



Maharaja Agrasen Institute of Management Studies

Department of Business Administration

Under Aegis of IQAC & MACS

In Association with ThinkQuest Club

One Week Research Congress 2021

25th & 31st May 2021

Souvenir

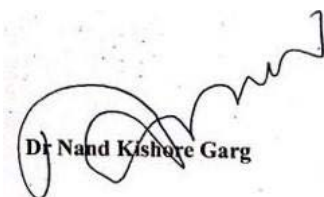


Message from
Dr. Nand Kishore Garg
Founder Chairman & Chief Advisor,
MATES

“A life spent making mistakes is not only more honorable, but more useful than a life spent doing nothing.” ~ George Bernhard Shaw

Mistakes are what provides meaning to the journey called life and this is what unshackles us from the crooked perspective of achieving perfection. We at, Maharaja Agrasen Institute of Management Studies, wield the baton whilst we facilitate events and competitions enriching the possessions called knowledge. Please join us as we exchange and broaden our intellectual boundaries with the ThinkQuest Club’s Research Congress – an initiative to accentuate the research and analytical rumination not just for the faculty, but also the Ph.D. scholars and the students.

Maharaja Agrasen Institute of Management Studies proudly feels and has always put forth the interests of the students and the faculty by giving them exposure and a chance to enhance their skills through attaining meaningful experience. I wish good luck to the whole organizing team and faculty coordinators and hope they put together a great ride of enlightenment for the participants and hope and wish you to achieve more laurels.



Dr Nand Kishore Garg



Message from
Prof. (Dr.) S.K. Garg
Director General,
MAIMS

Yesterday is but today's memory and tomorrow is today's dream. It is by constant growth that one can find perpetual up gradation and unfailing interest in life.

My heart fills with pride and pleasure as I perceive that Maharaja Agrasen Institute of Management Studies is organizing a one-week Research Congress 2021 from 25th May to 31st May. Started with a mission to cater to the educational needs, our institute has gone far beyond that, unfurling the array of steadfast service in the field of education and in social and research spheres. MAIMS since its inception in 2003 has been focusing on academic and professional excellence as well as holistic development of its students. The faculty and staff of MAIMS puts students at the center of everything it does. MAIMS does not believe in imparting knowledge merely as information but insists on giving value-based education which the world needs today.

Research is not merely acquisition of facts but also of values which help us improve the different facets of mankind. It ensures that we leave the world a far better place than we found it. The topics of the Research Congress are relevant in the present context. I am positive that the event will be meaningful, relevant, purposive, interactive and credible worth remembrance. I express my best wishes for the grand success of the MAIMS Research Congress 2021.

A handwritten signature in black ink, appearing to read 'S.K. Garg', written in a cursive style.

Prof. (Dr.) S.K. Garg



Message from
Prof. (Dr.) G.P. Govil
Advisor,
MATES

Research is the buzzword in today's world of challenges and fierce competition, as each individual or organization strives to be efficient to stand out from the crowd. I am extremely elated to know that our very own ThinkQuest club is organizing such a remarkable and edifying "One Week Research Congress 2021". The sessions are anticipated to be full of meaningful information disseminated by speakers from well reputed institutions. They will be enlightening the participants with the expertise and knowledge in research.

I hope everybody, including myself, gets to attain meaningful information through this gracious event. This platform will also serve as an opportunity to the budding researchers to find out the causes that will provide remedial solutions to the problems. Maharaja Agrasen Institute of Management Studies has always encouraged students to depict their skills and talents on a sturdy platform. My heart is filled with the utmost contentment to witness such great initiatives being taken up by students and the faculty members. I congratulate the speakers, convenors and the student coordinators on their efforts in organizing this scholarly event.

With Blessings.

A handwritten signature in black ink, appearing to be 'Govil', written in a cursive style.

Prof. (Dr.) G.P. Govil



Message from
Prof. (Dr.) Ravi Kumar Gupta
Director,
MAIMS

“Education is the learning of many facts, but the training of the mind to work”.

It gives me immense pleasure that Maharaja Agrasen Institute of Management studies and ThinkQuest club, (under the Aegis of IQAC and MACS) is organizing One Week Research Congress 2021 that will provide an opportunity for many to start their journey of research. This event offers a premise for global experts to gather and interact intensively on the various topics & sub themes of the congress. I hope eminent speakers will cover various dynamics of research and this will further initiate and energize the participants to conduct sound, practical and innovative research from different perspectives.

As the world is shrinking and each vertical is getting interdependent in the global scenario, a complete professional guide is to be given to the students. MAIMS is more vibrant today than it was ever before. It has become an institute that inspires learning for growth and excellence. I am privileged to say that this event will offer suitable solutions. Eventually I extend my best wishes for a fruitful future and want to wish MAIMS Research Congress 2021 all the best for its success.

A handwritten signature in black ink, appearing to read 'Ravi Kumar Gupta'.

Prof. (Dr.) Ravi Kumar Gupta



Report
Dr. Parul Kumar
Convener
Senior Assistant Professor, MAIMS

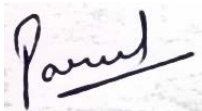
The beautiful quote cum life lessons by Albert Einstein, captures the very essence of research.

1. Follow the curiosity
2. Perseverance is priceless
3. Focus on present
4. The imagination is powerful
5. Make mistakes
6. Live in the moment
7. Create value
8. Don't be repetitive
9. Knowledge comes from experience
10. Learn the rules and then play better

The research is all about these life lesson only and once we follow them, it makes our research a superior research. One Week Research Congress 2021 was the initiative taken under the aegis of IQAC for the faculty members, students, research scholars of MAIMS as well as other universities & institutions. The prime objective behind planning of this one-week research congress has been to have a better acquaintance with the essentials & importance of research for the early academicians, research scholars & students. With another objective of strengthening the research analysis skills of the seasoned academicians & researchers along with giving greater insights on publication opportunities. As all of us know that self-branding & promotion of the research work plays a key & critical role in everyone's professional life along with helping in institutional building. Thus, the sessions on leveraging LinkedIn & promotion of research on various platforms have been also included in this Research congress 2021.

One Week Research Congress received participation from various states & cities of India as well as International. The total of 350 participants registered from namely, Delhi, Haryana, Punjab, Lucknow, Mumbai, Chandigarh, Rajasthan, Mizoram, Coimbatore, Thane, Meghalaya, Rishikesh, Bangalore, Karnal, Pune, Dehradun, Kurukshetra, Shimla, Chennai, Calcutta, Indore & also international participants from Malaysia, Sri Lanka, Bahrain & Jakarta, to mention a few. The total of 220 participants qualified for the certificate based on the attendance in all the five sessions & completion of the feedback cum assessment form.

This event helped in generating the interest of the students in writing research papers and doing a valuable addition to their CV. The credit for this ambitious initiative goes to Prof. Vijay Kr. Khurana, HOD, Business Administration & Coordinator IQAC who worked under the able guidance of the Prof. Ravi Kumar Gupta. Director, MAIMS. Their constant support and encouragement helped in successful accomplishment of this event.

A handwritten signature in black ink, appearing to read 'Parul', with a horizontal line underneath it.

Dr. Parul Kumar



Maharaja Agrasen Institute of Management Studies

Affiliated to Guru Gobind Singh Indraprastha University, Delhi, India

Monday, May 24, 2021

Notice

Subject: Inaugural Session of One Week Research Congress 2021

Program	One Week Research Congress 2021 The Research Congress has been initiated to strengthen the research and analytical thinking of the faculty, Ph.D. scholars and students. This congress will initiate and energize the participants to conduct sound, practical and innovative research. The objective is to understand the essential components of research, key publication issues, applicability of research methodology, promoting research using LinkedIn & other research platforms.			
Day and Date	Tuesday, May 25, 2021			
Time/Duration	3:00 PM -3:30 PM			
Faculty Coordinators	Faculty	Designation	Department	Post
	Dr. Parul Kumar	Assistant Professor	Department of Business Administration	Convener
	Ms. Rachita Aggarwal	Assistant Professor	Department of Commerce	Co-Convener
	Ms. Neha Bhagat	Assistant Professor	Department of Journalism	Co-Convener
Meeting Link	Joining	https://us02web.zoom.us/j/9097708196?pwd=YmZxZjdvOWxlODNLRkp2WUJRYmovQT09		
Participants	Faculty, Management and Students of MAIMS & Other participants from universities and institutes			
Remarks	The organizing team will prepare all the documents/report as per NAAC requirements.			

(Prof. Vijay Kr. Khurana)

Head, Department of Business Administration

Email: hodbusinessadmin@mains.ac.in

Ph: 7998142771

About ThinkQuest Club

ThinkQuest Club focuses on the very important aspect, Research. Research not only breaks new grounds, but it also helps to concretize, modify or nullify existing knowledge. It allows you to build on any personal experience you have with the subject and opens opportunities for learning and growth. It helps students to understand the significance of Research, as a subject. In December 2020, the club organized an international conference in collaboration with Lincoln University, Malaysia, providing a platform for students, academicians, and scholars to present their research papers. ThinkQuest has been established with the following aims and agendas:

- To foster a sense of curiosity and inquisitiveness in the minds of students and instill a desire to gain new knowledge.
- To equip students with necessary skills to undertake in-depth research and analysis of contemporary events to derive constructive and meaningful insights.
- To provide the students with necessary knowledge to come up with cutting-edge research on topics of management, IT, Law, and Journalism
- To offer exposure by encouraging students to participate in inter-college curriculum-based competitions.
- To enhance students' leadership and managerial skills by offering opportunities to conduct and organize international conferences, research workshops, academic competitions etc.

The club is coordinated by Dr. Parul Kumar, Senior Assistant Professor, Department of Business Administration; Ms. Rachita Aggarwal, Assistant Professor, Department of Commerce & Ms. Neha Bhagat, Assistant Professor, Department of Journalism

About One Week Research Congress 2021

The Research Congress has been initiated to strengthen the research and analytical thinking of the faculty, Ph.D. scholars and students. This congress will initiate and energize the participants to conduct sound, practical and innovative research. The objective of the Research Congress has been:

- To understand the essential components of research.
- To differentiate between different research techniques.
- To understand the applicability of research methodology.
- To understand the process of publication of research in esteemed journals.
- To understand the self-branding techniques on LinkedIn.
- To understand the promotion of research work on scholarly websites.

Session Content

- Session 1: Essential of Research – Prof. (Dr.) Md. Aminul Islam
- Session 2: Overview of Research Methodology – Prof. (Dr.) Dileep Kumar M
- Session 3: Publication of Research – Dr. Manish Gupta
- Session 4: Leveraging LinkedIn – Ms. Jinal Shah
- Session 5: Promotion of Research – Dr. Parul Kumar

TEAM: One Week Research Congress 2021

Program Head



Prof. (Dr.) Vijay Kr. Khurana
Professor, IQAC Coordinator
Head, Department of Business Administration
Experience: 35+ years
Area of Specialization: Finance, Business Management, Project Management

Convener



Dr. Parul Kumar
Senior Assistant Professor
Department of Business Administration
Area of Specialization: Research Methodology, Finance, Statistics

Co - Convener



Ms. Neha Bhagat
Assistant Professor
Department of Journalism
Area of Specialization:



Ms. Rachita Aggarwal
Assistant Professor
Department of Commerce
Area of Specialization: Finance, Auditing

Student Coordinators



Jaqrit Jain (BBA)



Kirandeep Kaur BA(JMC)



Sanyukta (BBA)



Sanskar BA(JMC)



Yamini (BBA)



Ananya Chandel (BBA)



Shaurya Gupta BA(JMC)



Stithi Aggarwal (B.COM)



Samson BA(JMC)



Kashish Vohra BA(JMC)



Sanvam BA(JMC)



Saijal Bansal B.Com(H)



Swati Sharma BA(JMC)



Vanshika Kundra BA(JMC)

Speakers of Research Congress 2021



Prof. (Dr.) Md. Aminul Islam
Professor
Faculty of Applied & Human Sciences
Universiti Malaysia, Perlis



Prof. (Dr.) Dileep Kumar M
Director & Professor
Nilai Field Research Center
Malaysia



Dr. Manish Gupta
Assistant Professor
Department of Human Resource
IBS, Hyderabad



Ms. Jinal Shah
Assistant Professor
NMIMS, deemed to be university



Dr. Parul Kumar
Senior Assistant Professor
Department of Business Administration
Maharaja Agrasen Institute of Management
Studies

Report

One Week Research Congress 2021

Day 1 – 25th May 2021

Essentials of Research by Prof. (Dr.) Md. Aminul Islam

The session started with the welcome address by the convener, Dr. Parul Kumar, Senior Assistant Professor, Maharaja Agrasen Institute of Management Studies. She welcomed the dignitaries and motivated the participants by some amazing quotes about life and hard work. Following this, Prof. (Dr.) Vijay Kumar Khurana, HOD – Business Administration & Coordinator, IQAC addressed the audience about the theme of the session. He introduced the participants with the achievements of the MAIMS. He also wished the participants good luck for their future endeavors in research. The inaugural address has been delivered by Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS. He welcomed the keynote speaker Prof. (Dr.) Md. Aminul Islam, Professor, Faculty of Applied & Human Sciences, Universiti Malaysia, Perlis. He also thanked the coordinators of the event for their hard work in organizing the event. Prof. (Dr.) G.P. Govil, Advisor, MATES and Prof. (Dr.) S. K. Garg, Director General, MAIMS, also appreciated the team, and addressed the need of good quality research. The Inaugural session was concluded by the address of Alumnus of BBA, Batch 2010-13, Mr. Jaffy Gill. He not only shared his broad experience about his journey of becoming a Project Manager at NIELSON, with the attendees, and motivated them with his kind words.

The theme of the first session of One Week Research Congress 2021 was “Essentials of Research”. It has been delivered by Prof. (Dr.) Md. Aminul Islam, Professor, Faculty of Applied & Human Sciences, Universiti Malaysia, Perlis. The session focused on the significance of different aspects and factors of research. According to him, Research is the ‘Telling and selling a story is research’ or ‘Finding a solution to the problem is research’. He explained the research by taking an example of a full-grown tree, calling it ‘The Tree Analogy’. He described the Inductive and Deductive theories with an example of a garden full of flowers. He also elucidated about other topics like language of research, steps of identification and definition of a research problem, organizing literature review, types of variables, theoretical framework, hypothesis, idea of sampling and data analysis and hypothesis testing. At the end, he concluded his session by comparing researchers with a kid, both are inquisitive about their respective subjects. He had covered all the points in the easiest way to make the audience understand the subject better. The session concluded with the query session, which were answered by speaker in the most interesting way possible. His session has brought new insights to the attendees on the subject. Finally, Ms. Rachita Aggarwal, Co-Convener of Research Congress 2021, and Assistant Professor, MAIMS gave the concluding remarks and vote of thanks.

