



MARKANDA NATIONAL COLLEGE

SHAHABAD MARKANDA, HARYANA (INDIA)

(NAAC Re-Accredited Institute)

(Affiliated to Kurukshetra University, Kurukshetra)



DEPARTMENT OF ECONOMICS

ORGANIZES

**TWO-DAY INTERDISCIPLINARY
ONLINE INTERNATIONAL CONFERENCE**

APPROVED BY

**DEPARTMENT OF HIGHER EDUCATION,
GOVERNMENT OF HARYANA**

**CONTEMPORARY
TRENDS AND
CHALLENGES IN
GLOBAL BUSINESS
ENVIRONMENT**

APRIL 8-9, 2022

REGISTRATION LINK:

CALL FOR PAPERS/ABSTRACTS

**MARKANDA NATIONAL COLLEGE
SHAHABAD MARKANDA (HARYANA, INDIA)**

**INTERNATIONAL CONFERENCE ON CONTEMPORARY TRENDS
AND CHALLENGES IN GLOBAL BUSINESS ENVIRONMENT**

APRIL 08-09, 2022

10:00 a.m. – 5:00 p.m

**REGISTRATION
DETAILS**

2022

Category	Fee upto March 31, 2022	Fee from April 01, 2022
• Foreign Delegates	• \$ 20	• \$ 25
• Indian Delegates	• INR 500	• INR 700
• Research Scholar/Student	• INR 300	• INR 300
• Only Participation	• INR 300	• INR 300

- **Account Holder Name: Markanda National College**
- **Account Number: 0422010100000291**
- **Bank & Branch: Punjab National Bank, Shahabad M N College Branch**
- **IFSC: PUNB0481100**
- **MICR Code: 136024103**



GENERAL PROFILE OF COLLEGE

Markanda National College, Shahabad Markanda was established in 1971 by M.N. College Educational Society primarily to cater to the educational needs of this predominantly rural area. At that time, no college existed at Ladwa and even at Kurukshetra - the seat of Kurukshetra University, except University College, which could admit a limited numbers of students on its rolls. The establishment of this college proved to be a boon for this area. Ever since its inception, this college has not looked back and making significant strides, has developed into a multifaculty institution, imparting instructions in English at post-graduate level and in Arts, Science and Commerce Streams at under-graduate level. The college also runs successfully PG diploma in Yoga and two job oriented add-on courses (i) Retail Management and (ii) Information and computer technology and (iii) 5 Certificate courses. The college is co-educational institution affiliated to Kurukshetra University, Kurukshetra. The college is proud of its imposing infrastructure and an environment conducive to learning. It has a spacious building surrounded by lush green lawns and a playground. The building consists of well-maintained class rooms, well equipped labs (Physics, Chemistry, Computer and Edusat), a spacious Library, a conference room, an auditorium with three green rooms, a Webinar Hall, a big canteen, new and modern girls' common room, Edusat theatre besides office complex and Principal's residence. Besides traditional subjects, faculty is available for teaching marketing as vocational subject.

INTERNATIONAL CONFERENCE ON CONTEMPORARY TRENDS AND CHALLENGES IN GLOBAL BUSINESS ENVIRONMENT

This international Conference on "Contemporary Trends and Challenges in Global Business Environment" is designed to be an incredible opportunity to interact with experts from across the various functional disciplines (Economics, Management, Commerce, Computer, Business Research) around the world and it will become an important destination that is rich in content, insights and innovations. This conference would address all the complexities that affect an economy and businesses and would suggest better ways of practicing business and management.

OBJECTIVES

- The primary goal of the conference is to promote research and development activities in Management, Economics & Social Science.
- Another goal is to promote scientific information interchange between researchers, developers, students and practitioners working in and around the world.

SUB-THEMES

- International Trade Issues and Challenges during pandemic
- Digital Business Models
- Sustainable Business Models
- Environment and Ecological Economics
- Agriculture and Natural Resource Economics
- Micro Economics
- E-Business and e-governance marketing
- Digital Marketing
- Service Marketing
- Rural Marketing Corporate Social Responsibility
- Training and Development
- Global HRM
- Consumer Shopping Behavior during the Pandemic COVID-19
- Growth and Development Strategies
- Fiscal system and Policy
- Monetary system and policy
- Income distribution
- Poverty
- Unemployment
- Inflation
- Investment
- Consumption and Saving
- Human Capital
- Trade Policy
- FDI
- Energy and Environment

Research Paper Details:

- Research paper based on above sub-themes of the conference are invited.
- Selected Papers will be published in conference proceedings with ISBN. Paper processing fees will be charged separately and will be intimated through email.
- The abstract should not exceed 200 words including the title of the paper.
- Soft copy of the research paper/abstract should be sent by email to mncecoconference2022@gmail.com on or before March 31, 2022.

**INTERNATIONAL CONFERENCE ON
CONTEMPORARY TRENDS AND CHALLENGES IN GLOBAL BUSINESS
ENVIRONMENT**

APRIL 08-09, 2022

10:00 a.m. – 5:00 p.m

National Advisory Committee

- Dr. Neera Verma, Kurukshetra University, Kurukshetra
- Dr. Ashok Chauhan, Kurukshetra University, Kurukshetra
- Dr. Supran Kumar Sharma, Shri Mata Vasihno Devi University, Jammu
- Dr. Ganesh Saini, IIM Dehradun
- Dr. Meena Sharma, Panjab University, Chandigarh
- Dr. Sanjeev Bansal, Kurukshetra University, Kurukshetra
- Dr. Meenu Jain, DAV College, Yamunanagar
- Mr. Sumeet Raheja, University of Delhi, Delhi
- Ms. Suman Kharbanda, University of Delhi, Delhi
- Dr. Pradeep Chauhan, Kurukshetra University, Kurukshetra
- Dr. Jaswinder Singh, Kurukshetra University, Kurukshetra
- Dr. Suman Sidhu, Arya College, Ambala Cantt
- Ms. Sukhvinder Kaur, University of Delhi, Delhi
- Dr. Jai Kishan Parashar, University of Delhi, Delhi
- Dr. Bhawna Sethi, MLN College, Yamunanagar
- Dr. Manju Jain, Hindu Girls College, Yamunanagar
- Dr. Hemlata, Kurukshetra University, Kurukshetra
- Dr. Ranbir Singh, Govt. College, Indri, Karnal
- Dr. Rajinder Singh, University of Delhi, Delhi
- Dr. Himani, D N Mahila Mahavidyalaya, Kurukshetra
- Dr. Sarika Chaudhary, Dyal Singh College, Karnal
- Dr. Ritu Kang, RKSD College, Kaithal

