



***ICSSR Sponsored***

**XXI Annual International Conference  
Achieving Excellence in Higher Education**

**January 4-5, 2020**

**Venue: Deen Dayal Upadhyaya College, New Delhi**



***Organized by:***

**Delhi School of Professional Studies and Research  
(DPSR)**

NAAC Accredited 'A' Grade Institution

[Affiliated to Guru Gobind Singh Indraprastha University, New Delhi]

*In Collaboration with*

**IQAC & Department of Management Studies, Deen Dayal Upadhyaya College, University of Delhi**

**IQAC Shyam Lal College (Evening), University of Delhi**

Indian Commerce Association, Delhi-NCR Chapter

Society for Human Transformation and Research (SHTR), Delhi

Divine International Group of Institutions, Gwalior, India

Rotary Club of Delhi Maurya, Delhi

Divine Education Trust



# ORGANIZERS

## **Delhi School of Professional Studies & Research (Guru Gobind Singh Indraprastha University)**

[www.dspsr.in](http://www.dspsr.in)

(DPSR) under the aegis of Divine Group has been set up by the Society for Human Transformation & Research (SHTR) which is a registered body under Societies Registration Act XXI of 1860 of the Government of India. The society has been promoted by the luminaries from the field of academics having national and international recognition. It was the dream of some academicians that there should be a group of institutions dedicated to sustainable human development through transformation of human beings, the most important creature on this earth. SHTR is committed to excellence in education and research aiming at the development of competent and humane professionals.

DPSR is the fructification of above mentioned dream. It came into existence in 1999, the year it's affiliating University, Guru Gobind Singh Indraprastha University (GGSIPU) came into existence.

The Institution has been rated into 'A' category by NAAC, the Academic Audit of the University, Joint Assessment Committee (JAC) of the University & Directorate of Higher Education (DHE), Government of NCT of Delhi. DPSR presently runs 2 programmes –BBA (G) with an intake of 140 seats and 110 seats in 1<sup>st</sup> and 2<sup>nd</sup> shift respectively, and B.Com. (H) with an intake of 70 seats and 60 seats in 1<sup>st</sup> & 2<sup>nd</sup> shift respectively. The mission of the institute is to become one of the best business schools in the world by 2025 in developing transformational leaders with global vision and holistic perspective. The vision is to provide platform and create environment for developing transformational leaders of global vision and holistic perspective

## **Deen Dayal Upadhyaya College (University of Delhi)**

[www.dducollegedu.ac.in](http://www.dducollegedu.ac.in)

DDU is a constituent college of the University of Delhi. The Government of National Capital Territory of Delhi established the college in the year 1990 in Karampura. The College offers nine under-graduate Honours programmes in Computer Science, Electronics, Physics, Chemistry, Botany, Zoology, Mathematics, English, Commerce and Bachelor of Management Studies. Further, Bachelor's programme in Physical Science, Life Science, Mathematical Science and Bachelor in Arts. Various add-on courses like in Russian and French Language and Effective Communication and Personality Development through Theatre (ECPDT), and a certificate course in Financial Modeling in association with BSE are offered by the college. The campus has the following facilities available in this complex - Parking in basement and also on the surface, Indoor Squash Court

& Badminton Court, Facility for Table Tennis, Carrom Board and Gymnasium, An archery range, Boys common room, Girls common room, Medical room, etc.

Many of the faculty members are Ph.D. supervisors & supervising independently and/or jointly research scholars. Under the auspices of NSS, students participate actively in Civil Defence and Disaster Management programmes, election awareness campaign and creating tobacco free communities. In the outreach programme the college works for the benefit of under-privileged children from slum colonies by adopting a colony and also for the disabled including Visually-Challenged and Spastics. The NSS unit also organizes cultural programmes and sports events for differently abled.

In a nutshell, DeenDayalUpadhyaya College aspires to be an academia of "first choice" in order to transform lives that will change the world for the better.

