Editorial Team

Prof. Kavita Sharma : Patron and Head of the Department
Dr. Sunaina Kanojia : Editor
Dr. H.K. Dangi : Associate Editor
Ms. Manisha : Assistant Editor
Ms. Harshita Rai : Student Editor
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This is a moment of pride for all of us as we are heading towards glorious Golden 50th year of the Department of Commerce, Delhi School of Economics, University of Delhi. With the passage of time, department of commerce has changed vitally in terms of infrastructure, technologies, research environment and academic developments. On this note, I am highly glad to announce the launch of successive edition of the quarterly newsletter of the Department of Commerce, Reflections. The issue subsists of the distinct pinnacles and affairs held at the Department of Commerce. It is delectating and a proud moment for the institution that our M.Com student Mr. Vishal won First prize at “National Stock Mind Event” organised by ICICI, where IIM’s, FMS students also took part. The Department was engrossed with many new opportunities, programs and activities, like, inception of Pre-Entrance Summer School for M.Com aspirants from the lower strata of the society to facilitate them with entrance preparation. Department has actively grasped the opportunity for supporting Swachhta Abhiyan launched by Shri Narendra Modi, by organising many activities to indulge and involve students, faculty in the initiative/programme.

I heartily congratulate the Editorial team for their hard work in building this newsletter. The success of the issue lies in strength and enthusiasm of the team.

Regards
Prof. Kavita Sharma
Head
Editor Speak

The present issue is a step ahead in the last series of the newsletter with varied social activities encompassed under the ambit of Department of Commerce at the Delhi School of Economics. This issue presents the first valedictory organised by the MBA students for the first batch of MBA (IB/HRD) after the change of its nomenclature from MIB/ MHROD. It also covers the international activities and visits undertaken by the faculty of Department as well as the visits of international experts in the Department of Commerce. The special attribute of this issue is the Pre entrance summer school conducted by the Department of Commerce inaugurated by the Honorable Vice Chancellor Prof. Yogesh Tyagi. The Department also created a connect by conducting the annual alumni dinner of professional courses and the annual business convention successfully.

It is pertinent to note that the constituent colleges of University of Delhi have also shared their glimpses in this issue of the newsletter. The present issue is indeed a result of the editorial team, support of associate editor and vision of the patron.

Warm Regards
Dr Sunaina Kanojia
Message from Associate Editor

I feel privileged to be part of a team to release of a new issue of Reflections. Department of Commerce has been always vibrant in publication and acknowledging achievement of faculty colleagues, research scholar and students. Faculty colleagues have attained new heights in academic work; research scholars have completed their doctoral course and students achieved greater heights in their professional and academic life in this time duration. I congratulate each one of them. The Department is gradually moving from volume driven to quality driven academic contribution in the able guidance of present Head of Department. I congratulate editorial team for continuous efforts to come with yet another issue.

Regards
Dr. H.K Dangi
Departmental Activities

Valedictory Session MBA (IB/HRD) Batch 2014-16

The Department of Commerce, University of Delhi organized valedictory cum special lecture on Entrepreneurship by Dr. L. K. Pandey for Batch 14-16 on 27th April 2016. Dr. L. K. Pandey is a renowned Agri-Entrepreneur, who has an experience of twenty-six years in the field of Hybrid Seed Production, Quality Management, Export-Import, Sales and Marketing, Supply Chain Management, Business Development, Liaisoning, Govt Sales, Subsidy Business, Training and Development of seed professionals, Team Building, New Business Opportunities. Currently he is the Managing Director of Ananya Seeds private limited which is an emerging seed company with a mission to serve high quality seeds to farmers at right price, right time & right places. He shared his valuable insights on “Creating Entrepreneurial Ecosystem and Role of Various Government Initiatives under Start up and Stand up India” with his own real lifetime Experience.

He discussed about the vitality of team dynamics and the essential traits required to become a successful entrepreneur. He threw light on his field experiences, with the students and highlighted various instances that one should not ignore during his/her whole lifetime, like maintaining cleanliness, hygiene of work place, resource savings etc. Apart from this he also mentioned about the role of family, culture, society & atmosphere on the relationships that an individual build at a work place.

He shared his views related to the younger generation developing a higher degree of confidence level to start their own businesses. He emphasized on the fact that students are now more motivated to become a job creator rather than a job seeker.

He interacted with the students on issues like why the small firms should be encouraged to grow rather than large firms and how small firms can help to create more jobs. He also discussed that how start up initiative has created a positive sentiment in the country with a clarity on unbiased support to all with leveled play field with transparent, predictable and least regulated market. He also guided students regarding issues related to the finance which is the sole of any start-up and how students can access & tap various sources of funding available through government.
Departmental Activities

The students had an interactive question answer session with Dr. L.K. Pandey gaining insights about different nuances of startups. Prof. Kavita Sharma, Head of the Department congratulated students and wished them Good luck for their future endeavours. Students were also given opportunity to reflect their views, experiences & memories of their journey in the Department.

National Event Stock Mind

ICICI conducted the National level event with all IIM & FMS participating in it and the student of M.Com, Department of Commerce was the winner. ICICIdirect Centre for Financial Learning (ICFL) is an educational initiative of ICICI Securities Ltd. The Stock Mind event conducted by ICICI Securities in most of the colleges across India helps youngsters learn the basics of investing by giving them practical insights into the world of investing while making the entire process interesting and risk-free.

Mr. Vishal (M.com) Batch 2014-16 won the first prize in National Event Stock Mind 4 (Quest for the best budding investor), under the aegis of ICICI direct centre for Financial learning (ICFL).

Mr. Vishal was felicitated & awarded in a Grand prize distribution ceremony held on 28th April 2016 in Mumbai and the event was covered by media partner CNBC TV18. Prof. Kavita Sharma, Head, Department of Commerce was invited to grace the ceremony and Department received the first prize.
Departmental Activities

Pre-Entrance Summer School- M.Com

The aspirants of M.Com course from categories like EWS/BPL, SC, ST, OBC (non-creamy) and minorities were provided free coaching through “Pre-Entrance Summer School”. The programme was inaugurated by the Honourable Vice Chancellor Prof. Yogesh Tyagi on 30th May 2016.

A new social responsibility initiative was taken by the University wherein from Department of Commerce, Dr. Urvashi Sharma (Associate Professor, Department of Commerce) and Dr. Amit Kr. Singh (Associate Professor, Department of Commerce) coordinated this School. 106 Students joined the course and 23 faculty members taught in this school. The classes of Commerce were conducted in SGTB Khalsa College.

The students gave a very positive feedback and the classes proved to be really helpful in giving an edge to these students which were helpful for competing in the entrance exams. Students found the faculty very knowledgeable and interactive. The faculty put in huge efforts in class discussions and covering all the topics of the syllabus. All the candidates who attended the Pre-Entrance Summer School were satisfied and found this initiative very good.
Departmental Activities

**Orientation Programme MBA (IB/HRD)**

Department of Commerce, Delhi School of Economics conducted its Orientation Programme to welcome the new batch for Post Graduate Programmes – MBA (International Business) and MBA (Human Resource Development), for the academic year 2016 – 2018 on July 19, 2016. The total number of applications received for MBA course were 2282, out of which only 121 students were selected.

