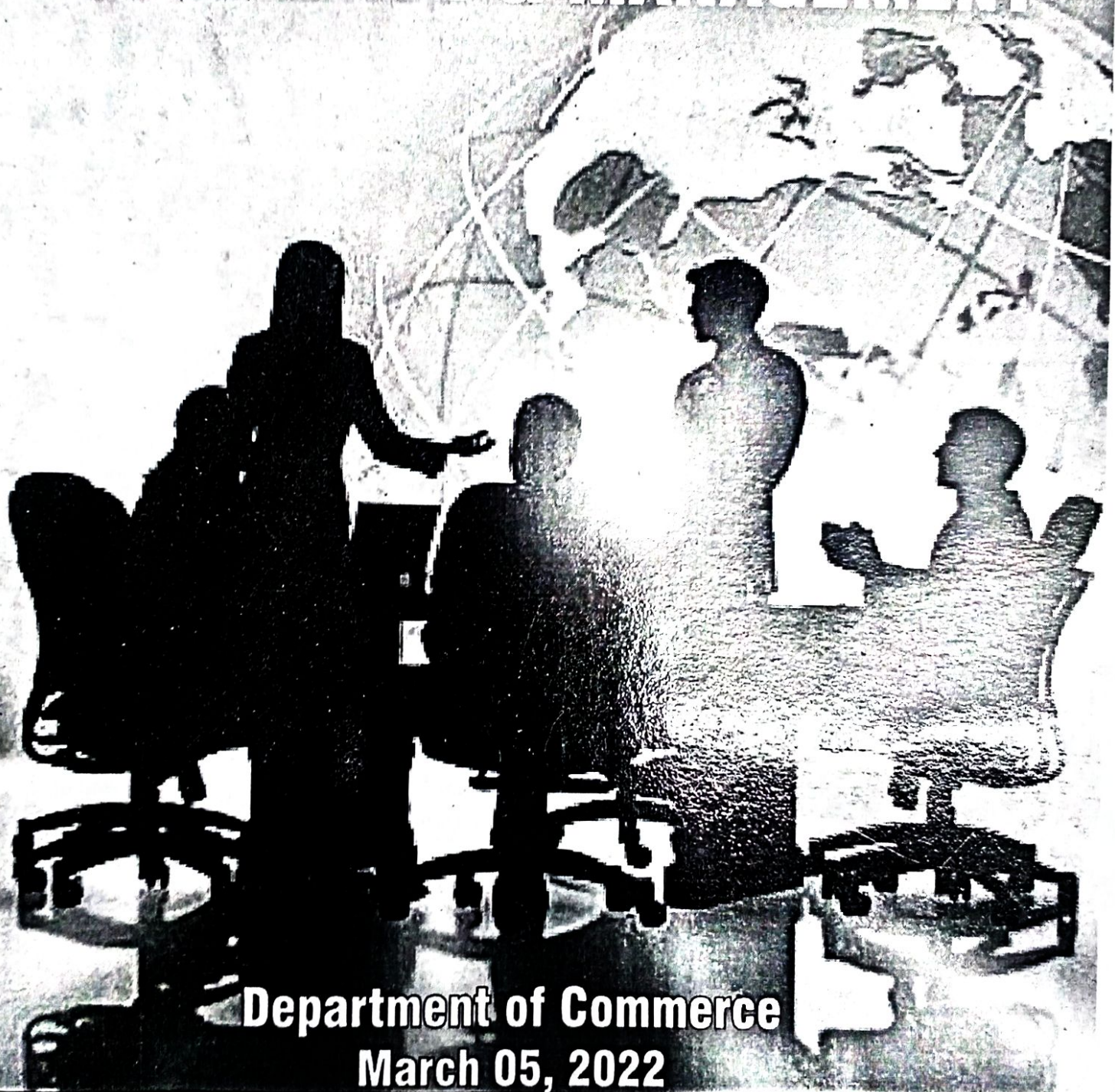


Proceedings of Department of Higher Education, Haryana approved
One Day National Webinar on

RECENT TRENDS IN COMMERCE & MANAGEMENT



Department of Commerce
March 05, 2022



MARKANDA NATIONAL COLLEGE
Shahabad Markanda

(A Premier NAAC Re-Accredited Institute)



