

Maharaja Agrasen Institute of Management Studies

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001:2015 Certified Institution

Sector- 22, Rohini, Delhi- 110086, India



CRITERION 3



3.2 INNOVATION ECOSYSTEM

Metric 3.2.2



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

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Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi - 110086, INDIA

Tel. Office: 8448186947, 8448186950 www.maims.ac.in

Criteria 3.2- INNOVATION ECOSYSTEM

3.2.2 Number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the last five years

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List of titles of workshops/seminars/conference conducted		
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2	Webinar For Upcoming Entrepreneurs: How To Prepare For Corporate World	10
3	Seminar on IP and Youth; Innovating for a better future on World Intellectual Property day celebration	11
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5	Webinar for Amateur Entrepreneurs in Finance: Commodity Derivative and Risk Management	13
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7	International Conference: 'Resilience & Reinvention in Turbulent Times: HR & Marketing Perspective	15
8	International Conference: 'The Pandemic and Financial Landscape'	20
9	Webinar on Entrepreneurship in post COVID-19 resurgence and Valedictory Program Skill Enhancement Certificate Course "Data Analytics 2.0"	26
10	International Conference: Reshaping the Landscape of Media during Crisis Situation	27
11	Webinar and Quiz on Developing an Entrepreneurial Mindset	33
12	Workshop: Media Research Workshop on SPSS	34
13	Webinar on Awareness of Entrepreneurship and Innovation	35
14	Webinar on The Covid-19 pandemic and entrepreneurship: Some reflections	36
15	Webinar: Developing Investment Acumen by Entrepreneurship Cell	37


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16	Webinar Cum Quiz on Implications of Covid-19 Pandemic on Research Methods and Designs	38
17	Webinar and Quiz on Entrepreneurship: the path from invention to innovation	39
18	Faculty Development Program on Research Methodology and Intellectual Property Rights	40
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20	Workshop on Fundamentals of Publishing Research in Top Journals	42
21	Finance Webinar on Modern Research Methods of Stock Analysis	43
22	Webinar & Quiz: 5G Applications: Research on Myths and Realities'	44
23	e-FDP: 'Academic & Research Social Media Websites'	45
24	FDP: Research Congress 2021	51
25	Webinar: Research methods and analysis of Stock Markets	56
26	Webinar on Innovation and Intellectual Property Rights: A Vision to Make India Self Reliant	57
27	International Conference on the theme Drivers of Global Economic Recovery	58
28	Webinar: PR Industry during Pandemic: Challenges & Future Prospects	59
29	Webinar: Career Option, Entrepreneurial Mindset and Employability Skills in the Indian Communications Industry 2021	60
30	Workshop: Effective Use of Social Media Tools in Qualitative Research	61
31	Webinar -UNMASKING GST: Research & Analysis of various factors of GST	62

32	Seminar - Awareness and Prevention of Financial & Intellectual Property Frauds	63
33	Webinar : Be a Social Entrepreneur	64
34	International Conference: Impact of Digitization on Education, Management Sciences, Information Technology, Law Enforcements and Media	65
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36	Webinar : Financial Condition of Young Entrepreneurs during COVID - 19 Pandemic & Importance of Financial Management in Life	71
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44	One Week online Workshop on Google Tools for Online Teaching and Research (8-15th August 2020)	85
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Faculty of Economics, Thammasat University
Thammasat Business School, Thammasat University
Maharaja Agrasen Institute of Management Studies (MAIMS)
The University of Danang - University of Economics
and Faculty of Economics & Business Administration, Dalat University

CALL FOR PAPERS

ASIA PACIFIC ECONOMIC INTEGRATION FORUM (A-PAC EIF 2022)

THEME: CONNECTIVITY DOTS IN ASIA
PACIFIC FOR REALISING REGIONAL
POTENTIAL FOR GLOBAL WELFARE

Conference Date
21 - 22 July 2022

OUR SUB-THEME

- ✓ Business and Finance (Entrepreneurship, logistics, management, etc.),
- ✓ Trade and Investment
- ✓ Labour Mobility
- ✓ Social and Environment Impacts
- ✓ Geopolitical Issues
- ✓ Regional and International Organization
- ✓ Digital Connectivity
- ✓ Other related issues

FULL PAPER SUBMISSION



Submission Deadline: 5 July 2022

Submit via: bit.ly/3vpjOTA

Full paper submission fee

Only 10\$ or 750₹

A/C details: Maharaja Agrasen Institute of
Management Studies / Union Bank of India

BIC* (Swift Code): UBININBBSBD

Account No.: 394502010059876

IFSC code: UBIN0560421

Scopus®

Selected paper will be published in

*Thailand and The World Economy Journal (TWE)
and Thammasat Review*

More Information please contact apac2022@maims.ac.in or visit bit.ly/3rcemRi



Faculty of Economics, Thammasat University
 Thammasat Business School, Thammasat University
 Maharaja Agrasen Institute of Management Studies (MAIMS)
 The University of Danang - University of Economics
 and Faculty of Economics & Business Administration, Dalat University

ASIA PACIFIC ECONOMIC INTEGRATION FORUM INFORMATION

AGENDA

Day 1 India (hybrid) : 21 July 2022

Open Remark

09.00 – 12.00	Parallel sessions
12.00 – 13.30	Break
13.30 – 16.30	Inaugural session
	Keynote Speaker [TBA]
	Panel discussion sessions [TBA]

Day 2 Thailand (online) : 22 July 2022

Open Remark

09.00 – 10.00	Keynote Speaker [TBA]
10.00 – 12.00	Parallel sessions
12.00 – 13.30	Break
13.30 – 16.30	Panel discussion sessions [TBA]
16.30	Closing remarks

ORGANIZING COMMITTEE

Assoc.Prof.Dr.Juthathip Jongwanich - Faculty of Economics, Thammasat University

Asst.Prof.Chol Bunnag - Faculty of Economics, Thammasat University

Assoc.Prof.Dr.Peter Ractham - Thammasat Business School

Assoc.Prof.Dr.Sanjay Kumar Mangla - Maharaja Agrasen Institute of Management Studies (GGSIPU)

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Asia Pacific Economic Integration Forum (A-Pac EIF 2022)

Theme: Connectivity Dots in Asia Pacific for Realising Regional Potential for Global Welfare

Among several continents, the Asia Pacific (A-Pac) region has developed importance in various aspects of international linkages, including trade, investment, or even labour mobility over the past couple decades. According to International Comparison Program, 2021 the A-Pac region also contributes to more than half of the world's population in the year 2017. The proportion of total investment in terms of Gross Fixed Capital Formation is around 40% of the global total capital formation while the proportion of consumption is around 30% of the global total. The region's GDP per capita on the basis of PPP has been rising and in 2020, it was almost 40 percent of world GDP.

Considering the indispensable role of Asia Pacific region in the global growth and development, Asia Pacific Economic Integration Forum (A-Pac EIF 2022), under collaborations among *Maharaja Agrasen Institute of Management Studies (MAIMS), India; University of Economics, The University of Danang, Vietnam; Faculty of Economics & Business Administration, Dalat University, Vietnam, Thammasat Business School (TBS) and the Faculty of Economics, Thammasat University, Thailand* organizes the international conference on the theme of ***“Connectivity Dots in Asia Pacific for Realising Regional Potential for Global Welfare”***.

This conference is being organized with certain objectives.

- To identify and analyze the connectivity dots in the A-Pac region in various perspectives, including not only in terms of trade, investment and human networks, but also rules, standards and institutions, which play a pivotal role in governing the flows of interaction.
- To explore and analyze the roles of regional and international organizations, regional trading blocs and government relevant to the region.
- To analyze impacts (both favorable and unfavorable) of the connectivity on the A-Pac region, especially those relevant to SDGs.
- To provide concrete and sensible policy inferences, which can be drawn from the conference.

The conference will be held on 21-22 July 2022, one-day hosted by MAIMS, India [Hybrid] and another one-day hosted by Faculty of Economics, Thammasat University [Virtual].


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DEPARTMENT OF COMMERCE

Under the Aegis of IQAC

Presents

**Webinar For Upcoming Entrepreneurs:
“How To Prepare For Corporate World”**

“Every problem is a gift—without problems we would not grow.” – Anthony Robbins



Ankit Ravindra Jain

Communication & Public Speaking Coach
(Inspector at Income Tax Department)

Date & Time

20 July , 2022 at 2 pm onwards

Venue- Google Meet

> REGISTER NOW



<https://forms.gle/tDtAe9hnFNRu7AKQ8>

For More Information, Contact

Dr. Geetanjali Gupta (Convenor) : 9711030003



Maharaja Agrasen Institute of Management Studies
Department of Law
Celebrating



Dr. Nam Kishore Garg
FOUNDER CHAIRMAN & CHIEF ADVISOR MAIMS,
& CHANCELLOR
MAHARAJA AGRASEN UNIVERSITY, BADDI (HP)

World Intellectual Property Day
"IP AND YOUTH; INNOVATING FOR A BETTER FUTURE"



Prof. (Dr.) Lisa P. Lukose
GGSSIP University

26th April, 2022

Venue- (Maharaja Agrasen Auditorium)

Timings 11:00AM Onwards

(Faculty Coordinators)

Dr. Nisha Dhanraj Dewani

Ms. Akanksha Gupta



Ms. Sonal Madan, Partner
Chadha & Chadha Associates


Director
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Sector-22, Rohini, Delhi-86



Government of India
Ministry of Commerce and Industry
Department of Promotion of Industry and Internal Trade
Office Controller General of Patents, Design & Trademark

IN COLLABORATION WITH

DEPARTMENT OF LAW, MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

PRESENTS

IPR Awareness Programme

(Under National Intellectual Property Awareness Mission)



Creative India ; Innovative India

Monday, February-28, 2022

12:00 PM - 1:30 PM

Sh. Abhishek Pandey

Sr. Examiner of Trademark & GI

Dr. Sunil Kumar

Examiner of Trademark & GI

Dr. Lakshmi Meena

Examiner of Patents and
Designs in Patent office, Delhi

Dr. Vinita Suyal

Examiner of Patents and
Designs in Patent office, Delhi

FACULTY COORDINATOR

Dr. Nisha Dhanraj Dewani

Associate Professor, Dept. of Law, MAIMS

STUDENT COORDINATORS

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<https://maims.ac.in/>



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A UNIT OF MAHARAJA AGRASEN TECHNICAL EDUCATION SOCIETY)

DEPARTMENT OF COMMERCE

Presents
WEBINAR ON

Amateur Entrepreneurs in Finance: 'Commodity Derivative and Risk Management'



Resource Person
Mr. Vinit Singh Kaler
Sr. Manager – Training and
Education, MCX India

Wednesday, 24th November, 2021

Time: 11:00 to 12:30 P.M.

