



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. 011-20892067, 20892296, Website: <https://ddu.collegedu.ac.in>



**INTERNATIONAL CONFERENCE**

**ON**

**"Corporate and Economic Transformation - Embracing the  
Change"**

**Organized by**

**DEPARTMENT OF MANAGEMENT STUDIES**

**&**

**DEPARTMENT OF COMMERCE**

**OF**

**DEEN DAYAL UPADHYAYA COLLEGE**

**UNIVERSITY OF DELHI**

**In association with**

**Kautilya Foundation**

**ON**

**24-25 March 2022**

## **ABOUT DEEN DAYAL UPADHYAYA COLLEGE**

Deen Dayal Upadhyaya is a constituent college of the University of Delhi. The Government of National Capital Territory of Delhi established the college in the year 1990 in Karampura. The college receives 100% grant from the Govt. of NCT of Delhi and is recognized under 2 (f) and 12 (b) of the UGC Act. The college is spread in 7.7 acre land having a state of art multi-storeyed building (basement+7 Floors); Solar Power Generation at Roof Top; Solar Water Heaters for Hostels; three generators of 1000 KW; Water Recycling Plant; RO Plant; Rain Water Harvesting; Girls and Boys Hostel with 48 (Twin-Sharing) rooms with attached washrooms; Air Conditioned Guest House, Faculty Cubicles, Lecture Room and Theatre; 24x7 Wi-Fi availability in hostels and residential blocks; 100 Mbps DU OFC Internet in ICT Centre with over 200 laptops; Campus wide surveillance through digital CCTVs; Indoor Squash Court and Badminton Court. Indoor facility for Table Tennis; Archery Range; Centrally Air Conditioned Library with fully computerized through LIBSYS software and Access to more than 50,000 e-journals and 2 lakh e-books; 23 state of the Art Laboratories.

At present there are more than 2500 students, 124 faculty members and 80 non-teaching & support staff. College is offering 15 Undergraduate courses i.e. B. Sc. Hons in Physics, Electronics, Chemistry, Botany, Zoology, Mathematics and Computer Science; B. Sc. Life Science, Physical Science, Mathematical Science; B. Com Hons; BMS; BA Program and BA Hons English. Other than these the college also offers certificate course in Russian, French, German and Spanish. We cater to the students of Delhi as well as neighbouring states, particularly Haryana, Uttar Pradesh, Rajasthan, Madhya Pradesh and Bihar.

For more insights and information about the college, check our website: <http://dducollegedu.ac.in/>

## **AWARD AND HONOURS FOR THE COLLEGE**

- Ranked 13th in 2021 of NIRF Ranking (National Institute Ranking Framework by Ministry of HRD, Government of India.)
- 6th Rank in Delhi (Science Colleges) by the India Today-MDRA Best Colleges Ranking 2018
- 9th Rank in Delhi (Commerce Colleges) by the India Today-MDRA Best Colleges Ranking 2018
- In 2018, College received Rs. 1.04 Crores under Department of Biotechnology (DBT) Star College Scheme
- Construction Industry Development Council (CIDC) Vishwakarma Award 2017 was awarded to DDUC building for Best the Construction.

## **ABOUT DEPARTMENT OF MANAGEMENT STUDIES**

The Department of Management Studies at Deen Dayal Upadhyaya College was set up in the year 2007 for imparting undergraduate management education. Over the years, it has become the most coveted course in University of Delhi. The Department has striven to impart quality education in management and create young professionals to shoulder challenges of the twenty-first century. Towards this mission the Department organises guest lectures, seminars and conferences to provide a platform to generate and disseminate knowledge. The Department mission is “to maintain high quality, intellectually stimulating and holistic educational environment for institutional success by exploiting the true potential of individuals thus developing effective and high performing leaders.”

## **ABOUT DEPARTMENT OF COMMERCE**

The Department of Commerce, Deen Dayal Upadhyaya College, University of Delhi, has been the pioneer in imparting commerce education for over three decades. The faculty members of the Department are known for their expertise and teach by combining academic excellence and real-world experience with dedication and commitment. The Department offers an excellent course structure with choice of electives that intends to develop knowledge, skills, attitudes, and values through dynamic and interactive methods of learning and grooming students into highly competent professionals. Training in soft skills and personality development, placement opportunities, skill enhancement programs and workshops, seminars, mentoring sessions, a robust alumni network are some of the added features. Interwoven into teaching practices is the goal of fostering in students a sense of responsibility towards society, in particular those sections of the population that are underprivileged. In line with this emphasis, the classroom space is democratic and one in which differences in opinions are respected.

