



Bharati Vidyapeeth
(Deemed to be University)
INSTITUTE OF MANAGEMENT & RESEARCH,
A-4, Paschim Vihar, Rohtak Road, New Delhi – 110063
Report

1. **Title of the Event:** International Conference 2018-“SASHAKTIKARAN”
2. **Topic:** Empowering to create smart future through E-governance & Digitization
3. **Date:** 19 January 2018 – 20 January 2018
4. **Venue:**, Bharati Vidyapeeth’s Institute of Management & Research
5. **Participants:** Corporates, Research Scholars, Academicians and Students.

Inaugural Session

For all those who were thinking that IC 2018 would be a great success... well it indeed marked up to their expectations. Despite of the cold winds flowing from the north with the aim to reach till the bones, the auditorium got filled up to its neck with research scholars, Academicians, Corporate dignitaries and Foreign students came across from other parts of the World. The Inaugural session marked its commencement with the warm welcome by student anchors enriching the audience about the Institute and University followed by lightning of lamp symbolizing gratitude to almighty before commencing great cause. The event took its way forward where Director-BVIMR felicitated Chief Guest of the Conference-H E Alem Tsahye, Woldermariam, Ambassador-Eriteria along with H E K. L. Ganju, Union of the Comors, Secretary General, Dr. Professor Rattan Sharma,Principal Director-VIPS and Board member of AIMS, Mr. Subodh Agarwal Head state E-Governance division,GNCTD and Mr. Presido Okuguni, Afircan Association of students in India. Its time to strengthen the binding of conference through opening message by Dr.Shallu Singh-Convener where she threw light on the theme of the conference and journey of the same from scratch till now. Adhering to protocol the dias was graced with presecence with Director address who welcomed the audience across all states and different campus where audience was connected also through live telecast.

The honorable director Dr. Vikas Nath then spoke about digitization & the journey of BVIMR towards a digitized Institute, engraving the concept of Gigital Disruption and its evolution from 1995 to 2015. The students got thrilled when Mr. H.E. Alem Tsahye gave introduction about his country & Africa. The way he spoke about digitization & e-governance proved to be highly informative. E-governance or electronic governance is the application of information & communication technology for delivering government services as was then told by Shri K.L. Ganju. Further the light was thrown on e-business & its applications by Mr. Presido. He also made students aware about the advantages & disadvantages of doing business electronically. For all the inquisitive ones who had their doubts about the theme of International Conference “Empowering to create smart future through E-governance & Digitization”, Professor Ratan Sharma literally dissected it, focusing on every word & doubting on the latent meaning of it. “Empowering the citizens to create smart future of India via the application of technology” was the conclusion he got

after dissection. He was everything but subtle. As intellectual as Professor Ratan Sharma, Professor Subodh Aggarwal took over the mic & gave students an insight on digital locker & how the students can use it to keep their certificates safe. The inaugural session ended with the vote of thanks by Dr. Anjali Sharma to students, guests, director & university.



Dr. Vikas Nath-Director, BVIMR felicitating H E Alem Tsehaye, Woldermariam, Ambassador of Eriteria



Mr. Presidoe Okugini-Representative , African Association of Students in India addressing audience emphasizing need of digitization



Dr. Vikas Nath, Director-BVIMR felicitating H E K. L. Ganju, Consular General , Union of Comors



Dr. A. K Srivastava-Dean, Student Welfare felicitating Dr. Rattan Sharma, Board Member , Association of Indian Management Schools

Plenary session

The Plenary session started with the address by Dr. Neelam Sharma, the head of CRC of BVIMR. She thanked everyone for being a part of such a wonderful event. It was followed by a speech from Mr. A.K. Rao from NM Tronics the sponsor of International Conference 2018 & representative of Fizi Company. He advised all the students to not waste their time & utilize it in researching, knowing & doing. Anurag Gupta the Chief General Manager of Food Corporation of India gave students more insight on e-governance & the future of it. The session ended with the address by Mr. Ashwani in which he cross questioned students to have an idea of their concepts & gave them the food for thought by introducing the power of digitization & what miracles it can do.

