

# 3<sup>rd</sup> ANNUAL COMMERCE CONVENTION 2014

## LEVERAGING BUSINESS: DISCOVERING NEW HORIZONS

**Department of Commerce  
Delhi School of Economics  
University of Delhi**

**Date:** April 12-13, 2014

**Venue:**

Day 1 - Sir Shankar Lal Hall, University of Delhi  
Day 2 - Department of Commerce, Delhi School of Economics, University  
of Delhi

**Chief Guest: Dr. A.P.J. Abdul Kalam**  
*(Former President of India)*

**Keynote Speaker: Shri S. Raman**  
*(Whole Time Member, SEBI)*

<b>Program for Day 1 – April 12, 2014 (Saturday)</b>	
<b>Timings</b>	<b>Events</b>
09:30 - 11:00 AM	Registration /Tea
11:00 - 12:30 PM	<b>Inaugural Session</b>
12:30 - 01:30 PM	Lunch & Networking
01:30 - 03:00 PM	<b>Panel Discussion 1: Business Dynamics: Myths &amp; Realities</b>
03:00 - 03:15 PM	Tea Break & Networking
03:15 - 05:00 PM	<b>Panel Discussion 2 : CSR &amp; Sustainable Development</b>

<b>Program for Day 2 – April 13, 2014 (Sunday)</b>	
<b>Timings</b>	<b>Events</b>
09:00 - 10:30 AM	Technical Session 1 : Innovative Trends in IT and Business Technical Session 2 : Emerging Issues in Retailing Technical Session 3 : Business Sustainability : Issues and Challenges
10:30 - 11:00 AM	Tea and Networking
11:00 – 01:30 PM	Technical Session 1 : Innovative Trends in IT and Business Technical Session 2 : Emerging Issues in Retailing Technical Session 3 : Business Sustainability : Issues and Challenges
01:30-02:30 PM	Lunch & Networking
02:30-04:00 PM	Technical Session 1 : Innovative Trends in IT and Business Technical Session 2 : Emerging Issues in Retailing Technical Session 3 : Business Sustainability : Issues and Challenges
4:00 – 05:00 PM	<b>Valedictory Session</b>

## Day 1:

Venue: Sir Shankar Lal Hall

**09:30 - 11:00 AM Registration/Tea**

**11:00 - 12:15 PM Inaugural Session:**

11:00-11:05 AM Lighting of Lamp and Saraswati Vandana

11:05-11:10 AM Address by Course Coordinator Dr. Sunaina Kanojia

11:10-11:15 AM Address by Head & Dean, Prof. J.P. Sharma

11:15-11:20 AM Lifetime Achievement Award to Prof. R.S. Nigam

11:20-11:45 AM Address by Keynote Speaker Shri S. Raman, Whole Time Member, SEBI

11:45-12:25 PM Address by Hon'ble Chief Guest Dr. A.P.J. ABDUL KALAM

12:25-12:30 PM Vote of Thanks by Dr. Kavita Sharma

**12:30 - 01:30 PM Lunch & Networking**

**01:30 - 03:00 PM Panel Discussion 1: Business Dynamics: Myths & Realities**

Prof Rattan Sharma

*Formerly in IIM Lucknow, MDI, SP Jain Centre, Mumbai*

Prof. J D Agarwal

*Chairman, Indian Institute of Finance*

Dr. Mohan Chutani,

*Economic Advisor, Department of Industrial Policy and Promotion. Ministry of Commerce and Industry*

Dr. Raj Agrawal,

*Director, Centre for Management Education, All India Management Association*

Brig. (Dr.) Ashok Kumar Pathak

*Director, AIMT, Greater Noida*

**03:00 - 03:15 PM Tea Break & Networking**

**03:15 - 05:00 PM Panel Discussion 2: CSR & Sustainable Development**

Prof. Harivansh Chaturvedi

*Director, BIMTECH*

Mr. Nesar Ahmed

*Immediate Past President, ICSI, Chairman, Nesar Associates*

Dr. Sunil Kumar Sinha

*Principal Economist & Director Public Finance*

Dr. Pawan K. Kumar

*(IRS) Commissioner Income Tax*

Prof. Ashok Adil Kathuria

*Deputy Director and Professor of Synthetic Business School, PTU (Formerly Financial Controller, Shervani Hotel)*

