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प्रबंध अध्ययन संस्थान, गाज़ियाबाद  
INSTITUTE OF MANAGEMENT STUDIES, GHAZIABAD

In academic association with



UNIVERSITY OF  
FREDERICTON  
CANADA



## International Conference on

# MARKETING IN THE DIGITAL WORLD: IMPACT ON THE INDIAN ECONOMY

Saturday, December 07, 2019

Venue : Auditorium, IMS, Ghaziabad

DIGITAL  
MARKETING



# International Conference on **MARKETING IN THE DIGITAL WORLD: IMPACT ON THE INDIAN ECONOMY**

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Venue : Auditorium, IMS, Ghaziabad

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**Prof. Alok Pandey**  
Director  
IMS, Ghaziabad

## Conference Chair

**Prof. Tapan Kumar Nayak**  
Dean (Academics)

## Conference Conveners

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(Area -Chair, International Business)  
Mob: 9212162428

**Dr. Abhinav P. Tripathi**  
(Area- Chair, Marketing)  
Mob: 9868328956

## Conference Co- Conveners

**Prof. Vijesh Jain**  
Professor and Dean - MDP  
Mob: 9868400327

**Dr. Govind Nath Srivastava**  
Assistant Professor, Marketing,  
Mob: 9999692492

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# International Conference on MARKETING IN THE DIGITAL WORLD: IMPACT ON THE INDIAN ECONOMY

Saturday, 7th December, 2019  
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INSTITUTE OF MANAGEMENT STUDIES, GHAZIABAD

## Message from Chief Patron



**Dr. Pramod Agarwal**  
*Chief Patron*  
*Member Executive Council*  
*IMS Society*

It is heartening to note that IMS Ghaziabad is organizing an International Conference on a very pertinent theme- "Marketing in the Digital World: Impact on the Indian Economy", scheduled on December 07, 2019, where scholars, academicians and corporate, from India and abroad, are congregating to share the pool of knowledge for evolving a better Indian economy.

IMS Ghaziabad firmly believes in its twin pronged strategy of imparting industry relevant updated knowledge through its highly experience, research oriented and knowledge driven faculty so that IMSians can become global leaders and be acceptable to the Industry globally.

I personally believe that this "International Conference" will provide "Knowledge disseminating" platform to all participants and evolve better ideas for making India 'Digitally Relevant" and foster networking among scholars from India and abroad.

I convey good wishes to all participants and hosts for organizing such a mega conference at IMS Ghaziabad.



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### Message from Patron & Director



**Prof. Alok Pandey**  
*Patron & Director*  
*IMS Ghaziabad*

It gives me immense pleasure to welcome you all to International Conference on 'Marketing in the Digital World: Impact on the Indian Economy' (MDWIIE-2019) of Institute of Management Studies, Ghaziabad. This conference has been jointly organized in academic association with University of Fredericton, Canada.

The conference is aimed at analyzing trends, issues and challenges faced by organizations and digital marketing professionals across the world. We expect a congregation of eminent academics, experts from Industry and researcher to share their empirical work for the benefit of all stakeholders.

On behalf of the Executive & Academic Board of Governors and I extend my best wishes to all participants of the conference.

# International Conference on MARKETING IN THE DIGITAL WORLD: IMPACT ON THE INDIAN ECONOMY

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## Message from Conference Chair



**Prof. (Dr.) Tapan K. Nayak**  
*Conference Chair &  
Dean – Academics  
IMS Ghaziabad*

I welcome you all to the International Conference on 'Marketing in the Digital World: Impact on the Indian Economy' (MDWIIE-2019) of Institute of Management Studies, Ghaziabad. I am excited about the number of sessions, and wide variety of ideas that scholars and practitioners will bring into our fold. This richness of ideas bodes well for the Marketing, International Business and Economics field. The theme for this year's International conference, "Marketing in the Digital World: Impact on the Indian Economy", is particularly appropriate for the time we live in, surrounded by and served by digital means. Impacting every step of our life morning to evening it is definitely the reason of emergence of 'New Silent Generation' or generation Z depending upon the huge time spent online and related interaction held. The digital revolution immensely impacts the every aspect of human life in relation to education, healthcare, financial transactions, financial management, corporate financing and investments etc. besides trade and international business.

Digitalization is successfully leveraging analytics tools for setting new standards in product offering to market, operational excellence in & across industries, improving service delivery, understanding customers and predicting their behavior. I hope this conference will allow the participants with a productive discourse not only in domain of marketing, but also in International business and economics across sectors. Some of the underlying issues will be covered in depth in our upcoming conferences. I am also particularly excited about the upcoming presentations from our keynote speakers and panel discussion on the theme. We also expect to provide technical demonstrations, and numerous opportunities for networking.

This conference would not have been possible without the guidance and mentorship of Dr. Alok Pandey, Director-IMS Ghaziabad. I am truly grateful to the conference conveners & Co-conveners for their wise advice and brilliant suggestion on organizing the technical program; for their thorough and timely reviewing of the papers, and our sponsors who have helped us to keep down the costs of MDWIIE-19 for all participants.

I am also thankful to the conference organizing committee members, the track chairs, the session chairs, and the numerous volunteers, without whose generous contributions this conference would not have set another record number of presentations and number of participants.

Last but not the least, I sincerely thank all the participants for enriching these annual conference by their presence. As is a tradition with IMS Ghaziabad conferences – I hope you will enjoy the content, renew networking, get new ideas, and above all, have a good time.

Jai Hind!





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### Message from Convener



**Dr. S.K. Dube**  
*Convener*



**Dr. Abhinav P. Tripathi**  
*Convener*



**Prof. Vijesh Jain**  
*Co-Convener*



**Dr. Govind Nath Srivastava**  
*Co-Convener*

It's a matter of great pleasure for us, to welcome academic luminaries, thoughtful research scholars, corporate doyens and seasoned policy makers, to the "Maha Kumbha" of MDWIE-19 at IMS, Ghaziabad.

The theme of the International Conference draws its inspiration from ever increasing digital revolution impacting all conceivable areas of human lives. The exponentially growing digital footprint has also engulfed India as well and a report of Boston Consultancy Group is a pointer in this regard. Today India is poised to become \$ 5 trillion economy in coming years which is possible through ever growing digital ecosystem like e-commerce, m-commerce in India.

A "scintillating and thought provoking" address by the " Chief Guest- Mr. Don Roy, President, University of Fredericton (U Fred), Canada will be a high point of the International Conference and much to the delight of participants.

The one day International Conference will witness a flurry of "Knowledge Sharing" sessions comprising 'high powered panel discussion', under the panel chair ships of Mr. Rishikesh Patankar, Chief Operating Officer CSC, e-Governance Services & Dr. Ishan Ranjan, VP Client Advisory OzAsia Solutions in the pre-lunch session while the post-lunch session parallel paper presentation tracks will provide opportunities to the presenters to showcase their 'academic mettle', under session chairs of eminent academicians.

What is more exhilarating is to find response received from the participants from India and abroad covering central universities, premier institutions and Government organizations and Corporate, that further adds glitters to the MDWIE-19.

