

**Report of
International Conference on Global Business Strategies for Sustainability**

Date : November 2, 2017
Time : 9.30 am to 5.30 pm
Venue : F-3 Seminar Room and MDP Room

Objective

Exchange of knowledge, ideas and issues related to Sustainable Strategies in area of Marketing, Finance, Human Resource Management, Operations and cross functional areas for Business Excellence globally in the context of business sustainability, management, technology and learning for individuals, organizations and society in turbulent environments.

Report on Inaugural Session

After registration, the Inaugural function of GLOBUSS-2017 was started at 10.00 am with lighting of lamp by Distinguished Chief Guest- Dr. Riad Kamal Abbas, Ambassador, Republic of Syria and other corporate guests, Dr.J.N. Kushawaha, CEO, BTW, Dr.Rishi Raj, Director, NIESBUD, Mr.Ashok Vohra, Country Head Sriram Group of Companies, Mr.Priyank Bajpai, General Manager, Vodafone and distinguished Senior Representatives of AUUP, Noida, followed by welcome address by Prof.JK Sharma, Chair person of GLOBUSS-2017. The keynote address was delivered by the Chief Guest Dr. Abbas followed by talks of other distinguished guests on global business strategies for sustainability.

Technical Sessions

The conference proceeding was carried out post lunch in four parallel technical sessions. A brief report of all the sessions is attached herewith.

TECHNICAL SESSION I: FINANCIAL MANAGEMENT

Venue: Conference Hall, F-3 Block, Amity University, Uttar Pradesh

Session Chairs:

Prof. Dr. C. D. Wadhwa, IIMA

Dr. Amarjeet Kaur, Ansal University

Session Coordinators: Dr. Priya Solomon and Prof. M. Subramaniam

Dr. Priya Solomon, Session Coordinator welcomed the session chairpersons, paper presenters and others in the venue. Prof. Wadhwa and Dr. Amarjeet Kaur welcomed the gathering and initiated the technical session by debriefing their expectations from the paper presenters.

The following is the review of papers presented in the session.

- First technical paper was presented Anirudh Raghuvanshi (on behalf of Ms. Sudha Swaroop, Research scholar of Dr. Amit Kumar Mishra) on the theme, “Does a stock index trace the growth on primary sector in India? An empirical analysis”. The paper was well presented, with relevant analysis and research tools.
- Dr. Shankari and Dr. Angel Christy Praveena presented next technical paper on the theme, “An empirical investigation of Gold price movement in India – A performance analytics approach”. The paper was well received and appreciated by the session chair; as it has very relevant analytical highlights, and research tools. This paper was presented by both the authors, in a structured manner.
- Ms. Tripti presented next technical paper on the theme, “Identifying the structural changes required to promote international trade in India and Bhutan (1985-2013)” The paper was presented well, with relevant analysis and research tools.
- Next technical paper was presented by Prof. Vaishali Jain on the theme, “Casual relationship between futures and options market: A study of the selected financial services sector stocks on NSE” The paper was well received and appreciated by the session chair; as it has relevant analytical highlights, and research tools. This paper was presented by both the authors, in a structured manner.
- Next technical paper was presented by Mr. Anshul Aggarwal on the theme, “Payment banks: Need, challenges, scope and the road ahead” The paper was a conceptual, qualitative research paper and it was presented well.
- Next technical paper was presented by Mr. Atul Shiva on the theme, “Investigating individual investor’s behavior on social media sites”. The paper was presented well and well received.
- Next technical paper was presented by Mr. Tanu Agarwal (Research Ward of Dr. Priya Soloman) on the theme, “A critical study on real estate development in selected metropolitan cities”. The paper was well presented, with relevant research insights and analytical tools.

- Next technical paper was presented by Mr. Abdul Wajid (Research Ward of Dr. Harjit Singh) on the theme, “Cross Border acquisitions and financial performance of Indian Pharmaceutical Companies”. The Paper was presented well, with needy research analysis and research tools.

