



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

# 74<sup>th</sup> ALL INDIA COMMERCE CONFERENCE

December 13 - 15, 2023

Annual Conference of Indian Commerce Association

on

“ONE EARTH • ONE FAMILY • ONE FUTURE”

Hosted by

**University of Delhi**  
(Institution of Eminence)

Department of Commerce  
Faculty of Commerce and Business  
Delhi School of Economics  
University of Delhi, Delhi - 110007

In association with Knowledge Partner

**O. P. Jindal Global University**  
(Institution of Eminence)

Sonipat Narela Road  
Near Jagdishpur Village  
Sonipat, Haryana-131001

**DIGITAL MEDIA PARTNER**

**TAXMANN®**

**OUR SPONSORS**



# About Indian Commerce Association

On the eve of India's independence some visionary intellectuals and industrialists pioneered the establishment of a forum to discuss and deliberate the future course of country's development under the name and style of Indian Commerce Association. Beginning in 1947, they continued to gather every year in a national convention called as All India Commerce Conference on the premises of different universities, colleges and institutions. This is how it has continued and grown since 1947 with an uninterrupted tradition of annual conferences which by now look like the Congress, sheer on zeal and grit of a cohesive network of its members. ICA has been allotted 1000 sqm. of Institutional land at plot number 33B, Knowledge Park 01, Greater Noida, District: Gautam Budha Nagar, Uttar Pradesh- Delhi NCR.

## **The Indian Journal of Commerce**

The Indian Journal of Commerce, started in 1947, is the quarterly publication of the Indian Commerce Association which is UGC CARE listed Journal to disseminate knowledge and information in the area of trade, commerce, business and management practices. The Journal focusses on theoretical, applied and interdisciplinary research in commerce, business studies and management. It provides a forum for debate and deliberations of academics, industrialists and practitioners.

**Select papers of the conference including the award winning papers are published in the Indian Journal of Commerce.**

To promote research ICA gives the following awards:

## **Best Business Academic of the Year Award (BBAY Award)**

The BBAY Award has been instituted under the aegis of the ICA with effect from 2005 in order to encourage the youth in the field of research in Commerce and Management. The award comprises one Gold medal and four Silver medals for the Best Papers presented in the technical sessions of the All-India Commerce Conference every year. There are two medals under this category; Gold Medal (Best Business Academic of the Year Award Certificate of Honour and Gold Medal for the best paper contributed to the All India Commerce Annual Conference) and Silver Medal (Best Business Academic of the Year Award Comprises of Certificate of Honour and a Silver Medal for the best paper contributed in every Technical Session (TS-1 to TS-4) and Seminar Session of All India Commerce Conference). The detailed guidelines are available on the website of ICA India (<https://icaindia.info/bbay>). The applicants will have to submit the research paper to the concerned Chairperson and Co-Chairperson latest by October 10, 2023.

## **Prof. A.D. Shinde Research Fellowship Award (ADSMR)**

The primary aim of Prof. A.D. Shinde Memorial Research Fellowship Award is to promote research among the young faculty members and research scholars of ICA. Applicants who are Permanent/Regularly employed as faculty in the rank of assistant professor in a UGC recognized University/College/Institution/affiliated institution are eligible for a grant of Rs. 50,000. It should be duly certified by the Principal of the College. The applicants will have to submit the paper to email id [drkrtailor@gmail.com](mailto:drkrtailor@gmail.com) latest by October 10, 2023. The detailed guidelines are available on the website of ICA India (<https://icaindia.info/adsmr>).

### **Sourabh Shiware Memorial Young Researcher Award (SSMYRA)**

To salute the entrepreneurial, innovative, and versatile spirit of Mr. Saurabh Tukaram Shiware, the ICA, with the sponsorship of the very generous Dr. T. Shiware, has decided to announce this award for young professionals in the discipline who have made contributions that have the potential to make a difference in the research scenario thus taking research in the discipline to the mainstream. The award comprises a cash prize of Rs. 25,000/- with a certificate of appreciation and a trophy to be presented each year in the Annual Conference of the ICA. The applicants will have to submit the paper to email id [drrektailor@gmail.com](mailto:drrektailor@gmail.com) latest by October 10, 2023. The detailed guidelines are available on the website of ICA India (<https://icaindia.info/ssmyra>).

### **Prof. Manubhai M Shah Memorial Award for Excellence in Commerce & Business Management (MMSMA)**

The Award is to be given to the applicants for outstanding contributions to the discipline & profession of Commerce & Business Management. The names of candidates may be proposed by Vice Chancellors of Indian Universities; Directors of Private Universities; Chairpersons of Institutions of National importance and Directors of the Indian Institutes of Management (IIM). Every application/nomination shall be accompanied by a processing fee of Rs. 1000/- The Award shall comprise cash prize of Rs. 2,00,000/- together with a certificate and trophy. The detailed guidelines are available on the website of ICA India (<https://icaindia.info/mmsma>). The applicants will have to submit the applications to the email id of Secretary, ICA ([kul4209@gmail.com](mailto:kul4209@gmail.com)) latest by October 10, 2023.

### **Prof. Manubhai M Shah Memorial Research Award (MMSMRA) Indian Commerce Association (ICA)**

Manubhai M Shah Memorial Research Award has been instituted under the auspices of the Indian Commerce Association with effect from the year 2010. Two Certificate of Honours and Gold Medals for the best paper contributed to the technical session meant for this Award in the Annual All India Commerce Conference of ICA. The persons who want to be considered for the Award shall have to submit paper on the theme selected for the award for the All India Commerce Conference. The detailed guidelines are available on the website of ICA India (<https://icaindia.info/mmsmra>). The applicants will have to submit the research paper to Session Chairperson and Co-Chairperson latest by October 10, 2023.

### **Prof. Samiuddin Memorial ICA Research Scholar Award (SMICARSA)**

There are 5 prizes under this category. Those Research Scholars registered for Ph. D. in a University or submitted the Ph. D. and awaiting the award are eligible to take part in the session. The research scholar shall attach the proof of the above along with the Research Paper. There shall be no specific area as such. The scholar should develop a paper from his/her own Ph. D. topic. There will be no co-author of the paper. The detailed guidelines are available on the website of ICA India (<https://icaindia.info/smicarsa>). The applicants will have to submit the research paper to Session Chairperson and Co-Chairperson latest by October 10, 2023.

# UNIVERSITY OF DELHI

## AN INSTITUTION OF EMINENCE (IOE)

The University of Delhi is a premier university of the country fully funded by the Central Government (An Institution of Eminence) with a venerable legacy and international acclaim for the highest academic standards, diverse educational programs, distinguished faculty, illustrious alumni, varied co-curricular activities, and modern infrastructure. Over the many years of its existence, the University has sustained the highest global standards and best practices in higher education. Its long-term commitment to nation-building and unflinching adherence to universal human values are reflected in its motto: 'Nishtha Dhriti Satyam' 'निष्ठा धृति सत्यम्' (Dedication, Steadfastness and Truth).

