



DELHI INSTITUTE OF ADVANCED STUDIES

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

(NAAC Accredited 'A' Grade Institute)

(Approved by AICTE & Affiliated with GGSIP University for B.Com(H), BBA & MBA Programmes)

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NATIONAL SEMINAR

“QUALITY ENHANCEMENT AND EMPLOYABILITY IN HIGHER EDUCATION INSTITUTIONS: A HOLISTIC APPROACH”

“We want that education by which character is formed, strength of mind is increased, the intellect is expanded, and by which one can stand on one's own feet”. - Swami Vivekananda

Higher education system in India has expanded in a remarkable way. It is a dynamic and continually evolving sector that keeps adapting itself to recent changes. Quality is the backbone of any education system. There is only a few Indian Higher Education Institutions on the Global Education map which have earned a reputation for high quality services as per International quality parameters. There is a need for all the stakeholders of higher education to come together to ensure quality education, skill development and enhanced employment opportunities for the aspiring young generation of students.

The Government of India has undertaken several policy measures to infuse quality in the overall education system. The Graded Autonomy to universities confers them freedom to hire International faculty, enroll foreign students, enter into academy collaborations and run regular, distance and online learning programmes. Numerous conditions viz. National Institutional Ranking Framework (NIRF), National Assessment and Accreditation Council (NAAC) and National Board of Accreditation (NBA) have designed ranking and rating methods for accrediting programs as well as Institutions/Universities for enhancing global quality standards in education. The compliance with specific norms is mandatory for all i.e. autonomous universities, deemed universities and other institutions for quality sustenance. The culture of research and innovation is being cultivated by various statutory bodies through provisions made for research project grants and boosting consultancy. Introduction of ‘Smart India Hackathon’ and the ‘Innovation Cell’ by AICTE are few steps in this direction. A specific National Policy on Skill Development launched by the Government of India also aims at honing the pragmatic knowledge and skills of the students to grab better employment opportunities in today's competitive corporate world.

Quality Enhancement in Higher Educational Institutions is an unending journey towards excellence. However, it may be pertinent to understand various hurdles faced by the institutions. Short-term approvals are granted to the institutes by numerous regulatory bodies like AICTE, UGC, State Governments and affiliating Universities; and in this process even well-established Institutions end up in unnecessary loss of productive hours due to extensive documentation. Non-revision of fee structures in tune with inflationary factors and the competitive educational quality requirements act as one of the major deterrents for future planning and the progress of institutions.



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Profiteering is bad, but not profit-making. However, the perception that an educational institution should be a non-profit-making organization, does not result in internal generation of funds by the institution for its continuous development, improvement and upgradation.

As a result, the institutions are susceptible to various problems like shortage of quality faculty, inadequate infrastructure, insignificant research work, limited corporate-academia exposures and linkage etc. All this creates a mismatch between industry expectations and the quality of graduating students. Addressing these issues can only be made possible when there is change in perception of all stakeholders and the regulatory authorities function more as facilitators rather than mere regulators, allowing the institutions to progress freely and gracefully.



The seminar aims to highlight problems faced by the educational institutions in imparting quality education, to discuss probable solutions to be considered by policy makers in providing support to institutions and making them true partners in the nation building process.



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INAUGURAL SESSION

Welcome Address by

Dr. N. MALATI,

DIRECTOR, DIAS

I wish to express my pleasure and satisfaction that the Department of Management of the Institute has organized the National Seminar on “Quality Enhancement and Employability in Higher Education Institutions: A Holistic Approach”.

India holds an important place in the global education industry. It has one of the largest networks of higher education institutions in the world. With the world's largest population of about 500 million in the age bracket of 5-24 years a great opportunity for a boom in education sector is foreseen at an expected estimate of US\$ 101.1 billion in FY19. This is in tandem with the aim of the government to raise its current gross enrolment ratio to 30 per cent by 2020. The number of colleges and universities in India reached 39,050 and 903, respectively in 2017-18. India had 36.64 million students enrolled in higher education in 2017-18. The country has become the second largest market for e-learning after the US. The sector is expected to reach US\$ 1.96 billion by 2021 with around 9.5 million users.