Minute to Minute Schedule

Day 1: Tuesday, 25th May 2021: Inaugural & Session 1

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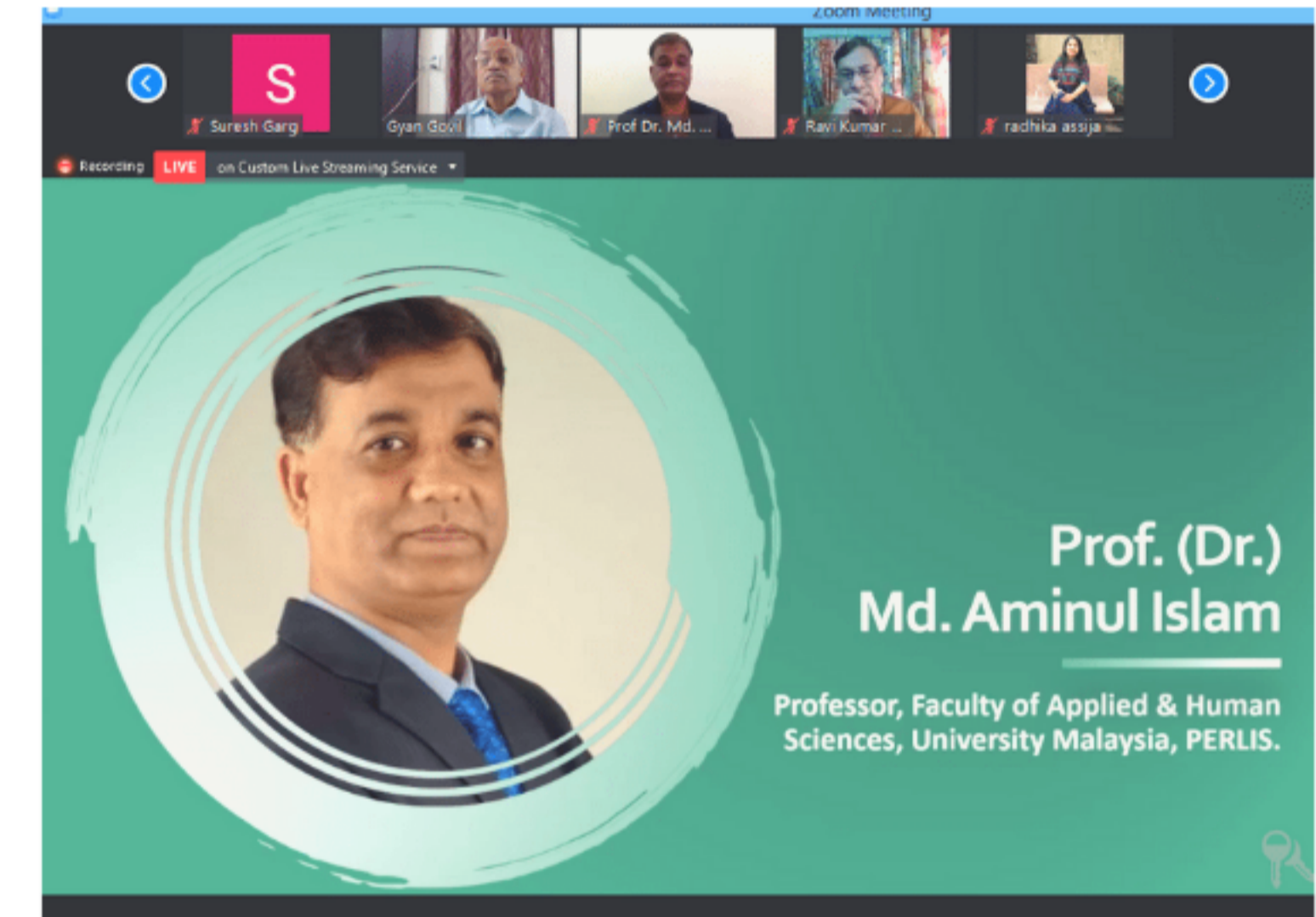
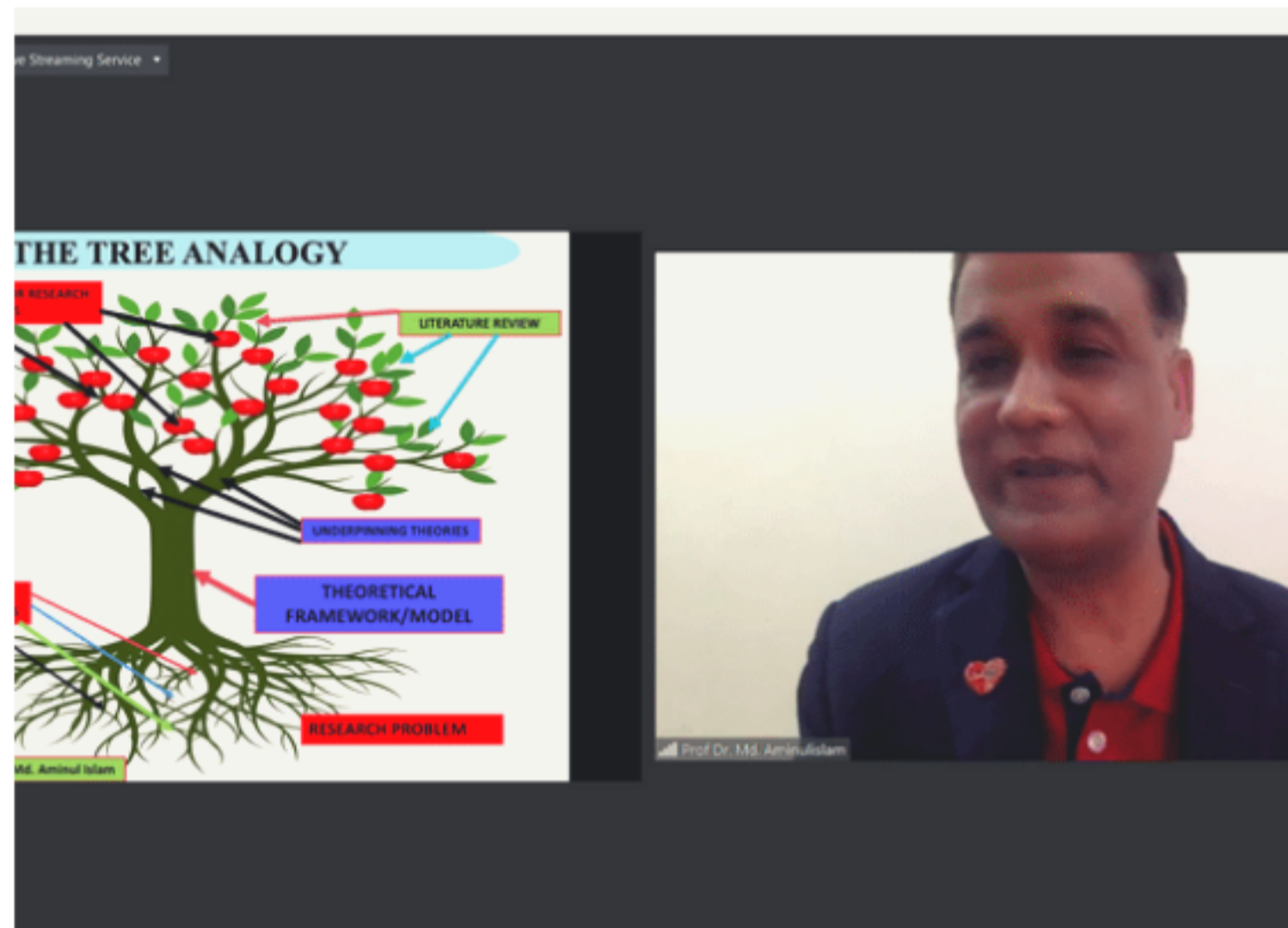
<p>2:00PM – 2:05PM</p>		<p>Welcome of Dignitaries by Dr. Parul Kumar, Convener & Senior Assistant Professor, MAIMS</p> <p>A keen researcher, trainer, and educator, having an experience of 10+ years. Has conducted corporate training sessions/FDP/workshops on SPSS, Smart PLS, AMOS, EViews & Advance Excel. Has also taken sessions on Regression Analysis, Structural Equation Modelling, Research Methodology, Research Paper writing and Data Analysis at various institutes of high repute. Holds certification in Data Analytics, Predictive Modelling, Financial Modelling, Regression Analysis, from Wharton, John Hopkins and Rice University. Has authored & co-authored various research papers, published in SSCI, Scopus, ABDC, UGC Care and referred journals. Has been awarded Best Business Academic of the year, silver medal, by India Commerce Association at the 70th All India Commerce Conference, Jaipur.</p>
<p>2:05PM – 2:10PM</p>		<p>Address by Prof. (Dr.) Vijay Kr. Khurana, HOD – Business Administration & Coordinator, IQAC</p> <p>Prof. Vijay Khurana carries a rich experience of 35+ years in Industry & Academia. He has officiated as a director at few management institutes namely DPCIM, RCM and HIM. He is the Editor of ‘MAIMS Journal of Management. He also acted as Editor/ Chief Editor of three other journals in the past. He has published various research papers and has authored a well-known book, titled “Management of Technology & Innovation”. His areas of expertise include finance, taxation, and quantitative methods among others.</p>
<p>2:10PM – 2:15PM</p>		<p>Inaugural Address by Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS</p> <p>Prof. Gupta has experience of over 25 years including teaching and administrative assignments. He has keen interest in academics and research activities. He has guided research to 15 M.Phil. and 4 PhD research scholars and 6 more are presently registered with him in various other Universities. He has published over 90 papers in Journals of National and International repute and has Edited 6 books in the areas of Management and Commerce. He has participated in more than 150 national and international conferences/seminars/workshops/FDPs etc. in which he has Chaired many technical sessions and delivered Keynote addresses.</p>
<p>2:15PM – 2:20PM</p>		<p>Address by Prof. (Dr.) G. P. Govil, Advisor, MATES</p> <p>Prof. Govil served as Dean, Maharaja Agrasen University Baddi (H.P), Director, Northern India Engineering College, Delhi (Presently, ADGITM) and also as a Director, Ideal Institute of Technology, Ghaziabad. Prof. Govil has 46 years of experience in teaching, research, and industry (Bharat Electronics Ltd. Sahibabad, Govt. of India). He has published about 25 research papers and research reports, guided Ph.D.</p>

		students and has applied for three patents. He is also a member of National Board of Accreditation (NBA) and Margdarshak, AICTE
2:20PM – 2:25PM		Address by Prof. (Dr.) S. K. Garg, Director General, MAIMS Dr. Garg joined MAIMS as DG in August 2019, after retirement from Deen Dayal Upadhyaya College of Delhi University where he served as Principal for 20+ years. In 42 years of his teaching career, he has been a member of numerous committees of DU, UGC & MHRD including the National Knowledge Commission’s working group which designed the Choice Based Credit System in 2014. Sir has 16 research publications & many awards to his credit including the ‘Ambassador for Peace’ award of the International Federation for World Peace.
2:55PM – 2:30PM		Address by Alumnus Mr. Jaffy Gill, Project Manager, Nielsen He is presently working as Project manager in Nielsen. His present work profile revolves around working on process improvement projects and migration of data collection platforms. He has an experience of 5+ years. He has earlier worked with Marico, Google Pepsi, nestle, Unilever, RB Perno Rechar
2:30PM – 4:30PM		Session 1: “Essentials of Research” by Prof. (Dr.) Md. Aminul Islam, Professor, Faculty of Applied & Human Sciences, University Malaysia, Perlis He is currently working as a Professor in the Faculty of Applied & Human Sciences at Universiti Malaysia Perlis. He received his bachelor’s degree from the International Islamic University Malaysia, MBA and Doctor of Philosophy from Universiti Sains Malaysia. An award-winning Academic and Researcher, Professor Islam received the Raffles Education Founder’s Award for being the most deserving academic staff of Olympia College Malaysia 2006, Excellent Academic Support Award 2009, The Best Lecturer Award in 2010, The Best 2018 and 2019; and Research excellence Award in 2020 at Universiti Malaysia Perlis. He has authored and co-authored three books, two book chapters, and about 200 research papers.
4:30PM – 4:35PM		Vote of thanks by Ms. Rachita Aggarwal, Co-Convener & Assistant Professor, MAIMS Ms. Rachita Aggarwal is a graduate from Hansraj College, DU and has done M.com from Delhi School of Economics. She is NET Qualified. She is an Assistant Professor with MAIMS from past 3 years and is a young scholar pursuing Ph.D. from Maharaja Agrasen University, Baddi. Her areas of interest include Accounting and Finance.

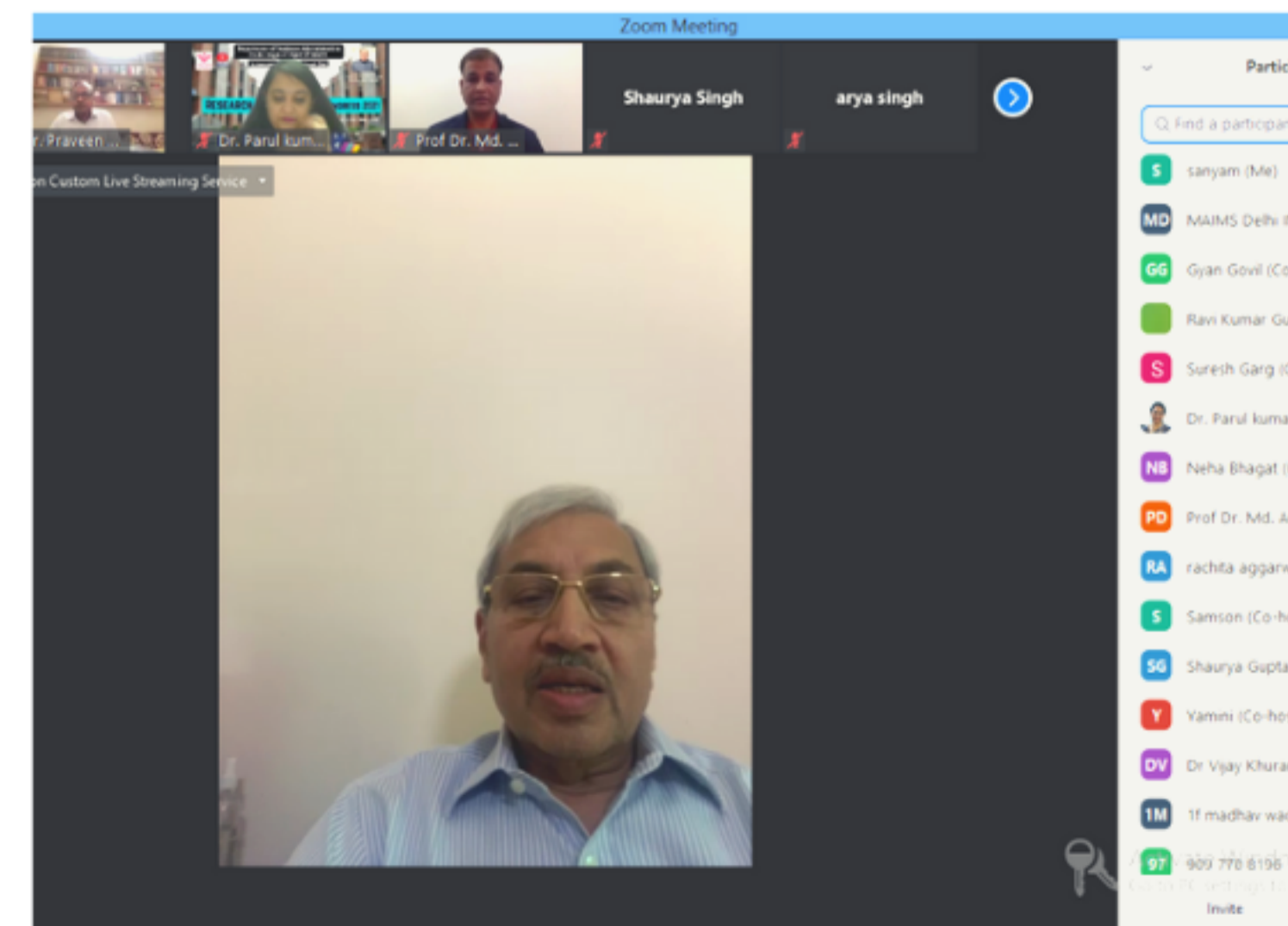
Research Congress Day 1, 25th May, 2021



Session 1- "Essentials of Research"



Session Speaker- Prof. Dr. Md. Aminul Islam
Faculty of Applied & Human sciences, Universiti, Malaysia



Day 2 – 26th May 2021

Overview of Research Methodology by Prof. (Dr.) Dileep Kumar M.

The theme of the second session of One Week Research Congress 2021 was “Overview of Research Methodology”. The session focused on the significance of different aspects and factors of research. The session started with the welcome address by Prof. (Dr.) Sangeeta Malik, Dean, MAIMS followed by the motivating address of Prof. (Dr.) Ravi Kumar Gupta. Finally, Prof. (Dr.) Dileep Kumar M., Professor, Nilai Field Research Center, Malaysia, was welcomed by the team. His address revolved around the key criteria of research methodology; a researcher must follow.

