

Day 1: Wednesday, March 16, 2016

Registration for Participation	8:00 am – 9:00 am (Multipurpose Hall)
Inaugural Session	9:00 am – 10:15 am (Multipurpose Hall)
Keynote Address	10:15 am – 11:00 am (Multipurpose Hall)
Tea Break ☕	11:00 am – 11:15 am
1st Plenary Session	11:15 am – 12:15 pm (Multipurpose Hall)
2nd Plenary Session	12:15 pm – 1:15 pm (Multipurpose Hall)
Lunch Break 🍴	1:15 pm - 1:45 pm
Technical Session I	1:45 pm – 3:00 pm

Session I A Venue: Seminar Hall-1

Session I B Venue: Seminar Hall-2

Session I C Venue: Seminar Hall-3

Session I D Venue: Multipurpose Hall

Tea Break ☕	3:00 pm - 3:15 pm
Corporate Plenary Session	3:15 pm - 5:00 pm (Multipurpose Hall)

Day 2: Thursday, March 17, 2016

Workshop	9:00 am - 10:00 am (Seminar Hall 2)
Technical Session II	9:00 am - 10:00 am

Session II A Venue: Seminar Hall-1

Session II B Venue: Seminar Hall-3

Tea Break ☕	10:00 am - 10:30 am
Round Table	10:30 am - 11:45 am (Seminar Halls)

Technical Session III 11:45 am - 1:00 pm

Session III A Venue: Seminar Hall-1

Session III B Venue: Seminar Hall-2

Session III C Venue: Seminar Hall-3

Lunch Break 🍴 1:00 pm - 2:00 pm

Technical Session IV 2:00 pm - 3:15 pm

Session IV A Venue: Seminar Hall-1

Session IV B Venue: Seminar Hall-2

Session IV C Venue: Seminar Hall-3

Tea Break ☕

Valedictory Session

High Tea ☕

3:15 pm - 3:30 pm

3:30 pm - 4:30 pm (Multipurpose Hall)

4:30 pm - 5:00 pm



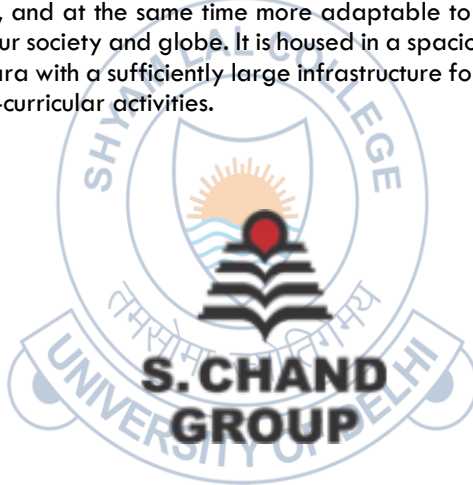
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Central Bank of India

1911 से आपके लिए “केंद्रित” “CENTRAL” TO YOU SINCE 1911

About the College

Shyam Lal College is one of the oldest constituent colleges of University of Delhi. It was established in 1964 by Padmashree Late Shri Shyam Lal Gupta, the then Chairman of Shyam Lal Charitable Trust under University of Delhi. The foundation stone was laid down by Dr. Zakir Hussain, the then Hon'ble Vice President of India and Chancellor of the University of Delhi.

The College has been instrumental to a pioneering extent in promoting inclusive education in East Delhi. The endeavour of the College has always been to make higher education more enjoyable, job-oriented, meaningful and practical, and at the same time more adaptable to the ever changing demands of our society and globe. It is housed in a spacious building on G.T. Road, Shahdara with a sufficiently large infrastructure for both academic as well as extra-curricular activities.



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DAY 1: Wednesday, March 16, 2016

Registration for Participation	8:00 am - 9:00 am
Inaugural Session	9:00 am - 10:15 am
Inaugural Address:	Sh. Dharmendra Pradhan Honourable Minister of State (I/C) Ministry of Petroleum and Natural Gas, India
Guest of Honour:	Sh. Ashish Chauhan MD & CEO Bombay Stock Exchange (BSE), India
Chair:	Smt. Savita Gupta, Chairperson, Governing Body, Shyam Lal College, University of Delhi, India
Keynote Address	10:15 am - 11:00 am Prof. Johannes Frederik (Freek) Cronje, North-West University, South Africa
Tea Break ☕	11:00 am - 11:15 am
1st Plenary Session	11:15 am - 12:15 pm
Topic:	"Sustainable Solutions for a Dynamic Business Environment"
Chair:	Prof. Arindam Banik Director, IMI Kolkata, India Prof. Kaisa Sorsa University of Turku, Finland Sh. Anuj Dayal Executive Director (CC) Delhi Metro Rail Corporation, India

