



# Seminar Report

**National Seminar  
On  
Managing change in  
Contemporary Business Scenario  
27 February 2018**

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**Organised by:**

**Department of Commerce**

**Dyal Singh College, Karnal**

## Patron

**Dr. K. L. Gosain**  
Principal

## Convener

**Dr. Mukta Jain**  
Head, Commerce Dept.  
09416322333 (M)

## Coordinator

**Dr. Pooja Malhotra**  
Assistant Professor  
08572068142 (M)

## Organizing Secretaries:

**Dr. Dimple Khosla**  
Assistant Professor  
09996220010(M)

## **Ms. Vandana Sabharwal**

Assistant Professor  
08950843414 (M)

## Programme:

Registration : 9.00 AM to 9.30 AM

Inaugural : 9.30 AM to 10.15 AM

Tea Break : 10.15 AM to 10.30 AM

First Technical Session:  
: 10.30 AM to 1.30 PM

Lunch : 1.30 PM to 2.30 PM

Second Technical Session:  
: 2.30 PM to 4.30 PM

Tea Break : 4.30 PM to 4.45 PM

Valedictory : 4.45 PM to 5.15 PM

**Venue:** Auditorium Hall,  
Dyal Singh College, Karnal

DYAL SINGH COLLEGE, KARNAL  
(Email: dsckarnal@gmail.com, PH: 0184-2252030)

NATIONAL SEMINAR  
ON  
Managing Change in Contemporary Business Scenario  
February 27, 2018

### REGISTRATION FORM

1. Name and Designation:

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2. Title of the Paper:

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3. Name of the Institute/ Organization:

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4. Full Address:

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5. Mobile: \_\_\_\_\_

6. Email: \_\_\_\_\_

7. Registration Fee (please tick relevant option)

a. By Draft : YES /NO

Details of Draft (Draft No. & Name of Bank):

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b. By Cash (On the Spot) : YES/NO

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Note:** Fee is payable by cash or DD in favour of  
'Principal, Dyal Singh College' payable at karnal.

For any queries, contact the Seminar  
coordinator/organizing secretaries.



**Department of Commerce**

**DYAL SINGH COLLEGE  
KARNAL (HARYANA)**

(Affiliated to Kurukshetra University, Kurukshetra)



**Organizes**

**One Day  
National Seminar  
(Sponsored by: DGHE,  
Haryana)**

**On  
Managing Change in  
Contemporary Business  
Scenario**

**On  
27<sup>th</sup> February, 2018**

## About Karnal

Karnal, headquarter of Karnal District, is one of the oldest districts of Haryana. The city has gained importance since Mahabharata era. It is believed that it was founded by Raja Karna, the eldest son of Kunti and hence the city is called the city of Daanvir Karna.

**Location:** Karnal is centrally located between Delhi and Chandigarh on the National Highway No. 1. Karnal is connected through Delhi-Ambala rail line and Sher Shah Suri Marg (G. T. Road) to all important places in the country. It is 123 Kms from Delhi and 130 Kms from Chandigarh. The nearest airports are Indira Gandhi International, New Delhi and Chandigarh Airport.

## About Dyal Singh College

Dyal Singh College, Karnal was established on May 3, 1910. The college at Lahore was established due to the munificence and philanthropic vision of our Founder, Sardar Dyal Singh Majithia – a social reformer and a pioneer of India Renaissance. What started as a single institution in Lahore, with the motto “Gather Ye The Wisdom Of The East And The West” has blossomed into a multifaceted chain of institutions.

After the partition, the college was re-established at Karnal on September 16, 1949 due to the untiring efforts of Honourable Dewan Anand Kumar, the Founder Vice-Chancellor of Panjab University, Chandigarh.

Dyal Singh College, Karnal is a premier co-educational institution of Northern India, accredited with Grade A by NAAC. The college has all the three streams of learning – Arts, Science and Commerce, with Master Courses in English, Hindi, Political Science, Chemistry, Commerce and Economics along with the add-on and vocational courses. The college is presently headed by the dynamic Officiating Principal, Dr K. L. Gosain.

## About Department of Commerce

The Department of Commerce was established in the year 1972. The Dept offers specialized programmes at P.G. (M.Com) and U.G. levels (B.Com (Hons.), B.Com (Gen), B.Com (Voc.) in Tax Procedure and Practices. The Department is enrolled with around 900 students presently and achieves the excellent University results, year after year. It has the reputation of attracting the best student talent from Haryana. The Dept. is equipped with highly experienced and dedicated faculty (19 in number) who are contributing positively in the field of teaching and research. The faculty is actively participating in E-PG Pathshala project of MHRD, Govt. of India.

