2nd Annual Conference of IAMD
XVII Annual International Seminar
MAKE IN INDIA: THE ROAD AHEAD
January 3-4, 2016 at India Habitat Centre, Lodhi Road, New Delhi, India

Under the joint auspices of
Indian Association for Management Development; Delhi School of Professional Studies and Research, DSPSR (Affiliated to GGSIP University, New Delhi); Sri Aurobindo College (E), University of Delhi, Delhi; Rotary Club of Delhi Maurya; and Divine International Group of Institutions, Gwalior

Sponsored by Indian Council of Social Science & Research (ICSSR), Ministry of HRD, New Delhi

PROGRAMME SCHEDULE OF MONDAY, JANUARY 04, 2016

Technical Session 1

TOPIC: “Global Competitiveness & Sustainable Development”

TIMINGS: 09.30 A.M. – 01.00 P.M.

VENUE: Kadamba, IHC, New Delhi

Ms. Simran Kaur, Assistant Professor, DSPSR, Delhi

Ms. Bhawna Manyal, Assistant Professor, DSPSR, Delhi

SESSION CHAIR

Prof. L.S. Singh, Professor of Economics, Head, Department of Economics, Magadh University, Bodhgaya, Bihar

CO-CHAIR

Prof. S.V. Pathak, Professor, Department of Commerce, D.D.U. Gorakhpur University, Gorakhpur, U.P.

PAPER PRESENTATION

1. Prof. Manish Madan, Professor, Department of Management, Rukmini Devi Institute of Advanced Studies, “A Study On Export Competitiveness Of Tea Industry In India – An Initiative To Make In India”, in co-authorship with Ms. Esha Jain, Assistant Professor, School of Management, G. D. Goenka University, Gurgaon

2. Mr. Gobinda Deka, Associate Professor, CKB Commerce College, Jorhat, Assam, “Ethical Issues of Banks towards the Environment: A study on Green Practices of State Bank of India in Assam”.

3. Mrs. Alpna Yadav, Assistant Professor, Ahir College, Rewari, “Economic Growth and Sustainable Development”

4. Mr. Amit Kundu, Assistant Professor of Economics, Mathabarga College, India, “Economic Growth and Carbon Dioxide Emissions in India – An Econometric Analysis”.


6. Ms. Bhanwara Khatri, Ph.D. Student, Jawaharlal Nehru University, New Delhi, “Small Scale Industries and Sustainable Development: A Case Study of Kalimpong”.

7. Ms. Naheed Mustafa, Research Scholar Faculty of Law, Aligarh Muslim University, “Role of Morality in the sustainable development of the Country”.

8. Mr. Hitesh Borana, Student, DES Navalmal Firodia Law College, Bhayandar, Mumbai, “Integration of Corporate Social Responsibility and Sustainable Development: Step towards real Infrastructure and Economic Development”.

9. Mr. Manabhanjan Sahu, Research Scholar, Dept. of Business Administration, Berhampur University, “Corporate Social Responsibility – Public Sector Vs Private Sector – A Myth Or Reality?”, in co-authorship with Dr. D. Panigrahy, Professor, Department of Business Administration, Berhampur University


11. Ms. R. Karthigaran, Ph.D. Research Scholar, Department of Economics, Arumugam Pillai Seethai Ammal College, Thirupathur, Sivagangai District, Tamilnadu, “Household willingness to pay for better solid waste management in Sivagangai District, Tamil Nadu”, in co-authorship with Dr. V. Elangovan, Associate Professor, Arumugam Pillai Seethai Ammal College, Thirupathur, Sivagangai District, Tamilnadu.

12. Mr. Awanish Kumar Shukla, Student, National Institute of Construction Management and Research (NICMAR) – Pune, “Investigation of Barriers in Application of Green Building Objectives”, in co-authorship with Ms. Shubhra Singh, Student, PGPM-IFDM, National Institute of Construction Management And Research (NICMAR) – Pune

13. Mr. Sanjay Kumar, Research Scholar, Vardhman Mahaveer Open University, Kota, Rajasthan, “Social Responsibility and Contribution of Primitive Tribes to Make in India”.