The University is a role model and trendsetter for other universities. Beginning with three colleges and 750 students, it has grown into one of the largest universities in India with 16 faculties, 86 academic departments, 91 colleges, and over seven lakh students. Over 500 programs offered by the University are approved by Academic and Executive Councils, out of which 209 programs are being considered for NAAC accreditation purposes. The rest being run in colleges are separately accredited. There is a federal system and all the colleges are constituent colleges of the University. The University today boasts as many as 15 big libraries apart from libraries in colleges.

The President of India Smt. Draupadi Murmu delivered 99th Convocation address on February 25, 2023 at the University of Delhi as Chief Guest. The Hon'ble Prime Minister of India Shri Narendra Modi ji visited University of Delhi as a Chief Guest and Minister of Education Shri Dharmendra Pradhan ji as a Guest of Honour for Valedictory Ceremony of Centenary Celebrations on 30th June 2023.



Drawing students from across India and abroad, the University has emerged as a symbol of excellence, integrity, and openness of Mansa (thought), Vaacha (speech), and Karmana (action). The University has obtained 407th position in QS World University Rankings 2023. Times Higher Education Asia University Rankings 2023 – which includes 669 universities from 31 territories – placed DU at 186th position. The h-index of the university of Delhi has crossed 250 in research papers in the Scopus index journals.

# DEPARTMENT OF COMMERCE

## FACULTY OF COMMERCE AND BUSINESS

### DELHI SCHOOL OF ECONOMICS

### UNIVERSITY OF DELHI

The 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 55 years, it has redefined commerce education in the country. The Department of Commerce is based upon the federal character where we have the liberty to formulate the courses which run in more than 60 colleges of University of Delhi wherein more than 1200 teachers teach commerce to approximately more than 10,000 students. The Department has the legitimate claim and pride of being the premier institution in India for course curriculum development, teaching, and research in the



Commerce discipline. The rapid growth of the Department of Commerce is reflected in its expansion as well as the novelty in its academic programs. In addition to the traditional M. Phil., Ph.D., and flagship M.Com. program, Department of Commerce initiated two master's degree level professional programs, Master of International Business (MIB) and Master of Human Resource and Organisational Development (MHROD) as a response to market imperatives in 1995. In this span of twenty-seven years, these two programs have come to be recognized as well-regarded Master's programmes in business administration in the country. Both the courses, viz. MIB & MHROD have been well received by the industry to date. The nomenclature of these two professional programs has been recently changed to MBA (IB) and MBA (HRD).

The Department of Commerce has launched an MBA (Business Analytics) programme from Academic Year 2023-24 as well. It is expected that the new age program would be well received by the corporates and would add more to the Department of Commerce.

# O. P. JINDAL GLOBAL UNIVERSITY

O.P. Jindal Global University (JGU) is a non-profit, multi-disciplinary and research-oriented university founded in 2009. JGU was established as a philanthropic initiative of its Founding Chancellor, Mr. Naveen Jindal in memory of his father, Mr. O.P. Jindal. JGU maintains a 1:9 faculty-student ratio and appoints faculty members from India and different parts of the world with outstanding academic qualifications and experience. With 9000+ students and 1000+ full-time faculty members, studying and living on a fully residential campus, JGU's twelve schools focus on Law, Business & Management, International Affairs, Public Policy, Liberal Arts & Humanities, Journalism, Art & Architecture, Banking & Finance, Environment & Sustainability, Psychology & Counselling, Languages & Literature, and Public Health & Human Development.

Over the last decade, JGU has grown into an institution that brings full-time faculty from over 43 countries in the world, and students from 20 countries and has collaborated with over 350 leading institutions in 65 countries to bring international learning experiences to the Indian higher education system. GU is ranked as India's Number 1 Private University by the prestigious QS World University Rankings 2023. JGU has also been recognised among the Top 150 universities globally under the age of 50 years by the QS Young University Rankings 2022. JGU has also been recognised in the Top 500 Universities as per the QS Graduate Employability Rankings 2022. The Jindal Global Law School has been ranked as India's Number 1 Law School and also ranked as the world's 70th best Law School by the QS World University Rankings by Subject 2022. In 2020, JGU was recognised as an 'Institution of Eminence' by the Ministry of Education, Government of India.



# DAY -1

DECEMBER 13, 2023

## Conference Venue: MULTIPURPOSE HALL, DELHI UNIVERSITY SPORTS COUNCIL

Many Convocations have been held in this Multipurpose Hall. The Hon'ble President of India Smt. Droupadi Murmu has graced this Hall in the Convocation held in February 2023. Recently, Hon'ble Vice President of India Shri Jagdeep Dhankar ji, Hon'ble Prime Minister Shri Narendra Modi ji and Hon'ble Union Minister of Education Shri Dharmendra Pradhan ji have graced the occasions in the past. It has a seating capacity of over 2,500 individuals. This hall has all the audio-visuals and technical facilities for the purpose of conducting an international conference.



