



DEPARTMENT OF COMMERCE
JESUS AND MARY COLLEGE
(NAAC ACCREDITED A+)
UNIVERSITY OF DELHI, INDIA
PRESENTS



INTERNATIONAL CONFERENCE ON

“EVOLVING BUSINESS STRATEGIES IN A TRANSFORMING GLOBAL ENVIRONMENT”

JANUARY 20-21, 2022

DAY 1 (THURSDAY)

Inaugural Session

Technical Session 1: Global Economy: Integration Vs. Disintegration

Technical Session 2: Social Responsibility and Reporting

Technical Session 3: Energy, Environment and Sustainable Development

Technical Session 4: Decoding the Financial Ecosystem

Technical Session 5: Workplaces that Work for Women

Plenary Session 1: Business and Resilience: Surmounting Black Swan Events

DAY 2 (FRIDAY)

Technical Session 6: Globalisation and Global China: Local Challenges

Technical Session 7: MSMEs: Powering Atmanirbhar Bharat

Technical Session 8: New Ventures, Impact Entrepreneurs & HR Practice

Technical Session 9: Women in Leadership Roles: Perceptions and Portraits

Technical Session 10: Digital Marketing Landscape: Consumers and Communication

Plenary Session 2: Workplace of the future: Advantage India
Valedictory Session and Prize Distribution

PROF. SANDRA JOSEPH
PRINCIPAL

Geetali Oberoi
9711676052

PROF. REENA MARWAH
CONVENOR

For more information, contact:

Mishika Kapoor
7986960054

DR. SAVITA RASTOGI
HEAD OF DEPARTMENT

Arshiya Batra
9717276430

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**Department of Commerce
Jesus and Mary College
University of Delhi, India**

NAAC Accredited A+

International Conference

On

“Evolving Business Strategies in a Transforming Global Environment”

January 20-21, 2022

Zoom Link for both days - <https://zoom.us/j/95838482301>

Programme

DAY 1 – JANUARY 20, 2022 (THURSDAY)	
Time	Programme
Inaugural Session: Evolving Business Strategies in a Transforming Global Environment	
10:00-10:05	Lighting of the Lamp
10:05-10:10	Introduction to IC – 22 by Prof. Reena Marwah , (Convenor), Professor, Department of Commerce, JMC
10:10-10:15	Welcome Address by Prof. Sandra Joseph , Principal, Jesus and Mary College
10:15-10:35	Inaugural Address by the Chief Guest, Dr. Ajay Bhushan Pandey , Ex-Finance Secretary, Government of India, Former Chief Executive Officer, UIDAI
10:35-10:50	Special Address by the Guest of Honour, Mr. Shingo MIYAMOTO , Minister (Economic and Development), Embassy of Japan
10:50-10:55	Release of the Abstract book
10:55-11:00	Vote of thanks by Dr. Savita Rastogi , (HoD), Associate Professor, Department of Commerce, JMC Master of Ceremonies: Ms. Mishika Kapoor Student Coordinators: Ms. Medha Bhasin, Ms. Charvi Aggarwal Rapporteur: Ms. Anushka Chaudhary

11:00 - 12:00	Technical Session 1: Global Economy: Integration Vs. Disintegration
	Session Chair: Prof. Marja-Liisa Tenhunen, Rector, Dimitrie Cantemir Christian University, Romania
	Session Co-Chair: Dr. Rekha Dayal, Associate Professor (Retd), Jesus and Mary College
	Session Moderator: Dr. Ruhi Ghai, Assistant Professor, Jesus and Mary College
	Paper Presentations
	TS 1.1 Ms. Bandara V.P.K.P.M, SANASA Campus “An Evaluation of Environment Sustainable Strategies in CBL Exports (Pvt.) Ltd., Sri Lanka”
	TS 1.2 Mr. Irra John Sabazio MURE, Mr. Hyatullah Zahedi, Graduate students, Ritsumeikan Asia Pacific University “The genesis of China’s real estate crisis and its potential to trigger a global financial crisis”
	TS 1.3 Ms. Athaya Thahirah Hardono, Ms. Binu Mindula, Mr. Mahmud Nahin Imtiaz, Ms. Haseen Hasnain, Students, Ritsumeikan Asia Pacific University “China’s Economic Slowdown: Implications for the Global Economy”
	TS 1.4 Dr. Amanjot Sachdeva and Ms. Astha Kanjlia, Assistant Professors, Ms. Deepali Gupta, Student, Keshav Mahavidyalaya, Ms. Anushka Sonkar, Student, Shaheed Sukhdev College of Business Studies “A Study of Perception of Women in Leadership Roles: Challenges and Covid 19 Impact”
	Discussant: Ms. Megha Jacob, Assistant Professor, Jesus and Mary College Student Coordinators: Ms. Gunisha Bindra, Ms. Akshaya Parimi Rapporteurs: Ms. Jolly Kuracheril John, Ms. Mallika Taneja
12:00 - 13:00	Technical Session 2: Social Responsibility and Reporting
	Session Chair: Dr. Linda Lane, Professor, Department of Social Work, Gothenburg University, Sweden
	Session Co-Chair: Dr. Vibha Mathur, Associate Professor, Jesus and Mary College
	Session Moderator: Ms. Saloni Arora, Assistant Professor, Jesus and Mary College
	Paper Presentations
TS 2.1 Dr. Ameeta Motwani, Associate Professor, Department of Commerce JMC	