14. Ms.Yaghma Asalat, Research Scholar, Department of Education, Aligarh Muslim University, Aligarh, “Global Competitiveness and Sustainable Development”, in co-authorship with Dr. Salma Kuraishy, Associate Professor, Department of Education, AMU, Aligarh


TEA BREAK 11.00 A.M. – 11.30 A.M.

LUNCH 01.00 P.M. – 2.00 P.M.
PROGRAMME SCHEDULE OF MONDAY, JANUARY 04, 2016

SESSION CHAIR
- Prof. H.K. Singh, President – Indian Association for Management Development (IAMD), and Professor, Department of Commerce, Banaras Hindu University, Varanasi, U.P.

CO-CHAIR
- Prof. S. M. Gomes, Professor, Gedu College of Business Studies, Bhutan

PAPER PRESENTATION

1. Prof. S.V. Pathak, Professor, Dept. of Commerce D.D.U. Gorakhpur University, Gorakhpur, “Infrastructure Development in Uttar Pradesh – 2015,” in co-authorship with Dr. Rajeev Prabhakar, Associate Professor, Dept. of Commerce D.D.U. Gorakhpur University, Gorakhpur; Dr. Sandeep Kumar Gupta, Lecturer, Dept. of Commerce S.I.J.S.D.M.D.C, Gorakhpur

2. Mr. Indranil Mutsuddi, Assistant Professor, Delhi School of Professional Studies & Research, Delhi, “Role of Infrastructural Growth for Entrepreneurial Development: A Study in Durgapur.”

3. Ms. Otega Okinono, Ph.D Candidate, Ghausallie Shaffi School of Government, Universiti Utara Malaysia, Sintok, Kedah, Malaysia, “Infrastructure and Sustainable Development: The case of the Niger Delta Region in Nigeria”, in co-authorship with Danni Salleh, Professor, Universiti Utara Malaysia, Sintok, Kedah, Malaysia

4. Mr. Sudhansu Sekhar Nanda, Research Scholar, Sambalpur University, Burla, Odisha, “Growth and Performance of Indian MSMEs: An Appraisal.”

5. Dr. Parul Gupta, Associate Professor, Army Institute of Management & Technology, Greater Noida, Uttar Pradesh “Efficiency of Public Distribution System: Insights and Challenges.”, in co-authorship with Mr. Upender Singh, Student, Army Institute of Management & Technology, Greater Noida, Uttar Pradesh


TEA BREAK 03.00 P.M. – 03.30 P.M.
SESSION CHAIR
- Prof. Yogesh Upadhyay, Dean, Faculty of Management, School of Studies in Management, Jiwaji University, City Centre, Gwalior

CO-CHAIR
- Prof. S. K. Singh, Dean, Faculty of Commerce, School of Commerce and Business Studies, Jiwaji University, City Centre, Gwalior

PAPER PRESENTATION

1. Ms. Jayanti Srivastava, Assistant Professor, Amity University, Lucknow, Uttar Pradesh, “Impact of e-education in raising the standards and challenges to protect IP in Uttar Pradesh,” in co-authorship with Mr. Syed Zainul Haque, Student, MBA, Amity University, Lucknow, Uttar Pradesh


4. Mrs. Deekshitha R., Lecturer, Nitte Institute of Communication, Nitte University, Deralakatte, Mangalore, “The threat towards the Intellectual Property in Digital Environment”

5. Mr. Manpreet Singh, Assistant Professor, Delhi School of Professional Studies and Research, DSPSR, Delhi, “Implications of Network Neutrality in the Light of Make in India Digital Drive,” in co-authorship with Ms. Ankita Jain, Assistant Professor, Delhi School of Professional Studies and Research, Delhi

6. Mr. Ikshit Mittal, Student, Gujarat National Law University, Gandhinagar, Gujarat, “Modalities for Protection and Indian Panorama of Trade Secrecy Laws” in co-authorship with Ms. Pankhuri Goel, Student, Gujarat National Law University, Gandhinagar, Gujarat

