

**15<sup>TH</sup> INTERNATIONAL CONFERENCE ON  
EXPLORING SYNERGIES: LAW, MANAGEMENT, AND  
MULTIDISCIPLINARY PERSPECTIVES FOR A CHANGING WORLD  
10<sup>TH</sup> & 11<sup>TH</sup> JANUARY 2025 (FRIDAY & SATURDAY)**

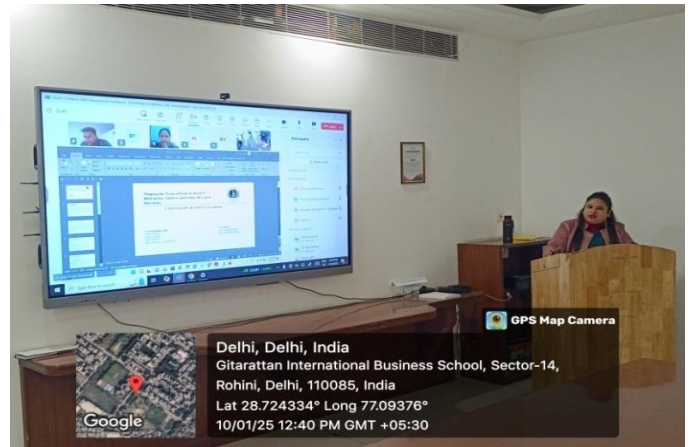
**DAY 1: INAUGURAL SESSION**

The 15<sup>th</sup> International Conference on Exploring Synergies: Law, Management, and Multidisciplinary Perspectives for a Changing World took place on January 10<sup>th</sup> & 11<sup>th</sup> January 2025. The event began with a lively Sarasvati Vandana dance, embodying the harmony of wisdom and creativity. This was succeeded by the ceremonial lighting of the lamp, signifying the auspicious start of the occasion. We were honored by the presence of Chief Guest Dr. Poonam Verma, Principal of SS College of Business Studies, and Guest of Honor, Prof. Dr. Ajay Kumar Arora, Principal of Ramjas College, Delhi.



In welcome address, Director Prof. (Dr.) Vikas Nath emphasized the importance of agility in today's rapidly evolving business and technological landscape, focusing on adaptability, innovation, and resilience. The release of the abstract books highlighted cutting-edge research, setting a strong foundation for the academic discussions to follow. The session featured an inspiring keynote address by Prof. Birasnav Muthuraj, Director of Experiential Education at Southern School of Business, Southern Connecticut State University, USA, who shared his expertise and insights. The session concluded with a vote of thanks, acknowledging the efforts of the organizing team and the contributions of all attendees. It set the stage for meaningful discussions and collaborations throughout the conference.

## Track1:Finance



The finance track was chaired by Prof. P. K. Aggarwal, a distinguished expert in Finance, Corporate Governance, and Taxation. The keynote address was delivered by Dr. Sunaina Kanojia, a Professor in the Department of Commerce at the Faculty of Commerce & Business, Delhi School of Economics, University of Delhi. The Finance track provided insightful discussions on the evolving dynamics of financial systems within the context of legal frameworks and management strategies. Experts explored how financial institutions, markets, and regulations are adapting to the rapidly changing global environment. Total 10 numbers of research papers were presented by active participants in both offline and online modes. The Best Paper Award was presented to Dr. Manisha Kaushal Arora, Associate Professor at GIBS, for her paper titled "Financial Inclusion and Access to Credit: Bridging the Divide."

## Track 2: Marketing



This track highlights the evolving dynamics of marketing in a digital era, emphasizing adaptability, creativity, and data-driven decision-making. The Session was chaired by Prof. (Dr.) Ritu Sapra, a distinguished academic and visionary leader in the field of commerce and education. Total 8 numbers of research papers were presented by active participants in both offline and online modes.

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The session chairs also acknowledged the contribution of researchers for putting their full potential in the session. Dr. Priyanka Arora, Kirti Bansal & Ankit Kumar Singh received the best paper award for their paper on “The Shifting Jewellery landscape: A Comparative Analysis of Dainty and Traditional Jewellery Preferences in Delhi/NCR”.