Venue: Google Meet
For Registration- [Click here](#)

Feedback Link: [Click Here](#)

Program Head

Prof. (Dr.) Manju Gupta

Convenors

Dr. Kamal Gupta
(8628048782)

Ms. Kajal Mittal
(9999395818)

Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086 India (www.maims.ac.in)


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Sector-22, Rohini, Delhi-86





Maharaja Agrasen Institute of Management Studies
Department of Business Administration



Under the Aegis of IQAC

Organises

One Week Workshop

in Association With

PCJ School of Management, Maharaja Agrasen University, Baddi

&

in Collaboration with

Patiala Tax Bar Association

On

Methodology of Taxation, it's Logicality and Fairness

11th to 18th October, 2021


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MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

Established by Maharaja Agrasen Technical Education Society

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(www.maims.ac.in)

Departments of Business Administration & Commerce
Under the Aegis of IQAC

in association with WSG University, Poland

&

PCJ School of Management,
Maharaja Agrasen University, Baddi, HP
organizes

9TH INTERNATIONAL CONFERENCE

RESILIENCE & REINVENTION IN TURBULENT TIMES

: HR & MARKETING PERSPECTIVE

THURSDAY, OCTOBER 07, 2021

TO REGISTER CLICK HERE
REGISTRATION FEES: ₹ 200
(For MAIT & MAU: ₹ 100;
No fess for MAIMS Faculty)

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FOR PAYMENT
SCAN THE QR CODE



For more details, visit [MAIMS HRMKCON 2021](https://www.maims.ac.in)

Campus: Maharaja Agrasen Chowk,
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Courses: BBA, B. Com (H), B.A. Eco. (H), BA (JMC), BALLB & BBALLB



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Dr. Nand Kishore Garg
Founder & Chief Advisor, MATES
Chancellor, Maharaja Agrasen University, Baddi, HP



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Director
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Sector-22, Rohini, Delhi-80



ABOUT MAIMS

MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The Institute has attained a distinct position in running BBA, B. Com (H), BA (H) Eco, BA(JMC), BALLB (Integrated), & BBA LLB (Integrated) programs affiliated with Guru Gobind Singh Indraprastha University, Delhi. The Institute was granted ISO certification 9001:2015. MAIMS has over the years grown into a premier center of excellence in areas of teaching, research, consultancy & corporate development.

OBJECTIVE OF CONFERENCE

The last recession taught us vital lessons about adapting HR & Marketing efforts to times of economic uncertainty. However, none of us could have anticipated a need to pandemic-proof our content strategies. The Conference will lay the foundation of various strategies leading to Human Resource & Marketing resilience and reinvention to establish itself as a new 'success element' for organizational development in the present turbulent scenario.

ABOUT CONFERENCE

Strategic resilience is neither about responding to a onetime crisis or rebounding from a setback. It's about continuously anticipating and adjusting to deep, secular trends that can permanently impair the earning power of a core business. It's about having the capacity to change before the case for change becomes desperately obvious. Endlessly changing business & economic landscapes demand every organization to adopt resilient measures to achieve business survival & growth. Additionally, Human Resource and Marketing strategies need to continually reinvent itself through benchmarking and best practices. Research is nascent on ways to build Resilience and stimulate reinvention in the field of Human Resource and Marketing. Deliberations on this aspect in the present conference will highlight the need for organizational resilience and reinventions and thus, help organizations to sail successfully in turbulent times.

SUB THEMES OF CONFERENCE

- Embracing Change & Transformation
- Customer Experience & Centricity
- Leadership in Turbulent Times
- Revolutionary Role of AI in HR/Marketing.
- Digital HR/Marketing Transformation
- HR/Marketing Ecosystem for Realignment
- Microlearning in Workforce Training
- Organizational Harmony & Belongingness
- Entrepreneurism & Growth Strategies
- HR/ Marketing Agility
- Mental Health & Wellness
- HR/ Marketing Benchmarking
- Inclusive Learning
- Marketing & Branding
- Hybrid Engagement Skills
- Retail Revolution
- Cause Marketing

PUBLICATION OPPORTUNITIES & AWARDS

Papers will be shortlisted after peer-review process & plagiarism check. Selected papers will be published in

- *The Marketing Review* (International Journal)
- Multidisciplinary Business Review (Indexed in DOAJ, CrossRef, Latindex, America & Google Scholar)
- Special Issue of MAIMS Journal of Management (ISSN 2249-0116)
- Conference Compendium (ISSN)
- Best Paper Award under different categories will be given to the selected papers.

*(More special issues under process)

GUIDELINES FOR CONTRIBUTORS

Full paper to include:

Cover page: Title of the paper, Name of Author (s), Institutional/ Professional Affiliation, Address, Contact Number (s) and Email id for communication.

The cover page should be followed by a complete manuscript, starting with an Extended Abstract.

Extended Abstract should include the following sub-headings- Purpose; Design/ Methodology / Approach; Findings; Implications; Value / Originality and Key words.

The paper submitted should be typed (MS Word) on an A-4 page in Times New Roman 12 Font Size with 1.15 line spacing, and justified alignment.

Length of the complete paper should not exceed 5000 words.

*Subject to changes as per requirements of specific Journals.

APA style of referencing to be followed.

Graphs or pictures should be in JPEG format or compatible with MS Office formats such as Excel or Word.



Full paper to be submitted electronically to: hmkconference2021@maims.ac.in

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Last Date of Submission for Full Paper: September 05, 2021

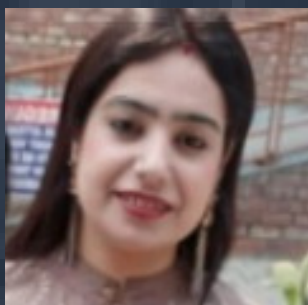
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9899297925



Dr. Bharti Chaudhary
(Co-Convener)
98187 16512



Ms. Riya Sharma
(Co-Convener)
9891065040

Director
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REGISTER HERE

Last Date of Registration

SEPTEMBER 15, 2021

Registration Fees - ₹200
For MAIT & MAU - ₹100
No Fees for MAIMS Faculty

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Department of Business Administration

Under the Aegis of IQAC & MACS

In Association with

PCJ School of Management

Maharaja Agrasen University, Baddi, HP

organizes

**8th MAIMS INTERNATIONAL CONFERENCE
(MICON)2021**

"The Pandemic and Financial Landscape"

Thursday, September 30, 2021

Registration Fee: ₹200

(No Fees for MATES Faculty)

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Founder & Chief Advisor, MATES
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MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The institute has attained a distinct position in running BBA, B. Com(H), BA(H) Economics, BA(JMC), BALLB(Integrated), BBA LLB(Integrated) programs affiliated with Guru Gobind Singh Indraprastha University, Delhi. The Institute was granted ISO certification 9001:2015 after meeting the updated requirements of ISO certification. MAIMS has over the years grown into a premier center of excellence and has made its niche in the areas of teaching, research, consultancy, and corporate development.




INTRODUCTION TO THE CONFERENCE

The recent pandemic COVID-19, is for sure going to leave a deep scar on every aspect of human life, the financial sector being no exception. Although the pandemic has generated significant volatility, instability, and unpredictability in the financial sector, it has also thrown open lead-ins to shift towards some genuine and authentic work in finance which is one of the worst-hit domains of management.

We warmly welcome authors to submit their original research work and hope that MICON will provide unique platform to all the delegates to establish a bond for future research or business collaborations. We ensure MICON will significantly augment the knowledge base you walk in with.

OBJECTIVE OF THE CONFERENCE

The 8th MAIMS International Conference (MICON) titled "The Pandemic and Financial Landscape" offers a premier international forum for the presentation and sharing of new ideas, advances, and researches in the fields of Finance in an era during and post-pandemic. The conference offers to bring together leading academicians, industry practitioners, doctoral candidates, researchers and regulatory bodies to deliberate on conceptual, empirical work and policy implications related to COVID-19 and finance.


