

XXIV Annual International Conference NATIONALISM, GLOBALISATION, AND DEVELOPMENT

January 7-8, 2023

Under the joint auspices of

Delhi School of Professional Studies and Research, DSPSR(Affiliated to GGSIP University, New Delhi); Deen Dayal Upadhyaya College, University of Delhi, Delhi; Shyam Lal College (E), University of Delhi, Delhi; Shaheed Bhagat Singh College, University of Delhi, Delhi; Sri Guru Gobind Singh College of Commerce, University of Delhi, Delhi; Divine International Group of Institutions, Gwalior; Rotary Club of Delhi Maurya, Delhi

Sponsored by Indian Farmers Fertiliser Cooperative Limited

PROGRAMME SCHEDULE OF SUNDAY, JANUARY 08, 2023

TECHNICAL SESSION 1

TOPIC:

“Local vs. Global: Challenges and Opportunities”

&

“Intense Competition: Feasibility of Survival of the fittest”

TIMINGS: 10:00 A.M. – 11:30 A.M.

VENUE: Seminar Hall 307 (3rd Floor)

Coordinator

Ms. Ankita Gulia, Assistant Professor, DSPSR, Delhi

Rapporteur

Dr. Sugandh Rawal, Associate Professor, DSPSR, Delhi

- ❖ Ms. Megha Sheoran, Research Scholars, Baba Mastnath University, Rohtak, Haryana “*Global Vs. Local: Challenges And Opportunities*”
- ❖ Ms. Riya Tyagi, Student, DSPSR, “*Customer preference in association with local and global brands*” in Co-Authorship with Ms. Nikita Mehra, Ms. Ananya Sahni, Students, DSPSR & Dr. Sugandh Rawal, Associate Professor, DSPSR

TEA BREAK

11:30 A.M. – 12:00 NOON

TECHNICAL SESSION 2

TOPIC: “Dominant Youth Population in India: Boon or Bane”

TIMINGS: 12:00 NOON – 01:30 P.M.

VENUE: : Seminar Hall 307 (3rd Floor)

Coordinator

Ms. Anshika Negi, Assistant Professor, DSPSR, Delhi

Rapporteur

Ms. Srishti Garg, Assistant Professor, DSPSR, Delhi

SESSION CHAIR

- ❖ Dr. Hem Chand Jain, Principal, Deen Dayal Upadhyaya College, University of Delhi

KEY-NOTE SPEAKER

- ❖ Mr. Talib Muhammadsharif Omer, Dean of the college, Mergasor Technical Institute /Erbil Polytechnic University, Erbil, Iraq (ONLINE)

CO-CHAIR

- ❖ Prof. Ritesh Bhardwaj, Professor, Department of Political Science, Shyam Lal College (E), University of Delhi. Delhi.

PAPER PRESENTATION

- ❖ Dr. Urvashi Sharma, Associate professor, MRIIRS, Faridabad, “*Role of higher education among management young professionals in India: an analytical study on employability skills and development*” in Co-Authorship with Dr. Anjali Singh, Associate professor, MRIIRS, Faridabad & Ms. Anjali Yadav, Research Scholar, MRIIRS, Faridabad
- ❖ Mr. Deepak Kumar Chauhan, Senior Assistant, 51 Up Bn Ncc, Balrampur, UP “*Youth Power Is The Most Powerful Weapon Which Can Be Used To Change The Nation Through Education*”

SESSION CHAIR

- ❖ Prof. Ravinder Rena, Professor of Economics, NWU School of Business, North West University, South Africa