The biggest challenge that the higher education institutions have is that of enhancing employability of their students. Questions are being raised when it comes quantitative dimensions of education. Various issues like employment skills, employment related questions, success and failure in work, understanding the skills needed by management qualified employees entering the workforce and their relation to education must be understood. Generic employability skills are important because the labor market is intensely competitive, and employers are looking for people who are flexible, take the initiative and can undertake a variety of tasks in different environments. Employability skills are not as narrowly prescribed and defined as in the past and generally, they are more ‘service oriented’, making information and social skills increasingly important. Producing employable graduates’ forms part of the process of educating. It encompasses the full educational spectrum of values from imparting knowledge and understanding to developing skills and attributes.

The need of the hour is to design and deliver the curriculum keeping in view the requirements of the business organization. This will enhance the preparedness of the students and ensure a smooth transition into the corporate world

I wish to congratulate the specific contributions of Dr. Anju Batra, Ms. Charu Sarin, Ms. Kanika Dhingra and Ms. Divya Jain for bringing out the proceedings of the seminar.



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Welcome Address by

Dr. S.N. Maheshwari,

PROFESSOR EMERITUS, DIAS



Institutional excellence today is the single most important factor that differentiates a respected institution from others who are just about surviving. The ingredients of institutes excellence include not just imparting education but also benchmarking against global standards. It is about achieving excellence in everything that an institute does to impart quality of education and employability.

Since the last one decade, much concern is being expressed not only by academicians but also by policy-makers, and even media about the poor quality of education in higher education sector. The approach paper to the 12th Five Year Plan also vehemently argues that the focus should not only be on increased enrolment but also on improved quality in expansion of higher education sector. The studies conducted by different researchers have found a positive correlation between quality of education and employability. The Indian graduates, as compared to their counterparts, have a low degree of employability. Since globalization has intensified the competition on developing a



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high-quality labor force which can deliver the best products and services at the lowest possible cost.

Improving and upgrading the quality and employability of graduates are matters of serious concern for all the stakeholders, be the planners, the industry or the educational institutions. There is a need to understand and recognize that the knowledge, skills and productivity of the growing, young and dynamic work force is the backbone of a country's economy.

INAUGURAL ADDRESS BY CHIEF GUEST

PROF. R.K. MITTAL





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KEYNOTE ADDRESS BY GUEST OF HONOUR, SHRI. RAJESH AGRAWAL





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VOTE OF THANKS BY DR. N. MALATI



TECHNICAL SESSION 1

The technical session was chaired by Prof. Anil Kumar Saini, Professor, University School of Management Studies, GGS Indraprastha University, Prof. Veena Gupta, Principal Scientist, ICAR- National Bureau of Plant Genetic Resources, Ministry of Agriculture, PUSA Campus, New Delhi, and CA Sharad Maheshwari, Maheshwari Sharad & Company, Chartered Accountants.



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ADDRESS BY

PROF. ANIL KUMAR SAINI, PROFESSOR, UNIVERSITY SCHOOL OF MANAGEMENT STUDIES, GGS INDRAPRASTHA UNIVERSITY: SESSION CHAIRPERSON



It is a common understanding that there exists a strong relationship between quality and employability. Quality is an on-going process, and not terminal. It is achievement of higher efficiency and higher effectiveness. There is a need to understand the impact of quality dimensions on employability. Even if enough job opportunities are existing in the job market, still corporates are unable to find good candidates. Gap exists between the quality of education and corporate's expectations. For overcoming this issue, youth need to have a T-type of personality. Having knowledge in one domain knowledge area is not enough. Students must work towards skill orientation. There should be overall grooming. The new concept of CBCS (Choice Based Credit System) is the need of the hour. In this system, along with basic knowledge, students are enabled to choose subjects in a specific area based on their desire, own interest, strengths or personality. This model will enhance the efficiency of education system and induce passion among students. The seminar will be able to provide insights on enhancing quality education leading to increase of employability.



