



Department of Commerce Jesus and Mary College

(NAAC Accredited 'A+')

University of Delhi

INTERNATIONAL CONFERENCE on INDIA @2030: Third Largest Economy in the World

January 29 - 30, 2024



FACULTY - DEPARTMENT OF COMMERCE



Dr. Savita Rastogi
Associate Professor



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Professor
Teacher-in-Charge



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Professor



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Associate Professor



Dr. Ameeta Motwani
Associate Professor



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Ms. Lissy Jose
Associate Professor



Ms. Monica Chhabra
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Ms. Charu Sarin Arora
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Ms. Saloni Arora
Assistant Professor



Ms. Priyanka Marwah
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Dr. Ruhi Ghai
Assistant Professor



Ms. Kashnie Singh
Assistant Professor



Ms. Gurpreet Kaur
Assistant Professor



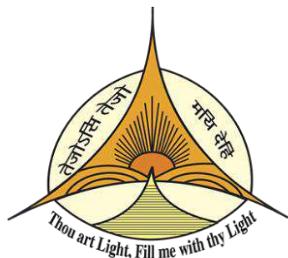
Ms. Vrinda Moda
Assistant Professor



Ms. Trisha Chowdhry
Assistant Professor



Dr. Anshi Goel
Assistant Professor



Department of Commerce
Jesus and Mary College
(NAAC Accredited 'A+')
University of Delhi

International Conference

on

**India @ 2030: Third Largest Economy
in the World**

January 29-30, 2024

Sponsored by:
Indian Council of Social Science Research (ICSSR)

**Jesus and Mary College
Chanakyapuri, New Delhi-110021, India**

Academic Partner



**All India Association for Christian Higher
Education (AIACHE)**

Practical information about the book of abstracts

This book includes all the abstracts of papers that will be presented during the two-day conference.

Numbering of the abstracts: The different types of sessions are marked in 01, 02, etc. The abbreviation TS in the book refers to Technical Session.

Advisory Board

Prof. Sandra Joseph (Principal)

Prof. Reena Marwah (Convenor and Teacher-In-Charge, Commerce)

Dr. Ameeta Motwani (Co-Convenor)

Dr. Renu Gupta (Co-Convenor)

Dr. Savita Rastogi

Dr. Gurmeet Bakshi

Ms. Lissy Jose

Dr. Nishwan Bhatia

*The cover page has been curated by **Students' Design Team**.*

Programme

DAY 1 – JANUARY 29, 2024 (MONDAY)	
Timings	Programme Details
10:00 – 11:00	Inaugural Session
	Lighting of the Lamp
	Introduction to IC'24 by Prof. Reena Marwah , Convenor and Teacher In-Charge, Department of Commerce, JMC
	Welcome Address by Prof. Sandra Joseph , Principal, Jesus and Mary College
	Keynote Address by the Chief Guest, Dr. Nagesh Kumar , Director, Institute for Studies in Industrial Development (ISID)
	Special Address by the Guests of Honour
	Ms. Amee Misra , Senior Economist and Head of Policy at United Nation Development Programme (UNDP), India
	Mr. Thirapath Mongkolnavin , Deputy Head of Mission, Royal Thai Embassy in India
	Release of the Abstract Book
	Book Launch of Businesses: Resilience and Sustainability (Evidence from Emerging Market Developing Economies)
11:00 – 11:30	Vote of thanks by Dr. Ameeta Motwani , Co-Convenor, Associate Professor, Department of Commerce, JMC
	Venue: Thevenet Hall, JMC
	Session Moderator: Ms. Monica Chhabra, Assistant Professor, JMC
	Emcee: Sur Gupta & Sneha Gupta
	Rapporteurs: Rose & Jiya Khurana; Photographers: Ashley & Sreehitha
11:30 – 13:30	High Tea
11:30 – 13:30	Inaugural Plenary Session: India in the World
	Chair: Prof. Swaran Singh , Centre for International Politics, Organisation and Disarmament, School of International Studies, Jawaharlal Nehru University
	Panellists:
	1. Hannele Teir , Emeritus Vice President, Centria University of Applied Sciences, Finland
	2. Prof. Yamini Gupt , Professor, Department of Finance & Business Economics, University of Delhi
	3. Prof. Suma Athreye , Professor, School of Public Policy, IIT, Delhi
	4. Dr. Titipol Phakdeewanich , Dean, Faculty of Political Science, Ubon Ratchathani University, Thailand
	5. Dr. Sophana Srichampa , Associate Professor, Centre for Bharat Studies, Research Institute for Languages and Cultures of Asia, Mahidol University, Thailand

	<p>6. Dr. Le Thi Hang Nga, Head, Dept. of Historical & Cultural Studies, VIISAS, Vietnam Academy of Social Sciences (VASS) (Online)</p> <p>Venue: Thevenet Hall, JMC</p> <p>Session Moderator: Ms. Saloni Arora, Assistant Professor, JMC</p> <p>Emcee: Aarushi Khurana & Bhavya Gupta</p> <p>Rapporteurs: Samarpita Philipp & Megha; Photographers: Els Sojan & Anett Joy</p>	
13:30 – 14:00	Lunch Break	
13:30 – 15:00	<p>Sustainably Chic 2.0</p> <p>The event will showcase talents in recycling fashion trends towards sustainable product development.</p> <p>Venue: Thevenet Hall, JMC</p>	
13:30-15:00	<p>Smart Cities: Sustainable Development at your doorstep</p> <p>The competition will showcase entrepreneurial prowess and visionary ideas of young business minds.</p> <p>Venue: Seminar Room, JMC</p>	
15:00 – 17:00	Parallel Technical Sessions	
<p>TS 1: India's Global Influence, Sustainable Development and Welfare</p> <p>Chair: Prof. Lakhwinder Singh, Department of Economics, Punjabi University, Patiala</p> <p>Co-Chair: Ms. Lissy Jose, Associate Professor, JMC</p> <p>1. Will India have Zero Poverty by 2030? By Dr. Ameeta Motwani, Associate Professor, JMC</p> <p>2. Government Initiatives for Financial Inclusion in India: A Descriptive Study By Preeti Kaushik, Research Scholar, Prof. Arvind Jayant, Head and Dr. Dhanjay Yadav, Assistant Professor, Department of Management, Indira Gandhi Delhi Technical University for Women, New Delhi</p> <p>3. Seventeenth Century Trans Local Medieval Trade and The Sindi Diaspora</p>	<p>TS 2: Development, Digitalisation and Technological Innovation</p> <p>Chair: Prof. Preeti Singh, Associate Professor (Retd), Jesus and Mary College</p> <p>Co-Chair: Prof. Reena Marwah, Professor, JMC</p> <p>1. Role of Spirituality, Culture and Ethics in India's Act East Policy: Studying Arunachal Pradesh By Dr. Sampa Kundu, Consultant, ASEAN India Centre, Research and Information System for Developing Countries, New Delhi</p> <p>2. A Stakeholder Engagement Index for Start-Ups Dr. Ankur Bhatnagar, Dept of Economics, Satyawati College</p> <p>3. A Study on the Impact of Digital Banking on Consumer Behaviour</p>	<p>TS 3: Women in Leadership Roles, Work Culture and Ethics</p> <p>Chair: Prof. Geeta Dupatti, Assistant Professor, Prince Mohammad Bin Fahd University, Saudi Arabia</p> <p>Co-Chair: Dr. Gurmeet Bakshi, Associate Professor, JMC</p> <p>1. Does Gender Diversity in the Workforce lead to better Corporate Performance? A Study of top Large-cap, Mid-cap and Small-cap Companies in India By Dr. Renu Gupta, Associate Professor and Ms. Vrinda Moda, Assistant Professor, JMC</p> <p>2. Identifying the Factors that Enable/Hinder Women Leaders in India Dr. Payal Jain, Assistant Professor, Department of Commerce, Gargi College</p> <p>3. Women in Leadership: Catalysts for India's Ascent to</p>

<p>By Dr. Amita Paliwal, Assistant Professor, JMC</p> <p>4. Impact of Macroeconomic Variables on ESG Index Performance: Evidence from India</p> <p>By Rishank Narang, Student, Goysha Vishnoi, Student and Ms. Anushree Ganguly, Assistant Professor, Rukmini Devi Institute of Advanced Studies (Online)</p> <p>5. Role of Fintech for Sustainable and Inclusive Economic Growth with Special Reference to Banking Sector in India</p> <p>Dr. Rachita Sharma, Assistant Professor, and Arti Mahaur, Research Scholar, St. Johns College, Agra (Online)</p> <p>6. Achieving Sustainable Food Security in India: Vision 2030</p> <p>By Ms. Sharanpreet Kaur, Assistant Professor, School of Social Sciences, Guru Nanak Dev University, Punjab (Online)</p> <p>7. The Impact of Artificial Intelligence (XBRL) on the Disclosure Practices of Selected Banks in India</p> <p>By Dr. Meenakshi Chawla and Dr. Rachita Sharma, Assistant Professors, St. Johns College, Agra (Online)</p> <p>Venue: MPH II Session Moderator: Ms. Priyanka Marwah, Assistant Professor, JMC Emcee: Angela Rapporteurs: Mallika Lakhanpal & Khushi Goyal Photographer: Vinisha</p>	<p>By Adarsh Kumar, Student, and Ms. Anushree Ganguly, Assistant Professor, Rukmini Devi Institute of Advanced Studies (Online)</p> <p>4. Business Policy & Strategic Management for India@2023</p> <p>By Lt Col JS Sodhi (Retd), Editor, Global Strategic & Defence News (Online)</p> <p>5. Artificial Intelligence in Agricultural Business: A Review</p> <p>By Ms. Rashmi BK, Assistant Professor, St Claret College (Online)</p> <p>6. Securing E-Governance: Navigating Regulatory Requirements & Cybersecurity Compliance</p> <p>By Ms. Radha T, Assistant Professor, Mr. Akhil A., Student, and Ms. Lakshmi B.A, Student, Department of Commerce, St. Claret College, Bangalore (Online)</p> <p>7. An Emerging Digital Transformational Perspective: A Bibliometric Analysis</p> <p>By Dr Savita Rastogi, Associate Professor and Ms Priya Sharma, Ex Assistant Professor, Jesus and Mary College</p> <p>Venue: CL 2 Session Moderator: Dr. Ruhi Ghai, Assistant Professor, JMC Emcee: Bhoomi Arora Rapporteurs: Abha Jain & Natania Photographer: Jasmin</p>	<p>the World's 3rd Largest Economy by 2030</p> <p>By Ms. Varsha Sharma, Student, and Ms. Saumya Satija, Faculty Indira Gandhi Delhi Technical University For Women</p> <p>4. A Study on the Implications of Increased Labour Hours on Workforce of the Nation</p> <p>S. Lizabeth Gospel, Student, and Dr. Kalpana Naidu, Associate professor, Department of Commerce, Women's Christian College, Chennai</p> <p>5. Women Entrepreneurship in Third Largest Economy in the World</p> <p>Lt. Dr. Rohini Kasabe, Assistant Professor, K.J. Somaiya College of Science & Commerce, Mumbai</p> <p>6. Examining the Impact of Technology Adoption and Employee Well-being Initiatives</p> <p>By Hetal Waghela, Department of Industrial Psychology, Nagindas Khandwala College, Mumbai University, Mumbai (Online)</p> <p>Venue: CL 4 Session Moderator: Ms. Kashnie Singh, Assistant Professor, JMC Emcee: Yashi Rapporteurs: Somya Shukla & Avani Photographer: Vanya Dabas</p>
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DAY 2 – JANUARY 30, 2024 (TUESDAY)		
Timings	Programme Details	
9:30 – 11:30	Parallel Technical Sessions	
TS 4: Business Policy, Strategic Management and Cyber Security Chair: Prof. Faisal Ahmed , Fore School of Management Co-Chair: Dr. Savita Rastogi , Associate Professor, JMC 1. <i>Exploring the Influence of Digital Marketing Strategies on Customer Purchase Intentions: A Case Study of Students of University of Delhi</i> By Dr. Deepti Gupta & Ms. Riyanka Jain, Assistant Professors, Samridhi Jain, Ritu Kumari, Chirag, Diva Dhingra, & Sagar Chowdhary, Students, Ram Lal Anand College 2. <i>Who will take care of the Mental Health of Indian HR Professionals?</i> By Ms. Sakshi Sharma and Mr. Sujoy Basu, Research Scholars, IILM University 3. <i>Digital Marketing - An Analysis on Perspective of Consumers in India</i> By Dr. Surinder Kaur, Associate Professor, Acharya Narendra Dev College and Ms. Parminder Kaur, Associate Professor, SGTB Khalsa College 4. <i>Algorithmic Consumers: A Way to Engage or Disengage</i> By Dr. Nishwan Bhatia, Associate Professor, Ms. Charu Sarin Arora, Assistant Professor and Anjul Vashisth, Student, JMC	TS 5: Business Ethics and Sustainability for Global Leadership Chair: Prof. Dinesh Adlakha , Professor, JMC Co-Chair: Dr. Nishwan Bhatia , Associate Professor, JMC 1. <i>Green Tourism: A Mechanism for Responsible Consumption and Capacity Building</i> By Ms. Charu Sarin Arora, Assistant Professor, JMC and Ms. Bhawna Pal, Assistant Professor, Janki Devi Memorial College 2. <i>Credibility in Green Advertising</i> By Isha Verma, PhD Scholar, Department of Commerce, Delhi School of Economics and Prof. Gayatri, Professor, Laxmibai College 3. <i>Exploring the Perspectives of Sustainable Fashion Industry towards Global Leadership</i> By Suhani Chadha, Student, Urja Sirohi, Student and Dr. Divya Agarwal, Assistant Professor, JMC 4. <i>The Future Landscape of Options Trading: Insights from Algorithmic Strategies in India</i> By Prof. Namita Rajput, Professor, Sri Aurobindo College and Ms. Saloni Arora, Assistant Professor, JMC	TS 6: Higher Education and Employment Scenario Chair: Prof. Pragati Chauhan , Professor, School of Management & Commerce, Manav Rachna University, Faridabad Co-Chair: Dr. Renu Gupta , Associate Professor, JMC 1. <i>Access, Quality and Financing: Exploring the Triumvirate in Context of NEP 2020 Higher Education Goals</i> By Dr. Sandhya Dubey, Academic Consultant, National Institute of Educational Planning and Administration, New Delhi (Online) 2. <i>Multilingualism in India and the New Education Policy: A Stakeholder Analysis of Language Implementation Challenges</i> Dr. Nivedita Ghosh and Dr. Amrita Sastry, Sociology Department, JMC 3. <i>Contribution of National Education Policy, 2020 in Social and Political Leadership of India</i> By Dr. Manju Kundu, Assistant Professor, Ms. Panye Mero and Ms. Shreya Tiwari, Students, School of Liberal Arts, Department of International Relation, Noida International University 4. <i>Transformations in Business Amidst Changing Work Dynamics</i>

<p>5. The Link Between Leadership and Followership: Achieving Organizational Effectiveness</p> <p>Dr. Nidhi Kapoor, Assistant Professor, Kalindi College and Ms. Monica Chhabra, Assistant Professor, JMC</p> <p>6. Digital Dilemma: Navigating the Intersection of Human Rights, Cyber Security, and Privacy in the Digital Age</p> <p>By Ms. Radha T, Assistant Professor, Ms Sanya S, Student, and Mr. Akash Das, Student, Department of Commerce, St. Claret College, Bangalore (Online)</p> <p>Venue: MPH II</p> <p>Session Moderator: Ms. Gurpreet Kaur, Assistant Professor, JMC</p> <p>Emcee: Bhavya Gupta</p> <p>Rapporteurs: Srishti & Harshita</p> <p>Photographers: Rameena & Chahna</p>	<p>5. Green Finance: Building a Sustainable Future for India</p> <p>By Dr. Renu Gupta, Associate Professor and Dr. Anshi Goel, Assistant Professor, JMC</p> <p>6. Bridging gaps: Examining Financial Inclusion and Innovation Dynamics in India</p> <p>By Soham Sarkar and Arpan Nandi, Students, St Joseph's University, Bangalore (Online)</p> <p>Venue: CL 2</p> <p>Session Moderator: Ms. Trisha Chowdhry, Assistant Professor, JMC</p> <p>Emcee: Yashi</p> <p>Rapporteurs: Jerry Sunil & Kamya Dewan</p> <p>Photographers: Joan Florance & Karishma</p>	<p>By Dr. Madhu Jasola, Professor, IILM University, Gurugram and Dr. Shivani Kapoor, Faculty, JBS, IIIT, Noida</p> <p>5. Navigating the Future: A Comprehensive Analysis of Recent Trends and Challenges in Human Resource Management</p> <p>By Tanuja Tomer, Research Scholar, Himgiri Zee University, Chakrata road, Dehradun</p> <p>6. An Investigative Analysis of NEP 2020's Impact on Advancing the Academic Environment in the Digital Era</p> <p>By Dr. Afaq Ahmad, Assistant Professor, School of Liberal Arts and Humanities, Woxsen University, Hyderabad (Online)</p> <p>Venue: CL 4</p> <p>Session Moderator: Ms. Vrinda Moda, Assistant Professor, JMC</p> <p>Emcee: Sneha Gupta</p> <p>Rapporteurs: Angel & Ishika Gupta</p> <p>Photographers: Ishleen</p>
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<p>11:30 – 13:30</p>	<p>Plenary Session: India: Pathways to Progress</p>
	<p>Chair: Prof. Ravinder Kaur, Prof. Emeritus, Sociology and Social Anthropology, IIT Delhi</p>
	<p>Panellists:</p> <ol style="list-style-type: none"> Dr. Piyanat Soikham, Assistant Professor in Politics and International Relations, Faculty of Political Science, Ubon Ratchathani University, Thailand Dr. Le Thu Mach, Lecturer, Ho Chi Minh National Academy of Politics, Vietnam Prof. Shann Turnbull, Principal, International Institute for Self-governance, Sydney, Australia Dr. Geeta Duppatti, Assistant Professor, Prince Mohammad Bin Fahd University, Saudi Arabia