**Proceedings
of
Department of Higher Education, Haryana Approved
One Day National Webinar on**

RECENT TRENDS IN COMMERCE AND MANAGEMENT

**By:
Department of Commerce
March 05, 2022**



Markanda National College

**Ladwa Road, HUDA 1, Shahabad Markanda, Kurukshetra, Haryana-136135
NAAC Re-Accredited Institute with Grade B**

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Markanda National College
Ladwa Road, HUDA, Shahabad Markanda, Kurukshetra, Haryana-136135
NAAC Re-Accredited Institute with Grade B

Vision

To Impart Qualitative, value-based and employable education at affordable cost to all the sections of the society and to make the college "Total Quality Zone"

Mission

1. To pursue and disseminate knowledge with commitment to all sections of society.
2. To create and provide opportunities for the overall development of the students.
3. To work towards optimum and meaningful utilization of human, infrastructural and financial resources.
4. To encourage self-evaluation, accountability and indigenous culture amongst the faculty members and students.
5. To foster the realization of social responsibilities and citizenship role amongst students.
6. To educate the girls of this semi-urban area at a very low cost and in a very dignified and secured atmosphere.

TO GROW IN



MARKANDA NATIONAL COLLEGE SHAHBAD MARKANDA - 136135

**A One Day Natinal Webinar on
Recent Trends in Commerce and Management
March 05, 2022**

Approved By: Department of Higher Education, Haryana

Inaugural Session	10:00am to 11:00 am
Introduction & Welcome	Sh. S.S. Kajal, Convener
Welcome Address	Dr. Ashok Kumar, Patron and Principal
Objectives	Mrs. Bhavini Tejpal, Co-convener
Keynote Address	Prof. Tejender Sharma, Chaiman, Dept. of Commerce, K.U.K
Technical Session - I	11:00 am - 12:00 noon (Dr. Prachi Arora, Coordinator)
Invited Talk-I	Prof. Kulbhusan Chandel, H.P. University, Shimla
Technical Session - II	12:00 noon - 01:00 pm (Mrs. Kalpna, Coordinator)
Invited Talk-II	Dr. Simmi Vashisht, Assistant Professor, KUK
Technical Session - III	01:00 pm - 02:00 pm (Dr. Amit Kumar, Coordinator)
Invited Talk-III	Prof. Manjit Singh, Panjabi University, Patiala.
Invited Talk-IV	Dr. Shalini Sharma, Asso. Prof., M.N. College, Shahabad (M)
Paper Presentation	2:00 pm-2:30 pm (Sh. Suresh Kumar, Coordinator)
Valedictory Session	2:30 pm - 4:00 pm (Dr. Ajay Kumar Arora, Coordinator)
Valedictory Address	Prof. Sanjay Kaushik, Punjabi University, Chandigarh
Report of Seminar	Sh. Harish Kumar, Organizing Secretary
Vote of Thanks	Dr. Jawahar Lal, Coordinator
Technical Support Team	Dr. Amit Kumar, Dr. Ajay Kumar Arora

SUB THEMES OF THE WEBINAR

- Economic Policies And Issues
- Impact Of Pandemic On Trade And Commerce
- Entrepreneurship Development
- Women Entrepreneurship
- GST
- Social Media And Business
- Information Technology In Commerce And Management
- Trends In E-Commerce
- FDI
- Banking And Finance
- Strategic Marketing And Competitions

OBJECTIVES OF THE WEBINAR

- To identify and present current research and share knowledge on relevant areas
- To facilitate international information exchange on various issues pertaining to business and technology
- To develop arena for network building among managers and researchers.
- To provide a platform for future research

REPORT PRESENTATION

With the encouragement and support from the Department of Higher Education, Haryana, Markandeya National College organized a webinar on "Recent Trends in Commerce and Management", on March 05, 2022 through online platform.

Inaugural Session: In the inaugural session Dr. Ashok Kumar, Principal, M.N. College, Shahabad extended a warm welcome to the Chairperson Prof. Tejinder Sharma, the cohort of learned resource persons, delegates and all the guests of the program. Stating the relevance of the seminar he said the proposed webinar would provide a platform to the various stakeholders to discuss the innumerable challenges before the Indian Economy especially in the today's scenario of pandemic. Professor S. Kajal, convener of the webinar threw a light on the title and sub themes of the webinar and opened the spectrum in the front of the listeners.

Introducing the theme of the webinar Mrs. Bhavini Tejpal, Co-convener of the program, explained the objectives of organizing such constructive discourse. She spoke on the various changes and challenges faced by Indian Economy in present scenario and the recent trends with respect to digitalization, increasing internet penetration, the pandemic situation, GST, various Government policies and the various actions that needs to be taken to keep the Indian Economy on track.



