



## DELHI INSTITUTE OF ADVANCED STUDIES

Plot No. 6, Sector-25, Rohini, Delhi-110085

(NAAC Accredited 'A' Grade Institute)

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### NATIONAL CONFERENCE

## “AUGMENTING COMPETENCIES AND STRENGTHENING ORGANISATIONAL STRATEGIES: VISION INDIA”

*I have a vision of a Modern India. I have embarked on a huge mission to convert that vision into reality. My mantra is Development.*

**-PM Narendra Modi**

The generated free flow of capital promoting a more robust and competitive Indian market. The Rainbow Power of India, as envisaged by Shri Narendra Modi, is the fulcrum of most initiatives in the lead to drive the vision of a secure, prosperous and capable nation by 2022- the platinum jubilee year of Indian independence. The seven focus areas embraced are knowledge, democracy, natural resources, agriculture, women empowerment, youth power and India's rich cultural heritage for creating a new India where the poor do not want anything by way of charity, but seek opportunity to chart out their own course. unparalleled developments and reforms in telecom, infrastructure, financial and industrial sector has Initiatives such as Goods and Services Tax (GST), Demonetization, Digital India, Skill India, Insolvency and Code, Passing of Black Money Bill, Jan Dhan Yojana, LPG Subsidy Reforms, Industrial Corridors and Smart Cities etc. are being viewed as economic game changers offering new possibilities to realise the goals of Vision India. India's struggle with the downside risks like cross border terrorism and tension with neighboring countries, the rising employability of population, demands lowdown has made the development task to 2022 challenging. The only way for the organisations to move forward in this cutting-edge environment is using technology to convert their core competence into competitive advantage and developing strong policy action across multiple economic and social sectors so that the challenging development task to 2022 becomes achievable.

To address the challenges and the opportunities through different strategies and models, in the volatile and uncertain environment, every organization needs to diagnose and understand the complexities of market expectations. Modi's vision of New India by 2022, has coined sizeable reforms destined to make lasting, rather than transitory, changes in the structure of the Indian economy and foresee the country as a dynamic and spirited entity in the truest sense of the word. Together, as when the seven colours of the rainbow come together and brilliantly light up the sky, the Rainbow Power shall make India shine as a leader among the community of nations and help in promoting the economy to realize its growth potential and sustain the present growth.

Delhi Institute of Advanced Studies organized a National Conference on “Augmenting Competencies and Strengthening Organisational Strategies: Vision India” on 3<sup>rd</sup> February 2018 to



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deliberate on the effectiveness of the initiatives taken by government and corporate for realizing the goals of Vision India. The conference served as a platform for discussing the challenges associated with the economic and business reforms initiative and helped in evaluating and searching gaps in the implemented plans. Measures were suggested to bridge the gaps for achieving organizational growth and new set of strategies were comprehended for future adoption.

The conference started with the inaugural session which was followed by Technical Session I and II.

The inaugural session commenced with lighting of lamp of knowledge by the Chief Guest Mr. Chetan Walia, Transformation Mentor, Dalmia Bharat Group, the Guest of Honour Mr. Vinod Jain, Hon'ble Chairman, INMACS and Dr. N. Malati, Director, DIAS.





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**WELCOME ADDRESS BY**

**DR. S.N. MAHESHWARI**

**PROFESSOR EMERITUS, DIAS**







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In the backdrop of tough competition and LPG (Liberalization, Privatization and Globalization) wave sweeping through countries across the globe more and more organisations are realizing that they cannot sustain their growth in the long run without augmenting their competencies and strengthening their organizational strategies on a continuous basis. The business leaders aspiring to be successful have, therefore to be on their toes constantly. They should always be thinking of something new, reinventing, branding their production and marketing strategies. Their presence as well as of their business organisations must always, be felt by the competitors. They should always be a force to reckon with under all circumstances. “Love me or hate me but you cannot ignore me”, should always be their mantra for success.

Organisations need all support from the concerned Government to have a business friendly environment so that there is “ease of doing business”. The present Indian Government headed by our Hon’ble Prime Minister Shri Narendra Modi is taking all proactive steps for removing red tape and laying out red carpet for persons interested in doing business in India. Shri Modi’s Vision 2022 is for a New Inclusive India- *i.e.* an India for poor, middle class and women; an India where governance is responsive transparent and corruption free, an India which is one of the best places on the globe to live in and is proud of its leadership. For achieving this distinctive profile we have to perform reform and transform India’s core competency in different areas viz Agriculture and Food Processing, Education and Health care, Information and Communication Technology, Infrastructure Development, Human Resource Management and Self-reliance in Critical Technologies. It may be noted that Vision India 2022, does not belong to any single party, Government or individual. It is a National Vision. Hence each one of us irrespective of our political ideologies, profession, religion, or age should come forward as One Nation to build a New India.

This is also definitely a challenge for our business leaders. They have to function more as effective business leaders as compared to efficient business leaders. This will require them to adapt to and adopt most innovative and contemporary business strategies to ensure that they constantly attain strengthen and achieve their business goals based on ethical business practices.

He conveyed a sincere message with all blessings to the young students, the aspiring future managers that they should remember the future is always created by innovators, thought-leaders, entrepreneurs, business strategists and managers who are willing to take risks. In the present growing and vibrant economy there are vast opportunities for those who are willing to dream, work, sacrifice and are passionate for their goals.

