



Department of Commerce Janki Devi Memorial College JDMC-IQAC Report

A Two-Day National Conference on Business Transformation Strategies for Sustainable Development Goal (SDGs)

Date: 09th - 10th April, 2026

Venue: Janki Devi Memorial College.

On April 9th and 10th, 2026, the Department of Commerce at Janki Devi Memorial College hosted a National Conference, bringing together participants from across the country to present their research papers and share their perspectives on a diverse range of topics aligned with the conference theme.

Patron :

Prof. Swati Pal, Principal, JDMC, DU

IQAC Coordinator:

Dr. Kush Gayasen, JDMC, DU (Coordinator)

Dr. Shiwani Burnwal, JDMC, DU (Deputy Coordinator)

Convenors:

1. Prof. Manisha Sinha, JDMC, DU
2. Prof. Sushma Maurya, JDMC, DU
3. Ms. Meghna Surana, JDMC, DU

Teacher-in-Charge: Prof Madhu Gupta

Members:

Prof. Chanchal Chopra, JDMC, DU
Prof. Poonam Bewtra, JDMC, DU
Prof. Neeru Vasishth, JDMC, DU
Prof. Anupama Rajput, JDMC, DU
Prof. Amita Charan, JDMC, DU
Dr. Vrinda Kapur, JDMC, DU
Dr. Sonal Jain, JDMC, DU
Dr. Shweta Gupta, JDMC, DU
Ms. Anuradha Goel, JDMC, DU
Dr. Shruti Gupta, JDMC, DU

Ms. Himani Dahiya, JDMC, DU
Ms. Bhawna Pal, JDMC, DU
Ms. Vaishali Narolia, JDMC, DU
Dr. Ravinder Meena, JDMC, DU
Ms. Ekta Bansal, JDMC, DU
Ms. Nancy Rao, JDMC, DU
Ms. Alka, JDMC, DU
Mr. Varun Kumar Rai, JDMC, DU
Dr. Sanatan Tiwari, JDMC, DU
Ms. Asma Anjum, JDMC, DU



Janki Devi Memorial College University of Delhi

JDMC-IQAC National Conference: Inauguration

Name of the session:	Inaugural session
Name and affiliation of the keynote speaker:	<ul style="list-style-type: none">• Prof. V K Shrotryia, Head and Dean, Department of Commerce, Delhi School of Economics, University of Delhi• Shri Rajib Sen, NITI Aayog, Programme Director, Govt. of India
Name and affiliation of the distinguished guests:	<ul style="list-style-type: none">• Prof. Kavita Sharma, Senior Professor, Department of Commerce, Delhi School of Economics, University of Delhi• Dr. S K Gupta, Ph.D., FCS, FCMA, CEO & Corporate Governance & ESG Leader• Prof. Mona Gupta, CEO & Board Member, HMCG SSC; Joint Apprenticeship Adviser, MSDE• Prof. Mahua Bhattacharjee, Academician, Business Manager, and Livelihood & Development Consultant

Brief Report:

The Commerce Department of Janki Devi Memorial College, University of Delhi organised a 2 days National Conference on 9th and 10th April 2026. The conference focused on the topic “Business Transformation Strategies for Sustainable Development Goals (SDGs). It commenced at 10:00 A.M in the Seminar Room, on the JDMC campus.

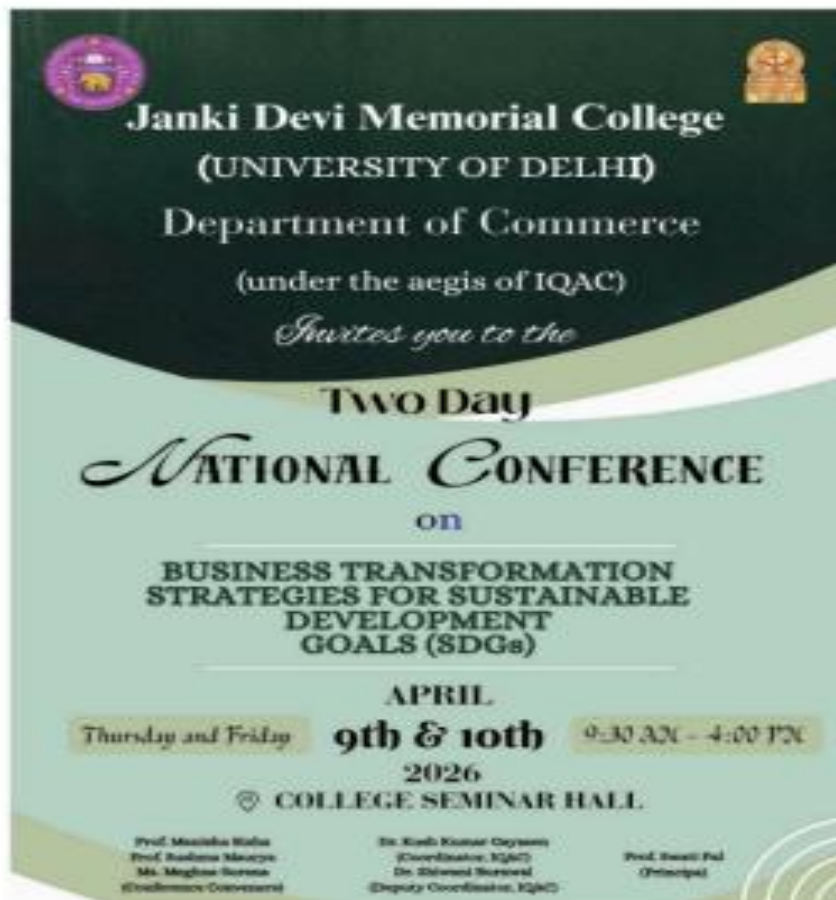
The event began with welcoming the Teacher in charge of department of Commerce Prof. Madhu Gupta followed by lamp lighting ceremony by Prof. Swati Pal, the principal of Janki Devi Memorial College, the convenors of department of commerce and the esteemed dignitaries. This was followed by the Conveners' address delivered by Prof. Sushma Maurya, who highlighted the significance and objectives of the conference. The stage was then addressed by Prof. Swati Pal who enlightened the audience about what SDGs are and how sustainable practices can be leveraged to create robust economic opportunities.

