

5th Annual International Commerce Conference,2016

Department of Commerce

Delhi School of Economics

University of Delhi

Venue: Paintal Auditorium, Vallabhbhai Patel Chest Institute, University of Delhi

DAY 1

Day 1: Friday 4th November, 2016			Session 1A : GST: Farewell to Multi-Level Taxation		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
1	1A	12:30PM – 01:30PM			
			PAPER 6	Goods & Services Tax: Transformation Towards a New Regime in Indirect Taxes	Shubham Gupta
			PAPER 13	GST: Understanding 'From Where' and 'For Whom'	Riya Singla and Shashank Vikram Pratap Singh
			PAPER 14	GST: Farewell to Multilevel Taxation - A Review of Literature	Dr. Amit Kumar Singh and Ashween Kaur Anand
			PAPER 19	Goods and services tax in India: An introduction of uniform tax policy	Harsha Sharma and Monika Dahiya
			PAPER 24	GST : A game changer or a milestone	Sanjana Juneja

Day 1: Friday 4th November, 2016			Session 1B : GST: Farewell to Multi-Level Taxation		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
1	1B	12:30PM – 01:30PM			
			PAPER 29	Goods and services tax(GST): a comprehensive and uniform indirect tax reform in india	Surbhi Gupta
			PAPER 33	Prospective Impact and Challenges of India's Historic Tax Reform: GST	Dr Amit Kumar Singh and Preeti Bansal
			PAPER 34	Glimpse of GST: a road towards transparency	Burhanuddin Shaikh, Supreet Kaur and Garima .
			PAPER 35	Supply of Goods & Services in GST Regime	Rakesh Chawla
			PAPER 55	Impact of GST on Inflation and Tax Revenue: Implications for India	Bibhu Sahoo, Garima Jain and Neeraj Jain

Day 1: Friday 4th November, 2016			Session 1C :Make in India and Inclusive Growth		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
1	1C	12:30PM – 01:30PM			
			PAPER 86	"Make in India" and Inclusive growth; Implications for rural and urban employment generation.	Joginder Singh
			PAPER104	'Make in India'- Is India ready to embrace this vision?	Parul Jain
			PAPER107	Make In India : A Banal Senility	Shubham Inani, Devender Yadav and Faisal Qureshi
			PAPER 82	Make In India : An Overview	Habiba Abbasi
			PAPER 79	Impact Of 'Make In India' Campaign For Future Economic Scenario In India	Dr. Amit Kumar Singh and Ms. Annu Aggarwal

Day 1: Friday 4th November, 2016			Session 2A :Innovation and Startups		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
1	1A	3.30 PM – 5.00 PM			
			PAPER 3	Critical success factors for start-ups in E-commerce	Jayanti Aggarwal
			PAPER 38	Financial returns of Intangibles in Luxury market: A cross sectional study of 2015	Neha Bothra and Dr. Saloni Gupta
			PAPER 39	An Analysis of Eco System of Indian Start-Ups and Post Start-Up Scenario of Selected Companies	Dr. Amit Kumar Singh, Dr. Arun Kumar Attree and Mr. Rohit Kumar Shrivastav
			PAPER 42	Startup India Campaign: A study of road map of growth	Dr Laxman Ram Paliwal, Dr D R Jalwani and Dr D V Bhardwaj
			PAPER 64	Startups in India - A study of trends and shifts during 2014-2016	Kamaldeep Sarna and Sonia Amba
			PAPER 73	An Assessment Of 'Start-Up India' Initiative Of Government Of India	Komal Chhikara and Madan Lal
			PAPER 80	Transforming Education Sector Through Digital Technology: Opportunities And Challenges For Startups	Malini Sharma, Pooja Khanna and Divya Gupta