Dr. Maheshwari, thereafter, introduced the guests to the august audience and welcomed them to the institute. He expressed his gratefulness to the distinguished guests, staff members, faculty and particularly to the event coordinators Dr. Shilki Bhatia, Dr. Anju Batra, Dr. Sandeepa Kaur, Ms.



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Monika and their team of cheerful and enthusiastic teacher - student volunteers who have organized and whole-heartedly worked for the success of the Conference.

### INAUGURAL ADDRESS BY

**THE CHIEF GUEST, MR. CHETAN WALIA,**

**TRANSFORMATION MENTOR, DALMIA BHARAT GROUP**



Mr. Chetan Walia spoke on fundamental issues that affect people rather than on any specific managerial or organizational issues. He started his speech by emphasizing on the fact that people all over the world are trying to bring about some change. He told the audience that he was intrigued with the concept of change and also by the fact that people were constantly wanting to bring about some kind of change. He said that people usually follow the notion that change can be brought about by doing something big and different. People all over the world want to do something



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purposeful and meaningful with their lives and they want to contribute in a manner that they can bring about some change in the world.

He asked the audience whether they could answer the question as to why people want to create change and how should they go about it? He emphasized on the fact that people are rather over obsessed with the concept of change. He said that if all of us are wanting to do something big and purposeful in our life, then it can be assumed that currently, we all have not yet found the real purpose of our existence. He said that people were looking out for opportunity where they can create something new and meaningful. He said the real point was to understand how to go about doing something purposeful and meaning to initiate change. He added that so was the obsession with change that even big business houses and educational institutes were flooded with change management theories.

He told the audience that he had, in his initial years of starting his career read that change means to alter or modify something that already exists. It also implies that some part of the old shall continue to be a part of the future. For instance, changing of a film camera to digital technology. He told the audience that change is the buzzword that brings about a functionality difference. Change has led to the creation of new things in defense, education and technology. However, going by the exact definition of change, nothing new has been created, only old things have been altered.

He told the audience that the human mind often confuses change with transformation. He said that an often-misused word in the world of technology and innovation is transformation. It is often said that if something is altered continuously it is transformation or in other words, exponential forms of change is transformation. However, surprisingly, nothing has really transformed in these 5000 years of human existence. To transform is to create something new that has never been seen, felt or heard of by anybody. He said that if we really want to transform ourselves, we shall have to think differently from what we have already created and then we shall be talking about transformation in the true sense of the word. He said that to transform is to create something that till now does not exist. It shall take a lot of human patience, knowledge and effort to bring about real transformation which can truly alter the lives of fellow humans. The day humans can bring about such transformation, they shall truly move on the path of betterment and growth.





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### KEYNOTE ADDRESS BY

THE GUEST OF HONOUR, MR. VINOD JAIN,

HON'BLE CHAIRMAN, INMACS



I feel delighted to be amongst MBA students – Business leaders of tomorrow. Mr. Walia has talked about transformation for augmenting competencies. Competency starts from skill & knowledge, which if used efficiently & effectively may bring small improvement, change or innovation. We witness innovation in technology in manufacturing, services or medicine has brought huge functionality difference & has created billions of dollars making massive financial impact as well. But change cannot, be confused with transformation because whatever has been transformed in outer world is just an improvement. The world was suffering from hunger & wars 5,000 years ago & even today, there is no solution to violence. In spite of all technical advancements we are struggling with basic issues of food, employment & security. Human psyche has not transformed, because we are designed to alter not to be transformed. We are comfortable with predictable & incremental change & try to find an escape route in non-violence. We have



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failed to transform as we are not ready go beyond the construct. Today we are short of creators and decision-makers as we have started following the west, a predictable & safe pattern. India has been a country which created, The First University, Game of Chess, Concept of zero, Ayurveda, trigonometry & USB ports to name a few.

In this world it is up to you to be a follower or creator. Just observe what is known already, apply your thinking & intelligence, develop an ability to look up things afresh and then transform , not only change.

### **VOTE OF THANKS BY**

**DR. N. MALATI,**

**DIRECTOR, DIAS**

Crises and deadlocks when they occur have at least this advantage, that they force us to think.

-Pandit Nehru

The world is emerging to provide opportunities and challenges. The intricacies of the markets over the larger part of the globe are increasing every year and it is for the organizations to innovate, discover and augment business strategies for enhancing organizational performances and help the country achieve the vision India envisaged.

Further, welfare of people, particularly in India, continues to rise steadily. Technological innovation and scientific discovery are also proceeding at a swift pace. Growing competition from the private sector demands a pro-active outreach and marketing plan. Corporate leaders opine that to succeed in this age one needs to innovate technologies, strategies and business models.

Liberalization of economies and globalization of trade have forced organizations to gear themselves up for increasing competition. Organizations have been focusing on building core competencies to face competition. Some of the core competencies adopted by the corporate have helped them in adding customer value, differentiating between competitors and increasing the bottom line of business. The organizations have also seen paradigm shift in competing for core competence leadership. They are also focusing on creating assets and skills that are hard to imitate to ensure that organizations become immune to competition. But, this process should be continuous if the organizations aim to reach at the top.

People are an important component of every organization and today's managers must develop core competencies to survive and sail in the present day competitive world. Exploring new markets, employing attractive marketing strategies, keeping an eye on the demands of the customers and a constant vigil on the potentials of the product of the competitive firms are other pertinent issues.



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Technology also is an important enabler for surging ahead of competition. The changes brought forth on account of new governmental initiatives have also forced organizations to realign their strategies.