The key speakers included Prof. Vijay Kumar Shrotryia, dean faculty of commerce and business head, department of commerce, University of Delhi and Shri Rajib Kumar Sen, programme director - SDG, NITI AYOOG, along with esteemed guests DR. S K Gupta, Prof. Mona Gupta, Prof. Kavita Sharma, and Dr. Mahua Bhattacharjee.

Prof. Vijay Kumar Shrotryia emphasised "commerce with morality," prioritizing people over profits and highlighting how capable leadership determines an organization's long-term sustainability. Shri Rajib Kumar Sen in absentia connected virtually and talked about India's vision of 2047 which is closely related to SDG goals. The session further featured expert insights on sustainable transformation. Dr. S. K. Gupta emphasised "People, Planet, and Progress" within the VUCA landscape, while Prof. Mona Gupta highlighted MSME resilience and AI-driven supply chains. Prof. Kavita Sharma advocated for circular economies, and Dr. Mahua Bhattacharjee detailed rural women's entrepreneurship through FPOs.

The session was concluded successfully at 12:30 PM, with the vote of thanks delivered by Ms. Meghna Surana marking the event as highly informative, interactive, and enriching for all attendees.

Poster of the event-



Pictures of the event-





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Report on Track 1: Sustainable Finance and Investment

Name of the session:	Track session-1
Theme:	Sustainable Finance and Investment
Objectives of the session:	To provide a scholarly platform for presenting original research in Green Capital Mobilization, ESG Integration, Social & Impact Investing, Natural Capital Valuation, and Inclusive economic integration.
Chair:	Dr. Vibhuti Vasisht, Assistant Professor, Kamala Nehru College, University of Delhi

Brief Report:

Track 1: Paper Presentation Session on the topic ‘Sustainable Finance and Investment’, commenced in Seminar Room at 1:15 PM in offline mode with a formal introduction of the esteemed judge Dr. Vibhuti Vasishth, Assistant Professor, Department of Commerce, University of Delhi.

The session aimed to provide a platform for students and researchers to present their work, exchange ideas, and engage in meaningful academic discussions on society and its inclusive growth. In total, there were 4 presenters, each allotted 5 + 1 minutes for their presentation, followed by a 1-minute Q&A session, which encouraged interactive dialogue, critical evaluation, and insightful feedback from the panel and the audience.

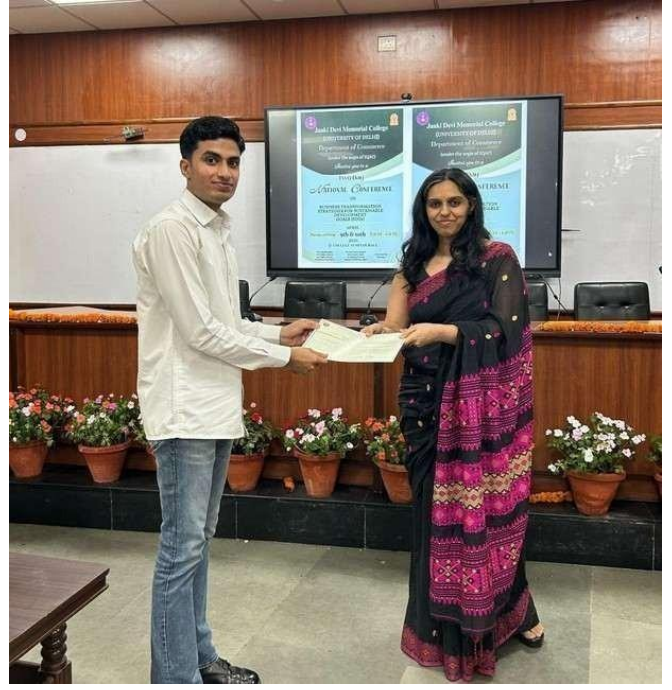
Each presentation was followed by an engaging discussion, during which the Chairperson and participants shared valuable observations and suggestions. The topics of student’s studies included

‘Green finance and analysis on private sector banks in India’, ‘Sustainable bonds in India’,

‘Financial leverage and profitability in Indian IT companies’ and “Green finance as a tool for mobilizing sustainable investment in emerging markets.” At the conclusion of the session all participants were also awarded certificates in recognition of their efforts and contributions.

The session concluded successfully with closing remarks by the judge, affirming the event as highly informative, interactive, and enriching for all attendees.