	<p>5. Ms. Ojasvi Goyal, Consultant, NCVET, Ministry of Skill Development and Entrepreneurship, Government of India</p>
	<p>Venue: Thevenet Hall, JMC Session Moderator: Dr. Anshi Goel, Assistant Professor, JMC Emcee: Divya Jain & Bhoomi Arora Rapporteurs: Mahika Kharbanda & Navya Photographers: Ritika & Vanshika</p>
13:30 – 14:00	Lunch Break
13:30 – 15:00	<p>Corporate Confluence Empowering Brilliance, Celebrating Leadership Venue: Thevenet Hall, JMC</p>
15:00 – 16:00	<p>Valedictory Session and Prize Distribution</p> <p>Welcome and Felicitation of Guests</p> <p>Cultural Programme</p> <p>Keynote Address by Chief Guest, Prof. Ajay Kumar Singh, Head & Dean, Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi</p> <p>Special Address by Guest of Honour, Prof. Prabir De, Professor, Research and Information System for Developing Countries (RIS), New Delhi</p> <p>Prize Distribution</p> <p>Reporting and Summing up by Dr. Renu Gupta, Co-Convenor, Associate Professor, Department of Commerce, JMC</p> <p>Vote of Thanks by Prof. Reena Marwah, Convenor and Teacher In-Charge, Department of Commerce, JMC</p> <p>Venue: Thevenet Hall, JMC Session Moderator: Ms. Charu Sarin Arora, Assistant Professor, JMC Emcee: Sabrina Paul & Rianna Rapporteurs: Ayushi & Dhanya Photographers: Palak & Devhutty</p>
16:00 – 17:00	High Tea

Organising Committee

Patron

Prof. Sandra Joseph
Principal, Jesus and Mary College

Teacher-In-Charge and Convenor

Prof. Reena Marwah, *Professor, Jesus and Mary College*

Co-Convenors

Dr. Ameeta Motwani, *Associate Professor, Jesus and Mary College*
Dr. Renu Gupta, *Associate Professor, Jesus and Mary College*

Steering Committee

Dr. Savita Rastogi
Prof. Vibha Mathur
Dr. Gurmeet Bakshi
Ms. Lissy Jose
Dr. Nishwan Bhatia

Organising Committee

Ms. Monica Chhabra
Ms. Charu Sarin Arora
Ms. Saloni Arora
Ms. Priyanka Marwah
Dr. Ruhi Ghai
Ms. Kashnie Singh
Ms. Gurpreet Kaur
Ms. Vrinda Moda
Ms. Trisha Chowdhry
Dr. Anshi Goel

Table of Contents

Particulars	Page No.
<i>About the College and Department</i>	1
<i>About the International Conference</i>	2
<i>Message from the Principal</i>	3
<i>Message from the Convenors</i>	4
<i>Curriculum Vitae of Guests & Speakers</i>	6
<i>Faculty Members – Department of Commerce, JMC</i>	16
<i>Sustainably Chic 2.0</i>	20
<i>Smart Cities: Sustainable Development at Your Doorstep</i>	21
<i>Corporate Confluence</i>	22
<i>Student Organisers</i>	23
<i>Abstracts</i>	26
Technical Session 1: India's Global Influence, Sustainable Development and Welfare	
1. India's Ascendance in South East Asia: Convergence and Constructive Engagement	
2. Will India have Zero Poverty by 2030?	
3. Government Initiatives for Financial Inclusion in India: A Descriptive Study	
4. Seventeenth Century Trans Local Medieval Trade and The Sindi Diaspora	
5. Impact of Macroeconomic Variables on ESG Index Performance: Evidence from India	
6. Role of Fintech for Sustainable and Inclusive Economic Growth with Special Reference to Banking Sector in India	
7. Achieving Sustainable Food Security in India: Vision 2030	
8. The Impact of Artificial Intelligence (XBRL) on the Disclosure Practices of Selected Banks in India	
Technical Session 2: Development, Digitalisation and Technological Innovation	
1. Role of Spirituality, Culture and Ethics in India's Act East Policy: Studying Arunachal Pradesh	
2. A Stakeholder Engagement Index for Start-Ups	
3. A Study on the Impact of Digital Banking on Consumer Behaviour	
4. Business Policy & Strategic Management for India@2023	
5. Artificial Intelligence in Agricultural Business: A Review	
6. Securing E-Governance: Navigating Regulatory Requirements & Cybersecurity Compliance	
7. An Emerging Digital Transformational Perspective: A Bibliometric Analysis	
Technical Session 3: Women in Leadership Roles, Work Culture and Ethics	
1. Does Gender Diversity in the Workforce lead to better Corporate Performance? A Study of top Large-cap, Mid-cap and Small-cap Companies in India	
2. Identifying the Factors that Enable/Hinder Women Leaders in India	

3. Women in Leadership: Catalysts for India's Ascent to the World's 3rd Largest Economy by 2030
4. A Study on the Implications of Increased Labour Hours on Workforce of the Nation
5. Women Entrepreneurship in Third Largest Economy in the World
6. Examining the Impact of Technology Adoption and Employee Well-being Initiatives

Technical Session 4: Business Policy, Strategic Management and Cyber Security

1. Exploring the Influence of Digital Marketing Strategies on Customer Purchase Intentions: A Case Study of Students of University of Delhi
2. Who will take care of the Mental Health of Indian HR Professionals?
3. Digital Marketing - An Analysis on Perspective of Consumers in India
4. Algorithmic Consumers: A Way to Engage or Disengage
5. The Link Between Leadership and Followership: Achieving Organizational Effectiveness
6. Digital Dilemma: Navigating the Intersection of Human Rights, Cyber Security, and Privacy in the Digital Age

Technical Session 5: Business Ethics and Sustainability for Global Leadership

1. Green Tourism: A Mechanism for Responsible Consumption and Capacity Building
2. Credibility in Green Advertising
3. Exploring the Perspectives of Sustainable Fashion Industry towards Global Leadership
4. The Future Landscape of Options Trading: Insights from Algorithmic Strategies in India
5. Green Finance: Building a Sustainable Future for India
6. Bridging gaps: Examining Financial Inclusion and Innovation Dynamics in India

Technical Session 6: Higher Education and Employment Scenario

1. Access, Quality and Financing: Exploring the Triumvirate in Context of NEP 2020 Higher Education Goals
2. Multilingualism in India and the New Education Policy: A Stakeholder Analysis of Language Implementation Challenges
3. Contribution of National Education Policy, 2020 in Social and Political Leadership of India
4. Transformations in Business Amidst Changing Work Dynamics
5. Navigating the Future: A Comprehensive Analysis of Recent Trends and Challenges in Human Resource Management
6. An Investigative Analysis of NEP 2020's Impact on Advancing the Academic Environment in the Digital Era

Curriculum Vitae of Paper Presenters **46**

About the Department of Commerce Societies **53**

About the College

The Jesus and Mary College is run by the Sisters of Jesus and Mary Congregation which was founded by St. Claudine Thevenet in France in 1818. The Sisters of CJM came to India in 1842 and in July 1968, the Jesus and Mary College was established as a constituent college of the University of Delhi imparting higher education in the fields of Arts and Commerce.

The motto of the College is “THOU ART LIGHT, FILL ME WITH THY LIGHT.” The College focuses mainly on the intellectual, cultural, social, aesthetic and spiritual development of its students to make them compassionate and committed human beings. JMC is constantly striving to achieve high academic standards by regularly organizing seminars, talks, conferences, symposiums and workshops for teachers, students and non-teaching staff.

Today, the College caters to 3000 students – with 10 Honours Degree Programs and B.A. Restructured Program with 13 subject combinations and post-graduation programs in English and Hindi. The year 2017-18 was particularly significant as it commemorated the Golden Jubilee of the College which was inaugurated by the Hon’ble President of India, Shri Ram Nath Kovind.

About the Department

The Department of Commerce, JMC was started in the year 1972 with one faculty and 30 students at a time when Commerce as an educational choice was a distant one for women. However, today when women have scaled new frontiers in education, the commerce department has 450+ students and 20+ faculty.

The Department provides an enabling environment to help its students stand out both academically and in shaping them to an overall balanced personality in today's competitive environment. The department has an active Commerce Association consisting of both elected and nominated student representatives with the incumbent Teacher-in-Charge of the department as its Advisor. The ‘Core Committee’ of this association has been proactive since its inception in providing both exposure and opportunity for the department students to participate in various inter-departmental, intra-departmental and inter-college events and competitions. A large number of Commerce students have been placed in well-known companies like Deloitte, KPMG, Ernst and Young, Bain etc. through its placement initiatives. Many students have decided to pursue higher studies in the fields of management, marketing, finance and economics and a large number of them have secured admission in prestigious institutions in India and abroad such as IIMs and LSE.

The Department has successfully hosted two international conferences in the past. The first one was organised physically on the theme “Social Media Marketing – Opportunities & Challenges” on 28-29 March, 2019. The conference was honoured by the presence of around 500 participants and 44 speakers from around the world, with eminent academicians, researchers, medical practitioners, and media representatives from Italy, Sweden, Germany, New Zealand and France. The second international conference was held virtually on the theme “Evolving Business Strategies in a Transforming Global Environment” on 20-21 January, 2022. The conference brought together over 600 participants and around 50 speakers from more than 10 countries of Asia, Europe and North America including Japan, U.K. USA, Sweden, Vietnam, Thailand, Nepal, Ethiopia, Swaziland, Malawi, Indonesia, Pakistan, Sri Lanka and Iraq. The selected papers presented at the conference have been published as an edited volume titled “Businesses: Resilience and Sustainability (Evidence from Emerging Market Developing Economies)” by World Scientific Publishing, Singapore. DOI: <https://doi.org/10.1142/13148>

About the International Conference

India's progress over the past decade has been quite remarkable. The economy's position has gone from the tenth largest ten years ago to the fifth largest today. India has been the fastest-growing major economy and emerged as "a bright light" at a time when the world is facing imminent prospects of a recession. India is expected to overtake Germany and Japan to become the third-largest economy after China and the US by 2030.

The government of India launched the *Aatma Nirbhar Bharat Abhiyaan* (Self-Reliant India) campaign in May 2020, the vision of new India to fight the COVID-19 pandemic by building a stronger economy that could withstand global competition. A self-reliant India stands on five pillars viz. Economy, which brings in quantum jump and not incremental change; Infrastructure, which should become the identity of India; System, based on 21st-century technology-driven arrangements; Vibrant Demography, which is our source of energy for a self-reliant India; and Demand, whereby the strength of our demand and supply chain should be utilized to full capacity.

In 2022, India celebrated its 75th Anniversary of Independence: Azadi Ka Amrit Mahotsav. The next 25 years have been termed as the 'Amrit Kaal' by Prime Minister Narendra Modi, a term drawn from Vedic inspiration, which means a uniquely auspicious period representing India's opportunity to herald a new world era. The Government of India has set for itself the goal of becoming a "developed" economy by 2047. The world has witnessed India emerge as a leader, solution provider and consensus builder. The theme of India's G20 presidency - "Vasudhaiva Kutumbakam" or "One Earth, One Family, One Future" - is drawn from the ancient Sanskrit text of the Maha Upanishad. The theme encapsulates India's vision to foster international cooperation, focusing on inclusive economic growth, digital transformation, and climate action.

India's current strengths such as high-value services exports, a growing digital ecosystem, availability of a large working population, track record in creating renewable energy capacity, and megatrends such as a growing entrepreneurship and start-up ecosystem will play a critical role in transforming India into a New India - a strong, secure and prosperous nation where everyone has access to opportunities of development.

Sub-Themes of the Conference

The research, discussion and deliberation in the conference will focus on strategies to build India as a global leader with inclusive, equitable and sustainable growth by 2030 with the following sub-themes:

- India's growing influence in the Indo-Pacific Region
- India's Connectivity Corridors
- India's Diaspora and Soft Power
- India's Role in Multilateral Institutions
- Business Policy and Strategic Management for India @2030
- Business Ethics and Sustainability for Global Leadership
- Digitalisation and Technological Innovation for Skilled India
- Entrepreneurial Ecosystem for fast economic growth
- Role of Financial Inclusion and Innovation
- Challenges of Marketing and HR in a Changing World
- Women in Leadership Roles in the New India
- Sustainable Agriculture and Food Security for Self-Reliant India
- Contributions of National Education Policy, 2020 in Economic Leadership of India

Message from the Principal



On behalf of Jesus and Mary College, I extend my warm greetings and felicitations to all the delegates, participants and eminent speakers from India and abroad attending the International Conference on the theme "**India @ 2030: Third Largest Economy in the World**" being held on January 29-30, 2024.

Jesus and Mary College is a pioneering institution in the realm of higher education committed to the creation of a just, humane and inclusive society through transformative education. Our endeavour has been to create an integrated, all-around, value-based education that focuses on our students' intellectual, social, and spiritual development to make them compassionate and committed human beings. Besides providing quality education,

we encourage our students for innovative and research-oriented activities. We are fortunate to have dedicated, committed, and competent faculty who are engaged in teaching and research on important contemporary issues.

This two-day International Conference will deliberate on India's trajectory towards becoming the third-largest economy by 2030. India's journey toward becoming the world's third-largest economy is marked by a noteworthy transformation, underscored by a robust blend of economic reforms, technological advancements, and demographic dividends. Strategic initiatives such as "Make in India" and "Digital India" have laid the foundation for a conducive business environment, fostering innovation and entrepreneurship. The nation's diverse and youthful population, positions it favourably to unlock its full economic potential. Information technology, renewable energy, and manufacturing sectors are projected to play pivotal roles in this ascent. Navigating present challenges, India's vision of securing a prominent position in the global economic landscape by 2030 is a testament to its resilience, adaptability, and unwavering determination.

Nevertheless, as academicians, researchers and thinkers we cannot ignore the persistent poverty levels, discriminatory practices and the lack of access to amenities and other services to large sections of India's population. Taking stock of such socio-economic indicators that need focussed attention and suggesting pathways to creating enabling environments to push communities out of such deplorable circumstances will mark the success of this conference.

It is in this context that this International Conference will serve as a significant interdisciplinary platform for policymakers, scholars, academicians, industry practitioners, and students to converge and engage in insightful discussions on the multifaceted dimensions of India's economic growth. It should be able to examine the intricacies of economic policies, potential challenges that may arise on this transformative journey, and suggest innovative strategies to chart a course for sustainable and inclusive economic development. From policy implications to technological innovations and socio-economic inclusivity, the conference seeks to provide an intellectual crucible for attendees to engage in thought-provoking dialogues, share insights, and collectively contribute towards realizing the envisioned goals for New India.

I thank the organizing committee, the faculty members, and the students of the Department of Commerce for their infinite contribution to organizing and steering the conference. May this conference be a resounding success, sparking new ideas and leaving an indelible mark on the academic landscape both within and beyond India.

Prof. Sandra Joseph
Principal, Jesus and Mary College

Message from the Conveners



Dear Invited Speakers, colleagues, delegates and participants,

On behalf of the Department of Commerce, Jesus and Mary College, we welcome you from India and abroad for our International Conference themed, 'India @ 2030: Third largest Economy in the World.' This leitmotif inspires us to contemplate the headwinds and nuances our economy and society will encounter in realizing this objective. The vision of India emerging as the third-largest economy by 2030 is not merely an economic projection; it is a narrative of a nation poised on the brink of transformative change.

India's journey towards economic prominence is intrinsically linked to its societal, technological, and environmental parameters. Therefore, as conveners, we intend to create a space where participants can explore the economic dimensions of this transformation and its ripple effects on society, governance, innovation, and global collaboration.

The conference agenda has been meticulously crafted to reflect the multidimensional nature of India's journey. We have curated panels and sessions that traverse sectors critical to India's growth story. From technology-driven innovations to advancements in education, from the evolution of business ecosystems to the infrastructure that underpins economic development, our discussions will be comprehensive, leaving no facet unexplored. The educational landscape is undergoing a profound transformation globally, and India is no exception. Our Conference will deliberate on how education can evolve to meet the needs of a rapidly changing world. The role of technology in education, skill development, and fostering a culture of lifelong learning will be key focal points. Infrastructure development, spanning physical and digital realms, is the backbone of economic progress. We will explore strategies for building resilient and sustainable infrastructure that can support the envisioned economic growth. As we invest in connectivity, energy, and urban development, how can we ensure these endeavors align with environmental stewardship?