# DAY -2 & DAY -3

DECEMBER 14- 15, 2023

## Conference Venue: O. P. JINDAL GLOBAL UNIVERSITY

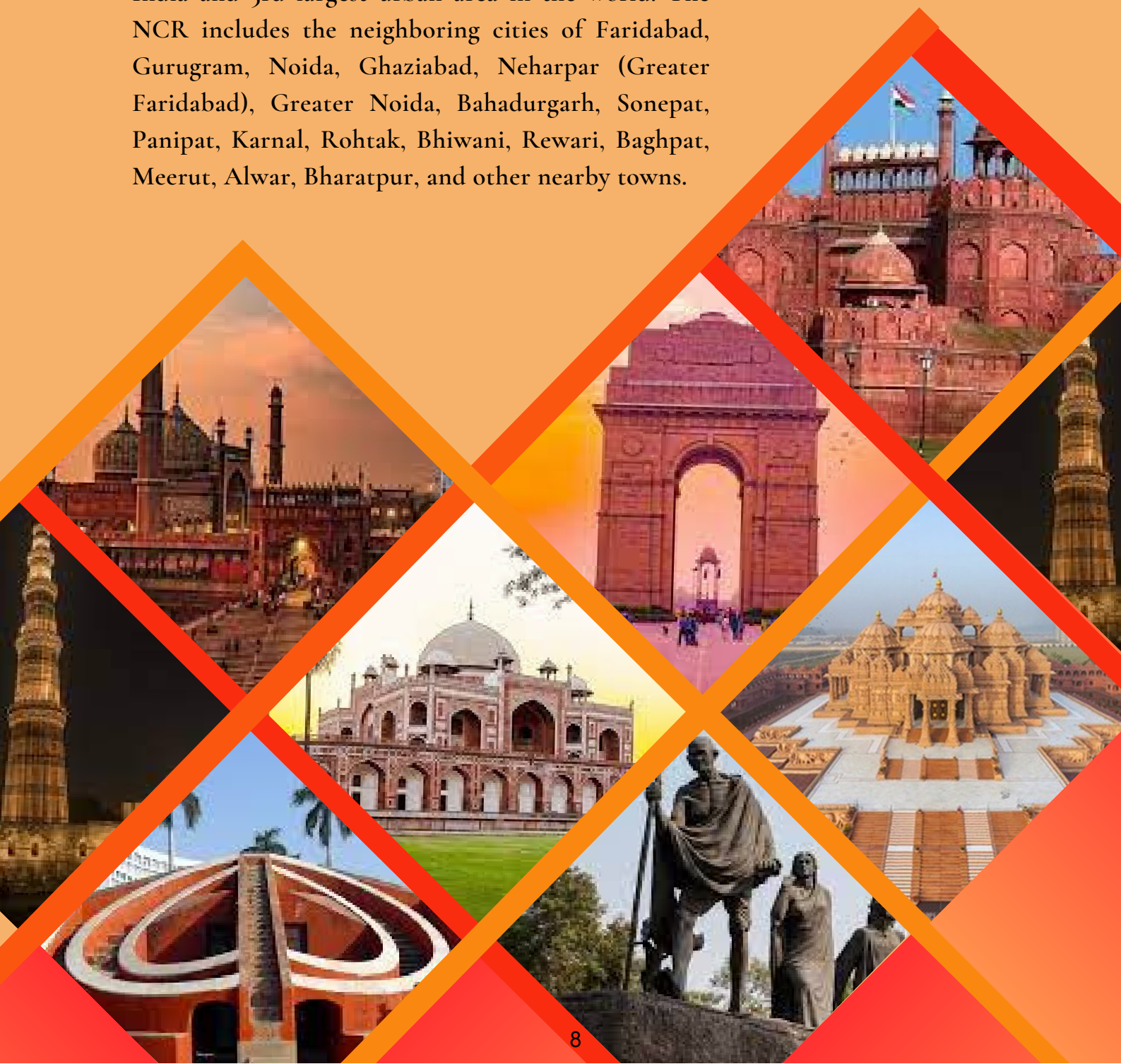
O.P. Jindal Global (Institution of Eminence Deemed To Be University) aspires to be a role model for institutional excellence in higher education among leading institutions in the world as a multidisciplinary, research driven university fostering excellence in teaching, research, community service, and capacity building and nurturing socially responsible leaders through an eclectic and sustainable approach serving the local and regional communities. Through its work, the University seeks to build bridges across nations, working with national, international, and governmental organisations, and NGOs, and business organisations.



# DELHI AT A GLANCE: A CITY OF NATIONAL MONUMENTS

Delhi is India's capital territory, is a massive metropolitan area in the country's north. It is considered among the richest UTs in India. It is historically and culturally connected to both the Upper Doab of the Yamuna-Ganges river system and the Punjab region. It is bordered by Haryana on three sides and by Uttar Pradesh to the east. It has a population of about 16.75 million, making it the second-most populous city and second most populous urban agglomeration in

India and 3rd largest urban area in the world. The NCR includes the neighboring cities of Faridabad, Gurugram, Noida, Ghaziabad, Neharpar (Greater Faridabad), Greater Noida, Bahadurgarh, Sonapat, Panipat, Karnal, Rohtak, Bhiwani, Rewari, Baghpat, Meerut, Alwar, Bharatpur, and other nearby towns.



# DELHI AT A GLANCE:

## A CITY OF NATIONAL MONUMENTS

### **Tourist Destinations in Delhi:**

Akshardham Temple, India Gate & Rajpath, Sansad Bhavan, Rashtrapati Bhavan, Connaught Place, Lodhi Garden, Sikandar Lodi's tomb, Bara Gumbad, Shisha Gumbad, Purana Quila, Red Fort, Firoz Shah Kotla, Salimgarh Fort, Chandni Chowk, Safdarjung's Tomb, Laxmi Narayan Temple, Pandav Kalin Bhairav Nath Ji Temple, Cathedral Church of Redemption, Gurudwara Bangla Sahib, ISKCON Temple, Jama Masjid, Lotus Temple, St. James' Church, Kalka Ji Mandir, National Museum, National Rail Museum, Jantar Mantar, Nizamuddin Dargah, Raj Ghat, Shanti Vana, National Zoological Park, Qutub Minar, Tughlaqabad, Haveli of Mirza Galib, Nation-wide famous Old Delhi Street Foods, Flyboy Air Safari & Ice Skating in Gurugram, Kingdom of Dreams in Gurugram, etc.

### **Industries in Delhi/NCR Region**

Electronics, Light Engineering Machines, Automobile Parts, Sports Goods, Bicycles, PVC Goods, Footwear, Textile, Fertilizer, Medicines, Hosiery, Leather Goods, Software, etc. The NCR area covers Maruti, Honda, Mitsubishi, Samsung, GE, HCL and other prominent Industrial establishments.

### **Prominent Institutions in Delhi/NCR Region**

FICCI, PHD Chamber of Commerce and Industry, India Trade Promotion Organisation (ITPO), Supreme Court, North and South blocks (the headquarters of the Ministries, government offices and the Delhi assembly), AIIMS, Guru Gobind Singh Indraprastha University, Jawaharlal Nehru University, Jamila Milia Islamia, Delhi Technological University, Netaji Subhas University of Technology, Indira Gandhi National Open University, IIT-Delhi, Dr. B. R. Ambedkar University, South Asian University, Shri Lal Bahadur Shastri National Sanskrit University, Central Sanskrit University, National Museum Institute of the History of Art, Conservation and Museology, Indian Statistical Institute, Indian Institute of Foreign Trade, Indian Agricultural Research Institute, etc.

### **Temperature and Travel Advisory**

The temperature of Delhi during the month of December is expected to be between 15°C - 22 °C.

All participants are advised to bring woollen clothes accordingly.