2nd Plenary Session

12:15 pm - 1:15 pm

Topic

"Institutional Mechanisms and International Settings"

Chair:

Prof. Johannes Frederik (Freek) Cronje
North-West University, South Africa

Prof. Swapan Kr. Bala, CEO, Dhaka
Stock Exchange, Bangladesh

Prof. Richard Cohen
University of Virginia, USA

Sh. Nidhi K. Narang
CFO of Hindustan Powerprojects Pvt. Ltd.,
India

Lunch Break 🕒

1:15 pm - 1:45 pm



Technical Session I

1:45 pm - 3:00 pm

Session I A Venue: Seminar Hall-1**Topic** "Innovative Strategies For Value Addition"**Chair** Prof. S. S. Khanka, National Institute of Financial Management, India**Co-Chair** Prof. Kanika Khurana, University of Mumbai, India

Name	Affiliation	Title of Paper
Ms. Sudha Rani N B Ms. Tay Chinyi Helena Mr. Sreenidhi S K Ms. Prakruthi K	Oscar Murphy Life Strategists Pvt Ltd.	OD Practices for A Sustainable Leadership Model
Ms. Simple Arora	SLC, University of Delhi, India	The Balanced Scorecard: An Analytical Study of its Issues and Concerns
Ms. Safoora Habeeb Dr. Naseeb Ahmad	CBS Jamia Millia Islamia, India CBS Jamia Millia Islamia, India	Economic Facts About Innovation & Challenges in Business Innovation
Prof. (Dr.) Manish Madan Ms. Ankita Popli	RDIAS, Rohini, Delhi, India RDIAS, Rohini, Delhi, India	A Study on Neuromarketing as Emerging Innovative Market Research Strategy: An Interpretive Structural Model Approach
Mr. Sreenu Telu	Central University of Himachal Pradesh, Himachal Pradesh, India	The Role of Spirituality Based Leadership in Corporate Crisis and Development of State

Session I B	Venue: Seminar Hall-2
Topic	"Evolution of Business Models in a Dynamic Environment"
Chair	Prof. Ashok Bhat, Mind Share HR, India
Co-Chair	Prof. B.B. Goenka, University of Delhi, India

Name	Institute	Title of Paper
Ms. Havisha Gupta		Sustainable Business Models in the Dynamic Environment
Dr. Laxman Ram Paliwal Dr. Gurmeet Singh	SSC, University of Delhi, India SLC, University of Delhi, India	Make in India: Opportunities and Challenges
Dr. Sarita Das	Utkal University, India	A Study on Livelihood of Fishermen Communities in Chilika Lake for Sustainable Development
Mr. Ghanshyam Chand Yadav Mr. Rajan	SBS (E), University of Delhi, India	A Conceptual Framework of Business Model in Globalized Era
Ms. Reenu Ahluwalia Ms. Harleen Kaur	Department of Economics, Punjab University, India MSC, University of Delhi, India	The "GIG Economy": Understanding the Business Model

Session I C	Venue: Seminar Hall-3
Topic	"Sustainability of Business Models: Cultural and Ethical Dimensions"
Chair	Prof. Rajvir Sharma, MAIMS, I.P. University, India
Co-Chair	Prof. A.N. Gupta, University of Delhi, India

Name	Institute	Title of Paper
Mr. Syed Hameedur Rahman Zaini	AMU, Aligarh, India	Modelling Sustainability on Islamic Principles - An ISM Approach
Dr. Abhijit Pandit	GIMT, Kolkata, India	Leadership Competency Model Leading to Business Growth in Healthcare - An Introspective Study in Kolkata, India
Dr. Uma Singh	Utkal University, India	Generating Eustress : The Emerging HR Philosophy for Sustainable Workforce
Dr. Sanjay Kumar	SLC, University of Delhi, India	From Passion to Vocation: Singing for Sustenance in the Age of Technological Multitudes
Dr. Richa Nangia Ms. Abhilasha Dudeja	K.R. Mangalam University, Gurgaon, India	Talent Management Practices in Indian Automobile Industry with Special Reference to Work Culture