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## Day 2

## Venue: Department of Commerce

### Track I: Innovative Trends in IT and Business (9:00-10:30 a.m) Venue: Seminar Hall (Ground Floor)

Session Chair: Prof. Azad Chiller, Dean, R &D, IMS, Noida. Director, New Era College of Science & Tech. Ghaziabad, Director- MSI, Delhi

1	Burhanuddin Shaikh	<i>Understanding Cloud Computing – An Innovative Trend in IT and Business</i>
2	Dr. Kavita Arora	<i>The Information Ratio on Indian Mutual Funds</i>
3	Gunjan Khanna	<i>Board Meeting through Electronic Mode: A Move towards Corporate Excellence</i>
4	Neha Jaiswal, Neha Gupta and Nidhi Taneja	<i>Footprints of XBRL: A New Dimension in Financial Reporting</i>
5	Dr. Nidhi Dhawan	<i>Leveraging Business: A Cloud Computing Initiative in Banking Sector</i>
6	Abdul Manazir	<i>A Review of Cloud Computing based B2B integration</i>
7	Dr. A.K. Singh and Amanjot Sachdeva	<i>Impact of the Provision of Work Life Practices on Work Life Balance and Life Satisfaction: An Empirical Study among Professionals in Healthcare</i>
8	Vishnu Patankar, Dr. Nikhil Mehta	<i>A Literature Review on entrepreneurial development at Its' antecedents</i>
9	Shivendra Singh	<i>Horticulture Development: A tool for Uplifting Uttarakh and Economy</i>
10	Antriksha Negi	<i>Social Venture Capital : Financing Social Entrepreneurs</i>
11	Abhilasha N. and Prof. B.H. Suresh	<i>XBRL: The Global Financial Reporting Language- A study of perceptions of Chartered Accountants, Academicians, Students and Account Preparers of Companies in Mysore city-Karnataka</i>
12	Minny Narang and Sunita Prajapati	<i>Cybercrimes: A Study of Select Cases</i>
13	Deepali Malhotra and Swati Seth	<i>Integrating Educational Technologies in the Classroom – A Study of Department of Commerce, Delhi University</i>

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### Track II: Emerging Issues in Retailing (9:00- 10:30 a.m.) Venue: Hall VI (Second floor)

Session Chair: Prof. Sanjiv Mittal, School of Management Studies, IP University, Delhi

1	Manjari Agarwal, Dr. R.C. Gupta, Priyanka Goel	<i>Customer Perspective on Clearance Sale of Woolens: A omparative Analysis of Branded and Non-Branded Woolens</i>
2	Dimpy Handa	<i>Gift Cards: Innovative Trend in Retailing in India</i>
3	Dr. Sheetal Kapoor	<i>Study and Analysis of the Status of Misleading Advertisements in India and Limitations of the Law Enforcement</i>
4	Hemlata	<i>Impact of Foreign Direct Investment on Indian Retail Sector</i>
5	Manika Batra and Ruchika Bhateja	<i>A Ccomparison of Service Quality of Indian and International Fast Food Chains- An Empirical Investigation</i>
6	Reena Malik and Sarika Yadav	<i>Re-Birth of Indian Online Retailing</i>
7	Neha Singhal	<i>Emerging Issues in Retailing</i>
8	Rajeev Kumar Upadhyay	<i>Impact of Globalization on Indian Retail industry</i>
9	Swati Srivastava	<i>Globlisation and its Impact on Ruaral Women Consumers Changing Tastes and Preferences</i>

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**Track III a: Business Sustainability: Issues and challenges (9:00- 10:30 a.m.) Venue: Hall IV (First floor)**