Chief Patron

Sh. Yashpal Wadhwa

Patron and Principal

Dr. Ashok Kumar

Convener

Dr. Prachi Arora

Co-Convener

Dr. Jawahar Lal

Ms. Bhavini Tejpal

Dr. Ajay K. Arora

Organizing Secretary

Sh. S. S. Kajal

Sh. Harish Kumar

Joint Secretary

Ms. Manju Gupta

Dr. Amit Kumar

Local Organising Committee

Dr. Sanjay Kumar

Dr. Bhupinder Tanwar

Ms. Kalpna

Dr. Chuhar Singh

Dr. Shalini Sharma

Sh. Suresh Kumar

Dr. Devraj Sharma

Dr. Sandeep Sheoran

Dr. Divya

Sh. Siddhant

Ms. Jaswinder Kaur

Ms. Chahat

Sh. Sukhbir

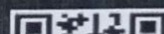
Ms. Sangeeta

Sh. Kapil Dev

Ms. Manpreet Kaur

Ms. Meenakshi

Ms. Sonia Sandhu





**Proceedings of Director General, Higher Education, Haryana
Approved Two Day International Conference**

Contemporary Trends and Challenges in Global Business Environment

**Department of Economics
April 8-9, 2022**



MARKANDA NATIONAL COLLEGE
Shahabad Markanda
(A Premier NAAC Re-Accredited Institute)



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**Proceedings
of**

**Department of Higher Education, Haryana Approved
Two Day International Conference on**

**CONTEMPORARY TRENDS AND
CHALLENGES IN GLOBAL
BUSINESS ENVIRONMENT**

**By:
Department of Economics
April 8-9, 2022**



Markanda National College

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

ORGANIZED BY
 Department of Economics, M.N. College, Shahabad Markanda
 Approved by Department of Higher Education, Haryana

**DISTINGUISHED
 RESOURCE PERSONS**

8-9 APRIL, 2022

							
Dr. Anand Kumar Formerly Director, Department of Economics, University of Delhi, Delhi	Dr. Anand Kumar Formerly Director, Department of Economics, University of Delhi, Delhi	Dr. Anand Kumar Formerly Director, Department of Economics, University of Delhi, Delhi	Dr. Anand Kumar Formerly Director, Department of Economics, University of Delhi, Delhi	Dr. Anand Kumar Formerly Director, Department of Economics, University of Delhi, Delhi	Dr. Anand Kumar Formerly Director, Department of Economics, University of Delhi, Delhi	Dr. Anand Kumar Formerly Director, Department of Economics, University of Delhi, Delhi	Dr. Anand Kumar Formerly Director, Department of Economics, University of Delhi, Delhi

**MARKANDA NATIONAL COLLEGE
 SHAHABAD MARKANDA (HARYANA) INDIA**
 Registration Link: <https://hnyml.com/registration>, Phone: 9109576495

OBJECTIVE OF THE CONFERENCE

The primary goal of the conference was to promote research and development activities in Management, Economic & Social Science.

- To promote scientific information interchange between researchers developers, students and practitioners working in and around the world.



MARKANDA NATIONAL COLLEGE SHAHABAD MARKANDA

NAAC RE-ACCREDITED INSTITUTE
AFFILIATED TO KURUKSHETRA UNIVERSITY, KURUKSHETRA (INDIA)

ONLINE INTERNATIONAL CONFERENCE ON CONTEMPORARY TRENDS AND CHALLENGES IN GLOBAL BUSINESS ENVIRONMENT (ICGBE-22)

April 8-9, 2022
Day-1: April 8, 2022

Google Meet link: <https://meet.google.com/ajy-cqmv-gra>

Inaugural Session (10:00-12:00 AM)

Welcome	Dr. Ashok Kumar, Principal
Introduction and Importance of Conference	Dr. Prachi Arora, Convenor
Inauguration and Inaugural Address	Dr. R.K. Mittal, Hon'ble Vice-Chancellor, Chaudhary Bansi Lal University, Bhiwani
Keynote Address	Dr. Cornelia Victoria Anghel Drugarin, Professor, Babes-Bolyai University Cluj-Napoca, Romania

Technical Session : I (12:00 noon Ç2:00 pm)

IT -1 (Resource Person)	Dr. Yogesh Jayant Bhalerao School of Engineering, University of East Anglia, Norwich Research Park, Norwich, UK.
IT -2 (Resource Person)	Dr. S.P. Sharma, Chief Economist, PHD Chamber of Commerce & Industry, New Delhi
IT-3 (Resource Person)	Dr. Neera Verma, Former Chairperson Department of Economics, Kurukshetra University, Kurukshetra

Technical Session : II (2:00 pm Ç3:30 pm)

IT-4 (Resource Person)	Dr. Nadliia Petrivna Reznik, Professor & Head Management of the National University, Ukraine
IT-5 (Resource Person)	Ms. Suman Kharbanda, Associate Professor Shivaji College, University of Delhi, Delhi

Participants Oral Presentation (3:30 pm-5:00 pm) (Four parallel sessions)

Chairperson: Dr. Neelam Dhanda, Professor,
Deptt. of Commerce, Kurukshetra University, Kurukshetra



MARKANDA NATIONAL COLLEGE SHAHABAD MARKANDA

NAAC RE-ACCREDITED INSTITUTE
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Day-2 : April 9, 2022

Google Meet link: <https://meet.google.com/ajy-eqmv-gra>

Technical Session : III (10:30 am Ç12:00 noon)

IT -6 (Resource Person)	Dr. Amanjot Singh, Assistant Professor Uejqqn"qh"Ocpigogpv."Geqqoken"cpf"Ocvjgocvken."Mkpiñu" University College at the University of Western Ontario, Canada.
IT -7 (Resource Person)	Dr. Bhumphat Gilitwala, Royal Decorated Academic, Assumption University, Bangkok, Thailand
IT -8 (Resource Person)	Muralidhar Rao NV, Professor & Chief CPU Birla Institute of Technology and Science, Pilani

Technical Session : IV (12:00 noon Ç1:30 pm)

