

# XIX Annual International Conference

## MANAGING DIGITAL REVOLUTION: INVENTING FUTURE INDIA

January 5-6, 2018 at Delhi Technological University, Shahbad Daultapur, Main Bawana Road, Delhi, 110042

Under the joint auspices of

Delhi School of Professional Studies and Research, DSPSR (Affiliated to GGSIP University, New Delhi);

Delhi Technological University (DTU); Sri Aurobindo College (Eve.), University of Delhi

Rotary Club of Delhi Maurya; and Divine International Group of Institutions, Gwalior

### PROGRAMME SCHEDULE OF FRIDAY, JANUARY 05, 2018

#### Inaugural Session

**TIMINGS: 09.30 A.M. – 12.20 P.M.**

**VENUE: SPS 13, Near Library, DTU Campus**

#### Coordinator

**Dr. Meha Joshi**, Assistant Professor, DSM, DTU

#### Rapporteurs

**Mr. Deep Biswas**, Assistant Professor, DSPSR, Delhi

**Ms. Simple Batra**, Assistant Professor, DSPSR, Delhi

#### Presidential Address

- ❖ **Prof. B.P. Singh**, Formerly, Head & Dean, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi, Delhi; Chairman, Organizing Committee

#### Vote of Thanks

- ❖ **Prof. Rajan Yadav**, Head, Delhi School of Management, DTU

#### XIX Annual International Seminar Session

**TOPIC: "Digital Governance"**

**TIMINGS: 01.30 P.M. – 03.15 P.M.**

**VENUE: SPS-13, Near Library, DTU Campus**

#### Coordinator

**Dr. Sima Kumari**, Associate Professor, DSPSR, Delhi

#### Rapporteurs

**Ms. Mani Goswami**, Assistant Professor, DSPSR, Delhi

**Ms. Manya Jain**, Assistant Professor, DSPSR, Delhi

**REGISTRATION 09.30 A.M. - 10.30 A.M.**

**INAUGURAL SESSION 10.30 A.M. - 12.20 P.M.**

**LUNCH 12:30 P.M. – 01:30 P.M.**

#### Session Chair

- ❖ **Prof. Suneel Maheshwari**, Professor of Accounting, Eberly College of Business, Indiana University of Pennsylvania

#### Welcome Address

- ❖ **Prof. G.C. Maheshwari**, Professor, Delhi School of Management, DTU

#### Theme Address

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

#### Special Address

- ❖ **Dr. Anil Kumar Singh**, Associate Professor, Sri Aurobindo College (E), University of Delhi

#### Guests of Honour

- ❖ **Prof. Hamid Saremi**, Vice-Chancellor, Islamic Azad University, Iran – Quchan Branch
- ❖ **Dr. Namita Rajput**, Principal (OSD), Sri Aurobindo College (E), University of Delhi

#### Key Note Address

- ❖ **Shri Debasis Behura**, Senior Consultant, Tata Consultancy Services Limited (TCS)

#### Chief Guest

- ❖ **Prof. Yogesh Singh**, Vice-Chancellor, Delhi Technological University, Delhi

#### Panel Speaker

- ❖ **Shri S.K. Dubey**, Senior Director, Cognizant
- ❖ **Prof Ravinder Rena**, Professor of Economics, School of Business and Governance, North West University- Mafikeng Campus, South Africa
- ❖ **Prof. P.K. Suri**, Professor, Delhi School of Management, Delhi Technological University
- ❖ **Shri Parveen Guglani**, Deputy General Manager (Branch Business), Oriental Bank of Commerce Harsha Bhavan, Connaught Place, New Delhi
- ❖ **Ms. Seema Kochhar**, Principal, Sant Nirankari Sr. Secondary School, Pahadganj, New Delhi
- ❖ **Mr. Sujay Dutta**, Senior Manager, Micro-Marketing & Economics, Big Data Solutions COE, Nielson India

**TEA BREAK 03:15 P.M. – 03:30 P.M.**

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### PROGRAMME SCHEDULE OF FRIDAY, JANUARY 05, 2018

#### Technical Session 1

TOPIC: "Digital Economy: Challenges & Opportunities"

TIMINGS: 3:30 P.M. – 5:30 P.M.