She thanked all the participants for coming from far and wide to present their work and to attend the conference and quench their thirst for knowledge. She expressed her gratitude to the management, event sponsors, organizing committee and students for making this event successful.



### TECHNICAL SESSION I

The first technical session was chaired by Prof. Madhu Vij, Faculty, Faculty of Management Studies, University of Delhi. The Special Corporate Guest for this session was CA Amit Bhudhiraja, Practicing Chartered Accountant. The paper presenters in the first technical session discussed about Women Empowerment, Financial Inclusion in India, Green Marketing, Education in India, Bitcoin, E-Consumers in India and on Foreign Direct Investment in India.





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**ADDRESS BY**

**THE CHAIRPERSON**

**PROF. MADHU VIJ,**

**FACULTY, FACULTY OF MANAGEMENT STUDIES, UNIVERSITY OF DELHI**





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Dr. Madhu Vij, the Chair Person of Technical Session 1 of National Conference 2018, taught about how a Corporate would align Competencies and Strengthen the Organizational Strategies. The focus for an Organisation is not only in field of Finance, Strategy or a particular area specific perspective. It has changed in context of the kind of events which were witnessed like Global Financial Crisis, more in terms of our thinking was a big impact but was not felt in India to that much extent which was observed globally.

Events like this also forced our regulators and policy makers to find out what can we do to realign our strategies to cope up with current scenario or how could we be more proactive enough. All that led to a lot of discussion that every B-School around the world should keep into consideration that there should be relook at the curriculum of management Schools, where would our students be lacking and to include that how could we make our students recession proof and there was discussion which went around all over the world like, best of B-Schools also discussed a lot and one thing which did emerge was that our students lacked in Risk Management and Scenario Analysis. Even if we look at Companies Act, 2013, it gives us special focus to Enterprise Risk Management. So, we had included Enterprise Risk Management even in our thinking. It's not only about finance, production, strategy or HRM. Its thinking about whole Organisation.

So, one should think about long term strategy of a Company regarding risk confronted. So, these areas should be taught to students and then align all our functions with our strategies. The other facts which we should include can be done by BOD (Board of Directors), when they asked the questions from the heads of different departments in an Organisation regarding their view points and various decisions regarding enterprise strategies. It could have led to mapped improvement by keeping informed the BOD about the changes in scenario and how the Organisation would cope up with the same. She elaborated in her speech that the topic and timing of holding the conference is very appropriate. As the topic of the Conference could be very rightly connected to real life and in alignment with disruptions and risk analysis in now-a-days which should be necessarily taught to the students.





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**ADDRESS BY**

**THE SPECIAL CORPORATE GUEST**

**CA AMIT BHUDHIRAJA,**

**PRACTICING CHARTERED ACCOUNTANT**



**WOMEN EMPOWERMENT: TRENDS & CHALLENGES**

**PREETY MEHRA, ASSISTANT PROFESSOR**

**ASIAN BUSINESS SCHOOL**





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Ms. Preety started her presentation by explaining that women empowerment means emancipation of women from the vicious grips of social, economic, political, caste and gender-based discrimination. Women Empowerment itself elaborates that social rights, political rights, economic stability, judicial strength and all other rights should be also equal to women.

Land rights offer a key way to economically empower women, giving them the confidence they need to tackle gender inequalities. Often, women in developing nations and underdeveloped are legally restricted from their own land. Having a right to their land gives women a sort of bargaining power that they wouldn't normally have; in turn, they gain the ability to assert themselves in various aspects of their life, both in and outside of the home.

Improving education for women helps raise their levels of health and nutrition and reduces fertility rates. Education increases "people's self- confidence and enables them to find better jobs, engage in public debate and make demands on government for health care, social security and other entitlements". In particular, education empowers women to make choices that improve their own and their children's health and chances of survival. Further, education empowers women to make choices that improve their welfare, including marrying later and having fewer children. Crucially, education also increases women's awareness of their human rights their confidence and their actual ability to assert those rights.

Women empowerment can be measured through the Gender Empowerment Measure (GEM), which shows women's participation in a given nation, both politically and economically. GEM is calculated by tracking "the share of seats in parliament held by women; of female legislators, senior officials and managers; and of female profession and technical workers; and the gender disparity in earned income, reflecting economic independence". It then ranks countries given this information. Other measures that take into account the importance of female participation and equality include: the Gender Parity Index and the Gender-related Development Index (GDI)

She concluded by saying that empowering women socially, economically, educationally, politically and legally is going to be a Herculean task. It is not going to be easy to change the culture of disregard for women which are so deep-rooted in Indian society. But it does not mean that it is implausible. Only revolutions bring changes in a day, but reforms take their time. This one, in particular, will take its time as well. The idea of women empowerment might sound hard by the yard, but by the inch, it is just a cinch. All we need is a concentrated effort focused in the right direction that would rest only with the liberation of women from all forms of evil.



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### FINANCIAL INCLUSION IN INDIA: A DESTINATION AT THE HORIZON

MAHIMA RANA, ASSISTANT PROFESSOR

DEPARTMENT OF COMMERCE, DAV PG COLLEGE, KARNAL



Ms. Mahima, in her presentation, pointed out that with tremendous growth in digitalization of banking and payment systems, accessibility to financial services has become easier. Still, a majority of people in India remains excluded from this economic growth. According to World Bank estimates there are about two billion adults around the world without any access to bank accounts. In India, the Government and RBI have taken various steps to tackle this problem, but financial inclusion remains an issue. A sizeable section of the population, particularly financially weak and women, remain out of limits from banking facilities. This increases their vulnerability to exploitation at the hands of money lenders, corruption, and other evils of the society. In order to make India's growth inclusive, penetration of financial services sector into the remotest of locations is necessary. Her study aims to explain the need for financial inclusion and focuses on measures taken by the Government of India and the banking sector to bring inclusiveness in the Indian growth story.