IT -9 (Resource Person)	Dr. Sanjeev Bansal, Professor, Deptt. of Economics, Kurukshetra University, Kurukshetra
IT -10 (Resource Person)	Dr. Vikas Chaudhary, Professor, NIT, Kurukshetra

Participants Oral Presentation (1:30 pm Ç3:00 pm)

Chairperson: Dr. Archana Chaudhry,
Deptt. of Economics, Kurukshetra University, Kurukshetra

Valedictory Address (3:00 pm Ç4:30 pm)

Valedictory Address (Chief Guest)	Dr. Shivali M Chouhan, Director Expenditure, Ministry of Finance, Government of India, New Delhi
Guest of Honor	Prof. Manjula Chaudhary, Dean Academic Affairs, Kurukshetra University, Kurukshetra

Feedback

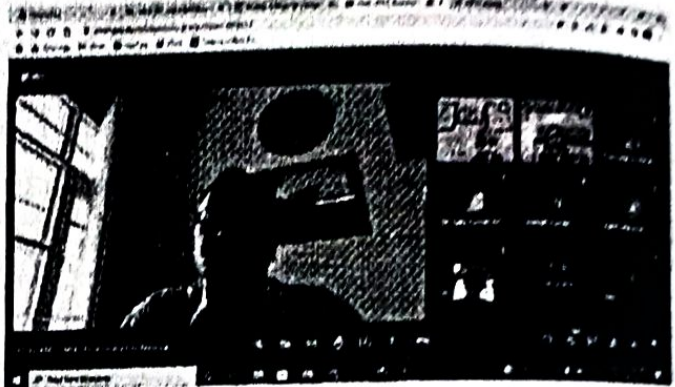
Rapporteur General Report

Vote of Thanks

REPORT OF THE SEMINAR

Most respected dignitaries on the dais, professional colleagues and other stakeholders, it gives me immense pleasure to deliver report of the two-day Online International Conference approved by the Department of Higher Education, Government of Haryana (India) on the topic "Contemporary Trends and Challenges in Global Business Environment" being organized by the Department of Economics under the aegis of Internal Quality Assurance Cell, Markanda National College, Shahabad Markanda.

The inaugural session of the conference was graced by Prof. R.K. Mittal, Hon'ble Vice Chancellor of Chaudhary Bansi Lal University, Bhiwani (HR) as Chief Guest, and Prof. Cornelia Victoria Anghel from the University of Romania as Keynote Speaker. Dr. Ashok Kumar, Principal M N College presided the session. Dr. Prachi Arora, Convenor of the Conference welcomed the delegates and guests. The session commenced



with the lighting of lamp ceremony and Maa Saraswati Vandana. Dr. Prachi Arora appraised the gathering with the objectives of the conference and elucidated the global business environment and how corona and geo-political scenario of Russia and European countries is putting an impact on the global economy and its direct and indirect effects on the Indian Economy. Dr. Ashok

Kumar, Patron and Principal, welcomed the guests and introduced about the college and education system in present scenario. Prof. R.K. Mittal, Chief Guest, covered developmental economics in terms of technology, migration of people from one country to other how and why we need to take immediate action for the world after COVID. The Global warming, climate change has increased the environmental



interaction due to commercialization. He discussed about the consumption process after COVID also. He elaborated on environmental degradation due to economic development and technology adaptation in the present world. Dr. Cornelia Victoria Anghel Drugarin from Romania, Keynote Speaker, discussed the development of telecommunication and computer technology in raising the smart cities across the world. She discussed about the integrated system architecture and the role of software technologies in public administration and social community. She illustrated the example of Romania and discussed modern collaborative solutions.

The First technical session was coordinated by Dr. Ajay Kumar Arora, Co-Convenor. He introduced resource person, Prof. Yogesh Jayant Bhalerao, Course-Director, School of Engineering, University of East Anglia, Norwich, United Kingdom. He discussed about Nurturing

ty. He precisely discussed the innovation, types of innovation, innovation through technology, invention, and creativity in terms of new thoughts, ideas and guiding principles in 21st century skills.

Dr. S.P. Sharma, Chief Economist, PHD Chamber of Commerce & Industry, New Delhi, delivered the invited talk in which he discussed about the slowdown in Indian Economy. He also elaborated on the world economy and trajectory of Indian economy after Lehman crisis and later discussed about impact of CORONA on world economy and Indian economy in terms of economic parameters of GDP, employment and reforms for MSME's, agriculture, health, IT and infrastructure sectors etc.

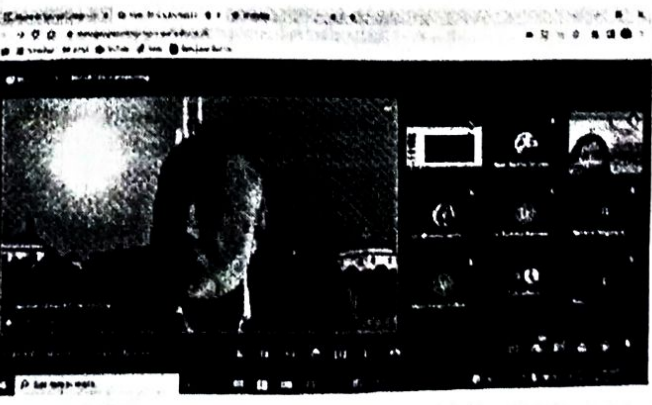


Dr. Neera Verma, Adjunct Professor, Gurugram University, Gurugram delivered her invited talk on the topic 'Emerging Trends in Global Business Post COVID19'. She discussed about business in terms of company profit social implications, globalization, and impact of pandemic on shareholders and stake holders. She emphasized on the competitive world and shift of locus from developed to developing countries. She laid emphasis on efficient human resource in terms of skills and pool of talents and companies should focus on for better resources and supply chain post COVID-19 business paradigm.

The Technical Session II was conducted by Dr. Sandeep Sheoran. Dr. Nadia Petrivna Reznik, National University, Ukraine delivered the invited talk on the world scenario after Ukraine-Russia conflict. She made us aware of the scenario after the aggression and the devastation state of the economy of Ukraine and unemployment and migration of workforce. Ms. Suman



Kharbanda, Associate Professor, Shivaji College, University of Delhi delivered her invited talk on the topic 'Challenges and Dilemma of Sustainable Development'. She discussed about the impact of economic activities that are going to directly raise the carbon emission and the temperature of the earth will spike exponentially and the world needs to curb it at the earliest. She also discussed about the role of war on the temperature gain and other emissions in the environment. The water table is depleting and the pollution is making it more polluted and unsafe for the coming generations. She illustrated the apathy of the Governments in missing the targets of sustainable



development. She also expounded solutions for a better and environmentally safe world.

