

9th ANNUAL INTERNATIONAL COMMERCE CONFERENCE

VIKSIT BHARAT IN AMRIT KAAL

14-15 March, 2024

Organized by

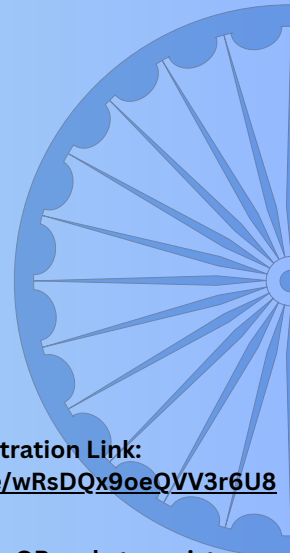
Department of Commerce,
Faculty of Commerce and Business,
Delhi School of Economics,
University Of Delhi

In collaboration with

Deen Dayal Upadhyaya College,
University Of Delhi

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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. In its history spanning over 56 years, it 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-eight 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 has been recently changed to MBA (IB) and MBA (HRD). The Department of Commerce has launched an MBA (Business Analytics) programme from Academic Year 2023-24 as well. The programme has been received well and it is expected that the new age programme would add more to the Department of Commerce.

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

DEPARTMENT OF COMMERCE

DEANS

HEADS

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	

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

S. No.	NAME OF THE FACULTY	DESIGNATION
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 ON DEPUTATION
16	PROF. RAJENDRA P. SRIVASTAVA	ADJUNCT PROFESSOR
17	DR. POOJA GOEL	ASSOCIATE PROFESSOR
18	DR. SAHAJ WADHWA	ASSISTANT PROFESSOR
19	DR. KIRAN BALA	ASSISTANT PROFESSOR
20	DR. SUPREET KAUR	ASSISTANT PROFESSOR
21	DR. ROHIT KUMAR SHRIVASTAV	ASSISTANT PROFESSOR
22	DR. VIBHUTI VASISHTH	ASSISTANT PROFESSOR
23	DR. NAMITA JAIN	ASSISTANT PROFESSOR
24	DR. RAJDEEP SINGH	ASSISTANT PROFESSOR
25	DR. SVATI KUMARI	ASSISTANT PROFESSOR
26	DR. KIRTI SINGH	ASSISTANT PROFESSOR
27	DR. SUMITA SINKU	ASSISTANT PROFESSOR
28	DR. MANISH KUMAR	ASSISTANT PROFESSOR
29	DR. JAGDISH RAJ SAINI	ASSISTANT PROFESSOR
30	DR. MANISHA	ASSISTANT PROFESSOR
31	DR. PRATIBHA MAURYA	ASSISTANT PROFESSOR
32	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. The college receives a 100% grant from the Govt. of NCT of Delhi and is recognized under 2 (f) and 12 (b) of the UGC Act. 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 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 nine under graduate honours and four bachelors programmes in addition to two add-on courses and one certificate course.

ABOUT THE CONFERENCE

The theme focuses on 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.

JOURNAL OF COMMERCE & BUSINESS STUDIES

Keeping the dynamism in mind, the Journal of Commerce & Business Studies is reflecting its expansion by way of novel academic strides. The Department of Commerce, Delhi School of Economics, University of Delhi publishes its bi-annual "Journal of Commerce & Business Studies" - a refereed reviewed UGC-CARE listed journal with the objective of promoting and disseminating new knowledge and research. The Journal of Commerce & Business Studies bearing ISSN - 2322-0767 addresses a wide range of research areas related to Management, Commerce, Economics, Business, Retailing, Finance, Marketing, Human Resource, Banking, Insurance, Corporate Governance and emerging allied areas of knowledge.

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

SOCIETY AND ECONOMY

Special Issue Title: "The Entrepreneurial Landscape in the Post-COVID Era: Insights, Challenges, and Future Perspectives."

Topic: We invite contributions on all aspects of entrepreneurship. While it is not mandatory, we highly encourage studies that explore the entrepreneurial landscape in the context of the Post-COVID phenomenon.

Journal website: <https://akjournals.com/view/journals/204/204-overview.xml>

BUSINESS AND SOCIETY

Special issue title: “New technologies for Business and Society: Achieving multiple goals with multiple types of organizations.’

To be considered for this special issue, submissions must fit with the aim and scope of Business & Society. Authors are strongly encouraged to refer to editorial insights published in Business & Society to understand the fit with the journal’s scope, vision and expectations related to rigor and contribution. A collection of these is available at

(<https://journals.sagepub.com/topic/collections-bas/bas-1-editors-insights/bas>).

