



Report

11th International conference

Global Business and Innovative Management: Challenges and Issue

15 April, 2017

Tecnia Auditorium, TIAS, New Delhi

TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi

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Event : **International Conference**

Topic : **Global Business and Innovative Management**
: **Challenges & Issue**

Day & Date : **Saturday, 15th APRIL 2017**

Venue : **Tecnia Auditorium**

Convener : **Prof. (Dr.)Rashmi Gujrati**

Delegates & ; **150**

Research Scholars : **50**



Genesis

Globalization has become a central factor that many businesses have to take into account when carrying out their business. However, businesses are faced with the challenge of how to respond to the ever changing competitive business environment. Accordingly, many companies are forced to look beyond their traditional measures of performance such as company's core capabilities and the structure of the industry in which the company competes. The success in the current global business environment is significantly affected by the external factors and the management of the companies or business enterprises is forced to gain a deeper understanding of the external forces and trends that affect the business operations. That is why many companies operating in this global sphere are now faced with the option of adapting or potentially losing any competitive advantage. This has forced many businesses to look through technological innovations.

Managing global organizations has been a business challenge for centuries. But the nature of the task is changing with the accelerating shift of economic activity from Europe and North America to markets in Africa, Asia, and Latin America. McKinsey Global Institute research suggests that 400 midsize emerging-market cities, many unfamiliar in the West, will generate nearly 40 percent of global growth over the next 15 years. The International Monetary Fund confirms that the ten fastest-growing economies during the years ahead will all be in emerging markets. Against this backdrop, continuing innovations and idea generations in varied areas have made possible new forms of international coordination within global companies and potential new ways for them to flourish in these fast-growing markets for which challenges and opportunities are required to be ascertained and worked upon.



Conference Objectives

To assess the potential of India and World in Representation of Media.

To identify the hurdles and roadblocks in the path of cultural representation.

To build a roadmap that can scale today and into the future

To focus on changing the paradigm of how we look at cultural representation and power of media.

To encourage Research Scholars to share their work with Delegates and other experts.to understand the condition of the power of media and its influence on cultural representation in present scenario.

To provide the participants an opportunity to examine the different dimensions of Power of media with cultural representation.

To provide a platform for industry, academia and government to exchange views and enable a joint, conscientious and speedy effort to step up the awareness among the people on the various dimensions of power of media



INAUGURAL SESSION

The session started by the lighting of lamp ceremony to goddess SARASWATI.

The Key people of inaugural session are as follows:

1. Conference Director - Dr, Ajay Kumar, TIAS
2. Key Note Speaker – Prof (Dr) Rashmi Gujrati, TIAS
3. Chief Guest – Prof. S.S Sharma, Retd. IAS, Officer, Ex-Chief Secretary, Ex CMD NTPC. New Delhi
4. Guest of Honour - Prof. (Dr) R.K Mittal, Sr. Professor, USMS, GGSIP University.
5. Guest of Honour- Prof. (Dr) Ashok Mittal, Professor and Head, AMU, Aligarh.
6. Guest of Honour- Prof. (Dr) Rajesh Tyagi, Director Maharaja Surajmal Institute, New Delhi.
7. Guest of Honour- Prof. (Dr). Ravinder Vinayak, Prof& Head MDU Rohtak (Retd), Director, DSPSR, New Delhi.
8. Guest of Honour- Ms. Liu JinXiu, AP Hezhou University, China.
9. Chief Patron _ Mr R.K.Gupta
10. Patron – Prof. (Dr). Saroj Kumar Dutta, Sr., Professor, Tecnia Institute of Advanced Studies, New Delhi



Ms. Liu Jinxiu Asst Prof Hezhou University China , Prof. Dr.R.K.Mittal Sr.Professor GGSIPU,Dr.Ajay Kumar Director TIAS,Prof.Dr.Ravinder Vinayak Director DSPSR,Prof.S.S .Sharma Rtd,IAS Officer, Prof.Ashok Mittal,Prof &Head of Deptt,AMU,Prof.Dr.Saroj Kumar Dutta Academic Advisor TIAS, Dr.Rajesh Tyagi Director MSI New Delhi.



**Programme started with Saraswati Vandana with Lighting of Lamp
Ms.Liu Jinxiu Asst.Prof China,Dr.Ajay Kumar Director TIAS**



The Chief Guest of this occasion Prof. S.S.Sharma felicitated by,Academic Advisor Dr Saroj Kumar Dutta TIAS.