She further stated that financial inclusion is no longer a choice. It is an objective which has to be achieved if a country wants to grow in the modern world. Provision of financial services has become a basic necessity because a country can advance in technology and be the innovation leader, but it will be developed and modern in the true sense only when every citizen has equal and undeniable access to basic necessities including financial services. Responsible achievement





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of inclusion is necessary in order to see productive results. The country has undeniably come a long way but a lot is still to be covered. The government and other authorities have to take well planned steps to create a sustainable growth for India. Supervision of proper implementation of schemes and programmes is necessary.

### **INDUSTRIAL INITIATIVES AND REFORMS IN GREEN MARKETING**

**DR. ANJU BHARTI, ASSISTANT PROFESSOR**

**MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**



Dr. Anju Bharti explained that green marketing is a part of the new marketing approach which does not just refocus, adjust or enhance existing marketing thinking and practice, but seeks to challenge those approaches and provide a substantially different perspective. Environment issues are seen everywhere in the world. These issues are very crucial i.e., global warming, waste disposal, climate change, and pollution etc. and influence our daily life. Green marketing refers to holistic marketing concept wherein the product, marketing consumption on disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch into green products and services.

Green Marketing is still in the stage of childhood in the Indian industries. Lots of opportunities are available. This is the right time to go for Green Marketing globally. It will come with drastic



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change in the world of business only if all nations will make strict rules because green marketing is essential to save the world from pollution.

From the business point of view, a smarter marketer will be one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigour, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad.

Ultimately, green marketing is for the consumers who needs a cleaner environment and are willing to pay for it, possibly through higher priced goods, modified individual lifestyles, or even through governmental intervention. This is required to firmly lead the green marketing revolution. An environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally responsible fashion. Finally, it is the responsibility of consumers as well as of industrial buyers who can pressurise organizations to integrate the environment into their corporate culture, ensuring all organizations to minimize the detrimental environmental impact of their activities.

### **REORIENTING THE MANAGEMENT EDUCATION IN INDIA**

**MS. SWADHA AGARWAL, RESEARCH SCHOLAR**

**UNIVERSITY SCHOOL OF MANAGEMENT STUDIES**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**



With the liberalization of Indian Economy and IT revolution in the post-1990, B-schools have expanded scope of specialization in finance, and marketing areas during the last decade. The



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phenomenal growth of MBA or its equivalent Postgraduate Diploma in Management (PGDM) was largely triggered by the growth of corporate sector and industrialization in India. Since Business School graduates played a critical role worldwide in building competitiveness of enterprise and industry, MBA education emerged as the most wanted subject in higher education. Increase in demand for professional managers has also fuelled the growth in number of Business Schools in the country. These MBA institutions have produced a large number of successful business leaders and entrepreneurs who have commanded respect not only in India but internationally. Undoubtedly, India boasts of one of the largest universe of B-schools, but we stand nowhere on the global stage. Our top B-schools lag behind on vital international parameters like research, rankings and accreditation. The Indian MBA education is currently passing through a turbulent period. There is absence of an integrated structure that can monitor and regulate the management education in the country. Lack of an integrated education policy for management education is one of the most serious void in our current system. There seems to be a clear mismatch between the skills that are being taught and developed in these institutions and the employer's expectations from the hired business graduates who will make future managers. Her paper aims at identifying the key skills that are essential to make a successful manager, who can perform his duties well and is well equipped to fulfill the employer's expectations.

An important aspect that calls for attention is the need for a transparent ranking and accreditation system within the country. Many times B - schools claim to have higher ranking than what they are awarded to attract more students. Few institutions also pay hefty sums of money to get an accreditation so as to add more credibility to their institution. It has therefore become imperative to maintain the transparency in the accreditation system so that no misguided information is promoted and students can take an informed decision. Recent initiative of the Ministry of Human Resource Development in India to rank institutions of higher learning under National Institutional Ranking Framework (NIRF) is right step in this direction.

Lastly, the management schools in India must focus on all the dimension of education i.e. knowledge, skills and values in an integrated manner. At present, the prime focus is only on imparting the most upgraded knowledge thus ignoring the skills and values components. So the curriculum must be developed in such a way that a balance is restored between all the 3 dimensions and more attention should now be paid to the values ("the being"). These students would make future leaders of the country and should therefore not just be highly knowledgeable but also of a strong character.





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### **BITCOIN: A CRYPTOCURRENCY EMERGING WORLDWIDE**

**MS. SHAGUN BAKSHI, ASSISTANT PROFESSOR,  
DELHI SCHOOL OF PROFESSIONAL STUDIES & RESEARCH  
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**

**MS. POOJAN BATHLA, ASSISTANT PROFESSOR  
DELHI SCHOOL OF PROFESSIONAL STUDIES & RESEARCH  
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**



Bitcoin is a global digital currency on the internet. People can send bitcoins using applications on their smart phone or computer. It is identical to sending cash digitally. There is a growing number of businesses that are accepting bitcoin for merchandise and services. Research study is descriptive in nature and is based on secondary data.

