

XIX Annual International Conference

MANAGING DIGITAL REVOLUTION: INVENTING FUTURE INDIA

January 5-6, 2018 at Delhi Technological University, Shahbad Daultpur, 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; Sri Aurobindo College (E), University of Delhi

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

PROGRAMME SCHEDULE OF SATURDAY, JANUARY 06, 2018

Technical Session 3

TOPIC: "Demonetization: Short & Long Term Implications"

TIMINGS: 09:30 A.M. – 12:00 P.M.

VENUE: Smart Class Room-I, Administration Block, DTU

Coordinator

Ms. Poojan Bathla, Assistant Professor, DSPSR, Delhi

Rapporteur

Mr. Deep Biswas, Assistant Professor, DSPSR, Delhi

Ms. Surbhi Pahuja, Assistant Professor, DSPSR, Delhi

Technical Session 4

TOPIC: "Politics vs. Economics: The Road Ahead"

TIMINGS: 12:15 P.M. – 01:30 P.M.

VENUE: Smart Class Room-I, Administration Block, DTU

Coordinator

Ms. Pooja Sharma, Assistant Professor, DSPSR, Delhi

Rapporteur

Mr. Manpreet Singh, Assistant Professor, DSPSR, Delhi

SESSION CHAIR

- ❖ **Prof. Shrawan Kumar Singh**, Former Director, School of Social Sciences, IGNOU

CO-CHAIR

Col. A.T. Gajraj, Retd. from Artillery, Indian Army

PAPER PRESENTATION

1. **Dr. Ravindran Karathadi**, Principal, Sree Narayana Guru College of Commerce, P.L. Lokhande Marg, Chembur, Mumbai, "*Demonetization in India – A Bliss or Bane?*"
2. **Dr. Dimpal Vij**, Associate Professor, Dept. of Economics, MMH College, Ghaziabad, UP, "*Effects of Demonetization on Indian Economy*"
3. **Mr. Deep Biswas**, Assistant Professor, DSPSR, "*A Study on Demonetization and its Impact on Small Vendors and Retailers in Delhi/NCR*"
4. **Ms. Poojan Bathla**, Assistant Professor, DSPSR, "*Demonetization and its impact on agrarian crisis in India*"
5. **Mr. Zameer A. Bijapur**, Accounts Assistant, Karnataka Water Board, Dharwad, "*The Impact of Demonetization on Hotel Industry – A Case Study on Small Hotels of Dharwad City*" in co-authorship with Mr. Shrikant Ragikallapur, Assistant Professor and HOD, Department of Commerce, JSS SMI UG and PG studies, Dharwad
6. **Ms. Shilpa Banerjee**, Research Scholar, G.S. College of commerce & economics, Jabalpur, M.P., "*A Study on the Impact of Demonetization in Economic terms: Issues and Challenges*"

TEA BREAK 11.00A.M. – 11.30 A.M.

7. **Ms. Megha Jain**, Student, DSPSR, "*Impact of Demonetization on Indian Economy: Issues & Challenges*" in co-authorship with and **Mr. Aman Garg**, Student, and **Dr. Pratistha**, Assistant Professor, DSPSR.
8. **Mr. Rajat Agrawal**, Student, DSPSR, "*Demonetization: Short & Long term impacts*"

SESSION CHAIR

- ❖ **Dr. Rajvir Sharma**, Senior Consultant, School of Social Sciences, IGNOU

SESSION CO-CHAIR

- ❖ **Prof. Sanjay Bajjal**, Department of Commerce, DDU Gorakhpur University, Gorakhpur

PAPER PRESENTATION

1. **Dr. Uttam Kumar Datta**, Senior Management Counselor, & Head of Marketing Management Division, Bangladesh Institute of Management, Dhaka, "*State-Owned Fund Raising Entrepreneurship At Local Government Of Bangladesh For Socio-Economic Development*"
2. **Dr. Maisnam Bobo Singh**, Faculty Member, Dept. of Economics, Manipur University, "*The Passage of Gender Budgeting In India With Special Reference to North East: A Critical Assessment*"
3. **Mr. Karan Dhawan**, Student, DSPSR, "*A study on role of politics in economic development*"

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PROGRAMME SCHEDULE OF SATURDAY, JANUARY 06, 2018

Technical Session 5B

TOPIC: "Paper Presentations on Contemporary Issues - Marketing"

TIMINGS: 09:30 A.M. – 01:30 P.M.