Pictures of the event:





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Report on Track 2: Financial Regulation, Risk and Security

Name of the session:	Track session 2
Theme:	Financial Regulation, Risk and Security
Objective of the session:	To present research papers related to financial regulation, risk, and security and encourage academic discussion
Chair:	Prof. Sheetal Kapoor, Kamla Nehru College, University of Delhi Dr. Om Prakash, Satyawati College (Evening), University of Delhi

Brief Report:

The paper presentation session of Track 2, Financial Regulation, Risk and Security, commenced in Room No. 16 at 1:00 pm in offline mode with a formal introduction of the esteemed chairperson, Dr. Om Prakash from the Department of Commerce, Satyawati College (Evening), University of Delhi. His extensive academic experience and contributions to the field of commerce were highlighted. He was warmly welcomed and felicitated by Dr. Vrinda Kapur as a mark of respect and appreciation. The presence of the co-chair, Prof. Sheetal Kapoor, further added value to the session. She was felicitated by Ms Alka. Following the introductory segment, the session aimed to provide a platform for students and researchers to present their work, exchange ideas, and engage in meaningful academic discussions on contemporary financial issues. Each presenter was allotted 5 + 1 minutes for their presentation, followed by a 5-minute Q&A session, which encouraged interactive dialogue, critical evaluation, and insightful feedback from the chair and the audience.

The session featured a range of diverse and thought-provoking topics, including digital payment fraud detection using blockchain technology, youth identity in the age of AI, AI integration in auditing practices, sectoral market risk analysis using Value at Risk (VaR), and cybersecurity risks and digital literacy in banking. The presentations reflected both academic depth and practical relevance, contributing significantly to the theme of financial regulation and security.

Each presentation was followed by an engaging discussion, where the chairperson and participants shared valuable observations and suggestions. At the conclusion of the session, an appreciation award for the best presenter was conferred upon Ayush Chandra for his outstanding performance. All participants were also awarded certificates in recognition of their efforts and participation. The session concluded successfully with closing remarks by the chairperson.

Pictures of the event-





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Track 3- Climate Change and Global Trade Policies

Name of the session	Track session-3
Theme	Climate Change and Global Trade Policies
Objectives of the session	To create a scholarly platform for the presentation and dissemination of original research and innovative ideas.
Chair	Dr. Sonal Thukral, Associate Professor, Department of commerce, University of Delhi

Brief Report

The first day of the two-day National Conference organized by Janki Devi Memorial College commenced with great enthusiasm and academic spirit. The event witnessed active participation from students, scholars, and faculty members across various institutions. The session began in room no.68 at 1:00 pm with a formal introduction of the esteemed chief guest, Dr. Sonal Thukral, acknowledging her academic contributions and expertise. She was warmly welcomed and felicitated by Dr. Shweta Gupta and Ms. Vaishali Narolia, who honored her as a mark of respect and appreciation.

Following the inaugural segment, the paper presentation session commenced. Each presenter was allotted 8 minutes for presentation, followed by a 5-minute Q&A session, allowing for engaging academic discussions and critical insights. The paper presentation segment featured diverse and insightful topics. A presenter from JDMC examined the impact of exchange rate fluctuations on bilateral trade between India and Russia, followed by another JDMC participant who discussed corporate governance failures, highlighting key structural and ethical concerns. A presenter from DRC explored the concept of blue finance, focusing on sustainable use of ocean resources.

This was followed by a presentation from SBSC analysing India's imports and exports and their impact on economic growth. The session concluded with Saloni Jindal's presentation on exchange rate dynamics, which stood out for its depth and clarity and she was awarded as the best paper presenter by our esteemed guest and the other presenters were honored with certificates of participation.

Pictures of the event-





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Plenary Session 1: Sustainable and Inclusive Growth

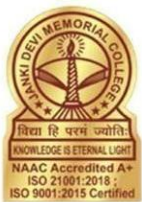
Name of the session	Plenary Session 1
Theme	Sustainable and Inclusive Growth
Objective of session	To discuss the role of financial systems in advancing sustainable and inclusive growth, with focus on financial regulation, risk management, digital transformation, and inclusive growth, by the panelist.
Panelists	<ul style="list-style-type: none">• Prof Padma Sai Arora, Department of Commerce Keshav Mahavidyalaya• Prof Ashish Mathur, Department of Management Studies, Central University of Haryana• CA Pankaj Goel, A Senior Municipal Finance Specialist• Dr Kishore Kumar, Faculty of Sustainability Management and Chair of the BU Centre for Sustainable Development at Bennett University

Brief Report:

Plenary Session 1: Sustainable and Inclusive Growth commenced in the Seminar Room at 3:00 PM in offline mode with a formal introduction of the esteemed panelists, provided by Prof. Manisha Sinha, followed by their felicitation by Prof. Neeru Vasishth, with Prof. Amita Charan served as the moderator for the Plenary Session. The esteemed panel comprised four speakers: Prof. Padma Sai Arora, a senior Commerce faculty member at Keshav Mahavidyalaya, University of Delhi, with expertise in business and commerce studies, Prof. Ashish Mathur, a senior faculty member at the Central University of Haryana, CA Pankaj Goel, a Chartered Accountant specialising in municipal finance and public financial systems, and Dr. Kishore Kumar, a sustainability management expert and Chair at Bennett University's Centre for Sustainable Development. The panelists were distinguished experts with extensive academic experience and significant contributions to the fields of commerce and sustainability. Following the introductory segment, the session aimed to provide a platform for presenting research, exchanging ideas, and engaging in meaningful academic discussions on contemporary issues related to sustainable and inclusive growth. Each speaker was allotted 20 minutes to share their insights and professional experiences. The session featured a range of diverse and thought-provoking topics, including sustainable finance, ESG integration in economic growth models, and entrepreneurial skills in the field of sustainability. The presentations reflected both academic depth and practical relevance, contributing significantly to the session's overarching theme. The Plenary Session concluded successfully at 5:00 PM, with the vote of thanks delivered by Prof. Sushma Maurya, marking the event as highly informative, interactive, and enriching for all attendees.