We feel humbled to acknowledge our Management Trustees for encouraging us for such a mega event. We also offer gratitude to our esteemed Director and Patron, Prof. Alok Pandey and Dean-Academics & Conference Chair- Dr. Tapan Kumar Nayak, who not only mentored us but provided all possible help from time to time. We also place on record our sincere thanks to 'Organizing Committee members', 'supporting team members, fraternal colleagues, IT, staff and administration for their wholehearted support. The student volunteers (IMSians) deserve our special appreciations for delivering task with the sense of responsibility. Our deep thanks to our sponsors and partners for reposing their faith in us. Media persons deserve special mention for show casing the programme through print, electronic, and web platforms.

We look forward to your memorable stay and great networking during the deliberations at IMS Ghaziabad.

Sincerely Yours



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## International Conference on MARKETING IN THE DIGITAL WORLD : IMPACT ON THE INDIAN ECONOMY

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TIME	ACTIVITIES	SPEAKERS
10:00-11:15 Hrs.	<b>Inaugural Session</b> Welcome Address & Opening Remarks  Overview of Conference  Address by Key –Note Speaker  Address by Chief Guest  Vote of Thanks	<b>Prof. Alok Pandey</b> Patron & Director (IMS, Ghaziabad) <b>Prof. Tapan Kumar Nayak</b> Conference Chair & Dean -Academics (IMS, Ghaziabad) <b>Mr. Amit Agnihotri</b> Chairman – MBA Universe, New Delhi <b>Mr. Don Roy</b> President, University of Fredericton (UFred), Canada <b>Dr. Abhinav P. Tripathi</b> Conference Convener <b>Session Rapporteur:</b> Dr. Govind N. Srivastava
11:15-11:30 Hrs.		Tea Break
11:30-12:30 Hrs.	<b>Technical Session – I</b>  (Panel Discussion)  (Theme: Lesson Gains from Digital Marketing for Economy & Rural India)	<b>01. Mr. Sudhir Zutschi</b> Director – Government & Industry Affairs, South Asia, UL India Pvt. Ltd. <b>02. Ms. Aditi Mishra</b> Chief Strategy Officer – LodestarUM <b>03. Ms. Monica Srivastava</b> Head- Marketing communication, Oracle India <b>04. Mr. Ankit Tandon</b> Regional Head Cricbuzz.com <b>05. Mr. Rishikesh Patankar</b> Chief Operating Officer in CSC e-Governance Services India (Session Moderator) <b>Session Rapporteur:</b> Dr. Tophan Patra  (Closing remarks by Session Moderator)

TIME	ACTIVITIES	SPEAKERS
12:30-13:00 Hrs.		<p><b>Dr. Ishan Ranjan</b>, VP – Client Advisory OzAsia Solutions</p> <p>Session on “Improvisation of consumer experience through Artificial Intelligence (AI) &amp; Emerging New Technologies”</p> <p><b>Session Rapporteur:</b> Dr. Vishal Shukla</p>
13.00-13.30 Hrs.		<p><b>University of Fredericton</b></p> <p>1. Mr. Jonas Sandermoen, <b>Director UFred, Canada</b>  2. Mr. Don Roy, <b>President UFred, Canada</b>  3. Dr. Sheri Mckillop, <b>VP Academics. UFred, Canada</b></p> <p><b>Session Rapporteur:</b> Dr. Vijesh Jain</p>
13.30-14.00 Hrs.		<b>Lunch</b>
14:30-15:30 Hrs.	<p><b>Technical Session – II</b> (Parallel Track Paper Presentation)</p>	<p><b>Track 01:</b> Dr. Surabhi Singh  Session Coordinator  (Track:1 “ Journey of Consumers In Digital Era”)  +  <b>Session Chair:</b> Prof. D.R Agarwal  Professor Emeritus, Starex University</p> <p>Session Rapporteur: Mr. Karan Sabharwal</p> <p><b>Venue: Auditorium</b></p> <p>-----</p> <p><b>Track 02:</b> Prof. S.K. Dube  Session Coordinator  (Track:2 “ Changing Landscape of Economy In Digital Era”)  +  <b>Session Chair:</b> Dr. Sadaf Siraj  Jamia Hamdard University</p> <p>Session Rapporteur: Dr. Tophan Patra</p> <p><b>Venue: Mini Auditorium</b></p> <p>{Closing remarks by every Session coordinator at their venue}</p>
15:30-16:30 Hrs.	<p><b>Valedictory Session</b></p> <p>Address by Key –Note Speaker</p> <p>Best Paper Award</p> <p>Vote of Thanks</p>	<p><b>Prof. Ravichandran N,</b>  Dean, Jamia Hamdard New Delhi</p> <p><b>Prof. Vijesh Jain</b>  Conference convener  Session Rapporteur: Dr. Surabhi Singh</p>
<b>National Anthem</b>		





## THEME PAPER

# MARKETING IN THE DIGITAL WORLD: IMPACT ON THE INDIAN ECONOMY

India is on the cusp of ‘**digital explosion**’. The prophesy made by our Prime Minister that India will emerge as a **US \$ 5 trillion economy** in the world is certainly not a distant dream. The facts speak for it self. To illustrate few given below:

- Over the past two decades, the gross domestic product(GDP) of India has risen by more than **US \$ 1 trillion**.
- Digital exports represent the second largest export sector for India today. The export value of virtual goods and services enabled by the digital economy such as e-commerce, account for **US \$58 billion** today;
- Under the **Pradhan Mantri Jan Dhan Yojana (PMJDY)** scheme, mobile banking services have helped doubled india’s financial inclusion rate from **40 percent (2011) to 80 percent(2018)**.
- In India, during a major sales event promoted as “**Big Billion Day**”, Flipkart sold 1 million phones in an hour and over 3 million in a day, making it the highest number of smartphones sold in a day by a single retailer in India ( Business India Today2018).
- India’s port of Mundra in Gujarat, uses **Radio-Frequency Identification (RFID) Technologies** to track vehicles at the gate ,thus increasing loading and unloading **efficiency by 50 percent**.
- The use of **precision farming technology** in India has led to yields 60-80 percent higher than conventional methods.
- **According** to Boston Consultancy Group; India has one of the largest and fastest growing populations of internet users in the world and expected that India will cross **500 million internet users** in the year 2020.

### What Makes Digital Trade?

The Geneva based **World Trade Organization (WTO)** has used the term “electronic commerce” rather than “digital trade” which means “ the production, distribution, marketing, sale or delivery of goods and services by electronic means”. The **United States International Trade Commission (USITC)** has defined as e-commerce platforms and related services but excludes the value of online sales of physical goods ordered online. However, the **United Nations Economic and Social Commission for Asia and Pacific** defines “digital trade” as “trade in digitised products by using the digital technologies (ICTs) to conduct business”.

It is pertinent to mention that Trade in digitally- enabled products and services encompasses plethora of examples like e-commerce platforms; online advertising; digital Information –Technology Business Process Outsourcing(IT-BPO); online software consultancy services; online tourism booking and electronic banking; video conferencing, digital file sharing, and Voice Over Internet protocol (VOIP) and others.

### Impact on the Indian Economy :

According to **McKinsey Global Institute (2014)**, the economic value of digital trade –enabled benefits to the Indian economy is estimated to be worth US \$ 35 billion. It is also estimated that if digital trade, as well as cross-border trade flows and storage are fully facilitated, India’s domestic sectors could grow more by US \$ 512 billion by 2030.

The report has highlighted domestic sectors like financial services, agriculture & food; Infrastructure; Consumer & Retail; Education & Training besides manufacturing , Health and Resources.