VENUE: LW5-FF-1, Delhi School of Management, DTU  
Coordinator

Ms. Sakshi Gupta, Assistant Professor, DSPSR, Delhi  
Rapporteur

Ms. Aashita Chhabra, Assistant Professor, DSPSR, Delhi  
Ms. Pooja Sharma, Assistant Professor, DSPSR, Delhi

#### SESSION CHAIR

❖ Rtn. Vivek Gupta, Associate Vice President, Steria (India) Ltd.

#### CO-CHAIR

❖ Mr. Vikas Kumar Joshiya, Assistant Professor, Sri Aurobindo College (Eve.), University of Delhi

#### PAPER PRESENTATION

1. **Dr. Biswajit Bandyopadhyay**, Senior Fellow, Institute of Policy Research and Analysis, Shimla, Himachal Pradesh, "*Digital India: Opportunities and Challenges for Transformation of Public Welfare Services*"
2. **Dr. Rupali Arora**, Associate Professor, Chandigarh University, "*Student Empowerment as a catalyst for Quality Education in a Digital Era*"
3. **Dr. CA Rupal Shah**, Assistant Professor, Department of Accountancy, Nagindas Khandwala College, Mumbai, "*A Comparative Study of Bitcoins in India and United States*"
4. **Dr. P.C. Narware**, Lecturer, Government Women Polytechnic, College, Gwalior, M.P., "*Digital Economy In India-Prospects and Challenges*"
5. **Mr. Abhay Singh Chauhan**, Assistant Professor, Prestige Institute Management, Gwalior, M.P., "*E-Payment System and its impact on Currency in Circulation: With reference to major Financial Reforms in India*" in co-authorship with Dr. Navita Nathani, Associate Professor, Prestige Institute Management, Gwalior, M.P. and **Dr. S.K. Singh**, Professor & Head, School of Commerce and Business Studies, Jiwaji University, Gwalior, M.P.

6. **Ms. Christina Deogam**, Department Of Political Science, Ranchi University, "*Rural Health Development E-Administration In India: An Assessment Of Government Health Mobile Apps*" in co-authorship with **Ms. Prity Dolly Aind**, Department Of Political Science, Ranchi University
7. **Ms. Sakshi Gupta**, Assistant Professor, DSPSR, "*Impact of digital programming on economic growth and development in India*" in co-authorship with **Mr. Tushar Bobal**, & **Ms. Nikita**, Student, DSPSR.
8. **Ms. Aashita Chhabra**, Assistant Professor, DSPSR, "*Digital India: A New Era*"
9. **Ms. Pooja Sharma**, Assistant Professor, DSPSR, "*Digitalization in Social Service Industry*"
10. **Ms. Indu Ghosh**, Student, DSPSR, "*Digital India: targeting inclusive growth*" in co-authorship with **Ms. Sakshi Baliyan**, **Ms. Supriya Patnaik**, Student, and **Ms. Mani Goswami**, Assistant Professor, DSPSR
11. **Mr. Rajat Agarwal**, Student, DSPSR, "*Customer preferences for Mobile Banking in Delhi NCR*" in co-authorship with **Ms. Mani Goswami**, Assistant Professor, DSPSR
12. **Ms. Nishtha Chopra**, Student, DSPSR, "*Adoption of E-wallets by consumers in Delhi NCR*" in co-authorship with **Ms. Mani Goswami**, Assistant Professor, DSPSR
13. **Mr. Deepak Garg**, Student, DSPSR, "*A study on impact of Digital India on Education Sector*" in co-authorship with **Mr. Sanjeev Kumar**, Student, & **Ms. Mani Goswami**, Assistant Professor, DSPSR
14. **Mr. Shreyansh Bucha**, Student, DSPSR, "*A study on growth of Mobile Cabs in cities in India*" in co-authorship with **Ms. Mani Goswami**, Assistant Professor, DSPSR
15. **Ms. Simple Batra**, Assistant Professor, DSPSR, "*Digital India –A Digital Revolution*" in co-authorship with **Ms. Anchal Ashra**, Student, DSPSR
16. **Ms. Ritu Bajaj**, Assistant Professor, School of Business Administration, Bhagwan Parshuram Institute of Technology, "*Developments in Digital Banking Services: An Indian Perspective*" in co-authorship with **Ms. Aarti Haswani**, Assistant Professor, School of Business Administration, Bhagwan Parshuram Institute of Technology
17. **Dr. Moloy Ghoshal**, Associate Professor, DSPSR, "*Role of E-Wallet: How relevant in a country like India!!!*" in co-authorship with **Ms. Pooja Palak**, Student, DSPSR