Four parallel Oral Presentation sessions were conducted by Dr. Jawahar Lal, Dr. Bhavini Tejpal, Ms. Kalpna, Sh. S.S. Kajal and Sh. Suresh Kumar.

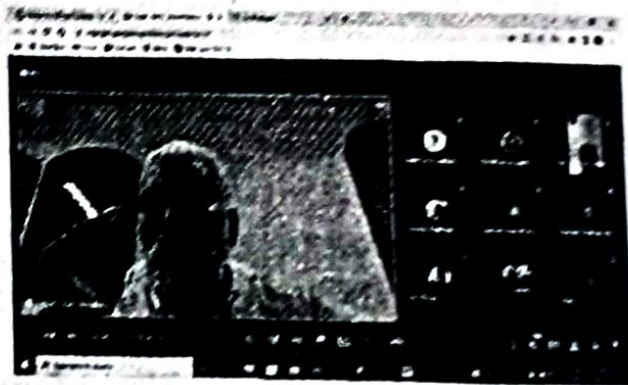
More than 150 research papers got presented in these parallel sessions.



Day 2

Mrs. Bhavini Tejpal, Co-Convener of the conference started the Day 2 of the conference by presenting a brief report of Day 1. She introduced resource persons of day 2, Dr. Amanjot Singh, Assistant Professor, School of Management, Economics and Mathematics, King's University College at the University of Western Ontario, Canada and Dr. Bhumphat Gilitwala, Royal Decorated Academic, Thailand.

Dr. Amanjot Singh elaborated the basic knowledge about hedge funds and how to influence the corporate governance, business strategies and managerial decisions. As far as status of hedge funds in India is concerned the research on the topic is limited and it's impact on the Indian Economy needs further study. He also elaborated the relationship between Hedge fund activism and trade credit. He further focused on capital Structure and financial fragility.



In this session 2nd invited talk was delivered by Dr. Bhumphat Gilitwala. He talked on Data management in Global economics, Empirical methods, dynamic regression etc. He spoke on how Artificial Intelligence would transform business in modern world. In fact it has already started to impact the business world in a huge manner. AI has changed the way business is going to happen. In Fact the word II is going to decide the success or failure of any organization. Dr Bhumphat further reiterated that Artificial Intelligence is engaging humans and not replacing them. It aids in planning and problem solving giving a boost to the managerial decision making in a greater way.

Mrs. Bhavini Tejpal delivered the vote of thanks to all the Resource Persons.

Prof. Surender Singh Kajal, Organizing Secretary, started the Technical session IV of day 2 in this International conference. He



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ed Dr. Vikas Chaudhary, Professor, NIT, Kurukshetra.

Chaudhary, explained about the role of economics in Aatam Nirbhara Bharat. He focused on acceptance of different strategies related to Self Dependent India. He talked about the role of disruptive technology in global business in detail. He further elaborated the various global challenges and importance of finding opportunities out of the adverse environmental factors. The Government policies are ever changing that offers threats and opportunities at macro level. A company that proactively faces the threats and is able to convert the adversities into opportunities by vouching on its strengths is the one who is a leader in modern business environment.

Sh. Surender Singh Kajal delivered the vote of thanks to all the Resource Persons.

Dr. Amit Kumar and Dr. Ajay Kumar Arora, Organizing Secretaries, started the paper presentation session in Technical session 4 of day 2.



The 4th Technical session involved oral research presentation conducted in two parallel platforms. More than 70 paper presentations were delivered by research scholars, delegates and faculty of different institutions.

The Valedictory session was conducted by Dr. Prachi Arora, Convener of this conference and she introduced the Chief guest Dr. Shivali M Chouhan, Director, Expenditure Ministry of Finance Government of India, New Delhi and Dr. Manjula Chaudhary, Dean of Academic Affair, Kurukshetra University, Kurukshetra among the delegates.



Dr. Shivali M Chouhan shared her valuable, informative and inspiring speech on the theme of the topic. She discussed about Innovation and research in the field of Global business environment and encouraged delegates to make this conference beneficial to other stakeholders of the society.

Dr. Manjula Chaudhary delineated her wise views on the subject and poured insight into the subject of the conference by contributing some constructive knowledgeable points.

In this conference more than 250 participants joined via online mode from various institutes of India and Abroad and more than 170 Research papers were presented by the delegates who expressed diverse and constructive opinions on the subject of discussion.

Thank you all for your constructive efforts and constant support!

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Participants List (held on 8 & 9 April, 2022)

International Conference on Contemporary Trends & Challenges in Global Business Environment

(93)