	“Strategies for Corporate Responsibility Reporting - A Case Study”
	TS 2.2 Dr. Renu Gupta, Associate Professor and Ms. Gurpreet Kaur, Assistant Professor, JMC “Relationship between Shadow Banking & Real Estate Bubble in China”
	Discussant: Dr. Susan George, Assistant Professor, Jesus and Mary College
	Student Coordinators: Ms. Serena Dhir, Ms. Gehna Makhija Rapporteurs: Ms. Jeffy Elsa Rajan , Ms. Tushita Gupta
13:00 - 14:00	Technical Session 3: Energy, Environment and Sustainable Development
	Session Chair: Ms. Brigitte Wuethrich, Designated Partner, Swiss Kalpvriksh Education LLP
	Session Co-Chair: Dr. Chaitra C, Assistant Professor and Head, Department of Political Science, GFGC C S Pura, Karnataka
	Session Moderator: Ms. Priyanka Marwah, Assistant Professor, Jesus and Mary College
	Paper Presentations
	TS 3.1 Ms. Neha, Research Scholar, DSE, University of Delhi “The Impact of the Institutional and Environmental Factors on the Sustainable FDI: Evidence from in ASEAN Economies”
	TS 3.2 Dr. Sanika Sulochani Ramanayake, Senior Lecturer, Ms. Imalka Herath, Undergraduate Student University of Kelaniya “The Impact of SMEs on Urban Poverty & Growth in Sri Lanka”
	TS 3.3 Dr. Savita Rastogi, Associate Professor, Ms. Priya Sharma, JRF Holder “Enabling digital inclusive behaviour among women entrepreneurs in MSMEs: An empirical study”
	Discussant: Dr. Mahima Varma, Assistant Professor, Jesus and Mary College
	Student Coordinators: Ms. Depanshi Gulati, Ms. Shreya Sherry Rapporteurs: Ms. Manisha Sindhu, Ms. Mehak Syal
14:00 - 15:00	Technical Session 4: Decoding the Financial Ecosystem
	Session Chair: Prof. Ngo Xuan Binh, Institute for Indian & Southwest Asian Studies, Vietnam Academy of Social Sciences, Vietnam
	Session Co-Chair: Dr. Renu Gupta, Associate Professor, Jesus and Mary College