Session I D	Venue: Multipurpose Hall
Topic	"Managing Contemporary Challenges: Solutions for Business Models"
Chair	Prof. Shuchi Sinha, Indian Institute of Technology (IIT), Delhi, India
Co-Chair	Prof. Roopinder Oberoi, University of Delhi, India

Name	Institute	Title of Paper
Dr. Neeraj Singhal Prof. Preeti Suryawanshi	ASM, New Delhi, India ASM, New Delhi, India	Principles of Responsible Management Education (PRME) A Catalyst for Business School Learning Outcomes: An Indian Case Study
Dr. Sarmistha Sarma	IITM GGIP, India	Cultural Nuances in Changing Consumer Behavior an Objective Review of Marketing Practices for Sustainable Business
Ms. Shweta Satija	SLC, University of Delhi	Intrapreneurial Strength: Sustainable Model for Organizational Success
Dr. Archana Krishnan	IITM, New Delhi, India	Implementation of Quality Initiatives for Organizational Sustainability: Learning From Best Practices of Lucas TVS
Dr. Syeedun Nisa	Jamia Hamdard, New Delhi, India	Sustainability Business Model and Inter-firm Differences (A Study on Dairy Sector)

Tea Break 

3:00 pm - 3:15 pm

Corporate Plenary Session	3:15 pm - 5:00 pm
Topic	"Strategizing For Sustainability"
Chair	Prof. Kaisa Sorsa, University of Turku, Finland Ms. Abhilasha Mahapatra Director (Public Private Partnership) Department of Economic Affairs, Ministry of Finance, India Sh. Rajeev Saxena Director, Mazars India, India Dr. Sanjeev Singhal, E&Y, India



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About the Conference

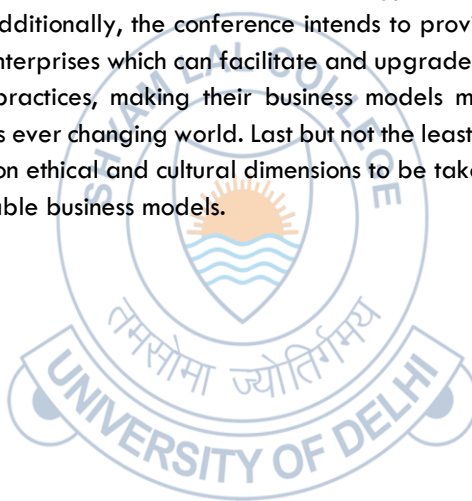
Every commercial organization, irrespective of its size and nature, has a business model, explicit or implicit. In fact, academics have defined “business model” as a way to make money. It is well accepted that a “business model” of a company explains the rationale for why a company’s business approach and strategy will be a money maker (Thompson et al., 2010).

While majority of the modern business organizations have consciously designed business models, it is not unusual to come across successful entrepreneurs and sustainable business models that merely happened by accident. Likewise, age-old Indian industrial clusters like Agra, Firozabad, Aligarh to name a few, and clusters of tribal artisans at various locations also have a high degree of in-built sustainability in their business models. In fact, the business models of these micro and tiny enterprises and the entrepreneurs are based on rich cultural traditions and synergies (traditional skill, raw material, processes) of the operating regions. Importantly, these enterprises from emerging economies are mostly propelled by the skill passed on to them from their ancestors. (Kar, et al., 2014). But they have not limited themselves to this, and have created an environment in which innovation is constantly encouraged. They find themselves handicapped due to lack of support from governmental organizations and institutions both in terms of finance as well as training and development.

The companies are looking for competitive advantages based on key success factors related to technology, manufacturing, distribution, marketing, etc. to create sustainable business models. Likewise, modern-day clusters, such as the IT cluster at Bangalore, offer interesting research opportunities, where business models of individual companies, count on the comparative advantages arising out of clustering and the externalities that it creates, as well as of expected policy support in the face of major share of the IT sector in countries overall exports.

Importantly, in a dynamic world, business models need to be such that they can evolve with the times, but even this may not be enough, necessitating constant skill up gradation and innovations for sustainability. With this background in mind, this conference plans to provide a platform for exchange of ideas among academics, researchers and practitioners about the innovative strategies and practices which could help in creating sustainable business models.