Bitcoins are encrypted virtual currency, under which payments are made usually by transferring Bitcoins amongst Bitcoin users. It is faster growing crypto currency in the World. Its market value is higher in comparison to it's kind. Originator of currency was Santoshi who started open software in 2009. It is the first decentralized currency not regulated by any governing body. It is based on peer to peer network and transactions are taking place without any middle men in between. Block chain technology is a distributor ledger was the transactions are verified related to all cyrtography. Reward process through which Bitcoins are created is known as mining.



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Exchange in Bitcoins takes place through currencies, services and products. BTC and XBT are ticker symbols that are representing Bitcoins.

Bitcoin is a virtual currency that is growing at a rapid rate. The legal status of bitcoins in India is still not clear as it is not totally banned nor it is regulated yet. The volume of bitcoins is seen to be increasing in India. It is becoming serious competitor to traditional money transfer portals and is a major means of payment in e-commerce. Bitcoins has potential to become one of the leading medium exchange currency. It is speculated that it might help in avoiding capital control, high taxes and confiscation.

### A STUDY OF E-CONSUMERS IN INDIA

**DR. REETIKA JAIN, ASSISTANT PROFESSOR**

**HANSRAJ COLLEGE, UNIVERSITY OF DELHI**



E-commerce has today become a way of our lives. From reading newspapers to ordering food, shopping for daily groceries or important purchases like electronics, formal wear, conducting bank transactions, etc., e-commerce has actually invaded our lives. This is more so when we have moved from being click away to being touch away from internet via our smartphones. Internet is now accessible anywhere and anytime. Mobiles are just a touch away from the consumer's shopping needs, information search, entertainment desires, cab hiring, location tracking, social media connects, news updates and many more applications. This has provided an opportunity for the marketer to stay connected to their customers throughout the day.



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The primary objective of her current study is to understand buying behaviour of the e-consumers in India. Present study investigates some important secondary data sources to highlight the behaviour of e-consumers in India. The study also investigates the global trend of e-consumers world over to point out the uniqueness of the Indian online shoppers. Such investigation can help the e-commerce firms to further harness the unprecedented growth in the e-consumer market by taking care of unique nuances of the Indian online shoppers. Besides, the study can also be of help to the Indian policy-makers to further boost the e-commerce boom by taking care of the grey areas like security issues, increasing the e-consumer trust on online payment mode, internet penetration in tier 2 and 3 cities, easy entry and financing route for e-business and so on.

### **ECONOMIC FACTORS AND FOREIGN DIRECT INVESTMENT IN INDIA: A CORRELATION STUDY**

**KANIKA DHINGRA, RESEARCH SCHOLAR**

**INDIAN INSTITUTE OF FOREIGN TRADE**



Foreign Direct Investment (FDI) plays a pivotal role in the process of economic development particularly in the capital scarce country, where the domestic base of created assets like technology, skills and entrepreneurship are quite limited. It provides financial resources for investment in a host country and thereby augments domestic saving efforts. It also plays an important role in accelerating the pace of economic growth. FDI provides the much-needed foreign exchange to help the bridge the balance of payment or trade deficit. FDI brings complementary assets such as technology, management and organizational competencies and there are spillover effects of these





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assets on the rest of the economy. FDI is treated as a main engine of economic growth and technological development which provides ample opportunities in accelerating economic development. FDI contributes to exports directly and an enhanced export possibility contributes to the growth of the host economies by relaxing demand side constraints on economic growth. The present study adds to the existing literature on determinants of FDI by examining the degree of correlation between FDI inflow in India and several economic factors like exchange rate, GDP, openness of trade etc.

She concluded by saying that as foreign investments are boosted by liberalizing FDI rules related to equity caps, foreign investment norms, it has supported India to attract more FDI in upcoming years. India is the only major country in South Asia where FDI inflows have fallen during 2010. A major reason for the decline in inward FDI is reported to have been the environment sensitive policies pursued, as manifested in the recent episodes in the mining sector, which appear to have affected the investors' sentiments. Added to this are the persistent procedural delays, land acquisition issues. If these factors are considered by the government it can help India in raising its share of FDI. In the sectors where no equity caps exist, it is believed that no such caps should be imposed in near future. The government of India by taking certain FDI related initiatives can improve the economic development of the country.

### **CUSTOMER RELATIONSHIP MARKETING (CRM): THE GAME CHANGER OF MARKETING WARFARE**

**Ms. DANIA FURKAN, STUDENT**

**GURU NANAK INSTITUTE OF MANAGEMENT**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**





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When companies start down the road of Customer Relationship Marketing (CRM), they are attempting to gain loyalty by implementing business processes that focus on enhancing the relationship with their customers. Customer Relationship Marketing is not about implementing better technology; it is about building the process that fosters longer, more profitable customer relationships.

His paper discusses the conceptual backdrop of relationship marketing and attempts to emphasize upon the relevance of this CRM approach in today's highly competitive environment. The thoughts of various management thinkers on relationship marketing approach have been also incorporated and proves that RM is a major manifestation of the ongoing paradigm shift in marketing. This paper also explores the benefits, challenges associated with CRM implementation and discusses the live cases from industry.

