



AMITY UNIVERSITY

MADHYA PRADESH

OUTCOME REPORT

Of

International Conference

On

“Challenges and Opportunities in Social Sciences, Humanities and Business Management”

Organised on 1st November, 2019

By

Amity Business School

General

1. A nation cannot aspire to progress and become a developed one without creating and nurturing an environment, which is conducive for research and development, which subsequently culminates in desirable accomplishments in business and provides fruitful results for the society.

Society and Business are coterminous, one can't exist without another. Needs of society germinates employment in business, and business produce are ultimately consumed by society. But this pattern of consumption is not fixed, it portraits dynamic demonstration of human desires, business complexities and societal requirements. Henceforth it poses challenges in front of business strategists, policy makers and office bearers. A true challenge provides enough opportunity to all stakeholders of society.

A business manager always sees opportunity in people, places and products. One of the major attributes of a manager is that they have to have a keen eye for opportunities in the society. They identify gaps and innovatively come up with products or services to cover it. Filling this gap enables the society to function. At the same time, the society is responsible for establishing policies that govern the operation of business management – A society cannot function without the presence of policies and laws that govern its operation. The government being part of the society is responsible for creation of policies that foster business economy. If the government policies are not favourable for the establishment of a business, then entrepreneurship would not prosper. Therefore, it becomes imperative for a nation to create an environment, which facilitates the process of transforming ideas into business reality, self-employment, enterprise creation, providing solution to societal problems along with sustainable economic growth.

Objective(s) of the Conference

2. The International Conference was organised with following objectives:
 - (a) To create awareness amongst participants, students, scholars and faculty about the Challenges and Opportunities in Social Sciences, Humanities and Business Management.


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- (b) To facilitate interaction among industries, organisations, researchers, and academia.
- (c) To explore thrust areas of research in this contemporary topic.
- (d) To provide a networking opportunity to participants, scholars, students, faculty and experts.
- (e) To provide a platform to participants, scholars & faculty to showcase their research.
- (f) To foster Brand building of ABS and AUMP as a premiere educational Institution.
- (g) To add to the corpus of literature on the subject through the publication of a book of selected research papers.

Pre – Conference Outcomes

3. Tangible Outcomes

- (a) The Conference attracted a fair amount of attention from Scholars & Educationists in the field of Entrepreneurship, Business Management and Social Sciences. More than 86 papers were received out of them 51 were selected for publication in book of proceedings.
- (b) Rs. 1,88,000/- were received against the sponsorship in this conference from various sponsors like Carrier Launcher, Times, Renaissance etc.
- (c) The enthusiastic response from the academic circle led to large scale registrations for the Conference and an amount of Rs 42,200/- from the same were collected. Thus a total amount of Rs 2,30,200/- were collected and deposited in AUMP account.

4. Intangible Outcomes

- (a) The media campaign, conducted prior to the conduct of event resulted in wide coverage of the conference by all leading newspapers. This has resulted in branding of Amity University.
- (b) The International Conference was vigorously advertised on the social media as well as in number of important social platforms such as Facebook and Whatsapp. A large number of persons who would have seen these posts would have got a very positive impression about ABS in particular and AUMP in general.
- (c) Promotion of International Conference was also done by physically visiting various Universities and Colleges in and around Gwalior. This has helped in brand building for AUMP.
- (d) Invitations for the International Conference were sent through emails to all Vice Chancellors of AIU, Heads of Institutions of all Institutes of national repute. Now all of them are aware of ABS & AUMP and the kind of exposure that AUMP provides to its students and other stakeholders.

During Conference Outcomes

5. Tangible Outcomes

- (a) Four eminent speakers (as per Appendix-I) of International and National repute from academics and industry were invited. They enriched the sessions with their vast knowledge. Participants and students of

ABS and other departments were benefited by their deliberations.

- (b) Students and research scholars from St. John's College, RBS College Agra (U.P), Hindustan College of Science & Technology, Mathura (U.P), Prestige College, Gwalior (M.P), and Pune University (Maharashtra) attended the conference. In addition to faculty members and students of AUMP, approx 180 school students and 10 teachers from reputed schools of Gwalior attended the conference. International Conference has received papers from North Eastern University, Bostan, USA; Ethiopian Civil Service University, Addis Ababa, Africa; Royal Thimphu College, Bhutan; IUBH International University of Applied Science, Berlin Campus etc.
- (c) A Conference Proceeding containing fifty one selected papers was published in the form of a book, named 'Challenges and Opportunities in Social Sciences, Humanities and Business Management' which has contributed significantly to the corpus of literature on the subject. Copy of this Proceeding is kept in Library for reference of students, scholars and faculty.
- (d) As per policy of the University all the talks were recorded and kept in Library for future reference of faculty, scholars and students.

