



DEPARTMENT OF COMMERCE
Faculty of Commerce and Business
Delhi School Of Economics
UNIVERSITY OF DELHI



ACHARYA NARENDRA DEV COLLEGE

(UNIVERSITY OF DELHI)

NAAC ACCREDITATION GRADE A | NIRF 2022 ALL INDIA RANKING-18 | DBT STAR STATUS COLLEGE

Department of Commerce, ANDC

under the aegis of

Internal Quality Assurance Cell (IQAC), ANDC

and

**Department College Interface, Department of Commerce
Delhi School of Economics, University of Delhi**

in collaboration with

Indian Commerce Association, Delhi NCR Chapter

organises

ONE DAY NATIONAL CONFERENCE

on

ONE EARTH • ONE FAMILY • ONE FUTURE



APRIL 3, 2023



9:00 AM ONWARDS



SEMINAR HALL, ANDC



**CHIEF GUEST, INAUGURAL SESSION
PROFESSOR BALARAM PANI**

Dean of Colleges
University of Delhi



**GUEST OF HONOR, INAUGURAL SESSION
PROFESSOR SUDESHNA MAZUMDAR LEIGHTON**

Chairperson, Governing Body, ANDC
Professor, Department of Botany
University of Delhi

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ABOUT ACHARYA NARENDRA DEV COLLEGE UNIVERSITY OF DELHI

Acharya Narendra Dev College (ANDC), a constituent college of the University of Delhi has come a long way since its inception in 1991. The college is today crowned with significant achievements that have resulted in it being listed among the top 10 science colleges in Delhi by India Today survey 2022. The College's efforts to make a difference were acknowledged in the form of the Award of Good Practices at 'Antardhvani', the mega Festival of the University of Delhi 2013, the NAAC Accreditation of Grade A in the year 2017 with a score of 3.31 and 18th NIRF ranking in 2022. The College has one of the best infrastructure and research facilities for students and faculty at the University of Delhi. Our pedagogy is student-centric.

The Department of Commerce of Acharya Narendra Dev College is consistently working towards broadening the horizons for faculty as well as students by organizing seminars, FDPs, and workshops to foster the circulation and exchange of knowledge and facilitate and promote research work.

ABOUT DEPARTMENT OF COMMERCE DELHI SCHOOL OF ECONOMICS, UNIVERSITY OF DELHI

Department of Commerce, formally set up as a separate entity in 1967, has imbibed the DSE tradition of exploring new frontiers of knowledge and innovation in academics. In its history spanning over three decades, it has redefined commerce education in the country. The Department has the legitimate claim and pride of being the premier institution in India for course curriculum development, teaching and research in Commerce discipline. The rapid growth of the Department of Commerce is reflected in its expansion as well as novelty in its academic programmes.

In addition to the traditional M. Phil., Ph.D., and flagship M.Com. programme, department of commerce initiated two master degree level professional programmes, Master of International Business (MIB) and Master of Human Resource and Organizational Development (MHROD) as a response to market imperatives in 1995. In this span of nearly twenty years, these two programmes have come to be recognised as well-regarded Master's programme in business administration in the country. Both the courses, viz. MIB & MHROD have been well received by the industry till date. The nomenclature of these two professional courses has been recently changed to MBA (IB) and MBA (HRD).

ABOUT THE CONFERENCE

As India assumes the presidency of the G20, the conference aims to explore the role of commerce and business in promoting sustainable and inclusive economic growth, fostering innovation and digitalization, and strengthening global trade partnerships, with a focus on the challenges and opportunities presented by the COVID-19 pandemic. The conference will give a platform to UG/PG students, young researchers and faculty to interact with senior academicians and researchers. The conference will promote constructive dialogue and collaboration among all stakeholders and generate actionable recommendations that can help informed policy-making at the national and international levels.

EMINENT SPEAKERS



DR. B. B. TAYWADE

Past President, Indian Commerce Association (ICA)
Shree Saachidand Shikshan Sanstha, Nagpur



DR. T. A. SHIWARE

Past President, Indian Commerce Association (ICA)
Director, Wilson College
Girgaum Chowpatty, Mumbai



PROF. SASMITA SAMANTA

Immediate Past President, Indian Commerce Association (ICA)
Honorable Vice Chancellor, KIIT Deemed to be University
Bhubaneswar, Odisha



PROF. W.K. SARWADE

President, Indian Commerce Association (ICA)
Dean, faculty of Commerce & Management
Dr. BAM University, Aurangabaad



PROF. M. JAYAPPA

Executive Vice President, Indian Commerce Association (ICA)
Former Principal, RBANMS First Grade College
Ulsoor, Bangalore



PROF. NAGENDRA KUMER JHA

Joint Secretary, Indian Commerce Association (ICA)
Dean, Faculty of Commerce, Head & Director
Department of Applied Economics & Commerce, Patna University



DR. KULDEEP SHIVPRASAD SHARMA

Secretary, Indian Commerce Association (ICA)
Assistant Professor, Department of Accountancy
K. P. B. Hinduja College of Commerce, Mumbai



DR. D. CHENNAPA

Managing Editor Cum Treasurer, Indian Commerce Association (ICA)
Head, Department of Commerce, Osmania University, Hyderabad