Professor Kavita Sharma, Head, Department of Commerce addressed the new MBA batch by welcoming and orienting them with the working of the Department of Commerce. The course coordinators of MBA (IB), Dr. Ashish Chandra, MBA (HRD), Dr. Urvashi Sharma and other eminent faculty members also oriented the new MBA students about the course and shared their views how they can expand their horizon of learning and growing with the Department of commerce.

**Orientation Programme M.Com**

Department of Commerce, Delhi School of Economics conducted its orientation programme to welcome the new batch for its flagship course- M. Com. for the academic year 2016-18 on 2nd August, 2016. Prof. Kavita Sharma, Head, Department of Commerce extended a warm welcome to the new students with her words of wisdom and blessings. This was followed by other eminent faculty members including the Prof. R.K. Singh, M. Com. Admission Coordinator and Prof. V.K. Shrotryia, M.Com. Coordinator. Faculty members encouraged and motivated the students through their addresses and informed them about the current practices of the Department. Students were extremely happy and excited for this new beginning of their journey in the Department.

The admission in M.Com course is based on entrance basis and merit basis. The entrance test for admission to M. Com. batch 2016-18 was held on 22nd June, 2016. The total no. of applications received for entrance test and direct admission category were 11265, against the total no. of 406 seats (including 47 supernumerary seats).
Departmental Activities

Orientation Programme M.Phil./ Ph.D.

The orientation programme for M.Phil. Batch XL and Ph.D. Batch of May, 2016 and August 2016 was held on 22nd August, 2016 10.00 a.m. in the seminar room of the Department of Commerce.

All newly joined research scholars attended the programme, wherein respective research specialization area coordinators and faculty members addressed the students. The event enlightened the students towards the field of research. Programme was ended with the live interaction with the students and address by Head, Prof. Kavita Sharma for the newly joined research scholars.
Departmental Activities

Mass Singing of National Anthem

Department of Commerce, Delhi School of Economics organised mass singing of National Anthem at 11 a.m. on Tuesday, 23rd August 2016 following a directive from the University Grants Commission and the Ministry of Human Resource Development. The event witnessed solidarity amongst all faculty members towards the Nation.

Swachhta Abhiyaan Initiatives

The Swachhta Abhiyaan Committee of Department of Commerce organised several activities to support the initiative of Swachh Bharat taken by our Prime Minister, Shri Narendra Modi. The list is as follows:

- **2nd September, 2016 (Friday) - Cleaning of office Almirahs**

  It started by spreading awareness amongst staff members of the Department. They were briefed about minor things that would help in keeping the Department clean.

  In the first activity the committee requested staff members to clean redundant stuff kept on their respective almirahs.

Office staff cleaning almirahs
Departmental Activities

• **5th September, 2016 (Monday) - Cleaning of Department Surrounding**

On this day the committee planned to keep the surroundings of the Department clean, therefore cleaning employees took extra care to clean all the waste kept at the entrance of the Department.

• **8th September, 2016 (Thursday) - Shramdan activity**

The Clean and Green Society of the Department organized “Shramdan” activity at the Department of Commerce, Delhi school of Economics. Prior to activity, a notice was put up on the Department website and Notice board to inform and encourage students, faculty members, staff members to participate in the same.

The committee started the activity through a plantation drive, where Prof. Kavita Sharma (Head of the Department) along with the Swachh Abhiyaan Committee members planted the sapling in the garden of the Department to motivate the members and students of Department.
Departmental Activities

- **9th September, 2016 (Friday) - Cleaning of classrooms desks**

The purpose of the activity was to create awareness amongst students regarding keeping their surrounding, classrooms and Department premises clean. Volunteer students and faculty members of the committee visited each classroom in mid of the classes being held and the students were asked to check all the garbage kept under their desks and on the floor.

All the stuff was collected in the plastic bags and was shown to the students to make them realize the impact of their littering.

To create involvement of the students of each class, suggestions were taken from them on how to keep the surroundings cleaner. All the students were asked for their cooperation for the same. The event ended with a positive note and feeling amongst all the students & members of the Department.
Departmental Activities

- **15th September, 2016 (Thursday) - Placement of Dustbins in each classroom**

The committee organized the activity in which volunteer students and faculty members were gathered. They took the dustbins to each classroom and students volunteers assembled the dustbins themselves. The students were encouraged to adopt a sense of ownership about the classrooms and their cleanliness.

The dustbins were placed according to the suggestions of the students of each class.

Dustbins are being installed in each classroom with the help of volunteer students

Dr. Abha Shukla, Faculty, Department of Commerce sensitizing students about keeping surroundings clean

The dustbins were placed according to the suggestions of the students of each class.
Departmental Activities

Reminiscence

The students of Department of Commerce, Delhi School of Economics, organized their Annual Alumni Dinner, Reminiscence 2016, on Saturday, 17th September, 2016, at Hotel Radisson Blu, Dwarka, New Delhi. The event was a huge success and witnessed a total participation of more than 300 people, including the faculty, alumni and students of the Department of Commerce.

The event started at 7:00 pm in the evening with the lighting of the lamp by Prof. Kavita Sharma, Head of Department of Commerce, Delhi School of Economic. Thereafter, an enlightening welcome speech was given by Prof. Kavita Sharma followed by melodious singing by Soumya, an MBA (HRD) student.

The course coordinator of MBA (IB), Dr Ashish Chandra addressed the audience and was followed by felicitation of distinguished senior alumni of MBA-HRD (MHROD) and MBA-IB (MIB), who are serving in some of the top corporates and have made the Department proud.

Prof. Kavita Sharma, Head of the Department felicitating the Guests at the event

The guests attending the Alumni function
The students team from Lady Shri Ram College, University of Delhi came and gave an invigorating dance performance to entertain the guests and the fellow students. Later, a troupe of Sufi performers enthralled the audience with their melody. An alumnus of MBA (HRD), Mr Kushal Dubey, charged the audience with his solo singing. The session culminated with a vote of thanks by Dr Urvashi Sharma, course coordinator of MBA (HRD) followed by speeches of student conveners of alumni teams of MBA(HRD) and MBA(IB). All the alumni of the college and the students as well as faculty had a healthy interaction over dinner. Reminiscence is an annual affair and students, faculty and alumni of the college gather over dinner every year in order to interact and catch up with each other.

ERUDITION- MBA(IB/HRD) Convention

Transcend: The Future is Here

The 21st Annual Business Convention of MBA (IB) and MBA (HRD), Erudition 2016 was held on 23rd and 24th of September, 2016. The conference is held every year to act as an interface between the corporate and academia. As one of the coveted events of Delhi School of Economics, Erudition has, year after year, strived to widen the horizons of the students by stimulating them to think about the issues and challenges of tomorrow. The theme this year was Transcend: The Future is Here.

It is an annual corporate conclave organized by Team Convention, Department of Commerce, DSE. This event is staged together by both HR and IB. It encompasses a keynote session followed by three panel discussions. Each session aims to address ongoing trends in realm of corporate. It gives faculty & students an opportunity to harness a vast pool of practical knowledge to connect dots between theoretical & corporate world.

Day 1: MBA (HUMAN RESOURCE DEVELOPMENT)

INAUGURAL SESSION

On First Day Dr. Jagdish Mukhi, Lt. Governor of Andaman and Nicobar Islands , graced the event with his presence as the Chief Guest. The Guest of Honour this year was Mr. Deepak Bharara, currently serving as the Chief Human Resource Officer at Lanco Infratech Limited, who had insightful thoughts on how the future will shape up and what challenges will surface. Our distinguished alumnus Mr. Anand Mohan Mishra, Chairman & Director, Consortium of Educational Planning & Development (CEPD) and New Gen Publications joined us at the inaugural session. Ms. Pia Khanna, Head of HR (South Asia), DuPont delivered the keynote address and very encouraging and eager to answer questions posed by the students.
The session began with a lamp lighting ceremony.

