDY OF INDUSTRIAL INNOVATION IN NATIONAL CAPITAL REGION)”

Ms. Deepa Rani, Research Scholar, Mahatma Gandhi Kashi, Vidyapith, Varansi, U.P., India.

Through her paper, Ms. Deepa has focussed upon the close conceptual framework of Trickle Down Theory with the policies of Indian Govt. Also, through this paper, the author has tried to find out the relevance of the theory on Industrial Development & Economic growth of India.

The session ended with a vote of thanks from the session coordinator and distribution of certificates and gifts to the session chair and co-chair by Prof. Ravinder Vinayek, Director, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Rapporteurs for the Sessions:

- **Mr. Manpreet Singh**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Ms. Anisha Chawla**
Student, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

TECHNICAL SESSION 2: “ARTIFICIAL INTELLIGENCE: VISION 2030”

January 05, 2019, 11:30 a.m. to 01:00 p.m.

Venue: Lecture Theatre 212 (2nd Floor), DDU College, Dwarka, Delhi, India.

Session Chair: Dr. Hem Chand Jain, Principal, Deen Dayal Upadhyaya College, University of Delhi, Delhi, India.

Co-Chair: Rtn. Vivek Gupta, Associate Vice President, Steria (India) Ltd.

Coordinator: Mr. Vipin Kumar, Assistant Professor, Deen Dayal Upadhyaya College, University of Delhi, Delhi, India.

The session started with the welcome address by the session coordinator, Mr. Vipin Kumar, and then, it was handed over to the session chair and co-chair. Session chair, Dr. Hem Chand Jain introduced the topic of the session among the delegates and appraised the guidelines for paper presentations.

TOPIC: “THE EMERGING ROLE OF ARTIFICIAL INTELLIGENCE (AI) IN RESHAPING THE CONCEPT OF MARKETING AND ITS FUTURE”

Dr. Sima Kumari, Associate Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Rahul Tayal, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Rahul Goel, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Rahul Tayal pointed that research on artificial intelligence in the last two decades has greatly ingrained in every facet of modern business. He further presented broad review of recent developments within the field of artificial intelligence (AI) and its applications in marketing. Mr. Rahul Goel concluded by stating that, AI is the future of marketing.

TOPIC: “ARTIFICIAL INTELLIGENCE: CHANGING PARADIGMS IN ACADEMICS”

Ms. Mani Goswami, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Mani Goswami stated that Artificial Intelligence is the new buzzword which has gained the momentum as interest area of various researchers, industry experts, and academicians. She pointed that universities are already using AI algorithms to personalize learning and deliver content that is suited to the students’ needs and pace of learning. She further explained that AI based search platforms attempt to follow and improve upon what human researchers do when they are searching for and trying to connect the content from a variety of sources.

TOPIC: “ROLE OF ARTIFICIAL INTELLIGENCE IN CHANGING THE FUTURE OF BANKING IN INDIA”

Mr. Abhishek Gupta, Senior Manager, Axis Bank Ltd.

Mr. Abhishek Gupta stated that Artificial Intelligence is the science and engineering of making intelligent machine having the capability to sense, comprehend, reason, and act to imitate human behavior. He further added that, although the potential of Artificial Intelligence is enormous, it has various limitations like lack of standards, lack of adequate infrastructure, skills, and cultural issues which need to be addressed.

TOPIC: “DEVELOPMENTS IN ARTIFICIAL INTELLIGENCE: A GLOBAL PERSPECTIVE”

Ms. Srishti Bhatia, Research Scholar, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi, India.

Prof. Ajay Kr. Singh, Professor, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi, India.

Ms. Srishti Bhatia shared that Artificial Intelligence is not just the latest buzzword in corporate circles, academic discussions and management echelons, but is a leading contender in the race for the ‘industry of the future’. She further pointed that the society is undergoing a new revolution in the age of Artificial Intelligence, called Industry 4.0. She concluded that in the times to come, both society and businesses will be impacted because of the pandemonium created by Industry 4.0.

Conclusion of the Session

The session concluded with honoring the session chair and co-chair with the certificate by Prof. Ravinder Vinayek, Director, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Rapporteur for the Session:

● **Ms. Mani Goswami**

Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

TECHNICAL SESSION 3: “SUSTAINABLE ENERGY MANAGEMENT”

January 05, 2019, 9:30 a.m. to 11:00 a.m.

Venue: Lecture Theatre 013 (Ground Floor), DDU College, Dwarka, Delhi

Session Chair: Prof. K.V. Bhanumurthy, Formerly, Head & Dean, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi, Delhi, India.

Co-Chair: Dr. Aditya P. Tripathi, Assistant Professor, Shyam Lal College (Eve.), University of Delhi, Delhi, India.

Coordinator: Ms. Sakshi Goyal, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The session started with the welcome address by the session coordinator, Ms. Sakshi Goyal and then it was handed over to the session chair and co-chair. Session chair, Prof. K.V. Bhanumurthy introduced the topic and enriched the session with knowledgeable words of wisdom. He presented a new and trending topic of Carbon Trading. He explained two types of carbon trading scheme and clean development management protocol. He also shed light on the fact that the carbon emissions in the world are still increasing and a market based mechanism would not be enough, and opting for carbon taxes is the way forward.

TOPIC: “ENERGY EFFICIENT SYSTEMS FOR SUSTAINABLE DEVELOPMENT IN QUICK SERVICE CHAIN RESTAURANTS”

Dr. Sima Kumari, Associate Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Prof. Ashutosh Nigam, Professor, Department of Management, JC Bose University of Science and Technology, YMCA, Faridabad, Haryana, India.

Dr. Sima Kumari discussed issues involved in QSR's i.e. quick service restaurants regarding the usage of energy efficient systems for long term survival and sustainability. She also focused on the consequences of mankind's dependence on fossil fuel wreaking havoc on the Earth. She concluded that the development of renewable and clean energy utilization such as solar, wind, geothermal energy can make the current scenario a better.

TOPIC: “AN ANALYSIS ON CARBON CREDITS IN INDIAN PERSPECTIVE”

Ms. Manya Jain, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Manya Jain discussed one of the grave problems being faced today i.e. global warming and how the increasing emission of the GHG (Green House Gases) has further aggravated the problem. She Focused on Carbon credits and Carbon Trading as one of the solutions to mitigate the GHG emissions. She concluded that India need to develop a proper National policy for trading of carbon in the market which through proper monitoring, evaluation and follow up can be success.

TOPIC: “ROLE OF ENERGY POLICIES AND REFORMS FOR SUSTAINABLE ECONOMICAL GROWTH OF INDIA”

Mr. M. V. Naveen, Student, Department of Economics, Hindu College, University of Delhi, Delhi, India.

Mr. M. V. Naveen studied the relationship between energy consumption and economic growth of the country and how currently majority of India's energy needs are being met by coal, hydro, oil, and gas power generators. He focused that renewable energy is an environmental friendly source of energy that will not only help in sustainability, but also, for economic growth of the country.

TOPIC: “SUSTAINABLE ENERGY MANAGEMENT: A PRAGMATIC APPROACH”

Mr. Shubham Arora, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Shubham Arora stated that sustainability is becoming a global necessity and discussed factors that should be addressed in moving towards energy sustainability. He focused on the use of Non-Fossil Fuel Energy to reduce and eliminate greenhouse gas emission, hence offering sustainable energy solutions.

Conclusion of the Session

Co-chair and session chair shared their experience and views about the research papers presented in the session, and concluded that, sustainable energy development is crucial at this stage when the world is facing the aftermath of injudicious use of non-renewable resources of energy. Use of renewable resources is the need of the hour. At the end of session, Prof. G. S. Popli honored the session-chairperson and co-chairperson with gifts and Certificates followed by tea break.

Rapporteurs for the Sessions:

- **Ms. Manya Jain**

Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

TECHNICAL SESSION 4: “CRYPTO CURRENCY: FUTURE PERSPECTIVES”

January 05, 2019, 11:30 a.m. – 1.00 p.m.

Venue: Lecture Theatre 013 (Ground Floor), DDU College, Dwarka, Delhi, India.

Session Chair: Rtn. Col. A. T Gajraj, Retd. From Artillery, Indian Army.

Co-Chair: Dr. Rakesh Kumar, Assistant Professor, Deen Dayal Upadhyaya College, University of Delhi, Delhi, India.

Coordinator: Ms. Aanchal Nagpal Satija, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The session began with the welcome address by the session coordinator, Ms. Aanchal introducing the topic and felicitation of the session chair and co-chair. Further the session was handed over to the session chair Rtn. Col. A.T Gajraj. He briefed the topic and shared his views to the paper presenters and other delegates presented at the venue.