Under the “**Digital India**” strategy, The Government of India launched “cashless India”, to promote cashless payment modes by adopting mobile wallets, pre-paid cards, and digital banking services. The PMJDY is one such beneficiary of such initiative.

According to a **KPMG-Google study** found that digital engagement was a major driver for increasing exports by Indian SMEs, with 11 percent of “digitally –engaged” MSMEs using digital technologies to export as compared to only 1-2 percent for other MSMEs.

### Perceived Concerns & Cyber Security

Government has shown its concerns on digital trade and increased constraints ranging from data localization requirements to local registration mandates citing reasons like privacy, security of users and national security, economic –supporting growth of domestic digital firms and lastly FISCAL ie protecting the local tax base.

Cyber Security helps establish secured communication protocols to ensure data security. However, as per a **Report by KPMG – “India’s Cybercrime Survey Report 2017**, 79 percent of corporations in India have acknowledged cyber security as one of the top-five business risks.

It is presumed that Government of India’s policy initiative under Digital India, New Foreign Trade Policy will ensure and enhance India’s trade competitiveness in coming time ahead.

## Unsnarling the Concept of Para Social Relationship on Social Media-analysing Its Impact on Purchase Intention

**Saubhagya Bhalla**

University Business School,  
Panjab University, Chandigarh

The purpose of this paper is to critically examine the factors affecting the para social relationship on social networking sites and its possible outcomes. Using Random sampling, a survey method, data was collected randomly from 100 respondents who were active social media users. For analysis, linear regression, frequency tools and ANOVA has been applied. The results reveal that major predictor of the para social relationship is the physical attractiveness. Para social relationship acts as a strong mediating variable. The major outcome of the existence of para social relationship is brand loyalty. The users follow the celebrity almost equally on all platforms. Most of the individuals like to follow singers and actors. Various factors studied varies across gender.

**Key Words:** Self-disclosure, Celebrity reputation, Physical attractiveness, Para social relationship, Purchase intention, Self-brand connection, Brand loyalty, Electronic word of mouth

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## Digital Marketing and Its Impact on Buying Behaviour of Youth: A Study Based in NCR Region

**Ayushi Saharan**  
Student Scholar  
IAMR COLLEGE

**Yash Saini**  
Student Scholar  
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The buying pattern of consumer is changing at a faster rate in the customer-oriented market. A consumer goes through several stages before purchasing a product or a service. Consumer behaviour differs when it comes to price, features, quality, occupation, age, economic conditions, society etc. however the changing preferences of youth affects the buying pattern as the youth nowadays is very likely to follow the changing trends according to the evolution of time. Youth in present generation believes online shopping as a nearer alternate of consumer buying. In this evolving world, popularity of online shopping has been rising rapidly amongst consumers and it is becoming a part of their life style. The usage of digital media in customer market is increasing fast. Following the globalisation for last few decades, every industry had to shift to the new changes and are forced to introduce the innovative ways of selling due to the pressure of younger generation's buying behaviour. Hence in this study " Digital Marketing and its impact on buying behaviour of youth" is focused as the core issue. The study reveals that although most of youngsters have access to digital media but they lack the awareness about its optimum utilisation.

**Key Words:** Digital marketing, digital media, consumer behaviour, young generation.



## ABSTRACT

### Digital and Social Media Marketing: A Brief Study of Challenges Posed Towards Indian Advertising Industry

**Manish Kumar**  
Head of Department  
IAMR College

**Mayank Jha**  
Student  
IAMR College

At present every brand be it a big one or initiator wants to rule the market and want to establish its brand name. While it is easy for big brands, due to availability of funds, the same proves to restrictions for the initiator. It is still a challenge for a marketing organization to find out the right customer sets, segmentation where they should target and how to target. Digital and social media marketing prove to be a golden opportunity for them. With so huge customers available online to appreciate your promotion and want to read more about your products, it becomes easy and cost-effective to work on branding and promotion of products. Customers themselves form groups and community to discuss these products and also talk about new product development. This proves to be helpful and beneficial for firms. Well, this sounds to be very good, but it's not so easy with low skilled people in digital marketing it still seems to be a challenge to get people trained at this field and measuring effectiveness of advertisements done online is also hard. To study these metrics is not an easy task. In this paper, we will study why digital media are so much popular and what are the marketing challenges it throws towards marketing people of a company.

**Key Words:** Digital marketing, social media, brand, promotion.

### Digital Marketing and Social Media as Sword of Marketing: Impact on Consumer Buying of Industries Product

**Arvind Bhatt**  
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**Anand Lalchandani**  
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"Digital Marketing and Social Media are the two swords of wining the market". In today's digital era, a strong digital marketing strategy is requisite for FMCG brands. A recent report by Google-BCG reveals fascinating statistics concerning digital marketing for the FMCG industry. It is predictable that by 2020, digital marketing will power FMCG consumption by USD 45 billion in India. Above all, 40% of the overall FMCG utilization in India will be on digital platforms. Digital Marketing has changed the new face to the country which has replaced the traditional form of marketing. For taking into account the Real estate also, earlier marketing was been done banner and posters, but now real estate giants work on the success mantra i.e. choose the digital medium to market their delightful homes to their customers by building the content and visual images appealing. In a way to regulate and makeover the entire ecosystem of public services throughout the use of information technology, the Government has introduced the Digital India program with the revelation to transform India into a digitally self-gained society and knowledge market. By the medium of Digital Marketing i.e. digital mediums like Facebook, Twitter, Instagram, LinkedIn, etc. it has made the reach to the audience any corner of the world. With this, many Agencies are grown only with the business to plan out the social media campaign. From this, it is easy to understand that the importance of Digital Marketing and Social Media are the main two words of today's marketing.

**Key Words:** Digital Marketing, Social Media, Sword of Marketing, Visual images, social media campaign.

## Why Branded Saloons Appeal to the Youth?

**V. Padmaja**

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**Sadhurla Revanth Kumar**

PGDM Scholar  
Ramaiah Institute of Management  
Bangalore

Evolving consumer lifestyles are driving the beauty and beauty care industry across the world. Unlike the past, people are investing a sizeable portion of their income towards self-grooming. 'Looking and feeling good' has gained immense precedence as it is thought to ensure personal and professional success. There has always been an urge among young generation to be admired and appreciated for their looks and beauty. The beauty care industry bears great responsibility of transforming their customers into self-confident and empowered human beings. Emotional factors such as personal care and understanding the customers' requirements are very important in the beauty care industry as they are the considered 'the enablers and enhancers'. This research paper focuses on understanding the bond between customers and beauty parlours and also highlights on the perception and choice of the youth towards branded saloons. Qualitative aspects such as empathy, responsiveness and assurance of the service providers towards the customers are considered in the study. The survey was conducted among 90 respondents in the metro cities of Hyderabad and Bangalore who visit branded saloons.

**Keywords:** consumer lifestyle, beauty care industry, perception, branded saloons

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## Café Coffee Day Founder: Victim of Tax Terrorism or Solitude – A Case Study

**Monica Gupta Vashisht**

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of Administration

Suicide by Mr. V. G. Siddhartha, CCD Founder, recently drew attention of every citizen of the country. This has brought to notice one very important observation, that what forced such an accomplished and a very successful businessman and an entrepreneur who gave Indian's a place to have coffee and socialize with others, take such an extreme step. This also brings to fore another very important observation about the silos people have started confining themselves into, despite being connected to the fore in the social media. It also puts a question mark on the lack of communication that takes place among the family members, that even his family members could not judge what Mr. Siddhartha was going through all this time.