**Session Chair: Prof. S.K. Singh,** *Former Professor and Director of School of Social Sciences, IGNOU*

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|----|---|--|
| 1  | Rupali Misra Nigam Dr.<br>Sumita Srivastava | <i>Effect of Psychological Dispositions on Short Term Intuitive Forecasting</i>                              |
| 2  | Dr. Urvashi Sharma                          | <i>Relationship between CSR and Competitive Advantage</i>  |
| 3  | Manmeet kaur Bawa                           | <i>Corporate Governance in Indian Banks –The Role of Board of Directors</i>                                  |
| 4  | Monica Aggarwal Divya<br>Mehta              | <i>CSR- A Strategy for Sustainable Business Success: Evidence from Indian Companies</i>                      |
| 5  | Dr. Reena Grover                            | <i>Business Sustainability: Issues and Challenges</i>  |
| 6  | Parul Tomar                                 | <i>Business Sustainability: Issues and Challenges</i>  |
| 7  | Jyoti Paul                                  | <i>Embedding Sustainability in Business: A case of HUL</i>   |
| 8  | Dr. Sanjay K. Jain and Geetanjali<br>Batra  | <i>Sustainable Reporting: A Preliminary Analysis of Adoption of GRI Framework by Indian Corporate Sector</i> |
| 9  | Shikha Sachdeva                             | <i>CSR- A Move Towards Sustainable Development</i>   |
| 10 | Dr. Vandana Gautam                          | <i>Restraining the Insider: Easier said than done</i>  |
| 11 | Purnima Bhatnagar and Anoop<br>Srivastava   | <i>Reflections on Corporate Social Responsibility and the Road Ahead</i>                                     |
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**Track III b: Business Sustainability: Issues and Challenges (9:00- 10:30 a.m.) Venue: Hall II (First floor)**

**Session Chair: Prof. P.K. Jain,** *Professor & Director, Faculty of Management Studies, M. L. Sukhadia University,*

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|---|---|--|
| 1 | Dr. Namita Rajput                               | <i>Green Banking And Sustainable Development: An Anecdote From India</i>   |
| 2 | Dr. Megha Agarwal                               | <i>The Role and Relevance of Option Implied Volatility in Financial Markets</i>  |
| 3 | Prof. K.V. Bhanu Murthy and<br>Lovleen Gupta    | <i>Risk and Return in Banking Industry in India: Concept and Measurement</i>   |
| 4 | Dr. Vanita Tripathi and Ms. Neerza              | <i>What drives Private Equity Investments in Indian Companies?</i>   |
| 5 | Priyanka Yadav and Dr. Anil<br>Kumar Sharma     | <i>Identification of Factors Influencing Choice of Source of Agriculture Credit by Farmers: An Application of Binary</i> |
| 6 | Gunjan Tripathi                                 | <i>Impact of terrorism on Indian Financial Markets</i>   |
| 7 | Dr. Niti Bhasin and Rinku Manocha               | <i>Impact of Globalization on India exports with Special Reference to Regional trade Agreements</i>                      |
| 8 | Poonam Rani and Prof. K.P.<br>Kaushik           | <i>Do Firm Specific Characteristics Really Influence Underpricing?</i>   |
| 9 | Dr. U Raghavendra<br>Prasad and Dr. S.MD. Ghose | <i>Public Sector Enterprises in the Indian Economy</i>   |

**10:30-11:00 AM: Tea and Networking**

**Track II: Emerging Issues in Retailing (11:00- 1:30 p.m.) Venue: Hall VI (Second floor)**

**Session Chair: Prof. P.K. Haldar** *Professor & Head, Department of Commerce & Former Dean, Faculty of Arts and Commerce, Tripura University*

- 1 Sonali Jain and Sanjay K. Jain *Customer Characteristics and Service Quality Perceptions in Public and Private Sector Banks: An Assessment*
- 2 Ruby Singh and Dr. Amit Gautam *FDI In Indian Insurance Sector: A Critical Analysis*
- 3 Dr. Bhavna Sharma, Dr. Ashwani Sharma & Ms. Vanadana Rathee *Rethinking Consumer Behaviour : Shifting to Greener Paradigm*
- 4 Astha Dewan *Determinants of Success in Organized Retail: An Empirical Study Using Factor Analysis*
- 5 Ravinder Kaur, Suyash Mishra and Mr. Rishi Kant *Electronic Banking: An Innovative Approach from Bricks-and-Mortar to Virtual Banking in India*
- 6 Gaurav Rana and Neeti Nagar *Emerging Retail Marketing Strategies - "Small Scale Industries"*
- 7 Dr. Sunil Kr. Yadav and Nancy Rao *What determines Consumer Behavior in Organized Retailing in an Emerging Market? New Insights*
- 8 Dr. Anu Taneja Gupta *Impact of marketing strategies on the food behaviour of affluent urban Indians*
- 9 Dr. Punam Mishra *A study on Factors Influencing Consumer Buying Motive at Organized Retail Stores in Jaipur City*
- 10 Ashish Chandra *Small Pockets- Big Target : Capturing Children Segment: A new mantra for widened market share*
- 11 Dr. Priyanka Tripathi *The rising trend of online shopping in India : Consumer feedback*
- 12 Rachna Bamba and Mani Sawhney *Globalization trends and its impact on retail*
- 13 Neha Bothra *Indian Luxury Retail Market: From Bond Street to DLF Emporio*
- 14 Dr. Alluri V.N. Varma, Dr. A. Naga Raju and Dr. JSP Rao *FDI in Retail in India- Challenges, Effectiveness and Future: Issues and Intricacies*
- 15 Dr. P K Haldar *A Retrospection of Contemporary Debate over FDI in Retail Trade in India*
- 16 Shefali Khurana *Pester Power: A key to marketers success*