## **ABOUT KAUTILYA FOUNDATION**

Realising the significance and relevance of the philosophy and values of great Indian thinkers and philosophers in the present day world, Kautilya Foundation was setup in Delhi. The foundation is registered under the societies registration Act of XXI of 1860 and inaugurated by Justice Ranganath Mishra on January 29, 2004 at the India international Centre. The major objectives of the foundation are to popularise Kautilya's philosophy, ancient Indian thought and the art of governance , organise conferences, seminars and workshops on contemporary issues in economics, management, media and communication, healthcare, technology and other disciplines, establish and manage educational institutions, publish journals and books, promote culture, art, architecture, music and yoga, work actively for the interest of the poor and weaker sections of society, through such activities as literacy and medical camps, environmental awareness programs and relief camps for victims of natural calamities. The seminars and conferences organised by the foundation from time to time have been addressed by eminent academicians and leaders in various walks of life. Prof. Lallan Prasad, President of the Foundation has published and presented research papers on Kautilya's philosophy in National and International Conferences.

## **ABOUT THE CONFERENCE**

The world of business is ever changing. Since the early 1990s, terms like technology-driven, innovation, performance, synergy, quality assurance, ingenuity and the like have been dominating the Indian corporate world. Customer centric approach, human capital as the most valuable resource and global outlook were always the buzzwords. However, Indian corporates and the economy as a whole have now entered a very interesting phase where all the above concepts have been successfully implemented and conquered by us.

Facing a new threshold of the journey at present, there are new opportunities, inherent challenges and evolving innovative resolutions. We are adopting 'Vocal for Local' but it is not a snub to globalization. Rather in the post-pandemic situation, India has emerged stronger in the global community. With this background, our conference aims to provide academicians, professionals, corporate executives and research scholars an opportunity to present their research concepts and stimulate discussions on the shifting paradigms in the contemporary Indian corporate and economic set-up. The Conference seeks to deliberate on emerging ideas

related to business management, finance, marketing, geopolitical and human resource challenges faced by the Indian economy. The details of the conference are given below: There shall be four conference tracks viz., Economics and Finance, Geo Politics, Human Resource and General Management.

#### CONFERENCE OBJECTIVES

- Generate and disseminate ground-breaking ideas and concepts.
- Promote inter-disciplinary areas of research in management.
- Promote and share research thoughts in the field of economics, commerce, taxation, geopolitics strategy and impact on growth of country's GDP and welfare of its citizens.

Though the Conference has defined the following four themes but the papers may cover any contemporary issues of economics, finance, commerce and management.

#### CONFERENCE THEMES

<b>Economics and Finance</b>	<b>Geo politics</b>
<ul style="list-style-type: none"> <li>• Public-Private Partnership</li> <li>• New paradigms in Banking</li> <li>• Foreign Direct Investment: policies and flows</li> <li>• Foreign Institutional Investors: Role and impact</li> <li>• Financial Inclusion and growth</li> <li>• Financial markets and their operations</li> <li>• Macroeconomics and Monetary Economics</li> <li>• Project and Program Management</li> </ul>	<ul style="list-style-type: none"> <li>• India and its neighbours</li> <li>• India and China – impact of bilateral relations on trade</li> <li>• India and Pakistan</li> <li>• India's standing in SAARC</li> <li>• Relations with Europe, USA and Gulf Countries</li> <li>• Trade and Terrorism</li> <li>• Dynamics of Relations with Afghanistan</li> <li>• Regional Trade Agreements: Scope, opportunities and challenges</li> </ul>
<b>Contemporary Issues</b>	<b>General Management</b>
<ul style="list-style-type: none"> <li>• Kautilya's philosophy and Indian Foreign Policy</li> <li>• Regulatory Institutions: Management and reform</li> <li>• Role of Higher Education</li> <li>• Taxation: policies and practices</li> <li>• Institutions, Governance and Prosperity</li> <li>• Legal environment and its impact on the economy</li> <li>• Ethics, CSR and social justice</li> <li>• Kautilya &amp; Contemporary India: Dynamics of International Trade</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge Management</li> <li>• Digital transformation in marketing</li> <li>• Paradigm Shift in Consumer Behaviour</li> <li>• Impact of social media</li> <li>• Entrepreneurship and Start ups</li> <li>• Automation in advertising</li> <li>• Changing Role of Human Resource Management</li> <li>• E-commerce: Scope and new trends</li> <li>• Operations Excellence</li> </ul>