While these sectors represent the pillars of our Conference, we also recognize the interconnectedness of global economies. India's rise as the third-largest economy will undoubtedly impact the global economic landscape. Our discussions will touch upon the opportunities for international collaboration, trade partnerships, and shared frameworks for addressing global challenges.

We encourage participants to actively engage in the interactive sessions, workshops, and networking opportunities that the Conference offers. Beyond the formal agenda, the informal exchanges and collaborations that emerge during the coffee breaks and networking sessions are often the crucible for transformative ideas.

We would also like to thank our Principal, Prof. Sandra Joseph, for her constant guidance, encouragement, and cooperation. We are grateful to the Indian Council of Social Science Research, Govt. of India, for sponsoring our endeavor. Gratitude is due to other sponsors who have supported

the Conference in various ways. We also thank our colleagues for their whole-hearted cooperation in assuming responsibilities for the Conference.

The Conference could not be a reality without the consistent efforts of each member of our Organising Committee of faculty and students. Our student teams, led by Ms. Mahek Vanjani and Ms. Sur Gupta, have led the committees in fulfilling their roles with perfection. The contribution of each one is acknowledged with gratitude.

We extend our appreciation to each participant for sharing insights, experiences, and knowledge, thereby enriching the deliberations. Welcome to the International Conference on "India at 2030: The Third Largest Economy in the World." May our collective endeavors pave the way for a future that transcends our imagination.

Prof. Reena Marwah (Convenor)

Dr. Ameeta Motwani (Co-Convenor)

Dr. Renu Gupta (Co-convenor)

Curriculum Vitae of Guests and Speakers



Prof. Nagesh Kumar is the Director and Chief Executive of the Institute for Studies in Industrial Development (ISID), a New Delhi-based policy think-tank under ICSSR. Prof Kumar served as Director at the United Nations Economic and Social Commission of Asia and the Pacific (UNESCAP), holding several senior management roles from 2009-21 at the UNESCAP headquarters in Bangkok and as Head of the South and South-West Asia Office located in New Delhi. Prof Kumar also serves as the Non-Resident Senior Fellow at the Boston University Global Development Policy Centre (BU/GDPC), Boston. During 2002-09, Dr Kumar served as the Director-General of the Research and

Information System for Developing Countries (RIS), a policy think-tank of the Government of India (Ministry of External Affairs). He has also served as an Economist at UNU/INTECH (now UNU/MERIT) in Maastricht, the Netherlands from 1993-98. Dr Kumar has served on the boards of the EXIM Bank of India, the International Centre for Trade & Sustainable Development (ICTSD), Geneva; the South Asia Centre for Policy Studies (SACEPS), Kathmandu, and as a consultant to the World Bank, Asian Development Bank, Economic Research Institute of ASEAN and East Asia (ERIA), Commonwealth Secretariat, Commission on Intellectual Property Rights (CIPR), ILO, UNCTAD, UNDP, UN-DESA, UNIDO. Dr. Kumar has researched extensively on different aspects of economic development, resulting in the publication of 18 books and over 120 peer-reviewed papers. An economics PhD from the Delhi School of Economics, Dr Kumar is the recipient of GDN's Research Medal awarded by the World Bank and the Japanese Government in Tokyo in 2000.

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Ms. Amee Misra, is an economist and development practitioner with experience across a range of development issues including public financial management, health policy, education, gender in international trade and financial inclusion - in India and Africa. In her current role as Senior Economist at UNDP India, Amee leads the policy work at the institution with a focus on multidimensional poverty, inclusion, employment, and climate action. Previously, Amee has worked with the UK Government's Department for International Development (DFID), the Centre for Policy Research, Government of Zanzibar, the Bill and Melinda Gates Foundation,

UNICEF, UNDP, and UN Women. Amee holds graduate degrees from the School of Oriental and African studies (SOAS) at University of London and JNU; and a BA (Honours) in Economics from St. Stephen's College, Delhi University.

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Excellency Mr. Thirapath Mongkolnavin is an accomplished diplomat serving as the Minister and Deputy Chief of Mission at the Royal Thai Embassy in New Delhi since 2019. With a wealth of experience, he has held key roles such as Director of the News Division and Minister Counselor in various international postings, showcasing his expertise in diplomacy and policy. Thirapath holds an M.A. in Asian Studies from the University of Hawaii and a B.A. in Arts (Business English) from Assumption University, Bangkok. His diverse educational and professional background is complemented by extensive service in different capacities within the

Ministry of Foreign Affairs.

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Prof. Singh is Senior Professor, Head & Dean, Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi. Prof. Ajay is the President of Indian Commerce Association as well as Fellow and Managing Trustee of ICA. Prof. Singh is Honorary Professor of John Von Neumann University, Hungary and has served as **Vice Chancellor of Sri Sri University, Cuttack, Odisha (2019 to 2022)**. Dr. Singh is Past President of Indian Commerce Association Delhi NCR Chapter, Past President of Rotary Club of Delhi Maurya, Past President of Indian Association for

Management Development (IAMD), Life member of Indian Accounting Association, and Honorary President of Governing Body of Divine Group of Institutions, DSPSR, & many NGOs. Dr. Singh has earned **best teacher award** for two consecutive years in 1998 and 1999 at IAMT. Dr. Singh has more than **37 years of teaching experience in all with 237 publications**.

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Dr. Prabir De is a Professor at the Research and Information System for Developing Countries (RIS). He works in the field of international economics and has research interests in international trade and development. He was a visiting Fellow of the Asian Development Bank Institute (ADBI), Tokyo; and visiting Senior Fellow of United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), Bangkok. He has been conducting policy research for the Government of India and several international organisations. He has a Ph.D. in Economics from the Jadavpur University, Calcutta. He has contributed several

research papers in international journals and written books on trade and development. He is the editor of the *Journal of Asian Economic Integration*, published by Sage.

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Dr. Swaran Singh is Professor for Diplomacy and Disarmament at Centre for International Politics, Organization and Disarmament (CIPOD), School of International Studies, Jawaharlal Nehru University (New Delhi). He is President of Association of ASIA Scholars, General Secretary of Indian Association of Asian & Pacific Studies, Guest Professor at Research Institute of Indian Ocean Economies, Yunnan University of Finance and Economics (China) and Advisory Board Member of Atlanta-based Communities Without Borders Inc. (United States). Prof. Singh has 25 years of experience in research and teaching

and he lectures at major institutions like National Defence College, Defence Services Staff College, and all other major military institutions. He also contributes to radio and television discussions. Prof. Singh is on the Editorial Board of Asian Policy & Politics (Washington DC), *Journal of the Indian Ocean Region* (Hyderabad), *Journal of Indian Ocean Studies* (Delhi), and *Millennial Asia* (Delhi), *Suraksha Chintan* (Meerut) as also Referee on various academic journals.

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Mrs. Hannele Teir, Lic. Sc. (Economics), Ms. Sc. (Political Science) is a Finnish Economist and Emerita vice Rector of Centria University of Applied Sciences, Kokkola, Finland. Centria UAS is one of the most international Universities in Finland, approximately 25% of the students have an international background. Vice Rector Teir has a long experience of Transnational Education Export and International Affairs including Student Exchange and Pedagogical development on the National and International level. Mrs. Teir has over 40 years of international teaching and educational guidance and mentorship

background from different Universities in Europe, Asia, and Africa. Her interests in Economics are emerging markets and their challenges and Intercultural Competence and Communication with a focus on education, globalization, diversity, sustainability, and social justice.

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Abstract: **India is on its way to becoming the world's third-largest economy**

Hannele Teir, Emeritus Vice President, Centria University of Applied Sciences, Finland

India is a steadily growing economy that has become the most populous country in the world. Trade and economic growth are at the heart of everything as India strengthens its geopolitical position ever more firmly. Attracting foreign investment is part of this, as India looks to develop and invest heavily in infrastructure. It is building cities, roads, railways, airports and ports. India also has ambitious climate targets and a strong will to become a low-carbon and zero-emission country. Its low-cost, technology-based space industry demonstrated its skills to the experienced spacefaring nations by successfully landing a shuttle on the moon last year. India recently hosted the G20 summit, which captured the world's attention. While China's economic growth has slowed markedly in recent years, India's economy is growing at the fastest rate globally. India is projected to overtake Japan and Germany to become the world's third-largest economy by 2030. Meanwhile, India has not taken a clear position on the Ukraine or Middle East wars, as it wants to be everybody's friend. Women are one of the hidden growth drivers of India's economy. Less than 30% of all women of working age work. The low figure is partly due to the fact that women do work that is not included in official economic indicators. India is also becoming an increasingly important trading partner and export market for the EU and an EU-India trade agreement has been under negotiation for several years. Reducing protectionism and concluding trade agreements would boost exports and open doors to capital flows.

Keywords: *Indian Economy, Growth, EU-India trade. Global position of India*



Prof. Yamini Gupt is a professor in the Department of Finance and Business Economics, in the University of Delhi. She has held several administrative positions in the University (including Joint Dean, International Relations and Joint Director, Centre for India-Canada Studies). She is currently working on a research project funded by ICSSR on PM Fasal Bima Yojana.

Her recent research has been on valuation of ecosystem services and climate change; waste sector (EPR, economics of formal and informal sectors, hazardous waste, impact on climate change); degraded ecosystems and change in livelihood patterns. Currently, she is a member of an International Consortium working towards realizing a "Circular Economy." She has published in journals like Southern Economic Journal, Environment and Development Economics, International Journal of Ecological Economics and Statistics, Journal of Quantitative Economics, Economic and Political Weekly, Waste Management and Research, Journal of Health and Pollution, Arthaniti and International Journal of Research. Yamini has also co-edited and co-authored 4 books.

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Prof Suma Athreye's Prof Suma Athreye is Professor in the School of Public Policy, IIT, Delhi. Her main research interests lie in the fields of Economics of Innovation and International Economics. Suma's current research looks at identifying the barriers to technology transfer from universities, the financing of R&D, understanding why the use of trade secrets is rising and the determinants of the demand for intellectual property instruments. In the area of International Economics, Suma is interested in the impulses for internationalization and the use of internationalization as a tool of technology search and technological

acquisition by Indian and Chinese firms. Suma is an Area editor for the Journal of International Business Policy and Regional Editor (Eurasia) for Industrial and Corporate Change.

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Abstract: Role of Universities in increasing private R&D in India

Prof. Suma Athreye, Professor, School of Public Policy, IIT, Delhi

Long-term growth depends on sustained technological progress in the economy, but a worrying trend in India is the low levels of private R&D which have hovered around 0.7% of sales for much of the last decade. In my talk, I will be focussing on how universities can help raise this rate of R&D through their third mission activities and the barriers faced by universities and firms in such technology transfer.

Keywords: *Private R&D, Third mission activities, technology transfer*



Dr Titipol Phakdeewanich after completing his studies and research in the United Kingdom at the University of Warwick (MA International Political Economy 1998, Ph.D in Politics and International Relations 2005), He has been based at Ubon Ratchathani University in Thailand. In addition to teaching at the Faculty of Political Science, Titipol has conducted extensive fieldwork. This enabled him to develop working relationships with academics, officials from various national and international institutions, and also with local activist groups in the North-eastern region of Thailand (Isan), and beyond. It has been a key component of the work of Titipol, to highlight the plight and injustice in the lives of the rural poor, and to look towards

finding actual solutions to these problems, which can have a tangible positive effect on the lives of under-represented and disenfranchised groups such as these, as well as other marginalised groups within Thailand.

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Abstract: Can Mekong-Ganga Cooperation (MGC) Enhance India's Interests in Mainland Southeast Asia?

Dr. Titipol Phakdeewanich, Dean, Faculty of Political Science, Ubon Ratchathani University, Thailand

Since the establishment of Mekong-Ganga Cooperation (MGC) in November 2000 in Vientiane, Lao PDR, after the signing of the Vientiane Declaration, the visibility of India as a regional donor remains a challenge. The Mekong-Ganga Cooperation (MGC) was established between India and the five ASEAN countries (Cambodia, Lao People's Democratic Republic, Myanmar, Thailand, and Vietnam) to cooperate fundamentally in non-politically sensitive issues, including tourism, culture, education, and transportation communication. India's strategic engagement with ASEAN-Mekong countries is similar to that of other global superpowers such as China and the United States as well as other donors. Thailand is currently establishing itself as both an emerging donor and a gateway to Southeast Asia. China is a major regional donor, providing aid and loans as part of an ambitious infrastructure development strategy known as the "Belt and Road Initiative" or "One Belt One Road". Political conflict and human rights violations remain challenges for the five ASEAN-Mekong countries. This becomes a challenge for the implementation of the MGC. The question therefore arises - how can India engage constructively with other existing donors to promote socio-economic development in Mekong basin countries to advance its own interests in mainland Southeast Asia,

Keywords: *Mekong-Ganga Cooperation, Southeast Asia, Socio-Economic Development*



Dr. Sophana Srichampa is Chair of Centre for Bharat Studies, Mahidol University, Thailand. Her research background is on language, linguistics and the cultures of the ethnic groups, Vietnamese in particular. She has written around 60 articles on these subjects in both Thai and English, as well as eight books and a dictionary. Her research scope also covers the social, religious and cultural issues of the ethnic, diasporic and migrant worker groups in Thailand and Southeast Asia. After spending two decades in Vietnam and Southeast Asia, Srichampa shifted her academic interest to India since 2007. Her India (Bharat) related research works include 50 articles and five books. Her present focus is on diaspora studies and connectivity through trilateral highways.

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Abstract: The Indian diaspora in Thailand and Soft Power through Cultural Diplomacy

Dr. Sophana Srichampa, Associate Professor, Centre for Bharat Studies, Research Institute for Languages and Cultures of Asia, Mahidol University, Thailand

The influence of Indian civilization in Thailand started via trade interactions, as Indian traders engaged with local rulers through gifts and goods, leading to interest in Indian culture. Invitations to Brahmins from India significantly impacted the Thai court's concepts, language, and culture, affecting both elites and the general populace. British colonization in India during the Ratanakosin era had an impact on trade dynamics in Southeast Asia. King Rama V's open policy in Thailand promoted international trade, attracting Indian immigrants due to Siam's economic importance without British control. Following the establishment of diplomatic relations in 1947, increased migration from India to Thailand marked a 'second wave.' Approximately 40 years ago, a 'third wave' emerged, characterized by Indian entrepreneurs mainly from areas like Rajasthan, Gujarat, and Maharashtra, who expanded their business ventures in Thailand, earning the moniker "new Indians". Moreover, India's soft power in the globalization arena, coupled with foreign trade investment policies, continues to attract more Indian nationals to Thailand. The Indian diaspora in Thailand showcases India's soft power through various avenues, including religions and related heritage, ceremonies, festivals and activities, languages, education, some Indian heroes, cuisine, textiles, cinema, music, Yoga, and Ayurveda. These elements form part of India's rich heritage, serving as a means for cultural diplomacy by the Indian government to foster stronger connections between people-to-people level and in broader cooperation efforts.

Keywords: *Cultural Diplomacy, Indian Diaspora, Soft Power, Thailand*



Dr. Le Thi Hang Nga is Deputy Editor-in-Chief of the Journal of Indian and Asian Studies, Head of the Department of Historical and Cultural Studies and Foreign Affairs Assistant of the Institute of Indian and Southwest Asian Studies. Before 2011, Dr. Nga was once a lecturer at the Faculty of Oriental Studies, University of Social Sciences and Humanities, National University of Ho Chi Minh City. Areas of interest cover the history of pre-modern India, the history of international relations and foreign policy, especially the foreign policy and international relations of India, Vietnam, the United States and Southwest Asian countries. Dr. Le Thi Hang Nga is the author of the book "India - United States Relations (1947-1991)" (2018), and co-editor of the book "Afghanistan Today" (2018). Dr. Nga has written many articles on Vietnam - India relations and other aspects of Indian history and culture published in domestic specialized research journals and specialized magazines in India.

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Abstract: India and the United States: Powering the global economy

Dr. Le Thi Hang Nga, Head, Dept. of Historical & Cultural Studies, VIIAS, Vietnam Academy of Social Sciences

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Under the leadership of Prime Minister Narendra Modi, India – US relations have made remarkable progress, highlighted by the rapid development in trade and investment, high-tech and energy cooperation. India – US relations are ‘shaping’ the 21st century as affirmed by the leaders of the two countries. This paper argues that adjustments in India’s policy toward the US in recent years have created a turning point in bilateral economic relations, resulting in making the US India’s largest trading partner in 2018. In 2023, the US continues to be India’s largest trading partner and one of the few countries where India has a trade surplus. Under PM Modi’s leadership, India – US relations have evolved from a ‘Strategic Partnership’ to a ‘Global Strategic Partnership’. For India, in addition to the prospect of attracting FDI and exporting goods to the US market, it can give possibility to resolve tariff issues that have hindered bilateral trade cooperation for a long time. Moreover, the boom in India – US economic cooperation could give India a more direct and much greater presence in the global supply chain. Both India and the US will have the opportunity to reduce their dependence on China, while putting the region and the globe on a new growth trajectory. This paper also shows the need for a free trade agreement with the US – something that India hopes for but has not yet realized, and points out the driving forces for global economic growth if India – US economic cooperation is more closely institutionalized through agreements and common cooperation frameworks.