International conference Proceeding Release by Ms. Liu Jinxiu Asst Prof Hezhou Univesity China , Prof. Dr.R.K.Mittal Sr.Professor GGSIPU,Dr.Ajay Kumar DirectorTIAS,Prof.Dr.Ravinder Vinayak Director DSPSR,Prof.S.S .Sharma Rtd,IAS Officer, Prof.Ashok Mittal,Prof &Head of Deptt,AMU,Prof.Dr.Saroj Kumar Dutta Academic Advisor TIAS, Dr.Rajesh Tyagi Director MSI New Delhi.

**Welcome address by
Dr. Ajay Rathore, Director TIAS**



Dr. Ajay Rathore, Director, Tecnia Institute of Advanced Studies, in the inaugural session welcomed all the guests, participants and organizing team members. In his opening remarks, he informed that over 150 persons have registered for the conference from India and abroad.

Key Note Speech by Prof. Dr Rashmi Gujrati Professor & UG Head



Dr Rashmi Gujrati delivered the Key note Address by explain India's Transformation is not separated from its external context our economic growth depends upon the welfare of our farmers, the employment opportunities of our youth, our excess to capital technology, markets and resources but the reserve is also truth. She says that our prime minister says "sab ka sath sab ka vikas" is not just a vision for India it is a belief for the whole world.



Prof .SS Sharma Rtd.IAS Office



Prof SS Sharma, thanks the TIAS group to organize this great event such as international conference, further he explained about the global business .He said globalization was such a success policy which positively working for the economic development across the globe. Further he said this type of conference is working as capsules for intectual health.

Ms.Liu Jinxiu AsstProf.Hezhou University China .



Ms Liu Jinxiu : she started her speech by welcoming all guests , about different challenges of issues of globalization and she shared her views by various examples of different countries . Because of India's growing economic scenario different countries are interested to invest in India. Due to indo china agreement, chine is keenly interested for investment in different sectors in India it will create employment opportunities in both the countries.

Dr.Rajesh Tyagi,Director MSI New Delhi



Dr. Rajesh Tyagi, starts his speech by congratulating the Tecnia institute for organizing this international conference, he explained the meaning of research that research mean again and again research.

Prof. Dr. R.K Mittal, Sr. Professor GGSIPU New Delhi.



Prof Dr. R. Mittal an eminent personality in economic field said we are living in economically strong society where political interference has impact on the every aspect. So it is difficult for each and every one us to be innovative so that whatever the uncertainty arises in the growth process that can be minimized.

Prof (Dr.) Ashok Mittal, Professor & Head Of Deptt AMU



Prof (Dr.) Ashok Mittal

He congratulates to the organizer team and Organization for inviting him for the conference .he said that we are living in highly competitive Barriers Facing Challenges and competitiveness globally. Globally lots of challenges are there as likes different Languages in different countries; different culture, different taste, and different currency are there .Lot of issues as like different policies in different different countries.

Prof. (Dr.) Ravinder Vinayak Director DSPSR New Delhi.



Prof. (Dr.) Ravinder Vinayak said that Political, economic, and environmental issues are increasingly becoming the remit of international business leaders as much as governments. He said it's our aim to prepare our students to become the next generation of global business leaders, embracing the opportunities and challenges of international business. While the global marketplace becomes more interconnected and accessible, the risks involved in doing business abroad are not to be taken lightly. Expanding business overseas means reaching new clients or customers and potentially boosting profits. Despite all the uncertainty of 2017 and the challenges that have yet to reveal themselves, there are some guidelines for conducting business on a global scale that you should always consider before leaping into new international operations

Prof. Dr.Saroj Dutta Academic advisor TIAS ND



Prof. Dr.Saroj Dutta He congratulated to the organizing committee and says about the Innovation. He tell story of monkey and his Grandfather how to do innovation in business if you want rise in your business

Prof M.N.Jha MR.System TIAS



Prof M.N.Jha He thanks the entire Guest, dignitaries' faculties from different different area for coming and participating in our International conference. He thanks all the TIAS team organizing committee especially thanks to BJMC department students and Mr. Lalit who cover the whole programme and catch in the camera and clips.



Technical session I: Business Management



The first Plenary Session on “Business Management” was Chaired by Prof. Harish Singh, Professor of MSI. In this session, 8 papers were delivered by the presenters on the title of Good Governness, WTO, Digitalisation in India ,Emerging issues and challenges, and Other related areas.

Mr Vijay Kumar



In this session **Mr Vijay Kumar** presented a paper titled on e-Governance. He Share the “e” in e-Governance stands for ‘electronic’. Thus, e-Governance is basically associated with carrying out the functions and achieving the results of governance through the utilization of ICT (Information and Communications Technology).