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ADDRESS BY

CA SHARAD MAHESHWARI, MAHESHWARI SHARAD & COMPANY, CHARTERED ACCOUNTANTS

SPECIAL CORPORATE GUEST



He talked about the quality of education and employability from the perspective of a market situation. Educational Institutions are the production facility and at the receiving end is the Industry and students are the products. But are these students employability ready. Current education system is not efficient enough to produce students who are job ready. Importance of skill has to be increased, as only 25% of educated Indians are employable. The system lacks future estimation of skills which would be required 4-5 years down the line.

He further discussed the challenge to meet the automation growing at such a fast pace. Competition is very severe these days. One need to learn how to go beyond the algorithms. The Institutional limitations include the role of regulatory bodies, resources and funds and the course span time generally 3-4 years. The possible solution is to look at 4 C's (Critical Thinking, Communication, Collaboration, and Creativity) and more mental flexibility which relates to mental emotional stability and the behavior to let go certain things. Life is about focused learning and learning by self. The onus lies on the individual itself more than on the Institute.



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ADDRESS BY

PROF. VEENA GUPTA, PRINCIPAL SCIENTIST, ICAR- NATIONAL BUREAU OF PLANT GENETIC RESOURCES, MINISTRY OF AGRICULTURE, PUSA CAMPUS, NEW DELHI: SPECIAL CORPORATE GUEST



Education liberates the intellect, unlocks the imagination and increase self-respect and confidence. It is the key to prosperity and opens a world of opportunities. Currently attention of education and policy makers is inclined more on skill development and vocational courses. After passing out of courses, students should have something to stand upon by based on their knowledge and acquired skills. Importance of education has also been emphasized on Sustainability Goals defined by United Nation. These goals are defined for 2030. Goal number four deals with quality and equality of education for all those who deserve it. Education will enhance the well being of an individual and when they apply their skills it will lead to the growth of economy and in turn our country. Quality education is not limited to scoring high grades but should be focused on inculcating various skills in students whether it be social, economic, emotional, mental or physical. It should be coordinative development for overall personality regardless of socio- economic status, gender, caste or geographic location. It prepares the student not just for learning but living the life. Quality education gives student everything to be



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successful. Quality education is dependent of excellence of teachers, having a student- centric approach, better student- teacher ratio, implementation of application-based curriculum and more use of high-end technology in education, strengthen placement departments. Competency based education will definitely lead to a higher rate of employment.

DETERMINANTS OF EMPLOYABILITY AMONG GRADUATES IN DEVELOPING COUNTRIES

MS. SAKSHI ANAND, *Assistant Professor, DIAS* **DR. SUPREET SINGH**, *Assistant Professor, DIRD*



In the paper they compared the skills which are required and where the students are lacking and how can academicians help them to overcome. According to them Academicians are still paying more attention on knowledge components. In fact, changing attitudes, self-efficacy beliefs and developing skills, which are highly needed, have become great challenges.

They added by saying training for employability is important, both in terms of general education and more specifically for future employment. One of the major problems facing the employability agenda is the discrepancy between what academics view HE to be for, and what the government views HE to be for. The mismatch between the degree and the demands of the job market as the main reason of this issue Curricula designed to enhance employability are also of benefit on purely educational grounds too, and can be divided into four areas:

- 1) knowledge and understanding of the subject that has been chosen to study,
- 2) developing skills, both subject specific and generic (key) skills,



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- 3) self-efficacy beliefs,
- 4) strategic thinking or reflection – thinking about what you have done and how it has helped you develop as a person, not just doing it (*c.f.* Knight & Yorke, 2001).

These dimensions will be developed through the programme of study, the methods of learning, teaching and assessment that the student experiences, through any paid work that is undertaken whilst at university and through their social life and involvement with Guild activities. Employability is about much more than just key skills. They concluded by saying that there is a need to take care that we do not focus on key skills development at the expense of other important areas – developing the self-more generally –for good citizenship and lifelong learning.