# REGISTRATION INFORMATION



## Important Dates

Last date of full paper submission	:	20th October 2023
Last date of issue of acceptance letter	:	25th October 2023
Last date of registration without fine	:	10th November 2023
Last date of registration with fine of Rs. 500	:	1st December 2023
Last date of registration with fine of Rs. 1000	:	5th December 2023

## Registration Fees

	Indian Residents (Life Members)	Indian Residents (Non-Life members)	International Participants (Life Members)	International Participants (Non-Life Members)
Registration fees	Rs. 2000/-	Rs. 2000 + 1000/-	USD 100	USD 150
Research Scholar	Rs. 1500/-	Rs. 1500/-	USD 75	USD 75
Accompanying Person (> 5 years)	Rs. 2000/-	Rs. 2000/-	USD 100	USD 150

Note: All the existing life members of ICA and those who will become the life members of ICA by October 30, 2023 shall be eligible for the accommodation for 4 days (Dec. 12-15, 2023) inside the campus of O.P. Jindal Global University, Sonapat, Haryana. The link to become life member of ICA is <https://icaindia.info/membership>. Conference kit will be provided only to registered delegates and not to accompanying persons.

## Bank Details for Payment of Registration Fees

Bank Name	:	State Bank of India
Bank Branch	:	Delhi University, North Campus
Account Name	:	Registrar, University of Delhi A/C Summer Instt. Seminar Cong.
Account Number	:	10851299052
IFSC	:	SBIN0001067
Remarks	:	Please write "74th AICC" in the remarks while making the payment
SWIFT Code	:	SBININBBM21
Only for International participants.		

**Note: On the spot registration is not allowed.**

For registration please visit the website

<https://aicc74.commerce.du.ac.in>

## Refund Policy

Delegate fee once paid is non-refundable.  
Sponsorship/ Donation once paid is non-refundable.

# GUIDELINES FOR CONTRIBUTORS

- ✓ The length of the paper including tables, diagrams, illustrations, etc, should not exceed 20 double space pages.
- ✓ The papers submitted for the ICA Annual Conference should not have been published or sent for publication or presented or sent for consideration in any other Seminar/Conference etc.
- ✓ All correspondence shall be made by and with the FIRST author only.
- ✓ The papers can be submitted electronically only through the conference website: <https://aicc74.commerce.du.ac.in>
- ✓ All papers submitted will be subject to the ethical policy of the ICA as given on the ICA Website : <https://icaindia.info/journals/>
- ✓ Contributors are advised to follow the UGC guidelines for the maintenance of standards and plagiarism : ([https://www.ugc.ac.in/pdfnews/7771545\\_academic-integrity-Regulation2018.pdf](https://www.ugc.ac.in/pdfnews/7771545_academic-integrity-Regulation2018.pdf)).
- ✓ All contributions submitted will be subject to review by the Sectional Chairperson / Co-Chairperson of the concerned session.
- ✓ The first page of the paper should consist of the Title of the Paper, Name(s) of the author(s) with complete details including the mobile numbers and email Ids and an abstract not exceeding 150 words.
- ✓ Second page should start with the title of the paper again followed by the text.
- ✓ For Footnotes and Referencing the same guidelines shall be applicable as prescribed for the Indian Journal of Commerce (<https://icaindia.info/journals/>).
- ✓ Reference citation to be strictly in accordance to the APA referencing style.

# ETHICAL POLICY

1. The ICA aspires to promote original research paper/articles enhancing knowledge and social relevance through highest quality of transparent, and fair peer review. At every step ethical principles shall be followed.
2. Re-submission of a paper in another language, or simultaneously in multiple Seminars or Conferences with different audiences, shall not be permissible.
3. Authorship should be limited to those who have made a significant contribution to the conception, design, execution, or interpretation of the reported study.
4. The Indian Commerce Association strives to maintain highest standard pertaining to plagiarism by stressing upon full and prominent disclosure of original source at the time of submission of the paper. The authors should ensure that they have written entirely original works, and if the authors have used the work and/or words of others that this has been appropriately cited or quoted.
5. **Maximum permissible similarity index is 10%. It will be the sole responsibility of the author(s) to submit a certificate to this effect generated by the Officially Recommended Software of UGC like URKUND or TURNITIN while submitting their research papers.**
6. Papers submitted without similarity index certificate shall be summarily rejected. The concerned Sectional Chairperson / Co-Chairperson may re-check the similarity index and review the papers submitted and the papers that could not comply the 'Guidelines to Contributors and Ethical Policy' may be rejected.
7. Authors may be asked to provide the raw data in connection with a paper for editorial review, and should be prepared to provide public access to such data. Studies on patients or volunteers require ethics committee approval and informed consent, which should be documented in the paper.
8. The Indian Commerce Association strongly discourage and against all minor and major acts related to plagiarism.
9. The UGC guidelines related to plagiarism have been implemented in letter and spirit and must be followed by the authors.
10. It is not necessary that the paper(s) accepted for presentation during the AICC shall also be published in the Indian Journal of Commerce. Select papers will be published in the journal of ICA including two best papers of each session.

# CONFERENCE SEMINAR & TECHNICAL SESSIONS

TOPIC	CHAIRPERSON	CO-CHAIRPERSON
<b>Seminar: NEP 2020: Roadmap for Commerce and Management Education</b>	<b>Prof. (Dr.) Sandip K. Bhatt</b> Professor Department of Business Studies Sardar Patel University Vallabh Vidhyanagar-388120, Gujarat (M): 9879500416 Email: sandipkbhatt2007@yahoo.co.in	<b>Dr. B. Sandhya Rani</b> Associate Professor Department of Commerce Osmania University Telangana-500007, Hyderabad (M): 8331040967 Email: sandy_bompelli@yahoo.com
<b>Technical Sessions</b>		
<b>Technical Session-1 (TS-1): Business Transformation and Digital Economy</b>	<b>Prof. (Dr.) Rambabu Gopiseti</b> Professor Department of Commerce Telangana University Telangana-503322, Hyderabad (M): 9492914042 Email: ramcommerce@rediffmail.com	<b>Dr. Dalbir Singh Kaushik</b> Associate Professor Department of Commerce Gaur Brahman PG College Maharshi Dayanand University Rohtak-124001, Haryana (M): 9017213579 Email: kaushikdalbir@yahoo.com
<b>Technical Session-2 (TS-2): Future of Business: From Industry 4.0 to Industry 5.0</b>	<b>Prof. (Dr.) Meera Singh</b> Dean, Faculty of Commerce Udai Pratap Autonomous College Varanasi-221003, U.P. (M): 9450538221 Email: hksinghmeera@gmail.com	<b>Dr. Sandeep Bhikaji Gaikwad</b> Associate Professor Shri Muktanand College Gangapur District Aurangabad-431109, Maharashtra (M): 7588076450 Email: sancommerce358@gmail.com
<b>Technical Session-3 (TS-3): Entrepreneurship, Innovation and Startups</b>	<b>Prof. (Dr.) Seema Shah Singha</b> Professor Department of Commerce and Management, Dibrugarh University Dibrugarh-786004, Assam (M): 9435130916 Email: singhaseema@dibru.ac.in	<b>Dr. Shivprasad Vajjnathrao Dongare</b> Associate Professor Swami Ramanand Teerth Marathwada University Nanded-431606, Maharashtra (M): 7798395000 Email: shivajidongare@yahoo.co.in
<b>Technical Session-4 (TS-4): Sustainable Development Goals 2030</b>	<b>Prof. (Dr.) Sangeeta Pawar</b> Professor, Department of Commerce University of Mumbai Mumbai-400032, Maharashtra (M): 9869350773 Email: sangeeta.pawar@commerce.mu.ac.in	<b>Dr. Rajiv Singh</b> Associate Professor Department of Commerce Sunbeam Women's College Varuna, Varanasi-221002, U.P. (M): 9451528707 Email: rajeevsvaranasi@gmail.com
<b>Manubhai M. Shah Memorial Research Award Session (MMSMRAS): Empirical Researches in the field of World Economy: Past, Present, and Future</b>	<b>Prof. (Dr.) Avinash D. Pathardikar</b> Professor Faculty of Management Studies Veer Bahadur Singh (VBS) Purvanchal University Jaunpur-222003, U.P. (M): 9450873419 Email: avinashphrd@gmail.com	<b>Dr. Ayekpam Ibemcha Chanu</b> Professor Department of Commerce Bodoland University Rangalikhata Kokrajhar-783370, Assam (M): 7002298404 Email: ibemchac6@gmail.com
<b>Professor Samiuddin Memorial ICA Research Scholars' Award</b>	<b>Dr. S. Ramesh</b> Dean, International Programmes & Partnerships Mount Carmel College, Autonomous Vasanth Nagar, Bengaluru-560052 Karnataka (M): 9743105722 Email: dr.ramesh06@gmail.com	<b>Dr. Saad Bin Hamid</b> Controller of Examination Maulana Mazharul Haque Arabic & Persian (MMHAP) University Patna-800001, Bihar (M): 7050008020 Email: Paithana1969@gmail.com