TOPIC: “CRYPTOCURRENCY OUTPERFORM THE INDIAN STOCK MARKET: AN EVIDENCE FROM NSE”

Dr. Nandan Velankar, Assistant Professor, Prestige Institute of Management, Gwalior, M.P., India.

Ms. Aditi Batham, MBA Student, Prestige Institute of Management, Gwalior, M.P., India.

Ms. Akarti Mittal, MBA Student, Prestige Institute of Management, Gwalior, M.P., India.

Ms. Aditi Batham and Ms. Akarti Mittal presented the paper and started by stating the proposed three cryptocurrencies mainly bitcoin, ethereum, and ripple, in which, more investors deals are taken from cryptocurrencies exchange. They examined the impact of cryptocurrencies on Indian stock market. The study was casual in nature. The data were taken for 848 market days from March 10, 2016 to July 05, 2018. Individual indicators were evaluated for analyzing the impact of cryptocurrencies on Nifty.

TOPIC: “THE IMPACT OF LEGALISATION OF CRYPTOCURRENCY IN INDIA”

Ms. Aanchal Nagpal Satija, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Shreyans Bucha, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Shreyans firstly briefed about the Bitcoin which is first open source digital currency which uses the principles of cryptography for its creation and circulation. It is the decentralized peer to peer payment system introduced by Satoshi Nakamoto in 2008. He also explained ethereum, which is a currency that can buy a lot of valuable securities an asset is a currency worth saving. The ethereum network allows anyone to write a trust worthy, self executing financial contract (smart contract) that will move ether in the future.

TOPIC: “A STUDY ON CRYPTOCURRENCY AND ITS FUTURE PERSPECTIVES”

Ms. Varsha Dholpuria, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Monali Parinda, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Monali presented the paper highlighting the impact of virtual money i.e. cryptocurrencies on Indian stock market. Bitcoin is the most widely known form of cryptocurrency in the world. Regulatory framework governing Bitcoin in India was also a matter of discussion in the presentation.

TOPIC: “FUTURE OF CRYPTOCURRENCY IN INDIA: AN EMPIRICAL STUDY ON ITS CHALLENGES AND IMPACTS”

Ms. Mukta Katyal, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Shubham Arora, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Shubham firstly briefed about the ban on dealing with virtual currencies, both cryptocurrencies and crypto assets, since such transactions raised concerns about money laundering, consumer protection and market integrity. The RBI had also cautioned users against the trading and use of cryptocurrencies. He also discussed that RBI's technology research unit, known as Institute for Development and Research in Banking Technology (IDRBT) is also finding out how block chain can be leveraged by the Indian banking and financial sector through workshops with bankers, regulators, academicians, and technology partners.

Conclusion of the Session

At the end, the session chair and the co-chair shared their experience and views about the research papers and then they were honoured with certificate and memento by Prof. Ravinder Vinayek, Director, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Rapporteurs for the Sessions:

- **Ms. Surbhi Pahuja**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Ms. Varsha Dholpuria**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Ms. Rashi Gupta**
Student, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

TECHNICAL SESSION 5B: “RESEARCH PAPER PRESENTATION ON CONTEMPORARY ISSUES – QUALITY OF HIGHER EDUCATION”

January 05, 2019, 09.30 a.m. – 011.00 p.m.

Venue: Auditorium, DDU College, Dwarka, Delhi.

Session Chair: Prof. Rajvir Sharma, Retd. Professor, Atma Ram Sanatan Dharma College, University of Delhi, Delhi, India.

Co-Chair: Dr. Akhilesh Kumar Mishra, Associate Professor, Sri Aurobindo College (Eve.), University of Delhi, Delhi, India.

Coordinator: *Ms. Surbhi Pahuja, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The session began with the welcome address by the session coordinator, Ms. Surbhi Pahuja introducing the topic and felicitating the session chair and co-chair. Further, the session was handed over to the session chair, & co-chair for further proceedings. Further the session was handed over to the Session Chair Prof. Rajvir Sharma. He briefed the topic and shared his views to the paper presenters & other delegates present at the venue.

TOPIC: “EXCELLENCE IN HIGHER EDUCATION: MEASURING THE INFLUENCE OF SPIRITUALITY ON TEACHER’S ATTITUDE AT WORK”

Dr. Shikha Makkar, *Assistant Professor, Shri Ram College of Commerce, University of Delhi, Delhi.*

Prof. Ajay Kr. Singh, *Professor, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi*

Dr. Shikha Makkar presented the paper and started by stating the importance of influence of Spirituality on Teacher’s attitude at work. The Research involved the use of the spirituality measurement scale (SMS) to study the relationship of spirituality as measured by SMS with attitude at work amongst a sample of 123 teachers from various colleges. Correlation and Regression analyses were used in the research, which revealed that the model significantly predicts the outcome variable attitude at work. She further suggested that the educational leaders should be attentive about the levels of spirituality among teachers and the nature of the relationship between Spirituality and job satisfaction among their staff.

TOPIC: “ANTECEDENTS CONTRIBUTING TO THE IMPACT OF POST NATAL DEPRESSION ON THE EFFICIENCY OF FEMALE EMPLOYEES IN INSTITUTES OF HIGHER EDUCATION”

Dr. Nandan Velankar, *Assistant Professor, Prestige Institute of Management, Gwalior, M.P., India.*

Ms. Surbhi Pahuja, *Research Scholar, Jiwaji University, Gwalior, M.P., India.*

Ms. Surbhi Pahuja firstly briefed about the severe impact of Post Natal Depression on the efficiency of female employees who are working in higher institutions and on the organisations itself. She then elaborated the three stages of the depression and then she further explained the impact of Post-natal depression on motivation and satisfaction of the employees.

TOPIC: “THE KIND OF COMMITMENT MATTERS: PROFESSIONAL AND AFFECTIVE COMMITMENT AS SIGNIFICANT”

Ms. Gurvinder Kaur, *Assistant Professor, Mata Sundri College, University of Delhi, Delhi, India.*

Dr. Urvashi, *Associate Professor, Delhi School of Economics, University of Delhi, Delhi, India.*

Ms. Gurvinder Kaur presented the paper and explained the relationships and interactions among professional commitment; affective, continuance, and normative organizational commitment and the predictive ability of these commitment forms in envisaging organizational citizenship behaviour. The data were collected from a sample of 112 faculty members teaching under-graduate courses at colleges under University of Delhi. She stated that their findings indicated a positive relationship between professional commitment and affective commitment and between professional commitment and normative commitment and that professional commitment has been found to be the most important kind of commitment in its ability.

TOPIC: “RELATIONSHIP OF SPIRITUAL INTELLIGENCE, TEACHING EFFECTIVENESS, PERSONAL WELL-BEING AND THEIR IMPACT ON SATISFACTION LEVEL OF STUDENTS AT POST-SECONDARY LEVEL”

Ms. Meenu Gupta, Assistant Professor, Commerce Department, SGGSCC, University of Delhi, Delhi, India.

Dr. Renu Gupta, Assistant Professor, Commerce Department, SGGSCC, University of Delhi, Delhi, India.

Ms. Rekha Gupta, Assistant Professor, Commerce Department, SSN College, University of Delhi, Delhi, India.

Ms. Meenu Gupta and Dr. Renu Gupta presented the paper and explained the relationship between spiritual intelligence, teaching effectiveness, and personal well-being of teachers and their respective impact on satisfaction of students at post-secondary level specifically. For this purpose, responses of sixty teachers of a premier college of Delhi University have been examined with the help of an Integrated Spiritual Intelligence Scale (ISIS) to find out their level of spiritual intelligence. The study indicated that spiritual intelligence, teaching effectiveness, and personal well-being of the teachers are positively and significantly related to one another. But students' satisfaction is not found to be associated with spiritual intelligence, teaching effectiveness, and personal wellbeing of their teachers.

TOPIC: "IMPACT OF TOTAL QUALITY MANAGEMENT IN HIGHER EDUCATION: A REVIEW"

Ms. Varsha Dholpuria, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Varsha explained the importance and pertinence of TQM in Higher Education. It was concluded that Total Quality Management (TQM) is inevitably a frame work that will shape the strategies of higher educational institutions in their attempt to satisfy various stakeholders including students, parents, industry and society as a whole. In order to make TQM successful, it is essential to create a quality culture, i.e. a shift is needed from traditional management culture to a total quality culture.

TOPIC: "TRANSFORMATIVE EDUCATION AND CHANGES IN SOCIO-CULTURAL BELIEFS OF LOCAL COSMOLOGIES"

Mr. Janardan Paudel, Ph.D. Research Scholar, Tribhuvan University, Kathmandu, Nepal.