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

Dr. Pratistha, Assistant Professor, DSPSR, Delhi
Rapporteur

Dr. Moley Ghoshal, Associate Professor, DSPSR, Delhi
Mr. Inderpreet Singh, Assistant Professor, DSPSR, Delhi

SESSION CHAIR

- ❖ Prof. Rajan Yadav, Head, DSM, Delhi Technological University, Delhi

CO-CHAIR

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

PAPER PRESENTATION

1. Prof. H.C. Purohit, Head, School of Management, Doon University, Dehradun, Uttarakhand, "Consumer Attitude and Buying Intention of Eco-Friendly Products: A Study of the University Students"
2. Norbert Bozsik, Eszterházy Károly University, Gyöngyös, Hungary "The Examination of Food Trade Between Hungary and the Visegrad Countries After The EU Accession", in co-authorship with Ms. Dhanashree Katekhaye, Phd Student, & Dr. Robert Magda, Associate Professor, Faculty of Economics and Social Sciences, Szent István University, Godollo, Hungary
3. Dr. Moley Ghoshal, Associate Professor, DSPSR, "A Study on Consumer's Readiness towards Adoption of LED Lamps in India"
4. Dr. Neetika, Associate Professor, Omkarananda Institute of Management and Technology, Rishikesh, "Role of Internet in Selling Process of Small and Medium Enterprises in Uttarakhand".
5. Dr. Moley Ghoshal, Associate Professor, DSPSR, "Social media as an effective tool to promote business" in co-authorship with Mr. Yashu Dave, Student, DSPSR
6. Dr. Pratistha, Assistant Professor, DSPSR, "Adoption of Multilevel Marketing: An Exploratory Factor Analysis Approach"

7. Ms Swati Khanna, Faculty Member, ICAI business school, Jaipur, "Digital Marketing Trends And Challenges: An Indian Perspective" in co-authorship with Ms Chandni Seth, Research Scholar, Amity Business School, Amity University, Lucknow Campus
8. Mr. Pushpendra Thenuan, Consultant (Advisory services) – EY LLP, "Leveraging Outsourcing By Telecom Operators For Enhancing Competitiveness" in co-authorship with Mr. Devendra Thenuan, Student, BIMTECH, Noida; Prof. (Dr.) Sunil Patil, Former Director, Symbiosis Institute of Telecom Management; and Ms. Prajakta Kanegaonkar, Research Scholar at Telecom Ecole de Management, Paris, France
9. Mr. Priyank Kumar Singh, Ph.D Scholar, Doon University, Dehradun, "Measuring Service Quality Gap in Telecom Sector in Dehradun, Uttarakhand"
10. Ms. Mukta Katyal, Assistant Professor, DSPSR, "A Study On Impact of Digital Marketing On Consumer Behaviour" in co-authorship with Ms. Ambika Monga, & Mr. Harsimranjeet Singh Ahluwalia, Student, DSPSR
11. Ms. Pragya Jayaswal, Assistant Professor, Delhi Institute of Advanced Studies, Delhi, "A Conceptual Study on Application of Green Marketing in India"
12. Mr. Ritik Rastogi, Student, DSPSR, "Marketing Management"
13. Ms. Vanshika Aggarwal, Student, DSPSR, "A study on awareness about Online Grocery shopping among youths in Delhi/ NCR" in co-authorship with Ms. Mani Goswami, Assistant Professor, DSPSR

LUNCH

01.30 P.M. – 2.30 P.M.

TEA BREAK

11.00A.M. – 11.30 A.M.

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PROGRAMME SCHEDULE OF SATURDAY, JANUARY 06, 2018

Technical Session 5C

TOPIC: "Paper Presentations on Contemporary Issues – HR"

TIMINGS: 09:30 A.M. – 01:30 P.M.

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

Coordinator

Ms. Simran Kaur, Assistant Professor, DSPSR, Delhi

Rapporteur

Dr. Anupama Lakhera, Associate Professor, DSPSR, Delhi

Ms. Khushboo, Assistant Professor, DSPSR, Delhi

SESSION CHAIR

- ❖ Prof. H.J. Ghoshroy, Formerly, Director and Dean, IMSAR, MDU, Rohtak, Haryana

CO-CHAIRS

- ❖ Dr. Mahesh K. Darolia, Associate Professor, Sri Aurobindo College (E), University of Delhi, Delhi
- ❖ Mr. Pragyendu, Assistant Professor, Sri Aurobindo College (E), University of Delhi, Delhi