## About the Seminar

Business organizations operate in a very dynamic and challenging environment. The business environment is undergoing transformations both at national as well as at international front. With innovations in information technology and due to liberalization, globalization and FDI and Tax reforms, international mobility of human capital, technology, services etc. has increased manifold. The competitive forces and dynamic business and market strategies put a pressure on the business organizations to think of new ways to manage the change. The recent reforms and policies of Indian government like demonetization, GST, Digital India, Make in India, Smart Bharat etc. have brought a significant change in the ways of doing business both for domestic and foreign business organizations. This changing business environment has provided both challenges as well as opportunities to businesses. It is also a great challenge to sustain these initiatives over time. The need of the hour is not only to implement these changes timely but also to manage these changes.

In this perspective, Department of Commerce, Dyal Singh College, Karnal, Haryana is organising One day National Seminar on the topic ‘Managing Change in Contemporary Business Scenario’ on 27<sup>th</sup> February, 2018. This seminar intends to provide a common platform for discussion on all such issues through research papers and case studies, which would address to the issues and challenges in Indian corporate sector in the present era. The Seminar provides opportunities to present and discuss issues dealing with changing economic and competitive environment from the perspective of managers, business experts, academicians, professionals, sociologists and economists. It also provides a forum to get equipped with latest developments and changes in the economy and business environment as well as their implications and solutions for the organisations.

**Theme:** “Managing Change in Contemporary Business Scenario”

### Sub-Themes :

- Demonetization: Success or Failure
- GST and Economic Development
- Digital India
- Make In India
- Smart Bharat
- Sustainable Development and Growth
- Emerging issues in Corporate governance, Reporting and CSR
- Emerging issues in Marketing, HRM, Finance, IB and IT

The above sub themes are indicative only. However authors can select topics related to broad theme “Managing Change in contemporary business scenario”.

## Important Dates

Last Date for Abstract and Full Paper submission: **15<sup>th</sup> February 2018**

Intimation of Acceptance of Paper: **18<sup>th</sup> February, 2018**

Last Date for Registration: **20<sup>th</sup> February, 2018**

## Guidelines for Paper Submission

- Full Text and abstract should be 1.5 line spaced, A4 page size, Times New Roman font type 12 size.
- Maximum three authors per paper are permitted and each author should pay registration fee separately.
- Abstract should not exceed 500 words; full paper (including the title page, references and appendix) should not exceed 5000 words.
- Title page should include Authors Name, affiliation of authors, contact number and email ID.
- The manuscript of the paper should be sent to **dscseminar@gmail.com**
- Papers must be enclosed with registration form and necessary fee.

## Registration Fees:

<i>Academicians / Professionals</i>	<i>Rs 400/-</i>
<i>Students/ Research Scholars</i>	<i>Rs 200/-</i>

The registration fee can be paid by demand draft, to be drawn in favour of “**Principal, Dyal Singh College, Karnal**” from any Nationalized Bank. Hard copy of paper along with filled registration form with required fee can be sent at following address:

**Dr. Pooja Malhotra**  
**Seminar Coordinator**  
**Dyal Singh College**  
**Karnal – 132001**  
**Haryana**

The delegates paying registration fee on the spot by cash are required to send registration form duly filled at **dscseminar@gmail.com**. They are required to submit the hard copy of full paper on the day of seminar.

**Note:** No TA/DA and accommodation would be provided. Help will be provided to delegates for finding good accommodation in the nearby areas.

**National Seminar (27/02/2018)**  
**“Managing change in Contemporary Business Scenario”**

**Seminar Report**

**Dr. Mukta Jain**  
(Convener)

**Dr. Pooja Malhotra**  
(Coordinator)

**Dr Dimple Khosla,**  
**Ms Vandana Sabharwal**  
(Organising Secretaries)

Department of Commerce Dyal Singh College, Karnal organised one day National Seminar on the topic “ Managing change in Contemporary Business Scenario” sponsored by Director General Higher education, Haryana. To start with, Principal Dr. K.L. Gosain welcomed all the guests, resource persons and the delegates who came from different parts of the country.

The convener of the seminar, Dr. Mukta jain, the Head department of Commerce, Dyal singh College, Karnal, introduced the theme of the seminar and elaborated the main objective of the seminar.