At the conclusion of the session, feedback forms were collected, Session chairperson(s) shared their concluding remarks and Dr. Priya Soloman proposed the vote of thanks for the technical session.

The session provided an excellent perspective on the theme of the conference – global perspective, with strategic focus. It enhanced the knowledge base of the participants on various contemporary issues relating to finance & accounting domain and provided an awesome platform for disseminating the financial research insights on the global perspective with staunch strategic focus. Ultimately the session was able to achieve the overall objectives laid down for the conference.

TECHNICAL SESSION-II: HUMAN RESOURCE MANAGEMENT

Venue: MDP Room, F-3 Block, Amity University, Uttar Pradesh

Session Chairs:

Prof. (Dr.) Sanjiv Mittal, Dean FMS, IP University

Mr. Jatinder Singh, Director, PHDCCI, New Delhi

Session Coordinators: Dr. Divya Goel & Dr. Jayashree Sapra

The session was attended by an eminent gathering of HR professions and students from various institutions and universities. There were a total of 22 papers in this session out of which 14 delegates presented their papers. Prof. Mittal and Mr. Singh addressed the gathering and initiated the technical session by giving an outline of the guidelines for the presenters and expectations from the audience.

- First technical paper was presented by Ms. Lavina Singh on the theme, “Quality of Work Life, Organizational Stress, Personal Adjustment: A Comparative Study in Public and Private Sector Banks”. The paper was well received and appreciated by the session chair. The paper incorporated relevant analytical highlights and research tools.

- Next technical paper was presented by Ms. Savneet Kaur on the theme, “Reinventing Performance Management System in IT Sector: A Conceptual Study.”. The paper was well presented but lacked any empirical evidence to support the view.
- Next technical paper was presented by Ms. Kushi Sharma on the theme, “Trainee Reaction for E- Training Programs in Software industry in NCR”. The paper was well presented, with relevant research insights and analytical tools.
- Next technical paper was presented by Ms. Sunita Sen on the theme, “Job Crafting as a Predictor of Employee Engagement: An Indian Perspective”. The paper was well received and appreciated by the session chair; as it has relevant empirical support to emphasize the role of proper job crafting for enhancing employee engagement.
- Next technical paper was presented by Dr. Saloni Pahuja on the theme, “Change as a Constant in Leading Organisations”. The paper was a conceptual paper and was presented well.
- Next technical paper was presented by Mr. Lalit Kumar Pant on the theme, “Study on Gender Diversity at Work Place – An Analysis”. The paper was presented well but again lacked any empirical evidence. The session chairs also highlighted the diminishing view of gender diversity and suggested to emphasize on cultural diversity issues.
- Next technical paper was presented by Ms. Sheetal Yadav on the theme, “Association between Employee Engagement and Organization Citizenship Behavior in Hospitality Industry”. The paper was well presented, with relevant research insights and analytical tools.
- Next technical paper was presented by Dr. Naman Sharma on the theme, “Person-Organisation Fit and Turnover Intentions: Mediating effects of Employment Engagement”. The paper was well received and appreciated by the session chair.
- Next technical paper was presented by Ms. Sapni .G. Krishna on the theme, “Banking Regulation and Rights of Workmen: A Critical Study”. The paper highlighted the rights of workmen and also discussed the problems faced by banking employees during demonetization. The paper was well received.
- Next technical paper was presented by Ms. Bharti Sharma (Research Ward of Dr. Ruchi Rayat) on the theme, “A study to analyze the role of motivational factors on the retention of employees in insurance sector”. The paper was well presented, with relevant research insights and analytical tools.

- Next technical paper was presented by Mr. Manoj Kumar Chaudhary on the theme, “Work Stress and Job Performance: A Study of Nepalese Commercial Banks”. The paper was well received and appreciated by the session chair. The paper incorporated relevant analytical highlights and research tools.
- Next technical paper was presented by Mr. Javed M. Khan on the theme, “Talent Management and Retention– E vs E Perspective With Special Focus on SMEs”. The paper was a conceptual paper and was presented well. The session chair highlighted the need of empirical evidence to support the findings.
- Next technical paper was presented by Ms. Neha Mishra on the theme, “A Conceptual Study of Stressor and Stress Management Practice in IT industry in India”. The paper was a conceptual paper and was presented well. The session chair highlighted the need of empirical evidence to support the findings.
- The last technical paper was presented by Ms. Anjali.V.Nair & Dr. Lokinder Kumar Tyagi on the theme, “A Study of Motivational Factors in Manufacturing Sector: A Case Study of Bata India Ltd.”. The case was well received and appreciated by the session chair.