PROF. AJAY KUMAR SINGH

Head, Department of Commerce
Dean, Faculty of Commerce & Business
Senior Professor, Department of Commerce
Delhi School of Economics, University of Delhi



PROF. MADAN LAL

President, ICA, Delhi NCR Chapter
Professor, Department of Commerce
Delhi School of Economics, University of Delhi



PROF. RAVI TOTEJA

Officiating Principal
Acharya Narendra Dev College, University of Delhi



PROF. AMIT KUMAR SINGH

Vice President, ICA, Delhi NCR Chapter
Professor, Department of Commerce
Delhi School of Economics, University of Delhi



PROF. RITU SAPRA

Professor, Department of Commerce
Delhi School of Economics, University of Delhi

CONFERENCE- THEME & SUB-THEMES

THEME: ONE EARTH • ONE FAMILY • ONE FUTURE

TECHNICAL SESSION 1

Sustainable Accounting and Finance

- Carbon credit accounting
- Environmental accounting and reporting
- Forensic accounting
- Integrated reporting
- Sustainability reporting
- Green bonds / climate bonds
- Human resource accounting and reporting
- Business responsibility and sustainability reporting
- Economic value added
- Market value added
- IFRS, IND-AS and AS
- Green Finance
- Financing cities of tomorrow: inclusive, resilient and sustainable
- Advancing diversity and inclusion through the sustainable debt market
- Recent trends and developments in capital markets
- Evolution of responsible investing
- Emerging issues in accounting and finance

TECHNICAL SESSION 2

Marketing and Consumer Behaviour Workplace and Human Resource Management

- Marketing analytics, business intelligence & automation
- Social, digital media and green marketing
- E-marketing and tourism marketing
- Rural consumers & marketing strategies
- Integrating technology for marketing experience
- Ethics, CSR and wellbeing
- Employee wellness & mental health
- Employee retention & motivation during post-pandemic
- Remote working
- Workforce diversity & inclusion
- E-HRM
- Green-HRM
- Contemporary issues in marketing and human resource management

TECHNICAL SESSION 3

Technology, Innovation, Sustainable Development, Global Leadership and Entrepreneurship

- Digital banking
- Changing paradigms of Indian financial system
- Future of commerce and business
- Industry 4.0
- Electric vehicles
- Digital currency
- Digital economy
- Digitally interconnected business models
- ESG: Impact, challenges and opportunities
- Challenges and opportunities for commerce and business post COVID
- Sustainable development goals
- Bharat@2047
- Global leadership
- Innovation, incubators and entrepreneurship
- Startup ecosystem
- Women entrepreneurship
- Recent trends in technology, innovation and entrepreneurship

CALL FOR ABSTRACTS

Abstracts are invited from Corporate Delegates/Faculty Members/Research Scholars/UG/PG Students for oral paper presentation having a maximum of 250 words, in Times New Roman 12 point font (1.5 line spacing). Title, author name, and affiliation should be in separate lines and are to be centered. The presenting author's name should be underlined. E-mail address of the corresponding author should be given. The abstract should be sent as an attachment in MS word format by e-mail to nccom@andc.du.ac.in

Awards for outstanding presentation will be given to the participants.

Abstracts will be accepted after peer-review and acceptance will be conveyed by e-mail.

Last date of Abstract submission : March 25, 2023

**Last date of communication of
Abstract acceptance : March 28, 2023**

REGISTRATION FEE

All the interested participants can pay the registration fees through Net-Banking/ NEFT/ RTGS/ UPI as per the details given below:

- 1) Corporate Delegate - Rs. 1500/-
- 2) Faculty Member - Rs. 1000/-
- 3) Research Scholar - Rs. 750/-
- 4) UG/PG Student - Rs. 500/-

Note: The organisers will not provide transportation and accommodation to the participants. Hence, participants are requested to make the arrangements and bear for their transportation and accommodation on their own.

BANK DETAILS

Account Holder's Name- ACHARYA NARENDRA DEV COLLEGE
Bank Name- PUNJAB NATIONAL BANK
IFSC CODE- PUNB0015600
Bank Account No.- 0156000100399145

**YOUR CANDIDATURE WILL BE CONFIRMED ONLY AFTER THE PAYMENT.
THE REGISTRATION FEES IS NON-REFUNDABLE.**

ORGANISING COMMITTEE

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Dean, Faculty of Commerce & Business
Sr. Professor, Department of Commerce
Delhi School of Economics, University of Delhi

PROF. MADAN LAL

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Acharya Narendra Dev College, University of Delhi

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Acharya Narendra Dev College, University of Delhi

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University of Delhi

TREASURER, ICA DELHI NCR CHAPTER

PROF. RAJENDER KUMAR

Professor, Rajdhani College
University of Delhi

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MS. ANURADHA SARIN

MR. ANKIT SINGH

CA YASK SAIN

MS. HANISHA BHAGAT

MS. DEEPIKA

MS. SAPNA YADAV

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AYUSH GOYAL

ANSHIKA

MALIKA KHANNA

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STUTI CHATURVEDI

ARJUN SINGHAL

AAYUSHI CHACHRA

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