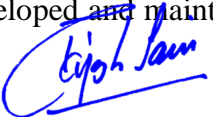
6. Intangible Outcomes

- (a) International Conference resulted in knowledge sharing by researchers of various institutes in the form of high quality paper presentations. The participants presented innovative research ideas in various sessions. This has resulted in enhancement of knowledge of faculty, students, participants and delegates.
- (b) Knowledge was disseminated not only to the students of ABS but also to other students of AUMP who attended the Conference.
- (c) The technical sessions amplified the awareness on various diversified issues that have increased research skills among the students, research scholars and the faculty.
- (d) Papers presented by the researchers from outside Amity University Madhya Pradesh have ensured the reach of ABS, AUMP in the country.

Post Conference Outcomes

7. Tangible Outcomes

- (a) The most important outcome of the National Conference is the publication of Conference Proceedings which enriched the research publications of AUMP.
- (b) The event was covered by leading newspapers/ news-sites including Dainik Bhaskar, Nai Duniya, Nav Bharat, Patrika etc. (News clippings and Web-links are given in Appendices–II & III). This has resulted in brand building of AUMP and is likely to result in enhanced admissions in the forthcoming session.
- (c) A data base of all the keynote speakers and participants have been developed and maintained for future reference.


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- (d) Against Rs. 2,30,200 collected for the event, only Rs. 1,70,000 was spent, resulting in net savings of Rs 60,200 towards AUMP account.
- (e) Certificates were distributed to all the participants. This will also enhance our brand visibility in other Institutes.

8. Actionable Progressive Outcomes

- (a) The strong relationship built up with the esteemed speakers will pave the way for future collaborations. Mr. Saurabh Jain, Vice-President, Paytm was the Guest of Honor during the Inaugural Session. He offered students to use its Paytm platform for the innovation and entrepreneurial activities. Prof. Sunita Sengupta, Dean of FMS, Delhi University has suggested to work mutually on research and development. Mr. Atul Mehta, Head- Sales, Razorpay agreed to visit campus for the academic development of the students and Mr. Rajeev Narang, Senior Vice President: SRF Ltd. has given his consent for the mutual training and development activities.
- (b) The conference has created an orientation towards entrepreneurship among the students, which would drive them towards thinking at it as a career option.
- (c) The esteemed guests and keynote speakers invited for the conference are the valued addition to the resource data base of AUMP, which may be used for fulfilling the future requirements of forming departmental committees and expert groups etc.
- (d) The presentations of research papers by the participants, which culminated into conferring of best paper award made a positive and motivating impact on the students, which would encourage them to undertake research assignments by adding it into their area of interest.

(Naresh Kedia)
Convener

(Dr. Rohit Singh Tomar)
Convener

Prof. (Dr.) Anil Vashisht
Director-ABS

Director Outcome

Pro – Vice Chancellor

Hon'ble Vice Chancellor


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Appendix –I

Sl. No	Name of the Speaker	Designation with Organisation	Topic of the Talk
1	Prof. (Dr.) Sunita Sengupta	Dean, Faculty of Management Studies, Delhi University	Concept of Indian management and connecting spirituality with ideas of management
2	Mr. Saurabh Jain	Vice-President, Paytm	Three Ps of entrepreneurship and business model of Paytm
3	Mr. Atul Mehta	Head- Sales, Razorpay	Challenges and opportunities in modern business era
4	Mr. Rajeev Narang	Senior Vice President: SRF Ltd.	Role of experiential learning in Industries


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Appendix-II

News clippings –

International Conference on Challenges and Opportunities in
Social Sciences, Humanities and Business Management

1st November, 2019



CAMPUS NEWS...

08 Gwalior . Saturday
02/11/2019



एमिटी यूनिवर्सिटी में अंतरराष्ट्रीय सम्मेलन बिजनेस में सामाजिक और आर्थिक परिस्थितियों का ध्यान रखना जरूरी

ग्वालियर ♦ एमिटी यूनिवर्सिटी के एमिटी बिजनेस स्कूल में आयोजित 'चैलेंजेज एंड ऑपॉर्च्युनिटीज इन सोशल साइंसेज, ह्यूमेनिटीज एण्ड बिजनेस मैनेजमेंट' विषय पर अंतरराष्ट्रीय सम्मेलन का आयोजन किया गया। कार्यक्रम का शुभारंभ वाइस चांसलर लेफ्टिनेंट जनरल वीके शर्मा, प्रो वाइस चांसलर प्रो. डॉ. एमपी कौशिक, उप प्रो वाइस चांसलर प्रो. डॉ. अनिल वशिष्ठ ने किया। मुख्य अतिथि के रूप में रिचर्ड

