

***ICSSR Sponsored***  
**XXI Annual International Conference**  
**ACHIEVING EXCELLENCE IN HIGHER EDUCATION**

January 4-5, 2020 at DeenDayalUpadhyaya College, University of Delhi, Delhi

**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; (IQAC) Shyam Lal College (E), University of Delhi; (IQAC) Sri Aurobindo College (E), University of Delhi;  
 Indian Commerce Association Delhi-NCR Chapter; Rotary Club of Delhi Maurya; and Divine International Group of Institutions, Gwalior

**Late Prof. Om Prakash Best Paper Award**

S. No.	Name of the Session	Author Details	Title of the Paper
1.	Innovations & Best Practices in Higher Education	<b>Dr. Renu Gupta</b> , Assistant Professor, Commerce Department, SGGSCC, University of Delhi in co-authorship with <b>Ms. Kanika Verma</b> , Student, DSPSR and <b>Prof. Sima Kumari</b> , Dean, DSPSR.	Role of Industrial Visits in Enhancing Learning Quality of Commerce and Business Students
2.	Outcome Based Education vs. Competency Based Learning	<b>Prof. Sima Kumari</b> , <i>Dean, DSPSR</i> in co-authorship with <b>Prof. Ashutosh Nigam</b> , Professor, Department of Management, JC Bose University of Science and Technology YMCA, Faridabad	A Systematic Review of Outcome based Learning in Higher Education
3.	Engaging & Assessing Learners: Issues & Challenges	<b>Ms. Shedrina Grace Hynniewta</b> , Research Scholar, Department of Economics	Employment Challenges and Aspirations of Educated Youth: A Case Study of Shillong Town
4.	Research Paper Presentations on Contemporary Issues - Marketing	<b>Ms. Taanika Arora</b> , Senior Research Fellow in co-authorship with Dr Bhawna Agarwal, Professor, Amity College of Commerce and Finance, Amity University, Uttar Pradesh.	Determinants of the Effectiveness of Social Media Advertising: An application of Theory of Planned Behaviour (TPB) and Technology Acceptance Model (TAM)

***ICSSR Sponsored***  
**XXI Annual International Conference**  
**ACHIEVING EXCELLENCE IN HIGHER EDUCATION**

January 4-5, 2020 at DeenDayalUpadhyaya College, University of Delhi, Delhi

**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; (IQAC) Shyam Lal College (E), University of Delhi; (IQAC) Sri Aurobindo College (E), University of Delhi;  
 Indian Commerce Association Delhi-NCR Chapter; Rotary Club of Delhi Maurya; and Divine International Group of Institutions, Gwalior

**Late Prof. P.N. Singh Second Best Paper Award**

S. No.	Name of the Session	Author Details	Title of the Paper
1.	Research Paper Presentations on Contemporary Issues - Entrepreneurship & Economics	<b>Dr. Thoudam Prabha Devi</b> , University of Buraimi, College of Business, Al Buraimi, Sultanate of Oman in co-authorship with <b>Mr. Shrikant Krupasindhu Panigrahi</b> , Dr.Chinglen Maisnam, Manipur University, Dept. of Economics, Manipur, India and Ermal Bino, University of Buraimi, College of Business, Al Buraimi, Sultanate of Oman.	The Female Entrepreneurs' Attitude Towards Entrepreneurship: How Entrepreneurial Orientation and Desirability Influence Intention of Entrepreneurial Students?"

**Late Smt. Sushila Singh Best Paper Award**

S. No.	Name of the Session	Author Details	Title of the Paper
1.	Research Paper Presentations on Contemporary Issues - Marketing	<b>Ms. Taanika Arora</b> , Senior Research Fellow in co-authorship with Dr Bhawna Agarwal, Professor, Amity College of Commerce and Finance, Amity University, Uttar Pradesh.	Determinants of the Effectiveness of Social Media Advertising: An application of Theory of Planned Behaviour (TPB) and Technology Acceptance Model (TAM)