Broadly, the aim is to explore the innovative strategies and practices of all the functional areas of an organization and its business model; finance, marketing, human resources, information technology etc. for all types of organizations. Additionally, the conference intends to provide solutions for micro and tiny enterprises which can facilitate and upgrade their innovative strategies and practices, making their business models more robust and sustainable in this ever changing world. Last but not the least; the conference intends to focus on ethical and cultural dimensions to be taken care of while creating sustainable business models.



DAY 2: Thursday, March 17, 2016

Workshop

9:00 am - 10:00 am

Topic

"Emerging Global Issues and Sustainability"

Chair

Prof. Ajay Kumar Singh

Department of Commerce

University of Delhi, India

Prof. Munim K. Barai

Asia Pacific University, Japan

Sh. K.D. Bhardwaj

Director (Environment)

National Productivity Council, India



Technical Session II

9:00 am - 10:00 am

Session II A Venue: Seminar Hall-1**Topic** "MSMEs in India: Research Insights"**Chair** Prof. K. Ramakrishnan, Management Consultant, Ex-Prof. IIM , MDI, India**Co-Chair** Prof. Usha Kashyap, University of Delhi, India

Name	Institute	Title of Paper
Prof. (Dr.) Kshiti Bhusan Das Ms. Alaka Panda	Utkal University Bhubaneswar, India Utkal University Bhubaneswar, India	The Imperatives of Globalisation and Survival Strategy of SMEs - In the Context of Odisha
Mr. Dharmender Kumar Mr. Chhetan Chhoidub	H.P. University Shimla, India PGDAV College, University of Delhi, India	Performance of MSMEs in Himachal Pradesh: An Empirical Analysis
Dr. Naseeb Ahmad Ms. Vardah Saghir	DCBS Jamia Millia Islamia, India DCBS Jamia Millia Islamia, India	Developing a Model for Financial Sustainability of Micro Finance Institutions in India
Mr. Abdul Rishad Dr. Sanjeev Gupta	Central University of Himachal Pradesh Shahpur, Kangra, India	Foreign Exchange Rate Exposure and MSMEs: An Indian Perspective

Session II B	Venue: Seminar Hall-3
Topic	"Entrepreneurship: Genesis For Successful Business Models"
Chair	Prof. P.K. Biswas, Institute of Financial Management and Research (IFMR), Chennai, India
Co-Chair	Prof. Niti Bhasin, Department of Commerce, University of Delhi, India

Name	Institute	Title of Paper
Mr. Sandeep Singh Dr. Ashish Nag Ms. Shilpa Dhiman	Central University of Himachal Pradesh, Kangra, India	Strategic Entrepreneurship: Resource Based View of Input- Process-Output Model of Business Alliances
Ms. Jyoti Choudhary Dr Haslinda Binti Hashim	SLC, University of Delhi, India Putra Malaysia, Serdang Malaysia	Gender Gap in Entrepreneurship: Exploring the Contextual Factors for Women Entrepreneurs in India
Dr. Sumati Varma	S.A. College (E), Delhi, India	Community Radio in Gurgaon - A Model of Social Entrepreneurship For Inclusive Development
Dr. Manish Nangia Mr. Jatin Nehra Dr. Harish Handa	NIFT, New Delhi, India NIFT, New Delhi, India SBSC, University of Delhi	Innovation as the Mantra Adopted by AAP in Delhi Elections
Dr. Ruchika Ramakrishnan Dr. Rachan Sareen	SLC, University of Delhi, India Khalsa College, University of Delhi, India	

Tea Break ☕

10:00 am - 10:30 am

Round Table Discussion

10:30 am - 11:45 am

Topic

"Business Models in Emerging Economies"

Moderator

Prof. K.B. Das

Utkal University, India

Prof. N.K. Kakkar

Advisor, Maharaja Agrasen Technical
Education Society, Delhi, India

Prof. Kavita Sharma

Head, Department of Commerce
University of Delhi, India

Ms. Shipra Dawar

Head-L&D, Ricoh India Ltd.
New Delhi, India

Smt. Mamta Binani

President, Institute of Company Secretaries
of India (ICSI), India

दिल्ली मेट्रो रेल कॉर्पोरेशन लिमिटेड
Delhi Metro Rail Corporation Limited

Technical Session III

11:45 am - 1:00 pm

Session III A Venue: Seminar Hall-1

Topic "Sustainable Business Models: Some Case Studies"

Chair Prof. Anupama Vohra, Faculty of Management Studies (FMS), University of Delhi, India