The session concluded with the remarks and suggestions of the Session chairperson(s) for the future research. Dr. Divya Goel proposed the vote of thanks for the technical session. The session was full of discussions and critical analysis was done by session chairs wherein various suggestions and inputs were provided by the eminent session chairs and audience in order to produce high quality research output which could be beneficial to the society at large. The paper presenters shared organizational practices for employee engagement, talent management, their development and importance of job crafting for increasing employee engagement. The delegates also highlighted the importance of goal setting, training and development performance appraisal and potential appraisal to be the key factors for organizational success. Various issues related to quality of work life, personal adjustment, organizational stress and gender diversity were also discussed and contemplated.

The HR Technical session was well structured and was instrumental for HR professionals and students to understand the recent trends and the current HR practices related to the HR function and the focus behind them. Overall, it was instrumental in serving the developmental purpose of all present in the session.

TECHNICAL SESSION-III: MARKETING MANAGEMENT

Venue: MDP Room, F-3 Block, Amity University, Uttar Pradesh

Session Chairs:

Prof. (Dr.) Nawal Kishore, IGNO University

Mr. Ghanshyam Sharma, Shriram Hitech Ltd. New Delhi

Session Coordinators: Dr. Ruchi Jain & Dr. Ruchika Jaiswal

The marketing session of the conference was chaired by two eminent personalities namely **Dr.** Nawal Kishore and **Dr.** Ghanshyam Sharma. **Dr.** Nawal Kishore is professor and former director of School of Management studies IGNOU and is been a popular name in the field of academics. To give the industry outlook to the presenters, **Dr.** Ghanshyam Sharma, M.D. of Shriram Hitech components Pvt. Ltd. also co-chaired the session.

There were 18 research papers registered to be presented in the session, out of which 12 papers were presented. Details of these papers is as below:

- In the paper “Analysis of Marketing Strategies in Knowledge Driven Business to Business Service Organisation: A Literature Review” by Satish Srivastava, and J. K. Sharma; the authors highlighted the intricacies of developing service organization on the basis of knowledge management.
- Two papers were presented on the dynamic issue of Green marketing, namely- “Green Marketing and its Effects” by Shashi Arora and “Green Marketing in Healthcare” by Bhawna Sharma, and J. K. Sharma. Both the papers established the emerging trends adopted by marketers to bank upon the sustainability feature.
- The paper on Experiential Marketing detailed the trendy retail practices to increase customer satisfaction. The paper was “Experiential Marketing: A Study of Trends and Challenges by Indian Marketers” by Chaya Pawar, Abhilasha Singh, and Lokinder Kumar Tyagi.
- Next two papers targeted the contemporary e- commerce practices. They were, “Exploring Youth Perception Towards Online Apparel Shopping: An Analytical Hierarchy Process Approach” by Ruhi Sethi, Preeti Dwivedi, and Deepa Kapoor and the other paper was “Online Marketing: Boon Or Bane” by Karan Sachdeva, and Aarushi Sondhi.

- The study of consumer behavior is very well presented by next presenter. The papers was titled- “Important Factors Influencing the Consumer Buying Behavior in the E-Commerce Sector during Digitalization by Lokinder Kumar Tyagi, Abhilasha Singh, and Simran Sabharwal
- The next presentation was on “Subversion of Brand Image by its Monstrous Doppelgänger” by Gaurav Sood, J. K. Sharma, and Sanjay Srivastava. The paper explored the political leaders as brand and how they are the victim of Monstrous Doppelgänger effect in social media scenario.
- Next Research paper highlighted the changing face of marketing by elaborating the integration of Internet of Things (IOT) in healthcare industry for benefitting customers at large - “Internet of Things Based Wearable Health Solutions: Challenges in Adoption by Prospective Customers” by Shweta Nanda and Kapil Khattar.