S.No.	Name	Name of the Institution	Title of the paper (If the paper is to be presented/Publish)
1	Dr. Prachi Arora	M. N. College, Shahdad Markanda	Contemporary Trends and Challenges in Global Business Environment
2	Vineeta Kaushik	Pt. NRS Govt. College, Rohtak	Rural Development : A Case Study of Haryana
3	Dr. suman bala	Arya girls college, Ambala cantt	Poverty elivation program
4	DR BHANU HAZARIKA	SARAIGHAT COLLEGE	Nil
5	Pinky Deka	Saraighat college, Changsari	Nil
6	Dr. Shashwati Nath	Saraighat College, Changsari, Kamrup, Assam	Nil
7	Pratiksha	Dayanand Mahila Mahavidyalaya	Poverty
8	Dr. Meenakshi	D.A.V College Kamal	Export oriented units of small scale enterprises in Haryana
9	Amanpreet Kaur	Guru nanak Khalsa College for women gujarkhan campus Ludhiana	Impact of covid 19 on consumer behaviour in India
10	Dr. Seema Gang	Hindu College, Sonapat	Export oriented units of Small scale Enterprises in Haryana
11	Dr. Aruna	Hindu College Sonapat	Export Oriented Units of Small Scale Enterprises in Haryana
12	Mrs. Shikha	Arya Kanya Mahavidyalaya Shahabad Markanda	No
13	Dr. Ritu Kang Wallia	RKSD(PG) College, Kaithal(Haryana)	An Analysis of Foreign Direct Investment in India
14	Mr. Pabitra singh	Berhampur University	TRIBAL POVERTY: A CASE OF ODISHA, INDIA
15	Dr. Bishnu Charan Behera	Berhampur University, Bhanja Bihar, Odisha	TRIBAL POVERTY: A CASE OF ODISHA, INDIA
16	Dr. Suraj Wallia	RKSD(PG) College, Kaithal	An Analysis of FDI in Indian Economy
17	Dr. Sadhna	SMS K.L.girls college Barara(Ambala) Haryana India	Challenges in the global business Environment
18	Dr. Anju kumar	D.A.V College Pehowa	व्यापार संसार में व्यापार नीतियों की शक्ति: एक विश्लेषण
19	Dr. Himani	Dayanand Mahila Mahavidyalaya, Kurukshetra	Recent Trends and Challenges in Business Environment in India
20	Jimmy Sharma	Institute of Integrated & Honors Studies	Enhancing Global Business Impact Through Effective English Communication
21	Priya	Glocal University	Thoroughgoing Analysis & Prediction: Impact of Pandemic on Employment perspective for Chemical Proficient
22	Dr. Meenu Jain	DAV COLLEGE for girls Yamunanagar	Renewable Energy in India. a Key to the future
23	Dr. Sarfaj Ahmed	Satyawati college (day)	Increasing trend and relevance of E- HRM in corporate sector.-
24	Ranbir Singh	SUSGOVT COLLEGE MATAK MAJRI-INDRI KARNAL	A study of Delhi and NCR.
25	Rajender Kumar	Shyam Lal College (Eve) University of Delhi	International Trade issues and challenges during pandemic
26	Sumeet Singh Raheja	Shivaji College	Increasing trends and relevance of e-HRM in corporate sector. a study in Delhi and NCR
27	Dr. Supriya Dalal	Chaudhary Bansi Lal University, Bhiwani	NA
28	Dr. Preeti Chawla	The NorthCap University Gurgaon-122018	An analytical study on future of Mobile wallets
29	Siddharth Arora	Glocal University	An Analytical study on Future of Mobile Wallets
30	Sukhvinder Kaur	MRILRS, Faridabad	"Analysis of Impact of Covid-19 on Indian IT Sector"
31	Dr. Jyoti Deoram Pawar	MVP Arts Com & science College Dindori Nashik Maharashtra	Financial Inclusion
			Impacts of COVID -19 on global food security

32	Ms. Manju Gupta	Markanda National College, Shahabad Markanda	Recent Trends in Global Business Environment
33	Preeti Bansal	Markanda National College, Shahabad Markanda	Contemporary Challenges in Global Business Environment green marketing: its effective role and its effects on consumer and corporates
34	Hanish kumar	CT university, Ludhiana	Workforce Diversity As An Asset In The Workplace For Organisations In 21st Century
35	Shuchi Gupta	Baba MastNath University	A Comparative Study of Economic Policies and Contribution in Economic Development
36	Paminder Kaur	D.A.V. College, Pundri (Kaithal)	To be communicated
37	Umesh L Bharte	Mumbai University Government P.G. College for women, Sector -14 ,Panchkula	Rural Indebtedness-The most serious problem of Rural Indian Economy
38	Suman	Dr. Babasaheb Ambedkar Marathwada University Aurangabad	Awareness of environment and e-waste among school students
39	Priyanka ganpatrao galbe		
40	Kiran Bala	Govt. P.G. College for Women, Sector 14, Panchkula	Mathematics for Global Economy
41	Dr. Raini Sharma	Arya PG College Panipat	Sustainable Development : An Overview
42	Aastha Gupta	Arya P.G College, Panipat	Topic- Ecological and Environmental Economics: paradigm and perspectives
43	Dr. POOJA RANI	BPSM University Khanpur Kalan Sonapat Haryana	An Analytical study on Future of Mobile Wallets
44	Dr. Dimple	Aggarwal College Ballabgarh	N/A
45	GAUTAM	KURUKSHETRA UNIVERSITY KURUKSHETRA	Inefficient Solid Waste Management and the Environment
46	Dr Vandana Dwivedi	P.P.N. College, Kanpur	Poverty in Nanded District : A Geographical Study
47	Dr. Bhimrao Lalappa Malge	Vai. Dhunda Maharaj Degloorkar college Deglur	A Descriptive study on Unemployment trends in Tourism Industry during Pandemic in India
48	Sunita Sikri	Mukand Lal National College Yamuna Nagar	Role of Modern Economy in E-Business
49	Dr. Ramesh	Kanya Mahavidyalaya, Kharkhoda	Role of Modern Economy in E-Business
50	Pinki	Kanya mahavidyalaya, kharkhoda	FDI in India
51	Dr. Bhawna Sethi	Mukand Lal National College, Yamunanagar	Poverty
52	Ishu Jangra	Maharshi Dayanand University, Rohtak	Poverty
53	Poolia	GCW Rohtak	
54	Ankita Sharma Anand	Kurukshetra University	Consumer Shopping behaviour during the pandemic Covid-19
55	Dr. Sumita Kanwar	Mukand Lal National College, Yamunanagar	A Descriptive study of Unemployment Trends in Tourism Industry during Pandemic in India
56	Ruchika Vermani	G.V.M Girls College	Rising Trend of Digital Marketing in India
57	Dr. Rashmi Agrawal	Pt. Jawahar Lal Nehru Government College, Sector 16, Faridabad (Haryana)	"भारत का निर्यात व्यापार तथा वैश्विक महामारी की चुनौतियाँ" : एक समीक्षा
58	Manju Jain	Hindu Girls College, Jagadhri	Digital Marketing
59	Rozy	CT University, Ludhiana	Impact of advertisement on consumer behaviour towards brands.
60	Prof (Dr) Sapna Desai	Bangalore City University	Global Business