When companies start down the road of Customer Relationship Marketing (CRM), they are attempting to gain loyalty by implementing business processes that focus on enhancing the relationship with their customers. Customer Relationship Marketing (CRM) is not about problem solving function or implementing better technology; it is about building the process that fosters longer, more profitable customer relationships

Finally, Customer Relationship Marketing Strategy starts with the commitment of the chief executive and the board. If the attempt at improving relationships is left to one function within the firm - typically sales or marketing, then it is unlikely that the firm will realize its full benefits.

### **AN EMPIRICAL STUDY ON EMPLOYEE ENGAGEMENT AND ITS EFFECT ON JOB SATISFACTION**

**MS. RASHI NAGPAL, MS. TANYA MIRG, MS. NITIKA JAIN, STUDENTS  
DELHI INSTITUTE OF ADVANCED STUDIES**



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Employee Engagement is the fundamental concept in the effort to understand and describe, the nature of the relationship between an organization and its employees, both qualitatively and quantitatively. An engaged employee has a positive attitude towards the organization and its values. This paper tries to identify the concept of Employee Engagement, its policies being followed by the companies, analysing them, taking viewpoints of employees, analysing the feedbacks received and giving recommendations for improvement. The paper applies factor analysis to study employee engagement through demographic variables. The primary data was majorly collected through the Survey Questionnaire Method. The questionnaire contains twenty questions that identifies strong feelings of Employee Engagement. It looks at a Five-point Likert Scale. Based on the above findings from the research it was suggested that organizations should use appropriate training programmes to ensure supervisors to build a supportive environment that can empower their subordinates. Organizations can improve engagement by opportunity thinking, enhancing employee decision making and commitment. The organization must work to develop and nurture engagement which requires a two-way relationship between employer and employee. This paper signifies employee engagement strategies that have been proven to reduce staff turnover, improve productivity and efficiency, retain customers at a higher rate, and make more profits. Most importantly, engaged employees are happier, both at work and in their lives. When one is engaged, it infuses everything one to do with purpose, energy and enthusiasm.

The research shows that that employee engagement in turn results in increase in innovative work related behaviour and satisfaction of employees from their job. Engaging employees is a long term task and cannot be accomplished by one training program, no matter how good its quality is.





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Organisations can improve Employee Engagement and their satisfaction level by opportunity thinking, enhancing employee decision-making, and commitment.

Organizations need to instill a sense of involvement, positive emotions about their work and a sense of community in their employees. Emphasis should be given employee opinions and opportunities should be provided to them to be heard. Transparency from the senior leadership will also make the organization culture more open. Based on the above findings from the research it was suggested that organizations use appropriate training programmes to ensure supervisors build a supportive environment to empower their subordinates.

### TECHNICAL SESSION II

The second technical session was chaired by Mr Inbarajan, Sr Vice-President, Shiksha.com. The Special Corporate Guest for this session were Dr Anup Girdhar, CEO, Sedulity Solutions and Technologies and Virander Kumar Verma, Consultant, Training & Change Management Passport Sewa Office, GOI.

The paper presenters in the second technical session discussed about Growth of Rural Non-Farm Sector in India, Employee Engagement, Digihealth and Online Streaming.





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**ADDRESS BY**

**THE CHAIRPERSON**

**MR INBARAJAN, SR VICE-PRESIDENT,**

**SHIKSHA.COM**







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Mr. Inbarajan. P congratulated the DIAS management for organizing the conference and extended his warm welcome to all the dignitaries and paper presenters. In his address, he emphasized on the importance of the '3C' model which is 'college-corporate-collaboration' model. He said that students are the future leaders, the future managers and entrepreneurs and therefore the industry should collaborate with the students in order to enhance their skillset and make them corporate ready. He advised that students should think about how relevant they are to the current competitive environment and they can only become a good resource by sharpening their skillset.

### **ADDRESS BY**

### **THE SPECIAL CORPORATE GUESTS**

**DR ANUP GIRDHAR, CEO,**

**SEDULITY SOLUTIONS AND TECHNOLOGIES**



Dr. Girdhar emphasized on the relevance of the topic of this conference and found it very apt. He said that in today's competitive scenario, it is very important to understand the challenges of the real corporate world and the conferences like this, provides a platform to the young managers to share valuable thoughts and ideas. Such conferences are really good opportunities for putting



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forwards one's thoughts and are eye opening sessions for managers of all domains. He emphasized on the importance of technology learning and suggested that all managers should equip themselves with the latest technologies to gain speed and growth. He gave the examples of Google and Facebook to explain how ideas transform into reality. It was only through deep discussions and idea sharing that such plans turn into reality. Dr. Girdhar congratulated the management and the volunteers for organizing a successful conference.

**VIRANDER KUMAR VERMA, CONSULTANT,**

**TRAINING & CHANGE MANAGEMENT**

**PASSPORT SEWA OFFICE, GOVERNMENT OF INDIA**



Mr. Virander Kumar Verma shared his personal opinion the future of MBA students is bright because they are right brain dominated professionals and can better understand the human needs and behavior in the working environment. Everyone wants success. It means different things to different people. Money, position, own house, luxury in hotel, world tour or having followers but what is the end result? "One is still not happy" he said. Based on his experience the placement of



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MBA students is not proper. A marketing person doing finance job or a finance person gets the marketing job and students mainly looks for the package not their interest and hobbies.

Think of the scenario when you are not able to do what you love to do, and do not love what you do. He suggests that all the students must give a deep thought before doing a particular degree and specialization. The interview process and degrees only helps one to get a job and give an indication to the potential employer to what extent one will be able to succeed in the job one is hired for.