Pictures of the event-





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Report on Track 4: Research Scholars Track

Name of the Session	Track session-4
Theme	Digital transformation, AI and innovation
Objectives of the session	To provide a scholarly platform for presenting original research in sustainable finance, investment, and allied areas, focusing on financial regulation, risk, and with expert feedback aimed at improving research, relevance, and academic contribution.
Chair	Dr Kishore Kumar Faculty of Sustainability Management and Chair of the BU Centre for Sustainable Development at Bennett University

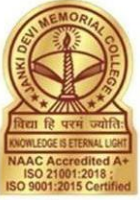
Brief Report:

Following the successful conclusion of the Plenary Session, Track 4 - Paper Presentation Session of Research Scholars (Track 1) commenced in the Seminar Room at 5:00 PM. The session aimed to provide a platform for students and researchers to present their work, exchange ideas, and engage in meaningful academic discussions on contemporary financial and sustainability-related issues. In total, there were 8 presenters, each allotted 5 + 1 minutes for their presentation, followed by a 5-minute Q&A session, which encouraged interactive dialogue, critical evaluation, and insightful feedback from the panel and the audience. Each presentation was followed by an engaging discussion, during which the Chairperson and participants shared valuable observations and suggestions.

At the conclusion of the session, an appreciation award for the Best Presenter was conferred upon Samdish Sharma Ph.D. Scholar at Department of Humanities and Social Sciences, Jaypee Institute of Information Technology, Noida, for his outstanding performance which was presented by Dr. Kishore Kumar to him. All participants were also awarded certificates in recognition of their efforts and contributions. The session concluded successfully, marking the end of Day 1 of the National Conference 2026, with closing remarks by the panel, affirming the event as highly informative, interactive, and enriching for all attendees.

Pictures of the event-





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Report on Track 5: Marketing Intelligence and Responsible Consumer Behaviour

Name of the session	Track session-5
Theme	Marketing Intelligence and Responsible Consumer Behaviour
Objectives of the session	To facilitate research-driven discussions on evolving marketing intelligence and responsible consumer behaviour.
Chair:	Prof Swati Aggarwal, Zakir Hussain College

Brief Report:

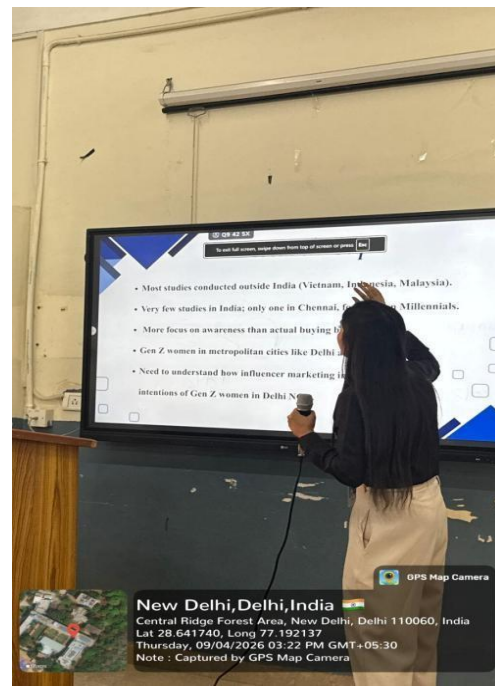
On 9th April 2026 (Thursday), the Department of Commerce, Janki Devi Memorial College, University of Delhi, under the aegis of Mohur – The Association of Commerce, conducted Track 5 on “Marketing Intelligence and Responsible Consumer Behaviour” in Room No. 16 from 2:30 PM to 4:00 PM. The session was chaired by Prof. Swati Aggarwal, in the esteemed presence of Ms. Ekta Bansal, Ms. Shruti Gupta, and Mr. Sanatan Tiwari, and was organised under the broader theme of Digital Transformation, Artificial Intelligence, and Sustainable Development Goals (SDGs), thereby fostering a platform for critical academic engagement and analytical discourse. The session commenced with a formal welcome and felicitation of the Chair, setting a respectful and intellectually stimulating tone. The paper presentation segment featured a diverse range of research topics reflecting contemporary marketing practices and evolving consumer behaviour patterns. The session began with Deepti Yadav (Janki Devi Memorial College, University of Delhi), who presented her research on the impact of Artificial Intelligence in sustainable marketing on consumer perception and brand loyalty, offering valuable insights into the integration of technology in marketing strategies. This was followed by Naina Kaur (Sri Guru Tegh Bahadur Khalsa College, University of Delhi), who examined the impact of influencer marketing on the buying behaviour of Gen Z women towards cosmetic products, a study appreciated for its relevance and empirical grounding. Further, Sonal

Sindhu (Kalindi College, University of Delhi) presented on consumer behaviour in the context of shopping applications, highlighting emerging digital consumption patterns.

Other presentations, including those on eco-friendly and green products and sustainable branding, contributed significantly to the depth of discussion. Presentations by Charvi (Janki Devi Memorial College, University of Delhi) and Charanya on sustainable branding were acknowledged for their structured approach and conceptual clarity, while discussions on eco-friendly versus green products led to a meaningful academic exchange emphasising the importance of precision and well-defined research scope. Throughout the session, the Chair emphasised that “effective research is characterised by clarity, conceptual precision, and analytical depth,” encouraging participants to strengthen their work through robust methodologies and clearly articulated objectives.