PAPER PRESENTATION

1. Prof. Anu Singh Lather, Pro Vice Chancellor, Delhi Technological University, "Modelling the effective E-HRM enablers using ISM and MICMAC approach" in co-authorship with Ms. Simran Kaur, Assistant Professor, DSPSR
2. Dr. Virender Khanna, Head of Department, School of Business and Entrepreneurship, FDDI, Noida, "Measuring Job Satisfaction of Academicians Using Herzberg Theory"
3. Dr. Anupama Lakhera, Associate Professor, DSPSR, "A Comparative Study On E-Learning Environment For Corporate Training In A Public And Private Sector Bank"
4. Dr. Shikha N Khera, Assistant Professor, Delhi School of Management, Delhi Technological University, "“Dare To Be Different”: A Constructive Study of Linking Human Resource Practices and Innovation Performance" in co-authorship with Ms. Divya Sharma, Assistant Professor, Department of Management Studies, Central University of Haryana

5. Dr. Mohnish Kumar, Assistant Professor, Dr. Bhim Rao Ambedkar College, University of Delhi, "The Nature of Leadership In The Digital And Knowledge Era: A Study Of Indian Knowledge Organizations"

TEA BREAK

11.00A.M. – 11.30 A.M.

6. Ms. Teena Bhatia, Assistant Professor, DSPSR, "A Relative Study: Biometric Techniques related to Security Issues" in co-authorship with Mr. Bharat Malhotra, Student, DSPSR
7. Mr. Nishant Gaur, Research Scholar, Delhi School of Management, Delhi Technological University, "An Exploratory Factor Analysis for Developing a Scale of Ethics: A Knowledge Management perspective" in co-authorship with Dr. Vikas Gupta, Assistant Professor, Delhi School of Management, Delhi Technological University
8. Ms. Timsi Bhatia, Research Scholar, Department of Commerce, Delhi University, "A Study on Sustainable Employee Engagement (SEE) and its impact on business outcomes: Integrating Sustainable Employee Engagement (SEE) with Balance Scorecard"
9. Mr. Mukesh Kumar Singh, Research Scholar, Delhi School of Management, Delhi Technological University, "Knowledge Management In A Military Organisation" in co-authorship with Dr. Vikas Gupta, Assistant Professor, Delhi School of Management, Delhi Technological University
10. Mukesh Kumar Meena, Research Scholar, Department of Commerce, Delhi University, "A Critical Analysis Of Existing Human Resource Accounting Valuation Models" in co-authorship with Prof. Ajay Kr. Singh, Professor, Department of Commerce, Delhi School of Economics, University of Delhi
11. Mr. Rahul Jain, RJ Digital Media, New Delhi, "The Role of Social Media in Graduate Student Recruitment: A Case Study"
12. Ms. Shikha Sharma, MBA Student, Delhi School of Management, Delhi Technological University, "Readiness of Indian IT Industry for the adoption of Human Resource Analytics (HRA)" in co-authorship with Dr. Vikas Gupta, Assistant Professor, Delhi School of Management, Delhi Technological University

13. Ms. Falak Chopra, Student, DSPSR, "Psychological ownership and organizational performance" in co-authorship with Mr. Shubhankar Gupta, Student, DSPSR, and Dr. Sima Kumari, Associate Professor, DSPSR

14. Ms. Maninder Bedi, HR Generalist, InstaServ India Pvt. Ltd., "E-HRM: Boon or Bane", and Dr. Anupama Lakhera, Associate Professor, DSPSR

LUNCH

01.30 P.M. – 2.30 P.M.

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PROGRAMME SCHEDULE OF SATURDAY, JANUARY 06, 2018

Technical Session 5D

**TOPIC: "Paper Presentations on Contemporary Issues –
Economic and Sustainable Development"**

TIMINGS: 09:30 A.M. – 01:30 P.M.

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

Ms. Sakshi Goyal, Assistant Professor, DSPSR, Delhi

Rapporteur

Ms. Shagun Bakshi, Assistant Professor, DSPSR, Delhi

Ms. Sakshi Jain, Assistant Professor, DSPSR, Delhi

SESSION CHAIR

- ❖ **Prof. Nand Dhameja**, Professor, Management Development Institute, Gurgaon

CO-CHAIR

- ❖ **Prof. Narender Kumar Garg**, Dean Academic Affairs, Indira Gandhi University, Meerpur, Haryana