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**Track III a: Business Sustainability: Issues and challenges (11:00 – 1.30 p.m.) Venue: Hall IV (First floor)**

**Session Chairs: Prof. Azad Chillar**, *Dean, R &D, IMS, Noida. Director, New Era College of Science & Tech. Ghaziabad, Director- MSI, Delhi* **Prof. S.P.Kala**, *Former Professor of Management and Head of the Department of Business Management of HNB Garhwal*

- 1 Pooja Sharma *Shareholder Protection Laws, Corporate Governance and Shareholder Activism- An Analysis in Indian Context*
  - 2 Kasturi Saikia & VK Shrotryia *Corporate Social Responsibilities in Petroleum Sector: a study of beneficiaries" Perception in Oil Refineries in Assam*
  - 3 Prof. P.K Haldar& Lokanath Mishra *Study of the Ramification of Mandated Changes in Corporate Social Responsibilities in India*
  - 4 Purnima Bhatnagar, Shalini Nigam and Y Suresh Reddy *Inclusive Growth And CSR - Challenges And Lessons Learnt From Implementation of CSR Programmes in the Field of Education in India*
  - 5 Amrita Singh *Independent Directors- The Indian Story*
  - 6 Ruchi Goyal *What Went Wrong With Kingfisher Airlines?*
  - 7 Sakshi Verma *Growth story of „Acquisition based Class Actions'*
  - 8 Ankita Singh & Prof. Pramod Kumar *Impact Of Corporate Social Responsibility on Financial Performance of Sensex Companies*
  - 9 Shikha Makkar & Monika Saini *Spirituality, Ethical Behaviour and Corporate Social Responsibility – The Influence of Affinity*
  - 10 Sanjeev Kumar Sharma *What's the Business for?*
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**Track III b: Business Sustainability: Issues and challenges (11:00 – 1.30 p.m.) Venue: Seminar Hall (Ground floor)**

**Session Chair: Prof. P.K. Jain, Professor & Director, Faculty of Management Studies, M. L. Sukhadia University, Udaipur**

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| 1  | Vaibhav Birwatkar  | <i>Corporate Social Responsibility: All at Sea</i>   |
| 2  | Purna Sharma   | <i>Business Sustainability in 21st Century</i>   |
| 3  | Vrinda Kapur   | <i>A Comparison of Indian and Chinese Labour Laws</i>  |
| 4  | Neha Matlani   | <i>Limited Liability Partnership in India: Issues and Concerns Curbing its Popularity</i>                          |
| 5  | CA Amit Kumar Sahu   | <i>The Changing Sphere of Indian Companies Act</i>   |
| 6  | Prof. J.P. Sharma and Swati Khanna                         | <i>Corporate Social Responsibility, Corporate Governance and Sustainability: Synergies and Inter-relationships</i> |
| 7  | Dr. Rajeshwari Malik                                       | <i>A study of corporate social responsibility as a tool for attaining sustainability and green growth</i>          |
| 8  | Shahnawaz Rather   | <i>Environment and perception of sustainable agriculture development in India: The Edge of Bio- Fertilizer</i>     |
| 9  | Sonal Nagpal   | <i>Corporate Governance In Real Estate Sector – Case Of DLF</i>  |
| 10 | Neha Sharma  | <i>Corporate Governance and the Companies Act, 2013- A Synthesis</i>   |
| 11 | Raghavendra S, B.G Srinivas, Shashiraj Nayaka, Sudharani M | <i>Role of Stress and Job Performance in Banks Worker - An Analysis</i>  |
| 12 | Nidhi Kapoor and Rinku Mahindru                            | <i>Employability Skills: A Study of Self-perceived Competence of MIB and MHROD Students of University of Delhi</i> |
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**Track III c: Business Sustainability: Issues and Challenges (11:00- 1:30 p.m.) Venue: Hall II (First floor)**