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Mr. Anuj Kumar (Technical In-charge)

THE LIST OF TOPICS FOR SUBMISSION INCLUDE, BUT ARE NOT LIMITED TO:

- Recent Innovations in Banking and Finance
- Issues and Challenges of the Insurance Sector
- Financial Services
- Fintech Advancements
- Treasury Management
- International Banking and Finance
- Financial Inclusion: Development and Regulation
- Investor Psychology and Behavioral Finance
- Management of Financial Institutions and Instruments
- Innovations and Growth in Financial Markets
- Mergers and Acquisitions
- Financial Econometrics and Modelling
- Mutual Funds, Derivatives and Hedge Funds
- Corporate Finance and Valuation
- Corporate Governance and Sustainability
- Financial Performance Measurement
- Entrepreneurial Finance, Project Finance and Venture Capital Finance
- Bankruptcy and Insolvency
- Real Estate
- Financial Analytics
- Risk Management
- Financial Regulation
- Recent Advances in Accounting
- Financial Reporting
- Taxation: Issues and Challenges

PUBLICATION OPPORTUNITY AND AWARDS:

- All manuscripts will be pre-reviewed by the review committee comprising domain experts.
- Only original papers depicting high level of research work and not published elsewhere will qualify for acceptance for publication.
- Selected papers will be published in **MAIMS Journal of Management, ISSN 22490116** and the proceedings of the conference will be published in the form of book with ISBN number.
- **Best paper award will also be given on the basis of quality of research.**

EXTENDED ABSTRACT/PAPER SUBMISSION GUIDELINES:

- The extended abstract should be submitted in a word document, not later than **31st July, 2021**.
- Authors must send an extended abstract of not more than 1000 words using the following guidelines:
 - Title
 - Findings
 - Purpose of the study
 - Implications
 - Research Objective and Design
 - Limitations
 - Keywords
- The extended abstract should be in word document format, Times New Roman, 12-point font size with single line spacing, 1inch margins, and APA style of referencing the citations.
- Graphs and pictures should be in JPEG format or compatible with MS Office formats such as Excel or Word.
- Authors must ensure originality of the work submitted as MAIMS has a strict anti-plagiarism policy.
- Submitting of extended abstract will be construed as a commitment of the author(s) to present his/her paper at the conference.
- The cover page of the extended abstract should provide the title of the paper, name of the author (s), institutional/professional affiliation, address, contact number, and email id for communication.

- Full Paper should not exceed 5000 words.
- Both Extended Abstract and Full Paper must be electronically submitted to micon@maims.ac.in

Last date of submission for full paper: September 5, 2021.

**LEARN CONTINUALLY-THERE'S ALWAYS
"ONE MORE THING" TO LEARN!**

-STEVE JOBS

REGISTRATION

Registration Link: <http://bit.ly/micon2021>

Last date of registration: 5th September, 2021

Registration Fee: ₹200

(No Fee for MATES Faculty)

Registration fee includes:

- An opportunity to present a paper at the conference
- Publication opportunity

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Dr. Monica Sharma
(Convener)
Email: micon@maims.ac.in
9560234566



Dr. Ekta Dargan
(Co-Convener)
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9811706416



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**Webinar on Entrepreneurship in post COVID-19 resurgence and
Valedictory Program Skill Enhancement Certificate Course
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Dr. Minnie Mattheew

JG Institute of English and Professional Studies, Ahmedabad



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Faculty Coordinators

Ms. Meenakshi Gupta, Assistant Professor, 9312403594

Dr. Bharti Chaudhary, Associate Professor, 9818716512

Dr. Shilpee Aggarwal, Associate Professor, 9999347555

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Dr. Nand Kishore Garg

Founder & Chief Advisor, MATES
Chancellor, Maharaja Agrasen University,
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Under the Aegis of IQAC and MACS

In Association with PCJ School of Management

Maharaja Agrasen University Baddi, HP

Organizes

7th International Conference' 2021

Reshaping the Landscape of Media During Crisis Situation

Academic Partner

Makhanlal Chaturvedi National University
of Journalism and Communication, Bhopal



17 September, 2021
Friday

Registration Fee

₹500 (No Fee for MAIMS, MAIT & MAU Faculty/Students)

Courses: BBA, BA (JMC), B.Com(H), BA LLB, BBA LLB, BA Eco (H)

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jmcicon7@maims.ac.in



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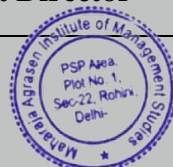
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Founder & Chief Advisor, MATES
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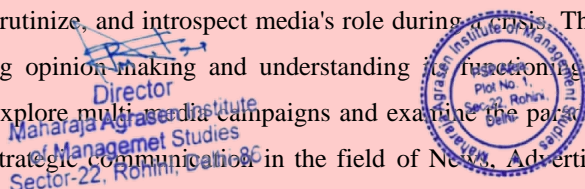
INTRODUCTION TO THE CONFERENCE

Media is considered as the fourth pillar of democracy and has been entrusted with facilitating the freedom of speech and expression, helping in the smooth functioning of the democracy. It is the most notable source of communication among the executive, judiciary, and public and is charged with the crucial responsibility of playing the role of a watchdog for governmental functionaries. Not only does it carry the paramount power to reach every nook and corner of society, but it also has the hold to influence public opinion at large. According to Wilbur Schramm, "Media is Magic Multiplier"; and has the potential of changing the mindset of the masses. If it is used for the betterment of society, then the country is bound to grow in leaps and bounds. On the contrary, it could have catastrophic impact if compromised or acts as a barrier. Given its vital and vibrant role in society, the media has an array of social responsibilities that are pivotal for developing a country.

As communicators during a crisis, we and the media share the common goal: getting reliable, updated information first and reaching the maximum number of people. Regular news dissemination is a great way to draw public attention to the issue and provide key safety messages in real-time. The media's reporting must be such that it creates a positive environment while aiding participatory communication. Whilst reporting, this agent of social change must seek to report unbiased news pieces with a robust fact-checking mechanism devoid of traces of yellow journalism. Ethics in crisis communication is particularly important because crises often hold the ability to cause widespread damage, even injuries or deaths. Crises require ethical and effective communication. At last, media organizations must ensure to maintain the sanctity of the standards of journalism by avoiding sensationalist news stories that sell in the market. In this context, the emergence of a crisis causes a break: it requires the authorities to deploy new action logics and open broad fields to the media information. Crises turn on the fragile trust between political actors, authorities, and media. But it is built as an extension of the communication plans "non-crisis", which can contribute to logical vigilance.

OBJECTIVE OF THE CONFERENCE

The 7th MAIMS International Conference (JMCICON) titled 'Reshaping the Landscape of Media during Crisis Situations' offers a premier international forum for stimulating researchers to explore, scrutinize, and introspect media's role during crisis. This conference proffers a space to deliberate on the role of new media in polarizing opinion-making and understanding its functioning to catalyze sustainable development. It also provides an avenue for researchers to explore multi-media campaigns and examine the paradigm shift of mainstream media. The conference acts as a vital platform to analyze strategic communication in the field of News, Advertising, Brand Reputation, Marketing, Public Relations and social media in reshaping crisis management whilst evaluating the role of media in informing, educating and shaping public perception in crisis management.



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THE LIST OF TOPICS FOR SUBMISSION INCLUDE, BUT ARE NOT LIMITED TO:

- News Coverage during Crisis: An International Perspective
- Crisis communication and the role of stakeholder attributions
- Media hype in prolonged crisis coverage and organization's response
- Multi-Dimensional Crisis: A Theoretical Challenge
- Motivation of Public Participation during Crisis (PM Care Funds)
- Orchestrated Persuasive Communication practiced by the Government in Public Crisis
- Citizen Journalism during Crisis
- Social Media Monitoring during a Crisis Situation
- Crisis Communication- Related to Natural Disasters, Pandemic
- Crisis Communication- Related to Immigration, Mobility, Ethnicity and Racial Discrimination
- Rhetorical Communication and Mediatization of Conflict
- Narrative Creation in Media during Riots
- Infodemics V/s Real Pandemics
- Crisis Communication created by Bots, Trolls and Tool Kits
- Creating Narratives through Storytelling Mediums
- Importance of Digital Literacy During Crisis
- Effectiveness of Political communication
- Role of Visual communication

EXTENDED ABSTRACT/PAPER SUBMISSION GUIDELINES:

- The extended abstract should be submitted in a word document, not later than 3rd September, 2021
- Authors must adhere to the following guidelines while sending the extended abstract:
 1. Word Limit: 1000
 2. Title
 3. Findings
 4. Purpose of the study
 5. Implications
 6. Research Design and Methodology
 7. Limitations
 8. Keywords
- The Extended abstract should be in word document format, font type- Times New Roman, font size- 12 point.
- Graphs and pictures should be in JPEG format or compatible with MS Office formats such as Excel or Word.
- Authors must ensure the originality of the work submitted as MAIMS has a strict anti-plagiarism policy.





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HOD Journalism and Mass
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(Co- Chair)



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Dean, Research & Director,
PCJ School of Management
(Co- Chair)



Dr. Nisha Singh
(Convener)

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(Co-Convener)

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(Secretary)



REGISTRATION

Registration Link: <https://forms.gle/AD2VjKCXxcHd8bDE6>

Extended abstract date: 3rd September, 2021

Last date of registration: 10th September, 2021



Registration Fee:

Academician:

₹500

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Industry Professionals and Experts: **₹1000**

Research Scholar/ Students:

₹300

Foreign Delegates:

\$25

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Renowned speaker:

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Pro Bono Consultant, Educator and a Free Lance Digital Marketer

September 9, 2021 at 3:00 pm

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CENTRAL UNIVERSITY OF JHARKHAND,
RANCHI



PROF. (DR.) UMESH ARYA
DEAN, FACULTY OF MEDIA STUDIES,
GURU JAMBHESHWAR UNIVERSITY OF SCIENCE
AND TECHNOLOGY, HARYANA



FROM 03:00 PM
TO 05:00 PM



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ILLUMINATE

The Learning Hub of MAIMS

Presents
A Webinar on

Awareness of Entrepreneurship
and Innovation



OBJECTIVES

- Create awareness of entrepreneurship
- Increasing awareness of innovation
- Importance of innovation and entrepreneurship



Daksha Gogia


Trainer for Financial Literacy and
Investor education at BIAP


03 SEPT. | 3:30 PM | zoom


Registration Link:


<https://forms.gle/sgsp9KHFyMWNMYCp9>

ANSHIKA BATLA - 9034595330
SIMRAN GAMBHIR - 9560563616

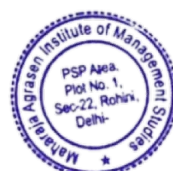
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The Covid-19 pandemic and entrepreneurship:
Some reflections



- 🔗 Enlighten yourself about your potential career path, which exams to target, why to start preparations now
- 🔗 Boost awareness about changing career trends amidst & post covid
- 🔗 Gain access to career support generalists
- 🔗 Gain insight about degree programs exclusive fee waivers on UpGrad