Day 1: Friday 4th November, 2016			Session 2B: Skill development and startups		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
1	1B	3.30 PM – 5.00 PM			
			PAPER 9	Analysis of Funding of Unicorn Startups	Saumya Aggarwal and Dr Pooja Jain
			PAPER 16	Export Performance and Competitiveness of textile Industry in India	Madan Lal and Shweta
			PAPER 23	Growth of Agricultural Commodity Derivatives in India: A study of Selected Commodities	Saroj Joshi
			PAPER 25	A Study on the Challenges faced by Women Entrepreneur in the Business Environment	Dr Manish Nangia and Ms Neha Bharti
			PAPER 66	Start-ups in India: A New Socio-Cultural Trend	Monika Dahiya and Yukti Bajaj

Day 1: Friday 4th November, 2016			Session 2C :Government and Legislative Interventions in Promoting StartUps		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
1	1C	3.30 PM – 5.00 PM			
			PAPER 4	MUDRA- as one of the Government and legislative intervention in promoting start ups	Neeti Hooda
			PAPER 40	Sustainable Business Models: Case OF B2B Start Ups in Energy Efficiency	Harleen Kaur and Reenu Ahluwalia
			PAPER 49	Start-up India: A Governmental Initiative to Boost Entrepreneurship, Growth and Employment Generation	Dr. Urvashi Sharma and Vishal Garg
			PAPER 68	Repercussion of Terrorism on Tourism Industry in India	Bibhu Sahoo, Amandeep Singh and Neeraj Jain
			PAPER 96	Evolution of Indian Fintech Start-ups: Policy and Regulatory Framework	Avneesh Kumar, Shoeba Usman and Sufiya Usman
			PAPER 105	Reforms in labor laws : A study of select acts	Radheshyam Kalawat

DAY 2

Day 2: Saturday 5th November, 2016			Session 1A: GST: Farewell to Multi-Level Taxation		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	1A	08.30 AM - 9.30 AM			
			PAPER 26	GST and its implications on Production	Arunesh Chaudhary
			PAPER 41	Goods and Services Taxation (GST) In India: goodbye to multilayer taxation	Deepak Tandon, Aanchal Singhania and Mitul Madan
			PAPER 59	Goods and Services Tax: Expectations and Challenges	Sheetal Maurya
			PAPER 77	Impact of GST on Indian Startups	Dr. Urvashi Sharma and Md. Kashif Ansari
			PAPER 102	Goods and Services Tax: One for All	Ms. Jyotsna

Day 2: Saturday 5th November, 2016			Session 1B :Make in India and Inclusive Growth		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	1B	08.30AM - 9.30 AM			
			PAPER 2	Make in India:- A development of investors in India	Trilochan Chorasias
			PAPER 21	Make in India: A belief	Burhanuddin Shaikh and Madan Lal
			PAPER 50	Manufacturing sector in developing economies and future of make in India	Shashank Vikram Pratap Singh
			PAPER 53	Make in India and inclusive growth : A study	Ashima Goel
			PAPER 85	Financial Sector Reforms in India: Some Theory and Evidence from Co-Integration	Mahendra Pal
			PAPER 110	Reality of Make in India : Critical analysis	Virendra Kumar

Day 2: Saturday 5th November, 2016			Session 1C :Future of e-commerce		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	1C	8:30 AM - 9:30 PM			
			Paper 27	Future of commerce	Arun Kumar
			PAPER 45	Future of Ecommerce in India	Dr.Urvashi Sharma and Bhawna Rajput
			PAPER 56	Mobile Apps vs. website	Komal Dhanda and Sakshi Kathuria
			PAPER 74	A Review of Literature of Online Compulsive Buying Behavior	Dr. Devinderpal Singh Sidhu and Gurpreet Kaur Aulakh

Day 2: Saturday 5th November, 2016			Session 2A :Digital Economy		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	1A	11.00 AM - 12.30 PM			
			PAPER 10	The Role of Advertising in Decoding the Digital Consumer	Sukriti Sekhri
			PAPER 15	Digital Signage and Related Technological Advancements: A Conceptual Review	Deepti Goel
			PAPER 67	Reduction in Accidental Death: Determining Driver Behavior Using Fuzzy Theory	Dinesh Saini and Jabar Yousif
			PAPER 72	Role Of Social Media In Social Audit	Dr. Manisha Gupta and Trilochan Chorasias
			PAPER 84	Future of Mobile Banking- a new payment System i.e. UPI (Unified Payment Interface	Deepika Dhamija and Ankit Dhamija
			PAPER 99	Customer Perceptions Of E- Commerce Quality: A Critical Review Of Extant Knowledge	Sheena Gupta and Anuradha Malik