Keywords: India, United States (US), Cooperation, Power, Global Economy



Dr. Ravinder Kaur is Professor Emerita of Sociology and Social Anthropology at the Department of Humanities and Social Sciences, Indian Institute of Technology Delhi. She did her PhD from the Dept of Sociology, Delhi University and was a gold medallist in her BA and MA. She holds a teaching excellence award at IIT Delhi. Her research is in the areas of the sociology of gender, family, marriage, kinship, middle class, technology, and women in science and technology. She is a founder-member of IIT Delhi’s gender unit IGES (Initiative for Gender Equity and Sensitization) where she collaboratively initiated many steps to improve the gender climate in the Institute. In 2021 she led the first-ever gender assessment of IIT Delhi for which the institution has received the “GATI Achievers” award from DST. She is currently the co-lead on a major Women in STEM project “Fixing the Leak: Advancing STEM Innovation and Inclusion in India, One Woman Scientist at a Time”, funded by the CoImpact Gender Equality Fund.

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Dr. Piyanat Soikham, an assistant to the President for organizational communication and public engagement, director of India Studies Center, and an assistant professor in Politics and International Relations at Ubon Ratchathani University, received a doctoral degree in International Relations from the University of St Andrews, UK. He obtained a master's degree in Political Science from Osmania University-India, under the Indian Government Scholarship and also a bachelor's degree in International Relations from Chulalongkorn University, Thailand. He has recently been named ‘Young Leader’ by Pacific Forum, and awarded

ASEAN-India Youth Awards for his achievement in strengthening regional cooperation. His research interests revolve around India-Southeast Asia relations, soft power, Indo-Pacific strategy, and human security.

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Abstract: India@2030: A Thailand Perspective

Dr. Piyanat Soikham, Assistant Professor, Faculty of Political Science, Ubon Ratchathani University, Director of India Studies Center, Thailand

India has shown remarkable progress, with its economy rising to become the fifth-largest and fastest-growing economy globally. India is expected to become the third-largest economy by 2030, focusing on resilient infrastructure, inclusive sustainable industrialization, and fostering innovation. Moreover, India's G-20 Leaders' Summit 2023 leadership emphasized the importance of international cooperation, inclusive growth, digital transformation, and climate action. This paper employs qualitative research with a systematic review to underline Thailand's Perspective on India in 2030 as the world's third-largest economy. The paper highlights the age-old cultural and religious ties, historical friendship, and maritime and geographical affinities between Thailand and India, which have been intensified into all aspects of mutual interests, culturally, politically, and economically, and are currently moving towards a Strategic Partnership. In addition, towards 2030, the two countries should maximize capacities and benefits from mutual regional frameworks of cooperation, i.e., ASEAN, BIMSTEC, MCG, and IORA, which have contributed to the region's prosperity, resilience, and openness.

Keywords: India, 2030, Thailand, Perspective



Dr. Le Thu Mach, a PhD holder in Journalism from Monash University, is a lecturer at the Ho Chi Minh National Academy of Politics in Vietnam. Her research interests include journalism, social media, public sphere dynamics, and strategic communication with a particular focus on India-Vietnam relations. Having assumed the role of External Relations Director at Southeast Asian Media Studies Association (SEAMSA) in 2022, Dr. Le Thu Mach demonstrates her commitment to regional collaboration in media studies. Her multifaceted academic background and leadership role demonstrate her commitment to fostering cross-cultural understanding and advancing scholarly discourse in the social sciences and humanities.

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Abstract: Indian Quick Impact Project in Vietnam: A Review from Vietnamese Perspectives

Dr. Le Thu Mach, Ho Chi Minh National Academy of Politics, Vietnam

Within the framework of regional cooperation between Vietnam and India, the Quick Impact Projects (QIPs), implemented by the Indian Government in Vietnam, show India's interest in Vietnam, and India's unique tangible results-oriented approach to regional cooperation. The successful and timely operation of QIPs has demonstrated the strength of the comprehensive strategic partnership between India and Vietnam. Hence, this has contributed to achieving Vietnam's sustainable development goals, and is also an expression of the growing convergence of strategic and economic interests, as well as the two nations' shared vision for peace, prosperity and the people. This paper reviews the Indian QIPs in Vietnam, its implementation, impacts, and lessons learnt from Vietnamese perspectives.

Keywords: Quick Impact Projects, India, Vietnamese Perspective



Dr. Shann Turnbull has innovated business practices by changing corporate constitutions to more closely follow the self-regulating and self-governing practices found in living things. These proved the competitive advantages of distributed decision-making and time limited investment contracts. He co-authored the first educational qualification for company directors in the world in 1975, and also wrote *Democratising the Wealth of Nations*. His book resulted in visits to Prague and Beijing during 1990/91 to advise on stakeholder privatization. His Ph.D. research in 2001 established the science of governance of any type of organization of any species. This knowledge was used to fill a global gap in management

education by creating a course on how to replace managerial dictatorships that undermine democracy with stakeholder self-governance building circular economies.

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Abstract: Establishing Bharat (India) as a Self-Reliant Global Sustainable Role Model: By Transforming Gandhian Trusteeship to Stakeholder Ownership

Prof. Shann Turnbull, Principal, International Institute for Self-governance, Sydney, Australia

As the World's most populous nation, Bharat has the most to gain in demonstrating how to make capitalism sustainable and equitable. Although political independence was obtained 76 years ago, the nation remains intellectually colonised by the English language that now lacks words to describe traditional relationships to the environment while adopting toxic modern management practices degrading the well-being of people and the planet. A self-financing tax incentive is desired to democratize ownership and control of business on a sustainable basis. Shareholders obtain bigger, quicker, and less risky profits if they change corporate constitutions in two ways. First, a small fraction of shareholder equity would be transferred by book entry each year to stakeholders' shares that could only be issued to local citizens. This would eliminate unknown alien ownership and control held in tax havens. It would build a universal citizen well-being dividend income to replace welfare costs and/or increase the taxes paid by other stakeholders making the tax incentive self-financing. A second constitutional change would localize and democratize corporate control and regulation for each stakeholder constituency. Each stakeholder constituency would obtain voice and influence to make enterprises what Elinor Ostrom described as a "Common Pool Resource" providing benefits for all stakeholders. Citizen stakeholders become corporate co-regulators and mentors to management to reduce the role, cost, and importance of governments to enrich democracy with what Ostrom described in her Nobel Prize acceptance speech as "polycentric self-governance".

Keywords: *Self-Reliant, Sustainable Model, Gandhian Trusteeship*



Dr. Geeta Duppatti is a Global citizen now working as an Assistant Professor at Prince Mohammad Bin Fahd University (PMU), Saudi Arabia. She has visited 35 countries. She was Senior Lecturer in Finance (2013-2023) at Waikato Management School, New Zealand, before joining PMU in Feb, 2023. She also taught at the Institute of Public Enterprise, India; Addis Ababa University, Ethiopia; Asmara University, Eritrea, and Auckland University of Technology, New Zealand. Dr. Duppatti received several International Research Grants: USCI University, Research Excellence & Innovation Grant (REIG), Malaysia, 2022; Fundamental

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Ms. Ojasvi Goyal works as a Consultant (Grade-1) at National Council for Vocational Education & Training, Ministry of Skill Development and Entrepreneurship. A postgraduate in Economics and Applied Statistics, Ojasvi has a proven track record of working in the domains of Public Policy, International Affairs, Project Management, Skill Development, Civil Aviation etc. and has previously served in the Ministry of Civil Aviation and Ministry of External Affairs, Government of India. She has carried out various research projects in collaboration with UN Women, ILO, and State Skill Development Missions. As an independent speaker, Ojasvi has delivered guest lectures, conducted workshops centered around the overarching theme of Skill Development, Digital Transformation, Future of Work for trainers, teachers, and students at various eminent institutions across India.

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Dr. Lakhwinder Singh is Vice President of the Indian Society of Labour Economics and Visiting Professor, Institute for Human Development (IHD), New Delhi. Prior to this, Dr. Singh has been Professor and Head, Department of Economics, Punjabi University, Patiala, India where he has founded Centre for Development Economics and Innovation Studies (CDEIS). He is the founding Editor, Millennial Asia-An International Journal of Asian Studies published by SAGE that is indexed in SCOPUS and Clarivate Analytics (ESCI). He has contributed nine books and more than hundred articles in various reputed journals and leading national dailies. He has authored *Agrarian Distress and Farmer Suicides in North India* published by Routledge 2020 (second edition). Professor Singh is

Coordinator of Indialics-a Chapter of Globelics in India. He has held several visiting positions including Yale University, USA and Seoul National University, South Korea. His specialization is Development Economics, Innovation Systems, Regional Economics, Area Studies and Punjab Economy. He has a teaching experience of more than 32 years and successfully supervised 21 Ph.Ds.

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Dr. Preeti Singh has been in the field of education in the Department of Business and Management at Jesus and Mary College (Delhi University) and at Jagannath International Management School, Kalkaji, New Delhi as Professor and Head of the department of International Business. She has also worked in a corporate organization and has also been an entrepreneur in the fashion business owning a boutique. She has participated in National and International conferences as organizer, paper presenter, discussant, keynote speaker and chairperson in India and abroad. She is an author of several books on finance and many research publications. She is now a visiting professor and education & lifestyle blogger. She is at present editor of Illumination Integrated publications, and Coffee Times.

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(YTBC)the world's biggest student-run Business Ideas competition for high school students and similar such global platforms both as a Jury and Mentor for start-ups pitching their ideas for securing funding.

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Dr Savita Rastogi joined the department of commerce of the Jesus and Mary College in September, 1981 soon after post-graduation in commerce with the first division. She completed her MPhil with first div from the Department of Commerce, DU on Managerial Training and development in 1986. In 1998, she completed her PhD from faculty of management Studies on “Impact Evaluation of CPDHE Courses”. Since her joining in college, she has worked in different societies of the college, participated in a number of conferences, and has authored books on topics like Entrepreneurship, Human Resource management, Compensation Management.

Prof. Reena Marwah, Professor, Teacher-in-Charge



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Prof. Vibha Mathur, Professor



Prof.(Dr.) Vibha Mathur is a meritorious academician, dedicated teacher and an amiable colleague. She is motivated to bring the best out of her students and is always willing to go the extra mile for them. She is also at the forefront of research in her field of proficiency and has authored 23 books as well. Prof. Mathur has completed two UGC sponsored Minor projects and an Innovative Project funded by University of Delhi. She was awarded with a degree for Doctorate in International Business from the Department of Commerce, Delhi University (1997). To her credit, there are many awards and honours; few of them are - A research supervisor in Delhi University, visit to European Commission and European Parliament as a delegate under European Union Visitors Programme in 2001, selected as a compere on UGC sponsored educational programmes on Doordarshan from 1992 to 1995.

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Dr. Gurmeet Bakshi is an Associate Professor in the Department, having over 36 years of teaching experience. She has completed her PhD, M.Phil and Masters in Commerce from University of Delhi. To her credit there are several research publications. Dr. Bakshi's areas of specialisation are Finance and International Trade. She has been an organizing team member of several conferences, seminars, webinars and FDPs.

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Ms. Lissy Jose is an Associate Professor in the Department. In her more than three and a half decades of teaching, she has focused on subjects like Cost Accounting, Statistics, Business Laws, Auditing and Corporate Governance. She was also the Coordinator of Remedial coaching classes and also takes catechism classes for Christian students. She has been an organizing team member of several conferences, seminars, webinars and FDPs.

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Dr. Nishwan Bhatia is an Associate Professor in the Department. She has been a rank holder throughout her school and college days. She has more than three decades of teaching experience in various subjects including insurance, corporate laws, compensation laws, company law, business law, business organisation. She is the co-author of renowned books like 'Corporate and Compensation Laws', 'Elements of Banking and Insurance', 'Insurance and Risk Management – Fundamentals & Applications', and 'Investing in Stock Markets'. She has presented/published papers in National and International Conferences.

Ms. Monica Chhabra, Assistant Professor



Ms. Monica Chhabra is currently working as an Assistant Professor in the Department. Being a topper in M.Com from University of Delhi, she was awarded 'Jai Narain Vaish Prize' and 'Mamta Gupta Memorial Gold Medal' for the year 2009. She also received South Campus Endowment Scholarship in 2008. She obtained her M.Phil from Delhi School of Economics, University of Delhi in 2012. She has 11 years of teaching and research experience. Her areas of interest include Human Resource Management, Corporate Governance and Business Ethics.

Ms. Charu Sarin Arora, Assistant Professor



Ms. Charu Sarin Arora, MBA, M.Com., B.Com (Hons), currently pursuing PhD, is an Assistant Professor in the Department having over 10 years of teaching experience. Her areas of specialization include Marketing, Consumer Behaviour and Finance. She has several research articles in the refereed journals and three books to her credit. She has made several paper presentations in National and International conferences and has also been invited as a resource person in a few workshops. Ms. Arora has also developed MOOCs and has been a part of various conferences, seminars, FDPs, workshops and social events.

Ms. Saloni Arora, Assistant Professor



Ms. Saloni Arora is an Assistant Professor in the Department. She has completed her Masters from Delhi School of Economics, University of Delhi. Her areas of specialisation include finance and taxation. She has cleared the Companies Secretary Professional level. With over 7 years of teaching experience, she has several publications in her name and has presented papers in National and International Conferences. She has co-authored two books on Digital Marketing and Investing in Stock Markets.

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Dr. Ruhi Ghai is an Assistant Professor in the Department. Dr. Ruhi has an experience of over 12 years in teaching. She has completed her Ph.D from CMJ University, Meghalaya and M.Phil from Vinayaka Mission University. There are many paper publications and presentations to her credit.

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Sustainable HEIs.

Ms. Vrinda Moda is an Assistant Professor at Jesus and Mary College, University of Delhi. She has specialised in teaching Tax and Law while gaining experience of 5 years. She has cleared the Companies Secretary Professional level exam. She has a lot of publications which includes several research papers and chapters in books. She has hands-on industrial experience as a Process Analyst at RBS Business Services Ltd. She is currently pursuing her PhD from Manav Rachna University, Faridabad on

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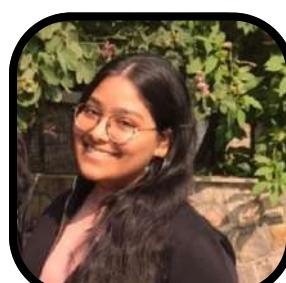
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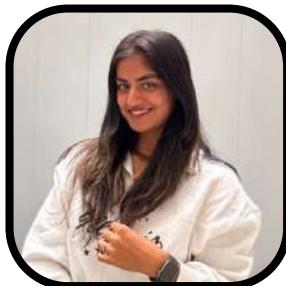
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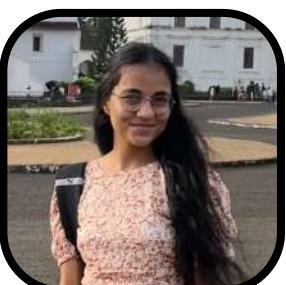
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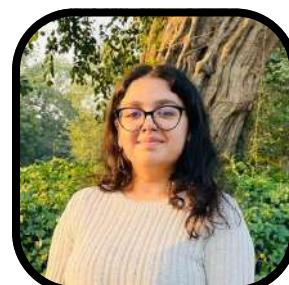
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ABSTRACTS

TS 1: INDIA'S GLOBAL INFLUENCE, SUSTAINABLE DEVELOPMENT AND WELFARE

India's Ascendance in Southeast Asia: Convergence and Constructive Engagement

Prof. Reena Marwah, Professor, Jesus and Mary College, University of Delhi

India has decisively moved forward in its policy stance towards East Asia; from Looking East in the 1990s to Acting East since 2014 and now to Connecting East by fine-tuning their shared physical, social, economic, digital, technical and temporal infrastructure. This assertive re-engagement of New Delhi, after a largely exploratory, and relatively shy and sluggish footwork of more than two decades, has raised expectations from India for widening and deepening this integration with the larger East Asian region, by reinforcing the centrality of ASEAN both at multilateral level as well as in India's bilateral engagement with each of the member nations. Recognising this new synergy and enthusiasm in India's Connecting East mission, this paper seeks to explore the cumulative as well as the ongoing evolution of India's ASEAN-centred eastwards engagement expanding physically from Looking East, starting from engaging original ASEAN-six, to Acting East as a major stakeholder in the emerging Indo-Pacific formulations, hence calibrating this with the Indo-Pacific arena. These emanate from several convergences between ASEAN's Outlook for the Indo-Pacific (AOIP) and India's Indo-Pacific Oceans Initiative. (IPOI), in addition to the bilateral constructive economic, cultural and strategic engagement with each of the ten ASEAN nations.

Keywords: ASEAN, IPOI, AOIP, Connecting East

Will India have Zero Poverty by 2030?

