



**DEPARTMENT OF COMMERCE**  
Faculty of Commerce and Business  
Delhi School of Economics  
UNIVERSITY OF DELHI



**दीन दयाल उपाध्याय कॉलेज**  
**DEEN DAYAL UPADHYAYA COLLEGE**  
(दिल्ली विश्वविद्यालय) (UNIVERSITY OF DELHI)  
दिल्ली रा. रा. क्षेत्र सरकार द्वारा 100% वित्त पोषित, 100% funded by Govt. of NCT of Delhi  
सेक्टर - 3, द्वारका, नई दिल्ली Sector-3, Dwarka, New Delhi - 110078  
दूरभाष/Tel. 011-41805580, 45051037, Website: <https://ddu.colledu.ac.in>



# 10th ANNUAL INTERNATIONAL COMMERCE CONFERENCE

## GOVERNANCE IN AMRIT KAAL

January 6-7, 2025

Organized by

Department of Commerce  
Faculty of Commerce and Business  
Delhi School of Economics  
University of Delhi

In collaboration with

Deen Dayal Upadhyaya College  
University of Delhi

Venue - Deen Dayal Upadhyaya College  
Dwarka, New Delhi-78

Registration Link: <https://forms.gle/PVWACTYbuCbucYWV8>



For any queries, please mail us at:  [AICC@commerce.du.ac.in](mailto:AICC@commerce.du.ac.in)

# ABOUT THE DEPARTMENT OF COMMERCE

## FACULTY OF COMMERCE AND BUSINESS

The Department of Commerce formally set up as a separate entity in 1967, has imbibed the DSE tradition of exploring new frontiers of knowledge and innovation in academics. It came under the umbrella of Faculty of Commerce and Business in 1993. In its history spanning over 57 years, the Department has redefined commerce education in the country. The rapid growth of the Department of Commerce is reflected in its expansion as well as the novelty in its academic programmes. In addition to the traditional Ph.D. and flagship M.Com. programme, Department of Commerce initiated two master's degree level professional programmes, Master of International Business (MIB) and Master of Human Resource and Organisational Development (MHROD) as a response to market imperatives in 1995. In this span of twenty- nine years, these two programmes have come to be recognized as well-regarded Master's programmes in business administration in the country. The nomenclature of these two professional programmes have been changed to MBA (IB) and MBA (HRD) in 2015. The Department of Commerce has launched an MBA (Business Analytics) programme from Academic Year 2023-24 as well. The programmes have been received well received by the industry and will continue to nurture the need of the industry in the future as well. Below is the stalwart leadership of the Deans of the Faculty of Commerce and Business and Heads of the Department of Commerce:

### FACULTY OF COMMERCE AND BUSINESS

## DEANS

S.No.	Name	From	To
1.	PROF. M .Y. KHAN	1993	1994
2.	PROF. V. S. MINOCHA	1994	1995
3.	PROF. B. P. SINGH	1995	1996
4.	PROF. M. Y. KHAN	1996	1998
5.	PROF. O. P. GUPTA	1998	1998
6.	PROF. SHIRIN RATHORE	1998	1999
7.	PROF. R. N. GOYALE	1999	1999
8.	PROF. Y. P. SINGH	1999	2002
9.	PROF. MUNEEESH KUMAR	2002	2004
10.	PROF. SHIRIN RATHORE	2004	2004
11.	PROF. MUNEEESH KUMAR	2004	2005
12.	PROF. SRI RAM KHANNA	2005	2005
13.	PROF. JAWAHAR LAL	2005	2007
14.	PROF. SANJAY K. JAIN	2007	2008
15.	PROF. SANJAY SEHGAL	2008	2010
16.	PROF. I. M. PANDEY	2010	2011
17.	PROF.K.V.BHANUMURTHY	2011	2013
18.	PROF. J. P. SHARMA	2013	2014
19.	PROF. C. P. GUPTA	2014	2015
20.	PROF. MUNEEESH KUMAR	2015	2017
21.	PROF. KAVITA SHARMA	2017	2019
22.	PROF. R. K. SINGH	2019	2022
23.	PROF. AJAY KUMAR SINGH	2022	

### DEPARTMENT OF COMMERCE

## HEADS

S.No.	Name	From	To
1.	PROF. A. B. GHOSH	1967	1973
2.	PROF. R. S. NIGAM	1973	1977
3.	PROF. L. S. PORWAL	1977	1979
4.	PROF. R. S. NIGAM	1979	1979
5.	PROF. B. M. LALL NIGAM	1979	1982
6.	PROF. P. K. GHOSH	1982	1983
7.	PROF. R. S. NIGAM	1983	1986
8.	PROF. R. K. LELE	1986	1989
9.	PROF. S. KUMAR	1989	1992
10.	PROF. M. Y. KHAN	1992	1994
11.	PROF. V. S. MINOCHA	1994	1995
12.	PROF. B. P. SINGH	1995	1996
13.	PROF. R. N. GOYAL	1996	1999
14.	PROF. Y. P. SINGH	1999	2002
15.	PROF. SRI RAM KHANNA	2002	2005
16.	PROF. JAWAHAR LAL	2005	2006
17.	PROF. SANJAY K. JAIN	2007	2009
18.	PROF. K.V. BHANUMURTHY	2010	2012
19.	PROF. J. P. SHARMA	2013	2015
20.	PROF. KAVITA SHARMA	2016	2019
21.	PROF. R. K. SINGH	2019	2022
22.	PROF. AJAY KUMAR SINGH	2022	