## INTERNATIONAL KEYNOTE SPEAKERS



**Prof. Rajendra P. Srivastava**

PPhD (Physics) and PhD (Accounting)  
Professor Emeritus, Ex EY Professor of AIS, The University of Kansas and CEO and Founder, SeekEdgar LLC Lawrence, KS 66047 USA

[http://www.researchgate.net/profile/Rajendra\\_Srivastava3?ev=prf\\_highl](http://www.researchgate.net/profile/Rajendra_Srivastava3?ev=prf_highl)  
<http://scholar.google.com.sg/citations?user=os4dnsgAAAAJ&hl=en>



**Prof. Justin Paul**

University of Puerto Rico, San Juan, PR, USA, Visiting Professor of Henley Business School, University of Reading, UK.  
Editor-in-Chief, International Journal of Consumer Studies (A ranked & SSCI listed)

<http://drjustinpaul.com/>



**Dr. T.G. Sitharam,**

Chairman, All India Council for Technical Education (AICTE), New Delhi since December 2022, director of Indian Institute of Technology Guwahati, Assam (July 2019 to December, 2022).

Past experience: lecturer at University of Waterloo and University of Texas at Austin, Austin, Texas, USA (1992-94).



**Prof. Ravinedr Rena**

DUT Business School,  
Faculty (FMS), Durban University of Technology, Republic of South Africa | Associate Editor, Journal -The Bottom Line(TBL) - Q1 Scopus and WoS.

<http://orcid.org/0000-0002-4156-8693>



**Prof. Suneel Maheshwari**

M.M.S., M.Acc, Ph.D.,  
Professor at Indiana University of Pennsylvania, Delmont, Pennsylvania, United States.

<https://scholar.google.com/citations?user=cDBJfEoAAAAJ&hl=en>



**Prof. Manish R. Joshi**

Secretary, UGC.  
Received National Award for outstanding efforts in translation of Popular Science and Technology for the year 2018 by the Department of Science and Technology of the Government of India in addition to the prestigious Post-Doctoral Fellowship award during 2008-2009 from the University of New Brunswick, Fredericton, Canada.



**Dr. Rakesh Gupta**

Senior Lecturer  
Department of Accounting, Finance and Economics, Griffith University, Queensland, Australia

<https://www.researchgate.net/profile/Rakesh-Gupta-24>



**Dr. Leo Rastogi**

Founder & CEO of Soul Spring | Co-founder of ayam | Author & Keynote Speaker | Former Monk | Well-being Savant | EO & YPO

<https://www.leorastogi.com/>



**Dr. Dhananjay Singh**

Member Secretary, ICSSR.  
Past experience: Lecturer in various reputed institutions across India, Editor, in project titled The Encyclopedia of Indian Poetics, Assistant Editor, of Mutual Regards: Indo-Irish Anthology, a collaborative project involving Jawaharlal Nehru University, New Delhi, and the University of Ulster at Colerain (Ireland).

## Patrons



**Prof. Yogesh Singh**  
Hon'ble Vice-Chancellor  
University of Delhi

**Prof. C. Raj Kumar**  
Hon'ble Vice-Chancellor  
O. P. Jindal Global University



## Office Bearers of ICA 2023



**Prof. W. K. Sarwade**  
President – ICA  
Dean, Faculty of Commerce &  
Management Dr. BAM University,  
Aurangabad



**Prof. Sasmita Samanta**  
Immediate Past President – ICA  
Hon'ble Vice Chancellor  
KIIT Deemed to be University,  
Bhubaneswar, Odisha



**Prof. M. Jayappa**  
Executive Vice President – ICA  
Former Principal, RBANMS First  
Grade College  
Usloor, Bangalore



**Dr. Kuldeep Sharma**  
Secretary – ICA  
Chairman  
Board of Studies in Trade, Transport and  
Industry  
University of Mumbai



**Prof. N. K. Jha**  
Joint Secretary – ICA  
Dean, Faculty of Commerce  
Head & Director  
Department of Applied Economics &  
Commerce  
Patna University



**Prof. D. Chennappa**  
Managing Editor, Indian Journal of Commerce  
Treasurer – ICA  
Head, Department of Commerce  
Osmania University, Hyderabad

## Coordinator: Knowledge Partner



**Prof. Ram B. Ramachandran**  
Professor & Vice Dean  
Jindal School of Banking and Finance  
O. P. Jindal Global University

## Conference Secretary



**Prof. Ajay Kumar Singh**  
Senior Professor, Head & Dean  
Department of Commerce  
Faculty of Commerce and Business  
Delhi School of Economics  
University of Delhi, Delhi