Mr. Janardan Paudel started with introducing local cosmologies and explained different ideologies related to people's beliefs about the universe and changes experienced in personal transformation and well – being of people in society and transformation in culture. The researcher analysed that transformative education has promoted people's wisdom and knowledge by bringing together both the eastern and western traditions for the purpose of personal transformation and well – being of people around the world.

TOPIC: "PRESENT STATUS OF FACULTY'S IN PRIVATE COLLEGES OF HARYANA"

Ms. Meenakshi Rao, Research Scholar, Deenbandhu Chhotu Ram University of Science and Technology, Muthal, Sonapat, Haryana, India.

Ms. Meenakshi Rao gave an overview of the research work that has been done in the area of faculty attrition and discussed the various factors like Compensation, promotion, job satisfaction, senior behaviour and job security which are helpful in faculty retention with the organization. It was Concluded that Private universities must pay attention on their good and skilled faculties by improving their policies so that they can retain faculties for longer time period.

Conclusion of the Session

At the end, the session chair and the co-chair shared their experience and views about the research papers and then they were honoured with certificate and memento by Prof. Ravinder Vinayek, Director, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Rapporteurs for the Sessions:

- **Ms. Varsha Dholpuria**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Ms. Rashi Gupta**
Student, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

TECHNICAL SESSION 5C: “CONTEMPORARY ISSUES - HR”

January 05, 2019, 9.30 a.m. to 1 p.m.

Venue: *Lecture Theatre 220 (2nd Floor), DDU College, Dwarka, Delhi, India.*

Session Chair: *Prof. Rana Singh, Vice Chancellor, Sanskriti University, Mathura, U.P., India.*

Co-Chair: *Prof. T. N. Chhabra, Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Coordinator: *Ms. Simran Kaur, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The Technical Session 5C was on contemporary issues in HR. The session was started with the welcome address by the session coordinator Ms. Simran Kaur. She introduced the topic of the session and apprised about the guidelines for paper presentation. She then handed over to the session chair and co-chair.

TOPIC: “RELIGIOUS DIVERSITY AT WORKPLACE: A CONCEPTUAL FRAMEWORK”

Prof. R. K. Singh, *Professor, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi, India.*

Ms. Mansi Babbar, *Research Scholar, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi, India.*

The paper was presented by Ms. Mansi Babbar. She discussed about the radical shift from ‘eliminating religious diversity’ to ‘managing religious diversity’ and further towards ‘valuing religious diversity’ at the workplace. Also, a conceptual model has been developed which proposes that accommodating different religious beliefs of the employees in the organizations would lead to positive employee outcomes whereby the employees feel satisfied and committed to the organization which ultimately leads to increased organizational effectiveness.

TOPIC: “GREEN HRM: AN INTEGRATION OF ENVIRONMENT FRIENDLY HR PRACTICES WITHIN AN ORGANIZATION”

Dr. Anupama Lakhera, *Associate Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The author discussed about the concept of Green HRM, the prominent role it can play in integrating and merging the HR practices within the organization in favor of the environment. She further discussed about Green HRM for implementing HR practices leading to sustainable growth within the organization. She also mentioned about how Green HRM can achieve the integration of environment friendly HR practices and activities within the organization, in order to achieve long lasting sustainable growth.

TOPIC: “A STUDY OF MODERN CAREER CONCEPTS: PROTEAN CAREER”

Ms. Radhika Sethi, *Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Ms. Harneet Kaur, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The paper was presented by Ms. Radhika. She explained the concept of work which is rapidly changing around the world and thus is resulting in transition in the way careers are perceived and their management within and outside organizations. She had found through her study of previous research that there are different types of career management concepts such as protean, boundary less, post corporate, kaleidoscope career and the academic career model. But this study focused on a particular new career concept i.e. 'Protean Career'.

TOPIC: "Modern Information Technology- Reforming A New Stress Free Working Domain"

Ms. Rajni Aggarwal, Assistant Professor, Aggarwal College, Ballabgarh, Haryana, India.

Ms. Pooja Gupta, Assistant Professor, Aggarwal College, Ballabgarh, Haryana, India.

The paper was presented by Ms. Rajni. In this paper, the authors have tried to conduct an exploratory qualitative study that examines both stressors and benefits resulting from technologies among practitioners in the advertising, public relations, and journalism industry. The presenter further explained that the use of information and communication technologies is beginning to receive greater attention in the context of occupational stress. Also, results suggested that modern technologies enable employees to organize their work with greater temporal and spatial flexibility, thus creating an opportunity for better balancing work and private life.

TOPIC: "AN OVERVIEW OF HUMAN RESOURCE DEVELOPMENT PROGRAMME IN INDIAN INDUSTRIES"

Ms. Varsha Dholpuria, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Arvind Verma, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The paper was presented by Mr. Arvind. The presenter gave an overview of the human resource practices explaining the tremendous growth of industries in different nations and hence more requirement of Human Resources. The advancement of worker capabilities, dynamics, and inspiration was also explained. It was also explained that there should be role clarity, increased communication, and clarification of norms.

TOPIC: "TEXTUAL ANALYSIS IN HUMAN RESOURCE ACCOUNTING: A STUDY OF SEC FILLINGS"

Mr. Mukesh Kumar Meena, Research Scholar, Department of Commerce, University of Delhi, Delhi, India.

In this paper, the author has made an attempt to find the organizations concerned about their employees and also to identify the importance of employees in that organization. This study is explorative in nature based on secondary data. He had analyzed financial reports of 211831 companies. He also had done textual analysis of SEC filing reports for this study. He mentioned that they have used limited number of financial report of different companies for the period from 1994 to 2018. This study will help the external stakeholder and employees both. This study has purposed a new approach for human resource accounting with the help of textual analysis of financial reports.

TOPIC: "A STUDY ON RECRUITMENT AND SELECTION PROCESS IN SELECT SERVICE ORGANIZATIONS"

Ms. Vibhu Yadav, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Mayank Garg, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Abhishek Chauhan, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

All the three authors presented their paper in the session. They discussed that recruitment or manpower selection process is the first step in the employment of labor and the methods through which labor is brought into industry has much to do with the ultimate success or failure of such employment. But, there is no easy shortcut to the accurate evaluation of a human being under any circumstances. Despite of having a huge amount of unemployed people, it is not easy to find the right type of labor. They further explained that careful recruitment of employees is particularly important because under the existing legal conditions, when an industrial worker is discharged, and industrial dispute can be raised by the workman in regard to such discharge, the Labor Court adjudicating such disputes would determine whether the termination of service was justified and would order reinstatement if such order was appropriate.

Conclusion of the Session

The session was concluded by the session coordinator with a vote of thanks to the session chair and co-chair and the participants. The session coordinator honored the session chair, and the co-chair with certificate. Session Chair and Co-chair shared their experience and gave their valuable inputs about the research papers presented in the session.

Rapporteurs for the Sessions:

- **Ms. Mukta Katyal**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Ms. Radhika Sethi**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

TECHNICAL SESSION 5D: “RESEARCH PAPER PRESENTATIONS ON CONTEMPORARY ISSUES - MARKETING”

January 05, 2019, 9:30 A.M. to 1:00 P.M

Venue: Lecture Theatre-307 (3rd Floor), DDU College, Dwarka, Delhi, India.

Session Chair: Prof. H. Venkateshwarlu, Department of Commerce, Osmania University, Hyderabad, India.

Co-Chair: Prof. Ashutosh Nigam, Professor, Department of Management, JC Bose University of Science and Technology, YMCA, Faridabad, Haryana, India.

Coordinator: Dr. Pratistha, Assistant Professor, Delhi School of Professional Studies and Research, New Delhi, India.

TOPIC: “INDIA AS A BRAND IN WORLD ARENA, THROUGH ‘MAKE IN INDIA’ INITIATIVE”

Dr. Moloy Ghoshal, Associate Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Dr. Ghoshal discussed on the perception of Brand India across the world and the driving forces that make ‘Make in India’ brand to be the fastest growing brand in world arena. He discussed how India improved its position in different parameters like Economy, Patent, Sports, Tourism, Health Care, Talent Driven, Innovation, and Ease of doing business etc since 2014. He concluded that “*People have started seeing India as a better place to do business in, than ever before*”.

TOPIC: “IMPORTANCE OF CREATIVE ADVERTISING AND MARKETING ACCORDING TO UNIVERSITY STUDENTS”

Dr. Moloy Ghoshal, Associate Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Roshan Kumar, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Ekta, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The presenters of the paper tried to explore two important processes that concern in the management of business. These two processes are **Creative Advertising and Marketing Management**. According to the researchers to know how companies and advertising agencies are working in market place, study of creative advertising and marketing management is very much necessary. The study was based on the hypothesis that, Creative advertising is one of the effective marketing tools in meeting the target market. Based on this hypothesis the outcome was found that creative advertising helps a lot to improve the market share.