MS. SHWETA SACHDEVA

*Digital Marketing Interaction Analyst
Technical support Executive at North America at Microsoft*

18 August | 4 pm | zoom

Registration link -

<https://upgrad.zoom.us/join/601Ew9CqTUm4Lox-kU75qg>

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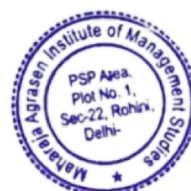
Date and Time :
Tuesday, Aug 17th
2021
3 pm - 4:30 pm

Venue :



Google Meet

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Under the aegis of IQAC

organizes



Dr. Nand Kishore Garg

Founder Chairman & Chief Advisor MATES

Chancellor, MAU

Webinar & Quiz on

Implications of Covid-19 Pandemic on Research Methods and Designs



Invited Guest
Mr. Varun Gupta

Director, Program Management &
Technology
Nagaroo GmbH

August 2, 2021 3:00pm through Zoom

Registration Link: <https://forms.gle/KRLdeadzsa63wncQ7>

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9811418667

Ms. Rashi Aggarwal
7838511161

Ms. Meenakshi Gupta
9312403594

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Webinar and Quiz

Entrepreneurship: The path from invention to innovation








Ms. Shilpi Kulshrestha

Company Secretary & Corporate Lawyer

22nd July, 2021, Thursday, 3:00-4:30 PM

Faculty Coordinator
Ms. Meenakshi Gupta
Assistant Professor
9312403594

Faculty Coordinator
Dr. Bharti Chaudhary
Associate Professor
9818716512

 **MAIMS Delhi In**  **MAIMS Delhi In**  **MAIMS Delhi In**  **MAIMS Delhi In**  **MAIMS Delhi In**


Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES



(A Unit of Maharaja Agrasen Technical Education Society)
Affiliated by GGS IP University; Recognized u/s 2(f) of UGC
Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution
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Campus: Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086 INDIA
www.maims.ac.in



DEPARTMENT OF LAW

Under the Aegis of IQAC

in association with

Maharaja Agrasen School of Law

Maharaja Agrasen University, Baddi, H.P.

presents

Faculty Development Programme

on

Research Methodology and Intellectual Property Rights

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



29th July - 4th August 2021

10:00 am - 4:30 pm

Mode: Zoom



MAIMS DELHI IN

IN ASSOCIATION WITH
MAHARAJA AGRASEN UNIVERSITY
BADDI, H.P

ORGANISES
INTERACTIVE WORKSHOP
ON
RESEARCH METHODOLOGY

DATE: 26 JUNE 2021

TIME: 02:00 PM

VENUE: GMEET



RESOURCE PERSON

DR. KIRAN BALA

**ASSISTANT PROFESSOR, DELHI SCHOOL
OF ECONOMICS, DELHI UNIVERSITY**

"Fundamentals of Publishing Research in Top Journals"

Organized by Maharaja Agrasen Institute of Management Studies,
Department of Business Administration,
under aegis of IQAC & Think Quest Club
in association with Elsevier



Wednesday, June 16, 2021



3 PM (IST)

TOPICS COVERED:

- Identifying Research Issues
- Publishing Workflow
- How to find high impact journals
- Understanding Editor's mindset
- How to write research articles effectively
- Read Quality... Publish Quality: ScienceDirect.

Mr. Vishal Gupta
Senior Customer Consultant
Elsevier



SCAN ME



Registration Link

<https://bit.ly/3udGXo0>

Chair: Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS
Co-Ordinator: Prof. (Dr.) Vijay Kumar Khurana, HOD - Business Administration & Co-Ordinator, IQAC
Conveners: Dr. Parul Kumar, Ms. Rachita Aggarwal, Ms. Neha Bhagat
In case of any queries, kindly email: thinkquest@maims.ac.in



ELSEVIER


Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86





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• BA(JMC) • BALLB • BBALLB



Dr. Nand Kishore Garg,
Founder Chairman and Chief
Advisor MATES,
Chancellor, MAU

DEPARTMENT OF BUSINESS ADMINISTRATION
in association with Placement Cell
is organising
WEBINAR ON

MODERN RESEARCH METHODS OF STOCK ANALYSIS



FRIDAY, 11 JUNE 2021



3:00 PM ONWARDS

Webinar will be followed by a Quiz.

!! Exciting Cash Prizes !!

VIA

ZOOM AND YOUTUBE LIVE

REGISTRATION LINK:

<https://forms.gle/cu564pyqjnjlYKWSA>



DR. MUKTA MANI

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86

Co-ordinator:

Prof. (Dr.) Vijay
Kumar Khurana

HOD: Business
Administration



Convenors:

Ms. Preeti Bansal,
Assistant Professor
+91 9899207699

Ms. Shilpa BSL,
Assistant Professor



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES



Dr. Nand Kishore Garg
Founder & Chief Advisor, MATES
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DEPARTMENT OF BUSINESS ADMINISTRATION

UNDER THE AEGIS OF IQAC PRESENTS Webinar On

5G Applications: Research on Myths and Realities

• WEBINAR WILL BE FOLLOWED BY QUIZ • EXCITING CASH PRIZES



RESOURCE PERSON

MR. ROHIT GUPTA
IMPLEMENTATION MANAGER
ERICSSON
AUSTRALIA

VENUE
ZOOM MEETING

DATE: JUNE 09, 2021
TIME: 3:00 PM - 5:00 PM

REGISTRATION LINK: [HTTPS://FORMS.GLE/JC4YHACHQOURJFYR7](https://forms.gle/JC4YHACHQOURJFYR7)

Ms. Sarita Garg
(Associate Professor)
9811418667


Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86

Ms. Pooja Agarwal
(Assistant Professor)
7838511161





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in association with

Maharaja Agrasen University, Baddi, HP

organizes

ONE WEEK

**e- Faculty Development Programme
on**

**ACADEMIC & RESEARCH
SOCIAL MEDIA WEBSITES**

HIGHLIGHTS

- Hands-On sessions on Academic and research, Social Media Websites SSRN, Google Scholar, Academia, ResearchGate, ORCID
- Latest trends & development in research & academics

June 2 - June 8, 2021

3:00 pm- 5:00 pm
via ZOOM



June 02, 2021



June 03, 2021



June 04, 2021



June 08, 2021



June 07, 2021

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86

Register:

[CLICK HERE](#)

For Payment:

[CLICK HERE](#)

Last Date: May 31, 2021

Registration Fee: ₹100/-
(MAIMS,MAIT,MAU : NIL)



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Dr. Nand Kishore Garg
Founder & Chief Advisor, MATES
Chancellor, Maharaja Agrasen University, Baddi, HP



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Prof. (Dr.) Ravi Kumar Gupta- Director	Prof. (Dr.) S. S.Deswal- Dean (Academics)	Sh. Suresh Gupta- Project Director	Sh. J R Mani Tripathi CAO (Accounts)



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About The e-Faculty Development Program

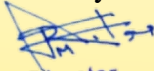
The objective of this e-FDP is:

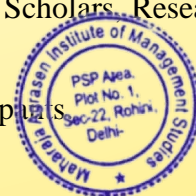
- To apprise the faculty members with the various research oriented academic social networking websites.
- To make them aware about the latest trends and developments in research and academics, access to all the research papers etc.
- To understand the ways through which Academic Social profile can be made stronger.
- To understand the web of researchers in their area of research.

Who Should Join?

This FDP would be beneficial for Faculty Members, Research Scholars, Research Enthusiastic and Students.

Participation Certificate will be awarded to registered participants.


Director
Maharaja Agrasen Institute
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Sector-22, Rohini, Delhi-86



Schedule of the e-FDP

Timings: 3:00 PM- 5:00 PM

Date	Topic	Resource Person
2nd June 2021 (Wednesday)	Inaugural session & Academia.edu	Ms. Nikita Jain
3rd June 2021 (Thursday)	SSRN	Mr. Praveen Kumar Singh
4th June 2021 (Friday)	ResearchGate	Ms. Kamna Vaid
7th June 2021 (Monday)	ORCID	Ms. Kajal Mittal
8th June 2021 (Tuesday)	Google Scholar & Valedictory session	Dr. Sanjay Kumar Mangla

Registration & Payment Details

Last Date for Registration:

May 31, 2021

Registration Fee:

₹100/-

Modes of Payment

Through IMPS/NEFT	
Account Holder's Name	MAIMS Cultural Society (MACS)
Bank Name	Union Bank of India
Bank Account No.	604202010000826
Account Type	Savings Account
IFSC/NEFT Code	UBIN0560421
SWIFT Code	UBININBBSBD
Paytm No.	9971100461 (Kamna Vaid)
UTR/Ref. No. & screenshot of payment to be uploaded for completing the payment	


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 For Payment please: [CLICK HERE](#)

Resource Persons



Dr. Sanjay Kumar Mangla, Associate Professor and Head, Department of Economics, MAIMS

Dr. Mangla carries 12 years of experience in both academia and policy research. He holds PhD Degree in Economics from Jamia Millia Islamia, Delhi. He has undertaken several funded projects on economics, e commerce, and public policy. He has, to his credit, 15 research papers in Journals of repute, 02 edited books, 03 book chapters, 15 papers in conferences, 09 knowledge and discussions papers and 05 opinion articles. He has also conducted several conferences and FDPs. He has also conducted several funded projects on various facets of public policy and digital economy. His areas of interest are regional inequalities, industrial productivity, trade & investment and e-commerce.



Ms. Kamna Vaid, Assistant Professor, Department of Commerce, MAIMS

Ms. Vaid has rich experience of 14 years including teaching as well as IT industry. She has completed her Masters in Computer Applications from Banasthali Vidyapith, Rajasthan and pursuing Ph.D. from Guru Gobind Singh Indraprastha University, Delhi in the field of Software Engineering. She has qualified UGC-NET in Computer Science and Applications. Her area of interests includes artificial intelligence, data mining, machine learning and software testing.