TEA BREAK 11.00A.M. – 11.30 A.M.
Technical Session 4

**TOPIC:** “Policy Reform Challenges & Opportunities”

**TIMINGS:** 11:30 A.M. – 03:00 P.M.

**VENUE:** Rudraksha, IHC, New Delhi

**COORDINATOR**
Ms. Sakshi Gupta, Assistant Professor, DSPSR, Delhi

**RAPPORTEUR**
Ms. Aanchal Nagpal, Assistant Professor, DSPSR, Delhi

**SESSION CHAIR**
- Dr. Rajvir Sharma, Associate Professor, Atma Ram Sanatan Dharma College, University of Delhi, Delhi

**CO-CHAIR**

**PAPER PRESENTATION**

1. Prof. Manish Madan, Professor, Department of Management, Rukmini Devi Institute of Advanced Studies, “An Effect of Marketing Mix on Tourism and Hospitality Sector: A Step to Achieve Excellence in Make in India”; in co-authorship with Ms. Ankita Popli, Assistant Professor, Department of Management, Rukmini Devi Institute of Advanced Studies

2. Dr. Kavita Goel, Lecturer, Australian Institute of Business, South Australia, “India’s corporate governance reforms and listed corporations’ capital structures” in co-authorship with Mr. Ronald McIver, Lecturer, University of South Australia.

3. Dr. Niru Sharan, Assistant Professor, Amity Law School, Amity University, Noida, Uttar Pradesh, “Human Resource Management in Make in India.”

4. Dr. V. B. Srivastava, Asst. Professor, Dept. Of English, R.M.College, Sararam, “Immense prospects in defence sector through Make in India.”

5. Dr. M. Usha Rani, Research Associate, Center for the Study of Social Exclusion and Inclusive policy, Anantapuramu, S.K. University, Anantapur, Andhra Pradesh, India, “Inclusion of Small Farmers through Dry Land Plantation Programme under MGNREGS: A Case Study.”

6. Mr. Brij Mohan Krishan Shorey, Research Scholar/Statistical Investigator Gr II, SOEDS, IGNOU/Dte of Census Operations, Chandigarh, “Judicial Intervention to revamp the development phase of India in analyzing the core impact of Social Impact Assessment”; in co-authorship with Dr. Nehal A. Farooquee, Director & Associate Professor, SOEDS, IGNOU, Delhi

7. Mr. Ali Saeed, Research Scholar, Aligarh Muslim University, Aligarh, “Make in India: An Evaluation.”


**LUNCH**
01.00 P.M. – 02.00 P.M.


**TEA BREAK**
03.00 P.M. – 03.30 P.M.
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PROGRAMME SCHEDULE OF MONDAY, JANUARY 04, 2016

TEA BREAK 09.00 A.M. – 09.30 A.M.

1. Dr. Uday Tate, Professor of Marketing, Marshall University, United States, “Use of Business Simulations in Assurance of Learning: Pedagogical and Accreditation Issues”; in co-authorship with Prof. Suneel Maheshwari, Professor, Indiana University of Pennsylvania, USA and Mr. Basanna Patagundi, CMR University, Bangalore, India

2. Dr. Ketut Warta, Senior Lecturer, School of Graduate Program, PPS-IKIP Mataram, “Balinese and Moral Behavior: Exploring How Speakers’ Morality is Expressed in Their Language”

3. Dr. S. Ann Mary, Associate Professor, HOD of History, Tourism & Heritage Club, Teresian College, Mysore, “Ethics, morality and spirituality”

4. Dr. Moloy Ghoshal, Associate Professor, Delhi School of Professional Studies and Research, Delhi, “The Recent Controversy on Maggi: Myth or Reality- Case Study”, in co-authorship with Ms. Megha Vohra, Student, Delhi School of Professional Studies and Research, Delhi

5. Dr. Sima Singh, Associate Professor, Delhi School of Professional Studies and Research, Delhi, “Study of Organizational Culture”, in co-authorship with Ms. Rhythm Kaila, Student, DSPSR, Delhi

6. Dr. Supreet Singh, Associate Professor, Delhi School of Professional Studies and Research, Delhi, “Human Resource Management Practices and Organizational commitment in self-financing institutions of Delhi & NCR region”


8. Dr. Urnima Yadav, Assistant Professor, School of law, Sharda University, Greater Noida, “Ethical Moral Values & Indian Education System”, in co-authorship with Mr. Mohit Saini, Student, School of law, Sharda University, Greater Noida

TEA BREAK 11.00 A.M. – 11.30 A.M.