	Session Moderator: Ms. Gurpreet Kaur, Assistant Professor, Jesus and Mary College
	Paper Presentations
	TS 4.1 Dr. Vinod Kumar, Assistant Professor, Sri Venkateswara College “Predicting Bankruptcy of Indian Companies using Binary Logistic Regression”
	TS 4.2 Ms. Priyanka Marwah, Dr. Anshi Goel, Ms. Saloni Arora; Assistant Professors, JMC “Social Stock Exchange: The Way Forward for India”
	TS 4.3 Mr. Abhishek Chandola, Ms. Rashika Kumari, Research Scholar, Dr. V. C. Sharma, Professor and Dean, Dr. Kamal Ahmad, Assistant Professor, H.N.B Garhwal University “Understanding the Financial Behaviour of Millennials and their Continuous Intention to use Fintech Services- An empirical study in Delhi/NCR”
	TS 4.4 Prof. Amit Kumar Singh, Professor, Dept of Commerce, DSE, DU, Ms. Vrinda Kapur, Assistant Professor, Dept of Commerce, JDMC, DU “The Era of Fintech: Issues and Challenges”
	Discussant: Dr. Preeti Singh, Professor (Retd), Jagannath International Management School, Kalkaji
	Student Coordinators: Ms. Vanshika Sodhi, Ms. Jeslin Thomas Rapporteurs: Ms. Stuti Malik, Ms. Rebecca Anna D’souza
15:00 - 16:00	Technical Session 5: Workplaces that Work for Women
	Session Chair: Prof. Tina S. Clemente, Asian Centre, University of the Philippines Diliman
	Session Co-Chair: Dr. Nilima Chitgopekar, Associate Professor, Jesus and Mary College
	Session Moderator: Ms. Monica Chhabra, Assistant Professor, Jesus and Mary College
	Paper Presentations
	TS 5.1 Mr. Avdhesh Kumar, PhD Research Scholar, Centre for Comparative Politics & Political Theory, SIS, JNU “The Role of Women in Technology- Driven Economy During Covid-19 Pandemic: A Case Study of BPO Industry in India”
	TS 5.2 Dr. Ranjeeta Phukan, Assistant Professor, Vivekananda College, DU

	<p>“Micro Women Entrepreneurs in Rural Areas of Assam: Opportunities And Challenges (A Case Study Of Kamrup District Rural Areas)”</p> <p>TS 5.3 Dr. Mayuri Gaur, Research Assistant, Central University of Jharkhand “Online Forward Linkage for Grassroot Women Entrepreneurs'- Case Study of Bamboo Artisans of Dahu village, Ormanjhi Block, Ranchi, Jharkhand”</p> <p>Discussant: Dr. Maya John, Assistant Professor, Jesus and Mary College</p> <p>Student Coordinators: Ms. Vanika Kansal. Ms. Jahanvi Singla</p> <p>Rapporteurs: Ms. Leah Paul, Ms. Vrinda Vishwanathan</p>
<p>16:00 - 17:30</p>	<p>Plenary Session 1: Business and Resilience: Surmounting Black Swan Events</p> <p><i>The Panelists would debate and discuss issues such as:</i></p> <ol style="list-style-type: none"> 1. <i>Recessionary trend and protectionism: Its impact on Industry</i> 2. <i>Challenges posed by the pandemic</i> 3. <i>US-China Frictions: Impact on Global Businesses</i> 4. <i>The transformations in the E-Tailing industry</i> 5. <i>Preparing for the contingencies and stricter financial restrictions</i> <p>Chair: Prof. Sumati Verma, Professor, Aurobindo College (Evening), University of Delhi</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1. Ms. Shravani Dang, Founder Board Member, GWPR-India; Advisor, Thapar University, Board Member, CAF India 2. Ms. Saundharaya Khanna, Economic & Public Policy, MSME, HESPL 3. Dr. Naveen Thomas, Assistant Professor, Jindal School of Government and Public Policy 4. Ms. Shalini Gupta, Integrated Communication Consultant, Owner Secret Sauce Communications, Ex-CMO Reliance Broadcast Network Ltd 5. Mr. Shubham Maheshwari, Founder, Being Chef, Forbes 30 under 30 Asia
	<p>Student Coordinators: Ms. Arshiya Batra, Ms. Pragati Juneja, Ms. Kritika Sehgal</p> <p>Rapporteurs: Ms. Angela Thomas, Ms. Sherry Cherian</p>

DAY 2 – JANUARY 21, 2022 (FRIDAY)