In order to foster new and productive ideas conducive to a proper and objective analysis and evaluation of the various contemporary challenges and the recent trends in the Indian Economy M.N. College Shahabad invited the erudite scholars, judicious economists and the young people themselves to participate in this convention. Expressing his profound views on the topic Prof. Tejinder Sharma, the key note speaker of the webinar shared his views on some of the recent trends in business environment and talked about Ukraine Russia war and its impact on the world economy and Indian economy at large.

IT 1 was chaired by Prof Kulbhushan Chandel, H.P. University, Shimla. He spoke about history of

commerce and management and how the economy evolved. He also shared his views on where we were 200 years back and how we are leading the world now with the hard work and the dynamic approach.



In the IT 2 Dr. Simmi Vashisth, University school of management, K.U.K, outlined the recent trends in entrepreneurship developments that includes launch of startup India, micro influencer role, atma Nirbhar bharat etc. All types of development need to be equitable otherwise development becomes meaningless. She said equitable distribution of fruits of development is not happening due to whole social gaps and hence people in India are not happy.

IT 3 was taken over by Prof Manjit Singh, Panjabi University, Patiala. He talked about structural shift in the economy, growth in manufacturing sector through make in India project and the impact of GST and Pandemic on India. Demonetization, GST and COVID-19 are three major jolts on the Indian Economy that left middle class, lower middle class, poor and the small producers struggling.

Dr. Shalini Sharma, Associate Prof., M.N. college, Shahabad (M). highlighted the importance of women empowerment in the field of social, political and economic development of the society. Women constitute half of the human resource in the labour intensive country like India, hence the her potential needs to be realized to optimum levels. The economic development calls for her active participation in all the economic activities.

IT 4 continued with the same intellectual vigor as the previous one. It was successfully presided over by the chairperson Professor Sanjay Kaushik from Punjab University; Chandigarh. Scholarly delegates presented their papers and expressed diverse and constructive opinions on the subject of discussion.

After the presentation of papers by the delegates, Professor Sanjay Kaushik delivered the



valedictory address. He also delineated his wise views on the subject before delivering valedictory speech.

In the end, Sh. Harish Kumar, Organizing Secretary of the webinar presented the webinar report and thanked all the participants and expressed his gratitude to all the worthy resource persons, scholarly delegates, Dr. Ashok Kumar, Principal, M.N. College, Shahabad, his colleagues and the students who, by their constant support and co-operation, made this venture a great success.