Based on the analysis conducted of the secondary sources of information, the below mentioned reasons finally are highlighted as a cause for the decision taken by The information gathered so far indicated four major reasons behind: 1. Tax Terrorism; 2. Solitude; 3. Lack of advice to promoters of the business; 4. Economic recession; or 5. Any other, such as Inability to accept failures and manage stress. An attempt has been made by researcher to explore the actual reason leading to such an act by the owner of such a big company.

**Keywords:** Café Coffee Day, V G Siddhartha, Founder, Victim, Tax Terrorism, Solitude



## ABSTRACT

### Financial Inclusion and Inclusive Growth Through Digital Finance

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**Aashima**

Assistant Professor  
Delhi Institute of Advanced Studies  
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Finance has become an integral part of the economy for the development of the nation. For this, there is a need for a strong financial system for developed countries and developing countries. A well-developed financial system brings poor people to the mainstream of the economy and allows them to more actively promote personal economic development. The growth of any economy depends on the availability and accessibility of financial products and services that meet the needs of individuals and enterprises and that are delivered responsibly and sustainably. One of the main causes of poverty in India is financial exclusion. The availability and equality of access to financial services is known as financial accessibility. An attempt was made in India to improve access to financial services or financial accessibility, which led to the spread of digital finance, that is, to the provision of financial services via mobile phones, personal computers, the Internet or cards associated with a reliable digital payment system. This article focuses on the impact of digital finance on the financial affordability and stability of the financial system - an issue that has not been addressed in the literature. At the conceptual level, discussions also address the benefits and risks of digital finance, access to digital finance and access to finance.

**Key Words :** Financial inclusion , digital finance , financial services , growth

### Impact of Culture on Service Quality: An Imperial Investigation Based on Restaurant Industry

**Atul Kumar**

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PGDAV College, University of Delhi

**K. K. Srivastava**

Associate Professor  
Department of Commerce,  
PGDAV College, University of Delhi

The present study is an attempt to find the relationship between cultural dimensions and service quality for the fast-food industry in the Delhi-NCR region. An online survey was conducted on the undergraduate students of Delhi-NCR. The author didn't select any specific restaurants to capture the responses. The study was conducted considering the overall fast food restaurants in Delhi-NCR. For culture, Hofstede cultural dimensions were used and to capture the response regarding fast food restaurants DINESERV model was used. Data analysis was done using SEM technique using AMOS software. The result affirms partially the effect of culture on service quality. The result is not consistent with the previous finding and reason is the biased sample group. However, there are still many factors of service quality which were affected by cultural dimensions. Reliability, responsiveness and assurance were important factors while considering fast food restaurants among undergraduate students of Delhi-NCR. First the author has selected Delhi-NCR undergraduate students, they must be careful in generalization of the results. Secondly the sample size 261 is also too small to generalize the study.

**Key Words:** Hofstede Cultural Dimensions, Culture, DINESERV, SERVQUAL

## **A Study on the Role of Study Webs of Active Learning for Young Aspiring Minds (SWAYAM) in Creating a Digital Platform of Learning**

**Chitra Saruparia**

Assistant Professor Economics  
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India is a unique country having great diversity. Education and training are crucial to tap the potential of young population. The biggest challenge is to provide equal and quality education across the country. The draft report of National Education Policy 2019 stresses on research and innovation to transform India's higher education system to one of the best global education systems. Study Webs of Active Learning for Young Aspiring Minds (SWAYAM) is an endeavour to guarantee access, equity, and quality of education. It aims to impart the best teaching-learning resources irrespective of their geographic location and socio-economic background. It is an integrated platform and portal for online courses, using information and communication technology (ICT) and covering High School till all higher education subjects and skill sector courses to ensure that every student benefits from learning the material through ICT. It seeks to bridge the digital divide for students who have hitherto remained untouched by the mainstream of the knowledge economy.

This paper analyses the role of Swayam in creating a Digital Platform of Learning by conducting a survey on the learners of Swayam. It aims to capture the demographic profile of learners, perceptions for opting the course, coverage of courses, learning outcomes of Swayam learners in terms of knowledge, employability, credit transfers etc. It has been found from the study that undoubtedly it is convenient and cost effective method of learning and enhances knowledge of the learners. However, learners experience technical glitches during the learning process. It requires improvement in structuring of MCQ based questions and quality of recorded lectures.

**Key Words:** Digital divide, SWAYAM, ICT, Education Policy.

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## **“A Conceptual Analysis of Ethnocentric Behavior and Its Implications”**

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Ethnocentrism is one of the fundamental concepts in social sciences and human psychology and this phenomenon is widely studied in the field of psychology. William Graham Sumner, in his popular book, Folkways introduced three fundamental concepts: ethnocentrism, in-group, and out-group. Ethnocentrism is the belief that one's own approach towards life or the culture is superior to others. It reflects the view that the way we are doing the things is ordinary and better and other approaches are inferior in some way. One's own group or the society seems normal, while another might seem unusual. Ethnocentrism is a distinct but almost universal example of in-group favoritism and out-group resentment in which membership is normally evaluated in terms of one or more observable characteristics such as language, accent, physical features, or religion etc. that are regarded as specifying common descent. When individuals feel themselves as members of an in-group they are more likely to contribute to collective welfare even at the cost of individual advantage. This study presents early conceptualizations of ethnocentrism and evolution of ethnocentric behavior. It also discusses the concept of ethnocentrism, ethnocentrism & consumer ethnocentrism, factors underlying consumer ethnocentrism and some other related dimensions of ethnocentrism. The paper will contribute in strengthening the conceptual understanding of ethnocentrism and provide suggestions for further research.

**Keywords:** Ethnocentrism, Psychology, In-group, Out-group, Behavior.





## ABSTRACT

### Technology Impact and Its Infrastructure in Different Territories

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The purpose of the paper is to investigate the impact of technology and its infrastructure on the aggressive growth of the economy. The study employs qualitative research to gain insights. It summarizes the main trends in technology, owing to which experience of fast growth takes place in the countries of these continents. The findings show the countries with high growth of the internet and mobile activity. The states with the highest technology penetrations all over the world are Japan, USA, South Korea, Germany, China, India, England, Canada, Sweden, Australia, Finland, Russia, Israel, France, and Singapore. Southeast Asia also witnesses the high growth of the Internet and mobile activity. Internet usage has displayed a tremendous leap of around 370 million and growth in many countries of the region. The insights will be useful for the researchers in the detailed study and the practitioners in their businesses.

**Keywords-** Technology, Development, Internet, Infrastructure.

### Story of A Country through the Lens of Movies

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The following idea of the paper is about the way how a country's story is promoted and marketed through the movies. The idea of story-telling and the way a country's culture and its image is shown and promoted is the way forward for the paper. The paper would take on the constructs of the movie's story-telling and how a country is formed based on the variables of the story telling, characters portrayed in movies. The extension of movies and their way of dealing with the telling of a story would be seen based on a sample of patriotic movies which would be taken over a longitudinal timeline. This will allow for the understanding related to content analysis based on the movie content and specific key themes for thematic analysis of the content related to the theme of the paper title.