## Track 3: Human Resource



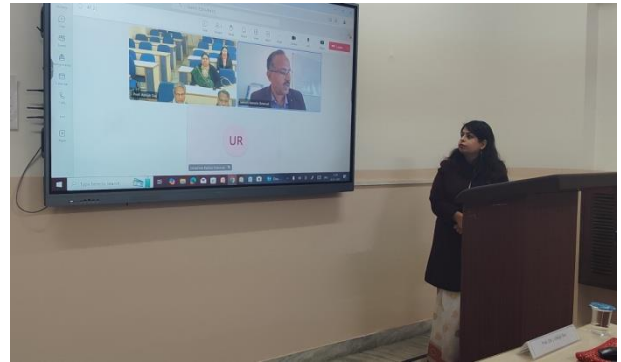
The HR session was held in Track 3. The session was chaired by Prof. (Dr) Monika Bansal, University of Delhi and Dr. Rajnish Ratna, Professor at FMS, Gopal Narayan Singh University, delivered the keynote address. Prof. Bansal actively engaged with each presenter, offering valuable insights and feedback to both online and offline participants. 13 papers were presented in the HR track. The Best Paper Award was conferred upon Noopur Saxena and Mayur Taneja for their paper titled “Exploring the Factors Influencing Tourists’ Attitudes and Revisit Intentions to Beach Destinations.”

## Track 4: General Management & IT



Track 4 was related to General Management & IT focusing on the intersection of business management and information technology was held on 10<sup>th</sup> January 2025. The session was chaired by Prof. Sumanjeet Singh of Ramjas College, Delhi University, with a keynote address delivered by Prof. Suman Kumar from SR University, Warangal, Andhra Pradesh. The discussions revolved around digital transformation, leadership in the digital age, and the growing influence of technologies such as AI, data analytics, and IT governance on management practices. Total 10 numbers of research papers were presented by active participants in both offline and online modes. Mr. Chandra Mohan Malladi, the Global Head of TCS, was adjudged as the winner for the best paper titled as “The Impact of DPDP Act on Digital Public Infrastructure Adoption: A Study of Regulatory Compliance in India”.

### Track 5: IB & Operations Session



The Session was chaired by Chairman Professor Swaran Singh is a distinguished scholar and Professor at the Centre for International Politics, Organisation and Disarmament (CIPOD), JNU, specializing in diplomacy, disarmament, and Asian affairs with a keynote address delivered by Prof. Damarla Ramesh Babu working as Associate Dean and Professor in School of Business at SR University, Warangal. Total 10 numbers of research papers were presented by active participants in both offline and online modes. Dr. Davinder Walia received the best paper award for their paper on “Ethical and Societal Implications of AI in Project Management”.

## DAY 2

### TRACK 1: LAW



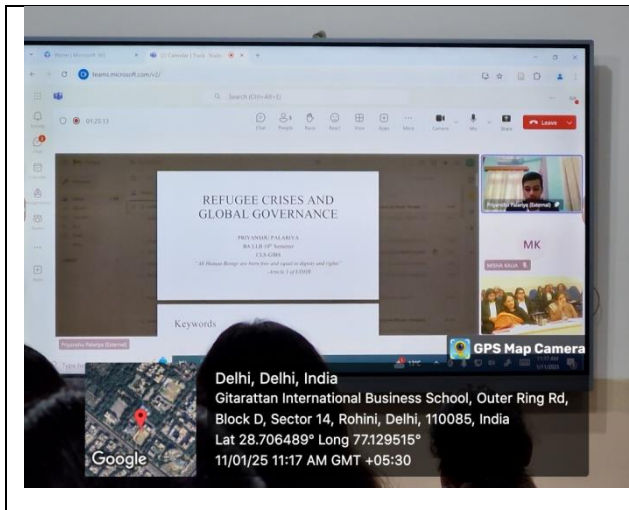
The Law Track 1 session unfolded on January 11, 2025, in the Auditorium. The session was chaired by Prof. (Dr.) Kavita Solanki from USLLS, GGSIP University Delhi, Prof. (Dr.) Ravi Kant Gupta, and Dr. Neelam Seam. The session highlighted how digital platforms are addressing challenges like piracy and counterfeiting, further discussing how legal and technological frameworks can safeguard innovation while fostering creativity. The interplay between societal changes and legal reforms is explored, emphasizing their mutual influence. Total 19 numbers of research papers were presented by active participants in both offline and online modes. Out of 2 Law tracks in the Conference, Ms. Anuja Paul was adjudged as the winner for the best paper titled as “The Role of Esg in Promoting Corporate Environmental Sustainability: Case Studies from Mining Industries In India”.

