

XIX Annual International Conference

MANAGING DIGITAL REVOLUTION: INVENTING FUTURE INDIA

January 5-6, 2018 at Delhi Technological University, Shahbad Daulatpur, Main Bawana Road, Delhi, 110042

Under the joint auspices of
Delhi School of Professional Studies and Research, DSPSR (Affiliated to GGSIP University, New Delhi);
Delhi Technological University; Sri Aurobindo College (E), University of Delhi
Rotary Club of Delhi Maurya; and Divine International Group of Institutions, Gwalior

PROGRAMME SCHEDULE OF SATURDAY, JANUARY 06, 2018

Technical Session 5B

TOPIC: "Paper Presentations on Contemporary Issues - Marketing"

TIMINGS: 09:30 A.M. – 01:30 P.M.

VENUE: LWS-FF-1, Delhi School of Management, DTU

Coordinator

Dr. Pratistha Boora, Assistant Professor, DSPSR, Delhi

Rapporteur

Dr. Moloy Ghoshal, Associate Professor, DSPSR, Delhi

Ms. Simple Batra, Assistant Professor, DSPSR, Delhi

SESSION CHAIR

- ❖ Prof. Rajan Yadav, Head, DSM, Delhi Technological University, Delhi

CO-CHAIR

- ❖ Dr. Anil Kumar Singh, Associate Professor, Sri Aurobindo College (E), University of Delhi, Delhi

PAPER PRESENTATION

1. Prof. H.C. Purohit, Head, School of Management, Doon University, Dehradun, Uttarakhand, "Consumer Attitude and Buying Intention of Eco-Friendly Products: A Study of the University Students"
2. Norbert Bozsik, Eszterházy Károly University, Gyöngyös, Hungary "The Examination of Food Trade Between Hungary and the Visegrad Countries After The EU Accession", in co-authorship with Ms. Dhanashree Katekhaye, Phd Student, & Dr. Robert Magda, Associate Professor, Faculty of Economics and Social Sciences, Szent István University, Godollo, Hungary
3. Dr. Neetika, Associate Professor, Omkarananda Institute of Management and Technology, Rishikesh, "Role of Internet in Selling Process of Small and Medium Enterprises in Uttarakhand".
4. Dr. Moloy Ghoshal, Associate Professor, DSPSR, "A Study on Consumer Readiness towards Adaptation of LED Lamps in India"
5. Dr. Pratishtha Boora, Assistant Professor, DSPSR, "Adoption of Multilevel Marketing: An Exploratory Factor Analysis Approach"

TEA BREAK

11.00A.M. – 11.30 A.M.

6. Ms Swati Khanna, Faculty Member, ICFAI business school, Jaipur, "Digital Marketing Trends And Challenges: An Indian Perspective" in co-authorship with Ms Chandni Seth, Research Scholar, Amity Business School, Amity University, Lucknow Campus

7. Mr. Pushpendra Thenuan, Consultant (Advisory services) – EY LLP, "Leveraging Outsourcing By Telecom Operators For Enhancing Competitiveness" in co-authorship with Mr. Devendra Thenuan, Student, BIMTECH, Noida; Prof. (Dr.) Sunil Patil, Former Director, Symbiosis Institute of Telecom Management; and Ms. Prajakta Kanegaonkar, Research Scholar at Telecom Ecole de Management, Paris, France
8. Ms. Ritu Bajaj, Assistant Professor, School of Business Administration, Bhagwan Parshuram Institute of Technology, "Developments in Digital Banking Services: An Indian Perspective" in co-authorship with Ms. Aarti Haswani, Assistant Professor, School of Business Administration, Bhagwan Parshuram Institute of Technology
9. Ms. Ritik Rastogi, Student, DSPSR, "Marketing Management"
10. Ms. Mukta Katyal, Assistant Professor, DSPSR, "A Study On Impact Of Digital Marketing On Consumer Behaviour" in co-authorship with Ms. Ambika Monga, & Mr. Harsimranjeet Singh Ahluwalia, Student, DSPSR
11. Ms. Vanshika Aggarwal, Student, DSPSR, "A study on awareness about Online Grocery shopping among youths in Delhi/ NCR" in co-authorship with Ms. Mani Goswami, Assistant Professor, DSPSR
12. Mr. Yashu Dave, Student, DSPSR, "Social media as an effective tool to promote business" in co-authorship with Dr. Moloy Ghoshal, Associate Professor, DSPSR

LUNCH

01.30 P.M. – 2.30 P.M.