“The future enters into us in order to transform itself in us, long before it happens.”

Indeed a great forum that provided immense breath to concrete the Indian origin towards Digital India



Dr. Neelam Sharma(head, Placement cell) felicitating Mr. AK Rao, Senior Manager,NM Tronics limited



Mr. Anurag Gupta , Chief General Manager of Food Corporation of India sharing his views on e-governance.

It was followed by lunch in the green circle which focused on blended in-formal interaction for all audience.

Technical Session

As the timeline flows –its time to have a real touch for all delegates to come on the common forum and share their research with experts in that particular area in Technical session I and II.

Technical session 1

Domain: General management, finance and human resource

Venue: Communication lab ground floor

Timings: 2:00pm-4:00pm

Chairperson: Dr. NK Kakkar

Profile: Formerly Director General of Maharaja Agrasen Institute of Management Studies, more than 50 years of teaching experience. Dr. Kakkar specializes in the area of corporate accounting and human resource management. He has authored several books and has written several articles.

Co-Chairperson: Dr. Parul Agrawal

Profile: Associate professor in finance in BVIMR. He has more than 17 years of teaching and administrative experience. Finance, Economics and Operation research are his core areas in teaching. He has served as head of the department, dean students welfare, dean administration and presently working as dean academics. He has ten publications to his credit and has presented eleven papers and four case studies in national and international conferences.

A summarized elocution of paper presented in Technical session I.

It is an equilibrium between external environment and personal behavior. The relevance of study lies in sourcing in organization, learning and development and organizational leadership. According to the reliability analysis, all the constraints were reliable. One of the finding is males and females differ significantly on social intelligence. This study was done on PGDM students.

The study was on relation between the both and the law implemented on both. In recent years' corporate governance has become a primary focus and matter of concern for the corporation, the main focus of this paper was on Indian corporate regulatory frameworks. Digitalization is the process of converting analog information into digital bits. Study was done on aspects like shareholders' engagement, shareholders information, e-voting information technology committee, stock exchange compliances. Challenges of digitalization transformation are cyber security and cyber-attacks.

Its factors are digital infrastructure, dynamic financial market and digital products. Traditional model focuses on sourcing, channels rather than the processes and capabilities. Borrowers perspective towards digitalization- fast, simple, transparency etc. three primary value enablers within the digitalization model-

- Borrower tie up
- Third party vendors
- Digitalization in back office

Challenges of mortgage digitalization-

- Cost of technology
- Organizational changes
- High data security

It is the application of information technology of both networking and supporting. Realization of perfect efficiency and effectiveness depends on the implementation of system. E-HRM in the hotel business is very important as it helps in many organizations to achieve 100% efficiency. Importance of study- Integration between electronic management and human resources various role in improving the performance of hotels. Objective of study- What is the effect of contents of electronic management. Normality of each item was assessed using standard deviation, skewness and kurtosis. Data was normally distributed and significantly correct. Conclusion of study- there is significant interrelationship between satisfaction of the E-HRM system and tenure.

Corporate engagement is repeated interaction that strengthens a consumer's emotional, psychological or physical investment in a brand. It is a process of developing and nurturing investments. The objective of study is to identify factors influencing consumer engagement. Path analysis helps in proving the hypothesis. Conclusion is that all the factors influence the consumer engagement as the study proves it institution to conduct financial activity in foreign markets.



Dr. Parul Agrawal-Dean Academics, BVIMR felicitating Technical Chairperson Dr. N. K. Kakkar,Former Director General of Maharaja Agrasen Institute Of Management Studies.

Technical session-2

DOMAIN: ECONOMY AND SOCIETAL DEVELOPMENT

VENUE: 1st floor lab(computer lab A)

TIME SLOT: 2:00 pm – 3:00 pm

CHAIRPERSON: Dr. Anil Kumar

Profile: over 35 years of experience in industry, academics and academic administration. He served as faculty for over 24 years in the department of commerce and management. He was also member of academic council, board of studies and research council of the university. He worked with Asia pacific institute of management, K.R. Magalam Global institute of management and IILM college of management. He has published 2 books on working capital management.