9. Dr. Mohnish Kumar, Assistant Professor, Bhim Rao Ambedkar College, University of Delhi, Delhi, “Relative contribution of Knowledge Technology Capture towards Knowledge Capture”

10. Mr. Abhishek Naand, Assistant Professor, University of Petroleum & Energy Studies, Dehradun, “Bio-remediation of oil spills – A Review on Challenges,” in co-authorship with Mr. Mohit Saini, Assistant Professor, DSPSR, Delhi

11. Ms. Nitika Bhalla, Student, Delhi School of Professional Studies & Research, Delhi, “Customer Perception On Promotional Strategies Used In Bollywood Movies: A Study On The Undergraduate Students In Delhi”, in co-authorship with Mr. Indranil Mutsuddi, Assistant Professor, DSPSR, Delhi

12. Ms. Simran Kaaur, Assistant Professor, Delhi School of Professional Studies and Research, “A Study On The Impact of Organisational Justice Perceptions On Job Satisfaction, Work Commitment And Psychological Capital”, in co-authorship with Ms. Mukta Katyal, Assistant Professor, DSPSR, Delhi

13. Dr. Uttam Kumar Datta, Senior Management Counselor & Head of Marketing Management Division, Bangladesh Institute of Management, Dhaka, Bangladesh, “Political Services Marketing For Peaceful World”

14. Mrs. Harshita Singh, Research Scholar, Management Development Institute, Sukhrali, Gurgaon, “Private Sector Indian Manufacturing Organizations and Workplace Industrial relations: towards a new Employment Relationship,” in co-authorship with Ms. Debi Saini, Professor, Management Development Institute, Sukhrali, Gurgaon

15. Mr. Janardan Paudel, Ph.D. Research Scholar, Higher Education in Tribhuvan University, Nepal, “Role of Civil Society in Developing Morality in Human Beings and Controlling Human Stupidity”

16. Mrs. Smita Dayal, Research Scholar, K.J. Somaiya Institute of Management Studies Vidhyavihar, Mumbai, “An Analysis of the Social Media Influence on the online buying behavior of Indian Consumers”

17. Ms. Tirna Sadhu, Ph.D. Research Scholar, Visva Bharati Santiniketan, Hooghly, “Make it now here: An evolutionary leap in the face of utopian stagnation, reviewing Arthur C. Clarke’s Childhood’s End.”

18. Ms. Arpita Mukherjee, Ph.D. Research Scholar, Department of Biochemistry, Shri Venkateshwara University, Gajraula, Amroha, U.P., “Effectiveness Of Telemedicine And E-Health To Share And Maintain Cancer Patient”


20. Ms. Pragya Tripathi, Research Scholar, Vardhaman Mahaveer Open University, Kota, Rajasthan, “Individual Diversity needs to know Brain Hemisphericity”, in co-authorship with Dr. Rajani Ranjan Singh


22. Mr. Joydip Datta, Student, Department of Geography, Delhi School of Economics, University of Delhi, Delhi, “Re-Fabricate the Politico-Ecological Health of An UNESCO World Heritage Site—Case Study of Darjeeling Himalayan Railways” in co-authorship with Dr. Anjan Sen, Assistant Professor, Department of Geography, Delhi School of Economics, University of Delhi, Delhi

23. Mr. Kunal Wason, Student, DSPSR, “Job Satisfaction Among Employees Of Public Sector Banks: A Study Based On Delhi Region” in co-authorship with Ms. Sachi Sharma, Student, DSPSR

TEA BREAK 03.00 P.M. – 03.30 P.M.
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### Programme Schedule of Monday, January 04, 2016

#### Technical Session 5 B  
**Topic:** “Research Paper Presentations on Contemporary Issues”  
**Timings:** 09.30 A.M. – 01.00 P.M.  
**Venue:** Amanitas, IHC, New Delhi  
**Coordinator:** Ms. Disha Thanai, Assistant Professor, DPSKR, Delhi  
**Rapporteur:** Ms. Mani Goswami, Assistant Professor, DPSKR, Delhi