RELATIONSHIP BETWEEN EMPLOYABILITY AND EMPLOYMENT SKILLS

DR. KAVITA

Assistant Professor, DIAS, GGSIPU

The paper was a review document that attempted to articulate the opinions of researchers on employment skills, employer's views on employment skills, the gap in employment skills and overcoming the skills gap. This paper aims to achieve the following objectives:

- 1) To provide an overview of Higher Education and Employability.
- 2) To analyse the employment skills and perspective of employers.

Her study says that the employability status of the respondents is in need to improve condition. Being good at the one skill cannot facilitate the competency in other. So today's scenario is that the applicant who is multi-tasking can sustain and gain in the employment. Hence the focus towards the learning should start from the education and then should go further till the end of the learning. And learning is continuous not actually gets over by completion of the curriculum. Hence to this regard individual centric approach is needed. The Indian educational governance is the one which is in earnest need of reforming. Besides that, instructors should practice employability skill during teaching and learning session so that it could assist students to understand ways of applying the skills by themselves.



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THE SAGA OF INDIAN HIGHER EDUCATION: PARADIGM SHIFTS AND THE ROAD AHEAD

PROF. PUJA KHATRI

Professor, USMS, GGSIPU

MS. KHUSHBOO RAINA

Assistant Professor, DIAS, GGSIPU



Ms. Khushboo and professor Puja presented a paper on the saga of Indian higher education: paradigm shifts and the road ahead. their paper talks about the status of the Indian higher education system since early ages and the reforms which it had undergone. The study was a sound conceptual ground for the academicians, regulatory bodies and researchers having similar interests. They added by saying that higher education trains people to take up different economic roles in society and spurs technological innovation that drives economic growth. It is important that the country's capacity in higher education is aligned to the demand for skills from the economy, which would include the demand for teachers from the education system itself. Indian higher education system has treated knowledge as a form of worship since ages. Once, students from all over the world used to come here and gain education. With the passage of time, the structure and demographics of this sector and the relevant shareholders changed completely. The Mughal period and the British era saw major degradation in context of the accessibility and quality of education. Post-Independence, major reforms were introduced in the education system and since then, it has only been upgraded. The Government of India is taking steps for reforming this sector and one of the major points of consideration is the "quality of faculty". The Universities for Research and



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Innovation Bill, 2012 has been approved for establishing new universities in public mode with private funding to promote research and innovation. The regulatory bodies need to collaborate with such universities to develop their faculty. The associations made with Western universities are generally for students; programs like student exchange program must be initiated for faculty as well. The commitment so generated by nurturing satisfied faculty will create an engaged faculty workforce. There is a huge difference in the functioning of a university in a Western nation than India. Lack of autonomy, development opportunities and practices so used are far ahead in universities abroad. Though UGC in India is focusing on the improvement of teaching and research environment here, universities with potential for excellence have been recognized and are being given importance by the apex regulatory body. They concluded by saying enhancing quality of faculty and improving recruitment processes are the major points for consideration..

A STUDY OF ROLE OF BRAND AMBASSADORS IN SOCIAL AWARENESS

MS. AARTI DEVI

BBA Student, RDIAS, GGSIPU

DR. SMITA MISHRA

Professor, RDIAS, GGSIPU



The aim of the paper was to obtain the relevant knowledge regarding effect of promoting business through brand ambassadors by their image in the society. Furthermore, light on social awareness



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has been given to make people understand about the product and effect of products on their life. They added by saying that this paper will tell us how much a customer got affected or attracted to the brand just because of the brand ambassadors and how effective are brand ambassadors in spreading social awareness. This paper supports the research questions that include consumer behavior and another important concept of effect of brand ambassadors on the mind of customers for social awareness. Also, the result of the study showed that customer is getting aware about their good and bad and social awareness becomes a very huge part of today's advance customer life.

TECHNICAL SESSION II

The technical session was chaired by Dr. Vibhakar Shrimali, Professor & HOD of Electronics & Communications, G.B. Pant Govt. Engineering College and Mr. Kunal Gera, Founder, Reegera Hospitality & Reegera Fintech, Faridabad.