Professor Kavita Sharma delivering inaugural address on Day 1 at Erudition’16

Chief Guest, Dr. (Prof.) Jagdish Mukhi, Lt. Governor of Andaman and Nicobar Islands addressing the gathering on Day 1 at Erudition’16

Keynote Speaker, Ms. Pia Khanna, Head of HR (South Asia), DuPont sharing her views
Departmental Activities

Chief Guest Dr. (Prof.) Jagdish Mukhi, Lt. Governor of Andaman and Nicobar Islands receiving a token of gratitude from Prof. Kavita Sharma on Day 1 at Erudition’16

Distinguished alumnus Mr. Anand Mohan Mishra, Chairman & Director of CEPD and receiving a token of gratitude from Prof. Kavita Sharma on Day 1 at Erudition’16

Guest of Honour Mr. Deepak Bharara, CHRO, Lanco Infratech Pvt Ltd. receiving a token of gratitude from Prof. Kavita Sharma on Day 1 at Erudition’16

Release of “JIGYASA” Magazine

JIGYASA is an annual magazine of MBA (HRD) which a non-profit, in-house, student initiative, first launched in 1997, ensured wide circulation and garnered appreciation from both the corporate and the academia. The name signifies the nature and intent, which is to arouse or pacify curiosity i.e. Jigyasa. It is the compilation of articles, interviews, case studies and book reviews by stalwarts in their respective fields. It provides valuable
The first panel discussion, which was based on the theme ‘Influx of Millennials and GenZ’ commenced with Mr. Avadhesh Dixit (Head-Global HR, Moody’s Copal Amba), Mr. Anil Kaushik (Chief editor of a management magazine ‘Business Manager’), Ms. Kamaljeet Kaur (Assistant Vice President-HR, Jubilant Foodworks Ltd.), Ms. Mamta Sharma (Associate HR Director - Talent Management - India, South Asia & Greater China Group, IBM) and Ms. Samriti Malhotra (Global HRD, Denave).

The panel discussed how the companies should work on designing policies and benefits programs that keep both the generations engaged at work.

The second panel constituted of Mr. Amit Kumar (General Manager HR, Times Internet), Ms. Ruma Batheja (Head-HR, PetroIT Limited), Mr. Sanjay Mitra (Executive Coach, OD and Talent Management), Mr. Shailesh Singh (Business Head-RPO Services, People Strong HR Services, PeopleStrong).

The discussion was on “Employer Branding – The next frontier in Recruitment” and the panelists explained the topic citing Apple, Royal Enfield and Times Internet as examples of creating employer brand value. Some insights that were shared revolved around how can employers make them look desirable to candidates, case study from Google and how startups can become the best places to work at and attract the best talent.
The third panel discussion was on ‘Reinventing Performance Management’. The panelists included Mr. Vinay Jaswal (VP-HR, Interglobe Hotels), Ms. Ila Sharma (Associate Vice President, Human Resources, OYO Rooms), Mr. S.K. Mahapatra (Director and Professor, Jaipuria School of Business), Mr. Mohit Sethi (Director HR, Nielsen) and Mr. Nishit Upadhyay (Head- Advisory, SHRM) enthusiastically explored why performance needs to be monitored and thereby managed. The candidates were made to do an exercise on how to identify the top performers in an organization and what value listening holds while managing performance.

The event wrapped up on a high note and we look forward to yet another edition of Erudition next year.
Day 2: MBA (INTERNATIONAL BUSINESS)

The keynote session sets up the base for upcoming panel discussions. Hon’ble minister of Water, Tourism, Art, Culture and Gurudwara Election, Govt. of NCT Delhi, Kapil Mishra was invited as a chief guest who graced the occasion with his wise words. He motivated students to work hard and follow their guts, because there is something inside us that knows what is right for us. At last, he told students to fearlessly pursue their endeavors and never give up.

One of our esteemed alumnus Mr. Alok Kumar Varshney was the keynote speaker who encouraged students to take risks and explore different avenues. Mr. Sanjay Prakash another well-regarded alumnus enlightened us about how business is being done at speed of thought nowadays. Mr. Anurag Batra urged students to get out of their comfort zone and innovate.
Departmental Activities

The first panel discussion was on “Logistics & Shipping: Optimising the needs of next-gen E-commerce” and the panelists were Mr. Atul Holkar, SVP, Head Merchandise and SCM, RJ Corp Retail; Mr. Sunil Gauba, Associate Director - Facilities & Infrastructure, Flipkart; Mr. Vijay Singh, Founder, Aaram Shop; Mr. Amit K. Chatterjee, Founder, Bazar A2Z; Mr. Rahul Maroli, Vice President - Strategic supply initiatives, Ola Cabs.

The panelists did not limit themselves to the peripheries of E-commerce. They focused on the process that great companies around the world follow. The discussion was around how E-commerce companies are pioneering the logistics to serve customers who nowadays want instant gratification. A trend where consumers check products and their prices online but eventually buy from retail store was also discussed. This led to a conclusion that there is an inherent need for e-commerce companies to really optimize their logistics to deliver products really fast. They have attributed this to ever increasing population of impulsive buyers who demand instant gratification even if they have to pay extra prices for the same. Also, emphasis was laid on workforce that provides last mile connectivity because it is the face of the company and can also provide critical data about consumers.

Chief Guest Hon'ble minister of Water, Tourism, Art, Culture and Gurudwara Election, Govt. of NCT Delhi, Kapil Mishra, receiving a token of gratitude from Prof. Kavita Sharma on Day 2 at Erudition’16

Panelists of First panel discussion on Logistics & Shipping: Optimising the needs of next-gen E-commerceMr. Atul Holkar, SVP, Head Merchandise And SCM, RJ Corp Retail, Mr. Sunil Gauba, Associate Director - Facilities & Infrastructure, Flipkart, Mr. Vijay Singh, Founder, Aaram Shop, Mr. Amit K. Chatterjee, Founder, Bazar A2Z, Mr. Rahul Maroli, Vice President - Strategic supply initiatives, Ola Cabs
Vishwavyapar, 2016 with the theme of Globally Local World focuses passage of time, the development of a country is essential for its survival. In a democratic country like India, with the change in political & business scenario, there comes a flurry of changes that tends to bring about a radical transformation. The impact of changes in external economies has opened up new paths for India to prosper. A new dawn is upon us today. Be it the Government's efforts of turning India into a manufacturing hub through “GST”, major FDI support in booming India's e-commerce industry or the ongoing decline of China's economy, India is set to revolutionize itself as one of the biggest economies of the world. The change was expected, so it did happen. Going through the pages of this edition, not only you will learn about the major external events depicting India's involvement & stance but also the internal prospering aspects in the economy and business contributing to overall development of the country.

This issue of Vishwavyapar will surely make you informed about the latest developments and preparation of India in the political, social & business domains so as to face the upcoming era. Such developments are of special interest to the world as well which has its eye set upon our country. With the reforms taking place in the aforesaid domains, the country is following a growth trajectory, the fruits of which will be reaped in the future.