He stated that, “every research is the journey from belief to the truth”. He explained that issue of methodology is a problem and theory is going to connect with the research framework only with the logical way of thinking. Further he compared reflective indicators with formative indicators with examples of drunkenness and satisfaction. He made the use of descriptive presentation to give the knowledge of conceptual model analysis, which says, ‘a concept is an abstract idea and if we connect conceptual framework with theories, it becomes theoretical framework’. He focused on constant interest in the subject and importance of interaction as “Today’s truth is tomorrow’s lies” and vice versa. The idea behind deductive and inductive approaches has been explained. Further he gave insights on Qualitative Research Methods, Cross- Longitudinal Research, Scales of Measurement. He concluded the session with sampling methods and techniques. He had covered all the points in the easiest way to make the audience understand the subject better. After the session, participants asked their queries and Prof. (Dr.) Dileep Kumar M. answered all in the most interesting way possible by adding various examples and provided the participants with his valuable inputs. It was indeed a fruitful session. Finally, Dr. Deepak Dagar, Assistant Professor, MAIMS gave the concluding remarks and vote of thanks.

Minute to Minute Schedule

Day 2: Wednesday, 26th May 2021

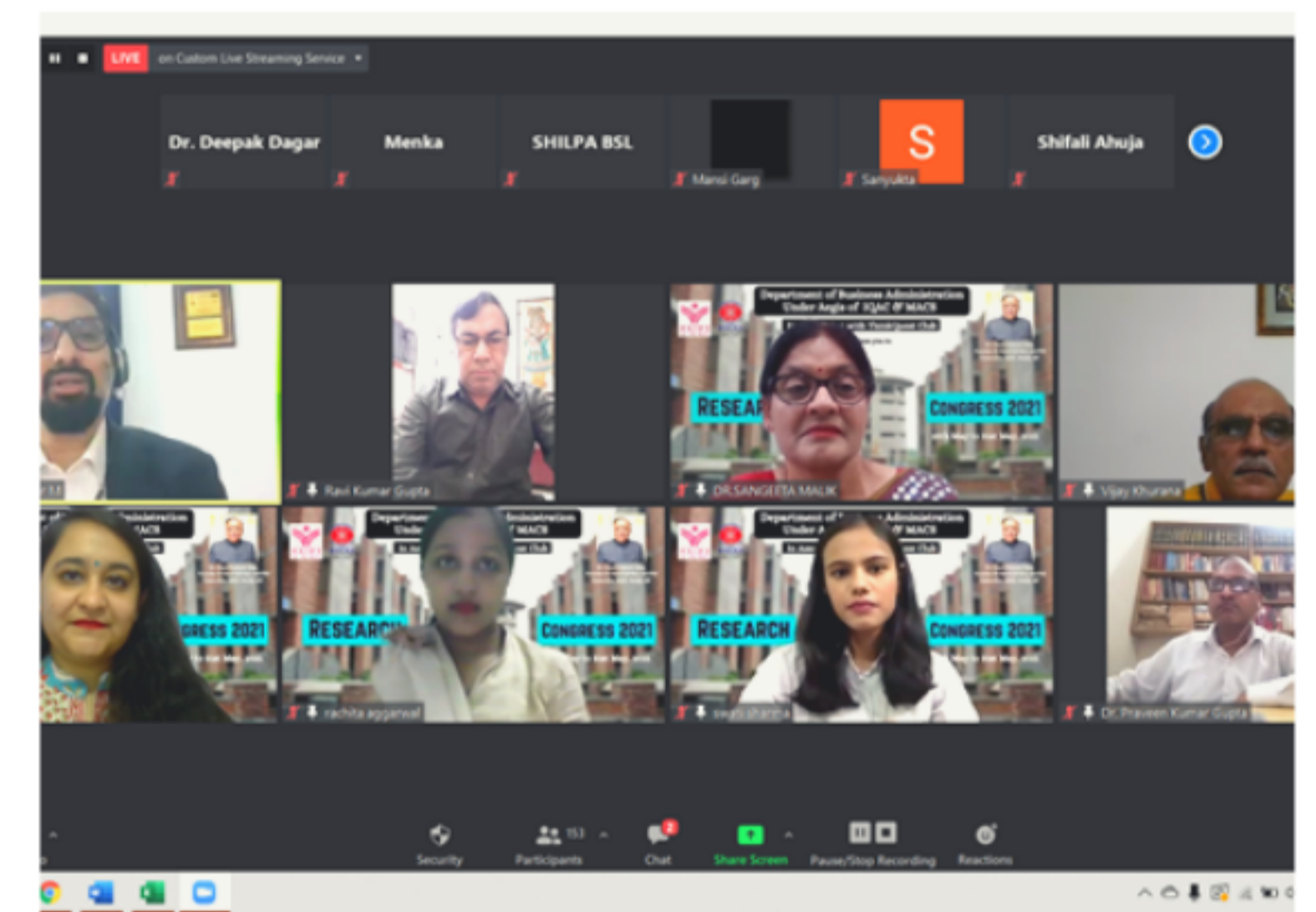
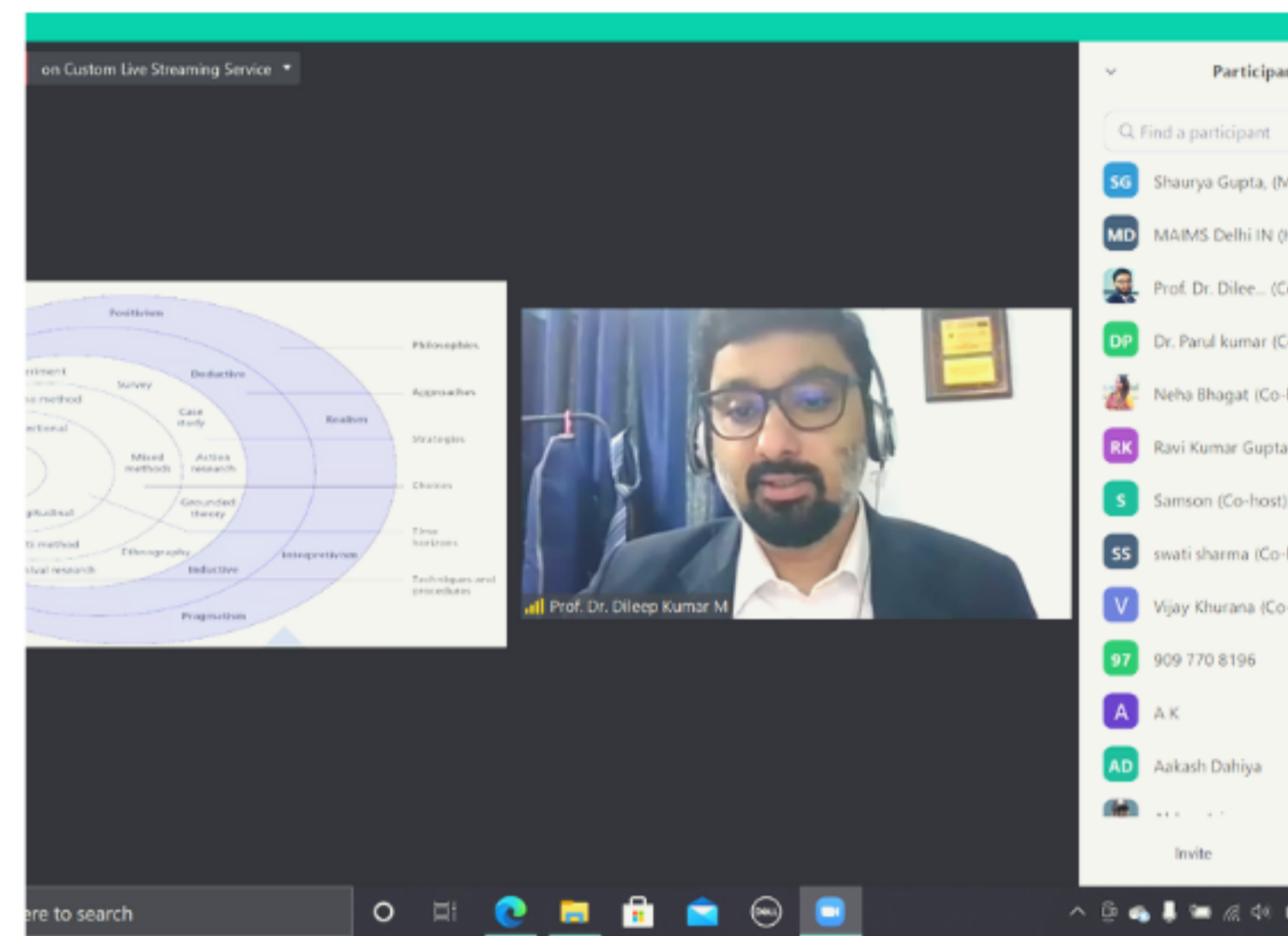
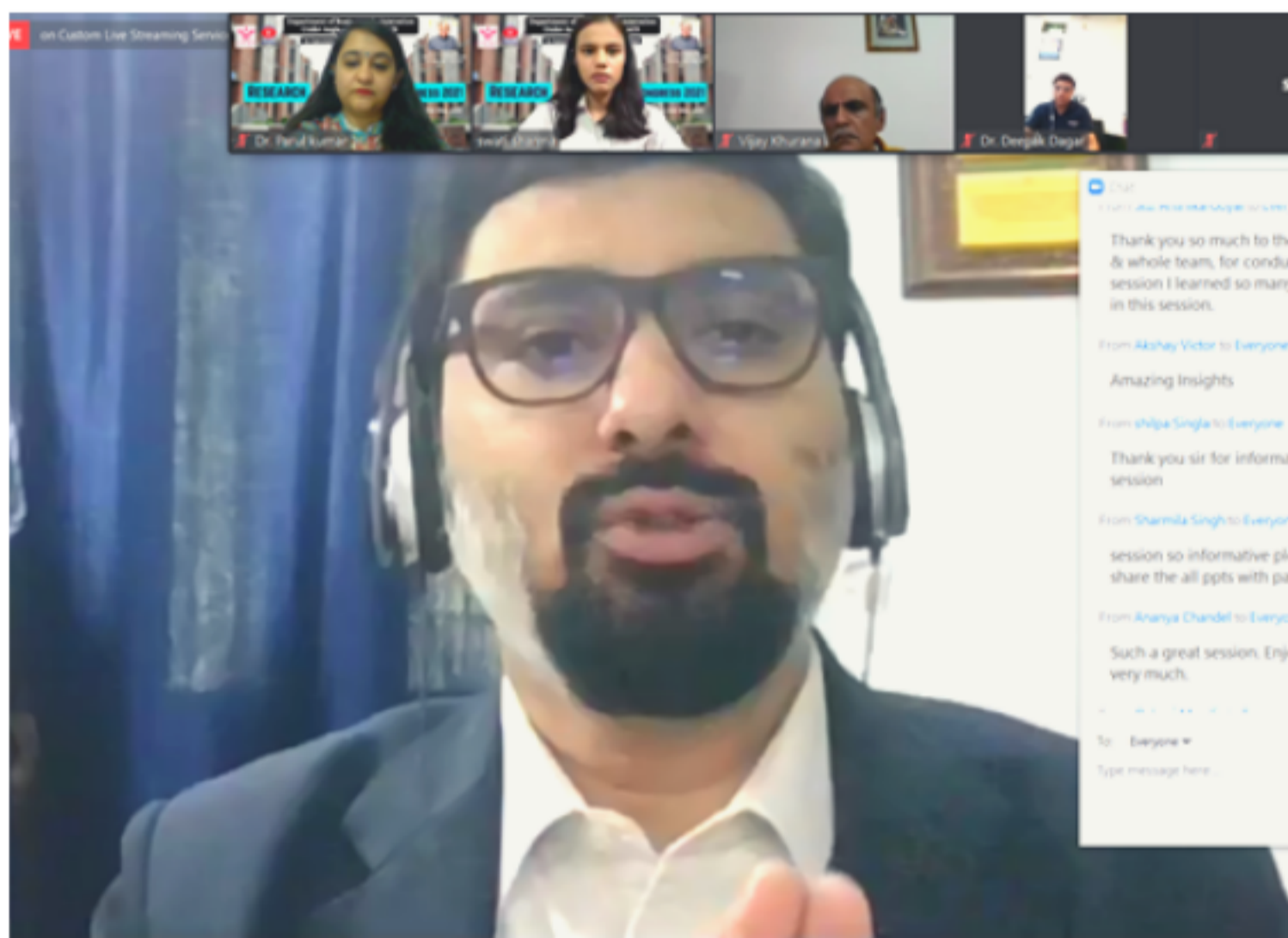
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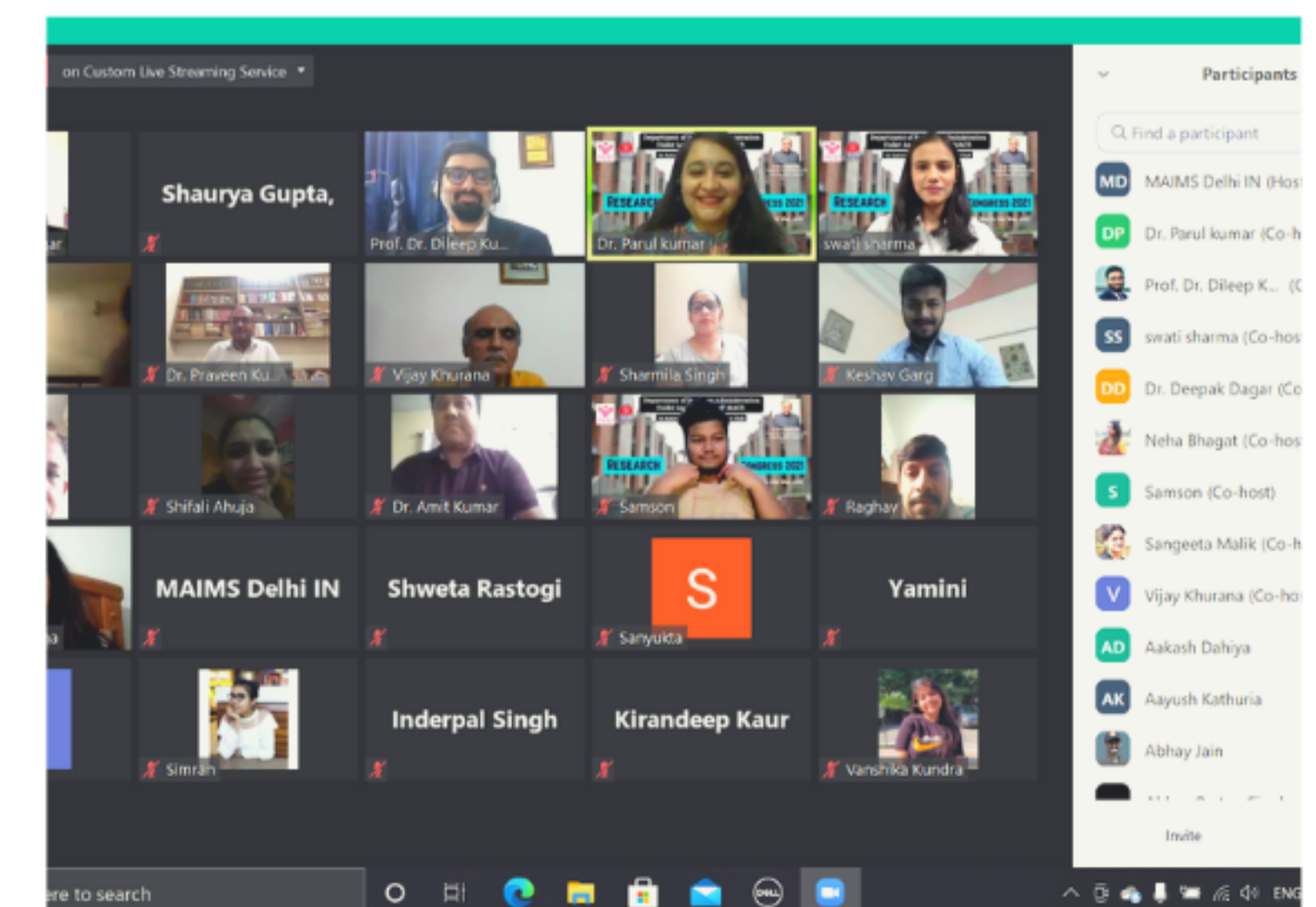
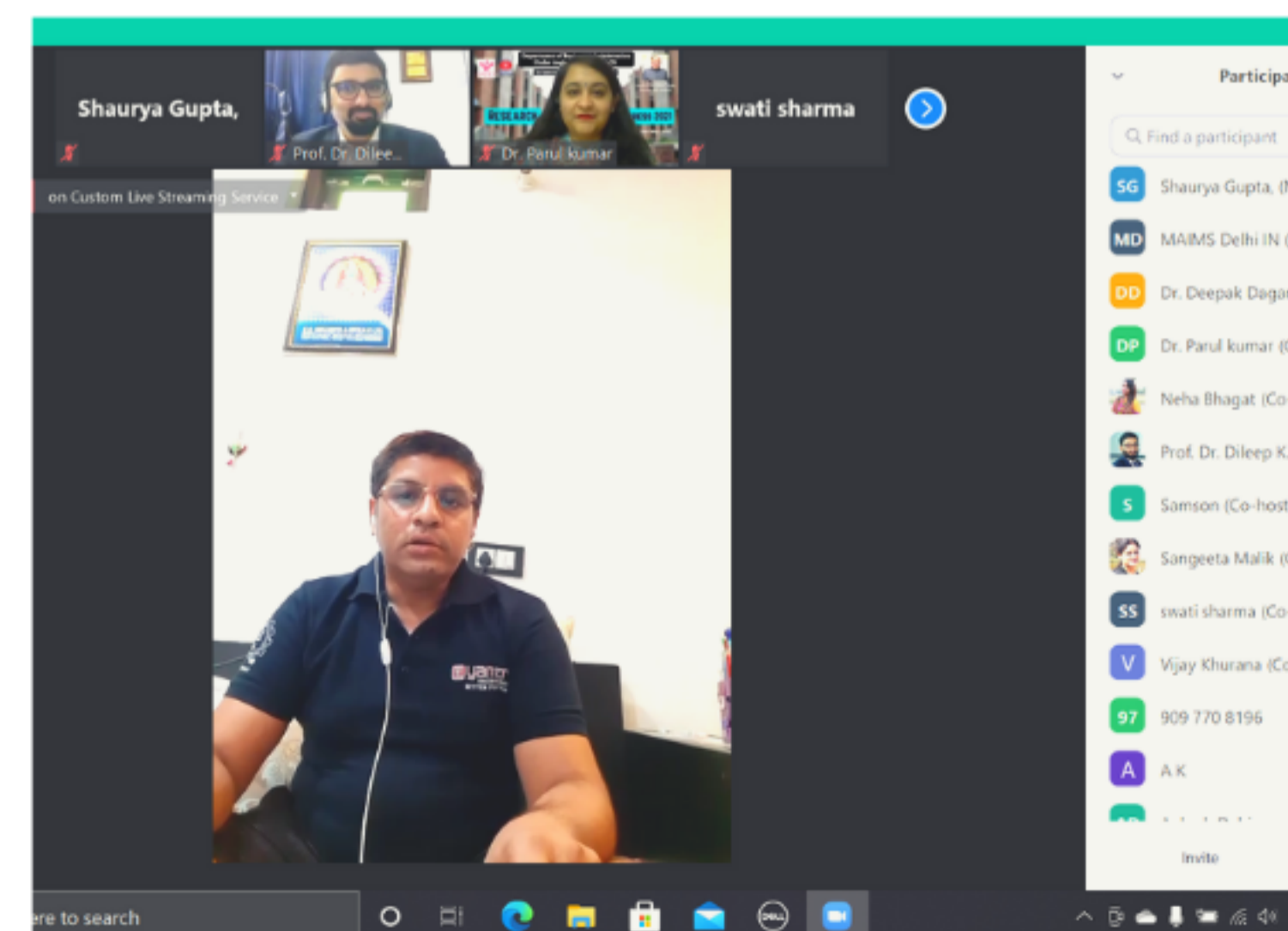
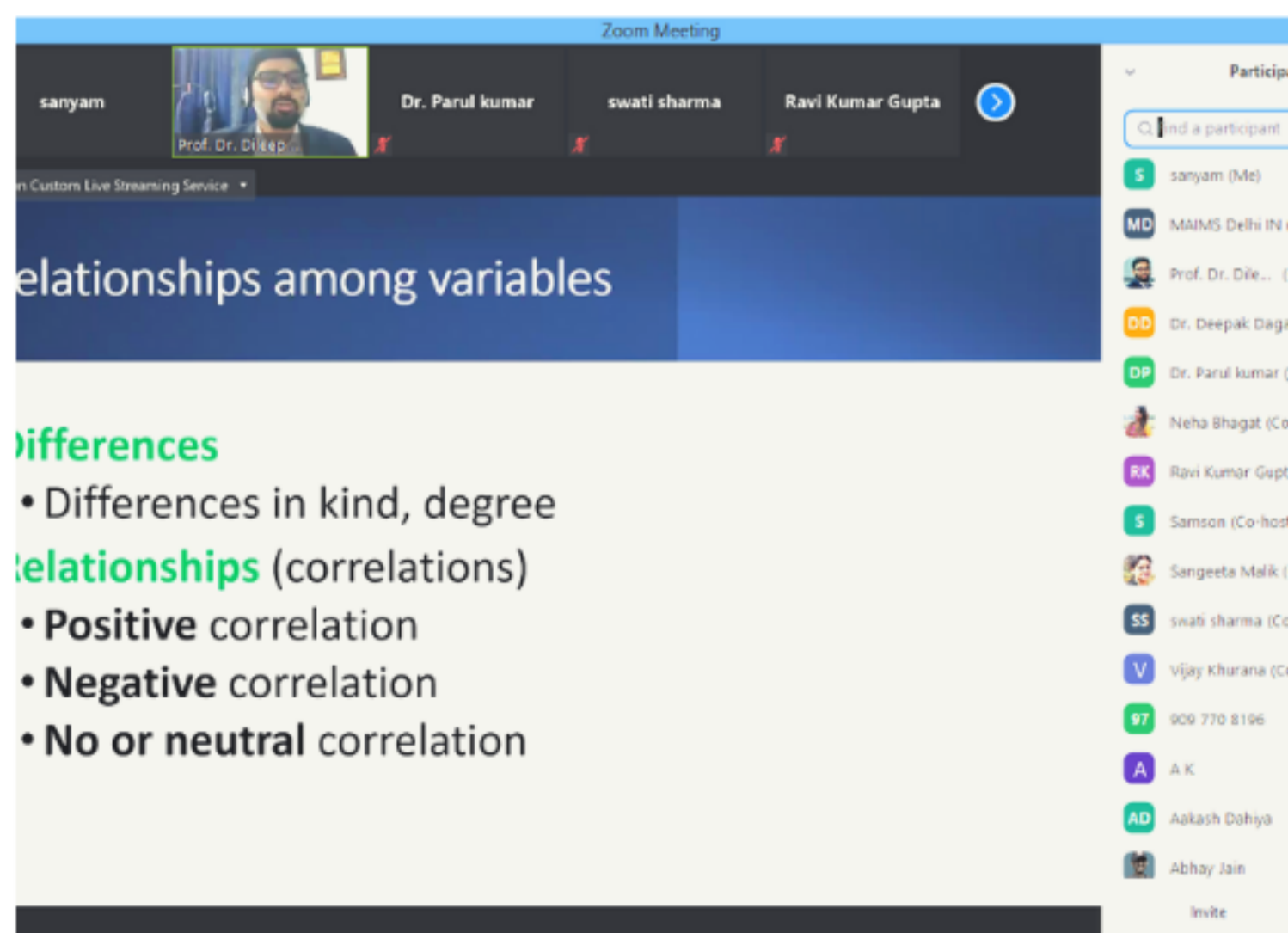
<p>2:20PM – 2:25PM</p>		<p>Address by Prof. (Dr.) Sangeeta Malik, Dean, MAIMS Prof. Sangeeta Malik, an expert in OB & HRM with a flourishing academic experience of 21+ years. She has been an active member for various Governmental bodies, PSU'S and committees constituted by GGSIP University, Ethical committee of IIBM, Delhi. She has supervised 2 M.Phil. and 1 PhD thesis and many others are enrolled from reputed university, along with 60 Masters dissertations. She has been on the various Editorial Boards of Journals of Management and also is the Managing Editor of MAIMS Journal of Management. She has published several research papers in International, National Journals and Conferences of repute as well as edited books. Besides her teaching and research activities, she has been a trainer in many training programmes conducted by academic institutions, Governmental organisations and PSUs.</p>
<p>2:25PM – 2:30PM</p>		<p>Address by Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS Prof. Gupta has experience of over 25 years including teaching and administrative assignments. He has keen interest in academics and research activities. He has guided research to 15 M.Phil. and 4 PhD research scholars and 6 more are presently registered with him in various other Universities. He has published over 90 papers in Journals of National and International repute and has Edited 6 books in the areas of Management and Commerce. He has participated in more than 150 national and international conferences/seminars/workshops/FDPs, in which he has Chaired many technical sessions and delivered Keynote addresses.</p>
<p>2:30PM – 4:30PM</p>		<p>Session 2: “Overview of Research Methodology” - Prof. (Dr.) Dileep Kumar M., Director & Professor, Nilai Field Research Centre, Malaysia He is a Professor of Strategy, Research, Entrepreneurship, OB, HRM and Strategy. He has written 80 short case studies Management, 9 books and 3 monographs in the area of business and human resource management and published 180 international and national peer reviewed high impact papers. He is the editor and editorial member of several high impact journals. He is a research strategist of quantitative, qualitative and mix method approach. He has guided several doctoral, DBA, and post-doctoral research scholars. He has devoted his life to academics, research and institution building initiatives.</p>
<p>4:30PM – 4:35PM</p>		<p>Vote of thanks by Dr. Deepak Dagar, Assistant Professor, MAIMS Deepak Dagar hold degree M.C.A., MTech (Comp. Science), UGC-NET (Computer Science) & Ph.D. (Comp. Science). With an academic experience of 12 years in teaching Computers in Graduate and Post-graduate program in Management, apart from 7-year experience in industry. Developed software projects for industry as well as for institution. I have presented various research paper in National and International Journal & also on review panel of Amity University.</p>