TOPIC: “DIRECT SELLING IN INDIA: IMPACT, GROWTH AND CHALLENGES”

Dr. Pratistha, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Dr. Pratistha discussed about the impact, growth, opportunities and challenges, regulatory framework, and current status of direct selling in Indian context. The paper was conceptual in nature, as it focuses on the concept of direct selling. She discussed about the single level and multiple level distribution system. According to her Industry-friendly policies by the government will result a conducive environment for all the sectors, including direct selling. She ended up with suggesting some legal measures to improve the status of direct selling.

TOPIC: “EMERGING TRENDS OF CUSTOMER BUYING OUTLOOK USING TOPSIS ON MILK INDUSTRY”

Dr. Sweta Rani, Assistant Professor, Army Institute of Management, Kolkata, India.

Dr. Purnima Kumari, Assistant Professor, M.J.M. Mahila College, Katihar, Bihar, India.

Mr. Ravi Kumar, Research Scholar, Army Institute of Management, Kolkata, India.

The presentation was given by Mr. Ravi Kumar, Research Scholar, Army Institute of Management, Kolkata and the query session was handled by Dr. Sweta Rani, Assistant Professor, Army Institute of Management, Kolkata. The presenter of the paper discussed about the consumer's perception and preference of Milk product in state like Haryana. Mainly competition exist between Amul nad VITA brand (which is a state Govt. owned brand).

TOPIC: “RURAL MARKET AND THE CHANGING DIMENSIONS OF FMCG-SECTOR'S MARKETING STRATEGIES”

Dr. Madhulika Dutta, Assistant Professor, SBM, IFTM University.

Dr. Aarti Garg, Assistant Professor, SBM, IFTM University.

The paper was presented by Dr. Madhulika Dutta. She discussed about Indian rural market in the present economic scenario. The presenters also discussed about the difference between rural marketing strategy and urban marketing strategy. She discussed the changes that have taken place in the strategies of the FMCG marketers in order to acquire a place in the concentrations of rural customers. The presenters also discussed about the factors responsible for the quantum jump in market share of rural market in companies balance sheet. The 4 Ps of rural marketing was also discussed.

TOPIC: “A THEORETICAL STUDY ON O2O MARKETING IN INDIA: ITS IMPORTANCE AND NEED”

Dr. Aparna Singh, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Rajat Agrawal, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The presenters of the paper explained the shift of Online to Offline (O2O) Marketing in India. Secondly they explained the importance and challenges of O2O marketing in Indian market. At the end they provided some suggestions to the healthy development of O2O e-commerce platform in India and also explain its future growth in Indian retail market.

TOPIC: “IMPACT OF TELEVISION ON POLITICAL LITERACY AMONG VOTERS OF DELHI”

Ms. Sonam Mahajan, Assistant Professor, Amity University, Noida, UP., India.

Dr. Neelam Pandey, Associate Professor, Amity University, Noida, UP., India.

The paper was presented by Ms. Sonam Mahajan, Assistant Professor, Amity University, Noida, UP. She stated the objectives of their study as to find the impact of television on promoting political literacy among voters of Delhi, and to know the perception of voters towards role of television and political literacy with respect to gender and age group. According to their finding, there is significant positive and moderate impact of television on political literacy among the voters of Delhi. Also, there is significant difference in perception of male and female voters about the role of television and political literacy.

TOPIC: “AFFILIATE MARKETING: MEANING, WORKING AND CHALLENGES”

Ms. Pooja Gupta, Assistant Professor, Department of Computer Science, Aggarwal College Ballabgarh, Haryana, India.

Ms. Rajni Aggarwal, Department of Computer Science, Aggarwal College Ballabgarh, Haryana, India.

The paper was presented by Ms. Pooja Gupta, Assistant Professor, Department of Computer Science, Aggarwal College Ballabgarh. She explained the meaning, importance and challenges of affiliated marketing. The presenter stated that Affiliate Marketing is a new way of digital marketing that helps to introduce brands, products and services to a wider area or market and hence can increase the sales revenue. She also discussed about some challenges for merchants, like updated content, understand the power of good visuals, and think about the bloggers, remuneration strategy. She concluded that Affiliate Marketing is good for the businesses those who are having a very few customers and want to get new customers.

TOPIC: “IMPACT OF DIRECT MARKETING ON CONSUMER BEHAVIOUR”

Ms. Sonia Gandhi, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Ambika Monga, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The paper was presented by Ms. Ambika Monga, Student, DSPSR, GGSIPU. She discussed the impact of direct marketing on consumer. She said that direct marketing to large extent has affected consumer behaviour in a positive way. Also it has greatly improved the brand loyalty of various companies because word of mouth is the biggest method of promoting a particular product. And if the direct marketing process of a particular product is good, then definitely the product would be purchased by the consumer. However an elaborate conceptual framework should be introduced for the direct marketers so that it doesn't leave any doubt on the part of the customers as well the direct marketers.

TOPIC: “A STUDY OF CONSUMER PERCEPTION FOR HERBAL PRODUCTS: AN EMPIRICAL ANALYSIS”

Shevata Marwah, Assistant Professor, Sri Aurobindo College, Evt., University of Delhi, Delhi, India.

The presenter of the paper discussed about the increasing demand of herbal products all over the world and side by side in India. She discussed about the factors that contribute the buying motives of consumers and also the marketing mix of herbal products. She clarified the difference between Herbal, Ayurvedic, and Natural products. The presenter of the paper concluded that there is a positive relation between consumers' perceived value and buying motives of herbal products.

TOPIC: “PURCHASE OR PROTECTIVE CONSUMER BEHAVIOUR: A CONSEQUENCE OF ONLINE PRIVACY INVASION”

Ms. Anshika Goel, Assistant Professor, RDIAS, Delhi, India.

The presenter of the paper discussed how online privacy invasion can lead to purchase or protective consumer behaviour. According to her, the marketers feel that they can cater to the consumer's desire for individualized attention and personalized communication by collecting their personal information and using it. The researcher suggested that consumers want control over the information which is being collected by the marketer and also they would want the regulatory agencies to formulate policies in this regard which can act as umbrella for the marketer to operate.

TOPIC: “CONSUMER ETHNOCENTRISM AND ITS DETERMINANTS: AN ANALYTICAL STUDY”

Ms. Ankita S. Mandoliya, Research Scholar, Doon University, Dehradun, Uttarakhand, India.

Prof. H.C. Purohit, Professor & Head, School of Management, Doon University, Dehradun, Uttarakhand, India.

The paper was presented by Ms. Ankita S. Mandoliya, Research Scholar, Doon University, Dehradun. She discussed upon a new area of market i.e. ethnocentrism which is yet to be explored more professionally by the marketers. She gave some examples on how companies are formulating their marketing strategies considering ethnocentrism as a product promotion tools.

TOPIC: “CONSUMER PURCHASE BEHAVIOUR TOWARDS GREEN PRODUCTS: A PERSPECTIVE OF UNIVERSITY INHABITANTS”

Mr. Aishwarya Pratap, Research Scholar, Doon University, Dehradun, Uttarakhand, India.

The presenter of the paper discussed about the trend of green products. He discussed the consumers perception on green products and their purchase behavior towards green products. According to his price and availability are two main factors that prevent green marketing a successful marketing strategy.

TOPIC: “ANALYZING CUSTOMER DECISION MAKING IN INSURANCE SERVICES”

Shubham Arora, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The presenter of the paper discussed on customer purchase decision making on different insurance services. He also discussed about the awareness level consumers about different insurance policies. According to him people in private job are more concern about insurance and students group are the least concern. He also discussed about the role and importance of insurance agents in selling the product and serving the consumers so that brand image of company will increase.

TOPIC: “ADVERTISING CODES AROUND THE WORLD”

Dr. Aman Vats, Associate professor, Amity School of Films and Drama.

Mr. Amit K. Dutta, Assistant Professor, Amity School of Communication.

The paper was presented by Dr. Aman Vats, Associate professor, AMITY School of Films and Drama. He discussed the role of Advertising Standards Council of India (ASCI). He also compared it with International code of conducts. He also discussed about the consumers perception about the honesty of adverting and how much companies are following it. He concluded with some suggestion that ASCI may incorporate in their code of conducts.