#### Technical Session 2

TOPIC: "Innovative & Disruptive Technologies in Business"

TIMINGS: 3:30 P.M. – 5:00 P.M.

VENUE: LW5-SF-2, Delhi School of Management, DTU  
Coordinator

Ms. Mani Goswami, Assistant Professor, DSPSR, Delhi  
Rapporteur

Mr. Manpreet Singh, Assistant Professor, DSPSR, Delhi

#### SESSION CHAIR

❖ Prof. S.K. Garg, Pro Vice Chancellor, Delhi School of Management, DTU

#### CO-CHAIR

❖ Prof. G.S. Popli, Executive Director, DSPSR

#### PAPER PRESENTATION

1. **Mr. Abhishek Gupta**, Senior Manager, Axis Bank Ltd., "*Blockchain Technology: Application In Indian Banking Sector*" in co-authorship with Dr. Stuti Gupta, Assistant Professor, Shyamal College (Eve.), University of Delhi
2. **Dr. T. Indira Devi**, Assistant Professor, Environmental Science Pandit Deen Dayal Upadhyay Institute of Agricultural Science, Manipur, "*Food Loss and Food Waste in India: Urgent Need to Find Solutions to Food Waste in a Digital Age*"
3. **Ms. Pallavi Choudhary**, Research Scholar, Deptt. Of Commerce, Manipal University, Jaipur, "*Fostering Entrepreneurship: A New Wave of Growth for the Indian Economy*" in co-authorship with Professor (Dr.) M.L. Vadera, Director, School of Business & Commerce, Manipal University, Jaipur
4. **Ms. Nandini Bahl**, Student, DSPSR, "*Internet of things: Challenges and Opportunities*" in co-authorship with **Mr. Shaanjit Singh Lamba**, Student & **Mr. Manpreet Singh**, Assistant Professor, DSPSR
5. **Ms. Aanchal Ashra**, Student, DSPSR, "*Bitcoins- A Currency Of Gen- Next*" in co-authorship with **Ms. Simple Batra**, Assistant Professor, DSPSR

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### PROGRAMME SCHEDULE OF FRIDAY, JANUARY 05, 2018

#### Technical Session 5A

**TOPIC: "Paper Presentations on Contemporary Issues - Finance"**

**VENUE: FW4-FF-9, Delhi School of Management, DTU**

**TIMINGS: 03.30 P.M. – 05.30 P.M.**

**Coordinator**

**Ms. Shagun Bakshi**, Assistant Professor, DSPSR, Delhi

**Rapporteur**

**Ms. Manya Jain**, Assistant Professor, DSPSR, Delhi

**Dr. Shyam Lal Gupta**, Associate Professor, DSPSR, Delhi

#### SESSION CHAIR

- ❖ **Prof. L.S. Singh**, Formerly Head, Department of Economics, Magadh University, Bodhgaya, Bihar

#### CO-CHAIR

- ❖ **Dr. Vibha Batra**, Associate Professor, Sri Aurobindo College (Eve.), University of Delhi