Research Congress Day 2, 26th May, 2021

Session 2- "Research Methodology"



Session Speaker- Prof. Dr.Dileep Kumar M.
Nilai Field Research Center, Malaysia



Day 3 – 27th May 2021

Publication of Research by Dr. Manish Gupta

The theme of the third session of the One Week Research Congress 2021 was “Publication of Research”. The session concentrated on the requirements to publish an effective research paper with identifying two or three important findings emerging from the experiments. The session began with the motivating words of Dr. Manoj Verma, Associate Professor, MAIMS. Dr. Ravi Kumar Gupta, Director, MAIMS acquainted the speaker & participants about our institute. The session finally started with the welcome of speaker of the session, Dr. Manish Gupta, Assistant Professor, IBS Hyderabad.

He started the session with addressing the various myths attached to the publication of research paper. He highlighted that there are some common myths that need to be taken care of before publishing a research paper. Few of the misconceptions addressed were, it is not mandatory to get a well cited paper; every journal indexed in Scopus/ABDC is good; Ph.D. thesis must generate research papers and others. Later he enlightened the participants with some climacteric concerning realities – most of the top journals require more than a quality article (it might get rejected due to reasons such as the article to be on a sensitive subject matter, controversial content, identity revelation of the writer, an appropriate citation may be required, political implication and lack of theoretical background); conferences are not the best route to a publication in a journal especially in a journal(publishers have their own review process to screen a journal into a particular category).

He beautifully explained all the questions asked by participants during the session. He kept the session very lively and interactive. For undergraduate students, he advised them to investigate the problem first and present their papers in conferences. He also talked about the realities of publication. Further he discussed why, where, how, when, what and with whom to publish. He explained all the points by conducting a very interactive session. He concluded the session with a quote - “publication of research is not about competition but collaboration”. The session was concluded by Vote of thanks by Dr. Sushila Gupta, Assistant Professor, MAIMS.