The overall quality of presentations reflected a high degree of academic rigour and intellectual engagement. In recognition of their outstanding performance, the Best Presenter Award was jointly conferred upon Charvi (Janki Devi Memorial College, University of Delhi) and Naina Kaur (Sri Guru Tegh Bahadur Khalsa College, University of Delhi), both of whom demonstrated exceptional clarity, strong research orientation, and confident presentation skills. The session concluded with a formal vote of thanks, followed by the distribution of certificates to all participants. Overall, the session proved to be highly insightful and academically enriching, inspiring students to adopt a more rigorous, structured, and thoughtful approach towards research.

Pictures of the event-





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Report on Track 6: Business Leadership Strategies for Sustainable Behavior

Name of the session:	Track session 6
Theme:	Business Leadership Strategies for Sustainable Behavior
Objective of the session:	To Facilitate Business Leadership, Strategies for Sustainable Operations.
Chair:	Prof. Mukesh Jain, Zakir Husain Delhi College

Brief Report:

The Commerce department of Janki Devi Memorial College organised a National Conference on April 9 and 10, 2026. The sixth track session was conducted on 9th April from 2:30 p.m. to 4:00 p.m. in Room No. 68, under the chairmanship of Prof. Mukesh Jain, with guidance from internal faculty members Dr Ravindar Meena and Mr. Varun Rai. The session comprised multiple student presentations followed by an interactive question-and-answer round.

The session commenced with Moksha, who presented on Content Strategy as a Tool for Brand Building in the Digital Era. The presentation focused on the importance of strategic content creation in enhancing brand visibility and engagement in the digital landscape. This was followed by Nihaal, who presented on the role of Independent Directors in Improving the Financial Health of Indian Companies. The study included an empirical analysis showing that independent directors contribute to improved profitability. During the discussion, questions were raised regarding the choice of the topic, the use of regression and correlation methods, and a request to explain the concept of independent directors in simple terms. Next, Annaya presented on Mergers and Acquisitions in the Indian Banking Sector. Her analysis involved the use of a T-test. She was asked to differentiate between mergers and acquisitions, provide an example of a T-test, and justify why the T-test was used in her

research. A group presentation by Muskan Makkar, Vedantika Yadav, and Eshika Gupta focused on LinkedIn as a Career Game Changer. Their research included a structured framework covering introduction, problem statement, literature review, objectives, and methodology. The study was based on primary data collected through questionnaires, followed by demographic analysis and hypothesis testing.

Throughout the session, the chair and faculty members provided valuable insights, emphasising the importance of clarity in concepts, appropriate selection of research tools, and precise explanation of results.

The session concluded with remarks appreciating the efforts of all presenters and highlighting the importance of continuous learning and practical application of research methodologies.

Pictures of the event-





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Report on Track 7: Sustainable Business Strategy, ESG Integration and Reporting

Name of the session:	Track session 7
Theme:	Sustainable Business Strategy, ESG Integration and Reporting
Objective of the session:	To promote research and critical understanding of Corporate Governance, ESG practices, and sustainable business strategies
Chair:	Dr. Shikha Daga, Assistant Professor, P.G.D.A.V College, University of Delhi

Brief Report:

On 10th April (Friday), Department of Commerce, Janki Devi Memorial College, University of Delhi, conducted Track 7 on ‘Sustainable Business Strategy, ESG Integration and Reporting’ in the seminar room from 9:30 AM to 11:00 AM, with 45 attendees and 7 presenters. The session was chaired by Dr. Shikha Daga, in the presence of faculty members Ms. Nancy Rao, Ms. Sushma Maurya, Ms. Ekta Bansal, and Ms. Amita Charan. The session commenced with the formal felicitation of the Chair, Dr. Shikha Daga, by the faculty members through the presentation of a plant, setting a respectful and welcoming tone for the proceedings.

The presentations reflected diverse dimensions of Corporate Governance and ESG practices. Paras Chhaya discussed Corporate Governance in the Indian Banking Sector, highlighting the PNB–Nirav Modi case as a significant governance failure while comparing public and private sector banks (PNB, SBI, ICICI, HDFC, and BOB). Ramsha (JDMC) presented on Green Accounting, focusing on the integration of environmental costs into financial reporting using secondary data from annual and BRSR reports of 50 NSE and BSE listed manufacturing companies. Abhigyan Kumar Upadhyay (ANDC) analysed the influence of social media on corporate governance, citing RBI’s effective response in the YES Bank case

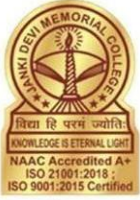
and contrasting it with the Adani–Hindenburg case.

Further, Aditi Arora (Hindu College) highlighted the growth and challenges in ESG research, emphasising the need for improved measurement frameworks, while Piyush Nagar (ANDC) examined ESG disclosures using NIFTY 100 companies, where the judge advised reducing the number of independent variables for better analytical clarity. Nidhi Tripathi (JDMC) evaluated the impact of ESG disclosures on firms’ financial performance, concluding that ESG improves performance but does not directly reduce financial risk, and was advised to use multi-year data. The final presentation by Priya Khandelwal (JDMC) on ESG awareness and investor decision-making stood out for its clarity and precision in objectives.

Throughout the session, the judge emphasised that research must be clear, precise, and analytically concise, with well-defined objectives and results. In her concluding remarks, Dr. Shikha Daga advised students to begin with clarity, take careful and structured steps in research, and remain committed to continuous learning. The session concluded with the felicitation of participants and distribution of certificates, and following a tie, Priya Khandelwal (JDMC) was declared the Best Presenter based on clarity of objectives, after which a formal vote of thanks marked the successful conclusion of the track.