## **Shyam Lal College (Evening) (University of Delhi)**

[www.shyamlale.du.ac.in](http://www.shyamlale.du.ac.in)

Shyam Lal College Evening, NAAC Accredited and ISO 9001: 2015 certified institution, is a constituent college of University of Delhi which is actively imparting quality education in the field of commerce, and other subjects of humanities and social sciences. Late Padam shri Shyam Lal Gupta founded the college in 1964 in the capacity of the Chairman, Shyam Lal Charitable Trust. The foundation stone of the College was laid by Late Dr.Zakir Husain, the then Hon'ble Vice President of India and Chancellor of University of Delhi on 24<sup>th</sup> May 1964.

In the present day globally competitive and technology-driven environment, the mission of the College is to empower the students with quality education, which kindles creativity, promotes innovation and instills ethical practices among them.

The College is spread over a lush green campus of 29,501 sq.mtrs., offering six (06) undergraduate courses in various streams of humanities and social sciences including Commerce. The College is well-equipped with good Infrastructure, Computer Lab, Creche, PwD Room, Recitation Room, and Reading Room with electronic access to different Journals and Books. The objective is To ensure efficient and effective implementation of the curriculum through latest and student-friendly teaching learning practices. Continuously enriching the overall experience and exposure of the students to the challenges of the society and the job market. To impart necessary skills and competencies required for better employability of the students.

## CALL FOR PAPERS

Education is a term which plays a very important role in the development of any country and when all the countries are trying to achieve it the one who provides excellence wins the battle. To make ones presence felt at international level institutes have to take various initiatives to keep pace with rest of the world. It is aimed to achieve excellence as globalization has opened the doors wide for the entry of individuals of different countries to different locations and they can survive in the changing environment only if they provide excellence through various means and ways. Excellence is valuable quality; that by which any one excels or is eminent; a virtue. Higher education contributes factors from leading scholars of the world to solve various problems of students, planners, administrators etc.

In National Education Policy,2019, the Committee noted that the current higher education system has multiple regulators with overlapping mandates. This reduces the autonomy of higher educational institutions and creates an environment of dependency and centralized decision making. Therefore, it proposes setting up the National Higher Education Regulatory Authority (NHERA). This independent authority would replace the existing individual regulators in higher education, including professional and vocational education. This implies that the role of all professional councils such as AICTE and the Bar Council of India would be limited to setting standards for professional practice. Also, the role of the University Grants Commission (UGC) will be limited to providing grants to higher educational institutions. Currently, higher educational institutions can only be set up by Parliament or state legislatures. The draft Policy proposes that these institutions could be allowed to be set up through a Higher Education Institution Charter from NHERA.

Excellence in higher education could be achieved by Good Leadership to achieve the desired goals. Several universities used the 'Leadership sub criteria' as the entry point for self-assessment. The relationship between excellence and higher education is also an important one to be looked upon. The increasing understanding is that globalization is being reflected in an educational agenda that allows for various, and countless, improvements upon the education system that allows the educators themselves to expand on their teaching, and present students with real world situations that require them to "think outside the box", or outside the realm of their particular field. It is very important because as the students have to face the real world and they need to think different from the rest of the people with whom they will be competing and this could be achieved through excellence.

## SUBMISSION GUIDELINES

- Researchers and Practitioners can submit their Papers exclusively on central theme and also they can submit papers specific to the track.
- The Abstracts should be no more than 250 words with Purpose, Methodology, Findings, Research Limitations, Practical Implications, Originality/ Value, & Key Words.
- The particulars regarding the title of the paper and author(s)'s name(s), designation(s), official address(es), phone/fax number(s) and e-mail address(es) should also be mentioned along with the abstract on a separate sheet for blind peer review.
- Papers should not exceed 10,000 words in length (all inclusive) with an abstract of no more than 250 words.
- Manuscripts in Microsoft Word (12 point Times New Roman font, double spacing and 1" margins on all sides).
- Follow formatting strictly as stated. Authors should include figures and tables within the text where they are intended to appear.
- All the accepted papers for presentation will be published in the proceedings.
- Submit abstracts/full papers to: [ic@dpspr.in](mailto:ic@dpspr.in)