Minute to Minute Schedule

Day 3: Thursday, 27th May 2021

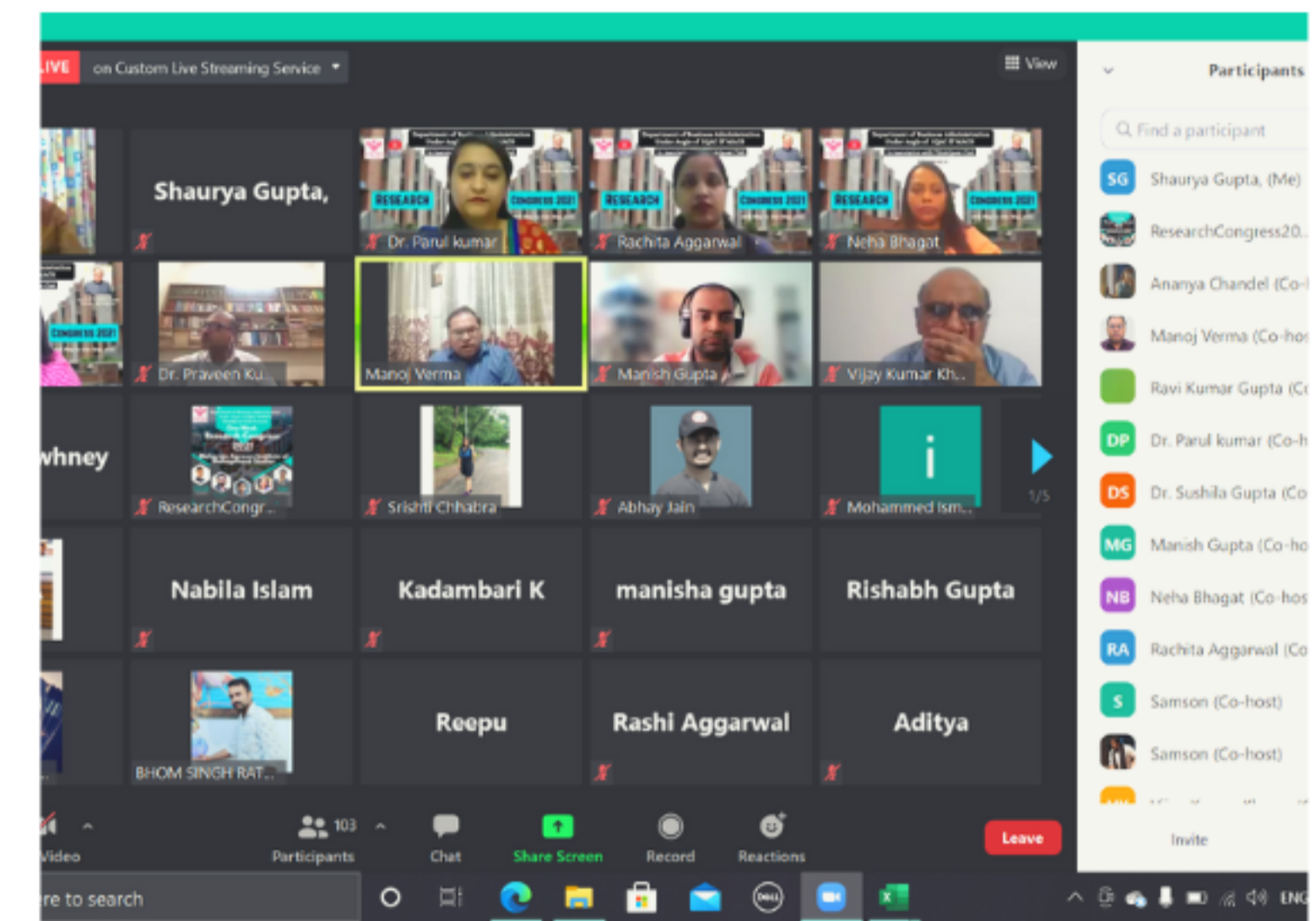
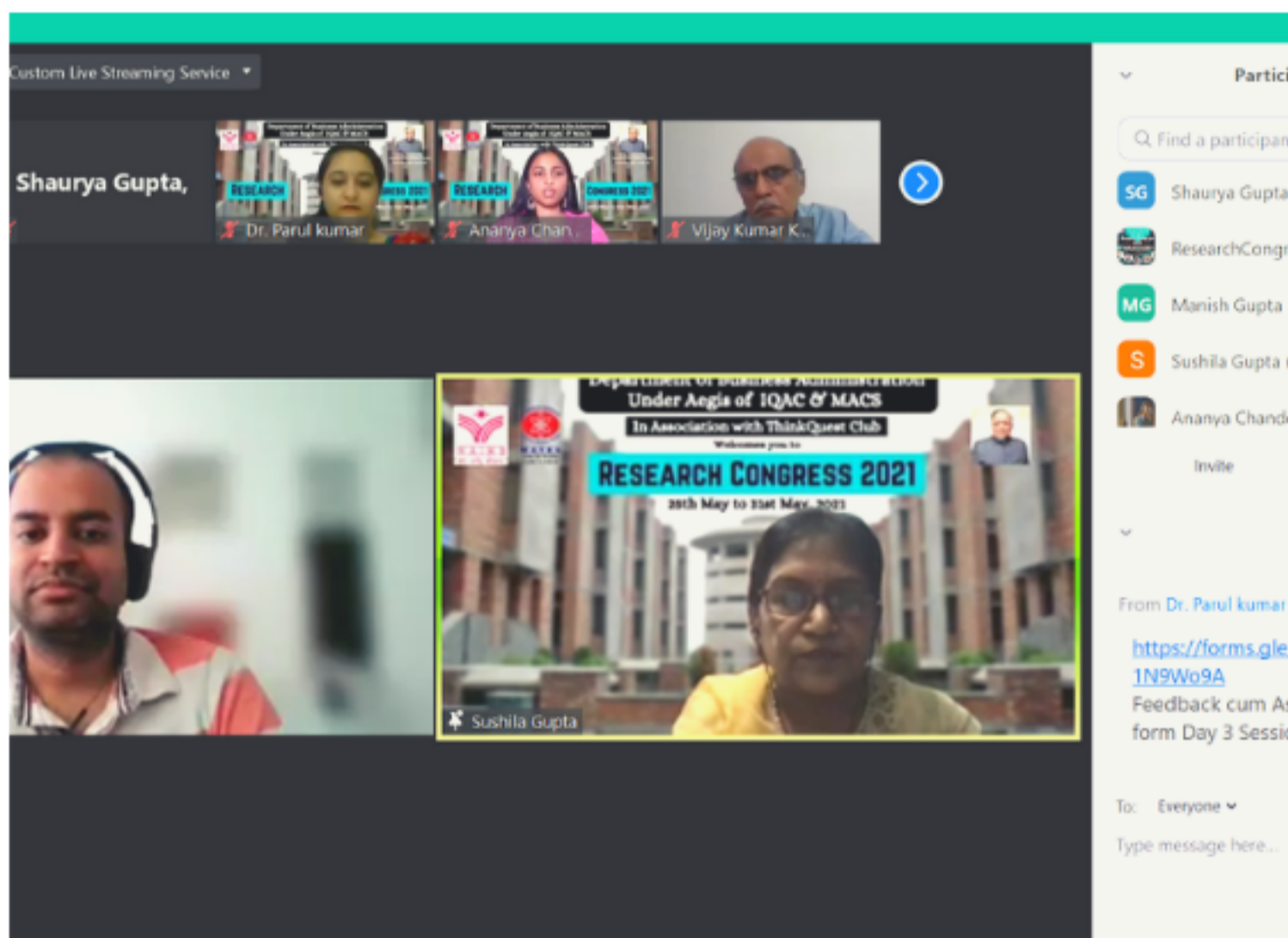
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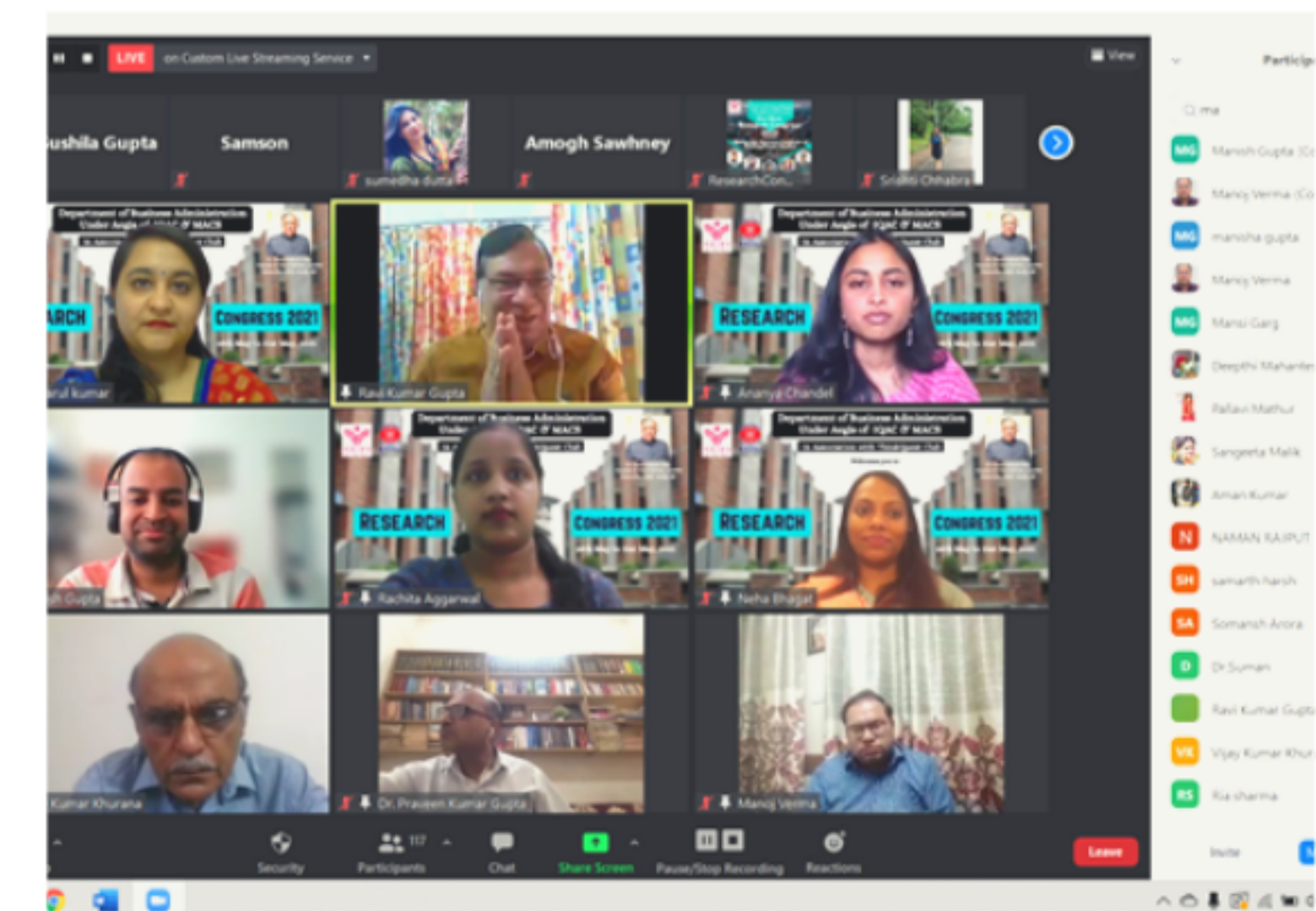
<p>2:20PM – 2:25PM</p>		<p>Address by Dr. Manoj Verma, Associate Professor, MAIMS Dr. Manoj Verma has done Ph. D in Management from Institute of Management Studies & Research (IMSAR), M.D. University, Rohtak. He has more than 17 years of professional experience. Presently, He is working as Assistant Professor in the Department of Business Administration, Maharaja Agrasen Institute of Management Studies, Affiliated to GGSIP University, Delhi. He has participated and presented a number of papers in national & international conferences/seminars etc. He has also published various papers in national & international level journals/conference proceedings.</p>
<p>2:25PM– 2:30PM</p>		<p>Address by Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS Prof. Gupta has experience of over 25 years including teaching and administrative assignments. He has keen interest in academics and research activities. He has guided research to 15 M.Phil. and 4 PhD research scholars and 6 more are presently registered with him in various other Universities. He has published over 90 papers in Journals of National and International repute and has Edited 6 books in the areas of Management and Commerce. He has participated in more than 150 national and international conferences/seminars/workshops/FDPs etc. in which he has Chaired many technical sessions and delivered Keynote addresses.</p>
<p>2:30PM – 4:30PM</p>		<p>Session 3: “Publication of Research” – Dr. Manish Gupta, Assistant Professor, IBS, Hyderabad He is an Assistant Professor in the Department of HR at IBS Hyderabad, a Constituent of IFHE, Deemed to be University. His Ph.D. thesis is in ‘work engagement’. His current research interests include work engagement, internet engagement, and brand engagement. He is Editorial Team Member & Guest Editor of various journals published by Emerald, Wiley, Sage, Elsevier, ranging from ABDC-A* to C. He has authored more than 40 and reviewed more than 200 research papers. He has won the Top Peer Reviewer 2019 award by Publons, USA (Web of Science) and AIMS International Outstanding Young Management Researcher Award 2019. He has also won the ADHR best issue of 2018 award by AHRD, USA. He has 5 books, 9 book chapters, and 6 teaching cases to his credit. He has convened an international conference and has conducted multiple management development programs.</p>
<p>4:30PM – 4:35PM</p>		<p>Vote of thanks by Dr. Sushila Gupta, Associate Professor, MAIMS Dr. Sushila Gupta, Assistant Professor, Computer Science presently working with Maharaja Agrasen Institute of Management Studies, Delhi since August 2003. She has also worked for 10 years in the college affiliated with Mahatma Jyotiba Phule Rohilkhand University. She has published research papers in the international journals of repute and associated with many academic programs.</p>

Research Congress Day 3, 27th May, 2021

Session 3- "Publication of Research"



Session Speaker- Dr. Manish Gupta
Department of HR, IBS Hyderabad



Day 4 – 29th May 2021

Leveraging LinkedIn by Ms. Jinal Shah

The fourth session of One Week Research Congress focused on the significance of LinkedIn. The session started with the welcome address by Ms. Sarita Garg, Associate Professor, MAIMS. She delivered a welcome speech for all of the students and dignitaries and gave a brief explanation on the benefits of LinkedIn. With her warm greetings, she introduced Ms. Jinal Shah, the resource person of the session. Ms. Jinal Shah, Assistant Professor, NMIMS discussed the LinkedIn usage for everyone in very lucid manner. According to her, branding is what your social media profile has to say about you.

She initially started with the topic of why personal branding is important and how we leverage LinkedIn for our benefit. She counseled participants about the importance of LinkedIn and how LinkedIn helps one to improve his/her profile. She said that LinkedIn helps in networking and 85% of jobs are available because of networking. She also gave some tips on how to make a LinkedIn profile and how to use it.

She also delivered a brief idea of the target audience on LinkedIn. Subsequently, she made us do an experiment in which we had to type our name on google and share the results. With this experiment, she said that "Your brand is not what you say about it, it's what Google says it is." Further, she focused on the LinkedIn profile by suggesting being authentic. She also focused on the point of what we should post and share on LinkedIn. She further extended her topic by discussing the types of visual content to boost visual content marketing. She gave some tips to share content on LinkedIn that we should post in a week minimum of two times and a maximum of five times and always use hashtags not more than five hashtags. Also, it is important to be regular and engage consistently by liking and sharing the content. Then the participants got the privilege to see a live demo session on how to manage LinkedIn profiles. In a live session, she discussed how to post anything and then she discussed some posted content and told us how the content should be qualitative and not quantitative.

Later, Ms. Jinal gave a summary of how anyone can find or apply for jobs and opportunities on LinkedIn in just a few steps. She covered all the points in the easiest way to manage the profile and how to engage and how we can bring professionalism in our LinkedIn profiles. After the session, the participants asked questions in the Q&A session. Her session was truly informative for all the attendees and has brought some new insights & self-branding techniques using LinkedIn. After her session, Dr.

Ravi Kumar Gupta, Director, MAIMS joined us, and motivated us with his enthusiastic message. A vote of thanks was extended by Dr. Charu Mohla, Associate Professor, MAIMS. The session was indeed amazing and left a great impact on the attendees.

Minute to Minute Schedule

Day 4: Saturday, 29th May 2021

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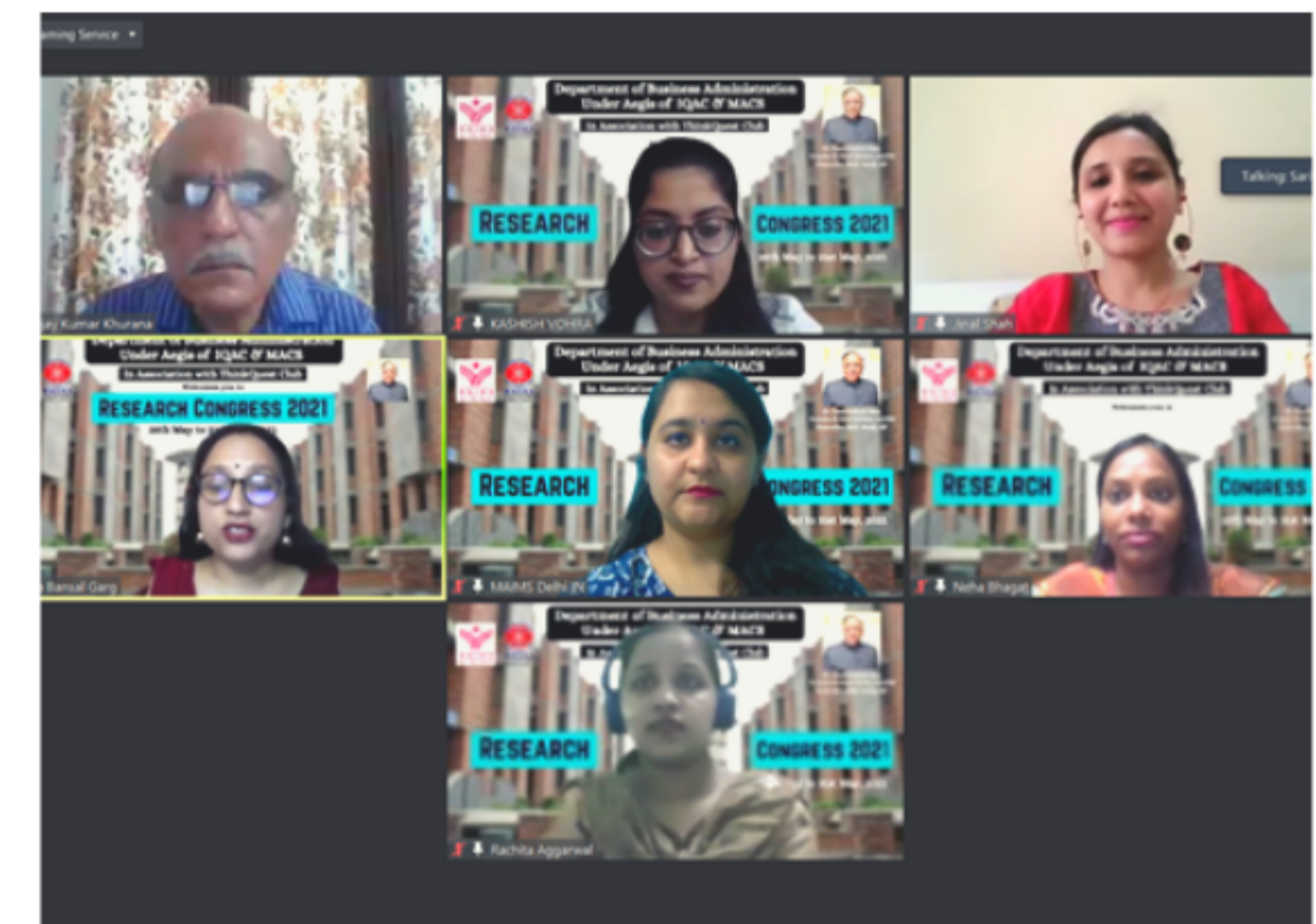
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<p>2:20PM – 2:25PM</p>		<p>Address by Ms. Sarita Garg, Associate Professor, MAIMS She is presently working as an assistant professor (sr. scale) in Maharaja Agrasen Institute of Management Studies. She is MCA (Gold Medallist), M. Phil and Research Scholar at IGNOU, Delhi. She has more than 20 years of teaching experience with interest in the areas of artificial intelligence, deep learning, text analysis. She has presented and published various papers in national and international conferences and journals. She has also handled various administrative tasks like admissions, examinations, FDPs, seminars, conferences etc successfully.</p>
<p>2:25PM– 2:30PM</p>		<p>Address by Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS Prof. Gupta has experience of over 25 years including teaching and administrative assignments. He has keen interest in academics and research activities. He has guided research to 15 M.Phil. and 4 PhD research scholars and 6 more are presently registered with him in various other Universities. He has published over 90 papers in Journals of National and International repute and has Edited 6 books in the areas of Management and Commerce. He has participated in more than 150 national and international conferences/seminars/workshops/FDPs etc. in which he has Chaired many technical sessions and delivered Keynote addresses.</p>
<p>2:30PM – 4:30PM</p>		<p>Session 4: “Leveraging LinkedIn” - Ms. Jinal Shah, Assistant Professor, NMIMS, deemed to be University She has an experience of 10 years & is presently working as Assistant Professor at NMIMS, deemed to be university. She has won six times, the award for best research paper in international conferences organized by prestigious institutions and forums like Higher Education Forum, Jamnalal Bajaj Institute of Management Studies, K J Somaiya Institute of Management Studies, SIES College of Management Studies, and Alkesh Dinesh Modi Institute of Management Studies. She has also published two cases in the 15th edition of Marketing Management by Phillip Kotler. She has been the Content Developer for the 5th Edition of Strategic Brand Management authored by Kevin Keller, Vanita Swaminathan, Ambi Parameswaran and Isaac Jacob, published by Pearson.</p>
<p>4:30PM – 4:35PM</p>		<p>Vote of thanks by Dr. Charu Mohla, Associate Professor, MAIMS Dr. Charu Mohla is presently working as an Associate Professor at Department of Business Administration, Maharaja Agrasen Institute of Management Studies, Rohini, Delhi. She is Ph.D. in Management from Guru Gobind Singh Indraprastha University, UGC-NET Qualified in Human Resource Management with over 16+ years of teaching experience. She has also co-authored a book on “Industrial Management” and published 18 papers in National and International Journals which add to her accomplishments.</p>