CO-CHAIR

- ❖ Rtn. Col A.T Gajraj, Retd. from Artillery, Indian Army

PAPER PRESENTATION

- ❖ Dr. Kusum Devi, Associate Professor, Shyam Lal College (Evening), University of Delhi, Delhi, “*Local Languages - Various Perspectives and Challenges in the Era of Globalization*”
- ❖ Ms. Swati Garg, Assistant Professor, Bhagwan Parshuram College, Kurukshetra, “*Changing Business Trends: Survival of Smartest*” in Co-Authorship with Mr. Rahul Garg, Assistant Professor, Department of Tourism and Hotel Management, Kurukshetra University, Kurukshetra.
- ❖ Dr. G. Uma, Assistant Professor, Achary Nagarjuna University, Guntur, Andhra Pradesh “*Nature of the Globalization*”

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PROGRAMME SCHEDULE OF SUNDAY, JANUARY 08, 2023

- ❖ **Dr. Simran Kaur**, Assistant Professor, Maharaja Agrasen Institute of Management Studies, Delhi, "*Mental Health is Real Wealth: An empirical study on Indian Youth*"
- ❖ **Ms. Srishti Garg**, Assistant Professor, DSPSR, "*Emergence of India as Global Skill Capital*" in Co-Authorship with **Ms. Sadia Noor & Ms. Simran Gupta**, Students, DSPSR
- ❖ **Mrs. Neha Sheoran**, Research Scholars, Baba Mastnath University, Rohtak, Haryana "*Dominant Youth Population In India: Boon Or Bane*"
- ❖ **Ms. Anvi Saxena**, Student, DSPSR, "*The Land is Full: Addressing Overpopulation*" in Co-Authorship with **Mrs. Anshika Negi**, Assistant Professor, DSPSR, **Ms. Jagjot Kaur & Mr. Aditya Singh**, Students, DSPSR

LUNCH BREAK 01:30 P.M. – 02:30 P.M.

TECHNICAL SESSION 5A
TOPIC: "Research Paper Presentations on Contemporary Issues – General Management"
TIMINGS: 10:00 A.M. – 01:30 P.M.
VENUE: Seminar Hall 607 A (6th Floor)
Coordinator
Dr. Hemkant Kulshrestha, Associate Professor, DSPSR, Delhi
Rapporteur
Ms. Saloni Arora, Assistant Professor, DSPSR, Delhi

SESSION CHAIR

- ❖ **Prof. Anil Kr. Singh**, Professor, Sri Aurobindo College (Evening), University of Delhi, Delhi.

KEY-NOTE SPEAKER

- ❖ **Dr. Shad Ahmad Khan**, Assistant Professor & Chair, Staff Professional development, Affiliation and Linkages College of Business, University of Buraimi, Sultanate of Oman (ONLINE)

CO-CHAIR

- ❖ **Dr. Pramod kr. Dwivedi**, IQAC Coordinator & Associate Professor, Shyam Lal College (E), University of Delhi, Delhi.

PAPER PRESENTATION

- ❖ **Dr. Jyotsna Sinha**, Professor, CPJ College in Computer Department, Narela, Delhi, "*Comparative Analysis Of Classification And Clustering Techniques On Different Datasets By Using Various Data Mining Algorithms*" in Co-Authorship with **Dr Neha Mittal Bhaskar**, Professor, **Ms Teena Vats**, Assistant Professor, & **Mr. Prabhat Thakur**, Assistant Professor, CPJ College in Computer Department, Narela, Delhi