## **FACULTY MEMBERS AT THE DEPARTMENT OF COMMERCE**

<b>S.No</b>	<b>NAME OF THE FACULTY</b>	<b>DESIGNATION</b>
1	SR. PROF. AJAY KUMAR SINGH	HEAD & DEAN
2	SR. PROF. V. K. SHROTRYIA	SENIOR PROFESSOR
3	SR. PROF. KAVITA SHARMA	SENIOR PROFESSOR
4	PROF. R. K. SINGH	PROFESSOR
5	PROF. MADAN LAL	PROFESSOR
6	PROF. NITI BHASIN	PROFESSOR
7	PROF. SUNAINA KANOJIA	PROFESSOR
8	PROF. URVASHI SHARMA	PROFESSOR
9	PROF. AMIT KUMAR SINGH	PROFESSOR
10	PROF. ASHISH CHANDRA	PROFESSOR
11	PROF. RITU SAPRA	PROFESSOR
12	PROF. H. K. DANGI	PROFESSOR
13	PROF. SHITAL JHUNJHUNWALA	PROFESSOR
14	PROF. ABHA SHUKLA	PROFESSOR
15	PROF. ANIL KUMAR	PROFESSOR
16	PROF. RAJENDRA P. SRIVASTAVA	ADJUNCT PROFESSOR
17	DR. POOJA GOEL	ASSOCIATE PROFESSOR
18	DR. SONAL THUKRAL	ASSOCIATE PROFESSOR
19	DR. ANIL KUMAR GOSWAMI	ASSOCIATE PROFESSOR
20	DR. SAHAJ WADHWA	ASSISTANT PROFESSOR
21	DR. KIRAN BALA	ASSISTANT PROFESSOR
22	DR. SUPREET KAUR	ASSISTANT PROFESSOR
23	DR. ROHIT KUMAR SHRIVASTAV	ASSISTANT PROFESSOR
24	DR. VIBHUTI VASISHTH	ASSISTANT PROFESSOR
25	DR. NAMITA JAIN	ASSISTANT PROFESSOR
26	DR. RAJDEEP SINGH	ASSISTANT PROFESSOR
27	DR. SVATI KUMARI	ASSISTANT PROFESSOR
28	DR. KIRTI SINGH	ASSISTANT PROFESSOR
29	DR. SUMITA SINKU	ASSISTANT PROFESSOR
30	DR. MANISH KUMAR	ASSISTANT PROFESSOR
31	DR. JAGDISH RAJ SAINI	ASSISTANT PROFESSOR
32	DR. MANISHA	ASSISTANT PROFESSOR
33	DR. PRATIBHA MAURYA	ASSISTANT PROFESSOR
34	DR. PURUSHOTTAM KUMAR ARYA	ASSISTANT PROFESSOR

## **ABOUT DEEN DAYAL UPADHYAYA COLLEGE**

Deen Dayal Upadhyaya College is a constituent college of the University of Delhi, established in 1990 in Karampura, Delhi. The college receives a 100% grant from the Govt. of NCT of Delhi and is recognized under section 2 (f) and 12 (b) of the UGC Act 1956. The college has created a space for a multidisciplinary research center with financial support from UGC and other agencies. Built on a plot of 7.7 acres in Sector 3, Dwarka, New Delhi the new campus of the college is a state-of-the-art building. It is a multi-storey building with many features of a green building, rainwater harvesting system, and water recycling plant. It runs 12 honours and 5 programme courses at undergraduate level. It also runs four Certificate courses in foreign languages.

## **CONFERENCE THEME: GOVERNANCE IN AMRIT KAAL**

The theme focuses on Governance related to the vision "Viksit Bharat" of the Government of India to make the country one of the world's top economies and bring it closer to developed nation status by the 100th year of its Independence. "Viksit Bharat" encapsulates the vision for a developed Bharat, focusing on holistic national progress, encompassing economic prosperity, social advancement, technological growth, and sustainable development. Bharat, with its rich cultural heritage and diverse population, is poised at the cusp of transformative growth in the Amrit Kaal.

### **Sub-Themes:**

- **Corporate Social Responsibility**
- **Governance of Corporates**
- **Governance of Higher Education Institutions (HEIs)**
- **Digital Governance**
- **Sustainable Businesses**
- **Governance of Cooperatives**
- **Social Entrepreneurship and Governance**

**Additionally, Research Scholars may present their research papers in contemporary areas (based on doctoral or post-doctoral work).**

## **JOURNAL OF COMMERCE & BUSINESS STUDIES**

The "Journal of Commerce & Business Studies" is a bi-annual journal of the Department of Commerce, Delhi School of Economics, University of Delhi, bearing ISSN-2322-0767, a refereed UGC-CARE listed journal. The objective of the journal is to promote and disseminate the new knowledge and research area ranging from Management, Commerce, Economics, Business, Retailing, Finance, Marketing, Human Resource, Banking, Insurance, Corporate Governance and emerging allied areas of knowledge.