Timestamp	Email Address	Title Applicant	Name of the Applicant	College/Institution/Organization/University	Designation	Faculty/Researcher in Fellow/Student	Contact No.	Presentatio	Title of the Paper to be presented
22/2/2022 17:02	swanadv@gmail.com	Ms	Kavita Sharma	Arya D/o College	Assistant professor in Commerce	Other	9811832424	Yes	
22/2/2022 15:29	rajivbuckra@gmail.com	Ms	Harihar Kumar	Maharaja National College Surferai	Assistant professor in Commerce	Faculty	9811832424	Yes	
22/2/2022 15:56	rajivbuckra@gmail.com	Prof	Rajendra Kumar	Maharaja National College Surferai	Assistant professor in Commerce	Faculty	9811832424	Yes	
22/2/2022 17:20	rajivbuckra@gmail.com	Prof	Rajendra Kumar	Maharaja National College Surferai	Assistant professor in Commerce	Faculty	9811832424	Yes	
22/2/2022 20:14	sunilsakr@gmail.com	Prof	Ma Sunia Sarin	Dr K N Modi University Meerut	Assistant professor	Research Fellow	9811832424	Yes	
22/2/2022 20:23	sunilsakr@gmail.com	Dr	Ashok Khurana	Guru Nanak Khanna College	Associate Professor	Faculty	9811832424	Yes	
22/2/2022 13:51	surenderkajal@gmail.com	Mr	Surender Singh Kajal	Maharaja National College Surferai	Associate Professor	Faculty	9811832424	No	
22/2/2022 13:54	manjupubebarsai@gmail.com	Ms	Manju Gupta	Maharaja National College Surferai	Associate Professor	Faculty	9811832424	No	
22/2/2022 16:48	prachi.economics@gmail.com	Dr	Prachi Aroa	Maharaja National College Surferai	Assistant Professor	Faculty	9811832424	Yes	
22/2/2022 12:30	swetymani@gmail.com	Dr	Dr. Swati	Govt. College for Women, Rampur	Assistant Professor	Faculty	9811832424	Yes	
22/2/2022 18:27	pryarkaga@gmail.com	Ms	Priyanka	OPJS university, Dhuru	Assistant Professor in Commerce	Research Fellow	9811832424	Yes	
22/2/2022 17:08	nishamgill@gmail.com	Ms	Nisha	College	Assistant Professor in Commerce	Faculty	9811832424	Yes	
22/2/2022 20:48	aradhanaasharma88@gmail.com	Ms	Aradhana Sharma	Governorship Public College, Meerut	Assistant Professor in Commerce	Research Fellow	9811832424	Yes	
22/2/2022 20:56	nayveedhasikar10@gmail.com	Ms	Nayveedha Shastri	Governorship Public College, Meerut	Assistant Professor in Commerce	Faculty	9811832424	Yes	
22/2/2022 21:06	nashishqin@gmail.com	Dr	Dr. Nisha	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	
22/2/2022 21:28	nashishqin@gmail.com	Dr	Dr. Nisha	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	
22/2/2022 21:20	meenuanand2@gmail.com	Dr	Dr. Meenu Anand	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	
22/2/2022 21:32	nikajalana123@gmail.com	Dr	Dr. Nikajal	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	
22/2/2022 21:39	nashishqin@gmail.com	Dr	Dr. Nisha	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	
22/2/2022 22:08	nashishqin@gmail.com	Dr	Dr. Nisha	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	
22/2/2022 22:26	nashishqin@gmail.com	Dr	Dr. Nisha	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	
22/2/2022 23:01	pojanoudeja317@gmail.com	Prof	Prof. Pojanoudeja	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	
31/2/2022 10:37	Chiliasath@gmail.com	Ms	Ms. Chiliasath	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	
31/2/2022 11:15	mamtap@gmail.com	Dr	Dr. Mamta	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	
31/2/2022 12:11	manishadodja28@gmail.com	Dr	Dr. Manishadodja	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	
31/2/2022 17:22	bhavansh@gmail.com	Dr	Dr. Bhavansh	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	
31/2/2022 22:05	anjgoolph@gmail.com	Ms	Ms. Anjgool	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	
31/2/2022 9:08	lanuj3sharaj@gmail.com	Ms	Ms. Lanuj	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	
31/2/2022 9:48	vijayaraj@gmail.com	Prof	Prof. Vijayaraj	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	
31/2/2022 :0:19	anjsharaj@gmail.com	Ms	Ms. Anjsharaj	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	
31/2/2022 13:28	poonamgill_2009@edmail.com	Ms	Ms. Poonam	Govt. College for Women, Rampur	Assistant Professor in Commerce	Faculty	9811832424	Yes	

Title of the Paper to be presented
CRM (Customer Relationship Management)
 Dr. Nisha