Dr. Ameeta Motwani, Associate Professor, Jesus & Mary College, University of Delhi

India had the dubious distinction of having the largest number of people in poverty for many years. However, the good news is that India's poverty levels have declined in recent years. India achieved the Millennium Development Goals of halving the poverty ratios ahead of time and is on track to achieve the Sustainable Development Goal of eliminating poverty by 2030. This paper looks at India's past journey of economic development with respect to reducing extreme poverty and how the definitions and measures of poverty have evolved over time. Currently, poverty is measured in terms of many deprivations known as the Multidimensional Poverty Index (MPI). India's achievement in reducing the MPI during the period 2015-16 to 2019-21 from 24.85% to 14.96% has been hailed as remarkable. The paper also looks at the government's efforts to mitigate the suffering of the poor and vulnerable populations during the Global Pandemic. It then goes on to predict where India is headed in the future in respect of its fight against poverty. Questions such as – should we redefine poverty in terms of 'relative' and not 'absolute' poverty become relevant in this new India. Similarly, issues of diversity, inclusion and equity become more important now when we are about to achieve the goal of eliminating extreme poverty and hunger. The provision of a decent standard of living for all has been the dream of our forefathers who fought for India's freedom. We are now at the dawn of that dream taking the shape of reality. The paper describes the essential requirements for this dream to become reality.

Keywords: MDGs, Poverty, Deprivation, Inclusion

Government Initiatives for Financial Inclusion in India: A Descriptive Study

Ms. Preeti Kaushik (Research Scholar), Prof. Arvind Jayant (Head of the Department) and Dr. Dhanjay Yadav (Assistant Professor), Department of Management, Indira Gandhi Delhi Technical University for Women, New Delhi

Financial Inclusion is essential to economic growth and development in India, a nation with a sizeable underprivileged population. It is a critical component of economic development and poverty alleviation in India. Providing access to financial services such as banking, credit, insurance, and savings is essential to empower the underserved or marginalized population economically. Financial Intermediaries like RBI and other banks play a critical role in bridging the Financial Inclusion gap. They serve as crucial entities that provide access to financial services for all people, especially those in remote and underserved areas. RBI identified six strategic objectives of a national strategy for financial inclusion. The Indian government has taken many Initiatives like Pradhan Mantri Jan Dhan Yojana (PMJDY), Direct Benefit Transfer (DBT), Financial Literacy Campaigns, and improvement in digital payment infrastructure, etc. The most important Jan Dhan Yojana, a flagship program, has played a pivotal role in opening millions of bank accounts and providing financial services to all individuals and businesses. Unified Payments Interface (UPI), Priority Sector lending, Aadhaar Enabled Payment Systems, Micro, small, and medium Enterprises (MSMEs), housing loans, Education loans, etc., are the RBI directives of financial inclusion and development. All these initiatives help to reduce Corruption and provide benefits to marginalized communities. This paper provides an overview of financial inclusion in India. The study aims to investigate and analyze the various initiatives and measures taken by the Indian government and the critical roles played by the RBI in advancing Financial Inclusion from 2014 to 2023.

Keywords: *Financial Inclusion, Indian government Initiatives, RBI directives, Direct Benefit Transfer, Pradhan Mantri Jan Dhan Yojana*

Seventeenth-Century Trans-Local Medieval Trade and The Sindhi Diaspora

Dr. Amita Paliwal, Assistant Professor, Department of History, Jesus and Mary College, University of Delhi

In the Seventeenth Century, the world had witnessed the silver influx with the exploration of Latin American mines, which in turn had facilitated eastbound trade of European merchant trading companies funded by the Empires. At the same time, it impacted the currency mechanism in Mughal India leading to a diaspora of not only Sindhi merchants in Central Asia but also of the banker communities. A recent study by Levi Scott of 'The Indian Merchant Diaspora in Early Modern Central Asia and Iran', and also a study by Stephen Frederic Dale of 'The Geography, Economy and Society of Indian Diaspora', are some of the noted works in this direction. However, the regional dimension of one of the extreme sequestered western corner of India; Sind, with its unique nomadic and sedentary settings, with the busiest port and rich craft production, is missing in these studies. This paper is an attempt to locate reasons that facilitated the diaspora of Sindhi merchants in West Asia and Central Asia along with nomadic contribution to merchants in their specialised local network within the interlocking mechanism. The paper will also look into their modus operandi digging deep into competitive or cooperative trade politics.

Keywords: *Diaspora, Sindhi Merchants, West Asia, Central Asia*

Impact of Macroeconomic Variables on ESG Index Performance: Evidence from India

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Ms. Anushree Ganguly, Assistant Professor, Rukmini Devi Institute of Advanced Studies

The purpose of this study is to investigate the correlations between ESG (Environmental, Social, and Governance) index performance and key macroeconomic variables in the Indian context and to quantify the impact of macroeconomic factors such as Foreign Direct Investment (FDI), inflation, foreign exchange rates, and economic and political stability on ESG index performance. Using EViews Student Version 12 for the statistical analysis, the methodology comprises a thorough investigation of the nature of these relationships and their implications for sustainable business practices in the Indian context. Subsequently, the study will utilize regression analyses, particularly Autoregressive Distributed Lag (ARDL) models, to design and quantify the effects of foreign direct investment (FDI), inflation, foreign exchange rates, and political and economic stability on the scores of the ESG Index. The study has significant practical ramifications for corporate strategy, risk management, stakeholder engagement, policy formulation, and investment decision-making. The study's conclusions provide investors with useful guidance for incorporating sustainability issues into decision-making procedures.

Keywords: *ESG Index, Investors, Investment*

Role of Fintech for Sustainable and Inclusive Economic Growth with Special Reference to Banking Sector in India

Dr. Rachita Sharma, Assistant Professor, St. Johns College, Agra

Ms. Arti Mahaur, Research Scholar, St. Johns College, Agra

Fintech has emerged as an important and powerful medium to accelerate the sustainable and equitable development of the Indian banking sector. 'FinTech' refers to the unification of technology into financial services in order to transfigure, ameliorate and enhance them for consumers and businesses. The Indian banking sector is entering a new era and fintech is a revolutionary concept. In this competitive world, in order to sustain our financial system and to compete with the global economy, we need to update our financial tools. New innovations in fintech are supporting sustainable development by promoting green finance and environmental investments. It has increased transparency in financial transactions with the development of blockchain. Fintech is promoting digital payments and secure transactions that help strengthen the foundation of the economy and enable the development of every segment of society. As people move towards digital payments, the fight against corruption is gaining momentum. Fintech supports small businesses by promoting microfinance services that enable entrepreneurs to access financial services and become socially and economically empowered. The research paper aims to study the application of fintech and its impact on Indian banking sector, for which this paper first highlights the role of fintech for sustainable development and then studies the impact of the use of fintech on the profitability of the Indian banking sector. This research studies how fintech can boost economic growth by increasing financial inclusion and access to banking services.

Keywords: *Fintech, Sustainable Development, Indian Banking Sector, Financial Services*

Achieving Sustainable Food Security in India: Vision 2030

Ms. Sharanpreet Kaur, Assistant Professor, School of Social Sciences, GNDU Amritsar

With a population that continues to grow steadily, India faces an intricate web of challenges and opportunities to ensure equitable access to sufficient, safe, and nutritious food for all its citizens. This paper offers a comprehensive examination of the evolving landscape of food security in India, projecting ahead to the year 2030. It underscores the urgency of addressing issues related to food production, distribution, and access. The paper underscores the need for climate-resilient agricultural approaches that can withstand unpredictable weather patterns. Agricultural productivity is evaluated through the lens of sustainable farming practices, technological advancements, and crop diversification. Precision agriculture and innovative techniques are emphasized as potential solutions to increase yields while conserving resources. Market dynamics and distribution systems are explored to underscore their role in ensuring food availability and accessibility. Government policies, including subsidies, public distribution systems, and safety nets, are assessed for their impact on food security, as well as the potential influence of international trade agreements on India's food landscape. In response to these multifaceted challenges, the paper presents a holistic approach to achieving food security in India by 2030. It advocates for comprehensive policies that encompass sustainable agriculture, resource management, improved market access, and enhanced nutrition. Ultimately, this paper seeks to contribute to the discourse on food security in India and provide actionable insights for policymakers, researchers, and stakeholders. It underscores the urgency of adopting a multifaceted approach to ensure that India's diverse and dynamic population has access to safe, nutritious, and sustainable food in 2030 and beyond.

Keywords: *Food Security, Sustainable Farming, Policy, Distribution*

The Impact of Artificial Intelligence (XBRL) on the Disclosure Practices of Selected Banks in India

Dr. Meenakshi Chawla, Assistant Professor, St. Johns College, Agra

Dr. Rachita Sharma, Assistant Professor, St. Johns College, Agra

As the financial industry undergoes a digital transformation, the integration of Artificial Intelligence (AI) and Xtensible Business Reporting Language (XBRL) has emerged as a pivotal force shaping disclosure practices. This study investigates the role of AI, specifically through the lens of XBRL, in influencing the disclosure practices of selected banks in India. Utilizing a mixed-methods approach, this research examines the disclosure content, format, and frequency of financial reports, focusing on a diverse selection of banks representing various sizes and operational models. The study evaluates how AI, in conjunction with XBRL, enhances the quality and accessibility of financial information provided by these institutions. Findings indicate that the implementation of AI-driven XBRL solutions significantly impacts the efficiency and accuracy of disclosure practices among the selected banks. XBRL facilitates standardized data representation, enabling seamless machine-readable financial reporting. AI algorithms, integrated with XBRL, enhance data analytics capabilities, leading to more precise and timely financial disclosures. This has implications for stakeholders such as regulators, investors, and analysts who rely on accurate and accessible financial information.

Keywords: *Artificial Intelligence, Financial Reporting, Data Representation*

TS 2: DEVELOPMENT, DIGITALISATION AND TECHNOLOGICAL INNOVATION

Role of Spirituality, Culture and Ethics in India's Act East Policy: Studying Arunachal Pradesh

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Arunachal Pradesh, situated in northeastern India, has played a pivotal role in connecting India with Southeast Asia, through three different dimensions- religion (especially Buddhism), geographic proximity and cultural affinity. Arunachal Pradesh holds the distinction of being the largest state in Northeast India. The linguistic diversity in Arunachal Pradesh reflects its cultural richness, with languages primarily stemming from the Sino-Tibetan, Tibeto-Burman, and Austroasiatic language families. This linguistic diversity is a testament to the state's multiculturalism. This state shares its international borders with three countries: Bhutan to the west (covering a span of 160 km), Myanmar to the east (stretching for 520 km), and China to the north (extending over 1129 km). These international borders underscore the geopolitical significance of Arunachal Pradesh in India's foreign policy and external relations. The deep-rooted connection with Buddhism positions Arunachal Pradesh as a cultural bridge between India and Southeast Asia. Arunachal Pradesh assumes a vital role by fostering physical connectivity, engaging in cultural diplomacy, and promoting cross-border trade. This paper seeks to delve into the soft power dimensions of India's foreign policy and its Act East Policy, emphasizing the unique position of Arunachal Pradesh and its distinct characteristics and moving beyond the predominant security discourse in Indian policy circles. Additionally, it aligns with the elevated ASEAN-India diplomatic relationship, now designated as the Comprehensive Strategic Partnership.

Keywords: *India's Foreign Policy, Cultural Diplomacy, Arunachal Pradesh*

A Stakeholder Engagement Index for Start-Ups

Dr. Ankur Bhatnagar, Dept of Economics, Satyawati College, University of Delhi

The spectacular growth in GDP since the Industrial Revolution has come with attendant costs in terms of environmental damages, that manifest themselves as climate change and ecological damages to our oceans and forests. The Indian government has mandated sustainability and responsibility related disclosures through the BRSR (Jain, 2023) for the top 1000 listed businesses, which gives an explicit recognition to identified stakeholders and engagement mechanisms with them. Against this backdrop, this paper proposes five sets of stakeholders for startups - investors, planet, suppliers, human resources and communities. Each stakeholder is assigned to a set of disclosures that can serve as a report card for potential funders and collaborators for the business. The quantitative and qualitative disclosures could become a summary of the stakeholder imprints for a startup. We further use some of the quantitative disclosures to create a Stakeholder Engagement Index (SEI) to allow benchmarking (Goel, 2018) and intertemporal comparisons for this class of businesses that are gaining traction and attention from governments, consumers and funders alike. In the spirit of exploration of new ideas, this paper posits that disclosures can benefit startups, as they struggle with financial support and infrastructural impediments in the Indian scenario. The proposed index can be used to identify 'good startups to do business with' that deliver on the promise of creating economic value, without destroying the social value created by the business.

Keywords: *Sustainability, Startups, Social Responsibility, Stakeholders, Capitalism*

A Study on the Impact of Digital Banking on Consumer Behaviour

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Ms. Anushree Ganguly, Assistant Professor, Rukmini Devi Institute of Advanced Studies

Digital banking is the transition to online banking, in which financial services are provided over the Internet, and includes digital banking as part of a larger framework. The objective of the research is to study the impact of digital banking on consumer behaviour and to understand the issues and challenges in practicing digital banking. A Structured questionnaire has been employed to gather data on consumer behaviour and preferences in digital banking to analyze consumer perceptions and experiences through digital banking. The sample size is 150 and data would be restricted to Delhi NCR to test the association between digital banking and consumer behaviour, and a chi-square test was employed. The study reveals that digital banking significantly influences consumer behaviour, with convenience, security and personalized experiences being key drivers of adoption, impacting financial habits and preferences positively. By analysing consumer behaviour, banks can enhance their digital platforms and provide more personalized and seamless banking experiences in the future. Practical implications of the study include guiding financial institutions in tailoring digital banking services to meet evolving consumer needs, enhancing cybersecurity measures, and informing regulatory policies for consumer protection.

Keywords: *Digital Banking, Consumer Behaviour, Policies*

Business Policy & Strategic Management for India@2023

Lt Col JS Sodhi (Retd), Editor, Global Strategic & Defence News

COVID-19 has taught the world many lessons and among them is to see positivity in every adversity. But what this pandemic has also taught the world is that a crisis like this creates more complex situations. The Galwan Valley crisis took place on June 15, 2020 between India and China and yet our business with China is increasing Year on Year. In 2021 our trade with China was US\$ 125 billion and in 2022 it was US\$ 135.98 billion. The world is also aware that the COVID-19 virus emanated from China in end-2019 but since then Year on Year global trade with China has been on an increase, thus clearly showing that the world has been caught deeply in China's economic web. With a 2.5-front war staring at India in 2035 with China, Pakistan and internal terrorism, it becomes imperative that our business policies and strategic management are aligned and amalgamated in such a manner that we are fully self-sustained by 2030, else things can get complex and complicated for India. This paper endeavours to highlight the business policies and strategic management needed to make India self-reliant by 2030 to be able to face the looming 2.5-front war in the times ahead. Indian business policies have to be aligned with India's strategic aims. For that, the primary step is that India should have its National Security Strategy in the public domain so that all stakeholders are clear in the objectives and roles. Preparing for a war isn't only the task of a nation's armed forces but involves multiple stakeholders like the Commerce Ministry, the Railways Ministry, the Communications Ministry etc.

Keywords: *Pandemic, Strategic management, China*

Artificial Intelligence in Agricultural Business: A Review

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Agriculture, serving as the backbone of developing nations, has undergone a transformative shift with the advent of technology. In the past, agricultural practices relied heavily on shared experiences among individuals. However, in today's digital era, technology has emerged as a pivotal force, turning agriculture into a thriving business hub. Farmers now prioritize precision farming, leveraging technology to gather precise information about seeds, soil, weather, diseases, and other factors influencing crop cultivation. The integration of technology, particularly Artificial Intelligence (AI), has revolutionized farming practices. AI employs predictive analysis, image analysis, learning techniques, and pattern analysis to provide agriculturists with accurate insights. This enables farmers to make informed decisions, ensuring cost-effectiveness and maximizing gains. The primary objective of this paper is to highlight the critical role of technology in equipping farmers with the necessary information to cultivate a diverse range of crops according to global demand, thereby enabling them to reap maximum benefits.

Keywords: *AI, Information, Agriculture, Technology*

Securing E-Governance: Navigating Regulatory Requirements & Cybersecurity Compliance

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In today's digital age, E-Governance has emerged as a pivotal tool for enhancing the efficiency and transparency of public administration. However, the successful implementation of E-Governance initiatives hinges on compliance with regulatory requirements, especially in the realm of cybersecurity. This abstract delves into the critical interplay between E-Governance compliance and cybersecurity, exploring the challenges and strategies for navigating regulatory landscapes. E-Governance initiatives involve the handling and storage of vast amounts of sensitive data, making them prime targets for cyber threats. Consequently, adhering to rigorous regulatory standards is imperative to safeguarding citizen information and maintaining public trust. The abstract highlights that a comprehensive cybersecurity framework must be integrated into the very fabric of E-Governance systems to ensure resilience against cyber-attacks. The abstract emphasizes five key themes to steer E-Governance compliance amidst the complex web of regulatory requirements. These themes include risk assessment and mitigation, data privacy and protection, incident response planning, ongoing cybersecurity awareness training, and third-party vendor management. In conclusion, "E-Governance Compliance and Cybersecurity: Navigating Regulatory Requirements" underscores the critical need for synergy between E-Governance and cybersecurity in meeting regulatory obligations. By adopting a forward-looking stance, policymakers and public administrators can ensure that E-Governance initiatives remain secure, efficient, and responsive to the evolving cybersecurity landscape.