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ADDRESS BY

DR. VIBHAKAR SHRIMALI,

PROFESSOR & HOD OF ELECTRONICS & COMMUNICATIONS,

G.B. PANT GOVT. ENGINEERING COLLEGE



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He discussed about the concept of quality enhancement and employability in higher education system. A student is required to learn over a course duration but in Indian Education System we are simply looking over to complete the course and finish off with flying colors in exams and no focus on what is the skill that is acquired. The skill needs to be acquired on the basis of the experience and the experience is associated with involvement. For quality enhancement students should be involved in learning process and the curriculum does not involve skill-oriented learning.

The interaction and involvement of student in learning is very important aspect rather than just simply showcasing the concepts on PPT and explaining it. He further discussed that when a student enters a course, the institute and the teachers are required to involve with each student and identify his skills. The further grooming and teaching should be provided according to the skills which one have. Employment comes automatically with skill and what skill is acquired is the most important aspect of learning.



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MR. KUNAL GERA,

FOUNDER, REEGERA HOSPITALITY & REEGERA FINTECH, FARIDABAD



Mr. Kunal Gera is a daring young entrepreneur from last seven years who has opted for a learning-oriented path instead of following a defined & rewarding road in business. He is a business Analyst and Founder, Reegera Hospitality & Reegera Fintech, Faridabad. While addressing the audience he said that in student life, it is the responsibility of students to learn unknowns and to explore knowledge beyond the curriculum. They should find out what skills are required in the job market and how to get themselves equipped with these skills. Since employers a long list of expectations, students in general are not aware of those expectations, roles and skills. Here comes a problem in their employability. He suggested students to learn upcoming skill-set in the following areas, as per industry requirements in recent times:

- ☐ P2P learning
- ☐ Cyber Crimes



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- ☐ Block Chain
- ☐ RPS
- ☐ ANS Fraud Detection
- ☐ Credit Score Cards
- ☐ Transaction Based Credits
- ☐ Recommendation System
- ☐ High Frequency Trading

He also suggested faculty to help students to acquire these skills for better employability by engaging them in live projects as well as more industry-oriented interactions, etc. This may help a lot in enhancing the quality education as well as employability.

MOTIVATIONAL FACTORS BEHIND INTENTION TO USE ICT IN HIGHER EDUCATION: AN INDIAN PERSPECTIVE

DR. POOJA GOEL (ASST. PROF., SHAHEED BHAGAT SINGH COLLEGE, D.U.) &

MS. MANJU TANWAR (ASST. PROF., SHAHEED BHAGAT SINGH COLLEGE, D.U.)



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The study focused to identify the motivational factors behind intention to use ICT among Degree College Teachers for performing their jobs. Their study extends Technology Acceptance Model (TAM) by adding two additional variables namely facilitating conditions and social influence with the expectation that they influence intention to use ICT. Dr. Pooja stated that the perceived ease of use showed low but but positive and significant relationship with attitude to use ICT. The study also provided inputs for policy measures and stated suggestions to improve intention to use ICT tools.



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INTEGRATION OF CORPORATE NEEDS IN CURRICULUM: A HOLISTIC VIEW

DR. NEERU GUPTA, (ASST. PROF., MAIT) MS. SHIVANI GOEL (STUDENT, MAIT) & MS. SWATI CHOYAL (STUDENT, MAIT)



The paper identified key approaches that would help to integrate corporate needs in curriculum. They stated that this paper will allow business educators to explore ways to accomplish their responsibility. Dr. Neeru Gupta concluded that integrated curriculum is a need of every B-school to increase their student skills and achieve their goals. It is in human nature that changes are adopted soon by the students, teachers and parents. In aspect of changes in curriculum, discipline subjects should be attached in the way so that every subject led to be practically viewed.



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OPERATIONAL RESILIENCE -SERVICE RECOVERY STRATEGY MR. GURMUKH SINGH BAWA



Mr. Gurmukh Singh Bawa in his presentation on operational resilience -service recovery strategy talked about how infrastructure is setup to serve a definite purpose and any disruption in its continuity will impact discomfort and affect the bottom-line of the business. Disruption could be major, minor, short-term, long-term and it could affect the business directly or indirectly and, depending upon the type of operations, it could impact at local, national, regional or international level.