मेक्लुम, मैनेजिंग डायरेक्टर यूनाइटेड किंगडम इंडिया बिजनेस काउंसिल उपस्थित रहे। कार्यक्रम में प्रो. डॉ. सुनीता सेन गुप्ता, डीन फैकल्टी ऑफ मैनेजमेंट दिल्ली विश्वविद्यालय, सौरभ जैन वाइस प्रेसीडेंट पेटीएम मौजूद रहे। सम्मेलन के विभिन्न सत्रों में सामाजिक विज्ञान का व्यापार प्रबंधन में महत्व, प्रबंधन एवं इनोवेशन परिवेश में इनकी उपयोगिता पर चर्चा की गई।

Ujjwal Jain

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दैनिक भास्कर

आप पढ़ रहे हैं देश का सबसे विश्वसनीय और नंबर 1 अखबार

कुल पेज 24, 16 पेज + सिटी भास्कर 4 पेज + डीबी स्टार 4 पेज (निःशुल्क), मूल्य ₹ 6.00 | वर्ष 52, अंक 87, महानगर

ग्वालियर, शनिवार 2 नवंबर, 2019

कार्तिक शुक्ल पक्ष - 6, 2076

City भास्कर

ग्वालियर, शनिवार, 02 नवंबर, 2019

पेज 2

ग्वालियर, शनिवार 2 नवंबर, 2019

CITY PLUS

उपभोक्ता का रखें ध्यान तभी बढ़ेगा व्यवसाय



■ अंतरराष्ट्रीय सम्मेलन में पत्रिका का विमोचन करते अतिथि।

ग्वालियर | एमिटी यूनिवर्सिटी के बिजनेस स्कूल में शुक्रवार को चैलेंजेज एंड ऑपरच्युनिटीज इन सोशल साइंसेज, ह्यूमैनिटीज एंड बिजनेस मैनेजमेंट विषय पर अंतरराष्ट्रीय सम्मेलन का आयोजन किया गया। शुभारंभ अवसर पर यूनिवर्सिटी के वीसी वीके शर्मा ने कहा कि प्रतिस्पर्धा के माहौल में व्यापार की सफलता के लिए उपभोक्ता की आर्थिक परिस्थितियों को ध्यान में रखना भी आवश्यक है। शुभारंभ अवसर पर यूनाइटेड किंगडम इंडिया बिजनेस काउंसिल के एमडी रिचर्ड मेक्लुम, डीयू की डॉ. सुनीता सेनगुप्ता, पेटिएम के वाइस प्रेसिडेंट सौरभ जैन, अतुल मेहता, एसआरएफ के राजीव नारंग और प्रो-वाइस चांसलर डॉ.एमपी कौशिक आदि मौजूद रहे।

Atish Jain

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उपभोक्ता की सामाजिक और आर्थिक परिस्थितियों को ध्यान में रखना जरूरी: शर्मा

नवभारत न्यूज

ग्वालियर 1 नवम्बर. एमिटी विश्वविद्यालय मध्यप्रदेश के एमिटी बिजनेस स्कूल में आयोजित "चैलेंजेज एण्ड ऑपच्युनिटीज इन सोशल साइंसेज, ह्यूमैनिटीज एण्ड बिजनेस मैनेजमेंट" पर एक दिवसीय अंतरराष्ट्रीय सम्मेलन का आयोजन किया गया।

इस अवसर पर एमिटी विश्वविद्यालय के वाइस चांसलर लेफ्टिनेंट जनरल वीके शर्मा ए.बी.एम.एस. (रिटायर्ड) ने बताया कि प्रतिस्पर्धा के

माहौल में व्यापार तभी सफल हो सकता है जब इसे सामाजिक एवं राष्ट्रीय और अंतरराष्ट्रीय स्तरों पर मापा जाए। वहीं उपभोक्ताओं की आवश्यकताओं को ध्यान में रखकर व्यापार में नवीनता लाना अति आवश्यक है। उन्होंने बताया कि कोई भी व्यापार सफलता से चलाने के लिए उपभोक्ता की सामाजिक और आर्थिक परिस्थितियों को ध्यान में रखना भी अति महत्वपूर्ण है।

उद्घाटन सत्र में मि. रिचर्ड मेक्लुम - मैनेजिंग डायरेक्टर यूनाइटेड किंगडम इंडिया बिजनेस कॉंसिल, प्रोफेसर डॉ.