- Dr. Dipendra Singh**, Assistant Professor, Rosen College of Hospitality Management, University of Central Florida, Orlando, Florida, "*The connection between tourism demand and money supply: A Case Study of India*", in co-authorship with Dr. Jorge Ridderstaat, Assistant Professor, Rosen College of Hospitality Management, University of Central Florida, Orlando, Florida
- Dr. Smita Mishra**, Associate Professor, RDIAS, "*Evolution and Benefits of CSR in 21st Century*" in co-authorship with Ms. Megha Grover, and **Ms. Nishi Kakkar**, Assistant Professor, RDIAS
- Dr. Komol Singha**, Head, Dept of Economics, Sikkim University, Gangtok, "*Protecting Education from the Social Unrest in Manipur*" in co-authorship with **Dr. Prabha Thoudam**, Faculty Member, College of Business, University of Buraimi, Oman
- Ms. Dhanashree Katekhaye**, Phd Student, Faculty of Economics and Social Sciences, Szent István University, Godollo, Hungary, "*Rural Entrepreneurship: As Catalyst For Rural Development*", in co-authorship with **Dr. Robert Magda**, Associate Professor, Faculty of Economics and Social Sciences, Szent István University, Godollo, Hungary

- Mr. Janardan Paudel**, PhD Research Scholar, Tribhuvan University, Kathmandu, Nepal, "*Global Challenges of Higher Education and Future Priorities of Civil Society for Inclusive and Equitable Society in Nepal and India*"

TEA BREAK

11.00A.M. – 11.30 A.M.

- Dr. Sangeeta Sachdeva**, Associate Professor, Ahir College, Rewari, "*Role Of Mudra In The Growth Of Micro Enterprises In Haryana*"
- 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. Sakshi Jain**, Assistant Professor, DSPSR, "*Vedic Mathematics*"
- Ms. Manmeet Kaur**, Student, DSPSR, "*Women Empowerment in India*" in co-authorship with and Dr. Pratistha, Assistant Professor, DSPSR.
- Mr. Gaurav Thapa**, Student, DSPSR, "*Employment Generation*" in co-authorship with and **Ms. Manya Jain**, Assistant Professor, DSPSR.
- Mr. Bhuvnesh Aggarwal**, Student, DSPSR, "*Analysis of Entrepreneurship development programs in India*" in co-authorship with **Mr. Rajat**, Student, and **Ms. Mani Goswami**, Assistant Professor, DSPSR
- Mr. Rajat**, Student, DSPSR, "*Sustainable Development – The Only Solution*"

LUNCH

01.30 P.M. – 2.30 P.M.

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PROGRAMME SCHEDULE OF SATURDAY, JANUARY 06, 2018

TOPIC: "Inventing Future India through Managing Human Resource"

TIMINGS: 02.30 P.M. – 03.30 P.M.

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

Dr. Sima Kumari, Associate Professor, DSPSR, Delhi

Rapporteurs

Ms. Teena Bhatia, Assistant Professor, DSPSR, Delhi

Ms. Sakshi Jain, Assistant Professor, DSPSR, Delhi

Valedictory Session

TIMINGS: 04.00 P.M. – 05.30 P.M.

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

Dr. Shipra Singh, Associate Professor, DSPSR, Delhi

Rapporteurs

Ms. Mani Goswami, Assistant Professor, DSPSR, Delhi

Ms. Sonia, Assistant Professor, DSPSR, Delhi

Session Chair

- ❖ **Rtn. Subhash Jagota**, CEO, Global Solutions

Panel Speaker

- ❖ **Shri Beni Kinha**, Founder, Nectar Factor, Delhi, India
- ❖ **Shri Abhay Kapoor**, Head HR - North India, Amazon India
- ❖ **Dr. Rana Singh**, Director-Institutional Effectiveness (Quality Assurance), University of Jazeera, Dubai.

TEA BREAK 03.30 P.M. – 04:00 P.M.

Welcome Address

- ❖ **Prof. Ajay Kr. Singh**, Secretary General, XIX Annual International Conference

Guest of Honor

- ❖ **Shri Ramesh Singh**, Senior Technical Director, National Informatics Centre, Government of India

Award Presentation & Acceptance Speech

- ❖ **Rtn. Subhash Jagota**, CEO, Global Solutions

Chief - Guest

- ❖ **Prof. Anu Singh Lather**, Pro Vice Chancellor, Delhi Technological University, Delhi

Valedictory Address

- ❖ **Prof. B. P. Singh**, Chairman, DSPSR & Divine Group

Certificate Distribution

Vote of Thanks

- ❖ **Prof. Ravinder Vinayek**, Director, Delhi School of Professional Studies and Research, Delhi