## **PATRON**

**Prof. Hem Chand Jain**

Officiating Principal, Deen Dayal Upadhyaya College, University of Delhi

## **CONFERENCE CONVENORS**

**Prof. Nisha Rana**

Department of Commerce  
Deen Dayal Upadhyaya College, DU

**Prof. Rashmi Agrawal**

Executive President  
Kautilya Foundation

**Prof. Yogieta S Mehra**

Department of Management Studies  
Deen Dayal Upadhyaya College, DU

**Prof. Monika Bansal**

Department of Management Studies  
Deen Dayal Upadhyaya College, DU

## **ORGANISING COMMITTEE**

- Dr. Deepak Sehgal, Teacher In charge, Department of Commerce, Deen Dayal Upadhyaya College, University of Delhi.
- Prof. Lallan Prasad, President, Kautilya Foundation
- Dr. Sunil Kumar, Associate Professor in Commerce, Deen Dayal Upadhyaya College, University of Delhi
- Dr. Rakesh Kumar, Associate Professor in Management Studies, Deen Dayal Upadhyaya College, University of Delhi
- Ms. Deepa Kamra, Associate Professor in Management Studies, Deen Dayal Upadhyaya College, University of Delhi

## **CALL FOR PAPERS**

Papers are invited from academics, practitioners and policy makers on the following and related topics as applicable to economics and financial markets.

## **FORMAT OF SUBMITTED PAPERS**

Papers should follow the style recommended by the American Psychological Association (APA) Publication Manual. The language of the conference and related publications is English. Each accepted paper must be presented at the conference and be accompanied by paid registration. Each submitted paper must include an abstract and must conform to the following format: First Page: Title, authors, mailing address, phone, fax, email address, and abstract. Second and subsequent pages: Title and full manuscript not exceeding 5000 words. Authors of accepted conference papers will be notified on rolling acceptance basis within 10 days of submission latest by 15th March, 2022.

Please submit electronic copy of the complete paper in Microsoft Word format, in Times New Roman, font size 12, 1.5 Line spacing at [kautilyaconference@ddu.du.ac.in](mailto:kautilyaconference@ddu.du.ac.in) not later than 10th March, 2022.

## **SUBMISSION OF PAPERS**

All submissions shall be reviewed by the track chairs, program committee, and selected reviewers. All reviews are double blind. The editorial board will make the final decision regarding the acceptance of papers and shall inform the successful authors on a rolling basis within maximum 10 days.

## **REGISTRATION**

The Conference shall be held in hybrid mode. The presenter must specify the choice for presentation viz., Physical / Online after acceptance of paper.

- Academicians & Corporate Executives: INR 1000 per paper per author, for foreign participants \$75.
- Research Scholars: INR 750; for foreign participants \$50
- In case of more than one paper, the same author/s shall register with additional INR 500 per paper
- If accommodation is required, please notify it immediately after acceptance of paper, not later than 24th February, 2022.
- The registration fee includes conference kit, conference proceedings, breakfast, lunch, and refreshments.
- Online presentation: The presenters who opt for online mode shall be required to mail their presentation by 20th March, 2022. Their presentations shall be run in front of the jury in the concerned session subject to payment of registration fees before 20th March, 2022.

## **ACCOMMODATION**

The organisers shall attempt to provide accommodation facility at the University of Delhi hostels provided prior information is provided before 10th March, 2022. The charges would be notified accordingly and would be borne by the participants themselves.

## **SUBMISSION DEADLINES**

Abstract/ Paper Submission deadline: 10th March, 2022

Conference acceptance notification: Rolling acceptance until 15th March, 2022

Final version due: 20th March, 2022

## **BEST PAPER AWARD AND PUBLICATION**

Certificates will be awarded to best papers presented under each category. The selected papers will be published in DDUC Journal. In order to qualify for the best paper award and publication, the paper must be presented in the conference.