Time	Programme
10:00 - 11:00	Technical Session 6: Globalisation and Global China: Local Challenges
	Session Chair: Prof. Munim Kumar Barai, Vice Dean, International Cooperation and Research Department, Ritsumeikan Asia Pacific University, Tokyo, Japan
	Session Co-Chair: Prof. Faisal Ahmed, Professor, International Business Area, FORE School of Management, New Delhi
	Session Moderator: Ms. Kashnie Singh, Assistant Professor, Jesus and Mary College
	Paper Presentations
	TS 6.1 Ms. Muskaan Mehta, Mr. Ahmed Bilal, Ms. Kanatova Aidaana, Mr. Budiman Bryan, Mr. KC Bipan, Students, College of International Management, Ritsumeikan Asia Pacific University “China’s Economic Slowdown”
	TS 6.2 Ms. Tanuja Puri, Assistant Professor, JIMS “Empirical Analysis of The Stock Markets of BRICS Economies”
TS 6.3 Mr. Dinesh Thilakarathne, Lecturer, Faculty of Management and Finance, SANASA Campus and Ms. R.A.S. Sandunika, Project Assistant, The Open University of Sri Lanka “Women’s Contribution Towards the Success of Small-Scale Business in Sri Lanka”	
	Discussant: Prof. Reena Marwah, Professor, Jesus and Mary College
	Student Coordinators: Ms. Aarushi Chawla, Ms. Garima Anand
	Rapporteurs: Ms. Jolly Kuracheril John, Ms. Mallika Taneja
11:00 - 12:00	Technical Session 7: MSMEs: Powering Atmanirbhar Bharat
	Session Chair: Prof. Sukhpal Singh, Professor, Centre for Management in Agriculture, Indian Institute of Management, Ahmedabad
	Session Co-Chair: Dr. Sampa Kundu, Consultant, ASEAN India Centre, RIS New Delhi
	Session Moderator: Dr. Anshi Goel, Assistant Professor, Jesus and Mary College
	Paper Presentations

	<p>TS 7.1 Dr. Ruchi Bhalla, Assistant Professor, JMC “Challenges faced by MSME during COVID- 19 Pandemic: A way ahead”</p>
	<p>TS 7.2 Ms. Pournamy, PhD Scholar, JNU “Women in Micro-Credit Enterprises in India”</p>
	<p>TS 7.3 Ms. Megha Jacob, Assistant Professor, JMC “The Role of Mutual Credit Guarantee in Financing Micro & Small Enterprises in India”</p>
	<p>Discussant: Dr. Jasmin, Assistant Professor, Jesus and Mary College</p>
	<p>Student Coordinators: Ms. Mahika Wadhwa, Ms. Prapti Barnawal</p>
	<p>Rapporteurs: Ms. Jeffy Elsa Rajan, Ms. Tushita Gupta</p>
12:00 - 13:00	<p>Technical Session 8: New Ventures, Impact Entrepreneurs & HR Practice</p>
	<p>Session Chair: Dr. Piyanat Soikham, Lecturer, Ubon Ratchathani University, Thailand</p>
	<p>Session Co-Chair: Dr. Savita Rastogi, Associate Professor, Jesus and Mary College</p>
	<p>Session Moderator: Ms. Vrinda Moda, Assistant Professor, Jesus and Mary College</p>
	<p>Paper Presentations</p>
	<p>TS 8.1 Dr. Amit Agrawal, Assistant Professor, Government Degree College “Start-Up India for Entrepreneurial Ecosystem Improvement”</p>
	<p>TS 8.2 Mr. Thale Prem Sajjan, Student, Ket’s V.G. Vaze College, Mumbai “GHRM: Successful Way Towards Growth of India in Business”</p>
	<p>TS 8.3 Ms. W.W.L.C.Jananjana, Department of Social Statistics, Faculty of Social Sciences, University of Kelaniya, Sri Lanka “A Study on High performance HR work practices impact on Job satisfaction and organization profit (Comparison between Government and Private Organizations): Based on the Gampaha district”</p>
	<p>Discussant: Dr. Priya Bhatnagar, Assistant Professor, Jesus and Mary College</p>
	<p>Student Coordinators: Ms. Rhea Marwah, Ms. Sanya Jindal</p>
	<p>Rapporteurs: Ms. Manisha Sindhu, Ms. Mehak Syal</p>
13:00 - 14:00	<p>Technical Session 9: Women in Leadership Roles: Perceptions and Portraits</p>
	<p>Session Chair: Ms. Emma Dipper, Director, Gender and Religious Freedom,UK</p>