**Session Chair: Dr. C.S. Sharma, Director, Maharaja Agrasen Institute of Management Studies, GGSIU, Delhi**

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|----|--|---|
| 1  | Dr. Priti Rai                                | <i>A Study of Time and Cost Overruns in Power Projects</i>  |
| 2  | Ruchi Vohra                                  | <i>Leveraging Innovative Entrepreneurship with special reference to its role in Economic Development in India</i>   |
| 3  | Kumar Shivam and Dr. Rajeev Prabhakar        | <i>Financial Performance of Indian Commercial Banks: An Empirical Study</i>   |
| 4  | Saumya Singh and Rajeev Kumar                | <i>Experts" Attitude towards Harmonization of Indian Accounting Standards with IFRS</i>                             |
| 5  | Dr. Saif Siddiqui &Ishaq Ahmad Bhat          | <i>Testing the volatility and weak form of EMH: Empirical Evidence from the Four largest Economies of the world</i> |
| 6  | Samir and Deepa Kamra                        | <i>Banking Sector Reforms in India-An Overview</i>  |
| 7  | Shruti Gupta                                 | <i>Strategic Financial Management Practices in BPO Industry: Development of an Index of Professionalism</i>         |
| 8  | Garima and Rajeev Gupta                      | <i>Policies, Output, and Effectiveness in Banking: A Study based on Indian experience</i>                           |
| 9  | SL Pandian and Dr. Smita Shukla              | <i>Emerging Trends In Mutual Fund Industry in India</i>   |
| 10 | Prabina Padhi                                | <i>Globalization and its impact on Indian economy: An Experimental Study</i>  |
| 11 | Rachna Yadav                                 | <i>Impact of Globalization on Indian Economy</i>  |
| 12 | Dr. Krishna Murari Mishra & Dr. Keshav Shyam | <i>Bharatiya Mahila Bank: A New Way of Indian Banking for Women</i>   |
| 13 | B.G. Srinivasa & Nayakara Honnurswamy        | <i>Foreign Institutional Investment and Development of Indian Stock Market</i>                                      |
| 14 | Anurag Bhadur Singh &Priyanka Tandon         | <i>Globalization and its Impact on Indian Business</i>  |
| 15 | Dr. Lata Sharma                              | <i>Taxation of E-Transactions</i>   |
| 16 | Dr. C.S. Sharma &Sameer Lama                 | <i>Impact of Foreign Direct Investment in Multi-Brand Retail – A Grounded Theory Approach</i>                       |
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## **01:30-2:30 PM: Lunch and Networking**

**Track II: Emerging Issues in Retailing (2:30- 4:00 p.m.) Venue: Hall VI (Second floor)**

**Session Chair: Prof. Satya Bhusan Dash, Chairperson, Centre for Marketing in Emerging Economies, Indian Institute of Management Lucknow, Noida Campus**

- 1 Sapna Mathur, Dr. Richa Sharma & Nitin Tripathi *Do Eco-Labels drive Customers?*
  - 2 Arpita Kaul *Structural capital in the service sector of India*
  - 3 Asha Chauhan and Neha Saini *An Empirical Study on Purchase Intention of Green Mobile Phone*
  - 4 Ekta Duggal and Prof. Harsh V. Verma *Developing Relationships in Retail: An Investigation of Critical Quality Attributes*
  - 5 Shanu Jain and Nandini Sethia *Retail Scenario in Delhi Metro: A Study on Hudson News Café*
  - 6 Komal Kapoor *A Study to Understand Consumer Behaviour Factors towards Luxury Retailing In NCR*
  - 7 Dr. Manoj Sharma and Nand Lal *Evaluation of Foreign Direct Investment (FDI) in India: A Study of Multi-Brand Retail*
  - 8 Dr. Alka Harneja *E-Life Insurance: Insurers' Perception*
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**Track III a: Business Sustainability: Issues and challenges (2:30 – 4.00 p.m.) Venue: Hall IV (First floor)**

**Session Chair: Prof. P.K.Haldar, Professor & Head, Department of Commerce & Former Dean, Faculty of Arts and Commerce, Tripura University**