**Key Words:** movie, country, story telling, longitudinal timeline, culture.

### VUCA Model in the Present Context of Indian Economy

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Through the past decades, we find numerous terms in the popular business process and academic literature that refer to an increasing inability to grasp the world and deal with the things happening around us. The notion of VUCA= Combination of Volatility, Uncertainty, Complexity, and Ambiguity, characterising the nature of some difficult conditions and situations. Economic activities across the world depend on natural and human resources. The effect of global warming and climate change on the environment can be witnessed through increase in atmospheric CO2 levels. This poses a grave threat to the goal of sustainable development. The future generation has equal right on our natural resources- water reserves, forest resources, mineral resources etc. The behaviour of the consumer is unpredictable. Markets plunge the moment there is a poor GDP forecast. Demand prediction is not correctly available due to the behavioural change of the consumer and market conditions. The values are changing therefore people are taking loans in the name of business, investment, employment and economic activities, but they are not fulfilling the debt obligations. Non-performing assets and bad-debt of financial institutions are creating ambiguous conditions. RBI's assessments recognise a crisis in aggregate demand and its survey have noted a sharp fall in consumer confidence. This difficult situation has been examined in this research paper.

**Keywords:** Volatility, Uncertainty, Complexity, Ambiguity and Macro indicators

## Cashless Economy: Challenges and Opportunities in India

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Cash less economy as the name suggests where all the financial transaction are not done with paper money or coins but directly transfer money through digital process form one person to another person account . In India cashless economy are more popular after the demonetisation in 2016 when the prime Minister Of India Narendra Modi demonetized the Rs.500, Rs.1000 notes This helps to reduce the corruption ,black money ,time saving .In India RBI has given the license to many companies to promote e payment . People can download the application like paytm, BHIM. Google pay and easily transfer the money .Payments are also made through credit and debit cards. Some companies also offer cash back facilities to the customer so they attract by digital payment system. In this research paper we will focus on challenges and opportunities of cashless economy in India.

**Key Words :** Cashless, Economy, GDP, electronic transfer, Payments.RBI

## Association Between CO2 Emission, Economic Growth, Energy Consumption and Population: An Empirical Investigation

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This study attempts to examine the association between carbon dioxide emissions, energy consumption, population and economic growth, in the world as well as in five selected continents i.e. South Asia, East Asia, Latin America and Caribbean, North America, and Middle East and North Africa spanning during time period 1971-2014. For this analysis, the study employed two different hypothesis; Population Kuznets Curve (PKC) and environmental Kuznets curve (EKC) hypothesis and considered these two hypothesis as two different models. Autoregressive Distributed Lag (ARDL) Bounds Testing approach is used to assess the cointegration among the variables for both hypothesis and revealed that there is a long-run association among the variables in both hypothesis. An inverted U-shaped association between total population and income growth is observed in Model-I, while in Model-II an N-shaped connection between GDP growth and carbon emissions is reported. While, assessing panel environmental Kuznets curve hypothesis for five selected continents, the study applied panel ARDL model and revealed that there is an inverted N-shaped association exists among the variables. Dalton's formula is used to calculate optimum population and find that the world economy is facing the problem of over-population. The study also find that the North America is the largest energy consumer and second largest carbon dioxide emitter in the world. East Asia is the largest carbon dioxide emitter and second largest energy consumer continent in the world.

**Keywords:** Population Kuznets Curve; Environmental Kuznets Curve; Panel ARDL; Optimum population; Carbon dioxide emissions; Economic growth.



## ABSTRACT

### An Analysis of Consumer Behavior in the Context of Indian Economy

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The basis of all human activity is the existence of human wants, which are infinite and vary from the most elementary human needs that must be satisfied to preserve life to the desire for the most ostentatious living. In a free democratic economy the consumer is said to be free to choose what goods he will buy and in what quantity. Every consumer is free to choose and select among the goods offered in the market to the extent that he is not subject to any external compulsion and within the limits of his spending power, is free to decide his consumption schedule. In a controlled and planned economy, consumption is rigorously controlled by the government. It is assumed that consumers behave rationally (they strive to maximize their total satisfaction), the men are neither wholly rational nor wholly irrational (often whimsical, thoughtless because he has to make innumerable choices daily that is why he buys one commodity in one mood or impulse and buys another - many a time he purchases a commodity which he regrets later and considers it a foolish choice). Consumer's behavior has been studied through cardinal utility analysis, indifference curve approach, revealed preference theorem; all of them have assumed that while making a choice, the consumers do not face any uncertainty. This paper examines a shift in consumer behavior from certainty to uncertainty.

**Key words** - Moral Philosophy, Rationality, Uncertainty, Transitivity

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### Cashless Economy in India: Challenges and Opportunities

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In an attempt to reduce black money, money laundering and to have a sound economy, the central government of India has embarked on the digital or cashless economy. The government of India is working dedicatedly to push India towards a cashless economy. It is a start of a new age in the country with life with digital money. It helps in growth and development of economy in India. A cashless economy describes a state whereby financial transactions are not conducted with money in the form of physical banknotes or coins, but rather through the transfer of digital information (usually an electronic representation of money) between the transacting parties. Cashless societies have existed from the time when human society came into existence, based on barter and other methods of exchange, and cashless transactions have also become possible in modern times using digital currencies such as bitcoin.

In the present paper an attempt has been made to study the meaning of a cashless economy, and to explain various schemes by government to spread cashless economy in India. The objective of the study is to examine the significant challenges and opportunities that are faced by Indians on the way towards cashless.

**Key Words:** Digital, Cashless, Electronic Payment, Digital payment.

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## A Conceptual Study on Fluctuation of Indian Rupee Against Dollar

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JSSATE, Noida

Rupee fluctuation has become the trending topic in Indian economy now a days. Decline in the value of rupee in comparison to dollar in the last few months has affected the economy to a greater extent. There has been around 16% depreciation in the rupee value in last nine month. During last one year rupee value has been declined several times and on October 9, 2018 it reached all time lowest at 74.39. The decline in the currency value has shown strong and significant negative impact on the various sectors. Also the dependency of India on imports and large fiscal and current account deficit adversely affected the economy. To bring stability in the rupee value government and reserve bank is taking several steps. This paper tries to explore the causes and impact of rupee depreciation on the Indian economy and also tries to review the measures taken by Reserve bank and government to cope up with this problem.

After applying OLS and performing unit root and integration tests, we observe that factors like differential interest rate, differential inflation rate, differential money supply in both the markets, differential output growth rate of both the countries, among others, are important factors that account for approximately 91% variance of the Dollar-Rupee exchange rates and explain the exchange rate dynamics to a large extent. It has been observed that after checking for autocorrelation and applying FGLS, a few factors that were earlier considered to be important are not as significant as expected.

**Keywords:** Rupee depreciation, Fiscal Deficit, Inflation Exchange Rate, Appreciation, Depreciation, Rupee Fluctuation.

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## Effective Corporate Social Responsibility and Sustainability: Emerging Market SMEs Perspective

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The prominent role played by small and medium enterprises (SMEs) in India underpins the current study to suggest strategic approaches to implement corporate social responsibility (CSR). This study aims to put forward the factors of CSR activities that enhance its effectiveness for SMEs. To achieve this objective, the variables were identified from the relevant literature. Using the factors, an exploratory examination was performed to assess their suitability in Indian context and data was collected from 121 manufacturing companies using structured questionnaire based on pretested scale and the proposed relationships were tested through partial least square structural equation modelling (PLS-SEM). The results show the overall model fit, and empirical examinations support causal relationships between effective CSR and corporate sustainability (CS). The outcomes of the study are in conformance with the past research works. Thus, it is inferred that environmental CSR and partnership are crucial for the effectiveness of CSR in medium enterprises. The results indicated that effective CSR mediated the relationships of CSR synthesis and priority of the board with corporate sustainability. The outcomes of this study are useful for SME to establish a formal approach towards CSR and meet the needs of business and society in the twenty-first century.