The papers for the publications are selected through blind peer review process for the publication in the journal. No publication fee is charged by the department for the same.

Journal website: <https://journal.commerce.du.ac.in/>

**UGC-CARE Listed**

# INTERNATIONAL KEYNOTE SPEAKERS / SESSION CHAIRS



**Prof. Justin Paul**

University of Puerto Rico, San Juan, PR, USA,  
Visiting Professor of Henley Business School,  
University of Reading, UK.  
Provost of Management Education at NMIMS  
Editor-in-Chief,  
International Journal of Consumer Studies (A  
ranked & SSCI listed)



**Prof. Suneel Maheshwari**

M.M.S., M.Acc, Ph.D.  
Chair and Professor at  
Indiana University of  
Pennsylvania  
USA



**Prof. Ravinder Rena**

DUT Business School ,  
Faculty (FMS), Durban  
University of Technology,  
Republic of South Africa |  
Associate Editor, Journal -The  
Bottom Line(TBL) - Q1  
Scopus and WoS



**Prof. Ajay Vinzé**

Dean, George Mason  
University Costello College  
of Business  
USA



**Prof. Kundan Singh**

M.A., Applied Psychology,  
PHD, Humanities  
Executive Core Faculty at Sofia  
University  
USA



**Prof. Rajendra P. Srivastava**

Professor Emeritus, Retired EY  
Professor, Ex Director of EY Center  
for Auditing Research and Advanced  
Technology, University of Kansas  
Adjunct Professor, Department of  
Commerce, University of Delhi



**Dr. Rakesh Gupta**


Associate Professor,  
Charles Darwin University  
Australia

## REGISTRATION DETAILS

### PARTICIPATION FEE

Category	Early Bird Fee (till 26th December 2024)	Fee (27th December to 31st December 2024)
Faculty Members of University of Delhi	₹1,000	₹1,000
Life Members of Indian Accounting Association	₹1,000	₹1,000
UG/PG Students	₹500	₹750
Research Scholars	₹1,000	₹2,000
Academicians	₹2,000	₹3,000
Industry Delegates	₹4,000	₹5,000
Foreign Delegates	\$100	\$150

### PAYMENT DETAILS

Name of account holder : Deen Dayal Upadhyaya College Fee A/C		<p style="text-align: right;"><u>Scan QR code to pay.</u></p> 
Complete bank account number : 235501002243		
IFSC code : ICIC0002355		
MICR code of bank : 110229221		
UPI ID : DEENDAYALUPADHYAYACOLLEGEFEEAC@ICICI		

### CALL FOR RESEARCH PAPERS

<p>Interested participants may submit their research papers using the link: (Registration cum Paper Submission Link)</p> <p><b><a href="https://forms.gle/PVWACTYbuCbucYWV8">https://forms.gle/PVWACTYbuCbucYWV8</a></b></p> <p>Last date of abstract submission: 26th December 2024</p> <p>Last date of final paper submission : 30th December 2024</p>	<ul style="list-style-type: none"><li>• <b>Best Research Paper Award for each technical session</b></li><li>• Selected research papers may be considered for publication in the Journal of Commerce and Business Studies (a <b>UGC-CARE</b> listed journal).</li><li>• The copyright of the research papers selected for publication will vest with the Department of Commerce.</li><li>• Only corresponding author will upload abstract and full research paper.</li><li>• Only registered participant will get certificate.</li></ul>
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### GUIDELINES FOR RESEARCH PAPER SUBMISSION

Key Points		
Introduction Review of Literature Relevance of the study Objectives	Hypotheses (if any) Research Methodology Key findings of the study Implications of the study	References (APA Style) Key Words (4-5) 5000-7000 words
The final submission should follow the Journal Guidelines: <a href="https://www.journal.commerce.du.ac.in/guide.html">https://www.journal.commerce.du.ac.in/guide.html</a>		

## **ORGANIZING COMMITTEE**



**Sr. Prof. (Dr.)  
Ajay Kumar Singh  
Chief Patron**



**Prof. (Dr.)  
Hem Chand Jain  
Patron**



**Prof. (Dr.)  
Shital Jhunjunwala  
Conference Chair**



**Associate Prof. (Dr.)  
Sonal Thukral  
Convenor**



**Associate Prof. (Dr.)  
Anil Kumar Goswami  
Convenor**



**Associate Prof. (Dr.)  
Renu Aggarwal  
Convenor**



**Associate Prof. (Dr.)  
Rakesh Kumar  
Convenor**



**Associate Prof. (Dr.)  
Vandana Gupta  
Co-Convenor**



**Associate Prof. (Dr.)  
Sunil Kumar  
Co-Convenor**



**Assistant Prof. (Dr.)  
Rohit Kumar Shrivastav  
Co-Convenor**



**Assistant Prof. (Dr.)  
Kirti Singh  
Co-Convenor**