## ELECTED EC MEMBERS

Name	Affiliation
Dr. Mahendra Pratap Singh	Patliputra University, Patna, Bihar (B029).
Dr. Ram Uddeshya Singh	P.G. Department of Commerce, College of Commerce, Patna – 800020 (Bihar)
Prof. K. S. Jaiswal	M.G.Kashi Vidyapith Varanasi, Uttar Pradesh (UP-054)
Dr. Rahul Singh	Raj School of Management & Science, Varanasi, Uttar Pradesh (UP343)
Dr. Chandrashekhar Sheelvath	Dr. Ambedkar Degree College, Kalabugli, Karnataka (KA207)
Dr. J. Ravi Kumar	Osmania University, Telangana (AP275)
Dr. Ajay M. Bhamare	R.A.D.A.V. College, Mumbai, Maharashtra (MH 608)
Dr. Vinod K. Gawande	SRBT College, Monda, Marashtra (MH458)
Dr. R. N. Singh	Department of Commerce, Jagran College of Arts, Science and Commerce, Kanpur (UP)
Dr. Gautam Prasad	Department of Commerce, School of Commerce and Management, Dr. Hari Singh Gaur University, Sagar (MP)
Dr. Harikanth	Department of Commerce, Satavahana University, Karimnagar, Telangana
Dr. Laxman Singh	P.G. Department of Commerce, Jai Prakash University, Chapra
Dr. Arun Hari Gaikward	Department of Commerce & Research Centre, S.N. Arts, D.G. Malpani Commerce & B.N. Sarda Science College, Sangamner, Dist. Ahmednagar - 422605 Maharashtra
Dr. R. K. Tailor	Department of Business and Commerce, School of Business and Commerce, Manipal University, Jaipur
Dr. Ashok Kumar Singh	Vanijya Mahavidyalaya, Patna University (Bihar)
Dr. Indrajit Prasad Roy	R.R.S. College, Mokana, Patna (Bihar)
Prof. Ashok Agarwal	Department of Accountancy and Business Statistics, University of Rajasthan, Jaipur
Prof. Rajender Kumar	Department of Commerce, Rajdhani College, University of Delhi
Dr. Anurag Agarwal	Department of Commerce, Swami Shukdevanand Mahavidyalaya, Shahjahanpur
Dr. Ravi Akula	Department of Commerce, University College of Commerce & Business Management, Mahatma Gandhi University, Telangana
Prof. Syed Azharuddin	Department of Commerce, Dr. Babasaheb Ambedkar Marathwada. University, Aurangabad.
Prof. Ajay Bhamare	Pro Vice /Chancellor, University of Mumbai.

# PAST CONFERENCES & PRESIDENTS

Sr. No.	Year	Venue of the Conference	President
1	1947	Lucknow University, Lucknow	Sir Padmpat Singhanian, Kanpur
2	1948	Calcutta University, Calcutta	Prof. M.K. Ghosh, Allahabad University, Allahabad
3	1949	Aligarh Muslim University, Aligarh	Sir Chunnilai B. Meheta, Bombay
4	1950	Allahabad University, Allahabad	Prof. B.N. Dasgupta, Lucknow
5	1951	Madras University, Madras	Sir R.K. Shanmukham Chetty, Coimbatore
6	1952	Delhi University, Delhi	Prof. V.K.R.V. Rao, New Delhi
7	1953	Banaras Hindu University, Varanasi	Sir Shri Ram, New Delhi
8	1954	University of Rajasthan, Jaipur	Dr. B.R. Mishra, Patna University, Patna
9	1955	Osmania University, Hyderabad	Shri B.L. Jalan, Calcutta
10	1956	Bihar University, Ranchi	Dr. S.K. Basu, Calcutta
11	1957	Nagpur University, Nagpur	Shri L.M. Birla, Calcutta
12	1958	Hubli	Prof. A. Dasgupta, New Delhi
13	1959	Punjab University, Chandigarh	Sir Jahangir Gandhi, Jamshedpur
14	1960	Jabalpur University, Jabalpur	Dr. A.N. Agrawala, Allahabad University, Allahabad
15	1961	Andhra University, Waltair	Shri Madan Mohan, R.ruiya, Bombay
16	1962	Mysore University, Mysore	Shri K.K. Das, Andhra University, Waltair
17	1963	Agra University, Agra	Shri P.L. Tandon, Bombay
18	1964	Poona University, Poona	Dr. A. N. Agrawala, Allahabad
19	1965	Vallabhbhai Vidhyapeeth, Gujarat	Prof. M.C. Shukla, Delhi
20	1966	Jiwaji University, Gwalior	Dr. K.C. Sarkar, Lucknow
21	1967	Gorakhpur University, Gorakhpur	Shri S.L. Kirloskar, Poona
22	1968	Marathwada University, Aurangabad	Dr. R.L. Agarwal, Gorakhpur University, Gorakhpur
23	1969	Ernakulam	Shri R.B. Shah, Calcutta
24	1970	B.Y.K. College, Nasik	Shri R.B. Shah, Calcutta
25	1971	Karnataka University, Dharwar	Dr. C.B. Gupta, S.R. College, New Delhi
26	1972	Burdwan University, West Bengal	Shri Kedar Nath Modi, Modinagar
27	1973	Shivaji University, Kolhapur	Shri M.R. Tokei, Nagpur
28	1974	Andhra University, Waltair	Shri Rama Krishna Bajaj, Bombay
29	1975	Banaras Hindu University, Varanasi	Prof. K.V. Sivayya, Andhra University, Vishakhapatnam
30	1976	Patna University, Patna	Prof. S.M. Tiwari, B.H.U., Varanasi
31	1977	University of Rajasthan, Jaipur	Dr. N.L. Nadda, Patna University , Patna
32	1978	Gokhale Educational Society, Nasik	Prof. Om Prakash, Rajasthan University, Jaipur
33	1979	Shivaji University, Kolhapur	Dr. M.S. Gosavi , Nasik
34	1980	Birla Institute of Technology, Ranchi	Prof. A.D. Shinde, Shivaji University, Kolhapur