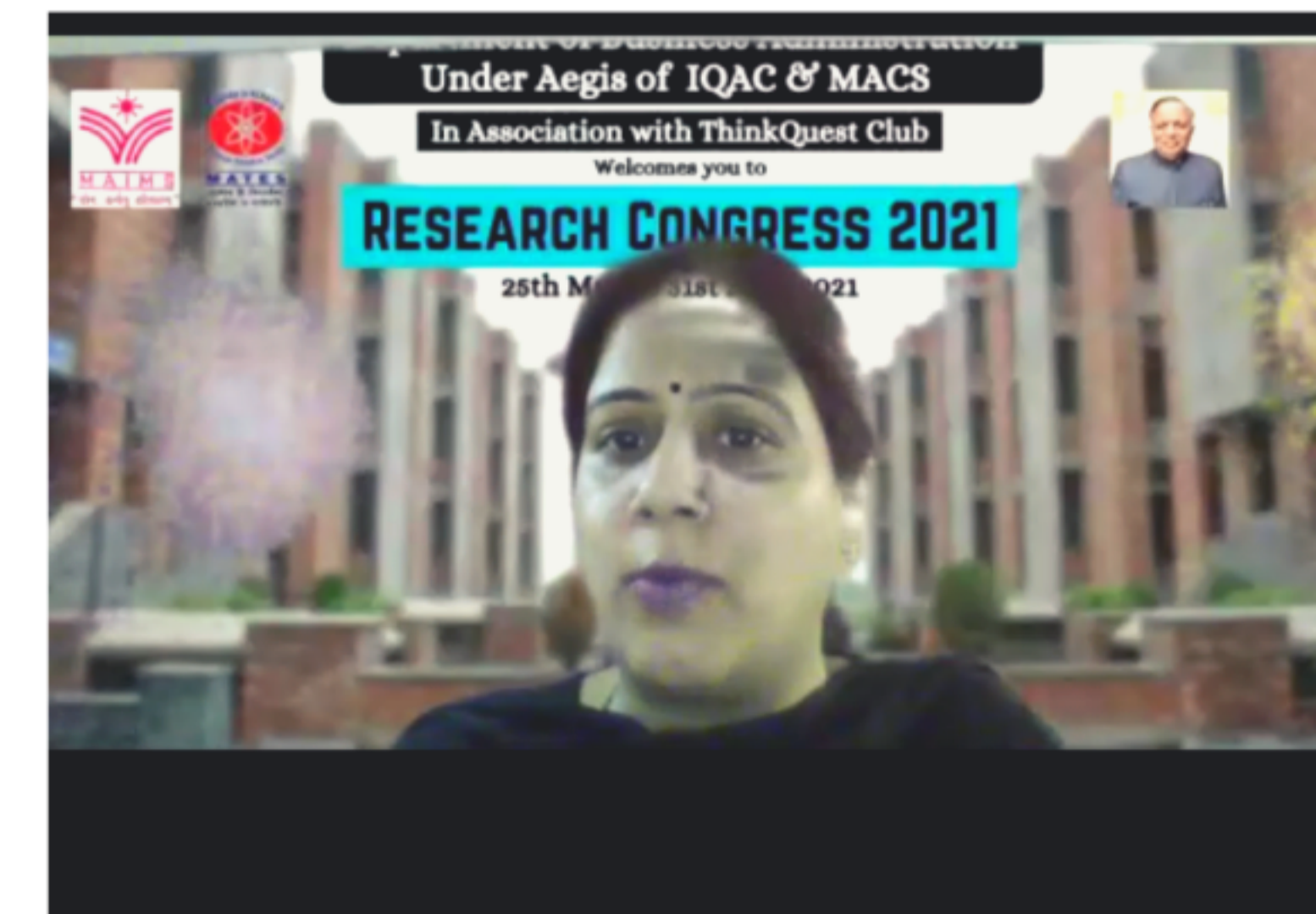
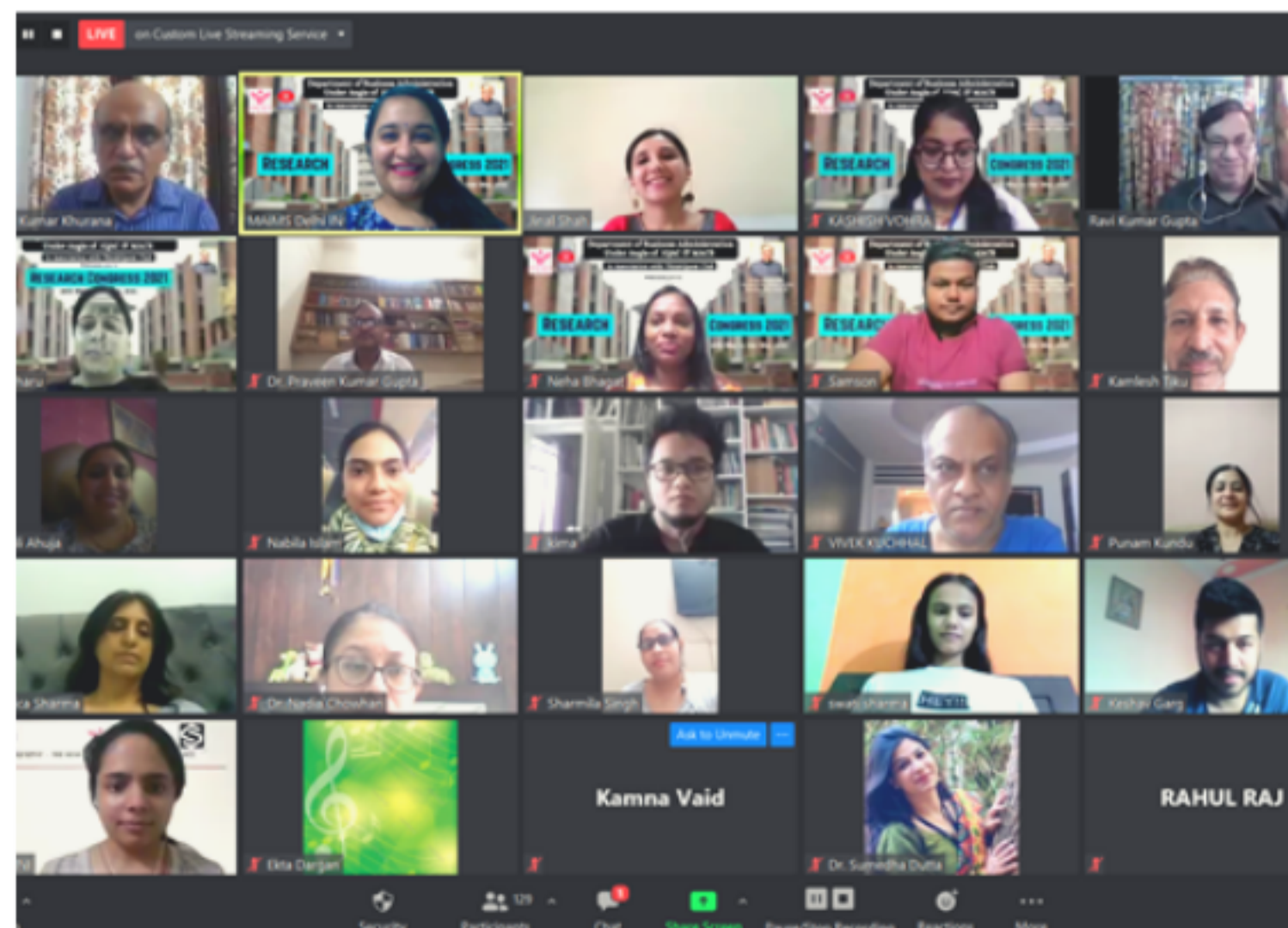
Research Congress Day 4, 29th May, 2021



Session 4- "Leveraging LinkedIn"



Session Speaker- Ms. Jinal Shah
NMIMS, Deemed-to-be-University



Day 5 – 31st May 2021

Promotion of Research by Dr. Parul Kumar

“Research: the distance between an idea and its realization”

The session started with a welcome address by Ms. Riya Sharma, Associate Professor, MAIMS. After which the anchor welcomed the keynote speaker of the session, Dr. Parul Kumar, Senior Assistant Professor, MAIMS. She began the session on Promotion of Research, by giving insights on key publication terms like publisher, Scopus, web of science and science direct. Then, she highlighted on promotion of research where she told how twitter, LinkedIn, Facebook, Google sites & author profiles can be used and their importance. Further she made us understand how to create google sites and profiles on various research websites. The attendees also got insights on various websites like google scholar, science direct, & research gate. She concluded the session by highlighting the benefits of different tools that can be used like word cloud, barometers, and review board in promoting the research.

The session concluded with the presentation of report by Dr. Vijay Kumar Khurana, HOD Department of Business Administration, MAIMS. He thanked all the members who were behind the organization of Research Congress. He briefed about the success of this event and how more than 300 participants have gained tremendous benefit from this one-week research congress. Dr. Ravi Kumar Gupta, Director MAIMS addressed the participants after that and encouraged them to attend our upcoming workshops & events. He also thanked Dr. Parul Kumar, for taking this initiative and coming up with this event. At last, he thanked the Think Quest club and requested them to give their valuable feedback for this event. The session was concluded with vote of thanks by Ms. Neha Bhagat, Assistant Professor, MAIMS. She thanked all the dignitaries, speakers, organizing team and the participants. With that we successfully ended this one weeklong research congress 2021.