Timestamp	Email Address	Title	Name of the Applicant	Collegial Institution/Organization/University	Designation	Faculty/Research Fellow/Student	Contact No.	Paper Presentation	Title of the Paper to be Presented
3/2/2022 15:25	rozgar2@gmail.com	Ms	Rozy ✓	Aya Kanya Mahavaya Shanabad (M)	Assistant professor 100	Faculty	9461089529/Yes	Yes	Impact of COVID-19 on FICG sector in India
3/2/2022 16:08	chavari.tejpal@yahoo.co.in	Ms	Bhavini Tejpal ✓	Marxanda National College, Sharada Marxanda	Assistant professor in Commerce	Faculty	9812241078/Yes	Yes	Recent Trends in Commerce and Management
3/3/2022 11:33	ritu.sharma5311@gmail.com	Ms	Ritu Sharma ✓	Rajiv Gandhi Govt College Sana (Ambala)	Assistant Professor of Commerce	Faculty	9416852795/Yes	Yes	Importance of E-Banking to the modern economy
3/3/2022 13:19	kush780@gmail.com	Mr.	Ankush ✓	Marxanda national College Marxanda	Student 100	Student	7028955021/Yes	Yes	Women entrepreneurship
3/3/2022 13:23	simran.perjapa239@gmail.com	Ms	simran ✓	Marxanda national college in Unnabad Marxanda	Student 100	Student	8607390321/No	No	GST
3/3/2022 15:17	marakshama316@gmail.com	Ms	Marak ✓	M. N. College	B com Final 100	Student	7082826713/Yes	Yes	Social media and business
3/3/2022 20:35	poorahemantain01@gmail.com	Ms	Mrs Pooja Jain ✓	Smt. Amanand Jain (PG) College, Ambala City	Assistant Professor 100	Faculty	9467681803/Yes	Yes	Role of Technical Analysis in Indian Financial Market
3/3/2022 20:40	nitin.20368@ipu.co.in	Prof.	Dr. Nitin Gupta ✓	Lorely Professional University	Professor 100	Faculty	9487651803/Yes	Yes	Role of Technical Analysis in Indian Financial Market
3/3/2022 21:46	poonammadan1976@gmail.com	Dr.	Poonam Madan ✓	IB (PG) College, Panipat	Associate Professor 100	Faculty	9414277599/Yes	Yes	Impact of GST its implementation challenges and its impact on Indian Economy
3/3/2022 21:48	pankaj.apgc@gmail.com	Mr.	Pankaj Chaudhary ✓	Government Post Graduate College Arya P. G. College, Panipat	Assistant Professor 100	Faculty	99911774078/Yes	Yes	Role of IT in commerce and industry
3/4/2022 9:02	Dikandori@gmail.com	Mr.	DEEPAK ✓	Jyotica Private Govt College Kaudaur Yamunahagar	Assistant Professor 100	Faculty	#####/Yes	Yes	Impact of information technology in commerce and management
3/4/2022 10:05	kiralpa91@gmail.com	Mr.	Kiral Pal ✓	Rajiv Gandhi Govt college, Sara Ambala	Assistant professor 100	Faculty	9050571159/Yes	Yes	Social Media and Customer Satisfaction in Bank
3/4/2022 10:14	savitakumar.shd@gmail.com	Ms	Savita Kumari ✓	Government College, Charnnu Kalan, Kurukshetra	Assistant Professor 100	Faculty	9896836330/Yes	Yes	Social Media and Customer Satisfaction in Bank
3/4/2022 10:21	param4nov@gmail.com	Dr.	Paramjeet Kaur ✓	Se Charnnu Kalan, Jalandhar	Assistant Professor 100	Faculty	9871513141/Yes	Yes	Social Media and Customer Satisfaction in Bank
3/4/2022 10:53	simmil4garcia@gmail.com	Ms.	Sakshi ✓	Chaudhary Devi Lal University, Sirsa	Research Scholar 100	Research Fellow	9982889503/Yes	Yes	Green Marketing as a Strategy of Organizational Performance
3/4/2022 11:12	Kaurjinder23@gmail.com	Ms	Jiander Kaur ✓	M. N. College	Student 100	Student	9350245546/Yes	Yes	Social Media and Business
3/4/2022 11:21	ruchika.vermani@gmail.com	Ms	Ruchika Vermani ✓	GVM Girls College Sonpal	Assistant Professor 100	Faculty	9251554387/Yes	Yes	Role of Green Marketing in India
3/4/2022 11:24	aroravandisha@gmail.com	Prof.	Nandini ✓	Guru Nanak Institute of Higher Education, Sonapat	Assistant Professor 100	Faculty	9418478727/Yes	Yes	Role of Green Marketing in India
3/4/2022 11:30	ipoli.rekha.rani@gmail.com	Ms	Rekha ✓	Guru Nanak Institute of Higher Education, Sonapat	Assistant Professor 100	Faculty	8708435794/Yes	Yes	Role of Green Marketing in India
3/4/2022 11:53	chughsaish1326@gmail.com	Ms.	SAKSHI ✓	ANVA G. COLLEGE PANAPAT	Assistant Professor 100	Faculty	7027300370/No	No	Role of Green Marketing in India
3/4/2022 14:06	aranden.rajiv2@gmail.com	Ms	Arundhanal ✓	Arundhanal College, Panipat	Assistant Professor 100	Faculty	1701576144/No	No	Role of Green Marketing in India
3/4/2022 14:09	chawanampravee97@gmail.com	Ms	Harshada ✓	Arundhanal College, Panipat	Assistant Professor 100	Faculty	9215400073/No	No	Role of Green Marketing in India
3/4/2022 14:12	shripadabaz021@gmail.com	Ms	Shripad ✓	Arundhanal College, Panipat	Assistant Professor 100	Faculty	9038947887/No	No	Role of Green Marketing in India
3/4/2022 14:56	jaspreetsingh.vallia1997@gmail.com	Mr.	Jaspreet Singh ✓	Arundhanal College, Panipat	Assistant Professor 100	Faculty	9992849881/Yes	Yes	Role of COVID-19 on FICG sector in India
3/4/2022 16:00	dhawanrajni91@gmail.com	Ms	Dhawan ✓	Arundhanal College, Panipat	Assistant Professor 100	Faculty	7205483877/Yes	Yes	Role of COVID-19 on FICG sector in India