Sr. No.	Year	Venue of the Conference	President
35	1981	Burdwan University, West Bengal	Dr. C.D. Singh, Bhagalpur University, Bhagalpur
36	1982	Ravenshaw College, Cuttack	Dr. D.S. Ganguli, Burdwan University
37	1983	Mysore University, Mysore	Prof. B.K. Mohanty, Bhubaneswar
38	1984	L.N.Mithila University, Darbhanga	Prof. B.K. Muniramappa, Mysore University, Mysore
39	1985	Banaras Hindu University, Varanasi	Prof. Gopal Lall, LN Mithila University, Darbhanga
40	1986	Kerala University, Trivandrum	Prof. R.A. Singh, B.H.U., Varanasi
41	1987	Allahabad University, Allahabad	Prof. C.P.N. Nair, Trivandrum
42	1988	Birla Institute of Technology, Ranchi	Prof. G.C. Agrawal, University of Allahabad
43	1989	University of Jammu, Jammu	Prof. B. Narayan, B.I.T, Mesra, Ranchi
44	1990	Aligarh Muslim University, Aligarh	Prof. N.S. Gupta, University of Jammu, Jammu
45	1991	Bangalore University, Bangalore	Prof. Samiuddin, A.M.U., Aligarh
46	1992	M.D. University, Rohtak	Prof. K. Hanumanthappa, Bangalore (in absence)
47	1993	Kurukshetra University, Kurukshetra	Prof. L.N. Dahiya, M.D.U., Rohtak
48	1994	Kakatiya University, Warangal	Prof. R.P. Hooda, Kurukshetra University, Kurukshetra
49	1995	University of Rajasthan, Jaipur	Prof. A. Shankaraiah, Kakatiya University, Warangal
50	1996	Osmania University, Hyderabad	Prof. R.N. Singh, V.C., University of Rajasthan, Jaipur Prof. B.P. Singh (Deemed President)
51	1997	Indian Institute of Business Management, Patna	Dr. D. Obul Reddy, Osmania University, Hyderabad
52	1998	L.N. Mithila University, Darbhanga	Dr. U.K. Singh, I.I.B.M., Patna
53	1999	Dr. B.Ambedkar Marathwada University, Aurangabad	Prof. S. Akram, L.N. Mithila University, Darbhanga
54	2001	Aligarh Muslim University, Aligarh	Prof. S.S. Mishra, Aurangabad
55	2002	M.L. Sukhadia University, Udaipur	Prof. Mahfoozur Rehman, Aligarh
56	2003	KCES's Institute of Management & Research, North Maharashtra	Prof. I.V. Trivedii, Udaipur University, Udaipur
57	2004	DAVV & Shri Gujarati Samaj MKHS Gujarati Girls College, Indore	Prof. .G. Deshpande, North Maharashtra
58	2005	Mahatma Gandhi Kashi Vidyapith Varanasi	Dr. Ramesh Mangal, Indore
59	2006	Andhra University, Visakhapatham	Prof. M.B. Shukla, M.G.K.V., Varanasi
60	2007	Osmania University, Hyderabad	Dr. L. Venugopal Reddy, Andhra University
61	2008	Dhanwate National College, Nagpur	Prof. Purushotam Rao, Osmania University, Hyderabad
62	2009	M D S University, Ajmer, Rajasthan	Dr. B.B. Taywade, Dhanwate National College, Nagpur
63	2010	Goa University, Goa	Prof. Bhagirath Singh, M.D.S. University, Ajmer
64	2011	Pondicherry University, Pondicherry	Prof. B. Ramesh, Head & Dean, Goa University, Goa.
65	2012	K. P. B. Hinduja College, Mumbai	Prof. Malabika Deo, Pondicherry University, Puducherry
66	2013	Bangalore University, Bangalore	Dr. T. Shiware, Principal, K.P.B. Hinduja College
67	2014	KIIT University, Bhubaneswar, Odisha	Dr. Ram Chander Gowda, Bangalore University
68	2015	Vinoba Bhave University, Hazaribag	Prof. Jayanta Kumar Parida, Utkal University, Odisha
69	2016	Lucknow University, Lucknow	Prof. M.K. Singh, Vinoba Bhave University, Hazaribag
70	2017	The IIS University, Jaipur	Prof. Arvind Kumar, Lucknow University, Lucknow
71	2018	Osmania University, Hyderabad	Prof. Subhash Garg, IIS University, Jaipur
72	2019	KIIT University, Bhubaneswar	Prof. H. Venkateshwarlu, Osmania University
73	2022	Dr. Babasaheb Ambedkar Marathwada University, Aurangabad	Prof. Sasmita Samanta, Vice Chancellor, KIIT Deemed to be University, Bhubaneswar

# ICA DELHI NCR CHAPTER

Name	Affiliation	Designation
Prof. Madan Lal	Dept. of Commerce, Delhi School of Economics, University of Delhi	President
Prof. Amit Kumar Singh	Dept. of Commerce, Delhi School of Economics, University of Delhi	Vice - President
Prof. Aditya P. Tripathi	Dept. of Commerce, Shyam Lal College, (Evening), University of Delhi	Secretary
Prof. Rajender Kumar	Dept. of Commerce, Rajdhani College, University of Delhi	Treasurer
Dr. Sandeep Kumar Goel	Acharya Narendra Dev College, University of Delhi	Joint Secretary
Prof. Ajay Kumar Singh	Dept. of Commerce, Delhi School of Economics, University of Delhi	Past President (Founder)
Prof. R. K. Singh	Dept. of Commerce, Delhi School of Economics, University of Delhi	Past President
Prof. V. K. Shrotriya	Dept. of Commerce, Delhi School of Economics, University of Delhi	Past President
Prof. Urvashi Sharma	Dept. of Commerce, Delhi School of Economics, University of Delhi	Executive Member
Prof. Rajanikant Verma	Zakir Husain Delhi College (Evening), University of Delhi	Executive Member and Former Secretary
Dr. Sunita	Daulat Ram College, University of Delhi	Executive Member
Dr. Poonam	Dept. of Commerce, Bharati College, University of Delhi	Executive Member
Prof. Manoj Kumar Sinha	PGDAV College, University of Delhi	Executive Member
Prof. Mohnish Kumar	Dr. B.R.Ambedkar College, University of Delhi	Executive Member
Dr. Anil Kumar	Dr. B.R.Ambedkar College, University of Delhi	Executive Member
Dr. Manisha Verma	Hans Raj College , University of Delhi	Executive Member
Dr. Manu Umesh	Dept. of Commerce, Shyam Lal College, (Evening), University of Delhi	Executive Member

# COMMITTEES

## Strategic Support Committee

Prof. Sasmita Samanta  
Prof. Ramachandra Gowda  
Prof. Madan Lal  
Prof. Aditya P. Tripathi  
Dr. Harendra Nath Tiwari  
Dr. Kanchan Sehrawat  
Dr. Rupesh Sharma  
Ms. Samridhi Suman

## IT and Robotic Process Automation Committee

Dr. R. K. Tailor (Convenor)  
Dr. Svati Kumari  
Mr. Arjun Shukla  
Mr. Md. Kashif Ansari  
Mr. Rishi Pandey  
Mr. Pramod

## Purchase Committee

Dr. Pooja Goel (Convenor)  
Dr. Svati Kumari  
Dr. Rohit Kumar Shrivastav  
Dr. Sumita Sinku