Mr. Praveen Kumar Singh, Assistant Professor, Department of Commerce, MAIMS

Mr. Singh is working as an Assistant Professor with Maharaja Agrasen Institute of Management Studies, Delhi. He has rich experience of 12 years including teaching as well as IT industry. He has completed his MCA degree from Uttar Pradesh Technical University, Lucknow, and MBA degree from IMT, Ghaziabad. He is pursuing Ph.D. from Manipal University Jaipur, Rajasthan in the field of Artificial Intelligence. His research areas include artificial intelligence, data mining and machine learning.



Ms. Nikita Jain, Assistant Professor, Department of Economics, MAIMS

She is a researcher of Economics with 5 years of experience of teaching and 7 years in research in areas of Micro Economics, Game Theory and Economic Growth. She is currently pursuing Ph.D. in Economics from School of International Studies, JNU, Delhi. She has done her graduation in Economics from Delhi University. Further, she completed her Masters from Ambedkar University, Delhi and did M.Phil in Economics from JNU, Delhi. She is an Associate Editor of MAIMS Economic Journal. She has published few papers in reputed journals and have been resource person in Skill Enhancement Courses.



Ms. Kajal Mittal, Assistant Professor, Department of Commerce, MAIMS

Ms. Kajal Mittal is working as an Assistant Professor with Maharaja Agrasen Institute of Management Studies, Delhi. She has rich experience of 4 years in the teaching industry. She has completed her Masters in Commerce from Department of Commerce, DSE, University of Delhi and pursuing Ph.D. from IGNOU, Delhi in the field of Commerce & Finance. She also completed Post Graduate Diploma in International Business Operations from IGNOU. Her research areas include banking, accounting, corporate finance, derivative markets and International Business.

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Founder Chairman & Chief Advisor, MATES

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Patron

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Advisor, MATES

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Program Co-chair

PROF.(DR.) V.K. KHURANA
Head, Department of Business Administration & Coordinator, IQAC

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Head, Department of Commerce

DR. SANJAY KUMAR MANGLA
Head, Department of Economics

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Dean, MAIMS

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Associate Professor
Department of Commerce

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Department of Commerce

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Assistant Professor
Department of Commerce


MS. DIKSHA GOEL
Assistant Professor
Department of Economics

CONTACT DETAILS: Ms. Kamna Vaid

FDP Convenor

Email: kamnavaid.fdp@maims.ac.in

+91-9971100461


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Department of Business Administration
Under Aegis of IQAC & MACS
ThinkQuest Club Presents

One Week Research Congress 2021

Maharaja Agrasen Institute of Management Studies



Prof. Dr. Md. Aminul Islam

Faculty of Applied &
Human Sciences
Universiti Malaysia, Perlis



Prof. Dileep Kumar

Nilal Field Researc Center,
Malaysia



Dr. Manish Gupta

Department of HR,
IBS Hyderabad



Ms. Jinal Shah

NMIMS, Deemed to be
University



Dr. Parul Kumar

Maharaja Agrasen Institute
of Management Studies

INSIGHTS



May 25: Essentials of Research



May 26: Research Methodology



May 27: Publication of Research



May 29: Leveraging LinkedIn



May 31: Promotion of Research

25-31, May 2021

2:30PM - 4:30PM IST



Zoom Meeting

FEES: INR 2000

Register on

<https://forms.gle/aewNsuFQvxxtiPpE9>

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*Certificate of Participation for
registered participants only.



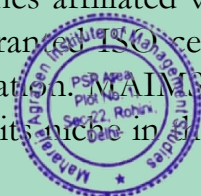
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About the Research Congress

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 is:

- 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.

Schedule

Inauguration: 25th May 2021, 2:15PM – 2:30PM IST

Session 1: 25th May 2021, 2:30PM – 4:30PM IST

Prof. (Dr.) Md. Aminul Islam

Professor, Faculty of Applied & Human Sciences
University Malaysia Perlis

Topic:

Essentials of Research

Session 2: 26th May 2021, 2:30PM – 4:30PM IST

Prof. (Dr.) Dileep Kumar M.

Director – Research & Innovation
Nilai Field Research Center, Malaysia

Topic:

Overview of Research
Methodology

Session 3: 27th May 2021, 2:30PM – 4:30PM IST

Dr. Manish Gupta

Assistant Professor
IBS, Hyderabad

Topic:

Publication of Research

Session 4: 29th May 2021, 2:30PM – 4:30PM IST

Ms. Jinal Shah

Assistant Professor
NMIMS deemed to be University

Topic:

Leveraging LinkedIn


Session 5: 31st May 2021, 2:30PM – 4:30PM IST

Dr. Parul Kumar

Senior Assistant Professor
Maharaja Agrasen Institute of Management Studies

Topic:

Promotion of Research


Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



Esteemed Speakers

Prof. (Dr.) Md. Aminul Islam

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.



Prof. (Dr.) Dileep Kumar M.

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.



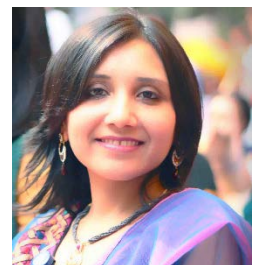
Dr. Manish Gupta

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.



Ms. Jinal Shah

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.



Dr. Parul Kumar

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 University. Has authored & co-authored various research papers, published in 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.



Registration

Fees: INR 200/-

All the participants are requested to register before **23rd May 2021**.

Who should attend

Faculty Members, Research Scholars, Early Researchers, Students – Undergraduate & Postgraduate, Research Enthusiastic, Corporate Executives.

Bank Details:

Account Holder: MAIMS

Cultural Society (MACS)

A/C no.: 604202010000826

Account Type: Savings

IFSC: UBIN0560421

SWIFT Code: UBININBBSBD

Branch: Union Bank of India,
Sector 22, Rohini, New Delhi
110086

[Click Here](#)
[Payment & Registration](#)

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Director General, MAIMS

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

Chair


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

Chief Coordinator

Prof. (Dr.) Vijay Kumar Khurana
HOD – Business Administration
Coordinator, IQAC, MAIMS

Convener

Dr. Parul Kumar (9899220678)
Senior Assistant Professor
MAIMS


Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86

Co-Convener

Ms. Neha Bhargava (9716457271)
Ms. Rachita Aggarwal (9999297593)
Assistant Professor, MAIMS



For further queries mail us: thinkquest@maims.ac.in

MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES (DEPARTMENT OF COMMERCE)

In association with National Skill Development Corporation

UNDER THE AEGIS OF IQAC CELL

PRESENTS

Research Methods and Analysis of Stock Markets

Venue: Zoom Meeting

Link:

<https://us02web.zoom.us/j/87606127596?pwd=dFVtcExQd3Z2QjllTmQraHN1NzJYUT09>

Date: 18th May 2021

Time: 3:00 pm - 4:30 pm



RESOURCE PERSON

Venkata Sri Harsha
(MD AND CEO, SHINE PROJECTS)

Registration Link:

<https://forms.gle/bRhZdjxry5zTzud88>

Last Date of Registration: 16 May 2021

Director
Maharaja Agrasen Institute
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Sector-22, Rohini, Delhi-86

E-CERTIFICATE FOR PARTICIPANTS





MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES DEPARTMENT OF LAW PRESENTS

A WEBINAR CELEBRATING
WORLD INTELLECTUAL PROPERTY DAY
26TH APRIL 2021 1:30 PM -3:00 PM

**TOPIC : INNOVATION & INTELLECTUAL
PROPERTY RIGHTS: A VISION TO
MAKE INDIA SELF-RELIANT**



Resource Persons:

Mr. Raghvendra G.R.

Joint Secretary, Department of Justice, Ministry of Law &
Justice, Government of India.

Mrs. Pooja Kumar

Founder; Director : Innove Intellects LLP,
Registered Patent Agent (Govt. of India), Startup Facilitator,
Mentor, Women Entrepreneur.



FACULTY COORDINATOR

Dr. Nisha Dhanraj Dewani



REGISTRATION FORM : [HTTPS://FORMS.GLE/ZEATMFOHDWWTMFJDA](https://forms.gle/ZEATMFOHDWWTMFJDA)


Director
Maharaja Agrasen Institute
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Sector-22, Rohini, Delhi-86



Maharaja Agrasen Institute of Management Studies



(A Unit of Maharaja Agrasen Technical Education Society)
Affiliated with GGSIP University; Recognized u/s 2(f) of UGC;
Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution
Campus: Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086 India (Est. 2003)
Website: www.maims.ac.in



ARTHANOMICS CLUB

in association with

Brand Wagon Club, Commpact Club, Enactus Club, E-cell & Legal Services Clinic of
MAIMS Cultural Society

presents

6th International Conference

on

Drivers of Global Economic Recovery

Friday, April 23, 2021

International
Academic Partners



Publication
Partner



Indexed in:



Sessions

Inaugural Session

Parallel Technical Sessions

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86

Panel Discussion

Valedictory Session





MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES



Department of Journalism and Mass Communication

Brand Wagon Club

Celebrates

NATIONAL PR DAY

► Highlights of the event:

- Webinar on PR industry during pandemic:
'Challenges and Future Prospects'
- Press Conference
- Launch of PR campaign

Mark

YOUR CALENDARS!!!

📅 Date: 20th April, 2021

🕒 Time: 11:00 a.m.

