

DEPARTMENT OF COMMERCE

MATA SUNDRI COLLEGE FOR WOMEN

(University of Delhi)

INTERNATIONAL CONFERENCE ON RECENT ADVANCES AND CHALLENGES IN FINANCE & MARKETING FOR NEW INDIA @ 2022

(06-07 September, 2019)

The Department of Commerce of Mata Sundri College for Women conducted an international Conference on “Recent Advances and Challenges in Finance and Marketing for New India @2022” on 06-07 September, 2019 at college campus with the objective of sensitizing delegates to various aspects of business challenges. The main purpose of the conference was to create a common platform, where national and international delegates came together and engaged in participative discussion on various emerging business challenges. The conference was a huge success by the collective efforts of Prof. (Dr.) Harpreet Kaur, Principal, Convenor, Dr. Renu Arora, Co-Convenors, Dr. Sharda Garg and Dr. Sapna Dhaliwal and Organising Secretary, Ms. Parvinder Kaur and all the faculty members of Commerce Department.

As per the tradition, we began the inaugural session with the college prayer followed by lighting the lamp. Dr. Harpreet kaur, Principal, gave a welcome address to the guests, delegates and students where she emphasized on the importance of emerging developments and challenges in finance, marketing and corporate social responsibility of business and other emerging issues to support the policy formulation and economic development. Expert lectures were delivered by keynote speaker, Dr. Surender Munjal, Associate Professor of International Business, and the Director of the James E. Lynch Centre, University of Leeds, U.K. on “Global outlook of Indian Industries and India in the Global Economy” ; and Dr Charan Singh, Non-Executive Chairman of Punjab & Sind Bank; enlightened us with their words of wisdom. The inaugural session was also attended by S. Harinder Pal Singh, Treasurer, College Governing Body, S. Bhupender Singh Ahluwalia, Member, College Governing Body and Captain LS Bahl, Member, IQAC. Conference proceedings were also released in the inaugural function. The inaugural function concluded with a vote of thanks by Dr. Renu Arora, Convenor.

The conference continued through 4 enlightening technical sessions. – Finance, Banking, Marketing and Contemporary sessions. “Research is as important as life itself,” and technical

sessions are their lifelines. The technical sessions were chaired and co-chaired by eminent speakers from academics from reputed universities, public sector banks, government departments and industry. The speakers also addressed the sessions and enlightened the audience with their knowledge and experience. Around 50 papers of high academic content were submitted by scholars from England, Punjab, Uttar Pradesh, Uttarakhand, Rajasthan, Haryana, West Bengal and Delhi. Thus, the conference had strong international and national representation. Among them, 29 papers were published in the proceedings. The best paper award was given in each technical session.

Technical Session 1: Recent Advances and Challenges in the Banking Sector

This Session was chaired by Dr. Namita Rajput, , Principal (OSD), Sri Aurobindo College (Evening), University of Delhi and Co-Chaired by Shri Subir Mukherjee, Deputy General Manager, State Bank of India, Shri Shams Tabrej, Assistant General Manager, State Bank of India and Shri Sumeet Gambhir, Associate Director - Lending, Mobikwik. Ms. Kanwaljit Kaur, Associate Professor, Commerce Department of the college was the internal judge of the session. Seven papers were presented on various topics including Social Banking, Credit risk management, Priority sector lending, Risk Management Disclosures, Non- Performing assets. **With various research papers around topics from** – ‘A Comprehension on **Social Banking**’; ‘Impact of IBC on Improving Banks’ **Non-Performing assets**’; *to* - ‘Implication of **Widespread Data- Sharing** Across Financial Institutions in the **U.K.** on End Consumer, Under the New Open Banking Regime: A Comparison with the Digital World; ‘**Risk Management Disclosures** among the Financial Institutions: An Overview’ *to-* ‘SHG-Bank Linkage Programme: A Study of the Socio-Economic Advancement of **Uttarakhand**’. The session, thus, enabled the participants to foresee the Real Advancements and Challenges in the Banking sector of our economy.

Technical Session 2: Recent Advances and Challenges in the Financial Sector

This Session was chaired by Dr. Amit Kumar Singh, Associate Professor, Department of Commerce, University of Delhi and Co-Chaired by Dr. Urvashi Sharma, Associate Professor, Department of Commerce, University of Delhi and Shri Arihant Dugar, Associate Director, Capital Market Investment Service Division, Colliers International India. Internal judge in the session was Ms. Prabhsaran Kaur, Associate Professor, Commerce Department. 14 papers were presented on different topics like Derivative Market Volatility, Crowdfunding, Forensic Accounting and Capital Market Flows. Various research papers were around topics *from* - ‘work validating the popular belief that Indian capital market has become more integrated with **US** indices’; *to-* ‘works studying the impact of data sharing in the social media world, in predicting the potential impact of the new Open Banking regime, on the end consumer, in the **United**