Day 2: Saturday 5th November, 2016			Session 2B :Understanding Digital Consumer		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	1B	11.00 AM – 12.30 PM			
			PAPER 17	Digital And New Age Consumer Trends: A Study Among College Students In Delhi	Anuj Pal Kapoor and Madhu Vij
			PAPER 32	Mobile Money-Awareness and use among college youth in Delhi	Dr. Rajni, Dr. Arshi Zareen and Dr. Priyanka Chaddha
			PAPER 93	Evaluation of E-commerce Websites Using AHP Decision Making Process	Vineeta and H.K. Dangi
			PAPER 94	Consumer perception of B to C websites	Sonali Agarwal
			PAPER 109	Antecedents of Consumers' Online Purchase Intention: Emerging markets' context	Shivani Garg and Shweta Garg
			PAPER 113	A Novel Method of Integrating Renewable Energy Sources with Grid	Mahipal Bukya, Leonardo Bremermann, Suraksha Gupta and Juha Vaatenan
			PAPER 114	The influence of innovation capability and customer experience on reputation and loyalty	Suraksha Gupta and Pantea Foroudi

Day 2: Saturday 5th November, 2016			Session 2C : Improving and Molding Business environment		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	1C	11.00 AM – 12.30 PM			
			PAPER 18	Sustainability Reporting Practices Of Indian Organizations: Comparing Perceptions Of Readers And Preparers	R.K. Singh and Geetanjali Batra
			PAPER 63	Empirical Study On Autonomy And Dependence In Franchisor–Franchisee Relationship	Parminder Kaur and Professor Kavita Sharma
			PAPER 98	Dynamics of Inter-Linkages Among Regional Integrations Across Globe: An Econometric Study	Dr. Namita Rajput, Shoeba Usman and Sufiya Usman
			PAPER 30	Perceptions And Preferences Of Youth Towards Green Marketing	Ashima Gaba and Pragya Jayaswal
			PAPER 108	Green P's and Sustainability: Performance Assessment of Manufacturing Firms	Garima Gupta

Day 2: Saturday 5th November, 2016			Session 3A :Marketing of Eco-friendly and Sustainable Products		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	1A	12:30 PM - 1:30 PM			
			PAPER 20	Environment Friendly Management System Problems: Imperatives For An Eco-Friendly Management System	Ashish Kumar, Dalbir Singh and Dinesh Kumar
			PAPER 69	Sustainable Business Solutions And Strategies: A Road Towards Self Sustenance	Navendu Prakash, Arushi Jain and Suresh Patel
			PAPER 87	Impact Of Collectivism And Materialism On Green Purchase Intention: An Empirical Study	Chandni Aswal
			PAPER 97	Exploring The Relationship Between Spirituality And Environmental Orientation	Prof Madan Lal and Nitika Sharma
			PAPER 101	Consumers' Purchase Preference For Green / Eco - Friendly Products: Insights From An Exploratory Study	Anita Verma and Aastha Verma

Day 2: Saturday 5th November, 2016			Session 3B :Consumer Behavior and Sustainability		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	1B	12:30 PM - 1:30 PM			
			PAPER 8	Consumer And Planet: Reasons Of Behavior And Behavior Of 'Reason'	Ekta Duggal and Harsh V. Verma
			PAPER 12	An Empirical Study On Impact Of Corporate Social Responsibility On Consumer Behavior	Neha Singhal and Kiran Bala
			PAPER 47	Customer Dissatisfaction: An Exploration Of The Construct	Gurveen Kaur and Gurveen Kaur
			PAPER 57	Consumer's Behavior Towards	Dr. Hariom Gupta,