Study of various global best practices and strategies in crisis management, emergency management, response time during disruptions, effective communication and coordination during disruptions will derive synergy for overall corporate governance. There are identifiable factors of resilience. Once identified, they help the operators in managing and controlling the disruption in a more effective manner, if not preventing it. Timely action leads to manageable disruption. Being non-resilient is direct loss of business reputation. We need to dwell upon, why disruptions occur? Can disruptions be foretold? How operators shall prepare to manage disruptions? Can their preparedness be quantified? What are the factors of managing resilience? Are there any best-practices in this regard?



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He added that there are certainly numerous factors, which are very much manageable and make the resilience a manageable factor! Managing a disruption in a well controlled manner and recovering from it in a successful manner speaks about the quality, capability and commitment of the organization towards its prime customer i.e. Passenger.

THE IMPACT OF EMOTIONAL INTELLIGENCE IN QUALITY EDUCATION

**DR. RICHA ARORA (ASST. PROF., K.R. MANGALAM UNIVERSITY) &
MS. VEENA RANI (STUDENT, K.R. MANGALAM UNIVERSITY)**



Dr. Richa and Ms. Veena presented a paper the aim of which was to attain quality education by inculcating emotional intelligence in students for their success. The results were based on the secondary data collected to study how emotional intelligence contributes to the student's behaviour and attitude. Their findings suggest that emotional intelligence and quality education has positive relationship. They also added that when the level of emotional intelligence became high then the value of quality of education simultaneously became high.



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A DECISION SUPPORT SYSTEM FOR HIGHER EDUCATION

DR. TRIPTI MISHRA, (READER, DIAS)



Dr. Tripti Mishra presented a paper on “A Decision Support System for Higher Education”. She said to provide quality education, Institutions are trying hard to reduce students’ failure rate, dropout rate and trying to enhance their employability in the job market. Data Mining and Machine learning techniques like classification and regression have given deep insight into data coming from educational setup. If the academic performance and employability of the students can be predicted, the management authority can take corrective measures like coaching and counseling to the students, at risk of poor academic performance or unemployment



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CHALLENGING FUNCTIONALISM IN MANAGEMENT EDUCATION: A CONFRONTATIONAL METAMORPHOSIS”

MS. DEEPTI LAORIA, (ASST. PROF. RDIAS)



Ms. Deepti Laoria in her paper tried to contemplate the incorporation of a delicate balance of functionalist theories with enough scope for application of interpretive paradigm. She stated that there is a need to manifest Problem Based Learning in management Education with special reference to the Indian Economic needs. There are many ideas and topics that have always been important but were left out of traditional B-school curricula due to the lack of infrastructural and technological requirements. Some of these ideas are now accessible through creative use of new digital technologies. Finally, and perhaps most importantly, there is a need to transform curricula so that it focuses less on “things to know” and more on “strategies for learning the things you don’t know.”



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VALEDICTORY SESSION

VOTE OF THANKS BY DR. ANJU BATRA



Dr. Anju Batra, the Event In-charge extended her heartfelt gratitude to distinguished guests Prof. Vibhakar Shrimali, the Chairperson and Mr. Kunal Gera, the special corporate guest for gracing the occasion. She also thanked all the paper presenters for sharing their work, findings and opinions. She thanked profusely Dr. S.N. Maheshwari, Prof. Emeritus and Academic Advisor, DIAS, for his perennial support and guidance to make the events like National Seminar a big success. She also thanked Dr. N. Malati, Director, DIAS, for her constant support and motivation. The event in-charge also commended the continuous support of her team members, Ms. Charu Sarin, Ms. Kanika Dhingra and Ms. Divya Jain who were always there to take up different responsibilities for a successful grand finale of National Seminar 2019. She also thanked her colleagues and staff members for their whole-hearted support. She acknowledged the contribution of class IV staff in arrangements. She congratulated and thanked students for their participation in organizing this event and being patient audience since beginning till end. She also made an expectation of similar type of help in future as well.