61	Dr Mamta Bhargava	Mukand Lal National College	Agriculture & Natural Resources
62	Savita	Kanya Mahavidyalaya kharakhoda	Cryptocurrency : Opportunities and Challenges
63	Poonam	Kanya Mahavidyalaya kharakhoda, Sonapat	The importance of a digital marketing strategy to small businesses
64	Ena Ahuja	Smt. Aruna Asaf Ali Govt. PG College Kalka	Emerging Unicorns in the Indian Economy
65	Harsimrat kaur gill	CT university	Impact of quality standards in private hospitals of punjab
66	Dr. Sandeep Kumar	C. R. Kisan College, Jind	Sustainable Development: Goals and Challenges
67	Manju Rani Sharma	GCW Madlauda Panipat	Unemployment issues and Challenges in India during pandemic
68	Sapna Arora	Dayanand Mahila Mahavidyalaya, Kurukshetra, Haryana	Human Capital Management: practices and their impact
69	LOPA MUDRA CHOWDHURY	Chowdhury Enterprises Pvt Ltd	International Trade Issues and Challenges during pandemic
70	DR. SURENDER SHARMA	D.A.V. COLLEGE PEHOWA	NIL
71	Gourav Bareja	Maharaja Agrasen Mahavidyalaya, Jagadhri	Challenges and Opportunities in the with the E Education.
72	Latika Sharma	Kurukshetra University, Kurukshetra	A Study of Tax Revenue and GDP: Pre and Post GST Implementation
73	Dr. Jai Kishan Chandel	Kurukshetra University	A Study of Tax Revenue and GDP: Pre and Post GST Implementation
74	Rajni Goel	Government College, Chhachrauli(Yamuna Nagar)	The Impact of Energy On Environment
75	Aditya Dhull	KUK	THE USE OF ENGLISH LANGUAGE IN CORPORATE COMMUNICATION
76	Manisha	Kurukshetra University, Kurukshetra	The Use of English Language in Corporate Communication
77	Monika	Arya girls college ambala cantt	Consumer shopping behaviour during the pandemic COVID-19
78	Ashish	Kurukshetra	Unemployment issues and challenges in India during COVID pandemic
79	Suman Kharbanda	MVN University, Haryana	Enablers and Barriers of green innovation and purchase behaviour : guiding framework from Literature
80	Dalbir singh	Mukand Lal National College Yamuna Nagar	Inter-District Emergency Health Services in Haryana: An Empirical Investigation
81	Dr. Manoj Kumar	Department of Economics KUK	Ecological and Environmental Economics: Paradigm and Perspectives
82	Dinesh	Bimu rohtak	Molecular docking, simulation, pharmacokinetics prediction of herbal medicine in novel drug designing
83	Babita Chauhan Sakthuja, Anuradha Bansal	Guru Nanak Girls College, Yamunanagar	Covid 10 Pandemic and FDI in India - Trends & Impact
84	DR JYOTIRMA YEE DEVI	SARAIGHAT COLLEGE	NOT APPLICABLE
85	Archana Soni	Smt. Aruna Asaf Ali Govt. P. G. College, Kalka	Contemporary trends and challenges in global business environment

86	Simarpreet	Guru Nanak Khalsa college for women, Model Town, Ludhiana.	Corporate social responsibility
87	Dr Viray Khurania	Ch. Ishwar Singh Kanya Mahavidyalaya Fatehpur Pundi	Impact of Pandemic-19 on Online Consumer Purchase Behaviour
88	Dr. Rathna N	Maharani's Arts college for women, Mysuru	Trends in India's Foreign Trade since Liberalisation
89	Nisha Dahi	Tika Ram Girls college, sonapat	A study on Digital Marketing and its impact
90	Puja Rani	Arya girls collage Ambala cantt	Consumer shopping behavior during the pandemic covid 19
91	SARITA YADAV	Deenbandhu Chhotu Ram University of science and technology	Fundamental Variables as Determinants of Stock Returns: A Review
92	anmoldeep soni	hindu collage	contemporary trends and challenges in global bussiness environment
93	Dr Pankaj kumar	Deenbandhu Chhotu Ram University of science and technology muthal sonipat	Fundamental Variables as Determinants of Stock Returns: A Review
94	Sarita	F.G.M. Government College, Adampur, Hisar	The study of Inflation and its relative impact on Indian economy in today scenario.
95	Punita Uppal	CT University Ludhiana	Brand Preference of Consumers for Selected Brands of FMCG products-A study of Jalandhar City
96	Surbhi obero	Guru nanak khalsa college for women, model town, ludhiana	Quality circle as a tool for quality management.
97	MONIKA	TIKA RAM GIRLS COLLEGE,SONIPAT	Digital Business Model
98	Leena Arya	I.(BPG) COLLEGE PANIPAT	Consumption and saving during pandemic COVID19
99	Neha Devi	CT University	Gold as an investment options in haryana
100	Nishtha	Arya Kanya Mahavidyalaya	Digital Marketing
101	Sharmi Bajaj	Guru Nanak Girls College, Yamunanagar	A Study of Digital Marketing & Impact on Consumer Behaviour
102	Mamta	Kurukshetra University	An Analysis of India - Japan Trade and Investment relations: Problems and challenges
103	Dr. Raghbir Singh	R.K.S.D PG College Kaithal	Spatio-Temporal Analysis of Area Under Cotton Cultivation in Haryana 1967-2019
104	Richa Mehra	Guru Nanak Khalsa college For Women , Gujarkhan campus	Service Marketing
105	Anita Rani	Kurukshtra University kurukshtra	FRBM Act- A Step Towards Financial Discipline
106	Neha Savita	CSJM UNIVERSITY	Inefficient Solid Waste Management and The Environment: An Indian Perspective
107	Dr. Sarika Choudhary	Dyal Singh College, Karnal	Impact of digitalization on business
108	Dr. Minu Singal	CIS Kanya Mahavidhyalaya, Pundi	People with Disabilities as Human Capital
109	Shabana Parveen	BABA MASTNATH University Asthal Bohar Rohtak	Factors Responsible for Growth and Development of Women Entrepreneurship in NCR Region of Haryana
110	Nivethitha S	Nirmala college for women	A Study on passenger satisfaction on bus transport with reference to coimbatore district
111	Karpagam. T	Nirmala College For Women	Empirical research in the garment industry in india