	<p>Session Co-Chair: Ms. Tione Taweni Chakhwantha, Founder and Executive Director, Centre for Human Rights & Community Development (CHRCD)</p>
	<p>Session Moderator: Ms. Trisha Chowdhry, Assistant Professor, Jesus and Mary College</p>
	<p>Paper Presentations</p>
	<p>TS 9.1 Prof. Dinesh Adlakha, Professor, JMC “Hindrances and Challenges for the Businesswomen in Latin American Countries: An overview”</p>
	<p>TS 9.2 Dr. Sampa Kundu, Consultant, ASEAN-India Centre, RIS, Ms. Arpita Singh, PhD Scholar, Amity University “Covid-19, Women Entrepreneurs and the Untold Stories So Far”</p>
	<p>Discussant: Dr. Ameeta Motwani, Associate Professor, Jesus and Mary College</p>
	<p>Student Coordinators: Ms. Kopal Garg, Ms. Khushi Jain Rapporteurs: Ms. Stuti Malik, Ms. Rebecca Anna D'souza</p>
14:00 - 15:00	<p>Technical Session 10: Digital Marketing Landscape: Consumers & Communication</p>
	<p>Session Chair: Dr. Rishika Nayyar, Lecturer, University of Sussex, UK</p>
	<p>Session Co-Chair: Dr. Ameeta Motwani, Associate Professor, Jesus and Mary College</p>
	<p>Session Moderator: Ms. Charu Sarin Arora, Assistant Professor, Jesus and Mary College</p>
	<p>Paper Presentations</p>
	<p>TS 10.1 Ms. Jyoti Kukreja, Assistant Professor, Jagannath International Management School, Kalkaji “Bricks versus Clicks: Changing Landscapes of Digital Entrepreneurship”</p>
	<p>TS 10.2 Mr. Satyam, PhD Research Scholar, Panjab University “Mobile Advertising and Attitudes of Consumers: A Bibliometric Analysis”</p>
	<p>TS 10.3 Dr. Anshi Goel, Assistant Professor, Ms. Shambhavi Yadav and Ms. Ria Malik, Students, JMC “The Interplay of Brand Management Strategy and Brand Equity: A Case from the Luxury Hospitality Industry”</p>
	<p>Discussant: Dr. Pavitra Bhardwaj, Assistant Professor, Jesus and Mary College</p>
	<p>Student Coordinators: Ms. Tigmanshi Singh, Ms. Preeny Joseph</p>

	Rapporteurs: Ms. Leah Paul, Ms. Vrinda Vishwanathan
15:00 - 16:30	<p>Plenary Session 2: Workplace of the future: Advantage India</p> <p><i>This Panel will seek to address questions such as:</i></p> <ol style="list-style-type: none"> 1. <i>Will there be more opportunities in the Gig Economy?</i> 2. <i>What kind of skills will our students need to equip themselves to adapt to the new work practices?</i> 3. <i>What opportunities do we anticipate emerging from the Government's Skill India Mission?</i> 4. <i>Can the digital dividend translate into a demographic dividend ?</i> <p>Chair: Dr. Preeti Singh, Professor (Retd), Jagannath International Management School, Kalkaji</p> <p>Co-Chair: Dr. Harsh Pratap Singh, Associate Professor (Finance), IMS Ghaziabad</p>
	<p>Panelists:</p> <ol style="list-style-type: none"> 1. Ms. Anoushka Adya, Marketing Professional 2. Ms. Pallavi Bishnoi, Senior AVP, Invest India 3. Prof. Ernesto Noronha, Professor, Indian Institute of Management, Ahmedabad, Section Editor, Journal of Business Ethics 4. Mr. Anuj Batra, Co-founder Andromeida, Ex-CEO Birla 5. Mr. Ritesh Chopra, Partner- Chief Operating Officer, KPMG Global Services Pvt Ltd. 6. Mr. Raunaq Bhatija, Head, Digital and Social Media Marketing, Tata Communication
	<p>Student Coordinators: Ms. Arshiya Batra, Ms. Kriti Sammi, Ms. Vedha Dhawan</p> <p>Rapporteurs: Ms. Angela Thomas, Ms. Sherry Cherian</p>
16:30 - 17:30	<p>Valedictory Session and Prize Distribution</p> <p>Welcome and Felicitation of Guests by Ms. Geetali Oberoi and Ms. Arshiya Batra</p> <p>Special Address by Chief Guest, Prof. Suman Kundu, Former Director, South Campus</p> <p>Address by Special Guest, Dr. Urvashi Makkar, Director IMS Ghaziabad</p> <p>Reporting and Summing up by Dr. Renu Gupta, Associate Professor, Department of Commerce, JMC</p>

	Prize Distribution
	Concluding remarks and way forward by Prof. Reena Marwah, (Convenor), Professor, Department of Commerce, JMC
	Vote of Thanks by Dr. Savita Rastogi , (HoD), Associate Professor, Department of Commerce, JMC Master of Ceremonies: Ms. Geetali Oberoi, Ms. Arshiya Batra Student Coordinators: Ms. Parena Gupta, Ms. Ayushi Kumari Rapporteur: Ms. Aashly Shibu