## Track 2: LAW



The Law Track 2 session was chaired by Prof. (Dr.) L. Pushpa Kumar from Director of Five-Year Integrated Law Course (ILC), Faculty of Law, University of Delhi, Prof. (Dr.) B.K. Yadav and Dr. Sonia Rajoria from GIBS, CLS Delhi. The session highlighted how the integration of legal principles with management strategies fosters innovative solutions, encouraging participants to embrace interdisciplinary approaches to problem-solving and explore the untapped potential of multidisciplinary framework in the technological era along with exploring the legal intricacies of DNA profiling, emphasizing its evidentiary challenges. Total 8 numbers of research papers were presented by active participants in both offline and online modes.

## Track 3: STUDENT



Day 2 also witnessed a special Track-3 for students which was held in Room No. 312. It witnessed enthusiastic participation. Esteemed Chairperson, Dr. Poonam Rani (Associate Professor) & Dr. Kalpana Devi (Assistant Professor) at Gitarattan International Business School, Delhi brought a wealth of expertise to the conference. The session provided a dynamic and immersive learning experience for participants, empowering them to become effective and innovative researcher in the future. The student track proved to be a resounding success, celebrating collaboration and innovation in research. It served as a testament to the power of effective communication and creativity in the field of Research. Total 11 numbers of research papers were presented by active participants in both offline and online modes. Ms. Nishka Gupta for her paper titled as “Systematic Literature Review on Investing in Women's Education and Skills Development: Pathways To Economic Resilience” received the first gold medal position for the management category and Ms. Srishti Arora received the first gold medal position for the law category for her paper titled as “Evolving Threats In Digital Age”.

## VALEDICTORY SESSION





The valedictory session, graced by Chief Guest Prof. (Dr.) Pushpa Kumar Lakshmanan, Director ILC, Faculty of Law, University of Delhi marked a fitting end to two days brimming with insightful discussions and dynamic presentations. Dr. Kumar’s presence significantly enriched our event, and we extend heartfelt gratitude for his invaluable contributions. Throughout the conference, professionals, experts, and enthusiasts from diverse fields converged to explore, discuss, and collaborate on the theme of Exploring Synergies: Law, Management and Multidisciplinary Perspectives for a Changing World. The different track sessions spanning from Finance, HR, IB/(Operations), General Management, Marketing, Law and Students underscored our holistic approach in addressing the challenges and opportunities of the contemporary business landscape.

## Winners List

| S.NO | TRACK                 | NAME                           | PAPER TITLE  | AWARD                   |
|------|-----------------------|--------------------------------|--|-------------------------|
| 1    | <b>Finance</b>        | Dr. Manisha Arora              | Financial Inclusion and Access to Credit: Bridging the Divide                                  | <b>Best Paper Award</b> |
| 2    | <b>Human Resource</b> | Noopur Saxena and Mayur Taneja | Exploring Factors Influencing Tourists' Attitudes and Revisit Intentions to Beach Destinations | <b>Best Paper Award</b> |

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|---|----------------------------|--|--|-----------------------------|
| 3 | <b>IB/Operations</b>       | Dr. Davinder Walia                                 | Ethical And Societal Implications of AI in Project Management  | <b>Best Paper Award</b>     |
| 4 | <b>General Management</b>  | Malladi Chandra Mohan                              | The Impact of DPDP Act on Digital Public Infrastructure Adoption: A Study of Regulatory Compliance in India            | <b>Best Paper Award</b>     |
| 5 | <b>Marketing</b>           | Dr Priyanka Arora, Ankit Kumar Singh, Kirti Bansal | The Shifting Jewellery Landscape: A Comparative Analysis of Dainty and Traditional Jewellery Preferences in Delhi NCR  | <b>Best Paper Award</b>     |
| 6 | <b>Law</b>                 | Ms. Anuja Paul                                     | The Role of ESG In Promoting Corporate Environmental Sustainability: Case Studies from Mining Industries in India      | <b>Best Paper Award</b>     |
| 7 | <b>Student (Marketing)</b> | Nishka Gupta                                       | Systematic Literature Review on Investing in Women's Education and Skills Development: Pathways to Economic Resilience | <b>Gold Medal-Position1</b> |
| 8 | <b>Student (Law)</b>       | Srishti Arora                                      | Evolving Threats in Digital Age  | <b>Gold Medal-Position1</b> |