112	Seema Aggarwal	MDSG Girls College Ambala city	Recent Trends in Digital Marketing
113	Garima	Mln college,yamunanagar	Digital Marketing
114	Monica	Mukand lal national college, yamunanagar	Impact of FDI on Indian Economic Growth Rate
115	Anu sharma	MLN college Yamunanagar	Impact of fdi on economic growth rate
116	Nidhi	MIN college Yamunanagar	Digital Marketing
117	Supriya Dalal	Bhagwant University, Almer	Micro Economics
118	Nitika Jain	Kurukshetra University	Fintech Technologies in India: Business Model and Challenges
119	Rajni Arora	D.A.V. College, Pundri (Kathal)	FDI
120	Ms. Meenakshi	Tika Ram P.G.Girls College, Sonipat	Training and Development
121	Shilpi	Govt College for Women, Masauda, Panipat	Designing weather forecast and climate models
122	Suman Devi	Guru Nanak girls college , Yamunanagar	Land use/land cover pattern of Panipat Municipal Corporation and city Outgrowth
123	Sangeeta	Tika Ram PG Girls College Sonipat	Energy and Environment
124	Navdisha	Guru Nanak Institute of Higher Education	Rising Trends of Digital Marketing in India
125	Dr Anju Bala	Arya Girls College Ambala Cantt	Foreign Direct Investments: Impact on Indian Economic Growth
126	Dr. Pragati Sharma	Arya Girls College Ambala Cantt	Foreign Direct Investments- Impact on Indian Economic Growth
127	Ms pnti kumari	Patna Women's College, (Autonomous), Patna University	A study on impact of India's foreign trade - An Engine for Economic Development
128	Reeta S Nair	Ct university	Stubble burning and socio economic consequences, A case study of Punjab.
129	Dr. Amandeep Kaur	SGGS College, Sec-26, Chandigarh	No
130	Ram Lubhaya	Ct university	Digits marketing an important factor in sales of smartwatches
131	Paras Sehgal	D. A. V. (P. G.) COLLEGE, KARNAL	Unpolyment
132	Poonam	Kurukshetra university	I am not going to present paper
133	Pooja	Indira Gandhi University Meerpur, Rewari	Segment Reporting Practices of IT Companies in India
134	Aakansha Dahiya	IMSAR, MDU	Public Expenditure on Education in Haryana: Recent Trends and Outcomes
135	Manisha	Arya girls college, Ambala Cantt	International human resource management: emerging trends and challenges
136	Priyanka yadav	Maharshi Dayanand University	A Study of Organizational Citizenship Behavior and its Dimensions
137	Dr. Meera Arora	DAVIN, Faridabad	A Study of Organizational Citizenship Behavior and its Dimensions
138	Anuradha	Guru Nanak Girls College, Yamuna Nagar	COVID-19 Pandemic & FDI in India -Trends & Impact
139	Kavita Rani	GCW, Mahendergarh	Management of Natural Resources and Sustainable Agricultural Development

140	Dr. madhu	BABA MASTNATH UNIVERSITY Asthal Bohar Rohlak	Factors responsible for growth and development of women enterper Entrepreneurship NCR Region of Haryana
141	Deepak kumar	GCW/Madlauda	Impact of inflation on GDP and unemployment in india (2013-20)
142	Dr. Rajesh Kumar	DAV College Pundri	A Study of India's Export and Import before and during Covid-19
143	Dr. Meenu Anand	Govt. College for Women, Ghararunda (Bastara)	Foreign Direct Investment And Its Impact On Indian Economy
144	Dr. Vijay Singh	Indira Gandhi University, Meerpur (Rewari)	Segment Reporting Practices of IT Companies in India
145	Ramanjot Kaur	Guru Nanak khaisa college Yamunanagar	Green Accounting and its Impact on Business Environment
146	Kapil Ahuja	IMSAR	Volatility and spillover effect: A comparative study between ESG indices and conventional indices
147	Vaibhav Verma	Kurukshetra University Kurukshetra Ch. Ishwar Singh Kanya Mahavidyalaya Fatehpur- Pundri Kaithal	An Analysis of Social Exclusion among Migrated Construction Workers in Haryana: A study of Kurukshetra District
148	Dr. Vandana	Kurukshetra University Kurukshetra	Impact of COVID-19 on India's Economy and Trade
149	SHUBHAM GARG	IMSAR, MDU	Green Human Resource Management: An Innovative Initiative For Sustainable Development
150	Dr. Saurabh Kant	R. N. College, Hajipur B. R. A. Bihar University	Public Expenditure on Education in Haryana: Recent Trends and Outcomes
151	Dr. Pranav Shekhar	M. D. University	The significance of Migration For Women emporment of rural areas in India
152	Dr. Eka Rani	KVA DAV College for Women, Karnal	Volatility and Spillover Effect: A comparative study between ESG indices and Conventional Indices
153	Dr. Punam Kundu	Kurukshetra university, kurukshetra	Role of digitalization in traditional business setups
154	Preeti lamba	BABU ANANT RAM JANTA COLLEGE KAUL, KAITHAL (HARYANA)	Progress and prospect of PMAY in haryana state
155	Dr. Amandeep Kaur	Babu Anant Ram Janta college kaul,kaithal	An analysis of the performance of inclusive growth in India: some perspective
156	Dr. Mamta Rani	Babu Anant Ram Janta College, Kauli (Kaithal)	An analysis of the performance of inclusive growth in India: some perspective
157	Dr Kusum	Kurukshetra University Kurukshetra	A Prospective of Agriculture and Natural Resources
158	Kanta	Bharatiya Vidya Bhavan's Usha & Lakshmi Mittal Institute of Management (BULMIM) , New Delhi)	A Study on Employment Trends in India.
159	Dr Renu Verma	Pt. CLS Government College, Karnal	Financial Inclusion
160	Dr Narash Kumar	Dayanand Mahila Mahavidyalaya, Kurukshetra	Measurement of Inequality and Poverty in Rural Haryana
161	Minakshi Thakral	Indira Gandhi University, Meerpur-Rewari	Role of E-Commerce in today's Business
162	Dr. Vikas Batra	Indira Gandhi University, Meerpur-Rewari	AN ANALYSIS OF THE PROGRESS OF ELECTRONIC NATIONAL AGRICULTURE MARKET (e-NAM) IN INDIA
163	Dr. Reena Hooda	Indira Gandhi University, Meerpur	AN ANALYSIS OF THE PROGRESS OF ELECTRONIC NATIONAL AGRICULTURE MARKET (e-NAM) IN INDIA
164	Dr Nidhi	CISKMV Pundri	Consumer Shopping Behaviour during Pandemic covid-19