The entire session was a highly interactive and discussion oriented. It resulted in creating conducive learning environment and several useful insights were generated. As per the theme of conference most of the papers were successfully able to initiate the requisite thought process for the industry inclusion of sustainability, technology and emerging trends in marketing practices.

TECHNICAL SESSION IV: GENERAL MANAGEMENT AND OPERATIONS MANAGEMENT TECHNICAL SESSION

Venue: MDP Room, F-3 Block, Amity University, Uttar Pradesh

Session Chairs:

Prof. (Dr.) R.K. Sharma, BVU, New Delhi

Prof. (Dr.) Hothi, GIBS, New Delhi

Session Coordinators: Dr. GargiBandopadhyay, Dr. Swati Mittal, Dr. Pratibha Garg

Prof. Sharma and Prof Hothi welcomed the gathering and initiated the technical session by debriefing their expectations from the paper presenters.

- First technical paper was presented by Ms.Jyoti Dhingra Darbari on the theme, “Multi-Criteria Evaluation Framework for Sustainable Recovery Network Design” The paper was well presented, with relevant analysis and research tools.
- Next technical paper was presented by Mohammad Iqbal Zaffar Ansari on the theme, “Managing Involvement of Driver’s for Sustainable Logistics Management by Ensuring

Road Safety on National Highways”. The paper was well received and appreciated by the session chair; as it has very relevant analytical highlights, and research tools. This paper was presented in a structured manner.

- Next technical paper was presented by Mr. Deepak Sharma and Dr. J.k Sharma on the theme, “Green Supply Chain Management – An Emerging Trend for the Country” The paper was presented well, with relevant analysis and research tools.
- Next technical paper was presented by Prof. J.K Sharma, Mr.Revti Raman and Mr. Skandh K Tyagi on the theme, “A Study on Affordable Fuel Security for Sustainable Power Generation” The paper was well received and appreciated by the session chair; as it has relevant analytical highlights, and research tools. This paper was presented by the authors, in a structured manner.
- Next technical paper was presented by Ms. Arshia Kaul, Dr. Sugandha Aggarwal, Guneet Kaur and Prof Jha on the theme, “Optimal Advertisement Planning of Shows across a Television Network:On-Air and Upcoming” The paper was a conceptual, qualitative research paper and it was presented well.
- Next technical paper was presented by VernikaAgarwal, Jyoti Dhingra Darbari on the theme, “Partner Selection for Sustainable Reverse Supply Chain Configuration ”. The paper was presented well and well received.
- Next technical paper was presented by Mr. Deepanshu Trehan and Mr. Anshu Gupta on the theme, “Way to Sustainable Online Grocery Business: An MCDM Approach .” The paper was well presented, with relevant research insights and analytical tools.
- Next technical paper was presented by Ms. Reena Singh on the theme, “British Received Pronunciation and Native Indian Speaker ”. The Paper was presented well.
- Next technical paper was presented by Ms. Puneeta Goel on the theme Rising Standards of Sustainability Reporting in India: A Study of Impact of Reforms in Disclosure Norms” The paper was well presented, with relevant research insights and analytical tools.

At the conclusion of the session, feedback forms were collected, session chairperson(s) shared their concluding remarks and Dr. Pratibha Garg proposed the vote of thanks for the technical session.

Feed Back from Delegates:

Overall Feedback received from delegates was overwhelming in terms of smooth conduct of sessions, arrangements, quality of papers and presentations made and discussions held. The delegates were pleased and satisfied with the conduct of International Conference, timely and smooth conduct of the sessions, food arrangements, and general hospitality etc. The faculty and student teams were noticed performing enthusiastically with full zeal and dedication. Some of the feedback received from the Delegates electronically is given below:

Dear Sir, It was indeed my pleasure to be part of such big event organized by you. Once again heartiest congratulations to you & ASB Team for organizing such vibrant program!