#### Session Chair  
- **Prof. Nand Dhamneja,** Professor, Management Development Institute, Gurgaon

#### Co-Chair  
- **Mr. Vivek Gupta,** Associate Vice President, Steria (India) Ltd.

#### Paper Presentation

1. **Prof. Sunee Maheshwari,** Professor, Indiana University of Pennsylvania, USA, “Entrepreneurs vs. Managers – Evaluation of Life Choices Comparison in India and US”, in co-authorship with Ms. Veronica Paz, Associate Professor, Indiana University of Pennsylvania, USA, and Dr. Uday Tate, Professor of Marketing, Marshall University, USA

2. **Dr. Moloy Ghoshal,** Associate Professor, Delhi School of Professional Studies and Research, Delhi, “An Analytical Study Of Demat Account- With Reference To Share Khan”, in co-authorship with Mr. Maninder Bedi, Student, Delhi School of Professional Studies and Research, Delhi

3. **Dr. K. B. Singh,** Assistant Professor, Birla Institute of Technology, Noida, “Impact of Non-Interest Income on Risk and Profitability of Banks in India”, in co-authorship with Prof. Yogesh Upadhyay, Dean, Faculty of Management, School of Studies in Management, Jiwaji University, City Centre, Gwalior; Prof. S. K. Singh, Dean, Faculty of Commerce, School of Commerce and Business Studies, Jiwaji University, City Centre, Gwalior; and Dr. Abhishek Singh, Assistant Professor, Birla Institute of Technology, Noida

4. **Ms. Paramita Medhi,** Assistant Professor, Assam Down Town University, Guwahati, “To study status of entrepreneurship development in term of small tea growers of Assam.”

5. **Ms. Supriya Khaneja,** Assistant Professor, Department of Commerce, N.B.G.S.M. College, Sohna, Gurgaon, “IFRS: the new guardian of accounting in India.”

6. **Mr. Keshabanda Haloi,** Assistant Professor, Department of Accounting and Finance, DHRK Commerce College, Dibrugarh-Assam, “Entrepreneurship: A design to employability with special reference to Nalbari District of Assam.”

7. **Dr. K. B. Singh,** Assistant Professor, Birla Institute of Technology, Noida, “Accounting Education & Fraud Prevention” in co-authorship with Dr. Abhishek Singh, Assistant Professor, Birla Institute of Technology, Noida, Dr. Sanjeev Gupta, Professor of Commerce, SLP Govt. PG College, Morar, Gwalior, and Dr. A. K. Bajpai, Assistant Professor, Govt. MLB College of Excellence, Gwalior.

8. **Ms. Bhawna Manyal,** Assistant Professor, Delhi School of Professional Studies and Research, Delhi, “A study of financial inclusion initiatives in India.”

9. **Ms. Mani Goswami,** Assistant Professor, Delhi School of Professional Studies and Research, Delhi, “An Analytical Study Of Demat Account- With Reference To Share Khan”, in co-authorship with Ms. Shikha Bhatia, Assistant Professor, Birla Institute of Technology, Noida

10. **Mr. Plaban Sharma,** Research Scholar, Maharaja Sayajirao University of Baroda Vadodara, “Employment & Unemployment Situation among Social groups in North east region of India”

11. **Ms. Srirupa Sinha,** Research Scholar, University of Kalyani, Kolkata, “Primary Education and Economic Development”


13. **Mr. Bhuvanesh Shastri,** Student of Mass Communication, St. Mary’s College, Hyderabad, Telangana, “The Problem of Indian Agriculture with Special Reference to Farmer Suicide Case”


15. **Mr. Plaban Sharma,** Student, Centre for Management Studies, DHRK Commerce College, Dibrugarh University, Assam, “Companies Act, 2013: An Analysis Of Key Rules With Special Reference To General Meeting”

16. **Mr. Rishi Raj Kohli,** Student, Delhi School of Professional Studies and Research, Delhi, “Companies Act, 2013: An Analysis Of Key Rules With Special Reference To General Meeting”

### Tea Break  
11.00 A.M. – 11.30 A.M.

### Lunch  
01.00 P.M. – 2.00 P.M.