📍 Venue: Google Meet

► Speakers of the event:



Mr. Rahul Ranjan
Director
Mrig Sight Media



Gaurav Jain
PR Lead
Mrig Sight Media



Prof (Dr.) Vinita Gupta
HOD

Event Convener
Ms. Neha Bhagat

HOD
Prof (Dr.) Vinita Gupta

Student Coordinators
Kirandeep Kaur
Akshay Victor
Bhavya Chadha



**Department of Journalism and Mass Communication
Training and Placement Cell
(under the aegis of IQAC)**

&

Public Relations Society of India (Delhi Chapter)

On the occasion of 'National PR Day'

presents

**PRism
Webinar Series**

*Career Option, Entrepreneurial Mindset and Employability
Skills in the Indian Communications Industry 2021*



Mr. John Prasad
Chief General Manager
Corporate Communications
Indian Oil Corporation Limited

Date: 17th April, 2021
Time: 11 AM Onwards
Platform: Zoom App

RESOURCE PERSON

Zoom Link: <https://us02web.zoom.us/j/9097708196?pwd=YmZxZjdvdWxIODNLRkp2WUIRYmovQT09>

YouTube Link: <https://www.youtube.com/c/MAIMSDelhiIN>

Meeting ID: 909 770 8196

Passcode: MAIMS

Ms. Shifali Ahuja
Convener

Assistant Professor cum
Training & Placement Officer
Dept of Journalism & Mass
Communication

Prof. (Dr.) Vinita Gupta
HOD

Dept of Journalism & Mass
Communication

Prof. (Dr.) G P Govil Prof. (Dr.) S.K. Garg

Advisor

MATES



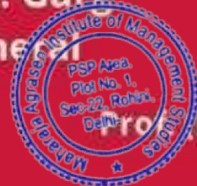
Director General

MAIMS

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86

Dr. Jaya Srivastava
Convener

Joint Secretary
PRSI Delhi Chapter



Prof. (Dr.) Ravi Kr Gupta
Director

MAIMS



MAHARAJA AGRASEN INSTITUTE OF MANAGMENT STUDIES

**DEPARTMENT OF JOURNALISM
AND MASS COMMUNICATION**

Organises

Faculty Development Programme

**EFFECTIVE USE OF SOCIAL MEDIA TOOLS IN
QUALITATIVE RESEARCH**



Date
9th April 2021




Time
2:30pm - 4:30pm

Dr. Amit Kumar

Associate Professor

Department of Journalism & Mass Communication

Prof.(Dr).S.K Garg
Director General MAIMS


Director
Maharaja Agrasen Institute
of Managemet Studies
Sector-22, Rohini, Delhi-86

Prof. (Dr). G. Govil
Advisor,



Prof.(Dr). Vinod Gupta
HOD,Dept. of Journalism

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

Venue : 9th Block, Seminar Hall



**MAHARAJA AGRASEN INSTITUTE
OF MANAGEMENT STUDIES**

(A Unit of Maharaja Agrasen Technical Education Society)

DEPARTMENT OF COMMERCE

Presents

Webinar on
***UNMASKING GST: Research & Analysis of various
factors of GST'***



Resource Person

Ms. Mahima Garg

Tax professional in PWC

Alumni of BCOM(H)



DATE: MARCH 18, 2020

TIMINGS: 3PM ONWARDS

**VENUE: ZOOM MEETING AND
YOUTUBE LIVE**

Registration Link

<https://forms.gle/tm1ZtecbFgYXmnuJ6>

Prof. Dr. S.K.Garg

Director General, MAIMS

Prof. Dr.G.P.Govil

Advisor, MATES

Dr. Manju Gupta

HOD, Dept. of Commerce

Prof. Dr. Ravi Kumar Gupta

Director, MAIMS

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi-110086, India

(www.maims.ac.in)



Maharaja Agrasen Institute of Management Studies
NAVCHETNA THE SOCIAL SERVICE CLUB

Organizes

Seminar for MAIMS Faculty & Staff
On

Awareness and Prevention of Financial & Intellectual Property Frauds

Economic Offence Wing Of Delhi Police

On Friday, March 12, 2021

At

2:00-3:00 PM

Venue- Seminar Room, 9th Block, 9th Floor MAIMS

Dr. Sumedha Dutta
MACS Convenor

Dr. Sangeeta Rawal
Coordinator

Ms. Rashi Aggarwal
Coordinator

Ms. Purnima Gupta
Coordinator


Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



BE A SOCIAL ENTREPRENEUR



MR. SAHIL AGGARWAL

- IIT Delhi Alumnus
- Social Entrepreneur and Educationist.
- Founder & CEO of Rishihood University
- Co-Founder of Rashtram School of Public Leadership
- Member of National Committee (CII)
- Co-Chairman of National Education Committee

**E-CERTIFICATES FOR
ALL ATTENDEES**



Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



DHANISHTHA RAI - 88510 72326
SARTHAK SODHI - 96678 61821



Maharaja Agrasen Institute of Management Studies

Established by Maharaja Agrasen Technical Education Society
Affiliated to Guru Gobind Singh Indraprastha University, Delhi
Campus: Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi – 110086

Courses offered: BBA, B.Com (H), B.A. Eco.(H), BA(JMC), B.A.LLB, BALLB
Website: www.maims.ac.in

     #MAIMS Delhi IN



MIC 2020

(Under Aegis of IQAC & MACS)

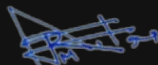
3rd & 4th December 2020

Reach us at:

www.maims.ac.in/mic

Write to us at:

mic@maims.ac.in


Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



ThinkQuest Club

presents

MAIMS International Conference (MIC 2020)

On

Impact of Digitization on Education,
Management Sciences, Information Technology,
Law Enforcements and Media

Maharaja Agrasen Technical Education Society (MATES)

Dr. Nand Kishore Garg

Founder & Chief Advisor, MATES
Chancellor, Maharaja Agrasen University, Baddi, H.P., India

Chairman, MATES
Sh. Vineet Kumar Gupta

Executive Chairman, MATES
Sh. S. P. Aggarwal, IAS

Sr. Vice Chairman, MATES
Sh. Manoj Singhal

Vice Chairmen, MATES

Er. Ravindra K. Gupta
Prof. (Dr.) M. L. Goyal

Sh. S. P. Goel

Sh. Umesh Kr. Gupta
Er. Sumer Chand Tayal

Sh. Kailash Chand Bansal
Sh. Jagdish Mittal
Sh. Sunder Lal Goel

General Secretary
Er. T. R. Garg

Joint General Secretary
Sh. Mohan Garg

Treasurer
Sh. O.P. Goel

Co-Treasurer
Sh. Anand Kr. Gupta

Secretaries

Sh. Satish Garg

Sh. Gian C. Aggarwal
Sh. Madan Mohan Goel

Ms. Sangeeta Gupta
Sh. Rajnish Gupta

Sh. Nitin Gupta
Sh. Avinash Aggarwal

CEO, MATES

Sh. Gyanendra Srivastava, IAS

Advisors, MATES

Prof. (Dr.) Muneesh Kumar

Prof. (Dr.) G. P. Govil

Prof. (Dr.) I. M. Kapahi

Prof. (Dr.) N.K. Kakkar

Sister Institutions

Director, Maharaja Agrasen Global School - Sh. B. L. Mahajan

Project In-Charge, MAU, Baddi, HP - Sh. Suresh Gupta

Vice Chancellor, MAU, Baddi, HP - Prof. (Dr.) R. K. Gupta

Director, MAIT - Prof. (Dr.) Neelam Sharma

Dean, MAIT - Prof. (Dr.) S. S. Deswal





Conference Publication

Accepted & presented papers will be considered for publication in:

- MAIMS Journals
- UGC Listed Journals (to be announced later)
- Scopus Indexed journals (to be announced later)

Copy of E-proceedings of extended abstracts would be provided to all the paper presenters at the time of the conference.

The paper submitted to this conference should not been published elsewhere, nor it should be under consideration for publication in some other journal/conference.

Acceptance criteria:

- Double blind review by review committee
- Plagiarism report of Turnitin (<10% similarity index)

Important Dates



25th Oct 2020

Deadline for Submitting Paper

1st Nov 2020

Decision on Paper

8th Nov 2020

Submission of Paper after Revisions (if any)

15th Nov 2020

Acknowledgement of Revised Paper

2nd Nov 2020

Deadline for Registration



Objectives

- To bring innovative data analysis techniques for cutting-edge research.
- To foster long-lasting research relations between universities & industry for bridging the gap.
- To recognize upcoming and modern practices that have transformed the way contemporary organizations functions.



Registration

Kindly visit the www.maims.ac.in/mic to register for the conference.

Students/Scholars: INR 300

Academicians: INR 500

Corporates: INR 700

Foreign Delegates: USD 20

The above fees will be applicable for Early bird registrations on or before October 30, 2020.



Themes

The broad themes of the conference are

- Education
- Media
- Law Enforcements
- Information Technology
- Management Sciences

For detailed themes of the conference, refer to call for papers on www.maims.ac.in/mic



Paper submission

Full papers along with the extended abstract should be submitted before October 25, 2020, via the easy chair link mentioned on the conference website.

Kindly format the paper as per the guidelines given on the MIC 2020 website.

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-85



Paper Presentation Competition

The overall Best Three Papers will be awarded with the cash prizes.

Rs. 8,000 – 1st Prize

Rs. 5,000 – 2nd Prize

Rs. 3,000 – 3rd prize

Best paper presentation in each technical session would be given certificate of appreciation.

Kindly refer to the website for the paper presentation guidelines.