Visit Conference Website for more details:  
[www.internationalconference.in](http://www.internationalconference.in)/[www.internationalseminar.org](http://www.internationalseminar.org)

### **Technical Sessions:**

1. Innovations & Best Practices in Higher Education
2. Higher Educational Institutions: Benchmarking & Way Forward
3. Outcome Based Education Vs. Competency Based Learning
4. Engaging & Assessing Learners: Issues & Challenges
5. Research Paper Presentations on Contemporary Issues: (Deglobalization; Accounting; IFRS; Finance; Micro Finance; Marketing; Digital Marketing; Human Resource; IT; IB; Production and Operations Management; Construction Management; Supply Chain Management; Agricultural Economics; Agrarian Crisis; Rural Development; Sustainable Development; Entrepreneurship Development; Creativity and Innovative Practices; International Financial Architecture; Role of G20; Inflation Targeting; Interest Rate Phenomenon; Monetary & Fiscal Policies: Economic Development Perspective; Development Economics; Applied Economics; Inclusive Growth; Ethics; Morality; Spirituality; Role of Civil Society; Corporate Social Responsibility; Startup India; Make in India; Stand up India; Excellence in Higher Education, et al.)

### **Best paper awards will be given in each Technical Session**

- Some Selected Papers along with the selected best paper awards will be published in International Journals like Delhi Business Review (Listed in Cabell's Directory, USA), DSM Business Review, et al.
- Two best papers awards will be given in each Technical Session.
  - Prof. Om Prakash Award for best paper
  - Prof. P.N. Singh Award for second best paper