Keywords: *E-Governance, Compliance, Cybersecurity, Regulatory Requirements, Digital Governance*

An Emerging Digital Transformational Perspective: A Bibliometric Analysis

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This research examines the main themes and current dynamics surrounding Digital Transformation (DT); in addition, it offers future-oriented research topics in the field of DT. We identified 697 studies by using bibliometric analysis to search the Scopus database which enabled us to identify the research activity on DT from 2019 to 2023. Based on publications, citations, network impact, and location, the most significant papers and authors have been determined. In addition, we have examined research of current issues, identified obstacles to literature's advancement, and suggested directions for further study. Although DT research is conducted globally, major portion of such work is from developed nations while only a few studies address the realities of developing nations. Developing nations suffer from a dearth of cooperation between the authors of developing and developed nations. One of the important conclusions of the study is that Digital Leadership, Digital Innovation, Technology Adoption and Digital Maturity are the four significant pillars leading DT to economic growth which must be regulated by Corporate Governance. Digital technologies play an influencing role in the era of digitalization facilitated by artificial intelligence in Industry 4.0 which further performs as an antecedent for DT. The study also suggests an intersection of Digitalization and Sustainability.

Keywords: *Digital Transformation, Digital Leadership, Sustainability*

TS 3: WOMEN IN LEADERSHIP ROLES, WORK CULTURE AND ETHICS

Does Gender Diversity in the Workforce lead to better Corporate Performance? A Study of Top Large-cap, Mid-cap and Small-cap Companies in India

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The study postulates that in addition to being 'fair' and 'the right thing to do,' establishing gender diversity at the workplace is crucial in achieving sustainable development goals (SDG). While earlier research has focused on the impact of women's representation at the board level on a company's performance, this study includes not only women at higher and managerial levels, but also at administrative and operational levels, to assess their impact on companies' performance. The objective of the study is to assess the impact of gender diversity on corporate performance. For this study, the data is extracted from the Business Responsibility and Sustainability Reports (BRSR) and annual reports filed by listed companies for the year 2022-2023. Structural Equation Model (SEM) is used as a measure of impact for analysis. The study also aims to study the differences in gender diversity across different sectors of the economy. The results suggest that there is a positive impact of gender diversity on companies' performance. The study is significant from the point of view of establishing a relationship between corporate performance and gender diversity across all levels of the workforce. It also reflects the importance of women-led development in the achievement of SDGs.

Keywords: *SDGs, Gender diversity, BRSR, Corporate Performance*

Identifying the Factors that Enable/Hinder Women Leaders in India

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India has always had a strong culture of women in leadership roles in every sphere. India is poised to grow manifold on the back of its youth and the increasing numbers of women taking the initiative to contribute to the GDP of the country. The Government of India has launched numerous policies to encourage more women to join the workforce. The challenge, however, lies in ensuring continuous practices at both personal and collective levels that enable women to move up the hierarchy and assume leadership positions. The present study has been conducted to identify personal and collective factors that contribute to increasing the emergence of women in leadership roles in public and/or private sector organizations across different industries, including education, law, Information Technology, and business. The study is based on open-ended interviews of women leaders at middle and/or top management levels across industries. Questions touch upon enabling factors at individual and organizational levels, such as education, family support, organizational policies, inclusivity, etc. The focus is also on how the respondents and the organizations they work with, have benefited due to the increased presence of women in leadership positions. The study concludes with suggestions for policymakers and organizations to encourage more women to step up and assume leadership roles, and puts forth implications for further research on gender equity and diversity in organizations and cultures.

Keywords: *India@2030, Women Leaders, Narrative Analysis*

Women in Leadership: Catalysts for India's Ascent to the World's 3rd Largest Economy by 2030

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Businesses with women in leadership roles routinely exhibit higher profitability and toughness. The potential for substantial economic growth at the national level exists when this effect can be scaled up. A considerable increase in the nation's economy can be made possible by scaling up this effect. India's ambition of becoming the third-largest economy in the world by 2030 can become possible through the involvement of women in leadership roles. India must give top priority to legislation that advances gender equality, offers networking and mentoring opportunities for women, and fosters an environment that is encouraging for female entrepreneurs. As India progresses economically, it provides a great example for the rest of the world in supporting women in leadership roles, demonstrating the transformative potential of inclusivity and equal representation in fostering progress and prosperity. This paper is based on secondary qualitative research via an investigation of existing literature. The study focuses on investigating the relationship between how women in leadership positions can help India achieve its ambition of becoming the third-largest economy in the world by 2030. The study tries to explore how women's active involvement in entrepreneurship, pushing economic policy, and advancing technological innovation correlates with India's economic growth. It also emphasizes how women leaders can play a crucial role in important fields like technology, finance, and innovation, driving India's economic rise.

Keywords: *Women, Leadership, Entrepreneurs*

A Study on the Implications of Increased Labour Hours on Workforce of the Nation

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The main agenda of this research is to study the increase in working hours of the employees under the code of wages of new Labour Code 2022. The act has increased the legal working hours to 12 hours (from 8 hours) per day and 48 hours a week an increase of 8 hours per week. This way there would be 4 working days in a week with 12 hours of work. The rest of the three days could be taken day off or worked overtime with at least one day of holiday a week as per the Factories Act. This study, conducted in Tamil Nadu, the first state to officially implement this policy, involves a survey among factory employees, small-scale workers, multinational corporation employees, and final-year students preparing to enter the workforce. The anticipated positive impacts include enhanced productivity, specialization, and professional advancement. However, concerns exist regarding potential negative effects such as reduced productivity, physical and psychological strain on employees, and work-life imbalance. To analyze the data and draw conclusive insights, this study employs percentage analysis and reviews of existing literature. By understanding the effects of increased labour hours on diverse segments of the workforce, the research aims to highlight the benefits of the policy while proposing solutions to address associated challenges, ensuring the implementation does not exploit the human resource but fosters sustainable economic progress.

Keywords: *Increased Working Hours, New Labour Law, work-life Balance, Efficiency*

Women Entrepreneurship in Third Largest Economy in the World.

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Entrepreneurs play a vital role in every economy. They are individuals with the skills and initiative required to bring novel ideas to the market. Indian women entrepreneurs distinguished themselves and earned acclaim for their accomplishments in their businesses despite many social challenges that they faced. This study relies on secondary data to uncover the challenges encountered by women entrepreneurs. The study finds that women-owned enterprises have experienced more pronounced financial losses, loan delays and other challenges compared to their male counterparts in the post-COVID period. However, women entrepreneurs have demonstrated greater confidence in recovering, rebuilding or pivoting their businesses. It explores success stories and analyses various societal perspectives on women entrepreneurs' pursuits in the post-COVID period. This research determined that women entrepreneurs have been significantly affected by the COVID-19 crisis, leading to a notable decline in sales and challenges in loan repayment to formal institutions. Additionally, in response to the pandemic, these entrepreneurs strategically pursued their business objectives by transitioning to digital platforms. This underscores the importance of social media in enabling women entrepreneurs sustain their business operations, including product promotion, home delivery, offering discounts and diversifying their product range to navigate the crisis.

Keywords: *Women Entrepreneurship, Pandemic, Social Media*

Examining the Impact of Technology Adoption and Employee Well-being Initiatives

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This research delves into the dynamic realm of Human Resource (HR) strategies, exploring the impact of technology adoption and employee well-being initiatives on organizational success. A diverse sample of 500 participants, aged 18 to 59, representing various industries, is engaged in a structured survey. The Technology Adoption dimension, measured through the Technology Readiness Index (TRI) developed by Parasuraman (2000), gauges individuals' readiness and receptivity toward incorporating new technologies into their work routines. The scale, tested rigorously for reliability and validity, ensures a nuanced understanding of participants' attitudes and openness to technological advancements. Concurrently, the Employee Well-being Initiatives were evaluated using the UWES, a well-established scale by Schaufeli et al. (2002). Quantitative data analysis, including regression analysis and correlation, will be conducted to derive nuanced insights into the relationships between Technology Adoption, Employee Well-being Initiatives, and organizational outcomes. The research, anchored in a quantitative approach, promises to provide evidence-based recommendations for HR professionals, organizational leaders, and scholars navigating the evolving landscape of Human Resources.

Keywords: *Technology Readiness Index, Quantitative Research, Organizational Dynamics*

TS 4: BUSINESS POLICY, STRATEGIC MANAGEMENT AND CYBER SECURITY

Exploring the Influence of Digital Marketing Strategies on Customer Purchase Intentions: A Case Study of Students of University of Delhi

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Ms. Riyanka Jain, Assistant Professor, Ram Lal Anand College, University of Delhi

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The primary objective of this research is to investigate the influence of digital marketing strategies on customer perceptions and preferences with a focus on subsequent purchase behaviour. This is accomplished by the examination of the use and efficacy of several methods, including social media marketing, email marketing, search engine optimisation, artificial intelligence, and influencer marketing. A total of 250 questionnaires were disseminated, resulting in the collection of 211 valid samples. This study utilises a research methodology that combines causal and descriptive methods to examine the direct influence of various digital marketing tools on the purchasing choices of students enrolled in the University of Delhi. The objective is to demonstrate a definitive cause-and-effect link. The null hypothesis was found to be statistically significant and hence rejected, suggesting that there is evidence to support the alternative hypothesis. The results indicate that consumer purchase intentions are influenced by social media marketing, search engine optimisation, influencer marketing, and customer reviews, whereas email marketing and artificial intelligence do not have a significant impact. The study was carried out within a defined geographical scope, which restricts its generalizability in assessing consumer choices across other locations.

Keywords: *Digital Marketing, Artificial Intelligence, Customer Reviews, Influencer Marketing*

Who Will Take Care of the Mental Health of Indian HR Professionals?

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This study presents a comprehensive exploration of workplace toxicity and its implications for HR professionals, delving into the nuanced dynamics of their experiences, perceptions, and challenges. Through a mixed-methods approach, including surveys and in-depth interviews, data were collected from a diverse sample of HR professionals across various industries. The findings reveal that a significant proportion of HR professionals perceive their work environments as toxic, with distinct manifestations and influential factors identified. The study investigates the impact on HR professionals, revealing heightened stress, ethical concerns, and coercive forces leading to their involvement in spreading toxicity. The research identifies critical gaps in existing literature, including the need for longitudinal studies, cross-cultural comparisons, and efficacy assessments of interventions. Future research is recommended to explore the impact of remote work, organizational support structures, and the influence of training programs on HR professionals' ability to navigate workplace toxicity. By addressing these gaps, organizations can develop informed strategies to create healthier work environments, ensuring the well-being of HR professionals and, by extension, the entire workforce. The study underscores the urgency of prioritizing mental health, resilience, and ethical practices within HR functions to foster positive workplace cultures in the face of evolving challenges.

Keywords: *Mental Health, India, HR Fraternity, Reimagining HR*

Digital Marketing – An Analysis on Perspective of Consumers in India

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Digital marketing is a driving force in economic growth, offering global reach, cost-efficiency, data-driven strategies, and opportunities for businesses of all sizes. It empowers SMEs, boosts e-commerce, supports the start-up ecosystem, and enhances customer engagement. As the digital landscape continues to evolve, the role of digital marketing in economic growth will only become more pronounced, underlining its transformative significance in the global economy. The present research has been undertaken to elaborate on concept of digital marketing and its tools, examine the importance of digital marketing for both marketers and consumers. In addition, the utilization of digital marketing from the perspective of consumers has been studied through a survey questionnaire. The research design is both descriptive and exploratory. The data collected through a survey questionnaire has been analysed statistically to get insights into consumer purchase behavior regarding the utilization of digital marketing. The survey revealed that a majority of people rely on the Internet to gain information about products/ services. It was further found that many people have switched to online platforms to purchase products and services. The majority of respondents agreed that digital marketing has a positive impact on consumers' buying behavior. They also agree that digital marketing plays an essential role in promoting goods/services on websites. Many respondents also believe that digital marketing has a positive impact on improving the relationship between customers and companies. Issues related to digital marketing have also been discussed in this paper to provide direction for marketers.

Keywords: *Digital Marketing, Shopping Behavior, Online Shopping*

Algorithmic Consumers: A Way to Engage or Disengage

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Marketing has evolved beyond its previous objective of simply creating awareness about the product. It now encompasses a multifaceted role that involves educating and persuading customers and engaging with them on multiple platforms. During their internet exploration, individuals regularly encounter ads that do not align with their preferences. Notably, even when these websites offer the option to accept cookies, it usually necessitates users to provide their consent for cookies to access the website's content. Although the advertiser is using all these tactics to make his/her advertisement visible, modern consumers who are more aware than ever, respond to different advertisement campaigns in different ways. Consumers today acknowledge that not all information available in the marketplace can be deemed credible and dependable. The objective of this research paper is to focus on the framework of forced advertisements, and how it is leading to consumer peace violations with the help of a Primary study related to algorithmic consumerism and suggests the future course of action for the marketer. The methodology will include the use of both primary and secondary sources which will enable a more comprehensive analysis of the challenges and solutions associated with marketing in the digital era. In conclusion, this research aims to shed light on the evolving landscape of marketing in the digital era. It will thoroughly examine the challenges and potential solutions associated with modern marketing. This research also seeks to provide a comprehensive understanding of the complexities and opportunities within the digital marketing realm concerning algorithmic consumers.

Keywords: *Digital Marketing, Algorithmic Consumer, Advertisements*

The Link Between Leadership and Followership: Achieving Organizational Effectiveness

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While followership is considerably important to leadership, it is often neglected in leadership research because of the common misconception that leaders are solely responsible for organisational success. The purpose of this paper is to examine the status of research on the relation between leadership, followership, organisational effectiveness and organisational culture. The study used a systematic literature review methodology. The review is based on empirical articles appearing in SCOPUS database published during 2010–2023. The study establishes its prominence by studying the publication activities based on the year of publication and country where the study is undertaken, research designs, data analysis techniques and variables used from the selected articles. Descriptive methods were employed to identify the features of the related literature with respect to the volume of publication, journal and geographic distribution of the literature, types of studies, research methods, constructs included in existing literature as independent variables, moderators, and dependent variables. The study further comprehends the research approaches, data-gathering tools, and limitations from the body of literature. The reviewed studies depict a significant relationship between transformational leadership and different outcomes (effectiveness, performance, satisfaction, and trust in the leader). Recommendations have been made to improve the quality of leadership and followership literature.

Keywords: *Leadership, Followership, Organisational Culture, Systematic Literature Review*

Digital Dilemma: Navigating the Intersection of Human Rights, Cyber Security, and Privacy in the Digital Age

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The seamless integration of the digital realm into our daily lives has brought unprecedented conveniences but has also given rise to numerous challenges concerning cyber security and privacy. This paper explores the delicate balancing act required to uphold human rights while safeguarding against cyber threats in an increasingly interconnected world. The paper begins by examining the profound impact of the digital revolution on human rights, emphasizing the newfound opportunities for freedom of expression, access to information, and social activism. Through a comprehensive review of current laws, policies, and international frameworks, the paper assesses the measures taken to address cyber security and privacy issues within the context of human rights protection. Moreover, the paper delves into case studies and real-world examples of how various stakeholders, including governments, corporations, and civil society, have grappled with this complex challenge. Drawing from the analysis of existing practices and lessons learned, the paper proposes a human-centric approach to cyber security, one that prioritizes human rights while developing robust mechanisms to protect against cyber threats. This approach entails striking a delicate balance between necessary security measures and respecting individuals' privacy rights, ensuring that technology serves as an enabler of rights rather than a tool for their erosion.

Keywords: *Human Rights, Digital Age, Cyber Security, Privacy, Balancing*

TS 5: BUSINESS ETHICS AND SUSTAINABILITY FOR GLOBAL LEADERSHIP

Green Tourism: A Mechanism for Responsible Consumption and Capacity Building

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Ms. Bhawna Pal, Assistant Professor, Janki Devi Memorial College, University of Delhi

Aiming at strong, sustainable, balanced, and inclusive growth India's G20 presidency followed the theme of 'Vasudhaiva Kutumbakam' or 'One Earth, One Family One Future' affirming the value of all life and their interconnectedness on the planet Earth in the wider Universe. Tourism can be one of the processes that is instrumental in connecting and addressing the various challenges faced by society at large. Out of the seventeen United Nations SDGs, the tourism sector is included specifically in three; viz., no. 8 (decent work and economic growth), no. 12 (responsible consumption and production), and no. 14 (life below water). However, tourism can contribute to other SDGs as well because of its cross-cultural impact. According to a report by Invest India (2023), India's travel and tourism sector contributed \$143 billion to its GDP in 2022 and is projected to contribute \$250 billion to the GDP by the year 2030, generating employment for 137 million individuals from 88 million at present. The present research explores the crucial role played by Green Tourism in achieving sustainable growth for India. The study aims (a) to provide an overview of the current state of the Indian green tourism sector in comparison to other G20 nations; (b) to understand the young consumers' behaviour toward green tourism; (c) to identify the challenges and suggesting the future roadmap towards achieving a more inclusive and sustainable green tourism value chain.