Second panel discussion was on 'Analytics of Things: The next big step' constituted by Mr. Vikash Kumar, Chief Digital Officer, Trident India; Mr. Devendra Chandani, Associate Director, KPMG; Mr. Saurabh Khanna, AVP- Analytics & Market Research, Evalueserve; Mr. Sayantan Bose, DGM- Global Business Service & Consulting, IBM; Mr. Japtej Arneja, Specialist- Advanced Analytics Group, Bain & Company

The discussion was around IOT (Internet of Things) which basically means a proposed development of the Internet in which everyday objects have network connectivity, allowing them to send and receive data. And this data can be used to do a number of things like predicting consumer trends, making better decisions, reduce risks etc. Nowadays, a digital footprint is created for anything we do online or every transaction we made. We are not only paying money for a purchase or freebie but also our information, and we do not know how securely it would be used. When asked how can we keep our data safe? One of the expert said that onus lies on us for our data's safety. Therefore, Caveat Emptor, let the buyer be aware as to how critical information is he giving away to a marketer.
Release of “FINSHASHTRA” Magazine

Finbashtra helps the students to understand the finer nuances of business finance through various events and activities organized by it while preparing them for the world to come. The cell has provided a platform for aspiring finance managers to integrate their classroom learning experiences with the pressing issues in finance.

Third Panel Discussion on From Funnels to Circles: The age of Influencer Marketing and the panelists were Ms. Namrata Balwani, SVP and Head of Office, Ogilvy One Worldwide; Mr. Sunil Chaula, Founder, Wiwigo; Mr. Amitesh Sinha, Head - Trade Marketing, Marico; Mr. Kusumakar Pandey, Vice President, Godfrey Philips; Mr. Arijit Ray, Co-Founder & Managing Partner, Paperboat Brandworks.

Today, brands want to become people and people want to become brands. Nowadays, brands are focusing on how to really make a connect with their consumers at an individual level. Marketing is not only just about advertising but also about making a brand more appealing to a customer. Usually customers search the internet about a product before making a purchase decision. So the blogs and customer reviews that pops up when a consumer searches for a project online are real influencer of buying decision. Today's consumers like companies also rely on data before making an investment. In conclusion there is little margin of error for a company and it needs to smooth all the edges in this age of influencer marketing.
Departmental Activities

Release of “Brand.i” Magazine

The widely acclaimed annual student magazine Brand.i comes up with articles on changing markets and innovative marketing techniques, inviting editorials by B-school students & professionals from all over the country. The objective is to give students a podium to unleash their creativity and assimilate the field of marketing.

The Oct’16 issue captured the emerging trends, impacts, cases & success-failure stories of industries in the world of INFLUENCER MARKETING. Influencer is a form of marketing in which focus is placed on specific key individuals rather than the target market as a whole. It identifies the individuals that have influence over potential buyers, and orients marketing activities around these influencers. The winners of the article writing competition for this issue were Rahul Ranjan (IIM Lucknow), Shashwat Goel (IIM Lucknow) and Ayushi Chugh (MICA, Ahmedabad).

The convention was rich and comprehensive in its coverage and depth which concluded with a great sense of accomplishment and fulfillment for the organizers and is etched as a saga of intellectual in the minds of everyone who were a part of it.

The two day event was concluded with the celebration of the spirit of Erudition and igniting the vision forward.
Departmental Activities

Glimpses of the Erudition’16 on Day 1
Departmental Activities

Glimpses of the Erudition’16 on Day 2
Condolence Meeting of Prof. M.C Kapoor held at Department of Commerce

Prof. M.C. Kapoor, Alumni of Department passed away on 29th September, 2016. A condolence meeting was held at 30th September, 2016 at Department of Commerce, Delhi School of Economics to mourn the sad demise of Prof. M.C Kapoor. Professor MC Kapoor was a professor of marketing, South Campus, University of Delhi. He was also professor at the School of Management, University Sains Malaysia and at the department of Business Administration, Moorhead State University, USA. Prof. MC Kapoor was also a faculty member of the Department of Business Administration, Zaria, Nigeria. In 1963-64 he attended a one year Marketing Management program, in Graduate School of Business, Stanford University, USA.

Prof. Kavita Sharma, Head, Department of Commerce remembering Prof. M.C. Kapoor(Past Head, Department of Commerce, Delhi School of Economics)

Prof. Kavita Sharma, Head of the Department expressed deep sorrow and shock over the great loss of the Department.
Department Updates

M.Com Admission Grievance Committee
Chairperson: Prof. V. K. Shrotryia
Members: Prof. R.K Singh, Prof. Madan Lal, Dr. Sunaina Kanojia

Committee for Prevention of Caste Discrimination
Convener: Dr. Ashish Chandra
Members: Prof. Madan Lal, Dr. Sunaina Kanojia, Dr. Urvashi Sharma

Internal Complaint Committee Reconstitution
Convener: Dr. Urvashi Sharma
Members: Dr. Ritu sapra, Shital Jhunjhunwala, Dr. Abha Shukla

Swachhta Abhiyaan Committee
Coordinator: Dr. Abha shukla
Members: Dr. Shital jhunjhunwala, Dr. Amit Kumar, Ms. Heena Kashyap, Ms. Sakshi Mittal

Change in Coordinators

Under Graduate Examination: Dr. Vanita Tripathi

Gender Champions in the Department of Commerce

Supporting an initiative taken up by The Ministry of Women and Child Care and The Ministry of Human Resource Development, Department of Commerce is delighted to announce its association with Gender Champions. Gender Champion is a student selected from an educational institution who shall be responsible for promoting Gender Equality. The person shall be liable to organize events, visits, shall work as a counselor and monitor all events of the institution to ensure gender based equality.

In this regard, following persons are selected as the Gender Champions from the department:

- Ankur Jain [MBA (IB)]
- Harshita Rai [MBA (HRD)]
- Nishtha Jolly [MBA (HRD)]
- Vidhi Karolia [MBA (IB)]

Dr. Urvashi Sharma, Course-Coordinator, MBA (HRD) is the Nodal Teacher.
Sankalp- A Social Responsibility Cell

A new Social Responsibility Cell - "Sankalp" has been formed w.e.f. Sept 28, 2016 by the students of MBA(HRD), Department of Commerce, DSE, University of Delhi, to work with the sole aim of building socially responsible managers.

The cell will help students to develop sensitivity towards the society and provide opportunities to apply their management skills to social problems.

The Student Convener of the Cell : Jayant Khullar
Co-Convenor : Abhinav Shrivastav
Nodal faculty of the Cell: Dr. Urvashi Sharma.

The project is focusing on computer literacy to underprivileged students in collaboration with a non-government organization, Shades of Happiness

Clean & Green Society of Department

President- Nissar (M.com)
Joint secretary- Gaurav (M.com) & Vinayak (MBA-HR)

Ph.D. and M.Phil. Related changes

In the Departmental Research Committee meeting dated 13th July, 2016, it was decided that at the time of pre-Ph.D. seminar the title of the thesis for presentation should be the same as in BRS memorandum. Otherwise the candidate has to submit an application duly forwarded by the supervisor for the change in the title of the thesis, provided the change is minor only at the time of pre-Ph.D. seminar.