## CHAIRPERSONS/ KEY-NOTE/ EMINENT SPEAKERS

INTERNATIONAL	NATIONAL
<p><b>Prof. Hamid Saremi</b>, Professor, Islamic Azad University of Iran - Quchan Branch</p> <p><b>Dr. Swami Parthasarathy</b>, Pro-Chairman, United Nations Organization for Economic Cooperation &amp; Development (UNOECD), Asia Pacific Zone, Manila, Phillipines</p> <p><b>Prof. Suneel Maheshwari</b>, Professor, Indiana University of Pennsylvania, Indiana, Pennsylvania, USA</p> <p><b>Prof. Uday Tate</b>, Professor, Marshall University, USA</p> <p><b>Prof. S. M. Gomes</b>, Professor, Gedu College of Business Studies, Bhutan</p> <p><b>H. E. Gauri Shankar Gupta</b>, Former Ambassador/High Commissioner of India</p> <p><b>Prof. Dr. Ravinder Rena</b>, Professor, NWU School of Business and Governance</p> <p><b>Prof. Rajender P. Srivastava</b>, Professor Emeritus, School of Business, The University of Kansas, USA</p> <p><b>Doc. Dr. Ing. Elena Horska</b>, Vice-Rector for International Relations and Public Relations, Slovak University of Agriculture in Nitra, Nitra, Slovak Republic</p> <p><b>Prof. Petr Sauer</b>, Professor and Head, Department of Environmental Economics, University of Economics, Prague, Czech Republic</p> <p><b>Prof. Coskun Can Aktan</b>, Faculty of Economics and Management, Dokuz Eylul University, Izmir, Turkey.</p> <p><b>Dr. Rakesh Gupta</b>, Senior Lecturer, School of Commerce and Marketing, Faculty of Business and Informatics, Central Queensland University, Australia</p> <p><b>Dr. I Ketut Warta</b>, M.S., IKIP Education, Indonesia</p> <p><b>Dr. Uttam Kumar Datta</b>, Senior Management Counselor &amp; Head of Marketing Management Division, Bangladesh Institute of Management, Dhaka</p> <p><b>Prof. Terry Parrish</b>, President, ICE Academy, London, United Kingdom</p> <p><b>Prof. Neeta Rajput</b>, SJ Global Academy, United Kingdom</p> <p><b>Prof. Satish Visavadia</b>, SJ Global Academy, United Kingdom</p>	<p><b>Dr. Pravin Kumar</b>, Principal, Shyam Lal College (E.), University of Delhi</p> <p><b>Mr. Vivek Gupta</b>, Associate Vice President, Steria (India) Ltd.</p> <p><b>Dr. Hem Chand Jain</b>, Principal, Deen Dayal Upadhyaya College,, University of Delhi</p> <p><b>Prof. G.C. Maheshwari</b>, Professor, DSM, Delhi Technological University, Delhi, &amp;Formerly, Dean, FMS, MS University of Baroda, Vadodara</p> <p><b>Prof. R. L. Godara</b>, Former Vice Chancellor, HN Gujarat University, Patan, Gujarat</p> <p><b>Prof. K.V. Bhanu Murthy</b>, Formerly, Head &amp; Dean, Faculty of Commerce &amp; Business, Delhi School of Economics, University of Delhi, Delhi</p> <p><b>Prof. O.P. Sharma</b>, Director General, Maharishi University of Information Technology</p> <p><b>Prof. Nand Dhameja</b>, Professor, IIPA, New Delhi</p> <p><b>Prof. Dinesh K. Gupta</b>, Professor, University Business School, Panjab University, Chandigarh</p> <p><b>Prof. H.K. Singh</b>, President – Indian Association for Management Development (IAMD), and Professor, Department of Commerce, BHU, Varanasi, U.P.</p> <p><b>Prof. Yogesh Upadhyay</b>, Professor, Faculty of Management, School of Studies in Management, Jiwaji University, Gwalior</p> <p><b>Dr. Rajveer Sharma</b>, Associate Professor, Atma Ram Sanatan Dharma College, University of Delhi</p> <p><b>Prof. Balwinder Singh Saini</b>, Professor, Guru Nanak Dev University</p> <p><b>Prof. Narender Garg</b>, Dean- Academic Affairs, IG University, Meerpur, Rewari, &amp;Secretary, ICA</p> <p><b>Prof. Sanket Vij</b>, Head, Department of Commerce and Management, BPS Mahila vishwavidyala, Khanpur Kalan, District Sonapat Haryana</p> <p><b>Mr. Subhash Jagota</b>, CEO, Global Business Solutions</p> <p><b>Dr. Aruna Baroota</b>, Clinical Psychologist &amp; International Trainer</p> <p><b>Shri. C.M. Khurana</b>, General Manager, Oriental Bank of Commerce, Gurgaon, Haryana</p> <p><b>Mr. Prasun Chowdhury</b>, Director, Avenir</p>

# REGISTRATION

Online Registration	November 30, 2019
Submission of Abstracts along with Full Papers	November 30, 2019
Communication of Full Paper Acceptance	December 3, 2019
Registration fees to be paid before	December 4, 2019

## FEE DETAILS

CATEGORY	INDIAN PARTICIPANTS (Rs.)	FOREIGN PARTICIPANTS (\$)
Business Executive/General	4000	300
Academics	3000	200
Research Scholar	2500	150
Students	2000	125
Accompanying Spouse	2000	125

*\* 50% concession in Registration fee to Life Members of Indian Commerce Association (ICA), former faculty members of DSPSR, and Alumni.*

*\* The fee will be increased by 15% after November 30, 2019.*

### The registration fee includes:

- Participation of one registered person in the Conference
- Publishing of the abstracts & full papers in the international scientific proceeding in the form of CDs with ISBN number
- Conference kit
- Tea and Lunch during the Conference.

### Please note:

- The fees does NOT include accommodation and the booking must be arranged individually according to offer of recommended accommodation.
- By paying the fee you agree that complete amount is non-refundable.

## Payment Options:

### 1. Direct Deposit in the bank account

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Bank Name & Branch	IDBI Bank, Block BT, West Shalimar Bagh, Shalimar Bagh, Delhi-110088
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**Demand Draft** drawn in the favor of "International Conference" payable at New Delhi to be mailed at contact details mentioned below:

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