Pictures of the event-





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Report on Track 8: Sustainable operations and supply chains

Name of the session:	Track session 8
Theme:	Sustainable operations and supply chains
Objective of the session:	Presentation on sustainable operations and supply chains, followed by a discussion on their impact, challenges, and future scope.
Chair:	Ms. Sumati Kohli, Researcher at ICCT

Brief Report:

The paper presentation session of Track 8 – Sustainable Operations and Supply Chains commenced in Room No. 16 at 9:30 AM in offline mode with a formal introduction of the esteemed chairperson, Ms. Sumati Kohli. She is a researcher at the International Council on Clean Transportation with extensive expertise in electric vehicle (EV) policy, sustainable transport, and financial analysis. Her academic and professional contributions, including her experience as an Associate Professor at Guru Gobind Singh Indraprastha University and her association with Deloitte, were highlighted. She was warmly welcomed and felicitated by Ms. Asma and Ms. Alka as a token of respect and appreciation.

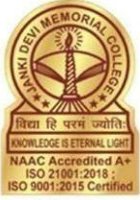
The session focused on the growing importance of sustainable operations and supply chain practices in today's interconnected world. It aimed to provide a platform for participants to present their research, share perspectives, and engage in meaningful discussions on aligning business efficiency with environmental and social responsibility. Each presenter was given a structured time slot for presentation followed by a question-and-answer session, which encouraged interaction, critical thinking, and constructive feedback from the chair and the audience. The session featured four presentations from participants representing various colleges under the University of Delhi. The topics covered were diverse and relevant, including

technology-driven green supply chain management in the textile and apparel industry, the impact of e-commerce growth on local retail businesses in Delhi, analysis of digital transactions in the Indian payment system, and consumer behavior in the second-hand goods market online. These presentations reflected a strong blend of theoretical understanding and practical relevance, contributing significantly to the theme of sustainability. Each presentation was followed by an engaging Q&A session, where the track chair provided valuable insights and suggestions, enhancing the learning experience for all attendees.

After careful evaluation, the Best Presenter Award was conferred upon Dr. Payal Jain and Dr. Mandakini Das for their outstanding presentation and research contribution. The session concluded with the distribution of certificates to all participants as a recognition of their efforts. The event ended successfully with closing remarks and reflections by the chairperson, making the session insightful, interactive, and enriching for everyone present.

Pictures of the event-





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Report on Track 9: Tourism, Culture and Sustainable Consumption

Name of the session:	Track session 9
Theme:	Tourism, Culture and Sustainable Consumption
Objective of the session:	To promote academic discussion, critical thinking, and awareness of contemporary issues such as sustainability, digital media trends, and financial inclusion.
Chair:	Dr. Kiran Yadav, Assistant Professor, Department of Commerce, University of Delhi

Brief Report:

The second day of the National Conference at Janki Devi Memorial College commenced with great enthusiasm and intellectual engagement. Track 9 was conducted in Room 68 from 9:30 am to 11:00 am under the esteemed chairpersonship of Dr. Kiran Yadav, Assistant Professor, Department of Commerce, who holds a Ph.D. in Management Sciences. The session began with the felicitation of the session chair, warmly conducted by Ms. Himani and Ms. Ekta Bansal and the organising team, setting a respectful and encouraging tone for the proceedings. Following the introductory segment, the session aimed to provide a platform for students and researchers to present their work, exchange ideas, and engage in meaningful academic discussions on contemporary financial issues. Each presenter was allotted 5 minutes for paper presentation, followed by a 1-minute Q&A session, ensuring concise yet meaningful academic Exchange.

The session featured diverse research presentations. The first presenter, Mr. Anand Saxena, Associate Professor, Department of Commerce, Deen Dayal Upadhyay

College, spoke on “A Dialectical Inquiry into the Meanings of Business Model, Transformation, and Sustainability (BMTS).”

The second presentation from JDMC examined the status and popularity of Bengali content on OTT platforms. The third presenter from Gargi College, Ms. Aanchal Tiwari, discussed Gen Z’s awareness and perception of vegan food through sustainability and social media. The fourth presentation from Acharya Narendra Dev College focused on rural credit accessibility in Chhattisgarh.

Following the presentations, Dr. Kiran Yadav shared her valuable insights, appreciating the quality of research and encouraging students to pursue academic rigor and innovation. The session concluded with the felicitation of all participants, recognising their efforts and contributions. The highlight of the session was the announcement of the Best Presenter Award, which was awarded to Ms. Aanchal Tiwari from Gargi College for her outstanding presentation. Overall, the session was intellectually enriching and reflected the dynamic research interests of young scholars across institutions.

Pictures of the event-



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Report on Plenary Session 2: Impact of Global Commerce on Sustainable Growth

Name of the session	Plenary Session 2
Theme	Sustainable and Inclusive Growth
Objective of session	To examine the intersection of international trade dynamics and long-term sustainability, how global value chains can be restructured to foster environmental resilience and social equity.
Panelists	<ul style="list-style-type: none">• Prof Pavnesh Kumar, School of Management Studies, Indira Gandhi National Open University.• Mr. Manoj Rathore, Deputy Director in the Ministry of Defense, Government of India.• Mr. Vishal Jain, Senior corporate leader and Managing Director at Accenture

Brief Report:

Plenary Session 2 : Impact of Global Commerce on Sustainable Growth commenced in the Seminar Room at 11:30 AM in offline mode with a formal introduction of the esteemed panelists, provided by Ms. Meghna Surana, followed by their felicitation by Prof. Sushma Maurya, Ms. Meghna Surana with Mr. Vishal Jain served as the moderator for the Plenary Session.