**ABSTRACT**

**Corporate -Start Up Collaboration: A New Mantra to Achieve Competitive Advantage**

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The global business world is under extreme pressure to visualize shift in the potential market caused by disruptive technology and rapid digitization. The internal innovation cell of a process based corporate house, quite often, is not agile enough to compete with the passion and enterprising spirit of the startup. A collaboration with or acquisition of a startup allows both the corporate and the startup to enhance their critical success factors, and consolidate their competitive advantage. This paper throws light on the nuances of the corporate-startup collaboration and acquisition, and will also present a case study of the Walmart's acquisition of Flipkart to position itself in the rapidly growing digital market of India.

**Key Terms:** shift, innovation cell, disruptive technology, digitization, enterprising spirit, competitive advantage

**Does Input Subsidies Crowd-Out Public Investment In Indian Agriculture: An ARDL Approach**

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**Kirtti Ranjan Palta Singh**

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The empirical issue of input subsidy and public investment has remained unsettled in the literature; the present study has tried to check the association empirically at national level for the period of 36 years (1980-2015) as well as at sub-national level for the period of 26 years (1990-2015). The main aim of the study is to confirm whether input subsidies divert the resources/ crowds-out public investment in Indian agriculture. The negative relationship has been confirmed by the adoption of ARDL and Panel ARDL. Thus the empirical results has made it clear that input subsidies divert the resources used for public investment/crowds-out public investment in Indian agriculture. The policy implication of the study suggests immediate arrest of input subsidies in the sector.

**Key words:** Input subsidy, Public investment, Crowding-out, Indian agriculture.

## The Mismatch Between Hopes and Reality of Self Initiated Expatriates, Evidence from India

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**Susana Costa e Silva**  
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The paper discusses the gaps between perception and reality about the 'benefits of international migration' of skilled workers from developing countries, in terms of a desire for an economically better, richer and quality life. The study has approached the questions of how much real quantitative and qualitative benefits accrues from 'self initiated expatriation (SIE)' by skilled workers from a set of Indian cities, by immigrating to other countries, considered to be more developed. Authors use existing databases of over 174 most popular cities around the world to analyze the merits and demerits of SIE decision of workers from selected Indian cities. Collected data has been analyzed using proposed 'improved life' twin composite indexes and comparing the cities of origin and destination to see how the decision taken revealed to be for potential migrants from India looking for greener pastures beyond their home country borders in the hunt for perceived economic and 'quality of life' benefits accrued through relocating themselves and their families to most popular cities abroad.

The cities of origin and destination are compared using the twin composite city indexes based on two proposed major SIE orientations. Using these twin composite city indexes, authors have compared the real benefits of SIE by Indian skilled workers to different cities around the world. Using the same method, the paper has also identified preferred overseas destinations rankings based on both proposed 'quality of life' orientation and on 'local purchasing power' orientation of SIE seekers.

**Key Words:** SIE orientations, city Index, quality of life, developing countries, local purchasing power

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## A Comparative Case Study of Customer Experience of Purchasing Fresh Fruits and Vegetables at Organized and Unorganized Retail Formats.

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**Naveen Sharma**  
Independent Entrepreneur  
Real Estate

India is presently witnessing a retailing boom with the entry of a bouquet of retail formats in addition to traditional methods of retailing still flourishing side by side. With the entry of domestic corporate sector in domestic retailing both offline and online, and possibilities of foreign multi brand retailing opening up soon in India's retail space the color of India's retail is getting brighter and diverse. Valued at almost 900 Billion \$ India's retail industry is among the fastest growing in the world today. Ranking as second only after China with a world retail share of more than 18% of the fresh fruits and vegetable (FFV) retail category, the organized and unorganized retail of this category is among the most talked about product in India's retail scene.

In the current study, FFV has been studied in the context of customer shopping experience with a variety of retail formats covering both organized and unorganized sector. While the absolute share of organized retailing in FFV is no more than 20% as of today, the growth in O retail of FFV far exceeds the unorganized sector. The study is grounded on pre structured questionnaire and responses from customers of their shopping experience at different formats of retail in FFV domain. The results of the study indicate that while organized retailers like Reliance Fresh have potential to minimize the wastage of fresh produce in logistics and distribution and potentially higher price realization for the producers, the customer is not particularly satisfied with the fresh produce at the point of purchase.

**Key Words:** Organised retailers, FFV, retailing, customer shopping experience, retail formats





## ABSTRACT

### Empowering People Through Digitalisation of Cooperatives in India

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Empowering people through digitalization has become a key challenge for every sector/organization. This has become a prime demand of the market economy. The easy availability of internet has revolutionized the communication structures, as everyone wants to capitalise on the advantages of digital boom in our country. No doubt, the Digital India Programme of the Government is very ambitious, and it promises to transform India through digital revolution. For this Mission to succeed, the organizations which are empowering in character, democratic in orientation and having strong network and reach, can play an important catalytic role in digital empowerment. No doubt, the cooperatives in India ,with their wide network and reach, can play an important catalytic role in digital empowerment.

Cooperatives have played an important role in empowering the poor and vulnerable sections of the society. The cooperative banks face a big problem of technology upgradation as many of them lag behind other commercial banks in availing the basic facilities of computerization. The cooperative organizations have conducted several digital awareness programmes in the wake of challenges posed by demonetization.

Viewed against this backdrop, my paper will explore various digital initiatives taken by the cooperative organizations in India. Explaining how these initiatives are empowering the poor and downtrodden sections of the society, the paper will highlight how digitalization can empower the youth in a big way. The paper will conclude that cooperatives can be the leading players in digitalization programmes of Government of India.

**Key Words:** Cooperatives, Digital India, digitization, digital awareness, government programmes.

### Purchase Experience and Repurchase Intentions of Online Shoppers: An Empirical Review

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The aim of this study is to outline the existing literature on purchase experience and repurchase intentions of online shoppers. It is important to study the concept of purchase experience and repurchase intentions of online shoppers thoroughly because online shopping is distinct from brick and mortar store shopping. Online shoppers cannot touch or feel the product at the time of purchase, they can only see the product. The online shopper is affected by different factors throughout the purchasing process. These factors lead to providing better purchase experience, satisfaction and engage them to visit and purchase again from the same online store. Further, this study explores those factors which affect purchase experience and repurchase intention of online shoppers by reviewing the extant literature. The findings of the study revealed that positive purchase experience of online shopper leads to repurchase. Online stores need to identify and work on factors that contribute to customer dissatisfaction. Online stores, especially in developing countries have to work diligently in providing best purchase experience to attract and retain buyers.