				Sustainable Consumption In Eastern U.P. : A Comparative Study Of Varanasi And Allahabad Districts	Mr. Bal Govind Shukla and Dr. Himanshu Srivastava
			PAPER 58	Green Marketing, Young Consumers And New Opportunities For Marketers: An Empirical Investigation.	Aastha Verma, Divya Katna and Sonakshi Garg
			PAPER 60	Assessing Sustainable Food Buying Behavior Of Postgraduate Students : An Application Of Theory Of Planned Behavior	Deepti Sehgal

Day 2: Saturday 5th November, 2016			Session 3C :Longevity and Sustainability of Financial Institutions		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	1C	12:30 PM - 1:30 PM			
			PAPER 22	Masala Bonds: The New Spice in Debt Market	Dr.A.M Sherry, Ca.Pruna Sehgal and Varun Jhanjee
			PAPER 44	A Review on Service Quality of Plastic Cards and Customer Satisfaction	Komal Dhanda
			PAPER 46	A Cross-Country Analysis of Pricing Efficiency of Exchange Traded Funds	Dr. Vanita Tripathi and Dr. Swati Garg
			PAPER 48	Financial Institutions: Medium to a Sustainable World	Kalyani Pal
			PAPER 54	Drivers of sustainability in financial institutions	Abhishek . and Ruchi Moolchandani

Day 2: Saturday 5th November, 2016			Session 4A :Sustainability and Bottom Line		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	1A	3.30 PM - 4.30 PM			
			PAPER 28	Governance as a tool for sustainability of Government hospitals- A case of Delhi (An Econometric based Study)	Anurag Agnihotri
			PAPER 43	Diagnosing Degree Of Sustainability Of Mahindra & Mahindra India Ltd	Deepa Halder
			PAPER 70	Relationship Of Corporate Social Reporting With Profitability: A Study Of Indian Telecommunication Companies	Ritu Sapra and Chanpreet Kaur
			PAPER 89	Sustainability: An Innovative Business Strategy Towards Profitability	Simmar Preet
			PAPER 90	Economic Growth And Air Pollution: A Comparative Analysis Of India, China, UK & USA	Simmar Preet
			PAPER 92	Sustainability and Bottom Line: A Study of Select Indian Companies	Mukesh Kumar Jain, Swati Aggarwal and Swati Khanna

Day 2: Saturday 5th November, 2016			Session 4B :Innovative Sustainable Human Resource Practices		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	1B	3.30 PM - 4.30 PM			
			PAPER 7	Theoretical Perspectives on Innovative Sustainable Human Resource Management	Shipra Shrivastava
			PAPER 31	Adopting Business Innovation to generate Sustainable Business Solutions and Competitiveness: A case study of Nestlé	Rituraj Saroha and Saloni P Diwan
			PAPER 52	Human Capital And Consciousness: Role in Sustainability	Shilpi Sahi and Ajay K. Singh

			PAPER 103	Innovative Sustainable Human Resource Practices In Trend	Ashima Goel
			PAPER 65	Relationship Between Environmental Disclosure and Firm Performance: An Empirical analysis of Steel Industry in India	A.Porchelvi Chandran
			PAPER 78	Identification and feasibility analysis of start up ventures in the emerging areas of sustainability	Komal Kapoor

Day 2: Saturday 5th November, 2016			Session 4C :Sustainable Business Solutions and Strategies		
Day	Hall	Time	Paper Number	Paper Title	Author(s)
2	1C	3.30 PM – 4.30 PM			
			PAPER 108	Green P's and Sustainability: Performance Assessment of Manufacturing Firms	Garima Gupta
			PAPER 100	Sustainability Of Start-Ups In The Present And Future India	Dilip Gupta
			PAPER 62	Antecedents Affecting Green Purchasing Behavior: An Empirical Study On India's Young Consumers	Ishpreet Kaur Viridi, Shivani Garg and Manisha Jagdepawar
			PAPER 88	Socially Responsible Consumption Behavior among Indian Consumers: an Empirical Study	Monica Bedi and Kirandeep Bedi
			PAPER 111	Consumer behavior toward highly energy efficient product: Influence of Sociability, Product Knowledge and Concern for the Environment	Kavita Sharma and Hungyo Yurreikan