The esteemed panel comprised three speakers: Prof Pavnesh Kumar, a professor at the school of Management Studies, Indira Gandhi National Open University, Mr. Manoj Rathore, a senior government professional serving as the Deputy Director in the Ministry of Defense, Government of India, and Mr. Vishal Jain, a senior corporate leader and Managing Director at Accenture based in Gurgaon with over 25 years of experience. The panelists were distinguished experts with extensive academic experience and significant to the fields of commerce and sustainability. Following the introductory segment, the session provided a platform for discussing the impact of global commerce on sustainable growth. Each speaker shared insights into how trade dynamics shape contemporary economic and environmental landscapes. Panelists Vishal Jain discussed the warnings on AI and climate change; Mr. Manoj shared his analysis of supply chains and the need for “commerce with morality.” Pravesh Kumar highlighted the vital role of MSMEs in the rural economy, concluding with a Q&A moderated by Dr. Anand.

The Plenary Session concluded successfully at 12:45 PM, with the vote of thanks delivered by Prof. Manisha Sinha marked the event as highly informative, interactive, and enriching for all attendees.

Pictures of the event:





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Report on Track 10: Digital Marketing, Social Media, and Consumer Behaviour

Name of the session:	Track session 10
Theme:	Digital Marketing, social media, and Consumer Behaviour
Objective of the session:	The objective of the session was to provide a formal platform for students and academicians to present and discuss research on digital marketing, social media, and consumer behaviour, while enhancing understanding of emerging trends and promoting academic interaction, critical analysis, and knowledge exchange.
Chair:	Prof Sonal Babbar, Maitreyi College

Brief Report:

Track 10 on “Digital Marketing, Social Media & Consumer Behaviour” was conducted in the Seminar Room of Janki Devi Memorial College, University of Delhi, from 12:30 pm onwards as part of a National Conference. The session commenced with a formal introduction by the anchor, highlighting the significance of digital platforms in shaping marketing strategies and consumer behaviour. Prof. Sonal Babbar, serving as chairperson, was felicitated by Dr. Vrinda Kapur and Dr. Sweta Gupta, and her scholarly contributions were acknowledged before the presentation guidelines were outlined setting an enriching tone for the session. The guidelines for the presentation segment were then outlined, where each presenter was allotted 5 minutes for presentation followed by a short Q&A session to encourage interaction and critical discussion.

The session aimed to provide a platform for students and academicians to present their research and engage in meaningful academic exchange on themes related to digital marketing and consumer behaviour. The presentations covered a diverse range of topics including the “Role of Chatbots in Social Media Marketing” by Saloni from Janki Devi Memorial College, “Consumer Behavior towards Green Practices in College Canteens: An Empirical Evidence from the University of Delhi” by Sapna Rathour, and a “Study of Influencer Marketing Strategies” by Jyoti Kumari, all from the same institution. Monika Kumari from Satyawati College (Morning) presented a

comparative analysis of short-and long-form video content, while Sudiksha Dhir from JDMC examined advertising's impact on skincare buying behaviour. Dr. Tanu Jain and Dr. Tanya from PIET NCR College presented on demographic influences on e-cart abandonment.

Each presentation was followed by insightful discussions, where the chairperson provided valuable feedback and observations. Before the announcement of results, Prof. Sonal Babbar shared her thoughts on sustainability. The session also included a brief interaction while the results were being finalised. The Best Paper Award was declared as a tie by Dr. Shweta Gupta and was awarded to Saloni and Dr Tanu Jain for their outstanding presentations. All participants were felicitated with certificates as a token of appreciation, followed by a group photograph. The session concluded with a vote of thanks, marking it as an insightful, interactive, and academically enriching experience for all attendees.

Pictures of the event:





Janki Devi Memorial College

University of Delhi

JDMC-IQAC

Report on Track 11: Human capital work and society

Name of the session:	Track session 11
Theme:	Human capital work and society
Objective of the session:	The objective of the event was to provide a platform for presenting research, encouraging academic discussion, and exploring themes related to human capital, work, and society.
Chair:	Dr. Neha Singhal, Assistant Professor, Sri Venkateshwar College, University of Delhi

Brief Report:

The track session of the conference on Human Capital, Work and Society was conducted with great enthusiasm and active participation from students and scholars. The session took place in the seminar room at 2:00 PM in offline mode and brought together young researchers to present their ideas and findings on contemporary themes related to human capital and workplace dynamics.

The session was chaired by Dr. Neha Singhal, Assistant Professor at the University of Delhi, who guided the proceedings with her expertise and insightful observations. She was warmly welcomed and felicitated by Ms. Shruti as a gesture of respect and appreciation.

Following the introductory segment, the paper presentation session commenced. Each presenter was given a fixed time slot (5+1 mins) to present their research, followed by a (2 min) question-and-answer session that encouraged interaction, critical thinking, and meaningful academic discussion.

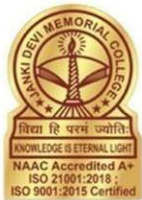
The session featured five presenters who presented on diverse and relevant topics. These included the impact of internship experiences on employability skills, the relationship between personality traits and emotional intelligence, gender diversity and CSR in corporate boardrooms, AI anxiety in the workplace and its influence on employee motivation, and factors affecting Gen Z retention and attrition in the corporate sector. Each presentation contributed valuable insights and reflected the depth of research undertaken by the participants.

Dr. Neha Singhal actively engaged in the discussion, offering constructive feedback and sharing her valuable perspectives, which added depth to the session and enhanced the learning experience for all attendees.

The event concluded with the facilitation of all participants through certificate distribution. Sonam Kumari was awarded the Best Presenter Award in recognition of her outstanding presentation. The session ended on a positive and enriching note, appreciating the efforts and contributions of all presenters.