Co- CHAIRPERSON: Dr. R.K. Sharma

Profile: professor in finance at BVIMR. He has published 50 quality research paper/articles in reputed national and international journals. He had 5 years of rich administration experience with Indian air force and 15 years of worthy teaching experience. He has authored 2 books on corporate accounting and financial administration.

A summarized elocution of paper presented in Technical Session I.

The impact of MOOC's on education and employability with the help of primary data he explained how mooc only provide 20% information. It does not help in skill development or employment.

Payment gateway security in digital India

. discussed how payment gateway work and limitation faced by people. Then elaborated why security is essential and disused various mediums through witch payment gateways can be made secure in order to move forward as digital India.

Influence of digitization enhancing capacity building

She focused on Personality triads being driven with digital platform to capacity building and entrepreneurship orientation. Where her emphasis was on neurodiversity people.

Accomplish 2030 health agenda through mobile services

With the help of secondary data, she analysed that m-health can reduce maternal mortality. End preventable newborn and child deaths. Ensure universal access to sexual and reproductive health-care services.

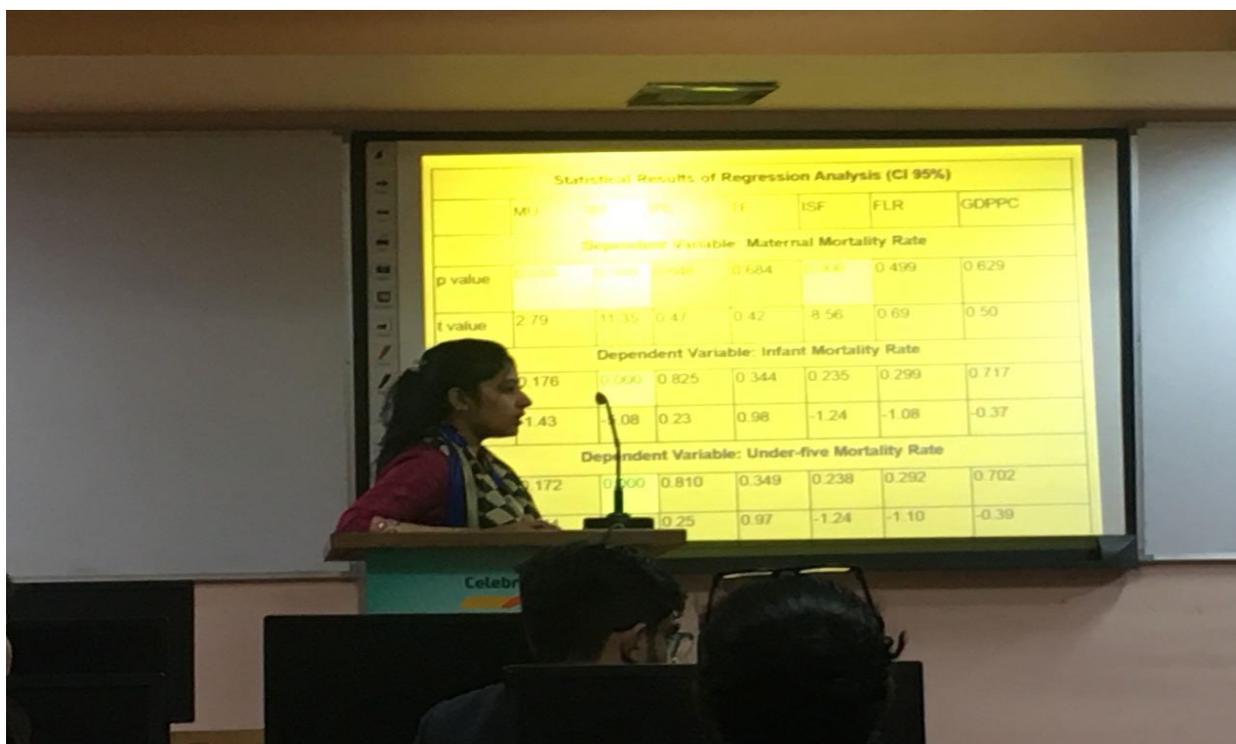
A study about the level of MOOC program awareness in UG students

He analyzed that 40% students have not enrolled in any of the Mooc courses, On the other hand many students are taking interest in these Mooc programs. Mooc are gaining the awareness and these Moocs are becoming the requirement of the current day.