Online M.Phil./Ph.D. admissions

As per the Bulletin of Information for M.Phil. & Ph.D. and Admission portal, all candidates seeking admission to the M.Phil./Ph.D. Programme were required to register online for both the categories:

(a) the candidates appearing through written examination and Interview, and
(b) the candidates appearing directly in Interview

As per the Ph.D. online application form a candidate was required to mention proposed theme and scope of research for Ph.D. along with a write up of 2500 words on primary sources/field work, methodology, hypotheses, research questions and issues in the proposed field of research.

Apart from the online application as per the past practice all the eligible candidates who applied for “Direct admissions without written examination” category and shortlisted candidates on the basis of written examination were required to submit seven copies of the research proposal in the Department of Commerce for the blind review by two faculty members. On the basis of review results candidates were called for the Ph.D. interview.

All the selected research scholars paid their fees online through the M.Phil./Ph.D. admission portal.
Research Output

**Ph.D. Pre-Submission**

The following Ph.D. pre-submission seminar were held at the department

<table>
<thead>
<tr>
<th>Student name</th>
<th>Supervisor</th>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sonal Thukral</td>
<td>Dr. Vanita Tripathi</td>
<td>Financing Pattern of outward Foreign Direct Investment by Indian Multinational Enterprise</td>
<td>11.04.2016</td>
</tr>
</tbody>
</table>

**M.Phil. Viva-Voce**

The following M.Phil (Viva-Voce) were conducted at the department

<table>
<thead>
<tr>
<th>Student name</th>
<th>Supervisor</th>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tausheef Alam</td>
<td>Prof. K.V. Bhanumurthy</td>
<td>Globalization and Indian Patents: A Study of Trends and Determinants</td>
<td>22.09.2016</td>
</tr>
</tbody>
</table>

**M.Phil. (Pre-Submissions)**

The following M.Phil. pre-submission seminar were held at the department

<table>
<thead>
<tr>
<th>Student name</th>
<th>Supervisor</th>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priyanka Aggarwal</td>
<td>Dr. Ajay Kumar Singh</td>
<td>Relationship between Sustainability Reporting and Corporate Financial Performance: A Study of Select Listed Companies in India</td>
<td>04.05.2016</td>
</tr>
<tr>
<td>Neeraj Jain</td>
<td>Dr. Sunaina Kanojia</td>
<td>Forecasting Volatility and Option Pricing in Indian Stock Market</td>
<td>10.05.2016</td>
</tr>
<tr>
<td>Haladhara Sahu</td>
<td>Dr. Abha Shukla</td>
<td>Employee's Provident Fund Organization And National Pension System: A Comparative Analysis</td>
<td>12.05.2016</td>
</tr>
</tbody>
</table>
Research Output

Vandana Munjal  Prof. S.R. Khanna  Consumer Centricity and avality of Service in Real Estate Industry  06.06.2016


Monika Saini  Dr. Abha Shukla  Mutual Fund Fees and Expense: A Study Of Equity Schemes in India  22.09.2016

Madhu Maheshwari  Dr. Abha Shukla  Assessing Financial Literacy among Teachers & Students of University of Delhi  22.09.2016


Bal Kishan  Dr. Abha Shukla  Awareness of National Pension System’s Central Government Scheme among Subscribers: A Study Of Teachers of University of Delhi  27.09.2016

Priyanka Bedi  Dr. Niti Bhasin  Revealed Comparative Advantage & Export Patterns – The Case of BRIC Economies  27.09.2016

Gauri  Dr. Ajay Kumar Singh  XBRL in India: A Empirical Analysis  27.09.2016


Registration in Ph.D. Programme:

LIST OF PH.D. CANDIDATES SELECTED IN PH.D. INTERVIEW HELD ON 4TH MAY, 2016

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of the Candidate</th>
<th>Title of Research Proposal</th>
<th>Supervisor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Mohit Kumar</td>
<td>Behavioural Aspects of Initial Public Offerings Market in India</td>
<td>Dr. Amit Kr. Singh</td>
</tr>
<tr>
<td>2.</td>
<td>Deepti Goel</td>
<td>Impact of Celebrity Endorsement on Consumer Attitudes and Purchase Intention</td>
<td>Prof. S. K. Jain</td>
</tr>
</tbody>
</table>
### Research Output

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of the Candidate</th>
<th>Title of Research Proposal</th>
<th>Supervisor</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.</td>
<td>Shilpa Garg</td>
<td>Impact of Institutional Mechanism on Trade and Investment: A Study with Special Reference to the Role of Development</td>
<td>Dr. Niti Bhasin</td>
</tr>
<tr>
<td>6.</td>
<td>Vishal Garg</td>
<td>A Study of Impact of Transformational Leadership on Employee Engagement in Select Indian Organizations</td>
<td>Dr. Urvashi Sharma</td>
</tr>
<tr>
<td>7.</td>
<td>Preeti Bansal</td>
<td>Persistence and Determinants of Capital Structure: A Study Based on S&amp;P BSE 500 Companies</td>
<td>Dr. Amit Kr. Singh</td>
</tr>
<tr>
<td>8.</td>
<td>Neha</td>
<td>Debt Creating and Non-Debt Creating Capital Inflows to India: Analysing Trends &amp; Determinants</td>
<td>Prof. K.V. Bhanu Murthy &amp; Prof. Madanlal</td>
</tr>
<tr>
<td>9.</td>
<td>Monika</td>
<td>Dividend Policy, Ownership Structure and Corporate Governance: An Empirical Analysis of Indian Firms</td>
<td>Dr. Shital Jhunjhunwala</td>
</tr>
<tr>
<td>10.</td>
<td>Rajan Ghalot</td>
<td>Impact of HR Practices on Organizational Performance: A Study of Select IT Companies in India</td>
<td>Dr. Urvashi Sharma</td>
</tr>
<tr>
<td>11.</td>
<td>Shevata Sehgal Marwah</td>
<td>A Study of Consumer Perception and Customer Retention for Herbal Products in India</td>
<td>Dr. H. K. Dangi</td>
</tr>
<tr>
<td>12.</td>
<td>Saroj Joshi</td>
<td>Testing for Trends and Determinants of Return &amp; Volatility in Agricultural Commodity Futures Market in India</td>
<td>Prof. K.V. Bhanu Murthy &amp; Dr. Ritu Sapra</td>
</tr>
<tr>
<td>13.</td>
<td>Pradeep Kumar</td>
<td>Green Supply Chain Management Practices in India: A Study of Select Companies</td>
<td>Dr. H.K. Dangi</td>
</tr>
</tbody>
</table>

**LIST OF PH.D. CANDIDATES SELECTED IN PH.D. INTERVIEW HELD ON 8TH AUGUST, 2016**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of the Candidate</th>
<th>Title of Research Proposal</th>
<th>Supervisor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Anindita Goldar</td>
<td>Nature and Determinants of Outward Foreign Direct Investment: Case of Indian Manufacturing Firms</td>
<td>Prof. K.V. Bhanu Murthy &amp; Dr. Ritu Sapra</td>
</tr>
<tr>
<td>2.</td>
<td>Anurag Maurya</td>
<td>A Long-Term Perspective of Trade in Services in India - Compositions, Growth, Instability and Determinants</td>
<td>Prof. Madan Lal</td>
</tr>
</tbody>
</table>
Research Output

3. Chanpreet Kaur  Social Accounting and reporting practices of Select Companies: Determinants and Impact  Dr. Ritu Sapra
5. Gurvinder Kaur  Organizational and Professional Commitment Amongst Academia: A study of University of Delhi  Dr. Urvashi Sharma
8. Rohit Kumar Shrivastav  Dynamic Linkage and Integration among BRICS’ Countries Capital Market: A Comparative Study during Pre and Post BRICS Period  Dr. Amit Kr. Singh