## Accommodation Committee

Prof. Ritu Sapra  
Prof. Rajanikant Verma  
Dr. Kirti Singh  
Dr. Vibhash Kumar  
Dr. Sonal Jain  
Dr. Kewal Singh  
Mr. Sandeep Dubey  
Ms. Ramya Jain

## Registration Committee

Prof. Niti Bhasin  
Dr. Sunita  
Dr. Manisha Verma  
Dr. Lakshman Ram Paliwal  
Dr. Nidhi Dhawan  
Dr. Promila Bhardwaj  
Dr. Nisha Gupta  
Dr. Shikha Gupta  
Dr. Sahil Ramchandani  
Dr. Sharif Mohd.  
Ms. Gauri

## Sponsorship Committee

Prof. H. Venkateshwarlu  
Prof. B.B. Taywade  
Prof. Jayant Kumar Parida  
Prof. T.A. Shiware  
Prof. M.K. Singh  
Prof. Ritu Sapra  
Prof. Amit Kumar Singh  
Prof. Anil Kumar  
Prof. Shiv Kumar Singh  
Dr. Ashima Goel  
Dr. Anil Kumar  
Dr. Nishita Gupta

## Transportation Committee

Prof. Anil Kumar  
Prof. Abha Mittal  
Dr. Om Prakash  
Dr. Chavi Asrani  
Mr. Manish Kumar Tiwari  
Ms. Kangan Jain

## Food Committee

Dr. Namita Jain  
Dr. Sudesh Kumari  
Dr. Shilpi Arora  
Dr. Sandeep Kumar Goel  
Dr. Priyanka  
Dr. Reddy Sai Shiva Jayanth  
Dr. Mayank Goel  
Ms. Gurpreet Kaur  
Mr. Vaibhav Kardam  
Ms. Timsi Bhatia

## Social Media Committee

Prof. Urvashi Sharma  
Prof. H.K. Dangi  
Dr. Sumita Sinku  
Dr. Supreet Kaur  
Dr. Pratibha Maurya  
Dr. Mukesh Kumar Meena  
Ms. Pooja Kapoor  
Ms. Shweta Tripathi

# CONNECTIVITY



## Airways /Railways

- Ahmedabad to New Delhi
- Aurangabad to New Delhi
- Bengaluru to New Delhi
- Mumbai to New Delhi
- Kerala to New Delhi
- Jaipur to New Delhi
- Patna to New Delhi
- Telangana to New Delhi
- Thiruvananthapuram to New Delhi
- Varanasi to New Delhi
- Bhubaneshwar to New Delhi
- Jaunpur to New Delhi
- Dibrugarh to New Delhi

## DISTANCE IN KM's

From	To	Distance (in Kms)
IGI Airport (T-1)	Multipurpose Hall, University of Delhi	21
IGI Airport (T-2)	Multipurpose Hall, University of Delhi	26
IGI Airport (T-3)	Multipurpose Hall, University of Delhi	28
New Delhi Railway Station	Multipurpose Hall, University of Delhi	8
Old Delhi Railway Station	Multipurpose Hall, University of Delhi	7
Hazrat Nizamuddin Railway Station	Multipurpose Hall, University of Delhi	18
Anand Vihar Railway Station	Multipurpose Hall, University of Delhi	18
Sarai Rohilla Railway Station	Multipurpose Hall, University of Delhi	6
Sonipat Railway Station	O. P. Jindal Global University	9
IGI Airport (T-1)	O. P. Jindal Global University	56
IGI Airport (T-2)	O. P. Jindal Global University	54
IGI Airport (T-3)	O. P. Jindal Global University	59
New Delhi Railway Station	O. P. Jindal Global University	51
Old Delhi Railway Station	O. P. Jindal Global University	47
Hazrat Nizamuddin Railway Station	O. P. Jindal Global University	65
Anand Vihar Railway Station	O. P. Jindal Global University	52
Sarai Rohilla Railway Station	O. P. Jindal Global University	45
University of Delhi	O. P. Jindal Global University	44

## Sponsorship Opportunities

Main Sponsor	: Rs. 50,00,000/-
Main Theme Sponsor	: Rs. 40,00,000/-
Platinum Sponsorship	: Rs. 25,00,000/-
Gold Sponsorship	: Rs. 20,00,000/-
Silver Sponsorship	: Rs. 16,00,000/-
Kit Sponsorship	: Rs. 15,00,000/-
Transportation Sponsorship	: Rs. 10,00,000/-
Sponsorship for Hotel Rooms/Guest House	: As per actuals
Sponsorship of a Session	: Rs. 5,00,000/-
Space for Stall	: Rs. 6,500/- Per Square Meter for Indoor Raw Space
Space for Stall	: Rs. 5,500/- Per Square Meter for Outdoor Raw Space
Advertisement in Brochure	: Back Cover Full Page - Rs. 1,25,000/-
Advertisement in Brochure	: Front Inside Full Page - Rs. 1,00,000/-
Advertisement in Brochure	: Back Cover Inside Full Page - Rs. 75,000/-
Advertisement in Brochure	: Opposite of Back Cover Inside Full Page-Rs. 65,000/-
Advertisement in Brochure	: Full Page - Rs. 50,000/-
Advertisement in Brochure	: Half Page - Rs. 30,000/-
Advertisement in Brochure	: Quarter Page - Rs. 15,000/-
Brochure of Institution inside the Kit	: Rs. 30,000/-
Leaflet in the Conference Kit	: Rs. 20,000/-

### Contact Details (Mobile Number)

IT Committee Coordinator: Dr. R.K. Tailor - 9829013280  
 For Registration: Dr. Sahil Ramchandani - 9289326835  
 For Accommodation: Mr. Sandeep Dubey - 9807162131  
 For Transportation: Ms. Kangan Jain - 8619973868  
 For General Enquiry: 9810836628, 9873889596,  
 9312112696, 9971850900,  
 8619973868

### Associate Coordinator

Dr. Pooja Goel - 9311437085  
 poojagoel@commerce.du.ac.in

### Assistant Coordinators

Dr. Rohit Kumar Srivastav - 9312112696  
 Email: rohitkumarsrivastav@commerce.du.ac.in  
 Dr. Ashima Goel - 9582599920  
 Email: ashimagoel.commerce@dsc.du.ac.in

## Conference Secretary, 74th AICC 2023

**Prof. Ajay Kumar Singh**

**Senior Professor, Head and Dean**

Department of Commerce

Faculty of Commerce and Business

Delhi School of Economics

University of Delhi, Delhi-110007

Mobile Number: 9810108767

Website: [www.icaindia.info](http://www.icaindia.info), [aicc74.commerce.du.ac.in](http://aicc74.commerce.du.ac.in)

Email id: [74aicc@commerce.du.ac.in](mailto:74aicc@commerce.du.ac.in)