सुनीता सेनगुप्ता - डीन फैकल्टी ऑफ मैनेजमेंट दिल्ली विश्वविद्यालय, सौरभ जैन - वाइस प्रेसीडेंट पेटीएम, अतुल मेहता - हेड सेल्स रेजरपे, राजीव नारंग - एस.आर.एफ., सुनील श्रीवास्तव - ब्रिटानिया इंडस्ट्रीज सहित अन्य आमंत्रित वक्ताओं ने अपने विचार व्यक्त किये। इस मौके पर प्रो-वाइस चांसलर प्रोफेसर डॉ. एम.पी. कौशिक, उप प्रो-वाइस चांसलर प्रोफेसर डॉ. अनिल वशिष्ठ डायरेक्टर ए.बी.एस. मौजूद थे।

सम्मेलन के विभिन्न सत्रों में सामाजिक विज्ञान का व्यापार

प्रबंधन में महत्व, प्रबंधन एवं इनोवेशन परिवेश में इनकी उपयोगिता पर चर्चा की गई। सम्मेलन में मार्केटिंग साइकोलाजी, इन्टरप्रनयोरशिप एवं इकोनॉमिक डेवलपमेंट, हेल्थ एण्ड वेल् बीईंग टूरिज्म आदि पर प्रेजेन्टेशन प्रस्तुत किए गए। जिसमें आर.के.वी.एम. स्कूल, आर्मी पब्लिक स्कूल, एबनेज़र हा. से. स्कूल, ग्वा. ग्लोरी स्कूल, जी लिटरा स्कूल, ए.एम.आई. शिशु मंदिर, ग्रीनबुड पब्लिक स्कूल एवं एमिटी बिजनेस स्कूल के छात्र-छात्राओं ने बढ़-चढ़ कर भाग लिया।

Vijay Jain

Registrar

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Appendix-III

Web links for News clipping International Conference on Challenges and Opportunities in Social Sciences, Humanities, and Business Management

1. AUMP-Intl Conference on Challenges and Opportunities in Social Sciences, Humanities and Business Management -Amity

{2.11.2019 } https://portal.amity.edu/backoffice/Uploads/media/2663_DainikBhaskar-2.11.2019-AUMP-IntlConferenceonChallengesandOpportunitiesinSocialSciences,HumanitiesandBusinessManagement-Amity.jpg

Dainik Bhaskar -Page-2

2. AUMP-Intl Conference on Challenges and Opportunities in Social Sciences, Humanities and Business Management -Amity

{2.11.2019 } https://portal.amity.edu/backoffice/Uploads/media/2662_Patrika-2.11.2019-AUMP-IntlConferenceChallengesandOpportunitiesinSocialSciences,HumanitiesandBusinessManagement-Amity.jpg

Patrika-Page-8

3. AUMP-Intl Conference on Challenges and Opportunities in Social Sciences, Humanities and Business Management -Amity

{2.11.2019 } https://portal.amity.edu/backoffice/Uploads/media/2664_Navbharat-2.11.2019-AUMP-IntlConferenceonChallengesandOpportunitiesinSocialSciences,HumanitiesandBusinessManagement-Amity.jpg

Nav Bharat -Page-3


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Event at a Glance



Opening Remarks by Lt. Gen. V.K. Sharma, Honorable VC, AUMP



Hon'ble VC giving a token of gratitude to Prof. Sunita Sengupta Dean, FMS, Delhi University


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Lt Gen V K Sharma, AVSM (Retd), Hon'ble Vice Chancellor, AUMP, Prof. (Dr.) M.P Kaushik, Pro-VC, AUMP, Prof.(Dr.) Anil Vashisht, Director, Amity Business School and esteemed guests releasing the Book of Proceedings of International Conference



Keynote Address by Mr. Saurabh Jain, Vice President, Paytm

Saurabh Jain
**Registrar
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Keynote Address by Mr. Atul Mehta, Head, Razorpay



Concluding Remarks by Prof. (Dr.) M.P. Kaushik, Hon'ble Pro- VC, AUMB

Deep Jain
Registrar
Amity University Madhya Pradesh
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Prof. (Dr.) Anil Vashisht, Organising Secretary- National Conference while giving vote of thanks at the conclusion of conference

Anil Vashisht
Registrar
Amity University Madhya Pradesh
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**Challenges and Opportunities
in Social Sciences, Humanities
and Business Management**



Ujjwal Jain
Registrar
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