Conference Committee

Chief Patron

Dr. Nand Kishore Garg, Founder & Chief Advisor, MATES

Patron

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

Patron

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

Conference Chair

Prof. (Dr.) Ravi Kumar Gupta, Director

Conference Co-Chair

Prof. (Dr.) Sangeeta Malik, Dean

Advisory Committee

Prof. (Dr.) V. K. Khurana

HOD – Business Admin. & Secretary, IQAC

Prof. (Dr.) Rajni Malhotra Dhingra

Principal, Law

Prof. (Dr.) Vinita Gupta

HOD – JMC

Dr. Praveen kr. Gupta

HOD – Law

Dr. Manju Gupta

HOD – Commerce

Dr. Sanjay Kumar Mangla

HOD – Economics

Dr. Lokesh Jindal

Associate Professor

Dr. Manoj Verma

COE

Dr. Umesh Pathak

Associate Professor

Conference Convener

Dr. Parul Kumar (9899220678)

Ms. Sarita Garg (9811418667)

Conference Co-Convener

Ms. Rachita Aggarwal (9999297593)

Ms. Neha Bhagat (9716457271)

Ms. Sumedha Dutta (9899297925)

Conference Secretary

Dr. Nisha Singh (9818230010)

Ms. Shikha Sharma

Dr. Bharti Chaudhary

Mr. Bharat Banga (9818127566)

Conference Joint Secretary

Dr. Nisha Dhanraj Dewani

Ms. Neelam Nanda Prabhat

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



Ms. Rashmi Aggarwal

Maharaja Agrasen Institute of Management Studies (MAIMS)

MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The Society comprises of a group of educationists, eminent industrialists and people of high status from different walks of life. The Society has got success in establishing institutions of repute in the areas of Management, Law, Engineering and Journalism.

The Institute has attained a distinct position in running BBA, B. Com (H), BA Eco (H), BA (JMC), BALLB (Integrated), and BBALLB programmes affiliated with Guru Gobind Singh Indraprastha University, Delhi. The Institute was granted ISO certification 9001:2015 after meeting the updated requirements of ISO certification.

MAIMS has over the years grown into a premier centre of excellence and has made its niche in the areas of teaching, research, consultancy and corporate development. MAIMS has organized numerous faculty development programmes, seminars and conferences since its inception. Distinguished personalities from industry and academia participated in these events. The Institute publishes a research Journal namely: 'MAIMS Journal of Management,' ISSN 2249-0116 which includes research papers, articles from academicians and corporate professionals of repute.





MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES



Affiliated to Guru Gobind Singh Indraprastha University
Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086, India

www.maims.ac.in
(Under the Aegis of IQAC)

Organises

One Day National Research Webinar

GENDER BASED VIOLENCE IN DIGITAL SPACE

FRIDAY, 6TH NOVEMBER, 2020
TIMING- 11:00 A.M. TO 05:35 P.M.

Sponsored by
National Commission for Women
NCW



Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-80



ARTHANOMICS

THE ECONOMICS SOCIETY OF MAIMS

Financial Condition of Young Entrepreneurs during COVID - 19 Pandemic & Importance of Financial Management in Life'

W
E
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Mr. Samar Vijay

Author of 'A TRYST WITH
MONEY' & 'IN CONTROL OF
MONEY'

FINANCE & TECHNOLOGY
professional. 20+ YRS of EXP.

Expert in DATA SCIENCE &
MACHINE LEARNING TECHNOLOGIES

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GOOGLE MEET

4:00 PM

Contact :

Ashish :- 9560917635

Roma :- 8181816473

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86

October 31, 2020





MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

Affiliated to Guru Gobind Singh Indraprastha University

Presents

**Webinar : "Career opportunities in the field
of Marketing and IPR : Myth Vs. Reality"**

By Mr. Baljit Singh

**OCTOBER 27, 2020 • STARTS
AT 2:30 PM • VIRTUALLY ON
ZOOM MEETING AND YOUTUBE
LIVE**



Manager-PBS, Global Network
Services at American Express|
Previously Manager Product
Planning at Samsung (Samsung
Pay)| 7+ Years Experience across
various startups|

Faculty Coordinators

Dr. Lokesh Jindal 9312712354

Mrs. Riya Sharma 9891065040

Mrs. Shikha Sharma 9871419018

Mrs. Taranpreet Kaur 8860618315



Registration Link
<https://rb.gy/xzk11h>

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



f MAIMS De

MAIMS Delhi IN



MAIMS Delhi IN





BIZMIND

The Entrepreneurship Cell of MAIMS

presents

HATCH FROM SCRATCH AND LAUNCH OF BIZSHOW & BIZJUNCTION SERIES



**AN INTERACTIVE
WEBINAR WITH**

Mr. Gundeep Singh
TEDx Speaker, Author,
Tech Leader Awardee,
Entrepreneur, Investor

DATE- 30TH SEPTEMBER'20

TIME- 4:00 P.M.

PLATFORM- GOOGLE MEET

Contact-

Srishti- 9873044105 Aparna- 9315041266

E-Certificates will be given


Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86





MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES



In collaboration
with





Careers in Finance & Research

A Webinar




Speaker
Alok Sharma
Head
Career Launcher FinSchool

 **September 13, 2020 (Sun.)**

 **16:30 hrs**

 **forms.gle/V6hwdGvWtEApGea9**

 **Zoom Meeting**


Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86





Manthan- The Literary Society of Maims
Presents,



Workshop on
Hush and Hustle: Hands-on
Experience as a Financial Research
Analyst

IT'S NOT ALL ABOUT BIDDING!

When : 12th - 13th September, 2020

TIME: 4 PM Onwards

REGISTRATION FEE- ₹30

CASH PRIZES
worth
₹2000!

To register -



Partnered by:



Shiven- +91 75030 33313

@maimsmanthan

Srijan- +91 96900 80333

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



p r e s e n t s

AN INTERACTIVE SESSION WITH



MR. SANIL SACHAR
(NATIONAL BESTSELLING AUTHOR,
FOUNDER - HUDDLE ^{Text} INCUBATOR AND
3X TEDX SPEAKER)
&
COMMPACT'S

Entrepreneurship and Scope of Creativity in Modern Era

DATE: 12th SEPTEMBER, 2020

TIME: 3:00 P.M

PLATFORM: GOOGLE MEET

E- CERTIFICATES
WILL BE GIVEN

CONTACT:
VANSHIKA: 99990 69929
(PRESIDENT)


Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86


ANH: 011-2760181636
(VICE PRESIDENT)

Student Outreach
Partner

**INSIGHTONE**

- How to become a successful entrepreneur.
- What were some of the challenges he faced.
- How creative fields offer vast opportunities for youngsters.

Media Partner

**CAMPUSLIFY**

WEBINAR ON COVID-19: CHANGING DIMENSIONS OF CORPORATE FRAUDS



DATE: SEPTEMBER 5, 2020
TIME :5:00 PM
ON ZOOM PLATFORM
REGISTER HERE

Director
Maharaja Agrasen Institute
of Management Studies
Sector 22, Rohini, Delhi-86



Faculty Coordinator: Dr. Charu Mohla



THREE DAYS WORKSHOP

on

Entrepreneurship as a Pathway to Make India Self-Reliant

on

9th, 16th and 17th August, 2020

Jointly Organized by



Kautilya International Foundation



Maharaja Agrasen Institute of Technology



Maharaja Agrasen Institute of Management Studies

in association with



Maharaja Agrasen University, H.P.

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



About the Workshop

The crisis of Covid-19 has leveled the economic progress of all the countries. The aftershocks of the crisis are going to compel the world to rethink the concept of globalization. In the changed circumstances, self-reliance is the only way out. India has a glorious history of self-reliance for thousands of years. The French traveler, **Bernier**, described seventeenth century Bengal in the following way: **“The knowledge I have acquired of Bengal in two visits inclines me to believe that it is richer than Egypt. It exports, in abundance, cottons and silk, rice, sugar and butter. It produces amply – for its own consumption- wheat, vegetables, grains, fowls, ducks and geese. It has immense herds of pigs and flocks of sheep and goats. Fish of every kind it has in profusion. From Rajmahal to the sea is an endless number of canals, cut in bygone ages from the Ganges by immense labour for navigation and irrigation.”** It was only during the British raj that her self-reliance was destroyed to meet the economic demands of England. But India has a deep rooted entrepreneurial tendency waiting to be nurtured and flourished.

India's entrepreneurial growth is the key to its self-reliance. That makes understanding all the aspects of entrepreneurship in accordance to the Indian knowledge system in global perspective, quintessential. The pandemic of Covid-19, has given rise to many problems; unemployment being the greatest of them. Though the problem of unemployment infested the country even before the advent of Covid19, the people who were previously employed have also lost their jobs making the situation even worse. This herald a change in the economic outlook and demands a fresh analysis of strengths, weaknesses, opportunities and threats. The upcoming six sessions envisage throwing light over these challenges and opportunities in great detail. An effort shall be made to find a solution to the current problems related to entrepreneurial growths and develop a blueprint of a Self-Reliant India.

Objectives of the Workshop

This workshop will be of great value to participants to familiarize with Indian entrepreneurial history and current scenario of entrepreneurial development in India.

The Main Objectives of the Workshop are:

- To understand the issues and challenges faced by the entrepreneurs.
- To familiarize the participants with emerging opportunities for the development of new enterprises.
- To provide a forum for an exchange of views with leading practitioners and academicians.
- To sensitize the participants towards entrepreneurship as not only business but a life skill, too.
- Providing know-how needed to establish their own enterprise and aims to encourage the entrepreneurial mindset of students.
- To help the rapid growth of the economy by providing skilled entrepreneurs. This workshop primarily aims at providing self-employment to the young generation. It aims at influencing people at large to be entrepreneurs.


Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86





About Kautilya International Foundation

Kautilya International Foundation (KIF) is a cultural, civilizational and policy research Centre, founded by Shri K N Govindacharya Ji to reinvent and establish traditional, spiritual and philosophical knowledge systems based on Bhartiya (Indian) wisdom, ethics and values. KIF emphasizes to implement principles of Kautilya and renowned Bhartiya Acharyas in current scenario in the field of education and culture, law and justice, science and technology, economics and finance, markets and trade, politics and diplomacy, defense and foreign affairs etc. with the help of systematic study, deep research and scholarly dialogues.



Maharaja Agrasen Institute of Technology

It was established in 1999 by Maharaja Agrasen Technical Education Society promoted by a group of well-known Industrialists, Businessman, Professionals and Philanthropists with an aim to promote quality education in the field of Technology and Management. Since then, MAIT has grown from strength to strength to emerge as one of the top technical institutes among the private Institutes and has been constantly ranked amongst the top engineering Institutes by DATAQUEST.