**Key Words:** purchase experience, repurchase intentions, online shoppers, brick and mortar, customer dissatisfaction.

## Effectiveness of Yoga Education on Stress Management of Management Professionals with Reference to Service Industries

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Service Industry is expanding very quickly in everywhere throughout the world. Hence, Occupational Stress at work place is a major issue however it is a natural phenomenon. Stress management is currently a frenzied issue as far as to locate a compelling and appropriate system to cope with stress in the organization. Asanas & Pranayama are being prescribed in their investigations and generally utilized by past researchers to locate its Utility on Stress Management. Asanas and Pranayama are additionally well known since the old time for lessening stress at work place. This investigation was intended to discover the adequacy of Asanas and Pranayama on Stress level of the managers in the Service Industries. 120 participants (Management Professional) were chosen for the study and went to yoga sessions for one month.

Yoga Session comprises best five Asanas and Pranayama dependent on their viable and greatest advantage on stress. Five Asanas are Mandukasana, Sukhasana, Vajrasana, Savasana and Balasana and similarly five best Pranayama are Bhramari Pranayama, Bhastrika Pranayama, Anulom Vilom, Ujjayi Pranayama and Kapalbhathi Pranayama.

The outcomes of following one month practice of yoga Asanas and Pranayama demonstrate that there is positive effect on anxiety (Stress) of the managers and feeling of anxiety (stress) was down at all levels.

**Keywords:** Service Industries, Asanas, Pranayama, Yoga Education, Stress Management, Management Professionals.

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## Impact of Digitalisation on the Indian Economy

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Digitalisation has become an integral part of people's life. It has impacted the Indian economy in many ways such as better productivity in industries, connecting people around the world, economic growth along with this it has provided a platform to share information in different ways so that it can be easily understood by the layman. The digitalisation has also helped in the better governance in India and the finest example for it is direct benefit transfer on LPG.

The objective of this paper is to study the positive and negative impact of digitalisation on the Indian economy and how it will help the economy to reach its goal of \$5 trillion economy.

**Key Words:** Digitalization, Economy



## ABSTRACT

### Containerisation & India's Trade: Case Study of Container Corporation's (CONCOR) High-Tech Initiative

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"Containerisation" has given boost to global trade since its inception. The use of containers in handling consignments during exports and imports, has made the entire operations of transshipment and handling highly efficient and thus boost to trade and economy. In India, the Container Corporation (CONCOR) of India Ltd. is one such "Maha Ratna" company of the Government of India. Since inception in 2008, CONCOR has achieved many milestones and its recent foray in use of high end technologies & digital technology towards total multimodal transportation solution is a classic case of success. The present article deals with CONCOR and its high-tech thrusts in achieving goal of enhancing Indian economy through containerization.

**Key Words:** Containerization, CONCOR, Technology thrusts

### India's Defence Exports in Digital Era: Policy Implications

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Traditionally, India has been the largest importer of defence equipments in the world. During the cold war period, India's heavy reliance on Soviet Union was based on its geostrategic considerations. However, after the post-cold war the shift towards US-led western countries was perceptible. From historical perspectives, India's loss to 1962 war compelled its leaders to shift its focus from being "technology importer" to "Indigenous technology creator". India had to face technology control regimes which deterred it from getting high technology from other countries. This has led to the Government of India towards framing new policy initiatives and encouraging private participations in manufacturing which were earlier strictly reserved for public sector units and ordinance factories (OFs) under Ministry of Defence.

Such new policy initiatives not only wants to save the scarce FOREX, but also manufacture world class products with the intent to export them to underdeveloped & developing countries for commercial gains. To achieve this goal, government has tweaked many existing laws and has started few initiatives like strategic partnerships with private entities, defense deals for technology transfers, formation of dedicated defense corridors and creation of new policy guidelines. The present paper will explore such initiatives in present digital age and make a "cost benefit analysis" for the Government. For the ease of private manufacturers, Ministry of Defence has also issued a set of guidelines as "Standard Operating Procedures (SOP)" to promote competitiveness globally.

**Key Words:** Indigenous technology creator, technology importer, technology controls.

# SPEAKERS



Don Roy

**Mr. Don Roy**, is President, University of Fredericton Canada. With an undergrad degree in Commerce from Dalhousie University, Don Roy spent over 20 years founding companies in real estate, business, construction, land development and restaurant industries. His career had been widespread and varied, yet after seeing an advertisement for an EMBA during a flight, he decided to embark on a new adventure. At that time, an in-class degree was his only option, so Don spent two years attending classes every other weekend and studying up to 20 hours per week, all while being a single parent. Don has always been an innovator and after completing his EMBA, he knew there had to be a more flexible and accessible way to complete this degree.

With this in mind, the University of Fredericton became a reality and has become an institution that offers a unique type of course delivery. Since its inception, UFred has blossomed and improved the careers of many, but Don is not done with it yet. In the future, he sees UFred “really pushing the boundaries of advanced learning technologies.” With Don’s passion, knowledge and hard work, the University of Fredericton will continue to educate those with busy lives and growing careers.

**Mr. Jonas Sandermoen**, Director UFred, Canada is Bachelor of Laws (LL.B.) and Master of Laws (LL.M.) from Aarhus University in Denmark (Cand.jur). He is Co-Founder of Stoeve, Sandermoen & CO AS, a Norwegian real estate company. Currently, works as Managing Director at 3ALT AG in Zug, Switzerland, an eLearning company that offers a range of learning services also Member of the Board of Directors at University of Fredericton, New Brunswick, Canada.



Jonas Sandermoen



Dr. Sheri McKillop

**Dr. Sheri McKillop** is Vice President of Academics at University of Fredericton, Canada. When the University of Fredericton came to fruition, Dr. Sheri McKillop already had more than 30 years of business and post-secondary experience. As part of the original team, she has roots in the University and its mission. She not only loves working for the University, but is also a graduate of UFred’s Sandermoen School of Business’ EMBA program. Wanting to advance even further in the field of post-secondary education, Dr. McKillop chose to pursue her Doctorate of Business Administration from Northcentral University. She used her dissertation to focus on the unique benefits that online education has when it comes to employability.

Dr. McKillop’s education background and career experience are the reason she is so suited for her position at the University of Fredericton. She considers herself a lifelong learner who is passionate about delivering quality education to working professionals and is dedicated to doing so each and every day. Throughout her years in business, Dr. McKillop has been given many opportunities, including being asked to lecture at both national and international levels. She has authored a column, appeared on television and radio. Dr. McKillop has brought her passion and experience to her position at the University and is a role model to both the staff and students alike. She is not only a large part of UFred’s growth, but also a part of each and every student’s success.

## Mr. Amit Agnihotri

Convener, Indian Management Conclave (IMC)  
Founder, MBAUniverse.com

Mr Amit Agnihotri is the Founder & Convener of Indian Management Conclave (IMC) and MBAUniverse.com. After earning his PGDM from MDI Gurgaon, Mr Agnihotri started his corporate career at world’s largest media and advertising network - WPP. Soon he turned a serial entrepreneur. In 2000, he co-founded exchange4media Group which owns many media publications in India.

In 2008, Mr Agnihotri MBAUniverse.com, an online platform to connect Top 100 Bschools with prospective students and other stakeholders. Today, MBAUniverse.com is India’s largest and most respected online portal that has helped more than a million students in achieving their MBA goal.

In 2010, Mr Agnihotri conceptualized INDIAN MANAGEMENT CONCLAVE which is regarded as India’s biggest MBA Education conference. In 2015, he also founded ASIAN MANAGEMENT CONCLAVE, in partnership with Singapore Management University (SMU), Singapore.