- 1 Jigmet Wangmo *Corporate Governance Failure- A Case Study of Sahara Group*
  - 2 Rashmi Taneja *Emerging Issues in Companies Act, 2013*
  - 3 Dr. Simmar Preet *Corporate Disclosure Practices : A Comparative Study of India & UK*
  - 4 Neha Matlani *Limited Liability Partnership in India: Issues and Concerns Curbing its Popularity*
  - 5 Rabi Narayan Kar & Amrita Kaur *CBMAs in India: From Evolution to Recent Trends and Implications*
  - 6 Mridula Sahay *Corporate Social Responsibility in Business - Ornamental or Authentic Bloom*
  - 7 Nidhi Bhatia *CSR: Brand new spirit to leverage business*
  - 8 Vaibhav Kumar *Corporate Social Responsibility*
  - 9 Neha Gupta, Neha Jaiswal & Nidhi Taneja *Corporate Social Responsibility: Tag of Good Corporate Citizen*
  - 10 Sumanta Dutta *Triple Bottom Line Reporting: re-inventing new corporate disclosure practices*
  - 11 Dr. Devinder Sharma and Bhushan Azad *Technological Innovations and Banking Services in India*
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**Track III b: Business Sustainability: Issues and challenges (2:30 – 4.00 p.m.) Venue: Seminar Hall (Ground floor)**

**Session Chair: Prof. S.K. Singh, Former Professor and Director of School of Social Sciences, IGNOU**

**Prof. S.P. Chauhan**

1	Annu Tomar	Top Most Motivational Factors for Teachers Job Satisfaction: A Study on Private Sector Degree Colleges
2	Dr. Anu Pandey	Sustainability a Challenge for Social Entrepreneurs
3	Dr. P.K. Haldar & S.M.Mahabubur Rahman	Study of the Role of CSR in Leveraging Commercial Banks' Business In Bangladesh
4	Anurag Hazarika	Social Responsiveness of the State Bank of India with Particular Reference to Assam
5	Deepti Rana	Business Responsibility Reporting: A study of Indian Companies
6	Nidhi Malhotra, Dr. Satish Taneja & Aakriti Sohal	Testing Weak Form Of Efficient Market Hypothesis: Evidence From Bombay Stock Exchange (BSE)
7	Kunjana Malik	Outlook on the Private Equity Potential in India's Healthcare Sector Based on Lessons from the US
8	Prachi Jain	A Resource Based view for Sustainable Competitive Advantage

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**Track III c: Business Sustainability: Issues and Challenges (2:30- 4:00 p.m.) Venue: Hall II (First floor)**

**Session Chairs: Prof. S.P.Kala, Former Professor of Management and Head of the Department of Business Management, HNB Garhwal**

**Dr. Satish Taneja, Director Banarsidas Chandiwala Institute of Professional Studies, Dwarka**

1	Aniruddha Ghosh	Wealth Maximization Analysis of Organizations & their scope of Sustenance in the Long run - An Empirical Analysis on selected companies in S&P BSE 100
2	Kamini Tandon, Dr. Satish Taneja and Gurpreet Kaur	Evaluating the Efficiency of Private Sector General Insurance Companies in India Using Data Envelope Analysis
3	Dr. Aparna Mishra, Dr. Satish Taneja and Ms. Sonam Gupta	A Comparative Equity Valuation through Fundamental and Technical Analysis in Indian Telecom Sector
4	Monika Jain	Corporate Governance and its Impact on Financial Crisis in India
5	Sonia Verma	Management of Non-Performing Assets (NPAs) In Indian Commercial Banks
6	Dr. Saif Siddiqui & Dr. Neha Seth	Market Anomaly in National Stock Exchange of India
7	Dr. Ruchi Trehan	Green Banking in India
8	Raghunatha.T and Dr. H. Rajashekar	Implementation of IFRS for SMES In India: A Perceptual Study of Professionals in Mysore City- Karnataka
9	Dr. Sangeeta Dodrajka	Six Sigma and Benchmarking in India: A Case Study of I.T. Industry in India
10	Shilpi Sahi, Sonia Kamboj and Sakshi Mittal	An Empirical Analysis of the Behavioural Factors Affecting Individual Investment Decisions

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**04:00-5:00 PM: Valedictory Session- Economics Lecture Hall**