- ❖ **Dr. Surinder Kaur**, Associate Professor, Acharya Narendra Dev College, University of Delhi, Delhi, "*Role of Digital Technologies in Education and Talent Development: An Analysis of Educators' Perceptions*" in Co-Authorship with **Ms. Parminder Kaur**, Associate Professor, SGTB Khalsa College, University of Delhi, Delhi
- ❖ **Dr. Supreet Singh**, Associate Professor, Delhi Institute of Rural Development, Delhi, "*Transformation in Education Sector after Digitalisation and its Impact*" in Co-Authorship with **Mr. Deepak Kumar**, Assistant Professor, Delhi Institute of Rural Development, Delhi.
- ❖ **Dr. Abhay Singh Chauhan**, Assistant Professor, School of Management Sciences, Varanasi (U.P.), "*Relationship between Intellectual Capital and Financial Performance: A Study of Pharmaceutical Companies in India*" in Co-Authorship with **Prof. S.K. Singh**, Dean, Faculty of Commerce and Business Studies, Jiwaji University, Gwalior (M.P.) & **Prof. Sanjeev Gupta**, Professor, Department of Commerce, Govt. S.L.P. P.G. College, Morar, Gwalior (M.P.).
- ❖ **Dr. Ferdinand J. Epoc**, Assistant Professor, University of Buraimi, Sultanate of Oman, "*How far modern vertical farming is appropriate for developing countries like Oman? A review based analysis.*"
- ❖ **Dr. Vimla**, Assistant Professor, IMS, Noida, "*MDGs to SDGs: Way to universal health coverage in India?*" in Co-Authorship with Prof (Dr.) Udita Taneja, Professor, USMS, GGS Indraprastha University, Delhi.
- ❖ **Ms. Pinki**, Assistant Professor, B.P.R. College, Kurukshetra, "*Corporate social responsibility impact On Firms Profitability in India*" in Co-Authorship with **Dr. Parminder Kaur Sandhu**, Assistant Professor, B.P.R. College, Kurukshetra

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PROGRAMME SCHEDULE OF SUNDAY, JANUARY 08, 2023

- ❖ **Mr. Sandeep Rajak**, Yoga Teacher, *“Learning Leadership from Bhagavad Gita in Present Scenario”* in Co-Authorship with Dr. Arpit Kumar Dubey, Assistant Professor, Morarji Desai National Institute of Yoga, New Delhi & Dr. Preethi Keerthi D’souza, Assistant Professor, Faculty of Commerce, Mangalore University, Mangalagangothri.
- ❖ **Mr. Shubham Gaur**, Assistant Professor, DSPSR, *“Corporate Social Responsibility activity adoption in FMCG Companies”* in Co-Authorship with **Dr. Neha Tomer**, Assistant Professor, IBS, Dehradun

TEA BREAK 11:30 A.M. – 12:00 NOON

- ❖ **Ms. Saloni Arora**, Assistant Professor, DSPSR, *“Impact of Make in India on Indian Economy”* in Co-Authorship with **Mr. Krishnansh Singhal**, Student, DSPSR
- ❖ **Mrs. Kangan Jain**, Assistant Professor, Satyawati College, University of Delhi, New Delhi *“SDG Reporting: State of art and thematic evolution based on bibliometric analysis”*.
- ❖ **Mr. Wafa Rashid Salim Alalyani**, Doctoral Student, University Malaysia Pahang, Oman, *“Ongoing projects on the parameters of TOM and Institutional factors in Oman.”*
- ❖ **Dr. Seema Gupta**, Associate Professor, Ideal institute of management and technology. *“Cross Cultural Differences in Business”* in Co-Authorship with **Ms. Gaurangi Mishra & Ms. Komal Sharma**, Students, Ideal institute of management and technology.
- ❖ **Mr Tushar Singla**, Student, Department of Management Studies, Panipat Institute of Engineering and Technology, *“Use of Pls-Sem In Marketing From 2018-2022: A Bibliometric Analysis”* in Co-Authorship with **Mr Shiv Gahlawat, Ms Kajal Singla**, Students, & **Dr Vikas**

Kumar Tyagi, Assistant Professor, Department of Management Studies, Panipat Institute of Engineering and Technology