Mr Agnihotri has co-authored many books on management education including Envisioning Future of Indian MBA Education (McGraw-Hill, 2015) and Enhancing B-School Competitiveness (Pearson, 2016). He has co-authored many Whitepapers and invited articles. He has also served on the Advisory Committees appointed by AICTE and is a member of All India Management Association’s Board of Management Studies.

Mr Agnihotri has been invited to speak and participate at International and National management education conference organized by Antai School of Economic and Management, Shanghai Jiao Tong University (SJTU) China, Drucker Forum Vienna, Annual Conferences organized by FICCI, AIMS, AIMA, amongst others.



Amit Agnihotri

# SPEAKERS



Sudhir Zutshi

**Mr. Sudhir Zutshi** is Director Policy & Strategy for UL in South Asia. Sudhir leads strategies and initiatives in public policy and regulations domain to support UL's growth in the region. Sudhir represents UL at important working groups/committees of Government of India and Industry Forums in sectors such as Renewables, Healthcare, Consumer Technology, Smart Cities, etc. He also represented UL at bi-lateral dialogues viz: Energy Corporation Program and Commercial & Standards Dialogue. Sudhir as a Chair of Public Affairs Committee of TIC Council in India contributes to developing strategies and supporting initiatives for a robust conformity assessment framework in India. Prior to UL Sudhir served as Deputy Director- Fast Moving Consumer Goods (FMCG), Food Processing & Direct Sales (DS) Divisions at the Federation of Indian Chambers of Commerce and Industry (FICCI) India's Apex Industry Association.

Sudhir with more than 16 years of experience covering Sales, Strategic Planning, Business Development, Policy Advocacy, Regulations & Government Affairs, holds Honors Degree in Food Technology from University of Delhi and Master's degree in Marketing & International Business from IMSAR- University Department of M.D University.



**Ms. Aditi Mishra**, is serving as Chief Strategy Officer – LodestarUM. As CSO of loadestar, she spearhead the strategic planning product across key clients, crafting solutions connecting brands to consumers. She is also responsible for research, insights, evaluation and accountability for the India subsidiaries. Before Joining the Loadestar , she was the Media director at McCann Erickson.

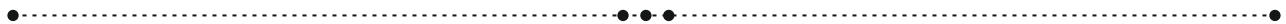


Aditi Mishra



Monica Srivastava

**Ms. Monica Srivastava** is a Marketing Communications & Strategy professional with experience of over 16 years in managing Integrated Marcomm, Digital Marketing, Brand Management, Thought Leadership, for reputed brands in Technology sector. Experienced in devising effective marketing & communication strategies for B2B and B2C audience, achieving a positive impact on consumers, with brands like Oracle NetSuite, Dell, Philips, Nokia, Ruckus Wireless, Belkin, Logitech, Canva etc. Extensive experience in devising effective & award winning communication strategies for audience across various international and Indian brands. Have a global and diverse experience of working across various markets while based in India.



**Mr. Ankit Tandon** is Digital media Ad sales professional, with over 12 years of work-experience. Work profile includes - Planning, developing & pitching of digital media proposals & Video content Sales for original shows.

He specializes into Brand Advertising, Annual deal/Sponsorship, Planning for newer ad revenue possibilities, working closely with analytics to strengthen client pitch/es, Competition analysis over pricing and offering/s.



Ankit Tandon



Rishikesh Patankar

**Mr. Rishikesh Patankar** has more than 20 years of experience in ICT domain including stints at National R & D lab, top universities abroad, and Indian Navy. He holds three master degrees in Computer Science/ITand NET qualified.

He is working as Chief Operating Officer in CSC e-Governance Services India Limited, a SPV under Ministry of Electronics & IT looking after education, Skill Development, Insurance & CSC Academy.



# SPEAKERS



**Dr. Ishan Ranjan**

**Dr. Ishan Ranjan** is Vice President – Client Advisory at Oz Asia Solutions and IBM Ecosystem. With more than thirty years of horizontal experience both in industry-academia, he have worn many hats- career counsellor, academician, editor, business development manager and start up experience across multiple media platforms. Received Bachelor's Degree in Electrical Engineering from IIT Roorkee; Master's in Computer Engineering from Concordia University, Montreal and Ph.D in IT Services from Birla Institute of Management and Technology. Credited with three start-ups in the industry, and have travelled overseas on assignments to USA, UK, Japan, Singapore and Malaysia for IBM, Cisco, AT&T and British Telecom. As the founding editor and business head of Voice-Data - which had emerged as "Bible of the Telecom Industry", with a dominant market share. In academia, have spent over a decade in leadership positions as Professor and Head, and Director with focus on providing a growing and conducive environment to nurture students/ help with industry orientation/internships.



**Dr. Sadaf Siraj** is Assistant Professor, Department of Management, School of Management & Business Studies, Jamia Hamdard. She has a teaching and research experience of more than a decade. Dr. Siraj Holds MBA and PhD Degrees from Aligarh Muslim University in rural consumer behaviour and family decision making.

She has to her credit various books, chapters in edited books and more than 30 research papers in national and international journals of repute. She has mentored many PhD students and holds the position of Research Coordinator at the Department of Management, School of Management & Business Studies, Jamia Hamdard.



**Dr. Sadaf Siraj**



**Dr. D.R. Agarwal**

**Dr. D.R. Agarwal** is an academician with degrees of M.A (Economics), M.Sc. (Mathematics) and Ph.D. in Economics. He has created a national as well as an international record of being the longest serving faculty in the formal higher education sector with continuous unbroken service starting from 26th July 1961. India Book of Records, Limca Book of Records and Golden Book of World Records felicitated him with the feat of Longest Tenure in Academics. He has been teaching under graduate and post graduate classes in economics, statistics and mathematics for more than five decades. Four scholars have already obtained their Ph.D. in Economics and 30 projects of MBA and M.Phil have been successfully submitted under his guidance. He has also taught BSc. Economics and BSc. Management courses at affiliate centre of University of London at NorthCap University for about 10 years.



**Dr. N Ravichandran** is a leading management professional with a distinguished academic and research career. He obtained his MPS from IIPS, Mumabi and Ph.D. from Tata Institute of Social Sciences, Mumbai, India. He has been awarded fellowships and honors by various prestigious Associations / Councils such as Science and Engineering Research Council (1996), The Population Council (1999), South Asian Network of Economic Research Institutes (2005) for carrying out outstanding research activities. He was conferred "ASIA Fellow Award" under the Royal Patronage of H.R.H. Princess Maha Chakri Sirindhorn, Thailand (2008-9) thru ASEAN Scholarship Foundation for his outstanding contribution in the field of public health. He has done pioneering work of creating and promoting research in health policy and health systems and programmes. To establish his credentials, he has published numbers of research papers at national and international level and written Books, which have been distributed widely. His knowledge contribution has been acknowledged in terms of publication of books by SANEI, The Population Council, ICSSR, World Health Organization, United Nations Development Programme and IFES-USAID. Over the past one and a half decades of his distinguished career, he has completed more than 100 research studies and projects supported by various Organizations/ Agencies to his credit. Besides his long-standing teaching experience, he has been conducting management development programmes for professionals in World Health Organization, USAID, United Nations Development Programme, Commonwealth Secretariat, and national and international corporate organizations.



**Dr. N. Ravichandran**





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# प्रबन्ध अध्ययन संस्थान, गाजियाबाद

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