List of selected candidates M.Phil Batch XL 2016

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name</th>
<th>Category</th>
<th>Area</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>NIKITA ARYA</td>
<td>General</td>
<td>Finance</td>
</tr>
<tr>
<td>2</td>
<td>ROSHNI GARG</td>
<td>General</td>
<td>Finance</td>
</tr>
<tr>
<td>3</td>
<td>AAKANKSHA SETHI</td>
<td>General</td>
<td>Finance</td>
</tr>
<tr>
<td>4</td>
<td>SURBHI GUPTA</td>
<td>General</td>
<td>IB</td>
</tr>
<tr>
<td>5</td>
<td>RAMYA JAIN</td>
<td>General</td>
<td>Accounting</td>
</tr>
<tr>
<td>6</td>
<td>KOMAL</td>
<td>General</td>
<td>IB</td>
</tr>
<tr>
<td>7</td>
<td>SHEENA GUPTA</td>
<td>General</td>
<td>Marketing</td>
</tr>
<tr>
<td>8</td>
<td>ANURADHA MALIK</td>
<td>General</td>
<td>Marketing</td>
</tr>
<tr>
<td>9</td>
<td>SHIKHA GARG</td>
<td>General</td>
<td>Marketing</td>
</tr>
<tr>
<td>10</td>
<td>PRATEEK CHATTERJEE</td>
<td>General</td>
<td>OBD</td>
</tr>
<tr>
<td>11</td>
<td>TANU SACHDEVA</td>
<td>General</td>
<td>OBD</td>
</tr>
<tr>
<td>12</td>
<td>SONAM NARULA</td>
<td>General</td>
<td>OBD</td>
</tr>
<tr>
<td>13</td>
<td>SHEETAL MAURYA</td>
<td>OBC</td>
<td>Finance</td>
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<tr>
<td>14</td>
<td>NEETI NAGAR</td>
<td>OBC</td>
<td>Marketing</td>
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<tr>
<td>15</td>
<td>AMAN VERMA</td>
<td>OBC</td>
<td>IB</td>
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<tr>
<td>16</td>
<td>MOHAMMAD SHAMIM AHMAD ANSARI</td>
<td>OBC</td>
<td>Accounting</td>
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<tr>
<td>17</td>
<td>ASHUTOSH YADAV</td>
<td>OBC</td>
<td>OBD</td>
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<tr>
<td>18</td>
<td>NANCY RAO</td>
<td>OBC</td>
<td>OBD</td>
</tr>
<tr>
<td>19</td>
<td>VAISHALI NAROLIA</td>
<td>SC</td>
<td>Accounting</td>
</tr>
<tr>
<td>20</td>
<td>SATNAM SINGH</td>
<td>SC</td>
<td>Marketing</td>
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<tr>
<td>21</td>
<td>DEEPIKA</td>
<td>SC</td>
<td>Marketing</td>
</tr>
<tr>
<td>22</td>
<td>RADHESHYAM KALAWAT</td>
<td>SC</td>
<td>OBD</td>
</tr>
<tr>
<td>23</td>
<td>K C MALSAWMTLUANGI</td>
<td>ST</td>
<td>Finance</td>
</tr>
<tr>
<td>24</td>
<td>SHANKAR JYOTI DOLEY</td>
<td>ST</td>
<td>IB</td>
</tr>
<tr>
<td>25</td>
<td>RITESH KUMAR</td>
<td>PwD+ST</td>
<td>Finance</td>
</tr>
</tbody>
</table>
Students' Activities

MBA (IB/HR) Induction Programme

Orientation programme is taken up by the “Student Development Cell”, which provides a platform to all students to give their introduction. The programme includes interactive sessions which are conducted in a professional way. The senior batch organised various activities like ad-mad, picturesque and other creative sessions enabling students to showcase their interpersonal skills and also paved the way for new friendship. Students were also given an assignment to introduce them with HR terminologies.

The Induction programme was scheduled for 5 days, where each day different activities were organised. The Orientation of various core committees were held which gave junior batch an insight on the roles and responsibilities of each committee. The students were also introduced to the non-core committees so that every student can be a part of some committee. A common ice breaking session for MBA-HRD and MBA-IB students was conducted which included an interesting “best-out-of-waste and sell” game which tickled the creative bones of all the students.

Series of Guest Lectures

The following guest lectures were organized by Corporate Relations Team (CRT) of MBA students. The sessions were designed to enable the students for competency based interview and interactions of students with the eminent speakers added value to the objective of knowledge enhancement.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Guest Name</th>
<th>Designation</th>
<th>Company</th>
<th>Topic</th>
<th>Junior Batch/ Senior Batch/Both</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mr. Neeraj Jasrotia</td>
<td>Unit Manager - Global Shared Services</td>
<td>Ericsson</td>
<td>Workforce Planning and Analytics</td>
<td>Both</td>
<td>22.08.2016</td>
</tr>
</tbody>
</table>
Digital Renaissance Transforming Sales

The MBA(IB) batch, Department of Commerce, Delhi School of Economics, was fortunate to host a guest lecture by Mr. Prabhav Mehra on September, 16, 2016. A distinguished speaker, he is the associate vice president; enterprise business at lucideus. The topic was digital renaissance transforming sales.

Mr. Mehra possess extensive experience working on the sales side of multiple companies, food panda and hard rock cafe to name a few.

He shared his insights about how sales methods have transformed in last decade with the advent of digital technologies. He discussed how consumer has grown more powerful and sophisticated as their access to information and knowledge has increased manifold. The role of a sales guy has changed from a seller to a consultant as user approaches a brand armed with knowledge. He also highlighted how buying a product and service creates an experience. The human touch plays a pivotal role in driving the good experience home and retaining consumers with brands. Essence of the lecture can be summed up as ‘change is the only constant; disruption shall bring about changes but human experience is an integral part of consumption and human element is a significant part of sales as a business function’.
Symposia MBA (IB)

This is an annual corporate conclave conducted by IISAC (Industry Interaction and Student Activity Committee), Department of Commerce, DSE. It is spread across a day, with three sessions and a panel of experts from diverse backgrounds. Each session aims to address ongoing trends in realm of corporate. It gives faculty & students an opportunity to harness a vast pool of practical knowledge to connect dots between theoretical & corporate world.

Inaugural Session

The enlightenment began by first lighting a lamp of knowledge as token of respect towards Goddess Saraswati in order to seek her blessings. The session was declared open after introduction of speakers and a few kind words from Dr Ashish Chandra (Course Coordinator, MBA IB).

The New Horizon - Treading Carefully

Babita Baruah and Rajesh Nangia addressed the gathering by throwing some light on their careers and interests in interacting with youth. The marketing veterans showcased us through anecdotes that how marketing has become a very integral part of a business and how it is much more than just advertising or promotion.

Modern Day Marketing Marvels Whole panel discussion was centered around customer acquisition, retention and how technology is augmenting these processes. Shrey Gupta (AVP, OYO) and Mudit
Vijayvergiya (Co-Founder, CUROFY) startup champions laid emphasis on the fact that startups need to focus on both single and multiple user values not only to grow but also to sustain themselves. Other panelists Bhanu Gupta (Director & Head, American Express), Nitin Bahl (Sr VP Marketing, JLL) and Stuti Srivastava (Head Marketing-Telecom, SIFY Tech) illustrated how marketing nowadays is more about making a unique connect with the customers and providing them ultimate customer service as they have a lot of option at their disposal and can switch brands in a blink of an eye.