Keywords: *Green Tourism, Sustainability, Inclusivity, Responsible Consumption*

Credibility in Green Advertising

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The consumer has the power to influence marketers to change their production processes and adopt a holistic green approach that is embedded in all aspects of their business. Skepticism has been used by the consumers to cope with the persuasion attempts by the marketers with which the consumer can judge their intentions and punish them for any kind of deceptive advertising either by boycotting the product or avoiding all the advertisements that are done by the company. As the consumer is becoming more aware of their consumption choices, companies need to draw a strategy to stay competitive in the market. Previous studies have proved that consumers can differentiate between the tactical green initiatives by the companies and the genuine pro-environmental companies. This takes us to the concept of “greenwashing” and its consequences for advertisers in the long run. This study aims to establish a conceptual framework of the credibility issues that are faced by companies when they create an image of a green company for themselves. The study shall assist marketers in understanding consumers’ expectations from a green company in their advertising such as a genuine relationship should be communicated that exists between the product or service and the ecological environment, or how the product or service will help in environmental protection and promotes a green lifestyle. This study shall also help them understand the advertising strategy to gain the consumers’ trust and build a sustainable brand. The findings of the review of literature suggest that regulation of green claims in advertising has not yet been studied in the Indian perspective. Also, not much research has been done in the area of green branding in different product categories.

Keywords: *Green Advertising, Credibility, Skepticism*

Exploring the Perspectives of Sustainable Fashion Industry towards Global Leadership

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Sustainable living ensures fulfilling present requirements through the use of natural resources without compromising the needs of future generations. It becomes the need of the hour that businesses today, focus their attention on fulfilling their obligations towards society, for they gather all their requisite resources, be it natural or human, from this society and thus, need to give back to it, in full terms. This can be done by ensuring that businesses follow certain ethics with an emphasis on Sustainability, as the key to a safe green planet. The changing world trends, concerning the fashion industry and their use for creating a sustainable lifestyle, is a case this paper will investigate. While a lot is happening in the global space, only a few Indian fashion brands are experimenting with this aspect of Eco Clothing. This paper explores the prospects of the Indian Sustainable Fashion industry from a global perspective. How taking up Business Ethics and fulfilling societal obligations, conserving natural resources, can help a developing sustainable business evolve and attain Global Leadership opportunities, is the aim of this study. The changing world trends, concerning the fashion industry and their use for creating a sustainable lifestyle, are also explored. The fashion Industry is also very close to the youth, making it a powerful tool for motivating youngsters towards combatting climate change.

Keywords: *Sustainable Fashion, Eco Clothing, Fashion Industry, Global Leadership,*

The Future Landscape of Options Trading: Insights from Algorithmic Strategies in India

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The financial market landscape has witnessed a transformative change due to the existence of financial technology encompassing data analytics, artificial intelligence, blockchain and robotic automation. The options market in India is experiencing a rise in algorithmic trading, which is changing the way securities are traded. The growth of the Indian options market and technology improvements have given algorithmic trading an additional boost. It takes advantage of the quick-paced nature of options trading by using sophisticated algorithms as well as automated systems for efficient trading at high frequencies. This automated approach for analysis of the market and execution of transactions has captured the interest of both institutional and retail investors due to low costs and fewer chances of errors. The objective of the study is to examine the mechanics, effectiveness and associated risks of the various algorithmic trading strategies used in the Indian options market. In the context of the Indian regulatory framework, the study will investigate the evolution of regulations governing automated trading, highlighting the obstacles and modifications over time. Lastly, the study will discuss the emerging technologies and trends in algorithmic trading in the Indian options market, providing insights into the future trajectory. Bridging theory and practice, the study attempts to explore the imperative role of innovation and adaptability in navigating the changing financial landscape.

Keywords: *Trading Strategies, Algorithmic Trading, Options Market*

Green Finance: Building a Sustainable Future for India

**Dr. Renu Gupta, Associate Professor, Jesus and Mary College, University of Delhi
Dr. Anshi Goel, Assistant Professor, Jesus and Mary College, University of Delhi**

In a rapidly changing global landscape characterized by escalating environmental challenges and socioeconomic disparities, the imperative to transition toward a sustainable future has never been more pressing. Green Finance is an important tool for the transition towards a sustainable future by financing projects and initiatives that have positive environmental impacts, such as reducing greenhouse gas emissions, enhancing energy efficiency, and promoting sustainable development. India has taken a proactive stance on climate change and emphasized the need for nations to fulfil their commitment towards sustainable finance during its G-20 Presidency. This research explores the critical role of Green Finance in shaping a sustainable future for India. With an increasing global focus on environmental sustainability, India stands at a pivotal juncture in its economic development journey. The objectives of this study are threefold: (1) to provide a comprehensive overview of the current landscape of Green Finance in India, (2) to analyze the performance of Green Investments as compared to Non-Green Investments, and (3) to identify the opportunities and challenges that lie ahead in the pursuit of a greener financial ecosystem. The paper aims to contribute to the discourse on Green Finance in India and provide valuable insights for policymakers, financial institutions, investors, and stakeholders interested in building a sustainable and resilient financial ecosystem for the nation. Ultimately, the findings of this study will underline the imperative of aligning financial practices with environmental sustainability, paving the way for a greener and more prosperous India.

Keywords: *Sustainable Development, Green Finance, Climate Finance, ESG Investing*

Bridging gaps: Examining Financial Inclusion and Innovation Dynamics in India

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India has achieved notable progress in financial inclusion in the last few years, as seen by the rise in the percentage of adults with official bank accounts from 31% in 2011 to more than 90% in 2021. The advent of creative fintech solutions, government efforts, and technology advancements have all contributed to this progress. This research article aims to examine how innovation might support financial inclusion in India and the difficulties and possibilities in advancing financial inclusion. The paper addresses the following problems: 1) Despite recent notable advancements, a sizeable segment of the Indian populace still does not have access to formal financial services. This comprises women, people from low-income households, and rural population; 2) High fees and interest rates charged by traditional financial institutions making their services unaffordable for low-income households; 3) Gender differences in financial services accessibility. In India, women make up a disproportionate share of the unbanked and underbanked populations due to cultural norms, ignorance, and restricted access to financial education. Data on bank account penetration, financial literacy, formal financial service accessibility, and fintech solution usage have been included in the analysis. The paper concludes that India is in a good position to attain complete financial inclusion by 2030 by keeping our attention on innovation, teamwork, and resolving allied issues.

Keywords: *Fintech, Innovation, Inclusion*

TS 6: HIGHER EDUCATION AND EMPLOYMENT SCENARIO

Access, Quality and Financing: Exploring the Triumvirate in Context of NEP 2020 Higher Education Goals

Dr. Sandhya Dubey, Academic Consultant, Department of Educational Finance, National Institute of Educational Planning and Administration, New Delhi

This paper analyses trends in Indian higher education, offering a comprehensive trend analysis of access, quality, and financing scenario. Using time series data collected from UNESCO, AISHE, Analysis of Budgeted Expenditure (Ministry of Education) and MOSPI, the paper uses simultaneous equation models (SEM) to establish an empirical relationship between Access, Quality and Financing of HE in India to better inform the implementation of the NEP 2020 goals. Multiple models and testing methods, including the 3 Stage Least Square (3SLS) and Full Information Maximum Likelihood (FIML), are used to establish the relations between endogenous and exogenous variables. Graduation Rates and Research Output serve as quality indicators, helping us understand the impact of teaching and research activities in tertiary education. This study provides conceptual assistance to the government in assessing higher education's progress relative to worldwide trends and steering policies effectively. The paper further discusses potential funding strategies that India could implement to achieve its NEP goal of achieving 50 percent GER in higher education. The three proposed financing strategies are the Quality Dominated Funding Model (QDM), Access Dominated Funding Model (ADM), and Maximized Digital Substitution Funding Model (MDSM). The QDM suggests an increase in overall public expenditure while reducing per capita student funding, to finance the quality by internationalizing, investing in research infrastructure and pursuing outcome-oriented goals.

Keywords: *NEP 2020, Higher Education, Economic Growth, Digital Revolution*

Multilingualism in India and the New Education Policy: A Stakeholder Analysis of Language Implementation Challenges

Dr. Nivedita Ghosh, Assistant Professor, Jesus and Mary College, University of Delhi
Dr. Amrita Sastry, Assistant Professor, Jesus and Mary College, University of Delhi

The Three-Language Formula was introduced in 1968 to guide the country's linguistic strategy with a vision to ensure the representation and preservation of regional languages in India. This directive sought to promote the understanding and use of three languages - the mother tongue, Hindi, and English, in schools across the country. Its incorporation in the New Education Policy (NEP), indicates a continued commitment to linguistic inclusivity and the advancement of multilingual education in India. The significance of this move also needs to be understood considering a shifting priority towards bringing education closer to students' cultural contexts, thus ensuring a broader and more inclusive reach. However, the practical execution of this vision necessitates an understanding of the on-ground challenges faced by the key stakeholders. The success of the NEP's linguistic vision centres around addressing practical challenges that are bound to be present in the vast and varied linguistic environment of India. There are infrastructural, pedagogical, and sociocultural obstacles that need to be navigated to realise this vision. Accordingly, this study undertakes an exploration of the challenges towards multilingualism from the perspectives of two primary stakeholders: teachers and parents. The paper will look into the experience of teachers, the primary facilitators of school education, and the variety of challenges they face in delivering curriculum content in regional languages. The study also examines the challenges faced by parents in promoting and sustaining the use of regional or mother tongues at home. Factors like the perceived prestige of English, and concerns about future opportunities which often influence parents' attitudes towards regional languages, will be systematically analysed in this paper. Overall, through this analysis, the research aims to identify gaps and potential pathways to ensure the successful realisation of the NEP's multilingual aspirations. By integrating insights from these two stakeholders, the study will shed light on the practical impediments in the path of the NEP's linguistic goals.

Keywords: *Multilingualism, Language Inclusivity, New Education Policy*

Contribution of National Education Policy, 2020 in Social and Political Leadership of India

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Ms. Panyo Mero and Ms. Shreya Tiwari, Students of School of Liberal Arts, Department of International Relation, Noida International University

The National Education Policy (NEP) 2020 represents a landmark in the history of educational reform in India. This research paper aims to explore the multifaceted impact of NEP 2020 on the development of social and political leadership in India. This paper employs a multi-dimensional approach to examine the contribution of NEP 2020 to social and political leadership. Firstly, it explores the policy's emphasis on promoting holistic education, which includes a broad-based curriculum and a shift from rote learning to conceptual understanding. This shift is expected to produce graduates with a deeper sense of critical thinking, problem-solving skills, and a broader perspective on social and political issues. Secondly, the paper delves into the policy's provisions for vocational and skill-based education, which are intended

to create a workforce that is better equipped to address the complex challenges faced by India. An educated and skilled populace is likely to contribute to enhanced social and political leadership, as individuals with practical skills can play a more active role in addressing societal issues and contributing to policymaking. Furthermore, the NEP 2020 envisions an education system that is more inclusive and equitable, striving to bridge socio-economic and gender disparities in educational access. As access to quality education becomes more widespread, the pool of potential leaders from diverse backgrounds is expected to expand, enriching the social and political leadership landscape in India. Lastly, the research paper evaluates the role of NEP 2020 in promoting research and innovation in higher education, which can lead to the emergence of thought leaders and experts in various fields. This research paper utilized a close-ended questionnaire comprising 15 questions that addressed various aspects of the NEP 2020 and its implications for social and political leadership. The data collected from this questionnaire, in conjunction with the analysis presented in this paper, provides valuable insights into how the policy is likely to influence the development of social and political leadership in India. Through a comprehensive analysis of these aspects, this paper seeks to provide insights into how the National Education Policy 2020 is likely to influence the development of social and political leadership in India.

Keywords: National Education Policy 2020, Holistic Education, Skill-Based Education

Transformations in Business Amidst Changing Work Dynamics

Dr. Madhu Jasola, Professor, IILM University, Gurugram

Dr. Shivani Kapoor, Faculty, JBS, JIIT, Noida

The transformations faced by organisations in a changing world are multifaceted, reflecting the dynamic nature of business environments, technological advancements, global connectivity and evolving societal expectations. The two areas that are affected the most are marketing and human resource. Survival and growth of any organization depends on the agility of these two departments. This paper explores the changes faced by organizations in the domains of Marketing and Human Resource (HR) as they navigate this dynamic environment. The marketing function contends with the imperative of digital transformation and the evolution of consumer behaviour, necessitating adaptive strategies to engage and retain diverse consumers. Concurrently, HR grapples with the complexities of remote work, talent acquisition and the imperative to foster employee well-being amidst global competition. This study provides a concise overview of the evolution in Marketing and HR and address these complexities that thrive in an ever-changing world. Both employees and academics can benefit from the research's conclusions since they can create working conditions that will advance these goals by taking note of existing workplace developments and strategies to tackle the changes. Companies must rethink their approach to comprehend, interact with and retain their target audiences and employees in light of these changes.

Keyword: Marketing, Human Resource, Changes, Organizations

Navigating the Future: A Comprehensive Analysis of Recent Trends and Challenges in Human Resource Management

Ms. Tanuja Tomer, Research Scholar, Himgiri Zee University, Dehradun

As organizations grapple with unprecedented changes in technology, workplace structures, and global dynamics, HR professionals are tasked with navigating a complex terrain to ensure the success and well-being of their workforce. This research paper delves into the ever-evolving landscape of Human Resource Management (HRM) by conducting a comprehensive analysis of recent trends and challenges that shape the future of workforce management. It examines the infusion of advanced technologies, including artificial intelligence, machine learning, and data analytics, into HRM practices. Furthermore, the paper investigates the increasing focus on enhancing the overall employee experience and explores the challenges associated with ensuring employee well-being in the face of burnout and mental health concerns. The paper underscores the importance of agile methodologies in facilitating quick adaptation to changing organizational needs, fostering collaboration, and ensuring the agility required for talent management. In conclusion, it presents a holistic examination of the recent trends and challenges in HRM, providing a roadmap for HR professionals and organizational leaders to navigate the future effectively. By understanding the intricacies of technological integration, remote work dynamics, employee experience enhancement, and the ethical considerations surrounding HR practices, organizations can position themselves strategically to thrive in the evolving landscape of human resource management.

Keyword: *Human Resource Management, Technology, Employees Well-being*

An Investigative Analysis of NEP 2020's Impact on Advancing the Academic Environment in the Digital Era

Dr. Afaq Ahmad, Assistant Professor, School of Liberal Arts and Humanities, Woxsen University, Hyderabad

The National Education Policy (NEP) of 2020 introduced a transformative vision for the Indian education system, emphasizing holistic and multidisciplinary education to cultivate well-rounded individuals capable of addressing global challenges. However, the translation of this vision into reality presents formidable challenges. This study investigates the hurdles encountered in realizing NEP 2020's aspirations for holistic and multidisciplinary education, addressing concerns related to curriculum development, teacher training, infrastructure, and assessment methods. It also explores potential strategies to overcome these challenges, ensuring the effective integration of holistic and multidisciplinary approaches into the Indian education system. Findings highlight infrastructural development, including the provision of adequate resources, as a significant challenge. Access to quality libraries, laboratories, and technology is crucial for facilitating multidisciplinary learning. The literature advocates for a re-evaluation of assessment methods to align with NEP's objectives, suggesting the incorporation of comprehensive techniques such as project-based assessments and portfolios. Furthermore, the review underscores the imperative of making holistic and multidisciplinary education accessible to all, irrespective of socio-economic background or geographic location, to ensure educational equity. In essence, this paper emphasizes the critical importance of addressing these challenges to establish an inclusive, diverse, and adaptable educational environment that prepares students for the demands of the 21st century.

Keywords: *NEP, Multidisciplinary, Educational Environment*

Curriculum Vitae of Paper Presenters



Dr. Afaq Ahmad is an accomplished communication researcher and educator, currently serving as a faculty member at the School of Liberal Arts and Humanities at Woxsen University in Hyderabad, India. He specializes in teaching journalism and media studies and has a notable record of supervising numerous PhD scholars. Dr. Ahmad's research expertise encompasses a wide range of areas, including convergence media, digital media, media's role in human rights, film communication, and broadcast media.



Dr Amita Paliwal completed her studies at the Centre of Advance Studies, Department of History, Aligarh Muslim University with a Gold Medal in Graduation and did her research on Sind under the Mughal Empire from 1591-740 AD: A Study of Its Administration, Society, Economy and Culture under the guidance of Prof Shireen Moosvi. She has published many papers on Sind administration, material culture and economy. She also received many prestigious fellowships and awards for her research. Presently Dr Amita Paliwal is working as an Assistant Professor of History in Jesus and Mary College of Delhi University.



Dr. Amrita Sastry is an Assistant Professor, at the Department of Sociology, Jesus and Mary College, University of Delhi. Her doctoral work is in the Sociology of Education, from Jawaharlal Nehru University, New Delhi. She has undertaken two major research projects- the D.U Innovation Project and mentored many undergraduate students in their dissertations.