Rapporteurs for the Sessions:

- **Dr. Moloy Ghoshal**
Associate Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Dr. Aparna Singh**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Mr. Roshan Kumar**
Student, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Ms. Ekta**
Student, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

TECHNICAL SESSION 5E: “CONTEMPORARY ISSUES – DIGITAL MARKETING”

January 05, 2019, 9.30 a.m. to 11:00 a.m.

Venue: Lecture Theatre 312 (3rd Floor), DDU College, Dwarka, Delhi, India.

Session Chair: Prof. Ravinder Rena, Professor of Economics, NWU School of Business, North West University- Mafikeng Campus, South Africa.

Co-Chairs: Dr. Roli Raghuvanshi, Assistant Professor, Shyam Lal College (Evening), University of Delhi, Delhi, India.

Coordinator: Ms. Simple Batra, Assistant Professor, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Firstly, session coordinator Ms. Simple Batra, took the opportunity to introduce the Session Chairperson & Co Chair & Ms. Sonia Gandhi, Assistant Professor, DSPSR welcomed both with the Green Plant. Then session was started by Ms. Simple Batra after briefing about the theme Digital Marketing which is the most demanded technology in the field of e-commerce today.

TOPIC: “MEASURING THE EFFECTIVENESS OF ONLINE SHOPPING”

Dr. Anupama Lakhera, Associate Professor, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Kunal Wason, Student, RDIAS, Delhi, India.

Mr. Kunal highlighted that it is a form of electronic process which allows the consumers to directly buy goods from a seller over internet using a web browser. It was concluded that the technology has greatly improved over the years and has at large made every effort to make online shopping the best experience for the customers. However some more improvement could help the customers in making the sale a productive and a successful one.

TOPIC: “CONSUMER PERCEPTION ON DIGITAL MARKETING”

Ms. Simple Batra, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Aanchal Aashra, Student, ICFAI, Gurgaon, Haryana, India.

Ms. Aanchal highlighted that nowadays in all over the world, Internet and Information technology have made tremendous contributions for business which can be witnessed. E-commerce has emerged as a latest trend in market impacting customers as well as companies through the use of the internet and the other Telecommunication networks. It was concluded that the consumers are very much interested in getting product and services details online but do not trust the product in terms of quality of it.

TOPIC: “A STUDY OF SOCIAL NETWORKING SITES: OPPORTUNITIES AND CHALLENGES AHEAD”

Ms. Sonia Gandhi, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The Author highlighted social networking sites have been able to transform the hard sales into an online personal selling. The way the social networking sites are offering the virtual space to interact and engage the customers is remarkable as it involves relatively lesser costs, time and efforts. With the advent of social networking sites, the consumers have moved and clustered themselves to social media and the firms have followed them.

TOPIC: “A STUDY ON SOCIAL MEDIA AS A TOOL FOR POLITICAL INCLUSION AND MOBILIZATION”

Mr. Deep Biswas, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Author highlighted that traditional media has always played a vital role in a democracy informing the public about political issues, acting as a watchdog against abuses of power and dissemination of information. For this very reason, media has often been referred to as the Fourth Pillar of democracy. The role of the media, during election campaigns, is to provide information and analysis pertaining to political parties, their programs, policies, candidates and performance. The emergence of social media as a platform for both, people and political parties, has transformed politics in India and globally. Its effect has had a tremendous impact on the way political organizations campaign for elections. Social media allows politicians and political parties a method to connect directly with people across the platform, at a reduced cost, and greater reach than traditional media.

TOPIC: “FUTURE OF MAGAZINES IN DIGITAL ERA (WITH REFERENCE TO OUTLOOK MAGAZINES)”

Ms. Mehak Goyal, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Shivangi Chauhan, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The Presenter enunciated that with the growth of the digital industry, there are now applications and software that serve the purpose of simplifying the lives of publishers as well as reader. The software easily converts flash files, PDF files and images into 3D pages that flip just like they would in real life. An attempt was made to study the impact of digital marketing on the print media specifically Magazines. Outlook Magazine one of the Top 10 Indian Magazines also increased the customer base and strengthens its profits by entering into digital marketing.

TOPIC: “ARCHITECTURAL FRAMEWORK OF M-COMMERCE AND ITS UNDERLYING SECURITY ISSUES”

Ms. Swati Oberoi, Research Scholar, Mewar University, Chittorgarh, Rajasthan, India.

The author highlighted that the E-Commerce is buying and selling of goods and services on the Internet which has become very common in today's life for many people. Advances in wireless technology have increased the number of mobile device users and give pace to the rapid development of e-commerce using these devices. A new type of e-commerce where transactions are carried out via mobile terminals is called mobile commerce.

TOPIC: “A STUDY OF DIGITAL MARKETING AND ITS IMPACT ON CONSUMER BEHAVIOUR”

Ms. Ambika Monga, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Ayush Mittal, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The presenter discussed about the Digital Marketing and how it is influencing the consumer buying behavior, consumer's attitudes, preferences, intentions and decisions while purchasing a product or a service. Through the research conducted the presenter concluded that E-commerce is websites are gaining consumer trust and consumers are using these online mediums to make purchases rapidly.

TOPIC: “DEEP WEB AND DARK WEB: THE STUDY ON VARIOUS SPHERES OF WEB”

Ms. Vanshika Aggarwal, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The author highlighted what is Deep Web; how to access it, its benefits, harmful effects i.e. a brief outline about what is the Dark Web and its services, government role of using it, policy issues and the future of Deep Web. The size of the Internet's black market is huge. The author concluded that the future of Deep Web includes much more secured and improvised darknet, more power and well established market places for darknet.

Conclusion of the Session

The session was concluded by the session coordinator with a vote of thanks to the Session Chair and Co-Chair and the participants. The session coordinator honored the Session Chair, and the Co-Chairs with a certificate. Session Chair and Co-chair shared their experience and gave their valuable inputs about the research papers presented in the session. They congratulated all the presenters for their research based academic inputs and motivated them and suggested that students should do more comprehensive research. Many topics were discussed during the session. Some of them were Digital Marketing, Social Networking, Deep Web & Dark Web & Consumer Behaviour.

Rapporteurs for the Sessions:

- **Ms. Sonia Gandhi**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Mr. Deep Biswas**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

TECHNICAL SESSION 5F: “RESEARCH PAPER PRESENTATIONS ON CONTEMPORARY ISSUES –ACCOUNTING & FINANCE”

January 05, 2018, 9.30 a.m. to 1.00 p.m.

Venue: Lecture Theatre 321 (3rd Floor), DDU College, Dwarka, Delhi, India.

Session Chair: Prof. Rajendra P. Srivastava, Ex. EY Professor of Accounting and Information Systems, School of Business, University of Kansas, Lawrence, Kansas, USA.

Co-Chair: *Dr. Yogieta S. Mehra, Assistant Professor, DDU College, University of Delhi, Delhi, India.*

Coordinator: *Ms. Shagun Bakshi, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The session started with the welcome address by session coordinator Ms. Shagun Bakshi, and then was handed over to the Session Chair and Co-Chair. Session chair, Prof. Rajendra P. Srivastava introduced the topic “Contemporary Issues – Accounting & Finance”, and apprised about the guidelines for paper presentation.

TOPIC: “A STUDY ON OPTIMAL TECHNICAL TRADING SYSTEM BASED ON EXPONENTIAL MOVING AVERAGE (EMA) FOR INDIAN CURRENCY MARKET: AN EMPIRICAL STUDY OF USD/INR CURRENCY FUTURE”

Dr. Pinkal Shah, *Professor, Department of Management, Sumandeep Vidyapeeth (Deemed University), Vadodara, Gujarat, India.*

Dr. Pinkal Shah discussed about currency derivative market in retail segment, which has been gaining momentum in India and has witnessed a significant growth. He presented the best profitable strategy of technical analysis by developing trading mechanism based on Exponential Moving Average (EMA) for NSE's USD/INR Future contract. It was found in the study that the technical trading system based on 6 days EMA is optimum for traders who are having time frame of 3 – 4 weeks in currency derivative market to trade in USD/INR future contract.

TOPIC: “ECONOMIC ANALYSIS OF POTATO CULTIVATION: A CASE STUDY OF AGRA DISTRICT (U.P.)”

A. Singh, *Department of Agricultural Economics, College of Agriculture, RBS College, Bichpuri, Agra, U.P., India.*

R. Singh; Anurag, *Department of Agricultural Economics, Sanskriti University, Mathura, U.P., India.*

Dr. Ranjana, *H.O.D. and Associate Professor, College of Agriculture, Mangalayatan University, Aligarh, U.P., India.*

Dr. Ranjana presented the paper. She discussed about economic study of potato production of 44 growers grouped into small (20), medium (14) and large (10) from Agra district. In the study it was highlighted that the overall output/input ratio was 1:2.39, being 1:3.42, 1:2.61 and 1:2.21 on the small, medium and large farms, respectively. Thus, she concluded that with an investment of one rupee in potato cultivation the small, medium and large farmers earned Rs. 3.42, Rs. 2.61 and Rs. 2.21, respectively.