Educations, job knowledge, skills, aptitude prepares one to handle a particular job or a situation. Your past experiences, your exposure to various situations, interest and attitude add on to your strengths and contribute towards extent of success or failure in your job. Be honest to yourself. Participate in life physically and mentally with full dedication and involvement.

Mr. Verma raised the confidence of the students by saying that they can achieve anything and everything they wish for by setting goals short term and long term and by reviewing them from time to time

He advised the students to work on their commitment and learn the skills of Time management

He said that students should follow the Rules like Yudhistira, be Skill full like Arjun, Be Strong like Bhim, be a good Trainer like Nakul and be a good Planner like Sehdev

He wished the management of DIAS to achieve greater heights of excellence in the field of education and to students not only excel in education but to raise the flag of DIAS.

In the end he mentioned the core five steps to his published theory on Happiness which is highly indigenous in nature and he related it with Maslow's hierarchy of needs. These five steps were "Swasth Raho, Vyasth Raho, Chust Raho, Abhyast Raho and Mast Raho".

### **CRITICAL ANALYSIS OF THE GROWTH OF RURAL NON-FARM SECTOR IN INDIA AND ITS IMPACT ON MIGRATION**

**MR. KARTIK SINGHAL**

**POST GRADUATE STUDENT**





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INDIRA                      GANDHI                      NATIONAL                      OPEN                      UNIVERSITY



Agricultural sector in India is suffering from surplus labor and low productivity leading to disguised unemployment. This results in distress migration from rural to urban areas. As a public policy concern, growth of the non-farm sector is seen as a holistic measure to check this type of migration.

Mr. Kartik Singhal stated that an increase in the number of census towns indicates a rise in the non-farm sector. However, the past decade has also witnessed an increase in migration from rural to urban areas he said. Moreover, the employment in the non-farm sector has remained stagnant during the same period. Several reasons can possibly explain such complexities. Inequalities have remained high in rural areas in terms of income, consumption and social ostracism. Access to credit by rural workforce is challenged by class and caste differences denying benefits to a large portion of the rural populace. But increasing numbers of rural youth are also migrating for pursuing higher education. Mr. Kartik in his paper analyzed the trends in the growth of rural non-farm sector during the past decade and its impact on migration.

RNFS is holding a significant role in the development of rural India. It has become an important source for supplementing rural income. Hence, public policy focus should be on designing a framework and strengthening institutions responsible for creating employment opportunities in the



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sector. RNFS also holds vital importance in alleviating rural poverty and checking distress migration from rural to urban areas.

However, the sector is relatively under-researched part of the rural economy. His paper indicated that the non-farm income from RNFS accounts for a substantial portion of household income. But there exist wide variations in growth of RNFS across states, adding to rural to rural migration.

The rise in education opportunities, taken up by rural youth, as an explanation for the fall in non-farm employment bodes well for the realization that education improves prospects of finding employment in well-paid and regular non-farm occupations or the prospects of getting self-employed in future. It also has a significant bearing on the realization of the benefits of demographic dividend of the Indian economy. Education is immensely important for the upward social mobility of vulnerable sections like women, scheduled castes and scheduled tribes. These sections are majorly involved in agricultural and non-agricultural works. The Indian government has established a mechanism known as SETU (Self Employment & Talent Utilization) which will be a techno-financial, incubation and facilitation program to support all aspects of startup businesses and other self-employment activities.

The flagship scheme MGNREGA has positively contributed towards non-agricultural employment generation and raised the income of rural households. This has also addressed distress migration. The recently allocated Rs. 6000 crores for smarter cities project would further help sustain the non-farm sector and accommodate many low skilled workers.

However, the Indian fiscal and monetary authority needs to check the persistent high rural inflation which adversely affects the real returns to rural populace.

Wealth and credit access also seems to influence growth of non-farm occupations. Lower asset valuations and discrimination in the allocation of loans based on class and caste differences stands as an impediment to growth of RNFS. This needs to be checked through identification of such groups and subsidizing the credit allocation through interest-rate waivers and longer terms of repayment. Moreover, lobbying of the cooperative bank management should be addressed by ensuring transparency in dispatch of credit and the reasons for disapproval.

The analysis of this paper suggested that the poor are inadequately placed to benefit from RNFS sector due to low education levels, wealth and social status. The indirect impacts of an expanding rural non-farm sector on migration and rural development need to be further examined.



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### IMPACT OF LEADERSHIP DEVELOPMENT ON EMPLOYEE ENGAGEMENT OF ASSOCIATES WORKING IN NATIONAL CAPITAL REGION OF INDIA

**MS. NITYA KHURANA, RESEARCH SCHOLAR  
UNIVERSITY SCHOOL OF MANAGEMENT STUDIES  
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**



Today's globalised organisations focus on leadership development practices where in leaders are developed at all levels in the organisation. The importance of employee engagement in helping to create resilient organisations that thrive in challenging conditions and are equipped to take advantage of more buoyant circumstances when they present themselves. Today's turbulent business environment calls for bold leadership. The role of managers and leaders continues to be the area of focus. Leadership has always played an important part in building employee engagement, we have observed that their role is even more crucial.