Precognition- Data Analytics

The whole discussion in this session was centered around what is the role of Data Analytics in consumer behavior. V. Shekhar Awasthy (Chief Data Scientist, Facts & Data) started on a note that data analytics is involved everywhere, be it an infant learning to walk or a tiger chasing its prey. As per Piyush Jain (Consultant, McKinsey & Co), the term “Big Data Analytics” was first coined by McKinsey & C0 in 2008 which is generally used when large amount of data is accumulated by firms without any predetermined objective. So that is where Big Data Analytics is used to make meaning out of plethora of customer information acquired by a company overtime. The house was divided on what actually is “Big Data Analytics”. Dr. Shailendra Singh (Data Science Lead, GS - Managed Services, Nokia Networks) said it refers to 3Vs -Extraction values from large volumes (TB, PB, ZB) of wide variety of data by enabling high velocity capture and analysis; according to Nitin Agarwal (VP, Data Analytics, Smartcube) and Sandeep Dutta( Sr. VP, Data Analytics, Fractal Analytics) it is just a buzz word for marketing. On an ending note, a famous Spiderman movie dialogue w.r.t Big Data Analytics can be quoted as - “ With Big Data comes Big Responsibilities.”

Teacher's Day Celebration

MBA (IB/HRD) & M.Com students celebrated Teachers Day to honor their teachers. They expressed their appreciation and gratitude for the contribution of the faculty members in their life. There was a Cake cutting ceremony by the eminent faculties of the Department of Commerce. The event filled everyone with joy and happiness. The event created an emotional bond between students and teachers of the Department of Commerce, DSE.
A seven days Faculty Development Programme was successfully conducted at Sri Guru Gobind Singh College of Commerce in association with Tally Education Private Limited from 21st April - 27th April, 2016.

The programme was inaugurated in the morning on 21st April, 2016 with a welcome speech by the Convener, Ms. Vandana Kalra followed by lightening up of lamp by Dr. J.B.Singh (Principal, SGGSCC), Prof. Kavita Sharma (Head, Department of Commerce, Delhi School of Economics), Ms. Vandana Kalra (Convener, Head, Department of Computer Science, SGGSCC), Dr. Renu Gupta (Co-convener, Head, Department of Commerce, SGGSCC).

Principal Dr. J.B. Singh shared his views with the faculty participants that if faculty wants to develop themselves and their students, then attending such faculty development programme would enhance their skills of teaching Accounting concepts practically.

In the inaugural speech, Prof. Kavita Sharma shared her views on faculty development programme and apprised participants keeping in view the growing importance of computer applications in financial accounting, the University has introduced Tally as a part of the syllabus for B.Com (Hons), B.Com (Programme), B.A. (Hons), Business Economics and BMS courses. It has now become essential for the teachers to equip themselves with the knowledge of Tally ERP9. This will empower the faculty with the knowledge of new applications and techniques for teaching the students in this regard.
Sri Aurobindo College

Faculty Development Program on 'E-filing of Income Tax Returns and TDS' from 4th July -11th July, 2016

The Department of Commerce, Sri Aurobindo College organized a 7-day Faculty Development Program on 'E-filing of Income Tax Returns and TDS' from July 04, 2016 to July 11, 2016. The inaugural ceremony was held on July 04, 2016. Sh. Ashish Abrol, Commissioner Income Tax was the Chief Guest for the occasion.

The programme was presided over by Sh. Sanjay Mishra, Chairman, Governing Body and Dr. Vipin Kumar Agarwal, Principal, Sri Aurobindo College. A large number of faculty members from University of Delhi, other universities and institutions were greeted by Dr. Meenakshi Gupta, Organizing Chair and Dr. Anjali Arora, Program Chair.

The Chief Guest, Mr. Ashish Abrol, who is closely associated with the introduction and implementation of E-filing in India, gave a comprehensive presentation highlighting the meaning, modes, types and process of E-filing along with other related issues. The inaugural session was followed by a brief overview of the Income Tax Act, 1961 by Dr. K.C. Verma. Later on, CA Prashuk Jain and Mr. Sarthak Gulati familiarized the participants with the E-filing portal of the Income Tax Returns.

The programme came to its successful conclusion with a duly organized valedictory session. The Chief Guest for the valedictory session was Dr. P.K. Khurana, Principal, Shaheed Bhagat Singh College, University of Delhi. Dr. Meenakshi Gupta, Organising Chair in her welcome speech highlighted the relevance of organising this FDP. The Programme Chair, Dr. Anjali Arora also thanked all the resource persons and the participants.
Inaugural Session of one week Faculty Development Programme on “Various Aspects of E-Business” commenced with welcome address by Mr. Mukesh Kr. Jain, FDP Convener. The occasion was graced by revered Chief Guest Professor N.K. Kakkar- visitor nominee JNU; Guest of Honour Professor Kavita Sharma – Head, Department of Commerce, University of Delhi, Principal and FDP Director Dr. R. Prabhakar Rao; Mr. Ashok Sharma, Associate Professor and Senior Most Faculty, Department of Commerce, Zakir Husain Delhi College.

Mr. Jain highlighted the aim of FDP was to incorporate diversified themes on e-marketing, e-filing along with financial reporting and analysis of cyber crimes and laws to synchronize the difference that exist between theory and practice.

Covering various aspects of E-Business, this FDP was an initiative to bring together the faculties from within and beyond University of Delhi and provide them the platform that could synchronize the differences that exist between theory and practice; to know the unknown and to understand in depth the “e” changes our society and globe at large is going through. Eminent experts from academics and industry guided us thoroughly in developing analytical mind set towards e-marketing, e-filing along with financial reporting and analysis and cyber crimes and laws.

Day 1 commenced with inaugural session wherein “Learning is beyond boundaries”, was emphasized Chief Guest Professor N.K. Kakkar- visitor nominee JNU and Guest of Honour Professor Kavita Sharma – Head, Department of Commerce, University of Delhi. Professor Kavita Sharma added new dimensions to “e” stating that it could be excitement, entertainment, ease of doing business and even ethical aspects of doing business electronically.
Sessions on e-marketing on day 1 and 2 involved Mr. Kishore Chakraborti describing e-marketing from consumer and communication perspective, Professor Harsh V. Verma and Professor Amit Bardhan discussing the impact on digital platforms on consumer behavior and their consequent purchase pattern. Mr. Vijay Singh, Mr. G. K. Tripathi and Professor Soumitra Chakraborty however talked at length about digital marketing, setting up of e-commerce business, e-commerce platforms and the integrities involved while setting up of domain name.

Day 3 and 4 involved detailing of AS, Ind AS and significance of related party transactions by C.A. Amarjit Chopra, comparison between the rule based approach and the principle based approach, IFRS, international standards of accounting, global reporting initiatives and integrated reporting by Dr. Ajay Kumar Singh and practical aspects of E-filing of returns by C.A. Ashok Sharma and indirect taxes by C.A. Atul Kumar Gupta and C.A. J.P. Aggarwal.