All the best!!

Warm Regards

Ashok Vohra

COO, **Medsave Health Insurance TPA Ltd.**

Dear Dr. Tyagi,

Greetings of the day!

It was indeed my pleasure visiting your campus on 2nd November and also to chair a session during your international conference. My sincere thanks to you for this opportunity. The conference was organised meticulously and I must congratulate you on this!

Do let me know in case I could be of any help in future. Stay in touch!

Thanks,

Best regards,

Amarjeet kaur (Ph. D.; CMA,USA; ACMA, India)

Professor of Accounting,

Editor-Journal AUBR,

School of Management Studies,

Ansal University, Sector - 55,

Gurgaon-122003, India

Respected Prof. Tyagi,

Namaste! and Good Morning,

Sorry for late response due to some household work.

Sir, first of all I am delighted at Amity to meeting you and your team. Sir, as an academician this is my privilege to get this opportunity to work with you and contribute my knowledge and experience. To evaluate Ph.D. thesis, regarding my details I will forward you very soon. Also I will send you details of our upcoming International Conference which is going to be held at DAV, Kathmandu, Nepal on March, 2018.

Thanking you.

Regards,

Manoj Kumar Chaudhary

(M.Phil, Ph.D) Central Department of Management,

Tribhuvan University, Kathmandu, Nepal

From: Dr M I Z ANSARI <mizansari@hotmail.com>

Sent: Thursday, November 2, 2017 10:14:17 PM

To: Prof.(Dr.) Jai Kishore Sharma; Dr. Lokinder Kumar Tyagi

Subject: Congratulations on Successfully Organising Globus-2017 at AUUP

Respected Sir,

Kindly Accept My Heartiest Congratulations for Globus-2017. KUDOS to Team Amity!

Best Regards:

OUTCOME OF GLOBUSS 2017

The primary objective of the conference was to provide a platform to academicians, researchers, policy makers, young graduates, and budding managers to share the findings of their research studies in the area of business sustainability. Over fifty researchers discussed various strategies that preserve the long-term viability of People, Plant and Profit (3Ps), the proverbial triple bottom line. Sustainability requires that we see the business world as an integrated system that connects businesses to society and the environment through both space and time. Responsive entrepreneurship, wealth maximisation, green banking, renewable energy technologies and paperless working showcase a commitment to sustainability, while others might make environmental consideration a part of the criteria for doing business with other companies. It was agreed upon that be it energy reduction, cleaner production processes or reduction of waste are all considered to be sustainable business practices.

Besides this, various outcomes concerning various stakeholders and policy makers are presented as follows:

- Shared understanding and consensus around the urgent need and implementation of ‘sustainable business practices’ which was considered as a wasteful expenditure so far. There was a broad consensus among various stakeholders that sustainability must be viewed as a holistic system, inclusive of nature and man-made, that needs to be regenerative and balanced in order to last a very long period of time. ‘Business sustainable practices’ should be viewed as a form of triple-bottom-line reporting system whereby a business enterprise communicates to their stakeholders its (i). Economic (profit) performance, (ii). Environmental (planet) performance and (iii). Social (people) performance;
- An innovative effort to provide unique platform to showcase sustainable based global research studies and its discussion thereof to decide the pave for future implementation;
- Learning and knowledge exchange among conference participants through interdisciplinary discussions;
- A series of documented case studies, information briefs and other materials for thought provoking practices;
- A conference report, including lessons from the findings of the research studies concerning global arena for future roadmap;
- An evaluation of the current state of modern business practices by presenters for improving the general understanding that socially responsible corporate strategies impact communities not only today, but also leave lasting impressions for generations to come;
- The selected research findings appeared in the form of ‘Edited Book’ which will lay a path to academicians, future researchers for fourth coming research.
- Further, the outcomes may be published in multiple forms, including an agenda setting peer-reviewed paper specifying the information on sustainability practices and changes required by business communities for adaptation and decision making purposes.