TOPIC: “A STUDY OF GST IN HOTEL INDUSTRY”

Dr. Anupama Lakhera, *Associate Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Ms. Babita Bhalla; Mr. Vatsal Srivastav, *Students, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Ms. Babita and Mr. Vatsal presented the paper. Ms. Babita discussed the effects of the new Goods and Services Tax (GST) on the hotel industry i.e. hospitality sector. In the study it was highlighted that GST in the hotel industry is 18%. Ms. Babita revealed that in India the Tourism and Hospitality industry is expected to grow to US\$ 280.5 billion by 2026, and the initial setbacks after GST implementation are highly unlikely to stop this growth. However, it still remains to be seen whether the pros of GST tax will outweigh the cons for hospitality sector.

TOPIC: “POST-MERGER SYNERGIES OF ACQUIRING FIRMS: A LOGISTIC PANEL APPROACH”

Dr. Anjala Kalsie, Assistant Professor, Faculty of Management Studies, University of Delhi, Delhi, India.

Dr. Shikha Mittal Shrivastav, Assistant Professor, IILM Graduate School of Management, Greater Noida, Gautam Budh Nagar, India.

Dr. Shikha presented the paper. She highlighted the operating and profitability performance achieved as synergy gains after merger and acquisitions (M&As). To examine the synergy gains in pre and post-merger, the paper used a sample of 15 Domestic Inbound M&A deals carried out between 2008 and 2016. She revealed that the M&As process has significant positive impact on Operating Performance measures- Fixed Assets Turnover and Profitability ratio (APATM (%)) of the acquiring manufacturing firms in India after M&As over the study period.

TOPIC: “MONETARY POLICY IMPACT ON INFLATION IN INDIA”

Dr. Kajleen Kaur, Assistant Professor, SGGSCC, University of Delhi, Delhi, India.

Dr. Yogieta S. Mehra, Assistant Professor, Deen Dayal Upadhyaya College, University of Delhi, Delhi., India.

Dr. Kajleen discussed the effectiveness of monetary policy in controlling inflation in India, and making a comparison in terms of its effectiveness during the pre-and post-global financial crisis. The study analyses the high interest rate policy of monetary authority. She highlighted that in the study the Autoregressive Distributed Lag (ARDL) bounds testing approach to co-integration was employed for studying short-run dynamics and long-run co-integration of the output to the other macroeconomic and monetary variables. The results support the use of high interest rate policy of central bank of India in both the periods. However, the effectiveness was found to decline in the post-crisis period.

TOPIC: “INTELLECTUAL CAPITAL AND PERFORMANCE: A CASE OF BSE SME IPO INDEX”

Dr. Priti Sharma, Assistant Professor, Department of Commerce, Maharshi Dayanand University, Rohtak, India.

Dr. Priti discussed that the main objective of her study was to calculate the IC coefficient of the enterprises under study and also the role of intangibles or intellectual capital in performance of BSE SME IPO index. She highlighted that findings of her study clearly show that the adjusted R square value is quite good in all the models and significant too which depicts that IC has significant role in the performance of BSE SME IPO enterprises. Among all, only intangibles had significant beta value in all the models.

TOPIC: “A STUDY ON REASONS FOR IMPLEMENTATION AND RESISTANCE OF IFRS IN INDIA”

Dr. Dimple, Assistant Professor, Aggarwal College, Ballabgarh, Faridabad, Haryana, India.

Dr. Dimple revealed that the main objective of her study was to find out the key reasons for implementation of IFRS and the reasons for resistance to IFRS in India. She discussed about a survey that had been conducted by administering a structured questionnaire to a sample of 400 Chartered Accountants in India. She highlighted that her study concluded that the investment opportunities and comparability of financial statements are the major reasons for applying IFRS by corporate world and mandatory application of these new standards and uniform accounting systems are the least preferred major reasons for being positive in applying IFRS in India.

TOPIC: “A STUDY OF GREEN ACCOUNTING POLICIES AND PRACTICES IN INDIA”

Ms. Poojan Bathla, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Poojan discussed that her research paper focused on understanding the concept of green accounting and exploring the policies and practices of reporting in India. She concluded that in India the environmental accounting and reporting are in the budding stage. Still no comprehensible policies are formulated at National, State or Corporate level to ensure the intensity of compliance with the rules and regulations with regard to environmental protection. The study tried to discover the major environmental parameters that are included by Indian companies as part of their voluntary and non-voluntary environmental reporting practice.

TOPIC: “NON-PERFORMING ASSETS: A CRUCIAL ELEMENT IN THE DEVELOPMENT OF INDIAN PUBLIC & PRIVATE SECTOR BANKS”

Ms. Shaffali Agarwal, Research Scholar, IFTM University, Moradabad, U.P., India.

Ms. Shaffali discussed at present NPA is like a termite for the economy. The bad loans of commercial banks at the end of June 2017 were Rs. 8 lakh crores. She highlighted that NPAs affect the financial performance of banking industry as well as the financial stability of the nation. Indian banks are facing this problem of NPA since very long. Banking system is the back bone of the financial system, on which depends the country's growth. So there is an urgent need to strengthen the banks and rectify this problem.

TOPIC: “GREEN ACCOUNTING: AN EMERGING CONCEPT IN INDIA”

Ms. Shagun Bakshi, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Shagun Bakshi explained that the main purpose of the paper was to study and analyze the available literature based on green accounting and to understand how it had been studied and evaluated by different authors. She further highlighted that to save and salvage the country, it is highly essential to enact laws and provisions and implement the same without further loss of time. Green accounting for green economy is an important concept that needs to be implemented in India.

TOPIC: “IMPACT OF INDIAN STOCK MARKET ON EXCHANGE RATE”

Ms. Abha Gupta, Assistant Professor, RDIAS, Delhi, India.

Mr. Mukesh Kumar Gupta, Research Scholar, Jiwaji University, Gwalior, India.

Ms. Abha presented the paper. She discussed the role of the Indian Stock Market in determining exchange rate. She further added that there is not enough literature available on relationship between exchange rate and Stock market, thus in the study they have tried to explore the relationship between the two with the help of different indices like Nifty 50, Large Cap, Midcap, Small Cap. She further highlighted that results of the analysis suggest that there exists a strong relationship between the two, the Indian stock market and exchange rate.

TOPIC: “A STUDY ON DYNAMIC RELATIONSHIP BETWEEN INDIAN GOLD PRICES AND SELECTED FACTORS”

Ms. Bhawna Manyal, Assistant Professor, RDIAS, Delhi, India.

Ms. Bhawna discussed that her paper tries to find out the dynamic relationship between Indian Gold Prices and selected factors viz. International Gold Prices, International Crude Oil Prices and Index BSE Index i.e. Sensex. She studied the impact of change in crude oil prices and gold prices in the international market along with BSE's stock market index viz. SENSEX, on gold prices in India. She concluded that International Gold Prices affect positively 91.38% the Prices of Gold in India, Indian BSE Index-Sensex affects negatively by 31.27% Gold Prices in India whereas International Crude Oil Prices shows negligible effect on the Gold Prices in India.

TOPIC: “RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND FIRMS NET PROFIT”

Ms. Soumya Agarwal, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Soumya highlighted the relationship between CSR and the Firm’s performance. Fifteen companies listed on CNX Nifty 50 Index had been selected for the study. Two sets of secondary data (CSR expenditure and financial performance measured through net profits variables) have been used over a period of three years from FY 2014-15 to FY 2016-17. She highlighted that the data had been taken from the company’s website, financial reports and prowess database. Statistical tools namely Correlation, Regression and ANOVA (One Way) test had been applied. She concluded that the results of the study indicate a significant relationship between CSR and Net Profits.

TOPIC: “FISCAL POLICY CHANGES IN NAMIBIA: FOR BETTER OR FOR WORSE?”

Mr. Christopher P. P. Shafuda, Research Scholar, Department of Economics, North-Eastern Hill University Shillong, Meghalaya, India.

Dr. Utpal Kumar De, Professor, Department of Economics, North-Eastern Hill University Shillong, Meghalaya., India.

Mr. Christopher P. P. Shafuda highlighted the study analyzed whether the fiscal policy changes adopted in post-independence era of Namibia has improved the lives of Namibians as compared to pre-independence era. He concluded that the outcomes of the analysis are mix. Therefore, even if Namibia seems to be leading in terms of converting government expenditures into development output more in some respects as compared to South Africa, still both Namibia and South Africa need to endorse accountability in their public sector. Public officials responsible for government spending must be answerable for all the funds leaving the government bank account.