Pictures of the event:





Janki Devi Memorial College

University of Delhi

JDMC-IQAC

Report on Track 12: Society and Inclusive Growth

Name of the session:	Track 12
Theme:	Society and Inclusive Growth
Objective of the Event:	To provide a scholarly platform for presenting original research in digital inclusion, technological divide, workplace diversity and economic integration, urban planning, and inclusive infrastructure and representation in media, arts, and culture.
Chair:	Dr. Shveta Kalra, Assistant Professor, Satyawati College, University of Delhi

Brief Report:

Track 12: Paper Presentation Session on the topic ‘Society and Inclusive Growth’, commenced in Room number 16 at 2:00 PM in offline mode with a formal introduction of the esteemed judge Dr. Shveta Kalra, Assistant Professor at Satyawati College, Department of commerce, University of Delhi. The session aimed to provide a platform for students and researchers to present their work, exchange ideas, and engage in meaningful academic discussions on society and its inclusive growth. In total, there were 5 presenters, each allotted 5 +1 minutes for their presentation, followed by a 1-minute Q&A session, which encouraged interactive dialogue, critical evaluation, and insightful feedback from the panel and the audience.

Each presentation was followed by an engaging discussion, during which the Chairperson and participants shared valuable observations and suggestions. At the conclusion of the session, an appreciation award for the Best Presenter was conferred upon Avani Sharma, 4th year student of BA (Honours and research) Economics of Janki Devi Memorial College, University of Delhi, for her outstanding performance which was presented by Dr. Shveta Kalra. All participants were also awarded certificates in recognition of their efforts and contributions.

The session concluded successfully with closing remarks by the judge, affirming the event as highly informative, interactive, and enriching for all attendees.

Pictures of the event-





Janki Devi Memorial College

University of Delhi

JDMC-IQAC

Valedictory Report

Name of the Session	Valedictory session
Name and affiliation of the speakers	Prof. R.K Singh and Dr. Gaurav Joshi

Brief Report

The valedictory ceremony marked the successful conclusion of the two-day National Conference at Janki Devi Memorial College. The session began with a warm welcome by the anchors, who reflected on the enriching academic journey and celebrated the collective learning and achievements of the conference. The ceremony commenced with the felicitation of the esteemed guests Professor R. K. Singh and Dr. Gaurav Joshi by our principal Prof. Swati Pal, Prof. Sushma Maurya and Prof. Madhu Gupta, Professor R. K. Singh, and Dr. Gaurav Joshi, acknowledging their significant contributions to academia and research. Professor Swati Pal, Principal of Janki Devi Memorial College, University of Delhi, addressed the gathering in the valedictory and stressed about how sustainability can be at the very root level. Professor R. K. Singh, associated with the Delhi School of Economics and former Head and Dean of the Faculty of Commerce and Business at the University of Delhi, was recognized for his extensive experience and contributions to organisational behaviour and human resource development. Dr. Gaurav Joshi, Associate Professor of Marketing at Lal Bahadur Shastri Institute of Management, was appreciated for his impactful research work and academic engagements at national and international levels. After the felicitation Prof. Sushma Maurya addressed the gathering with her gracious presence.

Following the felicitation, the session moved to the addresses by the dignitaries. Professor R. K. Singh delivered an insightful address, sharing his perspectives and valuable experiences with the audience. This was followed by the keynote address by Dr. Gaurav Joshi, who enriched the gathering with his thoughts and academic insights. Following this, our principal addressed the gathering with her valuable insights. The ceremony then proceeded to the announcement of results, celebrating the dedication, intellectual efforts, and outstanding performances of the participants throughout the conference.

A Vote of Thanks was delivered by Ms. Meghna, expressing heartfelt gratitude to all the dignitaries, organizers, participants, and attendees for their valuable contributions and support in making the conference a success. Further, the felicitation of the convenors was conducted to recognise their continuous guidance and efforts. Prof Madhu Gupta, Teacher-in-Charge of the Department of Commerce, was invited to felicitate the convenors. The convenors honoured during the ceremony included Prof Manisha Sinha, Prof

Sushma Maurya, and Ms. Meghna Surana, whose leadership played a crucial role in the successful execution of the conference. The ceremony concluded with a photograph session, where all the guests, convenors, and the organising team gathered for a group photograph, capturing the memorable moments of the event. The valedictory ceremony ended on a note of gratitude and accomplishment, marking the conclusion of an intellectually stimulating and impactful conference.

Picture of the event-

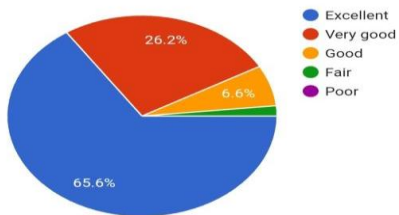


Feedback From the Participants:

How would you rate the overall management of the conference?

61 responses

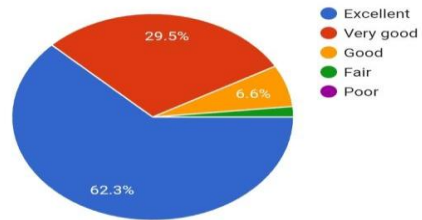
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How would you rate your overall experience of the conference?

61 responses

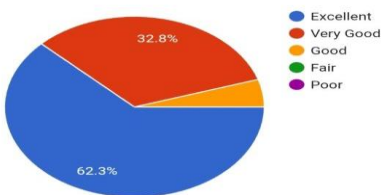
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How would you rate the overall quality of the conference sessions in terms of being informative and engaging?

61 responses

Copy chart



Please choose the session you attended (you can choose more than one)

61 responses

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