### FLYER OF THE EVENT



|                                |  |
|--------------------------------|--|
| <b>TYPE OF EVENT</b>           | Annual Event   |
| <b>VENUE</b>                   | GIBS Auditorium and Conference Hall  |
| <b>TIME &amp; DURATION</b>     | 10 <sup>th</sup> & 11 <sup>th</sup> January, 2025  |
| <b>CONDUCTED BY</b>            | GIBS   |
| <b>ORGANISED FOR</b>           | Academics, Presenters, Research Scholars   |
| <b>NAME OF THE COORDINATOR</b> | Prof. (Dr.) Urvesh Chaudhery, Prof. (Dr.) Kanaka Balasubramanum, Dr. Nidhi Sharma, Ms. Ramandeep Kaur  |
| <b>ATTENDANCE</b>              | 89 participants  |
|                                | <b>Keynote speaker:</b> Prof. Birasnav Muthuraj, Director of Experiential Education at Southern School of Business, Southern Connecticut State University, USA |

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| <p style="text-align: center;"><b>RESOURCE PERSON</b></p>         | <p><b>Session Chair</b></p> <ul style="list-style-type: none"><li>• <b>HR Track:</b> Prof (Dr). Monika Bansal, University of Delhi</li><li>• <b>Finance Track:</b> Prof. (Dr.) P.K. Aggarwal, Controller of Examination at Shri Lal Bahadur Shastri National Sanskrit University</li><li>• <b>General Management Track:</b> Prof. Sumanjeet Singh, Ramjas College, Delhi University</li><li>• <b>Marketing Session:</b> Prof. (Dr.) Ritu Sapra, Delhi School of Economics, University of Delhi &amp; Dr. Avinash Sharma, Director of Engineering at Chandigarh Engineering College, Mohali</li><li>• <b>Law Track:</b> Prof. (Dr.) Kavita Solanki from USLLS, GGSIP University Delhi &amp; Prof. (Dr.) Pushpa Kumar Lakshmanan, Director ILC, Faculty of Law, University of Delhi</li><li>• <b>Student Track:</b> Dr. Poonam Rani &amp; Dr. Kalpana Devi, GIBS</li><li>• <b>Valedictory:</b> Prof. (Dr.) Pushpa Kumar Lakshmanan, Director ILC, Faculty of Law, University of Delhi</li></ul> |
| <p style="text-align: center;"><b>OBJECTIVES OF THE EVENT</b></p> | <ol style="list-style-type: none"><li>1. To explore innovative strategies to enhance agility in business, legal and technology sectors.</li><li>2. To foster interdisciplinary collaboration to address challenges and opportunities in dynamic markets.</li><li>3. To showcase cutting-edge research and practices across industries.</li><li>4. To facilitate knowledge exchange among academics, practitioners, and industry leaders.</li><li>5. To inspire actionable insights for adapting to rapid changes and fostering resilience in the modern landscape.</li></ol>  |

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| <b>LEARNING OUTCOME</b>        | <ol style="list-style-type: none"><li>1. Understood various innovative strategies and methodologies to improve agility in business, legal and technology domains.</li><li>2. Appreciated the importance of interdisciplinary collaboration in navigating the complexities of dynamic markets.</li><li>3. Exposure to the latest research findings and industry practices aimed at promoting agility across diverse sectors.</li><li>4. Enhanced networking opportunities for sharing knowledge and experiences among academia, industry professionals, and practitioners.</li><li>5. Development of practical insights and skills to effectively adapt to rapid changes, fostering resilience in a constantly evolving business and technological landscape</li></ol> |
| <b>SHORT FALL DURING EVENT</b> | <b>NA</b>   |
| <b>ONLINE VIDEO LINKS</b>      | <b>Inauguration:</b> <a href="https://youtu.be/Og7xyXDENbs">https://youtu.be/Og7xyXDENbs</a><br><b>Day 1:</b> <a href="https://youtu.be/jAivnCubkgY">https://youtu.be/jAivnCubkgY</a><br><b>Day 2:</b> <a href="https://youtu.be/wf-EYowJ64s">https://youtu.be/wf-EYowJ64s</a><br><b>Valedictory:</b> <a href="https://youtu.be/ZCovejwJgrs">https://youtu.be/ZCovejwJgrs</a>   |

**PREPARED & SUBMITTED BY: DR. PRIYANKA SEHRAWAT & MS. UTKARSHA BARTWAL, ASSISTANT PROFESSOR, GIBS**



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