Minute to Minute Schedule

Day 5: Monday, 31st May 2021

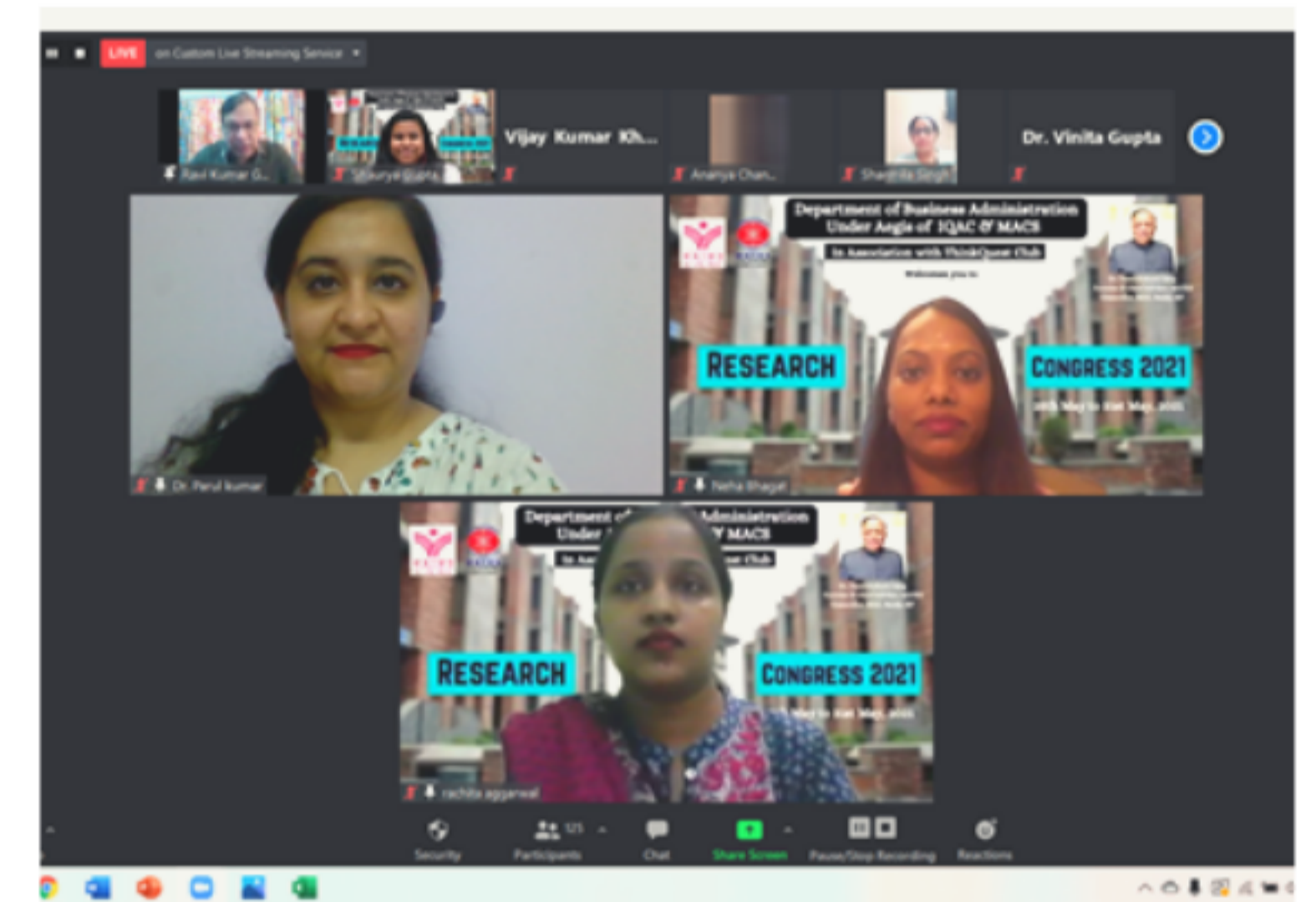
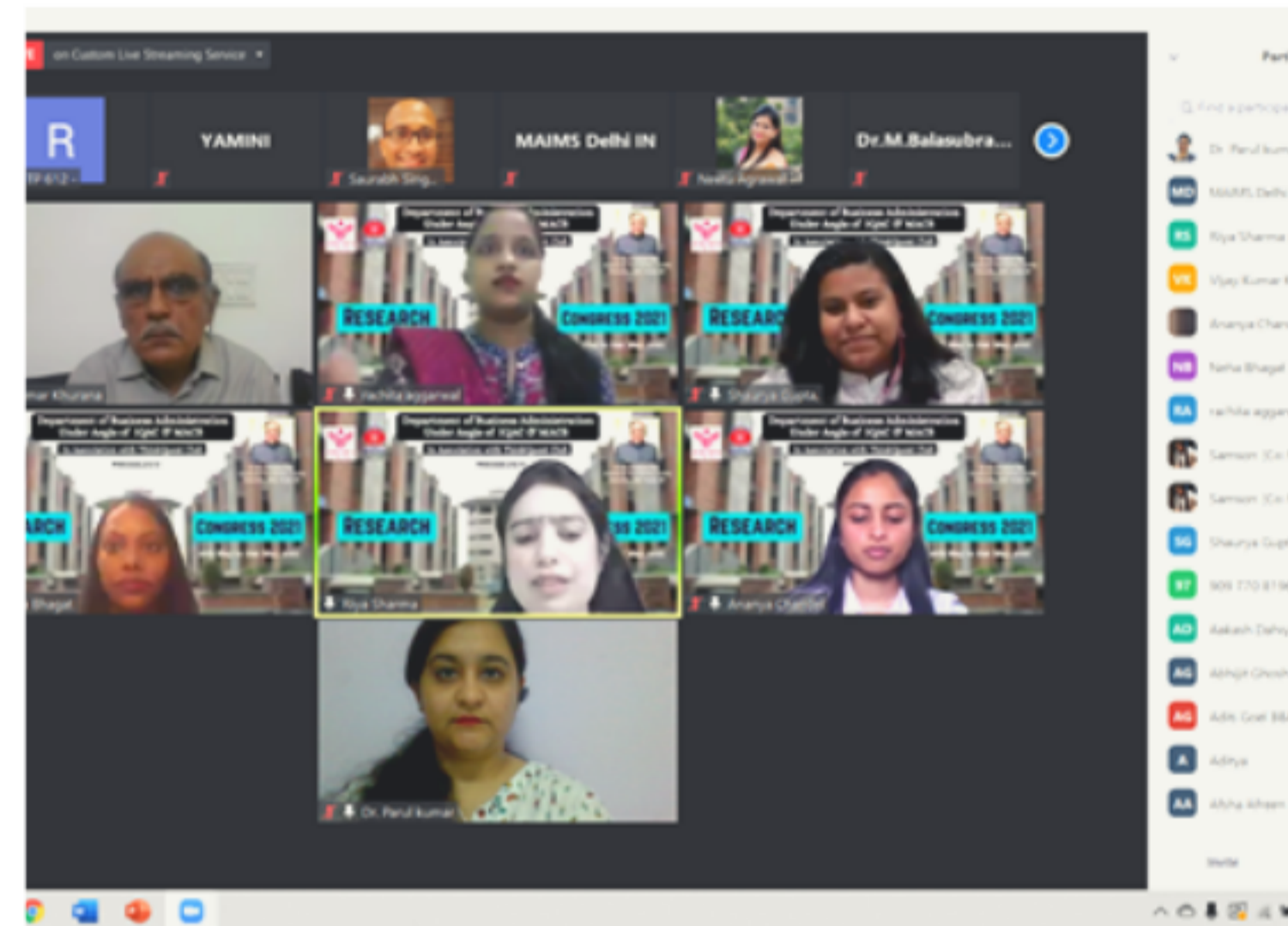
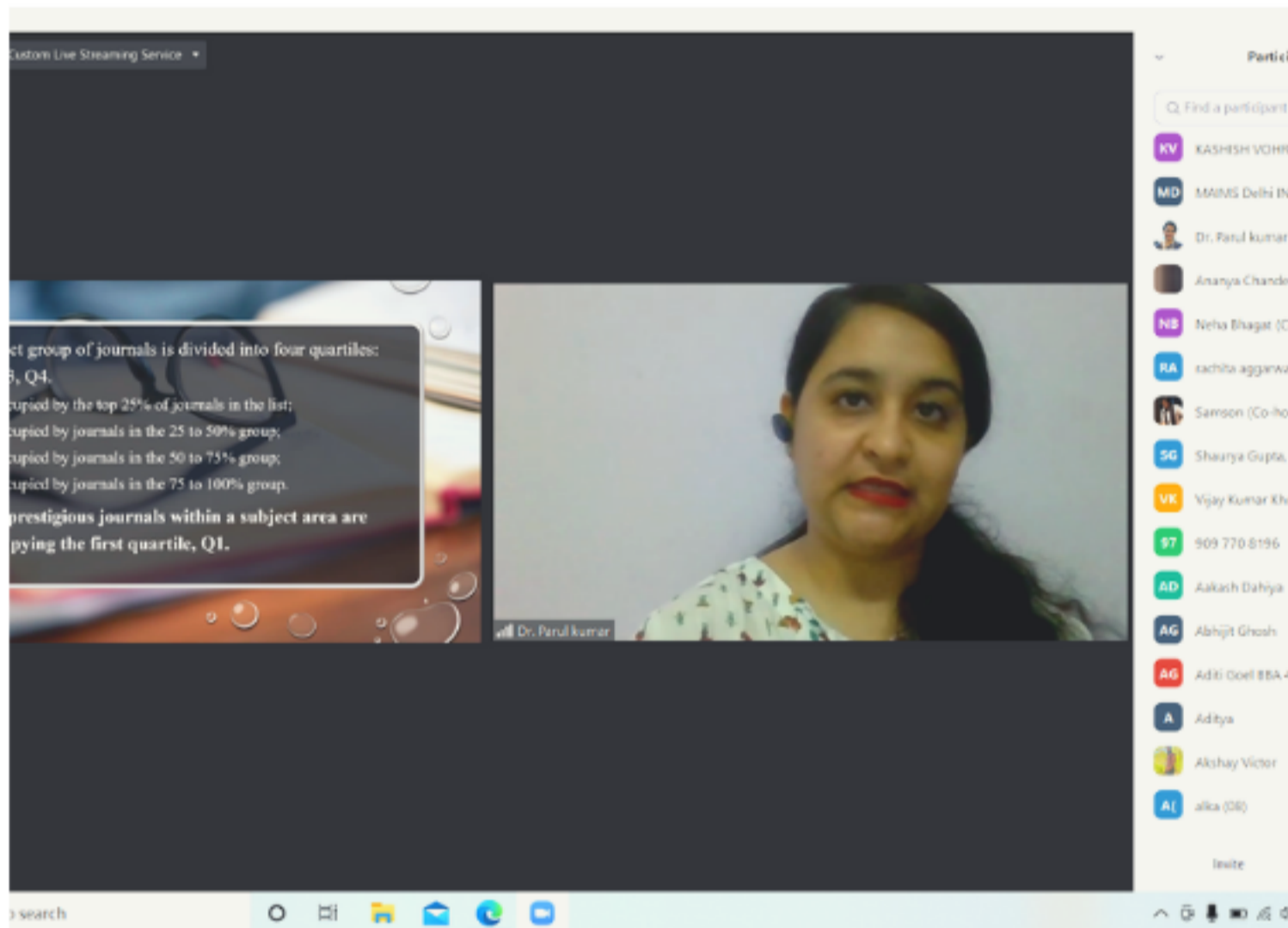
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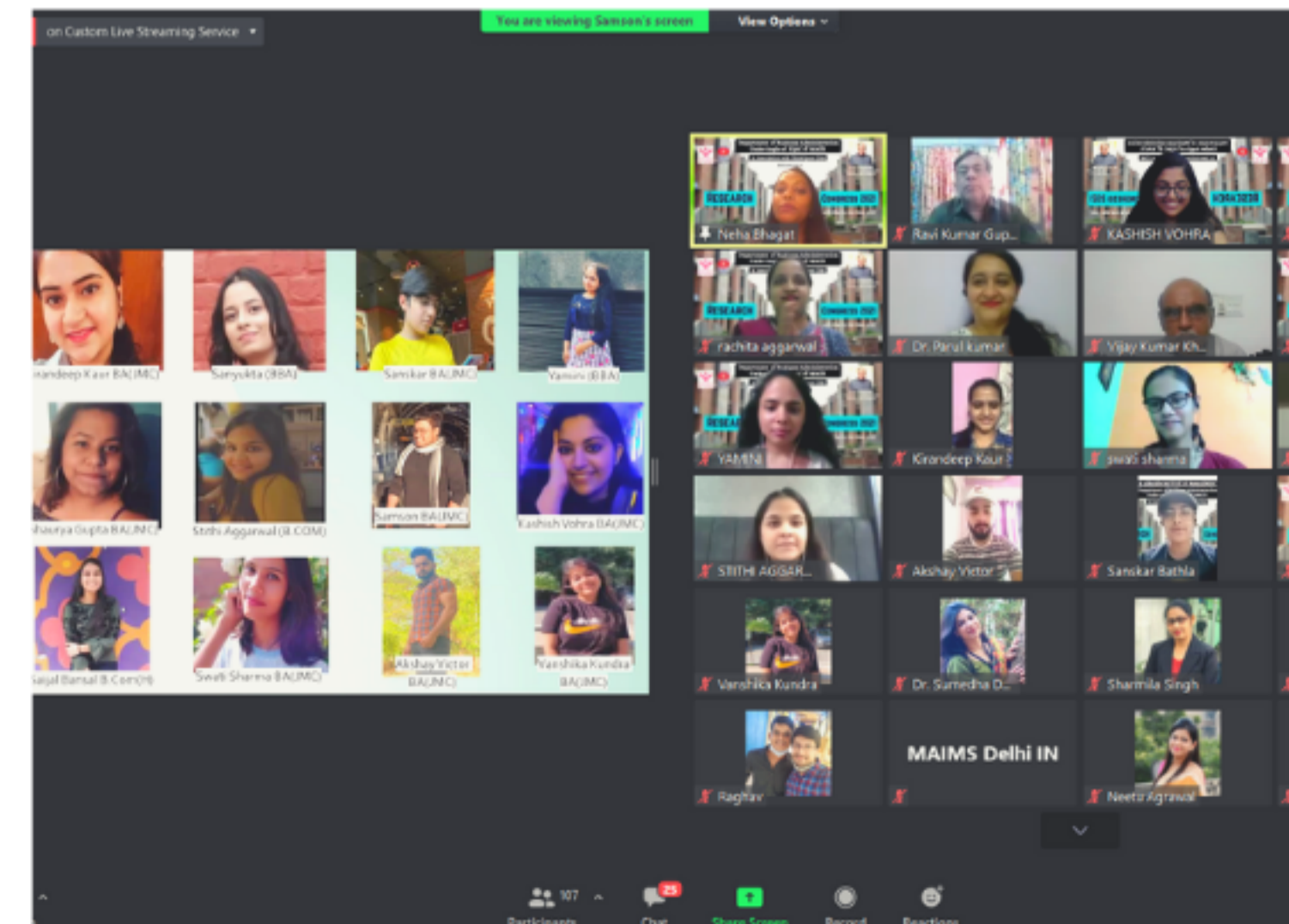
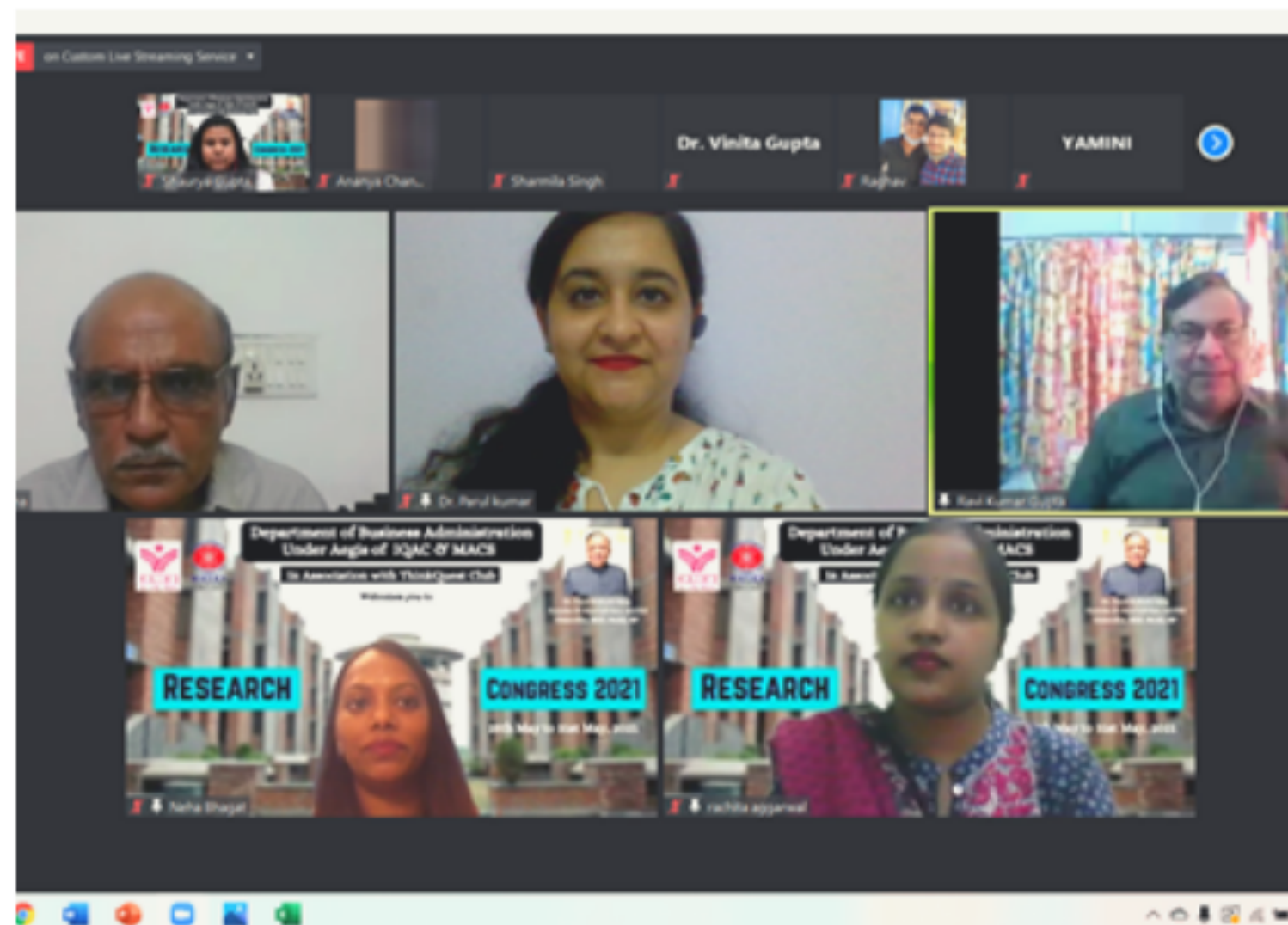
2:25PM – 2:30PM		<p>Address by Ms. Riya Sharma, Associate Professor, MAIMS</p> <p>Riya Sharma is working as an Associate Professor with Maharaja Agrasen Institute of Management Studies, Delhi for the past 16 years. She is a research scholar at University School of Management Studies, Guru Gobind Singh Indraprastha University, Delhi and pursuing her doctoral work in Sensory Marketing. She has various papers published in National and International Journals and conference proceedings to her credit.</p>
2:30PM – 4:30PM		<p>Session 5: “Promotion of Research” - Dr. Parul Kumar, Senior Assistant Professor, MAIMS</p> <p>A keen researcher, trainer, and educator, having an experience of 10+ years. Has conducted corporate training sessions/FDP/workshops on SPSS, Smart PLS, AMOS, EViews & Advance Excel. Has also taken sessions on Regression Analysis, Structural Equation Modelling, Research Methodology, Research Paper writing and Data Analysis. Holds certification in Data Analytics, Predictive Modelling, Financial Modelling, Regression Analysis. Has authored & co-authored various research papers, published in SSCI, Scopus, ABDC, UGC Care and referred journals. Has been awarded Best Business Academic of the year, silver medal, by India Commerce Association.</p>
4:30PM – 4:35PM		<p>Presentation of Report on Research Congress by Prof. (Dr.) Vijay Kumar Khurana, HOD – Business Administration & Coordinator, IQAC</p> <p>Prof. Vijay Khurana carries a rich experience of 35+ years in Industry & Academia. He has officiated as a director at few management institutes namely DPCIM, RCM and HIM. He is the Editor of ‘MAIMS Journal of Management. He also acted as Editor/ Chief Editor of three other journals in the past. He has published various research papers and has authored a well-known book, titled “Management of Technology & Innovation”. His areas of expertise include finance, taxation, and quantitative methods among others.</p>
4:35PM – 4:40PM		<p>Address by Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS</p> <p>Prof. Gupta has experience of over 25 years including teaching and administrative assignments. He has keen interest in academics and research activities. He has guided research to 15 M.Phil. and 4 PhD research scholars and 6 more are presently registered with him in various other Universities. He has published over 90 papers in Journals of National and International repute and has Edited 6 books in the areas of Management and Commerce. He has participated in more than 150 national and international conferences/seminars/workshops/FDPs in which he has Chaired many technical sessions and delivered Keynote addresses.</p>
4:40PM – 4:45PM		<p>Vote of thanks by Ms. Neha Bhagat, Co-Convenor, Research Congress 2021</p> <p>She has an academic experience of 5 years and a corporate experience of 4 years. She is NET qualified and is pursuing Ph.D. in marketing communication from Amity University, Jaipur. She specializes in Public Relation, Advertising and Event Management. She has been working as an assistant professor in Maharaja Agrasen Institute of Management Studies, affiliated to Guru Gobind Singh Indraprastha University. She has planned and executed many events and done PR for brands like PepsiCo., Tata Motors, Group M, E Value Serve, Vivel, Centre Fresh, Nestle</p>