TOPIC: “A STUDY ON IMPORTANCE OF FOREIGN TRADE POLICY FOR ECONOMY GROWTH IN INDIA”

Mr. Bhaumik Upadhyay, Research Scholar, Faculty of Law, Madhav University, Rajasthan, India.

Mr. Bhaumik discussed about economic development via growth of foreign trade in India. He concluded that “ultimately foreign policy is the outcome of economic policy, and till that time, when India has properly evolved her economic policy, her foreign policy will be vague. The operational problems faced by businesses and industry demand some common solutions. Removal of licence requirements, reduction in number of stages for approval, removal of verification and cross verification process at each stage, introduction of self-certification by individuals through Aadhar, PAN, Driving Licence and Voter ID are the steps that need to be taken by the government to facilitate starting a new business.”

The session concluded by honoring the session chair, and the co-chair.

Conclusion of the Session

Session chair and co-chair shared their experience and gave valuable inputs about the research papers presented during the session. They congratulated all the presenters for their research based academic inputs and motivated them and suggested that students should do more comprehensive research.

Rapporteurs for the Sessions:

- **Dr. Anupama Lakhera**
Associate Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Ms. Soumya Agarwal**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

TECHNICAL SESSION 5G: “RESEARCH PAPER PRESENTATIONS ON CONTEMPORARY ISSUES – ENTREPRENEURSHIP AND ECONOMICS”

January 05, 2019, 9:30 a.m. to 11:00 a.m.

Venue: Lecture Theatre 412 (4thFloor), DDU College, Dwarka, Delhi, India.

Session Chair: Prof. L. S. Singh, Formerly Head, Department of Economics, Magadh University, Bodhgaya, Bihar, India.

Co-Chair: Mr. Vikas Joshiya, Assistant Professor, Sri Aurobindo College (Eve.), University of Delhi, Delhi, India.

Coordinator: Ms. Poojan Bathla, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The session started with the welcome address by the session coordinator, Ms. Poojan Bathla, and then was handed over to the session chair and co-chair. Session chair, Prof. L. S. Singh, enlightened the topic and shared his views with the paper presenters & other delegates present at the venue.

TOPIC: “AN ANALYSIS OF MICROFINANCE FOR MSME SECTOR”

Dr. Anupama Lakhera, Associate Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Ritik Raj, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Shashank Bhardwaj, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

In this paper, the presenters discussed about microfinance and its role in economic growth and development of India by helping the poor to overcome poverty. They highlighted the problems faced by the MSME (Micro, Small and Medium Enterprises) sector and how the microfinance industry has become a source for the sustenance and survival of MSMEs in India. In their concluding remark, they talked about the positioning of microfinance as one of the most important poverty reduction and local economic and social development policies.

TOPIC: “RISK BEARING CAPACITY OF FARMERS AND THEIR COVERAGE UNDER INSURANCE – A STUDY OF NATIONAL AGRICULTURE INSURANCE SCHEME”

Ms. Geetika Gahlot, Associate Professor, Apeejay School of Management, Delhi, India.

The study presents a brief association between risk bearing capacity, resource allocation decision of farmers and insurance coverage. The presenter has used a multiple linear regression model to analyze the association between these variables. She highlighted all the outputs of her model. The first output indicating R and R square which came out to be 0.440 concluding that the probability of allocating resources is increased by 0.440 per unit. The second output being using ANOVA for testing the fitness of the regression model and lastly using Collinearity Diagnostics to assess the multicollinearity along with the Eigen values.

TOPIC: “A STUDY ON GDP GROWTH RATE OF BRIC AND COMPARISON WITH GLOBAL GDP”

Ms. Shikha Dua, Assistant Professor, RDIAS, Delhi, India.

Ms. Akanksha Upadhyaya, Assistant Professor, RDIAS, Delhi, India.

This study is an attempt to identify and compare GDP of BRIC countries and worldwide as BRIC represents 22% of the global GDP. The objective of this research was to compare sectors in terms of contribution in GDP with special reference to India and to analyze the futuristic growth of India GDP

and its comparison with other BRIC nations. In the concluding remark, the presenter suggested that BRICS provides novel multilateralism which is helpful in achieving common goals in terms of global economic and social development and this cooperation between BRIC and other nations is likely to be a key feature for global development in near future.

TOPIC: “WOMEN EMPOWERMENT: A BENEDICTION FOR WOMEN ENTREPRENEURSHIP IN INDIA”

Dr. Karina, Assistant Professor, G. D. Goenka University.

Ms. Akansha Chauhan, Research Scholar, G. D. Goenka University.

The paper presenter, Ms. Akansha Chauhan, discussed about the relevance of women empowerment which is required for the improvement of women entrepreneurship in the country. She talked about the initiatives taken by our government such as Annapurna scheme, Bharatiya Mahila Bank, Dena Shakti scheme and many more towards the betterment of women entrepreneurship. She also mentioned about the problems and challenges faced by the women in such a process and suggested various methods like organizing awareness programmes, increasing the standard of education for women and various others for their betterment.

TOPIC: “ENTREPRENEURSHIP DEVELOPMENT IN THE MSME SECTOR: AN OVERVIEW”

Ms. Pooja, Assistant Professor, Aggarwal College Ballabgarh, Hayana, India.

The paper presenter explained about the current position and performance of MSME in India and its role in the economic development. She referred MSME as the ‘Engine of Growth’ for India. She also highlighted about the key feature of this sector in generating huge employment opportunities for the unskilled, fresh graduates, and the underemployed, along with increasing the opportunities to Indian banks for giving more credit to enterprises. In the end, the presenter concluded by discussing about the initiatives that government should take towards this sector.

TOPIC: “START UP INDIA PROGRAM: A SUCCESS OR A FAILURE”

Ms. Poojan Bathla, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Satyam Maurya, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

In this paper, the presenter has briefly examined about the roles and steps taken by government in the Startup India program and also tried to analyze the factors which can improve the efficiency of this program. Also, they discussed about the success and reach of this program thus estimating that the number of start-ups in India will be about 11,000 by 2020. In their concluding remark, they mentioned about the good results this program has been providing along with the involvement of youngsters towards this program.

TOPIC: “THE FALLACY OF INDIA’S CASHLESS ECONOMY: A POST DEMONETIZATION APPRAISAL”

Ms. Leena, Assistant Professor, Sri Aurobindo College (Evening), University of Delhi, Delhi, India.

This paper seeks to study features of an ideal cashless society, current picture of India and the distance to cover. It further suggests the key areas of improvement to build up a purely cashless nation. Ms. Leena explained about the need of digitization along with the initiatives taken by the government towards it. Also, she compared the experience of going cashless in other countries such as Sweden with that of India. In the concluding remark, she suggested that the adoption of a cashless nation is full of challenges for Indian economy and if adopted it can again cause a structural shift which may not be in favor for the nation.

TOPIC: “DETERMINANTS OF INFANT MORTALITY RATE ACROSS THE WORLD: A STATISTICAL APPROACH”

Rtn. Shivya Arora, Rotaractor, Rotaract Club of Delhi Aakash.

This study seeks to find answers to the problem of infant mortality as it explores the determinants of infant mortality rate in the world and helps to look into the status of healthcare in various countries of the world using STATA. The data is collected from the website of World for 68 countries chosen randomly for year 2016. The result showed a positive correlation between infant mortality rate and prevalence of anaemia among pregnant women and infant mortality rate and crude birth rate. Further she suggested some government policies that should focus on two areas: the access and availability of sanitation and women health.

Conclusion of the Session

The session chairperson, Prof. L. S. Singh and session co-chairperson, Mr. Vikas Joshiya summarized the session by congratulating all the presenters for their research based academic inputs and motivated them and suggested the students to do more comprehensive research. The session was concluded by honoring the session chairperson and session co-chairperson with gifts and certificates by Prof. Ravinder Vinayek, Director, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Rapporteurs for the Sessions:

- **Ms. Aanchal Nagpal Satija**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Ms. Megha Madan**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

INDUSTRIAL SESSION: “CORPORATE EXPECTATIONS FROM YOUNG MANAGERS”

January 05, 2019, 02.00 p.m. – 3.30 p.m.

Venue: Auditorium, DDU College, Dwarka, Delhi, India.

Session Chair: Rtn. Subhash Jagota, CEO, Global Solutions.

Panel Speakers: Shri Beni Kinha, Founder, Nectar Factor, Delhi, India.