Co-Chair Prof. Hamendra Porwal, University of Delhi, India

Name	Institute	Title of Paper
Ms. Deepika Ms. Runa Sarkar	IIM Calcutta, India IIM Calcutta, India	Business Model to the Rescue: A Case Study of PTEC
Mr. Makhmooor Dr. Rajesh Verma Mr. Mehraj Udin Ganaie	L P U, Phagwara, Punjab, India Aligarh, India	Xiaomi's Disruptive Business Model Innovation: Is it Build to Last
Dr. (Mrs.) Vijit Chaturvedi Ms. Jemima Mercy	SMS Lingaya's University, Faridabad, India	Understanding the Inimitable Role of HR in Business Sustainability and Effectual Organization Performance
Ms. Neelu Grover	MLC (E), University of Delhi, India	Indian Healthcare Sector - Need for Nurse Entrepreneurs/Intrepreneurs
Dr. Niti Bhasin Mrs. Sangeeta Arora	DSE, University of Delhi, India Hindu College, University of Delhi, India	Identification of Low-Carbon Business Strategies: A Content Analysis of Tata Power
Dr. Ruchika Ramakrishnan Ms. Ruchi Ahuja	SLC, University of Delhi, India LBC University of Delhi, India	Ensuring Sustainable Development of Delhi - A Casy Study of Delhi Metro Rail Corporation

Session III B Venue: Seminar Hall-2**Topic** "Analysis of Marketing Strategies of Business Models"**Chair** Prof. Raj Kumar, Banaras Hindu University, India**Co-Chair** Prof. Tejinder Sharma, Kurukshetra University, India**Name****Institute****Title of Paper**

Ms. Sonika Nagpal	P.G.D.A.V. (E), University of Delhi, India FMS, University of Delhi, India	Green Marketing Practices and Financial Sustainability: An Assessment of Select Service Firms
Dr. Garima Gupta		

Dr. Shyama Kumari Dr. Taru Baswan	BCIPS, GGSIP University, New Delhi, India	Innovations in Digital Retail - An Overview
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Ms. Anupama Vohra	FMS, University of Delhi, India Department of Commerce, University of Delhi, India FMS, University of Delhi, India	Consumer Buying Behavior towards Green Products: An Extension of Theory of Planned Behavior Approach
Mr. Hamendra Kumar Dangi		
Mr. Vishal Kumar Laheri		

Dr. Minakshi Dr. Anil K. Swain		Agricultural Commodities Markets in Odisha: An Assessment of the Sustainable Strategies and Practices
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Session III C Venue: Seminar Hall-3

Topic "Institutional Mechanisms and Business Models"

Chair Prof. Anil Kr. Swain, Utkal University, India

Co-Chair Prof. T.P. Sarma, National Council of Educational Research and Training (NCERT), Delhi, India

Name	Institute	Title of Paper
Dr. Manoj Kumar Sinha	PGDAV College, University of Delhi, India	India's Export and Economic Development: Panel Regression Model
Dr. Urvashi Sharma	Department of Commerce, University of Delhi, India	Indian Companies Complying with OECD Principles of Corporate Governance: Recent Developments
Ms. Deepika Bhatia	Lingaya's University, Haryana, India	
Dr. Rabi Kar Dr. Amrita Kaur		Sustainable Development and MNE Operations in Developing Countries : Role of Institutional Framework
Dr. Amit Agrawal	GDC Behat (Saharanpur) C.C.S. University, Meerut, U.P., India	Sustainable Development through Business Models
Ms. Supreya Srivastava Ms. Saumaya Srivastava	Vivekananda College, University of Delhi, India Genpact, India	Sustainable Business Strategies: Mergers and Acquisition

Lunch Break 🍴

1:00 pm - 2:00 pm

Technical Session IV

2:00 pm - 3:15 pm

Session IV A Venue: Seminar-Hall 1

Topic	"Financial and Economic Viability of Business Models"
Chair	Prof. Vinod Madhavan, Institute of Management and Technology (IMT), India
Co-Chair	Prof. Sumati Varma, University of Delhi, India

