

9th NATIONAL CONFERENCE ON GLOBAL INFORMATION AND BUSINESS STRATEGIES 7TH - 8TH DECEMBER, 2018

Gitarattan International Business School (GIBS) organised its 9th National Conference on 7-8 December, 2018 on Global Information and Business Strategies.

The objectives of this 9th National Conference were

- (i) To provide a meaningful and vibrant platform to academicians, students and corporate executives for sharing ideas, perspectives, research and experiences.
- (ii) To discuss, debate and deliberate the new dimensions of innovation in the present contemporary business scenario.
- (iii) To present the research findings on Innovation in Marketing, Finance & Economics, Human Resource Management, International Business, General Management and Law to a larger audience consisting of academicians, students and corporate executives.

The conference started with the auspicious lamp lighting ceremony by Prof. B S Hothi, Director, Gitarattan International Business School; Prof. Sanjiv Mittal, Professor, Faculty of Management Studies, GGSIP University Delhi; Prof. Rahela Farooqi, Professor, Centre for Management Studies, Jamia Millia Islamia, New Delhi and Senior Professors of GIBS. The Conference Proceeding's CD was released by the dignitaries followed by paper presentations by Academicians, Research Scholars and Corporate professionals on different specialized tracks.



Track 1 : Marketing

In the marketing track, Prof. Sanjiv Mittal from GGSIP University Delhi was the key note speaker and session had been chaired by Prof. Rahela Farooqi. Prof. B.S Hothi, Director, GIBS welcome all the resource person of the track. In his key note address, Prof. Sanjiv Mittal discussed the changing nature of consumer markets and explained how brands are now focusing on adoption of blue ocean strategy. He also explained the importance of focus strategy to achieve volumes of sales. According to him “we can use technology to beat technology” he also emphasized on the role of balance score card in business.

Altogether 13 papers were presented in the track on different sub-themes. Prof. Rahela Farooqi discussed the importance of strong theoretical foundation in the form of literature review in writing a good research paper. She also emphasized the role of a good research instrument in data collection. Researcher should choose a research instrument according to the objectives of his/her study. She also announced best paper award which was given to Ms. Suzanee Malhotra (Research scholar, Department of Commerce, Delhi School of Economics)

for her paper titled – “Brand Love: Concept and Dimensions”. The paper was a combination of a strong theoretical framework along with its empirical support.

Track-2 : Finance

The second technical session was on Finance and it was graced with the presence of Dr. K.P. Kaushik. Dr. Kaushik is a Professor (Finance & Accounts) at NIFM with vast experience in different gamut of Finance & Accounts.

Total eight papers were presented in the track covering NPA and its impact on Net profitability of Public sector bank, NPS- A Road Map Towards Sustainable Investment Regime, A Study of Factors Influencing Investors’ Decisions of Purchasing Insurance Products, Impact of Macroeconomic Variables on Indian Stock Market, Performance Evaluation and Investor’s Behaviour towards selected Mutual Fund Schemes in India: A literature review etc.

Dr. Kaushik summated the session by sharing his thoughts about what a finance research is and discussed some important aspects of teaching methodology added with some tips for research like focus on good quality and honest research, focus on savings and investments areas more, including tax saving etc. Dr. Kaushik congratulated all the participants for their best attempt and gave his valuable suggestions about further improvements in the work. Best paper award for the track was given to Ms. Neeti Hooda, Research Scholar from Maharishi Dayanand University, Rohtak.



Track-3 : General Management

The third track of the conference was on General management and the session was graced by Dr. D. K. Banwet, Former Vice Chancellor, University of Engineering & Management, Kolkata. In his key note address Dr. Banwet stressed upon the importance of research and shared anecdotes with the participants. He was profuse in his praise for the approach with which research is shaping in India. All eight papers were presented in the track. Dr. Banwet navigated the presenters as to how to move ahead to select a topic in the chosen area and construct the frame work of research making linkages to explain individuals thoughts.

Track-2 and Track-3 were run parallel and all the participants joined in net-working discussion during high tea session.

Track-4 : HR Management

The fourth session was on the second day of conference i.e., 8-12-2018 and the session started with HR track. The HR track of the conference was initiated by Dr. V. Chandra, Professor Communication and HR, International Management Institute, New Delhi. She deliberated on how to harness the potential of millennial at the workplace. She highlighted the fact that by 2020 five generations of employees will occupy the same platform in the companies together. She highlighted on the implications it would carry for the HR fraternity like maintaining the motivation levels, maintaining work life balance of employees, career path and career growth etc.

The HR session was chaired by Dr. Amirul Hasan Ansari, Director, Centre for Management Studies, Jamia Millia Islamia, New Delhi. He began the discussion by sharing his views and advised the researchers to focus on contemporary issues of HR by identifying their relevance in the present context. He also gave his inputs to the presenters with reference to his/her topic of research. Eleven papers were presented in this session. Ms. Shalini Sharma, Research Scholar, Amity University, Noida bagged the best paper award for the track.



Track-5 : International Business

The fifth session was on International Business. Prof. B. Bhattacharya, Former Dean, IIFT, Delhi and Member of Economic Affairs Committee, PHDCC started his key note address by sharing his knowledge on the importance of information in business decisions and strategy making by focusing on the economic aspect of the global business activities.

After his deliberation, the research papers were presented for the track on different IB themes. All together 7 papers were presented before the Chair person of the session Prof. Sanjay Bhardwaj, Professor, South Asian Studies, School of International Studies, Jawaharlal Nehru University, Delhi. The session was echoed by the observation of Prof. Bhardwaj on each paper presented. He then announced the best paper of the session which was received by Dr. Shruti Gupta, Associate Professor, Army Institute of Management & Technology for the paper titled 'HR Analytics: A Tool For Decision Making in global scenario- A case of Indian IT Companies'.



Track-6 : Law

The sixth and last session of the conference was on Law in parallel with track five. Dr. Naresh Kumar Vats, Professor of Law at Maharashtra University, Nagpur was the keynote speaker. He enlightened everyone with his profound knowledge covering almost all topics of the track. He emphasized on four areas, viz IPR, ADR, Criminal Laws and Environmental Law. His deliberations set the pace of the session. Dr. Aravind P Bhanu, Director and Chairman, Academic Affairs, Amity School of Law, Delhi was the chairperson for the session.

Nine Research Papers were presented by Research Scholars and Legal Practitioners in the session on the sub themes of cyber crimes, IPC, Constitutional Law, Jurisprudence, IPR, ADR, Family Law and Environmental Law.

At the end of the presentation the chairperson explained every paper with his observations covering the scopes of improvement. He also explained how important is research and how one should develop the research skills. The Best Paper Award was received by Ms. Sukriti Kapoor, Practicing Advocate & Research Scholar of National Law University, Delhi. Her paper was on ‘Constitutional Law and Socio-Legal Issues in India’. The session was concluded with vote of thanks by Dr A. K Ghosh, Conference Coordinator.



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