Kingdom’; to- crowdfunding, Forensic accounting gaining ground in **India; we witnessed West meeting East.**

Technical Session 3: Recent Advances and Challenges in the Marketing Sector

The session was chaired by Dr. H.K. Dangi, Associate Professor, Department of Commerce, University of Delhi and Co-Chaired by Shri Shrey Kumar, Co-founder, Aadvik Foods, and Dr. Sumati Verma, Associate Professor, Sri Aurobindo College (Evening), University of Delhi. The internal judge of the session along with the Chairperson & co-chairpersons was Dr. Kamlesh Kaur, Associate Professor, Mata Sundri College For Women. The session started with their felicitation followed by the keynote addresses of the chairperson of the session Dr. H.K. Dangi, co-chairpersons Shri Shrey Kumar and Dr. Sumati Verma. Dr. Sumati Verma presented her thoughts on the topic ‘Cultural issues of Marketing’ and enlightened all about globalization of markets, cultural context, changing ethnoscaples, technoscaples and mediascaples. She gave latest and self explanatory examples of each concept she talked about. Dr. Harpreet Kaur, Principal, Mata Sundri College For Women also gave her insight on marketing focusing on retail marketing, Make in India campaign and ethical issues in advertising. 12 papers were presented on various issues of marketing like how to promote India as a brand, Social Media Advertising, Green Supply Chain Management, Digital Payment Systems, Consumer Buying Behaviour, Social Media Marketing: Opportunities & Challenges, Total Quality Management, Ready To Cook Food and Customer Satisfaction. The session came to an end with Dr. H.K. Dangi’s address in which he summed up the session with judges combined observations and views about the presentations and their valuable suggestions to improve their work.

Technical Session 4: Contemporary Session on Management

This session was chaired by Dr. S.N. Ghosh, Senior Consultant, DEA-NIFM Research Programme, Ministry of Finance, Government of India; Co-Chaired by Dr Jitendra Kumar, Associate Professor, Department of Commerce, Aryabhata College, University of Delhi and Co-Chaired by Dr Simmar Preet Kaur, Assistant Professor, Department of Commerce, University of Delhi. The internal judge of the session was Dr. Kawarjit Kaur, Associate Professor, Commerce Department. 15 papers were presented on different topics like Corporate Governance and Firm Performance, Corporate Social Responsibility, Role of Work Life Balance etc. **With various research papers in Contemporary session from** - works, employing Structural Equation Modeling **to find the truth; to- papers thundering the truth** written in scriptures on responsibility and ethics like: “Parthaaye sakhi maha purakh bolde saanjhi sarab jahaane” (the message spoken by the Gurus is for all) So, what is true for individual is true for business. Zakaat

as one of the pillars of Islamic philosophy: it is mandatory for a man to share from his earnings with the less privilege . “Responsibility of business begins from ethical conduct and philanthropy should follow it, and that “responsibility is not donation to wash off the sins” “Gur peer haama taa bharay jaa murdar na khaaaye”. “Corporate spending on social cause cannot be a synonym for responsibility”.

The International Conference came to an end with the Valedictory session in Mata Sahib Kaur Auditorium .Chief guest of the session, Honorable Dr. Masroor Ahmed Beg, Principal, Zakir Husain Delhi College, University of Delhi was welcomed and facilitated by Dr. Harpreet Kaur, Principal ,Mata Sundri College For Women .Dr. Kanwaljit Kaur, Associate Professor ,Mata Sundri College for Women summed up the experience of the entire conference. Dr. Beg expressed his opinion about New India and the need to Re-Invest ourselves. He encouraged the students to start their own startup and emphasized on innovative idea for successful startup. Principal, Dr. Harpreet Kaur, also addressed the audience and emphasized on Ethical practices and honest living as the key to success. Handbook on Company Law by Dr.Harleen Kaur, Assistant Professor, Mata Sundri College for Women was released. Winners of the Best Paper of each Technical Session were awarded. In Finance, Mr. Prateek Bedi, Department of Financial Studies was awarded for his paper on “Corporate cash holdings and promoter ownership”. In banking session best paper award was given to Ms. Chanchal and Ms. Nisha , Research Scholar, Jaganath Institue ,Jaipur for the paper titled “A study of Indian banking sector Green practices: An analytical introspection”. In Marketing session Ms. Taanika Arora , Research Scholar ,Amity University banked the best paper award for her study on “An Empirical study for evaluating the influence of social media advertising on Indian Millennial”. In contemporary session Ms. Pritika Dua , Assistant Professor, Aryabhata College author of “Impact of Environmental management system on Financial Performance” was awarded with the Best Paper award. All Paper Presenters and Participants were acknowledged with Certificates. The session came to an end with the Vote of Thanks by Dr. Sapna Dhaliwal , Co-Convenor of the Conference .

Thus, the conference was highly successful to bring together the academicians, government and industry from outside and inside India to deliberate on upcoming business challenges for New India @2022.