Ms. Anjul Vashisth is a third-year student pursuing Bachelors in Art Programme degree (Entrepreneurship-Advertisement) from Jesus and Mary College, University of Delhi. She has been successful in maintaining an excellent academic record since the beginning of her education journey. She has a keen interest towards the field of Business and Marketing and is exploring it through different paths and channelising her spirit and passion into something productive.



Dr. Ankur Bhatnagar is an Associate professor at Satyawati College, University of Delhi for more than 27 years. She has been awarded a PhD degree in 2009 from Delhi School of Economics, University of Delhi. Her area of specialization is Behavioural Economics.



Ms. Arti Mahaur, a research scholar at St. John's College Agra, holds a postgraduate degree in Accounts and Law. A three-time UGC NET qualifier, she has augmented her skills through certificates in Academic research writing, Research methods and research design, and Open source tools for teaching and research.



Ms. Bhawna Pal is working as an Assistant Professor, the Department of Commerce, Janki Devi Memorial College. Besides contributing significantly to the academic arena, she has a diverse array of talents which include writing and painting. She has been a guiding force for many students, shaping their intellectual pursuits and nurturing a passion for knowledge, in her career of over a decade. She has authored papers in the areas of marketing, organisational behaviour (OB), and human resources (HR).



Dr. Deepti Gupta is working as an Assistant Professor at Ram Lal Anand College, University of Delhi. She is a forward-looking educationist with more than 15 years of corporate and teaching experience. Her area of research includes Marketing Research, Organisational Behaviour, Innovation and Entrepreneurship. She has to her credit one book published titled 'Fight for Shelf Space: Manufacturer's Brands Vs Private Labels' three book chapters and numerous research papers in reputed national and international journals.



Dr. Divya Agarwal is an Assistant Professor. B.A. Programme (Environmental Science) at Jesus and Mary College, University of Delhi. She has rich teaching experience with varied publications, including one textbook to her credit. Her interests lie in Bioremediation, Natural Resource Management and Sustainable Development.



Dr. Gayatri is currently working as a professor at Lakshmibai College, University of Delhi. Her areas of specialisation are Marketing, Digital Marketing and Advertising. She has a teaching experience of over 30 years.



Ms. Hetal Waghela has two years of experience as a human resources professional in the workplace interacting with people and finding talent. Currently pursuing an Industrial Psychology degree at Nagindas Khandwala College. A notable background in successfully enhancing hiring procedures and creating a positive work atmosphere, with a focus on incorporating psychological insights into HR initiatives.



Ms. Isha Verma is currently pursuing PHD from the Department of Commerce, Delhi School of Economics, University of Delhi and working as an Assistant Professor at Kalindi College University of Delhi.



Lt Col Jasinder Singh Sodhi (Retired) is a Veteran of the Bombay Sappers, Corps of Engineers of the Indian Army with over 21 years of distinguished service. He is an alumnus of the National Defence Academy, Khadakwasla, Pune and the Indian Military Academy, Dehradun. He is now a media personality whose articles on defence and strategic issues are frequently published in 30 reputed Indian and International publications and he often appears on 55 leading Indian and International television news channels and many prestigious FM radio channels for discussions.



Ms. S. Lizabeth Gospel, an undergraduate scholar from Women's Christian College. She is currently pursuing her 3rd year in B.com (Accounting and Finance). She presented papers on National Education Policy 2020, Contribution of Women's Leaders to the Economy. She is working on her final year project titled "Comparative Analysis of Socio-Economic Impacts of Nuclear Family Evolution and Joint Family Systems in Contemporary India".



Dr. Madhu Jasola has over 23 years of rich experience in teaching, research and training. Her research papers and case studies have been published in ABDC, Scopus, Emerald, and European Case Clearing House. She has presented papers at international and national conferences and has won best paper awards. She is an expert with AICTE for research projects. Dr. Jasola has also worked as a Consultant with the Smart Cities Project, Government of India for the Monitoring and Evaluation of Smart Cities.



Dr. Manju Kundu is an educational Professional, designated as an Assistant Professor at, the School of Liberal Arts, Noida International University, Noida. Dr. Kundu has obtained her Ph.D. degree from G.D. Goenka University, Gurugram. She has more than 12 years of teaching experience. Dr. Kundu has multiple publications at both national and international levels. She has also contributed more than 10 chapters in different books at the national and international levels and 1 patent was published in her name. Her areas of interest revolve around Gender, Political Science, Teacher Education and Interdisciplinary Studies etc. Dr. Kundu is an Editorial member of the UGC care-listed journal (NIUJHR). She has also received the Best Researcher Award 2023 at Noida International University.



Dr. Meenakshi Chawla is a dedicated and accomplished professional with a strong academic background and a passion for research in the field of accounting and finance. She holds a Ph.D. from the Deemed University, Dayal Bagh Educational Institute, Agra, awarded in 2018. Her academic journey includes an M.Phil., M.Com, and B.Ed from the same prestigious institute. Her areas of expertise and interest span financial accounting, management accounting, taxation, and financial management.



Dr. Namita Rajput has served as the Principal (OSD) at Sri Aurobindo College (Evening), University in Delhi for a term of 3 years and has an enriching experience as an Associate Professor, at the Department of Commerce, Sri Aurobindo College (Morning). Besides her rich teaching experience of almost 32 years, she has contributed tremendously in the area of research primarily focused on areas concerning banking and finance, human resource management, and sustainability. Over 200 conference proceedings and publications in a plethora of listed journals are credited to her name out of which over 70 are published in SCOPUS, ABDC (Australian Business Deans Council) and journals listed in UGC care.



Dr. Nidhi Kapoor is an Assistant Professor at Kalindi College with an experience of more than 13 years in teaching. Prior to joining Kalindi College, she worked at the Department of Commerce, Delhi School of Economics for 5 years. Dr. Kapoor has published 11 research papers, including 3 in ABDC-listed journals. She has also been an elected member of the Academic Council from February 2019 to February 2023.



Dr. Nivedita Ghosh teaches Sociology at Jesus and Mary College, University of Delhi. She pursued her PhD from Delhi School of Economics and specialises in Ethnographic Filmmaking and Visual Anthropology. She is trained in 'Filmmaking for Fieldwork' from the University of Manchester and ISRE, Italy.



Dr. Payal Jain, Assistant Professor, Department of Commerce, Gargi College, University of Delhi, has over 14 years of experience in academics and research, as well as several years in the corporate sector. Awarded with a Ph.D. degree in 2018 from the University of Delhi, Dr. Jain has published papers in SCOPUS Indexed Journals and has also authored a textbook for undergraduate studies.



Ms. Panyo Mero's journey from the foothills of Arunachal Pradesh to the dynamic halls of Noida International University is a testament to her dedication to understanding the complex world of international relations. Having honed her analytical skills and knowledge of political theory at Rajiv Gandhi University, she is now a Master's student at NIU, representing the School of Liberal Arts with distinction.



Ms. Parminder Kaur is an Associate Professor at SGTB Khalsa College, University of Delhi. She is currently pursuing PhD in the area of Finance from the Faculty of Commerce Studies, Punjabi University, Patiala. Her research interests involve ICT in education, Finance, Environmental accounting, writing book reviews, sustainability and current accounting practices. She has more than 24 years of experience teaching different subjects in the Department of Commerce. She is an active participant in various seminars and conferences.



Ms. Preeti Kaushik is currently pursuing her PhD in finance from the Management Department of Indira Gandhi Delhi Technical University for Women. She has completed her M.Com from the University of Delhi. She qualified for UGC NET JRF in 2022.



Ms. Priya Sharma has recently completed a Master of Philosophy (M.Phil.) from the Delhi School of Economics, University of Delhi. She has also worked as a Guest Assistant Professor at Jesus and Mary College. Three of her research articles have been published in reputed Journals.



Dr. Rachita Sharma is presently working in St John's College under the Faculty of Commerce. She has presented more than 40 research papers and 21 have been published in various National and International journals. She is the author of two textbooks, one on 'Business Regulatory Framework' and the other on 'Auditing'. She is a member of the Board of Studies of Dr B.R. Ambedkar University and recently she has been appointed to teach online to students of 17 countries under the e_Vidyabharti programme under IGNOU.



Ms. Rashmi BK, currently works as an Assistant Professor in the Department of Computer Science, at St Claret's College, Bangalore. She is pursuing her research and has 12 years of experience. She has currently published papers on the UGC care List. Her areas of interest are Artificial Intelligence, Machine learning and deep learning. She has worked for various engineering colleges.



Ms. Riyanka Jain is an Assistant Professor in the Department of Management Studies, Ram Lal Anand College, University of Delhi teaching for the last 10 years. Her specialisation lies in subjects like Statistics and Marketing and has been actively involved in research and teaching. She is currently pursuing her PH.D in Management from Maharaja Agrasen University.



Ms. Sakshi Sharma, a Psychologist, brings expertise in working with Adults and the Geriatric population, specializing in various disorders. Beyond her professional pursuits, she finds joy in adventurous escapades and expressing creativity through drawing. With a passion for understanding the human mind, Sakshi seamlessly weaves her professional and personal interests into a rich tapestry of experiences.



Dr. Sampa Kundu is a geopolitical analyst, academician, and researcher. She has a specific focus on Indo-Pacific and Southeast Asian geopolitical affairs and is currently working as a Consultant at the ASEAN-India Centre (AIC) at RIS (Research and Information System for Developing Countries). Dr. Kundu obtained her PhD from the Centre for Indo-Pacific Studies at the School of International Studies, Jawaharlal Nehru University, New Delhi.



Dr. Sandhya Dubey is currently working as an Academic Consultant at the Department of Educational Finance, National Institute of Educational Planning and Administration, New Delhi. She is also a visiting faculty at the School of Management, Symbiosis University of Applied Sciences, Indore, M.P. Previously she worked as an Assistant Professor at the Department of Management and Commerce, Manav Rachna University, Faridabad, Haryana. On the educational front, she has done Economics (Honours) from Indraprastha College of Women, University of Delhi and thereafter did her Masters in Economics from Banaras Hindu University. She is NET JRF qualified and has completed a full-time M.Phil and PhD from the National Institute of Educational Planning and Administration, New Delhi.



Ms. Sharanpreet Kaur is an Assistant Professor of International Relations at the School of Social Sciences, Guru Nanak Dev University, Amritsar (Punjab). She is an alumnus of Jawaharlal Nehru University, New Delhi and has a PhD in Indo-US Nuclear and Defence Cooperation. She is the author of the book “India’s Soft Power Diplomacy: Prospects, Challenges and Way Forward. Her research modules include India’s Foreign Policy, IR Theory and Thinkers, Diplomacy, Politics of Central Asia, South Asia and West Asia.



Dr. Shivani Kapoor has a Ph.D. in Strategic Human Resource Management. She has more than 20 years of teaching, training and research experience at leading institutions. Her research work is published in the Scopus Index Journal and case studies are published in Harvard and Ivey Publications. Dr. Kapoor has presented research papers at conferences both in India and abroad. She has won awards for authoring case studies and research papers.



Ms. Shreya Tiwari after diligently completing her Bachelor's degree in Political Science from the prestigious Delhi University, is now taking the next step in her academic journey as a Master's student in International Relations at Noida International University. Her undergraduate experience in Delhi provided her with a strong foundation in political theory, global affairs, and research methodologies, which she is now building upon to delve deeper into the complexities of international relations on the global stage.



Ms. Suhani is a first-year student at Jesus and Mary College, University of Delhi, pursuing BCom Honours. She's Passionate about bringing an impact in the world using words as an impressive source. She's been constantly putting in efforts over the years to raise awareness about the UN SDGs and Sustainable Lifestyle.



Mr. Sujoy Basu has over 2 decades of experience as an HR Professional. As a CHRO / Board Member / Coach he leads Human Capital Initiatives for start-ups, NGOs and established Indian / MNC organizations. He is also passionate about teaching Strategy and HR to the leaders of tomorrow. Sujoy loves unwinding by listening to music, watching SciFi & Super-hero flicks and taking care of stray dogs.



Dr. Surinder Kaur is an Associate Professor at Acharya Narendra Dev College, University of Delhi. She was awarded a PhD in the area of Human Resource Accounting from the Faculty of Management Studies, University of Delhi in 2015. Her research interests involve innovations in accounting, writing case studies, sustainability and current accounting practices, and the use of technology in education. She has written several research papers for reputed journals. She has completed an interdisciplinary DU Innovation project where she guided

several students.



Ms. Tanuja Tomer is pursuing her Ph.D. at Himgiri Zee University, Dehradun. Prior to PhD, she has been working as an MBA coordinator at Nimbus Academy of Management, Dehradun since 2017. She has a teaching experience of close to 9 years. She is an MBA (Human Resource Management & International Business). Her areas of interest are Human Resource Management, Organisational Behaviour, Strategic Management, Training and Development.

She has participated in more than 10 FDPs of AICTE and has 4 research papers published in UGC journals.



Ms. Urja Sirohi is currently enrolled in the BA Honours Program in Psychology at Jesus and Mary College. Her academic pursuits are complemented by a profound interest in literature, particularly reading. On occasion, she engages in reflective writing, seeking to articulate her thoughts.

About The Department of Commerce Societies

Management Interaction Cell



Management Interaction Cell is the official Management Society of Jesus and Mary College, University of Delhi which was established in 2017.

The society serves the purpose of incorporating corporate culture and professionalism in the students. MIC is a student-run body with a bunch of like-minded girls, committed towards bridging the intellectual gap between campus academia and the corporate world. The society has organized corporate visits for real-time industry exposure and has been associated with the likes of the Rajya Sabha Secretariat, Ernst & Young, Deloitte, Cvent, LIC, HDFC life, Ford for campus engagement, internship opportunities & much more! Hundreds of students actively participate in their Management Events and Corporate Fairs held annually. MIC collaborates with start-ups and professionals to impart practical know-how through seminars such as career choices, social media marketing, and entrepreneurship among various others. They also cultivate a mindful conscience through digital campaigns on themes such as workspace inclusivity & gender disparity at corporations.

The Mercurian Times

The Mercurian Times is the official - newsletter of The Department of Commerce, Jesus and Mary College. The editorial board was established in December 2015 to cater to the college students but within a span of 2 years, our outreach expanded.



The society wishes to develop the writing knack of the college's youth into constructive and influential pieces that are capable of standing out. In order to keep pace with their sustainable goal of creating influential writers and motivators, they conducted their first flagship event EVOON, which was a confluence of bloggers and influencers and technicians - the round table conference as part of the international conference. They predominantly focus on bringing worldly expertise for students to develop infinitely.

LeHR



LèHR JMC, operating under The Department of Commerce, is a student-led organization to generates, enhances discussions and networking events with leading HRs in the corporate world. The initiative is dedicated to cultivating a deeper understanding of human resources management while fostering a sense of community among students who share a passion for HR. The society conducts its annual event tHRive as part of comacumen which includes case study competitions and debates to test and foster HR skills in the students.

In essence, LèHR JMC creates an enriching environment where students not only stay abreast of the latest HR developments but also gain practical skills and valuable knowledge, aligning them with the demands of the contemporary professional landscape.

AEON

AEON is an Incubation Centre associated with Jesus and Mary College, Delhi University that assists student entrepreneurs in developing their businesses and solving problems associated with them, especially in the initial stages, by providing an array of business and technical services, initial seed funds, advisory, networking opportunities and resources.



Aeon intends to spark up the fire of starting one's own venture and act as a creative space for young student entrepreneurs who struggle with their new businesses and start-ups being new in this industry. With a strong mentorship board, networking sessions and entrepreneurship webinars, this society aims to foster a culture of entrepreneurship among the students of Jesus and Mary College.

Cosmos



Cosmos JMC is a part of the college network established by WWF, India. The people at Cosmos are utterly driven by the immediate needs of the community and strongly believe that - "It is in giving, that they receive". This principle resonates with the ideals of WWF, under whose direction Cosmos functions. COSMOS, a WWF initiative, celebrates the coming together of like-minded individuals who share a common interest in the preservation and conservation of the environment and related factors. Apart from working actively towards environmental conservation, COSMOS whole-heartedly condones the spirit of entrepreneurship, values and encourages innovation, boosts leadership abilities and

provides its members substantial opportunities to work with a prestigious global organization like WWF- in these very virtues lies the distinct uniqueness of COSMOS.

Project Food Chainge is the project that won Cosmos the WWF ECHO National Summit in 2021. Project Food Chainge was ideated to bring about balance in the food chain by encouraging sustainability among the youth through the creation of a website. This multi-dimensional platform had various sections.

180DC

180 Degrees Consulting is the world's largest university-based consultancy, providing socially conscious organizations around the world with high-quality, affordable consulting services.



180DC JMC is dedicated to driving social change through strategic consultancy and developing the next generation of social impact leaders. Established in August 2020, their aim is to create a lasting impact while nurturing a comprehensive understanding of the consultancy landscape among students.

In the past 3 years, the JMC Branch has impacted more than 200 consulting aspirants through various initiatives and helped 24 socially conscious organizations with their operations. Additionally, 180DC JMC was awarded The Best New Branch Award and the Community Award in the APAC region at the 180DC Global Awards 2022.



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