

SHYAM LAL COLLEGE
(UNIVERSITY OF DELHI)

DEPARTMENT OF COMMERCE

INTERNATIONAL CONFERENCE
**SUSTAINABLE BUSINESS MODELS: INNOVATIVE STRATEGIES AND
PRACTICES**

INDIA INTERNATIONAL CENTRE, NEW DELHI, INDIA

PROGRAMME SCHEDULE

16-17 MARCH 2016

DAY 1: Wednesday, March 16, 2016

Registration for Participation	8:00 am – 9:00 am
Inaugural Session	9:00 am – 10:15 am
Inaugural Address:	Sh. Dharmendra Pradhan, Honourable Minister of State (I/C), Ministry of Petroleum and Natural Gas, India
Guest of Honour:	Sh. Ashish Chauhan, MD & CEO, Bombay Stock Exchange (BSE), India
Chair:	Smt. Savita Gupta, Chairperson, Governing Body, Shyam Lal College, University of Delhi, India
Keynote Address	10:15 am – 11:00 am
	Prof. Johannes Frederik (Freek) Cronjé, North-West University, South Africa
Tea Break	11:00 am – 11:15 am

1st Plenary Session**11:15 am – 12:15 pm****Topic: “Sustainable Solutions for a Dynamic Business Environment”****Chair:** Dr. Arindam Banik, Director, IMI Kolkata, India

Prof. Kaisa Sorsa, University Of Turku, Finland

Sh. Anuj Dayal, Executive Director (CC), Delhi Metro Rail Corporation, India

2nd Plenary Session**12:15 pm – 1:15 pm****Topic: “Institutional Mechanisms and International Settings”****Chair:** Prof. V.K. Kaul, South Campus, University of Delhi, India

Prof. Swapan Kr. Bala, CEO, Dhaka Stock Exchange, Bangladesh

Prof. Munim K. Barai, Asia Pacific University, Japan

Prof. Richard Cohen, University of Virginia, USA

Lunch Break**1:15 pm - 1:45 pm****Technical Session I****1:45 pm – 3:00 pm**

Session I A	Venue: Seminar Hall-1
Topic	“Innovative Strategies For Value Addition”
Chair	Prof. S. S. Khanka, National Institute of Financial Management, India
Co- Chair	Prof. Kanika Khurana, University of Mumbai, India

Session I B	Venue: Seminar Hall-2
Topic	“Evolution of Business Models in a Dynamic Environment”
Chair	Prof. Badar Iqbal, Aligarh Muslim University (AMU), India
Co- Chair	Prof. B.B. Goenka, University of Delhi, India

Session I C	Venue: Seminar Hall-3
Topic	“Sustainability of Business Models: Cultural and Ethical Dimensions”
Chair	Prof. Sunita Singh Sengupta, Faculty of Management Studies, University of Delhi, India
Co- Chair	Prof. Ritesh Singh, Department of Commerce, University of Delhi, India

Session I D	Venue: Multipurpose Hall
Topic	“Managing Contemporary Challenges: Solutions for Business Models”
Chair	Prof. Shuchi Sinha, Indian Institute of Technology (IIT), Delhi, India
Co- Chair	Prof. Roopinder Oberoi, University of Delhi, India

Tea Break

3:00 pm – 3:15 pm

Corporate Plenary Session

3:15 pm – 5:00 pm

Topic: “Strategizing For Sustainability”

Chair: Prof. Kaisa Sorsa, University Of Turku, Finland

Ms. Abhilasha Mahapatra, Director (Public Private Partnership), Department of Economic Affairs, Ministry of Finance, India

Sh. Rajeev Saxena, Director, Mazars India, India

Dr. Sanjeev Singhal, E&Y, India

DAY 2: Thursday, March 17, 2016

Workshop

9:00 am – 10:00 am

Topic: Emerging Global Issues and Sustainability

Chair: Prof. Ajay Kumar Singh, Department of Commerce, University of Delhi, India

Dr. Harsh Thukral, Deputy Director, National Productivity Council, India

Prof. V.K. Kaul, South Campus, University of Delhi, India

Technical Session II

9:00 am – 10:00 am

Session II A	Venue: Seminar Hall-1
Topic	“MSMEs in India: Research Insights”
Chair	Prof. K. Ramakrishnan, Management Consultant, Ex-Prof IIM , MDI, India
Co- Chair	Prof. Usha Kashyap, University of Delhi, India

Session II B	Venue: Seminar Hall-3
Topic	“Entrepreneurship: Genesis For Successful Business Models”
Chair	Prof. P.K. Biswas, Institute of Financial Management and Research (IFMR), Chennai, India
Co- Chair	Prof. Niti Bhasin, Department of Commerce, University of Delhi, India

Tea Break

10:00 am – 10:30 am

Round Table

10:30 am – 11:45 am

Topic: Business Models in Emerging Economies

Chair- Moderator: Prof. K.B. Das, Utkal University, India

Prof. N.K. Kakkar, Advisor, Maharaja Agrasen Technical Education Society, Delhi, India

Prof. Kavita Sharma, Head, Department of Commerce, University of Delhi, India

Ms. Shipra Dawar, Head-L&D, Ricoh India Ltd, New Delhi, India

Smt. Mamta Binani, President, Institute of Company Secretaries of India (ICSI), India

Technical Session III

11:45 am – 1:00 pm

Session III A	Venue: Seminar Hall-1
Topic	“Sustainable Business Models: Some Case Studies”
Chair	Prof. Anupama Vohra, Faculty of Management Studies (FMS), University of Delhi, India
Co- Chair	Prof. Hamendra Porwal, University of Delhi, India

Session III B	Venue: Seminar Hall-2
Topic	“Analysis of Marketing Strategies of Business Models”
Chair	Prof. Raj Kumar, Banaras Hindu University, India
Co- Chair	Prof. Tejinder Sharma, Kurukshetra University, India

Session III C	Venue: Seminar Hall-3
Topic	“ Institutional Mechanisms and Business Models”
Chair	Prof. Anil Kr. Swain, Utkal University, India
Co- Chair	Prof. T.P. Sharma, National Council of Educational Research and Training (NCERT), Delhi, India

Lunch Break

1:00 pm – 2:00 pm

Technical Session IV**2:00 pm – 3:15 pm**

Session IV A	Venue: Seminar-Hall 1
Topic	“Financial and Economic Viability of Business Models”
Chair	Prof. Parthapratim Pal, Indian Institute of Management Calcutta (IIMC), India
Co- Chair	Prof. Sumati Varma, University of Delhi, India

Session IV B	Venue: Seminar-Hall 2
Topic	“Financial and Economic Viability of Business Models”
Chair	Prof. P. C. Jain, Central Council Member, ICAI and Ex-Principal, Shri Ram College of Commerce, India
Co- Chair	Prof. Pushendra, University of Delhi, India

Session IV C	Venue: Seminar-Hall 3
Topic	“Sustainable Business Models: Emerging Issues”
Chair	Sh. Shreenibas Chandra Prusty, Registrar, Indian Law Institute, Delhi, India
Co- Chair	Prof. Vinod Kaul, University of Delhi, India

Tea Break**3:15 pm – 3:30 pm****Valedictory Session****3:30 pm – 4:30 pm**

Chief Guest: C. Rajashekhar, Member of the All India “Good Governance, Central and State Governments Program and Coordination” Department of BJP, India

Guest of Honour: Sh. Himanshu Gupta, Joint Managing Director, S. Chand Group, India

Chair: Sh. Sidharth Mishra, Consulting Editor, Millennium Post, New Delhi, India

High Tea**4:30 pm – 5:00 pm**