

ICSSR Sponsored
XX Annual International Conference
GLOBAL VISION 2030: CHALLENGES & OPPORTUNITIES

January 4-5, 2019 at Deen Dayal Upadhyaya College, University of Delhi, Delhi

Under the joint auspices of

Delhi School of Professional Studies and Research, DSPSR (Affiliated to GGSIP University, New Delhi); Indian Economic Association;
Deen Dayal Upadhyaya College, University of Delhi; Shyam Lal College (E), University of Delhi; Sri Aurobindo College (E), University of Delhi;
Indian Commerce Association Delhi-NCR Chapter; Rotary Club of Delhi Maurya; and Divine International Group of Institutions, Gwalior

PROGRAMME SCHEDULE OF SATURDAY, JANUARY 05, 2019

Technical Session 5E

TOPIC: "Research Paper Presentations on Contemporary Issues – Digital Marketing"

TIMINGS: 09:30 A.M. – 11:00 A.M.

VENUE: Lecture Theatre 312 (3rd Floor)

Coordinator

Ms. Simple Batra, Assistant Professor, DSPSR, Delhi

Rapporteur

Mr. Deep Biswas, Assistant Professor, DSPSR, Delhi

Ms. Sonia Gandhi, Assistant Professor, DSPSR, Delhi

5. **Mr. Inderpreet Singh**, Assistant Professor, Tecnia Institute of Advanced Studies, Delhi, "Impact of Digital Marketing on Consumer Buying Decision"
6. **Ms. Mehak Goyal**, Assistant Professor, DSPSR, Delhi, "Future Of Magazines In Digital Era (With Reference To Outlook Magazines)" in co-authorship with Ms. Shivangi Chauhan, Student, DSPSR
7. **Ms. Ambika Monga**, Student, DSPSR, "A study of digital marketing and its impact on Consumer Buying Behavior" in co-authorship with Mr. Ayush Mittal, Students, DSPSR, Delhi
8. **Ms. Vanshika Aggarwal**, Student, DSPSR, "Deep Web and Dark Web: The Study on Various Spheres of Web"

TEA BREAK

11.00A.M. – 11.30 A.M.

SESSION CHAIR

- ❖ **Prof. Ravinder Rena**, Professor of Economics, NWU School of Business and Governance, North West University- Mafikeng Campus, South Africa

CO-CHAIR

- ❖ **Dr. Roli Raghuvanshi**, Assistant Professor, Shyam Lal College (Evening), University of Delhi, Delhi

PAPER PRESENTATION

1. **Dr. Anupama Lakhera**, Associate Professor, DSPSR, "Measuring the effectiveness of online shopping" in co-authorship with **Mr. Kunal Wason**, Student, RDIAS, GGSIPU
2. **Ms. Simple Batra**, Assistant Professor, DSPSR, Delhi, "Consumer Perception on Digital Marketing" in co-authorship with Ms. Aanchal Aashra, Student, ICFAI, Gurgaon
3. **Ms. Sonia Gandhi**, Assistant Professor, DSPSR, Delhi, "A Study of Social Networking Sites: Opportunities & Challenges Ahead"
4. **Mr. Deep Biswas**, Assistant Professor, DSPSR, Delhi, "A Study on Social Media as a Tool for Political Inclusion & Mobilization" in co-authorship with Ms. Nandini Bahl, Student, DSPSR, Delhi

} Alumni
DSPSR