Ms.Arifa Khan Asst. Prof AMU.



Ms.Arifa Khan presented a paper titled on Indian agricultural exports under the influence of WTO. India is an agrarian economy with around 60 percent of its people depending directly or indirectly on agriculture. Emerging world demand for Indian agricultural commodities offers great opportunity..

Shubham Arora Research Scholar AMU presented a paper titled on Women entrepreneurship



Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. The policy and institutional framework for developing entrepreneurial skills, providing vocation education and training has widened the horizon for economic empowerment of women. However, women constitute only one third of the economic enterprises. There exist a plethora of successful business women entrepreneurs both in social and economic fields in India. They are performing well. Women Entrepreneurship in Indi



Dr. Ashu Tomar Asst. Prof. BIT Meerut presented a paper titled on Digitalizing India- Modernizing India.



Digital India Campaign was launched on 1st July, 2015 with a vision to digitalize every possible aspect of the nation. Except some private institutions, education is far away from the touch of digitalization.

Ms. Vaishali asst Professor presented a paper titled on **Green Accounting A New Way to Boost Sustainable Development** .



Restoring sustainability is one of the greatest challenges facing by companies in today's competitive and dynamic world. Development will be sustainable when it is carried out in a way which protects the environment. Increasing pressures on the environment and raising environmental consciousness have generated the need to account for the interactions between all the sectors of an economy and the environment



Technical session II: Innovation in Global Economy



The post lunch session on “Innovation in Global Economy ” was chaired by Dr.Navneet Ghera .In this session, papers were presented in the areas of economy.

Ms.Mrinalini Pathak Asst Prof SVU Gajrualla presented a paper titled on A study on entrepreneurship Development Process in India.



Entrepreneurship development is anxious with the study of entrepreneurial behavior, the subtleties of business set-up, development and extension of the enterprise. Entrepreneurship development (ED) refers to the process of attractive entrepreneurial skills and knowledge through organized training and institution-building programmes. It essentially aims to increase the base of entrepreneurs in order to hasten the pace at which new ventures are created. This hurries employment generation and economic development.



Mr Dhurv Malik Asst Prof FIMT New Delhi presented a paper titled on Corporate Social Responsibility in India.



It was during the struggle for Independence; Mahatma Gandhi influenced various industrialists to assume activities with respect to socio-economic development due to which numerous companies had set up training centers and educational institutions. Ultimately, CSR was set in motion by way of introduction of the labour and environment protection laws in India and the Public Sector Undertakings were asked to take up the CSR initiatives. This is how the practice evolved as a sustainable industry policy.

Ms.Richa Joshi Asst.Prof GIBS ND presented a paper titled on **Analysis of factors inhibiting Growth of SME's in India**



Small and Medium Enterprises (SMEs) are the small manufacturing units which are initiated with a very less capital and with the limited number of workforce. The size classification varies within regions and across countries relative to the size of the economy and its endowments. SMEs are a very heterogeneous group of businesses usually operating in the service, trade, agri-business, and manufacturing sectors



Ms. Simranjeet Asst.Prof.FIMT ND presented a paper titled on Corporate Social Responsibility through Digital World.



Corporate Social Responsibility (CSR) refers a company undertake activities that positively affect the well beings of employees, communities, the environment and society as a whole. Corporate Social Responsibility is not just about managing, reducing and avoiding risk; it is about creating opportunities, generating improved performance, making money and leaving the risks. We recognize the impact and benefits of utilizing social media for corporate social responsibility programs.

Ms, Neha Arora presented a paper titled on Women Entrepreneurship in India: Issues and Challenges

The term “entrepreneurship” comes from the French verb “entreprendre” and the German word “unternehmen”, both means to “undertake”. By grave and Hofer in1891 defined the entrepreneurial process as „involving all the functions, activities, and actions associated with perceiving of opportunities and creation of organizations to pursue them



Technical session III

The session was chaired by Prof. Ashok Mittal. In this session, 5 papers were presented in the areas of Information & Technology & General Management

Ms. Simarjeet Kaur Asst. Prof. IIMT ND



She presented a paper titled on Big Data and Internet of Things: Two sides of the same Coin

Internet of things is a budding technology which tends to grow at a very fast rate in the coming future. It helps to connect all the devices which we use in our day to day life through internet. As a result, it generates massive data on the basis of different dimensions, which is considered to have high business value. This data is known as Big Data

Mr. Rajesh Makol Asso Prof DIRD ND presented a paper titled on paradigm Shift in Application of computers to ICT in 21st century education .