- ❖ **Mr. Jaspreet Singh Sethi**, Student, DSPSR, *“Blockchain In Logistics And Healthcare”* in Co-Authorship with **Ms. Anvi Saxena**, Student, DSPSR, **Mrs. Anshika Negi**, Assistant Professor, DSPSR & **Ms. Mukta Katyal**, Assistant Professor, DSPSR
- ❖ **Mr. Apoorva Das**, Student, DSPSR, *“IOT and Digital India”* in Co-Authorship with **Ms. Princy Aggarwal**, Assistant Professor, DSPSR.
- ❖ **Mr. Binay, Student**, DSPSR *“Economic Impact of Russian Invasion of Ukraine”*.
- ❖ **Ms. Diksha Bansal**, Student, DSPSR, *“Telecom Industry: A Comparative Study of Leading Telecom Providers in India.”*
- ❖ **Mr. Saiyam Sethi**, Student, DSPSR, *“A study on awareness and treatment of depression among people”*

LUNCH BREAK 01:30 P.M. – 02:30 P.M.

TECHNICAL SESSION 5B

TOPIC: “Research Paper Presentations on Contemporary Issues – HR & Marketing”

TIMINGS: 10:00 A.M. – 01:30 P.M.

VENUE: Seminar Hall 607 B (6th Floor)

Coordinator

Ms. Mansi Patel, Assistant Professor, DSPSR, Delhi

Rapporteur

Ms. Isha Kataria, Assistant Professor, DSPSR, Delhi

SESSION CHAIR

- ❖ **Prof. G. S. Popli**, Professor, Delhi School of Professional Studies and Research, Delhi.

KEY-NOTE SPEAKER

- ❖ **Mr. Ngboawaji Nte-Daniel**, Deputy Vice Chancellor, iFatoss University (ONLINE)

CO-CHAIR

- ❖ **Prof. Renu Gupta**, Professor, Department of Commerce, Sri Guru Gobind Singh College of Commerce, University of Delhi.

PAPER PRESENTATION

- ❖ **Dr. Preeti Jindal**, Assistant Professor, DSPSR, *“An Empirical Study on Examining Factors Influencing Consumer’s Green Product Purchase Decision”*
- ❖ **Ms. Ayesha BI BI**, Assistant Professor, BET Sadathunnisa College, *“Leadership In Changing World”*
- ❖ **Ms. Kirti Panwar**, Assistant Professor, DSPSR, *“A Study On Workforce Drivers Of Gen X, Y And Gen Z In Academics”* in Co-Authorship with **Mr. Shubham Gaur**, Assistant Professor, DSPSR.

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PROGRAMME SCHEDULE OF SUNDAY, JANUARY 08, 2023

- ❖ **Mr. Ashok Kumar Gupta**, Assistant Professor, Greater Noida Institute of Technology (MBA Institute), Greater Noida, Uttar Pradesh, *“Green Marketing – An Emerging Trend: Its Opportunity And Challenges”*
- ❖ **Dr. Deepika Gautam**, Assistant Professor, Himachal Pradesh National Law University, Shimla, *“Impact Assessment of Green Marketing Practices on Consumer Purchasing Decisions”*
- ❖ **Dr. Supriya Lamba Sahdev**, Assistant Professor And International Programs Manager, ISBR Business School, Bengaluru, Karnataka, *“Determining the Benefits of Green Marketing Plans for Technology Products in Development and Implementation: In Developing Countries Like India”* in Co-Authorship with **Dr. Chitra**, Associate Professor, Symbiosis Centre For Management Studies (SCMS Noida), Uttar Pradesh & **Mrs. Veera Shireesha Sangu**, Research Scholar, Jain (Deemed-To Be University), Bengaluru, Karnataka
- ❖ **Ms. Isha Kataria**, Assistant Professor, DSPSR *“Artificial Intelligence, Digitalisation And Hrm. Application Of Ai And Its Impact On HRM”* in Co-Authorship with **Ms. Aparna Suri**, Student, DSPSR.
- ❖ **Ms. Pooja Bector**, Assistant Professor, Bhagwan Parshuram College of Commerce, Kurukshetra, *“Technology as a Sustainable Marketing Tool”* in Co-Authorship with **Ms. Nisha Joshi**, Assistant Professor, **Bhagwan Parshuram College of Commerce, Kurukshetra**
- ❖ **Ms. Srishti Garg**, Assistant Professor, DSPSR, *“Design Your Own Job through Job Crafting”*