#### PAPER PRESENTATION

- Dr. Hamid Saremi**, Vice-Chancellor, Department of Financial Engineering, Quchan Branch, Islamic Azad University, Quchan, Iran, "Role of Management Accounting in Managerial the Decision Making of Enterprises"
- Prof. Rajendar K. Garg, Professor of Marketing, Eberly College of Business, Indiana University of Pennsylvania, Pennsylvania, USA, "New Perspectives on Impact of R&D on Corporate Profitability", in co-authorship with Prof. Mukesh K. Chaudhry, Professor of Finance, & **Prof. Suneel Maheshwari**, Professor of Accounting, Eberly College of Business, Indiana University of Pennsylvania, & Mr. Rahul Garg, President, and Owner RG Penn Foods, Cheswick, Pennsylvania, USA
- Ms. Anjali Sain**, M. Phil. Research Scholar, Department of Commerce, University of Delhi, "Behavioral Finance: A review based study" in co-authorship with **Prof. Ajay Kr. Singh**, Professor, Department of Commerce, Delhi School of Economics, University of Delhi
- Dr. Amit Kumar Singh, Associate Professor, Department of Commerce, Delhi School of Economics, University of Delhi, "An Empirical Study of Testing Financial Integration between Indian and New York Stock Market", in co-authorship with **Mr. Rohit Kumar Shrivastav**, Ph. D Research Scholar, Department of Commerce, Delhi School of Economics, University of Delhi

- Dr. Sima Kumari**, Associate Professor, DSPSR, "Role of Pradhan Mantri Jan-Dhan Yojana in Financial Inclusion in India", in co-authorship with **Dr. Bireshwar Pandey**, Post Doctoral Fellow, University of Delhi
- Mr. Abhay Singh Chauhan**, Assistant Professor, Prestige Institute Management, Gwalior, M.P., "Interrelationship Between Economic Growth And Financial Development Of Emerging Economies: With Reference To BRICS Nations" in co-authorship with **Dr. S.K. Singh**, Professor & Head, School of Commerce and Business Studies, Jiwaji University, Gwalior, MP, and **Dr. Sanjeev Gupta**, Professor, Department of Commerce, SLP Govt. PG College, Gwalior, MP
- Dr. Amit Kundu**, Assistant Professor, Department of Economics, Mathabhanga College, Cooch Behar, India, "Study with ARIMA Forecast on CAPM for Stocks Listed in NSE"
- Dr. Ashish Kumar**, Assistant Professor, University School of Management Studies, Guru Gobind Singh Indraprastha University, "Shock, Return and Volatility Spillovers in select Asian Stock Markets"
- Mr. Rajit Verma**, Assistant Professor, Chitkara University, Punjab, "Empirical study on Anomalous Security Price Behaviour towards Open Offer Announcements and its Effect on Shareholders' Wealth"
- Ms. Manya Jain**, Assistant Professor, DSPSR, "CSR: Liquidation of Shareholder Theory"
- Ms. Shagun Bakshi**, Assistant Professor, DSPSR, "Goods And Service Tax A Boon or a Bane"
- Bhaumik P. Upadhyay**, Research Scholar, Faculty of Law, Madhav University, Abu road, Dist. Sirohi, Rajasthan, "An Effective Analysis on Status of Foreign Trade Policies In India"
- Ms. Divya Nandrajog**, Research Scholar, Department of Commerce, Delhi University, "Determinants Of Exchange Rate: A Review Of Literature"
- Ms. Shruti Chandna**, Student, DSPSR, "Analysis of use of Plastic money" in co-authorship with **Ms. Muskan Gumber**, Student, & **Dr. Pratistha**, Assistant Professor, DSPSR.
- Ms. Akshita Jain**, Student, DSPSR, "A study on GST and its awareness among youths in Delhi/NCR" in co-authorship with **Ms. Simran Anand**, Student, and **Ms. Mani Goswami**, Assistant Professor, DSPSR
- Mr. Shubham Arora**, Student, DSPSR, "Study on GST with respect to Indian Economy and GSTN" in co-authorship with **Dr. Sima Kumari**, Associate Professor, DSPSR