Name	Institute	Title of Paper
Mr. Prateek Bedi	Department of Financial Studies, University of Delhi, India	Comparison of VAR Methods: The Case of Indian Equities
Mr. Devesh Shankar Ms. Shalini Agnihotri Ms. Jappanijot Kaur Kalra	FMS, University of Delhi, India	
Dr. Niti Bhasin	DSE, University of Delhi, India	Does FDI Flows Deteriorate Environment in Developing Economies: A Case Study of Asian Economies
Mrs. Rinku Manocha	Hindu College, University of Delhi, India	
Ms. Neha Bothra	SLC, University of Delhi, India	IBSA Stock Market Linkages: Sustaining and Making Investments Resilient to Crisis
Ms. Triveni Batham	DSE, University of Delhi, India	Role of FDI in Environmental Degradation: Evidence from India
Mr. Amit Soni	SBSCE, University of Delhi, India	
Dr. Ajay Pratap Yadav	SBSCE, University of Delhi, India	
Ms. Neharika Sobti Ms. Shivaani M.V.	DSE, University of Delhi, India IIT, Delhi, India	Testing CAPM and Fama French Three Factor Model in Indian Stock Market
Dr. B.B. Mansuri	JCC, King Abdulaziz University, Jeddah (K.S.A.)	Emerging Issues on Accounting for Intangible Assets

Session IV B Venue: Seminar-Hall 2

Topic "Financial and Economic Viability of Business Models"

Chair Prof. P. C. Jain, Central Council Member, ICAI and Ex-Principal, Shri Ram College of Commerce, India

Co-Chair Prof. Pushpendra, University of Delhi, India

Name	Institute	Title of Paper
Mr. Rakesh Kumar	DDU, University of Delhi, India	Foreign Institutional Investment and Stock Market Integration: Evidence from India
Dr. Ravindra Tripathi Ms. Priyanka Tandon Mr. Nikhil Yadav	MNNIT, Allahabad, India	Financial Inclusion through Financial Literacy: A Viable Business Model
Dr. Kavita Arora	SLC, University of Delhi, India	An Empirical Investigation into Sustainability of Indian Mutual Funds in Risk Return Framework
Dr. Rabi Narayan Kar Dr. Niti Bhasin Sh. Amit Soni	SLC, University of Delhi, India DSE, University of Delhi, India SBS (E), University of Delhi, India	Understanding the Dynamics of M&As in Indian IT Sector: An Analysis of the Trends, Patterns and Directions
Dr. Manminder Kaur	GNKITM, Yamuna Nagar (Haryana), India	Profitability of Banks in India: Multiple Regressions Analysis
Mr. Sandeep Vodwal Mr. Nitin Navin	Keshav Mahavidyalya, University of Delhi, India Satyawati, University of Delhi, India	Financial Sustainability: A Study of Indian Stock Market with Developed and Developing

Session IV C Venue: Seminar-Hall 3**Topic** "Sustainable Business Models: Emerging Issues"**Chair** Sh. Shreenibas Chandra Prusty, Registrar, Indian Law Institute, Delhi, India**Co-Chair** Prof. VinodKaul, University of Delhi, India

Name	Institute	Title of Paper
Ms. Nalini Srinivasan Mr. Amit Chatterjee	IIT Delhi, India PAHER University, India	Community Ownership - A Success Imperative for Social Enterprises
Dr. Kamlesh Kaur Dr. Meenakshi Sinha Swami	MSC, University of Delhi, India MSC, University of Delhi, India	Combating Climate Change through Energy Efficiency Strategies: A Study of Interventions and Achievements of Indian Companies
Ms. Swati Bijawat Ms. Loveely Priyadarshani Ms. Harshita Chouhan	Amity University, Noida, U.P., India	Sustainable Development and the Emerging Concept of Green Business Models
Ms. Parminder Kaur Dr. Sandeep	ARSD College, University of Delhi, India ARSD College, University of Delhi, India	Clean Development Mechanism: Sustainable Solution or a Myth
Dr. R. K. Singh Ms. Rajni Hira	Department of Commerce, University of Delhi, India	Spirituality: A Sustainability Anchor
Ms. Priyanka Goel	JIMS, Rohini, I.P. University, India	An Explorative Study for Business Models for Sustainability

Tea Break ☕

3:15 pm - 3:30 pm

Valedictory Session

3:30 pm - 4:30 pm

Chief Guest:

C. Rajashekhar
Member of the All India "Good
Governance, Central and State
Governments Program and
Coordination" Department of BJP, India

Guest of Honour:

Sh. Himanshu Gupta
Joint Managing Director
S. Chand Group, India

Chair:

Sh. Sidharth Mishra
Consulting Editor
Millennium Post, New Delhi, India

High Tea ☕

4:30 pm - 5:00 pm

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