TEA BREAK 11:30 A.M. – 12:00 NOON

- ❖ **Ms. Ankita Gulia**, Assistant Professor, DSPSR, *“Analysis Of Social Media Marketing Impact On*

Customer Behavior” in Co-Authorship with **Ms. Shweta Verma & Mr. Harsh Jain**, Students, DSPSR

- ❖ **Ms. Shweta Sharma**, Research Scholar, Faculty of Management Studies, Manav Rachna International Institute of Research & Studies, Faridabad, Haryana, *“To Study The Relationship Between Work Life Balance, Work Engagement And Employee Retention During Covid-19 Pandemic”* in Co-Authorship with **Dr. Neeraj Kumara**, Associate Professor, Faculty of Engineering & Technology, Manav Rachna International Institute of Research & Studies, Faridabad, Haryana.
- ❖ **Ms. Khushi Jain**, Student, DSPSR, *“Financial Incentives And Its Impact on Employees Performance”* in Co-Authorship with **Ms. Varnika Jain, Ms. Somya Srivastava**, Students, DSPSR & **Dr. Sima Kumari**, Director, DSPSR.
- ❖ **Ms. Sakshi Narwariya**, Student, DSPSR *“Emerging Customer Satisfaction And Loyalty On Delivery Services With Special Reference To Cloud Kitchen: A Consumer Case Study With SWOT Analysis.”* in Co-Authorship with **Ms. Mansi Patel**, Assistant Professor, DSPSR
- ❖ **Ms. Nandini Rai**, Student, DSPSR, *“Green Marketing And It's Impact On Consumer Buying Behaviour”* in Co-Authorship with **Ms. Stuti Mishra**, Student, DSPSR & **Dr. Hemkant Kulshrestha**, Associate Professor, DSPSR.
- ❖ **Mr. Abhishek Sengar**, Student, DSPSR, *“To Check the Consumer Satisfaction of Google Pay, Paytm”*
- ❖ **Mr. Kunal Tomar**, Student, DSPSR, *“Consumer Rationality towards Iphone”* in Co-Authorship with **Mr. Leela Dhar**, Student, DSPSR
- ❖ **Mr. Aditya Butola**, Student, DSPSR, *“Travel or technology? business factors influencing management decisions”* in Co-Authorship with **Mr. Adnan Khan, Mr. Ritik Kumar Agarwal & Mr. Neeraj Bagla**, Students, DSPSR.

LUNCH BREAK 01:30 P.M. – 02:30 P.M.

VALEDICTORY SESSION

TIMINGS: 02:30 P.M. – 04:30 P.M.

VENUE: Auditorium, DDU College

Coordinator

Ms. Princy Aggarwal, Assistant Professor, DSPSR, Delhi

Rapporteurs

Dr. Preeti Jindal, Assistant Professor, DSPSR, Delhi

Ms. Kirti Panwar, Assistant Professor, DSPSR, Delhi

Welcome Address

- ❖ **Prof. Ajay Kr. Singh**, Secretary General, Organizing Committee

Guest of Honour

- ❖ **Dr. Anil Kr. Singh**, Professor, Sri Aurobindo College (E), University of Delhi, Delhi
- ❖ **Dr. Hem Chand Jain**, Principal, Deen Dayal Upadhyaya College, University of Delhi, Delhi

Chief Guest

- ❖ **Prof. Ravinder Rena**, Professor of Economics, NWU School of Business, North West University, South Africa

Valedictory Address

- ❖ **Prof. B. P. Singh**, Chairman, Delhi School of Professional Studies and Research, Delhi

Award and Certificate Distribution

Vote of Thanks

- ❖ **Prof. Sima Kumari**, Director, Delhi School of Professional Studies and Research, Delhi.

TEA BREAK

04:30 P.M. – 05:00 P.M.