It is a systematic approach to expand the performance capability of individuals in leadership roles in the organisation. Ms. Nitya defined that her study aimed to map the impact of leadership development practices on different parameters of employee engagement and overall engagement scores of employees in the organisation. A self-administered questionnaire was used to collect primary data of 300 respondents from 20 organisations. These organisations were from different sectors of the economy like manufacturing, automobile, hospitality, aviation, banking etc. The respondents were managers working at different levels in these organisations. On analysing the data, she found that there is a significant correlation between leadership development and





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employee engagement ( $r = 0.71$ ). Regression analysis revealed that leadership development contributes 50% to the overall employee engagement score. She said that from her study it was evident that organisation which invest in developing leaders at each level in the organisation structure are able to facilitate collaborative partnerships, adaptability, agility, communication, feedback, technology absorption, process innovation, productivity, financial performance and employee engagement. Senior Managers in the organisation can enhance employee engagement by identifying leadership potentials among employees and providing them with appropriate opportunities to take up leadership positions.

She concluded that organisations which practice leadership are able to engage their employees more in comparison to those who do not follow. She found that there is a strong positive relationship between leadership development and employee engagement. Also, she explained that the causal model was tested in the paper which represents that leadership development impacts employee engagement.

### **DIGIHEALTH: A NEW APPROACH**

**MS. AASHITA CHHABRA, ASSISTANT PROFESSOR**

**NORTHERN INDIA ENGINEERING COLLEGE**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**





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Many digitized innovations have been occurring in every field but the most crucial and significant diffusion is coming in Health Care Industry. Various analytical tools came up in picture to analyze the health conditions of a patient. Digitization has the potential to affect every aspect of care delivery and operations, enabling smarter choices and better utilization of time and resources and allowing people to spend more time on patient interaction at the point of care. However, technology change is not a solution in and of itself. Rather, transformation is a journey, one that includes organizational changes, workforce empowerment, and clear leadership. Accelerating your organization toward digitization requires fundamental transformation at all levels.

This aim of her study was to show that data being collected in big data for the health care industry will be strong enough to analyze the data with respect to patient's preventive measures. Digitization is empowering its impact over every industry, specifically the medical line, now a day, people are more concerned about their health, seeing the extreme condition of the environment. They need a pre-appointed doctor for facing the health-related issues before hand.

She analyzed the sphere of health care data analytics like predicting disease, providing preventive measures on time. Her paper analyzed several tools analyzing and maintaining data like Apache Hadoop, Microsoft HDInsight, NoSQL, Hive, PolyBase and Big data in MS Excel.

She concluded that a new approach has been taken into consideration that getting familiar with the technology is not only the solution but following the right direction is more important. Patients are advised to change their perception by trusting the new digital technologies. They must not resist to change for letting data analyst work over it with full skills and knowledge. It should come up with extraordinary strategic plans to diagnose and to provide healthy tips to the society. Further it should decrease the morbidity rate in our country. Using Older methods of collecting data should be rectified with the upcoming tools of Big Data, so as to maintain large amount of data smoothly ,efficiently and accurately.

### **IMPACT OF ONLINE STREAMING ON TRADITIONAL TELEVISION INDUSTRY**

**MANYA JAIN, ASSISTANT PROFESSOR**  
**NORTHERN INDIA ENGINEERING COLLEGE**  
**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**  
**TEENA K BHATIA, ASSISTANT PROFESSOR**  
**NORTHERN INDIA ENGINEERING COLLEGE**  
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Video Streaming and broadband connections help users around the globe download and watch large video files from the comfort of their homes. Also, broadband-based television ecosystem has increased with the introduction of 4K Ultra High Definition (UHD) options. Not every available streaming service offers 4K streaming, but the major ones – including Netflix, Stan, YouTube, and Amazon Prime Video – all now offer the option for streaming UHD videos. Their paper explained the impact that video streaming technology and how the video streaming services have made a negative impact on the TV Viewership in today's world. They described the major factors that is mobilizing current generation from TV viewing to broadband-based ecosystem.

They studied the transition of Television industry to modern TV viewing systems. The Television industry has passed through many phases like black and white TV, color TV, LCD, LED, Smart TVs, Plasma TVs, 3D TV's etc with each individual technology having its own unique feature set, benefits and various advantages and disadvantages to the viewers. But with the current technology, users can access more content easily and conveniently, thereby increasing the sensitivity of the content to the customers.

According to their study, till now, Netflix is the best commercial application for online streaming having large number of subscriptions across the globe. Further one of the drawbacks of this large





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amount of content being available on a single click is that users have become less social and more introverts meaning always connected to a device and disconnected from others. There are large number of competitors such as HBO, Amazon Prime, XBOX and Hulu who have just started to produce better versions of original content and streaming services available to gain attention of major audiences. They concluded by stating that the factors which helped current generation to switch to smart systems are more apps and websites for watching are easily available with just nominal cost providing features like portability, convenience and on demand supply services.

At last, TV will still have an important presence in our living rooms but the quality and technology used in Traditional system will keep on evolving to compete with its broadband based competitors.

### VOTE OF THANKS

**DR. SHILKI BHATIA**

**EVENT-IN-CHARGE**



The Event-In-Charge, Dr. Shilki Bhatia proposed the vote of thanks at the end technical session II. She appreciated that the deliberations by the key speakers and the presenters were quite enriching for the audience. She stated that in this era of cutthroat competition, when each company



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is ready to gobble up the other, it is imperative for the companies to find ways to do away with the competition and emerge as a winner. On behalf of entire DIAS fraternity, she conveyed her sincere thanks to all the dignitaries and all the paper presenters who spared their precious time to grace the occasion with their benign presence and enlightened the students with their experiences.