The cyber crimes and law sessions on Day 5 and 6 viewed practical insights by Mr. Pavan Duggal, one of the top four Cyber Lawyers in the world as well as by Advocate Vivek Sood; it was further taken up on theoretical grounds by Mrs. Belu Gupta Arora. Dr. Sunaina Kanojia delivered session on Cyber Laws for Business and Personal Domain while Mr. Rakshit Tandon gave hands on approach on cyber crimes.

Professor J.P. Sharma, Director, Institute of Management Studies, Ghaziabad and immediate past Head, Department of Commerce, and Dean Faculty of Commerce & Business at the Delhi School of Economics, University of Delhi was the chief guest for the valedictory session. Expressing his views on benefits associated with Digital India, he addressed parallel concerns of dealing in businesses electronically. The FDP ended with distribution of certificates to participants and vote of thanks by FDP Convener Mr. Mukesh Kr. Jain who acknowledged Principal and FDP director Dr. R. Prabhakar Rao; FDP Co-convener Dr. Swati Aggarwal and entire FDP team who had worked tirelessly since months to make this programme a success.
Intellectual Achievements

Prof. Kavita Sharma

Research Publications

- A chapter titled ‘Branding in the Emerging Markets’ under joint authorship was published in The Routledge Companion to Contemporary Brand Management, Edited by Francesca Dall'Olmo Riley, Jaywant Singh, and Charles Blankson. The publication date was 26th June, 2016.


Invited/Special Lecture/Presentation/Seminar


- Invited for inauguration of one-week FDP on ‘Tally Accounting’ on 21st April 2016 organized by GGSCC, University of Delhi

- Invited as Chief Guest for the inauguration of FDP on ‘Research Methodology and Data Analysis using SPSS, Excel & E-Views’ organized by Moti Lal Nehru (Evening ) College, University of Delhi on May 2, 2016

- Invited as Guest of Honor at inaugural session of one-week Faculty Development Programme from July 12 to July 18, 2016 on “Various Aspects of E-Business”.

- Invited for presentation in Workshop organized by Dayal Bagh University, Agra on 11-September -2016. The workshop theme was Commerce Education in Dayal Bagh Education Institute
Faculty Corner

National/International Conferences (India and Abroad)-Papers Presented/Chaired Sessions/Delivered Key Note/Main Speaker


Prof. K.V. Bhanumurthy


Prof. V.K. Shrotriya

Research Publications


National/International Conferences (India and Abroad)-Papers Presented/Chaired Sessions/Delivered Key Note/Main Speaker

- Delivered Keynote Address entitled “Agenda Well-being - Challenges for South Asian Region” during the Inaugural session of an International Seminar on “Emergence of SAARC Economies – 20 Years Perspective” organized by the Faculty of Management, Invertis University, Bareilly on 17-18th Sept 2016.

- Moderated a panel discussion on ‘Challenges for Social Development in South Asian Region’ during an International Seminar on “Emergence of SAARC Economies – 20 Years Perspective” organized by the Faculty of Management, Invertis University, Bareilly on 17-18th Sept 2016.

- Delivered Inaugural address on “Economic Progress, Development and Well-being” during a National Seminar on Economic issues and challenges in present scenario, organized by the department of commerce and management of Maharani Laxmi Bai Government College of Excellence, Jiwaji
Faculty Corner

University, Gwalior on 21st Aug 2016.

**Invited/Special Lecture/Presentation/Seminar**

- Delivered lectures on “Work Happiness and Achievement”, and “Teaching - as livelihood and self actualization” during Special Summer School (June 27-July 17, 2016) organized by the HRDC, North-Eastern Hill University, Shillong.

**Other writings:**

- *Leadership and Sports* [http://peoplepal.in; issue 10, Aug 27, 2016]
- *Ethical Leadership* [http://peoplepal.in; issue 7, July 23 2016]

**Dr. Vanita Tripathi**

**Ph.D. Supervised**

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<tr>
<th>S. No.</th>
<th>Name of Student</th>
<th>Year of Award</th>
<th>Topic</th>
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<tr>
<td>1</td>
<td>Swati Seth</td>
<td>April 2016</td>
<td>The Relationship Between Corporate Social Performance and Corporate Financial Performance- A study of select companies in India</td>
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<td>2</td>
<td>Varun Bhandari</td>
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<td>3</td>
<td>Parul Behl</td>
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<td>News Analytics: Effect of Analysts' Recommendations on Stock Performance, Trading and volatility in India</td>
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<td>Sonal Thukral</td>
<td>Thesis Submitted</td>
<td>Financing Pattern of Outward Foreign Direct Investment by Indian Multinational Enterprises</td>
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**Books Authored/Co-Authored**


**Research Publications**

Faculty Corner

0972-7612. Publisher-BIMTECH, Greater Noida.


Nominations/Membership or Fellowship of Professional / Academic Bodies, Societies, Committees

- Appointed as MOOC (Massive Open Online Course) Coordinator of Paper No.8: Financial Management of M.Com under e-PG PATHSHALA project of UGC under the NMEICT initiative of Ministry of HRD, Govt. of India on 11th June 2016.

- Appointed as UG Exam Coordinator in September 2016.

- Member of Committee constituted for finalization of Draft Degree of University of Delhi.

- Member UG-PG Admission Grievance Committee of University of Delhi, 2016

National/International Conferences (India and Abroad)-Papers Presented/Chaired Sessions/Delivered Key Note/Main Speaker


Dr. Niti Bhasin

Books Authored/Co-Authored/Chapters in Books


Research Publications

Faculty Corner

Dr. Sunaina Kanojia

M.Phil. Supervised

- Stock Market an Investment Alternative: A Study of Indian Investors, by Mr Pankaj Solanki (Submitted Sep 2016)
- The Dollar vs Rupee race: past, present and future, by Ms Shivali Dhamija (Submitted Sep 2016)
- Forecasting Volatility and Option Pricing in Indian Stock Market, by Mr Neeraj (Submitted) August 2016

Research Publication

- Presented "Corporate Governance, Board of Directors and Financial Performance: Evidence from Listed Indian Banks" at the 3rd International Conference on CSR, Sustainability, Ethics & Governance, organized by the Cologne Business School, European University of Applied Sciences, Cologne Germany, August 2016

Special Lecture

- Lecture Delivered at the Faculty Development Programme organized by Zakhir Hussain College (M) on E-Business and Cyber Laws on 18th July 2016.
Faculty Corner

Dr. H. K. Dangi

Ph.D. Supervised

Research Publications
- Dangi H.K. and Anish Krishna (2016) An Assessment of disaster preparedness plan of select religious places in India accepted for publication in *South Asia Disaster.net*

National/International Conferences (India and Abroad)-Papers Presented/Chaired Sessions/Delivered Key Note/Main Speaker

Invited/Special Lecture/Presentation/Seminar
- Invited as Chief guest in Inter School “Marketing skit competition” organised on 29 July 2016 at Rosary Senior Secondary School Delhi

Dr. Amit Kumar

Research Publications
Faculty Corner

Others

• Coordinator of the Pre-Entrance Summer School, 2016 for Commerce Discipline, held from 30th May to 13th June, 2016 in University of Delhi, in Collaboration with Institute of Life Long Learning (ILLL), University of Delhi.

Ms. Manisha

• Delivered a special lecture for Corporate Accounting Session of the Pre-Entrance Summer School, 2016 for Commerce Discipline, held from 30th May to 13th June, 2016 in University of Delhi, in Collaboration with Institute of Life Long Learning (ILLL), University of Delhi.