165	Rekha rani	K.L.P. College, Rewari	CURRENT SCENARIO OF RETAIL INFLATION IN INDIA EMPLOYABILITY SKILL IN THE DISRUPTIVE BUSINESS WORLD: A REVIEW OF ASIA PACIFIC REGION
166	Dipika	KURUKSHETRA UNIVERSITY	
167	Dr Simran K Kular	Simran	"Dynamic Intra-industry Trade Analysis of India: 1992 to 2019"
168	Dr. Darshan Lal	Raiiv Gandhi Govt College, Saha (Ambala)	Impact of Covid-19 Pandemic on Consumer Behaviour in India
169	Dr Namita	Kanya Mahavidyalaya Kharkhoda	Rural Marketing in India: Challenges and Solutions
170	Latha.P	E.S college of Nursing	Level of depression among pregnant mothers
171	Dr Pooja Malhotra	Dyal Singh College Kamal	Multivariate Analysis of FDI in India
172	Dr.Vimal	Government College, Chamu Kalan, Kurukshetra	Impact of Covid-19 Pandemic on Consumer Behaviour in India.
173	Dr. Seemant	Kanya Mahavidyalaya Kharkhoda	Global Business Speaks English
174	Swati Verma	Lovely Professional University	Contemporary trends and challenges in present business environment.
175	Chandni	Department of economics	Cashless payments and economics growth in India
176	VIJETA SALARIA	Arni University	Impact of global warming on Indian economy. Framework
177	Dr Radhey Shyam	DBS PG College Dehradun Uttarakhand 248 001	Energy and environment
178	Dr Surekha Kannaujia	India	Energy, Economy And Environment
179	Dr. Devinder Singh	DBS(PG) College Dehradun (UK)	Energy: A Key to Economic Development
180	Dr.yogita	Dyal Singh College, Kamal	Entrepreneurial Intentions among University Students
181	Kiran Lamba	Hindu College, Sonapat	Ecological and environmental economics: paradigm and perspectives
182	Dr. Mamta Oberoi	Department of Economics BPSMV	Measuring Customer Satisfaction: Telecom Services
183	Neelam Singh	Mukand Lal National college, Yamunanagar	Growth of MSMEs in India and its role in Indian Economy
184	OWAIS IBNI HASSAN	Govt. V.Y.T PG AUTONOMOUS College Durg	FINANCIAL DEVELOPMENT AND CO2 EMISSION: AN EMPIRICAL ANALYSIS
185	SUMIT KUMAR	JAMIA MILLIA ISLAMIA	Fiscal Responsibility and budget management Act- A step towards financial Discipline
186	TAJAMUL REHMAN SOFI	KURUKSHETRA UNIVERSITY KURUKSHETRA	FINANCIAL DEVELOPMENT AND CO2 EMISSION: AN EMPIRICAL ANALYSIS
187	Nitin	Jamia Millia Islamia University	Analysis of precision agriculture application in India
188	Kiranlot	Indira Gandhi University, Meerpur, Rewari, Haryana	Corporate social responsibility in rural marketing
189	Dr. Savita Garg	Chaudhary Ishwar Singh Kanya Mahavidyalaya, fatehpur, pundi	Measuring Consumer Behavior: Covid 19
190	Dr. Rekha Sain	Mukand Lal National College, Yamunanagar	International Trade Issues and challenges during the pandemic
191	Ashu Rani	Aggarwal college Ballabgarh	Mathematical Tools & Models: Their uses in International Business
		Sunrise University Rajasthan	

192	Neha Rani	Guru Nanak Girls College	Poverty in India
193	Monika Chopra	Guru Nanak Girls College	Poverty in India
194	Dr. Alok Goyal	Retired	Green Accounting & Its Impact on Business Environment
195	Bhavini Tejpal	Markanda National College: Shahabad Markanda	Emergence of women entrepreneurs in MSME sector: With special reference to Haryana
196	Anukriti	R.K.S.D. (P.G.) College, Kaithal	International trade agreements
197	Sukhjinder Singh	I.B. (PG) College, Panipat	Theory of Foreign Direct Investment and Economic Growth
198	VASUDHA JOLLY	Department of Economics, Kurukshetra University, Kurukshetra	South-South Trade Cooperation: A study of top 10 South Countries
199	Preeti lamba	Department of economics	Progress and prospect of PMAY-G scheme in India
200	Pooja Gupta	RKSD(PG) COLLEGE, Kaithal	Consumer Shopping Behaviour during the Covid-19 Pandemic
201	Rachana Sardana	R.K.S.D. (PG) College, Kaithal	Mobile Marketing Strategies to Influence Consumer Behaviour
202	Abukasin Idrisi	Aligarh Muslim University	Behaviour
203	VIRENDRAKUMAR M. THAKKAR	G. B. Pant Institute of Engineering and Technology, Pauri Garhwal	FDI Inflow and economic growth in BIMSTEC countries : A VECM approach.
204	Dr. Devinder Singh	Indira Gandhi University, Meerapur - Rewari	NA
205	Renu	GCW madlauda(panipat)	Gender Sensitive Fiscal Policies: Experience from Gender Budgets in India
206	MANISHA NAGPAL	Arya PG college, Panipat	Digital marketing
207	Dr. Monika	Govt. PG College For Women Rohtak	Sustainable Development: An Overview
208	Dr.Savitri Devi	Guru Nanak Girls College Yamuna Nagar	Digital Marketing: It's Importance and Uses
209	Pratul Kumar Tripathi	JC Bose University Fardabad (YMCA)	Unemployment in India
210	Mrs.Renu Rani	Guru Nanak Girls College, Yamunanagar	International Trade Issues and Challenges During the Pandemic
211	Ms. Rajni	Arya kanya Mahavidyalaya shahabad markanda	Unemployment in India
212	Renu Aggarwal	J. C Bose UST YMCA Fardabad	Consumer shopping behavior during the pandemic covid-19
213	DEEPAK	Jyotiba Phule Govt. College Radaur Yamunanagar	International Trade Issues and Challenges During the Pandemic
214	Nikhar Thareja	Mittal School of Business, Lovely Professional University, Phagwara (Jalandhar)	FDI and Its Impact on Indian Economy
215	Dr. Meenu Garg	R.K.S.D. (PG) College, Kaithal	Marketing mix strategies at the Bottom of the Pyramid: A Critical Review
216	Avni	Fergusson College Pune	Challenges to Indian Fiscal Federalism
217	Saakshi kunder	Indsearch	..
218	AVIKALP CHAUDHARY	Cape Breton University, Nova Scotia, Canada	Business Environment in Canada after COVID 19
219	Harvinderkaur	S.D.College Ambala	Business environment of Haryana
220	Navneet Kaur	Kuk	Trade policy and expectations for the Import-Export sectors
221	Satvir Singh	Arya pg college panipat	Issues and challenges for international trade in India
222	Meenakshi chaudhary	Arya PG College Panipat	Issues and challenges of international trade in India