Shri Abhay Kapoor, Head HR - North India, Amazon India.

Shri Sanjiv Nanda, Director, Smart Head Consulting, New Delhi, India.

Shri Arun Bhutani, Director, Lok Bharti Skilling Solutions Pvt. Ltd.

Coordinator: Dr. Sima Kumari, Associate Professor, Delhi School of Professional Studies and Research, New Delhi, India.

Rtn. Subhash Jagota discussed about the importance of short term assignment. He also discussed about how important the final performance of an employee is for the private sector company. According to him degree will provide you the platform but at the end of the day you have to perform on the stage. According to him companies always expect a higher return from their employees. So performs is the only criteria for survival. He started the session by inviting Mr. Sanjeev Nanda as a first panel speaker.

Mr. Nanda discussed about the characteristics and expectation from the new generation graduates. He also discussed about the characteristics of a good manager. According to him four categories of manager are there:

Category A - Present leader (10% in number) eg. Elephant

Category B - Future Leader (15-20%) eg. Tiger

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Category C - Efficient and loyal managers (60-65%) eg. Cats

Category D - Inefficient and incompetent managers (5-10%) eg. Donkey

He also discussed about the quality of born leader and situational leader. He explained with the example of Swami Vivekanada as a born leader and also explained why Mahatma Gandhi as a situational leader. He also told about the third category of leaders known as trained leaders.

Mr. Arun Bhutani discussed about the role of artificial intelligence (AI) by 2030. He also discuss about the importance of change, ability to change, adapt the change and adopt the change according to the situation demanded. He also discussed few words on leadership. Finally he concluded saying that ability to adopt the failure s the road map to success.

Mr. Beni Kinha explained about the expectation of the organization from an employee. According to him it is the immediate boss who expects from you not the company. He also discussed on the most important topic of employment and employability. He also advised the budding managers that you should be more loyal towards your company not your boss as the boss may change but the company remain the same. He also said few words about the adaptability that has been already touched by Mr. Arun Bhutani.

The session was concluded by Rtn. Subhash Jagota discussing about the take away:

- Value creation (What is value)
- Responsible factors for the success of a company
- Future leaders : Visionary, Innovator, Problem solvers, creative person
- Become a Brand Ambassador of your company
- Shift from employee to employer i.e. Entrepreneurship.

Rapporteurs for the Sessions:

- **Dr. Moloy Ghoshal**
Associate Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Ms. Radhika Sethi**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

Valedictory Session

January 05, 2019, 04.00 p.m. – 05.30 p.m.

Venue: Auditorium, DDU College, Dwarka, Delhi, India.

Session Coordinator: Ms. Mani Goswami, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Mani Goswami, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India, welcomed all the Dignitaries and Excellencies, to the Valedictory session of XX International Conference entitled GLOBAL VISION 2030: CHALLENGES & OPPORTUNITIES organized under the joint auspices of Delhi School of Professional Studies and Research, Indian Economic Association, Indian Economic Association, Deen Dayal Upadhyaya College; Shyam Lal College (E); Sri Aurobindo College (E); Indian Commerce Association Delhi-NCR Chapter; Rotary Club of Delhi Maurya; and Divine International Group of Institutions, Gwalior.

Welcome Address

Prof. Hem Chand Jain, Principal Deen Dayal Upadhyay College, University of Delhi, Delhi, escorted to the dais by Ms. Manya Jain, Assistant Professor, Delhi School of Professional Studies and Research,

Delhi, affiliated to GGSIP University, New Delhi, India. He greeted all the members present on the dais and welcomed all the dignitaries, faculty members and all the students to the concluding session of International Conference. He focused upon the knowledge and experiences shared by dignitaries, paper presenters and students in the two days of International Conference.

Guest of Honour

Dr. Namita Rajput, Principal (OSD) Sri Aurobindo College (E), University of Delhi, Delhi was escorted by Ms. Sakshi Gupta, Assistant Professor, *Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India*. She emphasized on transition from Millennium to sustainable development. She highlighted that contemporary issues taken for Technical Sessions of International Conference are appropriate and touching upon the present scenario.

Key Note Address

Rajendra P. Srivastava is Professor Emeritus of Accounting & Information Systems in the School of Business, University of Kansas was escorted by Dr. Moloy Ghoshal, Assistant Professor, *Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India*. He thanked Prof. Ajay Kumar Singh and organizing team for inviting him to international conference. He stressed that intellectual wealth is valuable for all countries whether developed or developing. He motivated all the students present to probe ideas and think about creating jobs.

Chief Guest

Prof. H. Venkateshwarlu, Professor, Faculty of Commerce, Osmania University, Hyderabad. He welcomed and addressed the dignitaries on the dais and off the dais. It was his first International Conference as President of Indian Commerce Association. He highlighted 4 important goals hunger, health, employment and literacy that a country should give priority. "Nation's need is people's need". Student should be clear and fix on what they should opt for future.

Awards & Certificates

The winners of the academic year were announced. Three students of Delhi School of Professional Studies and Research from both the programme BBA and B.Com. (Hons.) who have scored highest overall marks in the program of three years, name of the students as follows:

For BBA(G):

Sl. No.	Enrollment No.	Name	Percentage
1	02212501715	Manvika Maggo	87.2
2	43821701715	Sahil Baliyan	84.2
3	02512501715	Muskaan Bansal	84.1

For B.Com. (Hons.):

Sl. No.	Enrollment No.	Name	Percentage
1	52021788815	Raja	89.9
2	52121788815	Sahil Mittal	87.6
3	01712588815	Neha Kashyap	87.2

Best Paper Awards

The best paper certificate was given from all the technical session held in the International Conference.

Technical Session 1-"Industry, Innovation and Infrastructure".

First best paper was awarded to Ms. Deepa Rani for presenting research paper on "Application of Trickle Down Theory in Economic Policies of India (A study of industrial innovation in National Capital Region)".

Second best paper was awarded to Mr. Manpreet Singh for presenting research paper on “Comparative Study of Various Industrial Revolutions: Non-Trivial Impact on Indian It Industry”.

Technical Session 2-”Artificial Intelligence: Vision 2030”.

First best paper was awarded to Ms. Srishti Bhatia in co-authorship with Prof. Ajay Kumar Singh for presenting research paper on “Developments in Artificial Intelligence: A global perspective”.

Second best paper was awarded to Mr. Abhishek Gupta for presenting research paper on “Role of Artificial Intelligence in Changing the future of Banking in India”.

Technical Session 3 “Sustainable Energy Management”.

First best paper was awarded to Dr. Sima Kumari for presenting research paper on “Alternative Energy for Sustainable Development”.

Technical Session 4 “Crypto Currency: Future Perspectives”.

First best paper was awarded to Mr. NandanValankar in co – authorship with Ms. Aditi Batham & Ms. Akriti Mittal for presenting research paper on “Cryptocurrencies Outperform the Indian Stock Market: An Evidence from NSE”.

Second best paper was awarded to Mr. Varsha Dholpuria in co-authorship with Ms. Monali Parinda for presenting research paper on “Study on Cryptocurrency and its Future Perpective”.

Technical Session 5

First best paper was awarded to Mr. Abhay Singh Chauhan in co-authorship with Dr. Sanjeev Gupta and Prof. S. K. Singh for presenting research paper on “Impact of Financial Efficiency and Stability on Economic Growth in Asian Economies”.

Second best paper was awarded to Dr. Shiladitya Chakraborty for presenting research paper on “Education System in India: in search for an alternative Paradigm”.

Vote of Thanks

At the end, vote of thanks given by Prof. Ravinder Vinayek, Director, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

He thanked Prof. H. Venkateshwarlu, Professor, Faculty of Commerce, Osmania university, Hyderabad, for gracing his presence to bring honour to the session. He acknowledged Rajendra P. Srivastava is *Professor Emeritus of Accounting & Information Systems* in the School of Business, for sharing his brief and valuable keynotes. Prof. Hem Chand Jain, Principal Deen Dayal Upadhyay College, University of Delhi, was greeted by him for being partner institution. Dr. Namita Rajput, Principal (OSD) Sri Aurobindo College (E), University of Delhi, for being continuous member in the conference. In the end he thanked, Indian Council for Social Science Research for their financial assistance to conduct the conference. At last, he applauded the work of Team Delhi School of Professional Studies and Resaerch (DSPSR) for their hard work and dedication.

Rapporteurs for the Sessions:

- **Dr. Aparna Singh**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Ms. Shagun Bakshi**
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India..

Edited by

– **Pratistha**, *Assistant Professor, Delhi School of Professional Studies and Research Delhi, (affiliated to GGS Indraprastha University, New Delhi), India.*