Research Congress Day 5, 31st May, 2021

Session 5- "Promotion of Research"



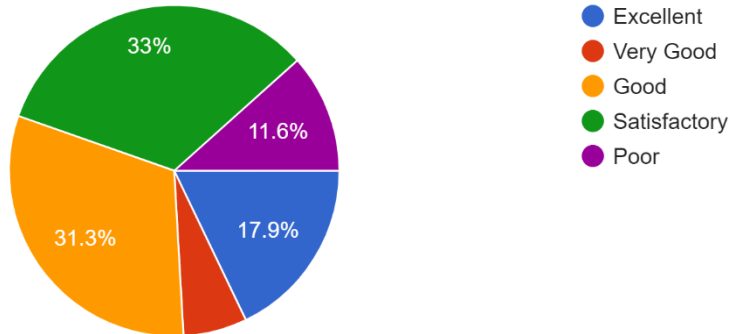
Session Speaker- Dr. Parul Kumar
Maharaja Agrasen Institute Of Management Studies



Feedback Analysis

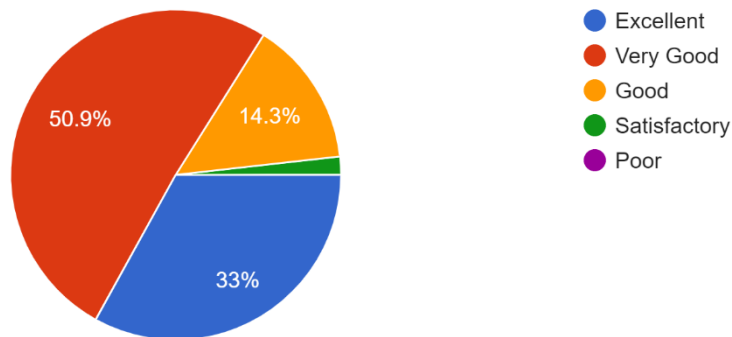
What was your level of awareness of the topics BEFORE attending Research Congress 2021?

112 responses



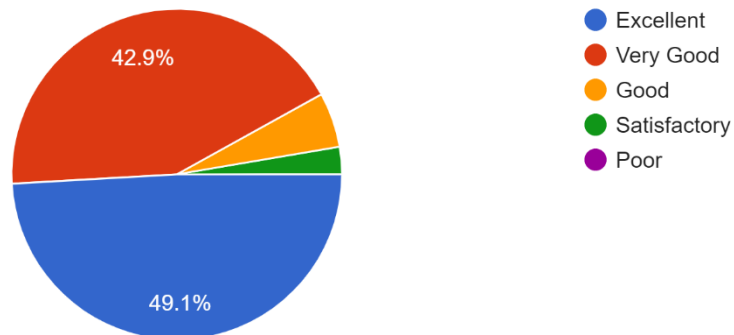
What is your level of awareness of the topics AFTER attending Research Congress 2021?

112 responses



How do you rate "Overall Time Management" of the Research Congress 2021 ?

112 responses



List of the Participants

S.No.	Full Name	Category	Organization/Affiliation
1	Mr. Aakash dahiya	Postgraduate Student	Deenbandhu Chhotu Ram University Of Science And Technology
2	Ms. Aditi Goel	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
3	Akshay Victor	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
4	Alka Patel	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
5	Aman Kumar	Postgraduate Student	DIT University, Dehradun
6	Ms. Kanwaljeet Viridi	Assistant Professor	KVA DAV College for Women, Karnal
7	Kashish Vohra	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
8	Kirandeep Kaur	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
9	Mr. Lakshay Deep Joshi	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
10	Lopamudra Bhattacharjee	Research Scholar	University of Calcutta
11	Mansi Garg	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
12	Ms. Mehak Lonial	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
13	Ms. Menka	Assistant Professor	Goswami Ganesh Dutta Sanatan Dharma College
14	Mohammed Ismail	Research Scholar	Kuvempu University
15	Dr. Monica Sharma	Assistant Professor	Maharaja Agrasen Institute of Management Studies
16	Nabila Islam	Research Scholar	Univervisiti Sains Islam Malaysia
17	Dr. Nadia Chowhan	Assistant Professor	KVA DAV College For Women, Karnal
18	Mr. Naman Rajput	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
19	Ms. Nayraa Sethi	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
20	Ms. Neha Bhagat	Assistant Professor	Maharaja Agrasen Institute of Management Studies
21	Dr. Pooja Goel	Assistant Professor	Mangalmay Institute of Management & Technology
22	Dr Punam Kundu	Assistant Professor	KVA DAV College, Karnal
23	Ms. Rachita Aggarwal	Assistant Professor	Maharaja Agrasen Institute of Management Studies
24	Dr. Rachna Jain	Associate Professor	Maharaja Agrasen Institute of Management Studies
25	Ms. Rashi Aggarwal	Assistant Professor	Maharaja Agrasen Institute of Management Studies
26	Ms. Reepu	Assistant Professor	Chandigarh University
27	Ms. Ritika Bhatia	Assistant Professor	Maharaja Agrasen Institute of Management Studies
28	UG SAIJAL BANSAL	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
29	Mr samarth harsh jha	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
30	Samson	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
31	Sanskar Bathla	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
32	Sanyam	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
33	Ms.Sanyukta	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
34	Dr. Sapna Desai	Assistant Professor	Bangalore City University
35	Ms. Sarita Garg	Associate Professor	Maharaja Agrasen Institute of Management Studies
36	Ms. Sharmila Singh	Research Scholar	Maharshi Dayanand University, Rohtak
37	Shaurya Gupta	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
38	Mrs Shifali Ahuja	Assistant Professor	Maharaja Agrasen Institute of Management Studies
39	Dr. Shilpee Aggarwal	Associate Professor	Maharaja Agrasen Institute of Management Studies
40	Ms. Shriyam Paliwal	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
41	Simran	Undergraduate Student	Jagannath International Management School
42	Ms. Simran Mittal	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
43	Mr. Somansh Arora	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
44	Srishti Chhabra	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
45	Stithi Aggarwal	Undergraduate Student	Maharaja Agrasen Institute of Management Studies

46	Dr. Suman	Assistant Professor	KVA DAV College For Women, Karnal
47	Dr. Sumedha Dutta	Associate Professor	Maharaja Agrasen Institute of Management Studies
48	Dr. Sushila Gupta	Assistant Professor	Maharaja Agrasen Institute of Management Studies
49	Swati Sharma	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
50	Mr. Tejinder Singh Rana	Research Scholar	Lovely Professional University
51	Mr. Thoi Thoi Kongkham	Research Scholar	IGNOU
52	Saijal Bansal	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
53	Vanshika Kundra	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
54	Vanshika Kundra	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
55	Dr. Vijay Kumar Jain	Assistant Professor	DIT University Dehradun
56	Ms. Yamini	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
57	Ananya Singh Chandel	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
58	Mr. Aswin A. M.	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
59	Ms Kritika Dhamija	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
60	Ms.Kritika Uppal	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
61	Ms Manisha Gupta	Research Scholar	IGNOU
62	Mrs Pallavi Mathur	Assistant Professor	Aishwarya College of Education, Pali
63	Ms. Pancham Goel	Research Scholar	Institute of Management Studies & Research, MDU
64	Dr Vivek Kumar Saxena	Research Scholar	Amity University
65	Mr Aayush Kathuria	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
66	Prof. Abhijit Ghosh	Research Scholar	Le Cordon bleu School of Hospitality GD Goenka University, Gurugram
67	Mr. Aditya Somasundar	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
68	Mr. Devansh Singhal	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
69	Dr. Ekta Dargan	Assistant Professor	Maharaja Agrasen Institute of Management Studies
70	Hiranya Dissanayake	Research Scholar	Wayamba University of Sri Lanka
71	Mr. Jagrit Jain	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
72	Keshav Garg	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
73	Mrigendra Kumar	Postgraduate Student	Deenbandhu Chhotu Ram University Of Science And Technology
74	Mrs. Neetu Agarwal	Assistant Professor	Maharaja Agrasen Institute of Management Studies
75	Ms. Nikita Jain	Assistant Professor	Maharaja Agrasen Institute of Management Studies
76	Dr. Preeti Sharma	Assistant Professor	DIT University Dehradun
77	Ms. Purnima Gupta	Assistant Professor	Maharaja Agrasen Institute of Management Studies
78	Mr. Raghav Goel	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
79	Shilpa	Research Scholar	Indira Gandhi University, Meerpur, Rewari
80	Ms. Tanvi Gupta	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
81	Yagyata Arora	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
82	Mr. Avneesh Suri	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
83	Er. Ruchi Arya	Research Scholar	Shri Vaishnav School of Management
84	Gopika Juneja	Assistant Professor	Nirma University
85	Ms. Itisha Goyal	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
86	Mr. Jaskaran Khurana	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
87	Ms. Kamna Vaid	Assistant Professor	Maharaja Agrasen Institute of Management Studies
88	Ms. Nisha M	Assistant Professor	M.O.P. Vaishnav College for Women
89	Dr. Praveen Kumar Gupta	Professor	Maharaja Agrasen Institute of Management Studies
90	Mr. Praveen Kumar Singh	Assistant Professor	Maharaja Agrasen Institute of Management Studies
91	R.V. Nanditta	Undergraduate Student	SRM Institute of Science & Technology
92	Mr Rahul Raj	Undergraduate Student	Maharaja Agrasen Institute of Management Studies

93	Dr Richa Mehrotra	Assistant Professor	Amity University Lucknow Campus
94	Mr. Rishabh Gupta	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
95	Mr. Saurabh Singhal	Research Scholar	IIM Shillong Meghalaya
96	Ms. Shilpa B S L	Assistant Professor	Maharaja Agrasen Institute of Management Studies
97	Mr Vivek Chandra Kuchhal	Research Scholar	Maharaja Agrasen University
98	Mr. Abhay pratap singh	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
99	Ms. Anshika Batla	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
100	Ayush Kathit	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
101	Mr. Bhom Singh Rathore	Assistant Professor	Aishwarya college of education, Pali
102	Dr. Gagan Kukreja	Associate Professor	Ahlia University
103	Ms. Kajal Mittal	Assistant Professor	Maharaja Agrasen Institute of Management Studies
104	Mr. Lal Thasangkima	Research Scholar	Mizoram University
105	Dr Nidhi Chaudhry	Assistant Professor	Maharaja Agrasen Institute of Management Studies
106	Ms Preeti Bansal	Assistant Professor	Maharaja Agrasen Institute of Management Studies
107	Prof. Sangeeta Malik	Professor	Maharaja Agrasen Institute of Management Studies
108	Ms. Shikha Sharma	Assistant Professor	Maharaja Agrasen Institute of Management Studies
109	Dr. Vijay Kr. Khurana	Professor	Maharaja Agrasen Institute of Management Studies
110	Mr Abhay Jain	Research Scholar	Asia Pacific University, Malaysia
111	Ms. Anu goyal	Assistant Professor	Maharaja Agrasen Institute of Management Studies
112	Deepika	Assistant Professor	SRM University
113	Ms. Divisha Gupta	Assistant Professor	Maharaja Agrasen Institute of Management Studies
114	Garvit Garg	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
115	Mr. Gautam Dongree	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
116	Dr. Geetanjali Gupta	Assistant Professor	Maharaja Agrasen Institute of Management Studies
117	Ms. Harpreet Kaur Rakhra	Assistant Professor	Jagan Institute of Management Studies
118	Mrs. Kadambari K.	Research Scholar	Avinashilingam University
119	Miss Kanika Jain	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
120	Kartik Kumar	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
121	Dr. Kavita Rani	Assistant Professor	Chandigarh University
122	Dr. M.Balasubramanian	Professor	Maharaja Agrasen University
123	Dr. Meera Bamba	Assistant Professor	Indira Gandhi University, Meerpur, Rewari
124	Dr. Nirdosh Kumar	Assistant Professor	Maharaja Agrasen Institute of Management Studies
125	Dr. Niti Saxena	Associate Professor	JIMS kalkaji
126	Ms. Oshani Mendis	Postgraduate Student	Wayamba University of Sri Lanka
127	Ms. Riya Garg	Postgraduate Student	University of Delhi
128	Dr. Sanjeev Kumar	Assistant Professor	Maharaja Agrasen Institute of Technology
129	Ms. Tanishka Tanwar	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
130	Mr Uttkarsh Rawat	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
131	Amogh Sawhney	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
132	Divyam Bansal	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
133	Harshit Sharma	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
134	Mr. Jas Gupta	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
135	Parth Bansal	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
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146	Ms Radhika Assija	Research Scholar	University of Mumbai
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148	Ms. Riya Sharma	Associate Professor	Maharaja Agrasen Institute of Management Studies
149	Ms. Aarushi Aggarwal	Assistant Professor	Maharaja Agrasen Institute of Management Studies
150	Dr. Anuradha Asthana Singh	Assistant Professor	Maharaja Agrasen Institute of Management Studies
151	Dr. Charu Mohla	Associate Professor	Maharaja Agrasen Institute of Management Studies
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155	Mr. Inderpal Singh	Assistant Professor	Maharaja Agrasen Institute of Management Studies
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157	Ms. Kriti Johar	Assistant Professor	Maharaja Agrasen Institute of Management Studies
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159	Renu Pahal	Research Scholar	BABA MASTNATH UNIVERSITY ROHTAK
160	Shuchi Goel	Research Scholar	BABA MASTNATH UNIVERSITY ROHTAK
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165	Mrs. Adity	Research Scholar	Amity University Rajasthan
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167	Dr. Kamlesh Tiku	Associate Professor	Chetana's Institute of Management & Research
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169	Dr Gaurav Aggarwal	Associate Professor	Maharaja Agrasen Institute of Management Studies
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192	Dr. S Ayyappanaik Nenavath	Associate Professor	Priyadarshini Institute Of Technology & Management
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206	Mr. Ishan Jain	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
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208	Anshika Maggo	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
209	Pranay sharma	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
210	Ms. Prachi Gupta	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
211	Prince	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
212	Pratham Rana	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
213	Mr Uttkarsh Gupta	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
214	Mr. Sujal Sethi	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
215	Kriti Huria	Undergraduate Student	Maharaja Agrasen Institute of Management Studies
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