THEME: VIKSIT BHARAT IN AMRIT KAAL

Sub-Themes:

• Role of Women in Viksit Bharat

1. Women Entrepreneurs in the Start-up Ecosystem
2. Women Business Leaders
3. Women in Gig Economy
4. Homemakers' contribution to Viksit Bharat

• Role of Youth in Viksit Bharat

1. Gig workers and emerging dimensions
2. Demographic Dividend in Amrit Kaal
3. Holistic Development of Youth for Viksit Bharat
4. Aspiring young minds and Start-ups

• Role of Responsible Businesses in Viksit Bharat

1. Sustainable Business Models
2. Role of Reporting Framework in Responsible Business
3. Green Business Practices
4. Carbon Neutrality and Net Zero Emissions' 2070
5. Corporate Governance and Sustainability

• Role of Industry 5.0 in Viksit Bharat

1. Role of Artificial intelligence in Viksit Bharat
2. Role of Fintech in Viksit Bharat
3. Role of Innovation in Start – ups
4. Bharatiya Unicorns in the Global Arena
5. Emerging Industrial Paradigm: Industry 6.0

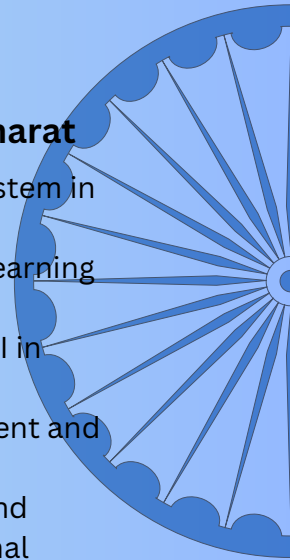
• Emerging Dimensions of Business in Viksit Bharat

1. Digital and Hybrid Business World
2. Diversity, Equity and Inclusion
3. Restructuring of Businesses
4. Mergers and Acquisitions

• Role of NEP 2020 in Viksit Bharat

1. Role of Indian Knowledge System in Viksit Bharat
2. Role of technology enabled learning and Digital Education – MOOCs/Robots/Generative AI in Education
3. Simulated learning environment and its potential outcome
4. Changing role of educators and learners in the new educational ecosystem

- Research Scholars may present their research paper in contemporary areas (based on doctoral or post-doctoral work).



INTERNATIONAL KEYNOTE SPEAKERS



Prof. Rajendra P. Srivastava

Professor Emeritus, Ex EY Professor of AIS. Ex-Director of EY Center for Auditing Research and Advanced Technology School of Business, The University of Kansas



Prof. Suneel Maheshwari

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



Prof. Justin Paul

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



Prof. Ravinder Rena

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



Prof. habil Gábor Szécsi

Dean, Faculty of Cultural Sciences, Education and Regional Development, University of Pécs, Hungary



Dr. Katalin Csekő

Dean, Associate Professor, Department of International Trade and Logistics, Budapest Business University, Budapest, Hungary



Dr. Rakesh Gupta

Senior Lecturer, Department of Accounting, Finance and Economics, Griffith University, Queensland, Australia

INTERNATIONAL PANEL SPEAKERS



Prof. Mahesh Kumar Singh

Department of Methodology for Social Sciences, Faculty of International Management and Business, Budapest Business University, Budapest, Hungary



Mr. Gopalkrishna GSS

Segment Business Head, North America, TCS



Dr. Árpád Bánhalmi

Senior Lecturer, Department of Methodology for Social Studies, Faculty of International Management and Business, Budapest Business University, Budapest, Hungary



Dr. habil. Tímea Juhász

Deputy Dean for Scientific Affairs, Associate Professor, Department of Methodology for Social Studies, Faculty of International Management and Business, Budapest Business University, Budapest, Hungary



Dr. Csilla Czeglédi

Associate Professor, Department of International Trade and Logistics, Budapest Business University, Budapest, Hungary



Dr. Anna Forgács

Associate Professor, Department of International Trade and Logistics, Budapest Business University, Budapest, Hungary



Dr. László Budai

Associate Professor, Department of International Trade and Logistics, Budapest Business University, Budapest, Hungary

REGISTRATION DETAILS

PARTICIPATION FEE

Category	Early Bird Fee (till 25th February)	Normal Fee (26th February to 2nd March)
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

Scan QR code to make payment

Name of account holder	:	Deen Dayal Upadhyaya College Fee A/C
Complete bank account number	:	235501002243
IFSC code	:	ICIC0002355
MICR code of bank	:	110229221
UPI ID	:	DEENDAYALUPADHYAYACOLLEGEFEEAC@ICICI



CALL FOR PAPERS

Interested participants may submit their papers using the link:

<https://forms.gle/wRsDQx9oeQVV3r6U8>



Last date of abstract submission (extended): **29th February, 2024**

Best Paper Award will be given for each technical session. Only Full papers received upto 29th February, 2024 will be considered for the Best Paper Award.

MANUSCRIPT GUIDELINES

Manuscript should include :

- Introduction
- Review of Literature
- Rationale
- Relevance of the study
- Objectives
- Hypotheses (if any)
- Research Methodology
- Key findings of the study
- Implications of the study
- Reference (APA Style)
- Key Words (4-5)
- 5000-7000 words

PUBLICATION OPPORTUNITY

Select quality research papers presented during the conference will be considered for publication in the following Journals:

- Journal of Commerce & Business Studies
- Special Issue in Society and Economy (Q3)
- Special Issue in Business & Society (Q1)

Publication process will be as per journal guidelines. The copy rights of papers selected for publication will reside with the Journal.

VENUE: DEEN DAYAL UPADHYAYA COLLEGE, DWARKA, NEW DELHI

ORGANIZING COMMITTEE



Sr. Prof. (Dr.) Ajay Kumar Singh

CHIEF PATRON



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PATRON



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