In the inaugural session, the honourable chief guest, Dr. R.K.Mittal, Vice Chancellor, CBLU, Bhiwani, emphasized that to survive in this complex world, organizations have to develop the capacity to learn from the best practices of the companies who are doing excellent in their fields. He said we really need to develop leaders who have the capacity to lead and be a part of change. He also emphasized that innovation is must in today’s environment. Everybody must be aware of how we can do things differently. He said that one must learn from failures; because of fear of failure, we don’t try to create new ideas. Focus is to be made on expenditure on R&D, Unless & until we spend money on R&D we cannot develop. In nutshell, he said that the team has to be diverse and to succeed one must accept the change.

Dr. Manjula Chaudhary, Dean faculty of Commerce and Management, KUK delivered her keynote address. She said that people always offer resistance to change because of failure of fear. The companies who preserve their values and progress through focusing on human element are more efficiently running. She further added that there is no

universal theory for management of change. Every organization has to develop its own ideology to deal with change.

After the keynote address, Sh. B.R. Gulati, General Manager, Dyal Singh College Trust Society presented his presidential address. In his address he congratulated the department of commerce for taking such a relevant issue for the seminar. He said that the eminent personalities who spoke earlier had enlightened everyone with their knowledge and wisdom.

In the seminar, 165 research papers were presented and more than 350 delegates got registered from the different states of India like Kolkata, West Bengal, Madhya Pradesh, Andhra Pradesh, UP, Punjab and from Haryana we are having delegates from Karnal, Ambala, Panipat, Sonapat, Jind, Hisar, Assandh, Hansi, Kaithal, Gohana, Rohtak, Indri, Radaur, Gohana, Sirsa, Faridabad and Narwana. Keeping in mind the large number of papers and limitation of time, technical session after the inaugural session was held at four venues in the form of parallel sessions.

The first technical session on the topic 'Contemporary issues in Commerce and Management' was chaired by Dr Narender Singh, Professor, Department of Commerce, KUK and co-chaired by Dr Sanjay Arora, Associate Professor, Department of Commerce, Guru Nanak Khalsa College, Yamunanagar. The main areas covered were Digital India, Make in India, and Demonetisation. It was deliberated that digital India is a milestone for ease of living and we should try to have empirical research based on facts not on opinion.

The Second parallel technical session on the topic 'Contemporary issues in Commerce and Management' was chaired by Dr Ajay Suneja, Professor, Department of Commerce, KUK. The topics covered were Demonetization, Digital India, Make-in India. The importance of digital India and make in India on our economy were discussed among other topics.

Third parallel technical session on the topic ‘Contemporary issues in Marketing and HRM’ was chaired by Dr Mahavir Narwal, Professor, Department of Commerce, KUK and co-chaired by Mr Anamitra Roy, Director, Concept Research Foundation, Kolkata, West Bengal. The discussion revolved around the change in marketing strategies, business environment. Dr Narwal concluded the session by explaining the various aspects of change in marketing. He said that if you want to bring a change then you should focus on people or customers. Even a Govt may be Central or State has to convince the people for bringing any kind of change.

Forth parallel technical session on the topic ‘Contemporary Issues in Finance, Taxation and Corporate’ was chaired by Dr Manjit Singh, Professor and Head, University School of Applied Management, Punjabi University, Patiala and Co-chaired by Dr Subhash Chander, Associate Professor, Department of Commerce, BAR Janta College Kaul. The main topics covered under this session were GST, Mutual Funds, Corp. Governance, Crypto Currency CSR, Dr Manjit Singh concluded the session by sharing his knowledge and experiences relating to GST and demonetisation.

In the Valedictory session, Dr. Dimple Khosla, organising secretary of the seminar presented the seminar report. Chief guest of the valedictory session, Dr Ravinder Vinayek, Director and Professor, Delhi School of Professional Studies and Research, New Delhi highlighted the main aspect of the topic of the seminar and emphasized the relevance of the topic in the present time. Dr Rita Arora, Mr Anamitra Roy and Mrs Deepika gave the feedback of the seminar on behalf of the participants and congratulated the organisers for successfully organising the seminar. Dr. Pooja Malhotra, coordinator of the seminar proposed a formal vote of thanks.

The outcome of this seminar will definitely be fruitful and beneficial for the society at large.

# NATIONAL SEMINAR OF COMMERCE





Department of Commerce

DYAL SINGH COLLEGE

KARNAL

HARYANA-132001