Education is a very socially oriented activity and quality education has traditionally been associated with strong teachers having high degrees of personal contact with learners. The use of ICT in education lends itself to more student-centred learning settings. But with the world moving rapidly into digital media and information, the role of ICT in education is becoming more and more important and this importance will continue to grow and develop in the 21st century.



MegaAsst.Prof MSI ND presented a paper titled on big data: An option or Necessity



The role of Big Data is not completely recognised in the organizational world till now but slowly and steadily the companies and data analytics experts are obtaining useful benefits from the use of this method for analysis of huge data sets. This paper focuses on the need for the turning over to Big Data analytics for easier work based on its usefulness and challenges. It also explains the trends through which multiple companies are thinking to shift to the discussed field for easier work and better results along with more and more benefits.

Ms.Shizza Research Scholar TIAS presented a paper titled on Role of Government to Create and Nature Women Entrepreneur through Micro finance



This paper indicates and emphasizes the women entrepreneurs as emerging human resource in the 21st century to overcome the global economic challenges. Women of 21st century is no more confined to homes only rather an educated, knowledgeable and innovative part of the overall growth process possessing the capacity to transform economies into thriving enterprises. Microfinance is often used to refer as financial services for poor and low-income groups



Ms. Rishab Sharma Research Scholar presented a paper titled on **Reliable and Organised Analysis of Mobile Crawler**



The traditional crawling methods are no longer able to catch up with constantly updating and growing web. Realizing the problems an alternative distributed crawling scheme with the use of mobile crawlers is needed which will minimize network utilization and also keeps up with document changes. There should be a way so that people can improve the way they find information on the Web by resolving ambiguities present in natural language text

Technical Session IV Accounting & Finance

The last session of the Day was Chaired by Dr. Rajesh Bajaj In this session, 5 papers were presented in the areas of

1 Ms. Payal & Gagan Mittal Research Scholar presented a paper titled on **Contemporary relevance and fundamental importance of issues relating to Public Sector Bank mergers**



The Indian banking system consists of 26 public sector banks, 25 private sector banks, 43 foreign banks, 56 regional rural banks, 1,589 urban cooperative banks and 93,550 rural cooperative banks, in addition to cooperative credit institutions. Public-sector banks control nearly 80 percent of the market, thereby leaving comparatively much smaller shares for its private peers. Banks are also encouraging their customers to manage their finances using mobile phones



Ms.Naman Pandey Research Scholar presented a paper titled on Social Media Advertising: An Analysis of Awareness and Consumer Attitude towards Brands



Media plays a vital role as it persuades public opinion and helps identify and take up the matters. Without media, people will live in isolated world where there would not be any communication, news from others. Media has altered communication from monologue to dialogue especially social networking sites have given more participation of people to discuss, tweet, post comments

Disha & Radhika Research Scholar presented a paper titled on Innovation and challenges in fighting poverty and social inequality .



Innovation is introducing something new. The introduction of that new could be to the economy which involves varied research, efforts, brain storming and much more. The introduction of something new could be a new idea, method, or device. Innovation is not always introducing something new; it is modifying the existing products, ideas, or methods. The words innovation and invention overlaps semantically but are really quite distinct. Invention is about creating something new, while innovation introduces the concept of “use” of an idea or method

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Ms Shreeya Sood Research Scholar presented a paper titled on **A Relationship study between Innovation, Research and Development (R&D) and Project Management”**



Originally developed in the mid-20th century, project management has become a distinctive way to manage business activities nowadays. Another important development is virtually universal recognition of the role of innovation and technology in the corporate change, growth and profitability. It is unsurprising that development of innovation is often run as a project

Simran & Manu Garg Research Scholar presented a paper titled on **Brand Image and its Impact on Buying Behaviour**



Market is evolving day by day with the passage of time. Market Competition is no longer limited to provide functional attributes of the product to the customer, but has been associated with a brand that can create a special image for its consumers. Every firm is putting in its ultimate performance to establish a reputed place in the market space. **Brand image** plays a crucial role to boost up the performance of a firm



Valedictory session

Vote of thanks by **Dr.Vandana Raghava** Professor TIAS



Dr.Vandana Raghava gives Vote of thanks to all Dignitaries and Predicate who present the paper. She express heartfelt gratitude to all those who have helped in various ways in organizing this International Conference. She also extremely thanks **to our Hon'ble Chairman Shri.R.K.Gupta & Dr.Sandhya Bindal**.It is the matter of great pleasure for sincerely thanks all the contributors for their in depth knowledge and insights into a most important subject of current relevance .She was grateful to invited speakers for highlighting the strategies of an International Conference -2017 on Global Business and Innovative Management :Challenges & Issues .

Thank you