Impact of digitization on marketing for the room sales in luxury hotels

With his objective to study impact of digitalization he concluded that the latest trends in Digital Marketing in Hospitality room sales is now focusing on economical, time saving, efficient, effective and the most popular one amongst all.

Learning: By attending the International conference it enriched our knowledge towards the economy and societal aspects and helped in analyzing and understanding the various aspects of digitalization on Indian economy. It also helped in raising awareness and ability to explore aspects and build our current knowledge and aptitude.



Delegate presenting research paper in Technical session –II

VALIDICTORY SESSION-DAY I

Every beginning has to be ended with justifying its commencement as valedictory session of International Conference-2018(day-1) which commenced in the presence of Dr. A K. Sinha, Director, Fortune Institute of International Business with Conference General Chair- Dr. Vikas Nath and all conveners of the conference. The session followed up by announcement of Prizes where **First prize** awarded to **Ms. Anisha Rajput** and **Dr. Mamta Mohapatra** from IMI , **Second prize** bagged by **Vani Aggarwal**, Amity University and **Third prize** given to **Ms. Vaishali Kaushal**, Delhi School of Management , Delhi Technological University. They were awarded with cash prize along with memento and a certificate. A sense of gratitude which is an essential part that has to be provided for all associated people with the same which was given by Dr. Ajay Sahni, Convener of the Conference. Lastly Honorable Director-Dr. Vikas Nath felicitated all the Conveners and all Student Team members with a certificate as a token of appreciation for executing the event in smooth and exemplary manner. With this Day1 for International Conference 2018 came to an end.



Dr. Vikas Nath- Conference General Chair giving Best paper award to Ms. Anisha Rajput (IMI) First prize.



Dr. Vikas Nath giving best paper award to Ms. Vani Aggarwal from Amity University-Second Prize

DAY 2 INTERNATIONAL CONFERENCE-2018

An inevitable part of any event implies to create forum for all even including students. Day 2 commenced with felicitation of Dr. R K Sharma , Professor, BVIMR and Dr. Manpreet Kaur who is a finance both having more than 10years experience in education. This day witnessed student audience especially where students from across and Delhi/NCR had opportunity to contribute in the research paper presentation where students presented research papers on Importance of MOOC, Impact of Digitization on employment opportunities, Digital Healthcare which was really a resource pool for all audience blended with innovation and technology. An interesting and note worthy fact about this session that students at graduation level starting storming their analytical skills to excel in research and contribute to society as a whole.



Students presenting research papers in lieu of Digitization and its impact on World Economy

Dr. RK Sharma and Dr. Manpreet Kaur as chairperson for Technical Session III for Day 2.

Valedictory Session of Day 2 preceded by high tea where all the delegates were given presentation certificates. First Prize for Best paper award bagged by **Agraj Aggarwal** and **Pratham Sahney** from **Maharaja Agrasen Institute of Technology**, Second prize won by **Sreyas Sahai** from **BCA batch from Bharati Vidyapeeth's Institute of Management and Research**, Third prize won by **Malhar Yadav** from **BBA course from Bharati Vidyapeeth's Institute of Management and Research**. The event went off leaving its impact on all in a leading vision towards digital India.





Dr. Vikas Nath –Director, BVIMR, Dr. Parul Agrawal-Dean Academics and Dr. A K Srivastava- Dean felicitating Agraj Aggarwal – Best paper Award (First Prize)



Dr. Vikas Nath along with all Conveners and participation at day 2 of International Conference-2018