The Institute began its first batch of 180 B.Tech. students in 1999 and at present, MAIT offers Bachelor's Degree in 5 disciplines of Engineering - Computer Science and Engineering (240 students intake), Electronics and Communication Engineering, Electrical and Electronics Engineering, Information Technology, Mechanical and Automation Engineering (180 students intake each) and Mechanical Engineering (60 students intake) and Postgraduate degree in Master of Business Administration (180 students intake). The Institute is approved by All India Council for Technical Education and affiliated to Guru Gobind Singh Indraprastha University, Delhi.

The overall environment in the institution is highly conducive for growth and provides a quality learning atmosphere for students that promotes culture, sports, societal contributions, art, self-governance and human values.

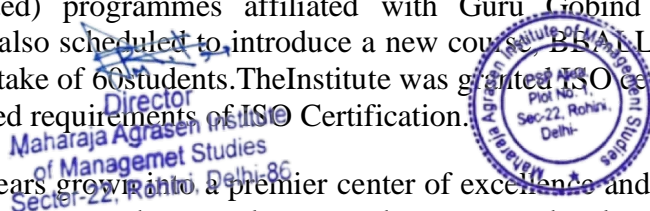


Maharaja Agrasen Institute of Management Studies

MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The Society comprises of a group of educationists, eminent industrialists and people of high status from different walks of life. The Society has got success in establishing institutions of repute in the areas of Management, Law, Engineering and Journalism etc.

The Institute has attained a distinct position in running BBA, B.Com (H), BA Eco(H), BA(JMC) and BALLB (Integrated) programmes affiliated with Guru Gobind Singh Indraprastha University, Delhi. It is also scheduled to introduce a new course BBA+LLB (Integrated) w.e.f. August 2020 with an intake of 60 students. The Institute was granted ISO certification 9001:2015 after meeting the updated requirements of ISO Certification.

MAIMS has over the years grown into a premier center of excellence and has made its niche in the areas of teaching, research, consultancy and corporate development. MAIMS has organized numerous faculty development programmes, seminars and conferences since its



inception. Distinguished personalities from industry and academia participated in these events. The Institute publishes a research Journal namely: 'MAIMS Journal of Management,' ISSN 2249-0116 which includes research papers, articles from academicians and corporate professionals of repute. In addition, the Institute is going to launch three new Journals in the areas of Economics, Law, and Journalism & Communication in the month of July 2020.



Maharaja Agrasen University

Maharaja Agrasen University (MAU) was established in 2013 by Maharaja Agrasen Technical Education Society. Maharaja Agrasen University (MAU) derives its name from Maharaja Agrasen. The endeavor of Maharaja Agrasen Technical Educational Society (MATES), the Sponsor of Maharaja Agrasen University (MAU) is to contribute to the society by establishing a Centre of Knowledge which fosters equality, integrity and excellence. The vision of the university is to be globally recognized as a center of excellence for Research & Innovation, Entrepreneurship, and disseminating knowledge by providing Value-Based Education to produce professional leaders to serve the society.

Schedule of the Three Days Workshop

Day	10:00-11:30	11:30-12:30	12:30-2:30	2:30-3:30	3:30-5:30
9th August 2020 (Sunday)	Inaugural Session	Break	Entrepreneurship in Indian Thought Process	Lunch Break	Entrepreneurship Society
16th August 2020 (Sunday)	Support Institutions to First Generation Entrepreneurs	Break	R&D Institutions to Support New Entrepreneurs	Lunch Break	Family Business and their Sustainability
17th August 2020 (Monday)		Break	Knowing Entrepreneurial Opportunities in India	Lunch Break	Building an Entrepreneurial Institution

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



Chief Guest

Dr. Anil Sahasrabuddhe

Chairman, All India Council for Technical Education (AICTE)

Eminent Guests & Speakers

Prof. Jayseelan Ganeshan, Dr P. Kanagasabapathi, Mr. Tulsi Tawari, Dr Amit Kumar Dwivedi, Dr Radhakrishnan Pillai, Ms Aastha Bhardwaj, Mr Ajit Tiwari, Mr Ramesh Kumar, Mr Suryamani Singh, Mr Prashant Kumar Sinha, Mr S K Bhatt, Mr Neeraj Kumar

Patrons

Shri K N Govindacharya

*Renowned Economist, Social and Political Thinker
Founder Patron - Kautilya International Foundation, New Delhi*

Shri Basavraj Patil

*Former Member – Rajya Sabha
Patron - Kautilya International Foundation, New Delhi*

Dr. Nand Kishore Garg

*Renowned Academician
Chancellor, Maharaja Agrasen University
Chairman - Kautilya International Foundation, New Delhi*

Board of Advisors

Prof. Geeta Singh, Director - Centre for Professional Development and Higher Education (CPDHE), University of Delhi, New Delhi;

Dr. R K Gupta, Vice Chancellor - Maharaja Agrasen University, Himachal Pradesh

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Prof. B.B. Chakrabarti, Professor, IIM Calcutta, Former Director-IIM Ranchi

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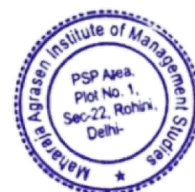
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(e-Certificates will be given to the registered participants)

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Faculty Coordinator: Dr. Nisha Jindal, Assistant Professor, MAIMS

Email: maims.kif@maims.ac.in Mob.: +91-9868588179


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MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

ORGANISES
Workshop
on

Google Tools for Online Teaching and Research

Date: August 8-15, 2020

Time: 3:00 PM - 4:30 PM



Registration Link:

shorturl.at/gBLN2

Venue: Zoom

Faculty Coordinator:

Ms. Sarita Garg 98114 18667

Ms. Rashi Agarwal 78385 11161



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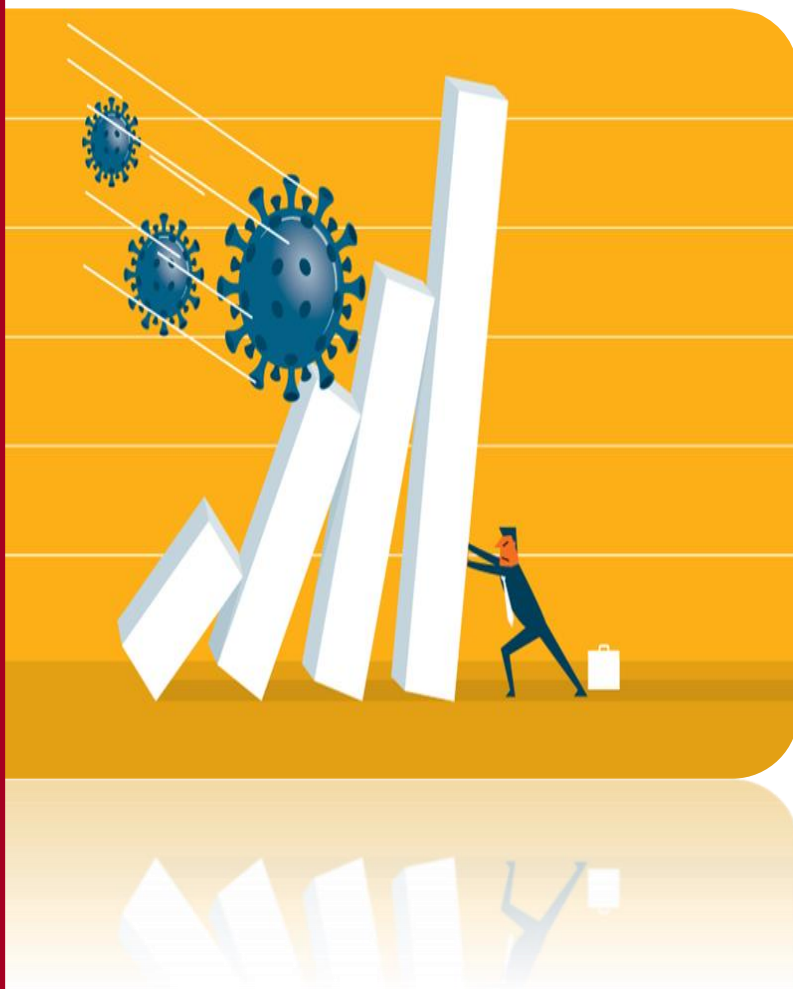
International Conference

on

Global Economic Order in the Post-COVID-19 Era: Challenges, Opportunities and Strategies

Under the Aegis of IQAC

SATURDAY, 25TH JULY, 2020



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Key Points of Discussion

- Sectoral analysis of impact of COVID-19 on India and the World
- Govt. support to revive economy
- Emergence of new global political-socio-economic communication
- Emergence and growth of e-business models

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MAIMS has over the years grown into a premier centre of excellence and has made its niche in the areas of teaching, research, consultancy and corporate development. MAIMS has organized numerous faculty development programmes, seminars and conferences since its inception. Distinguished personalities from industry and academia participated in these events. The Institute publishes a research Journal namely: 'MAIMS Journal of Management,' ISSN 2249-0116 which includes research papers, articles from academicians and corporate professionals of repute. In addition, the Institute is going to launch three new Journals in the areas of Economics, Law, and Journalism & Communication in the month of July 2020.

About the Conference

The Covid-10 pandemic has spread with alarming speed, infecting millions and bringing economic activity to a near stand-still as countries imposed tight restrictions on movement to halt the spread of the virus. As the health and human toll grows, the economic damage is already evident and represents the largest economic shock the world has experienced in decades. All the economic activities ranging from agriculture to service have seen a distressing dip causing the ever - highest decline in global gross domestic product (GDP). However, internet-based technology has emerged as a big support to continue with a large stream of activities during these testing times.

Countries across the globe are facing multiple challenges with economies witnessing major sectoral shifts. Governments are working towards shuffling their budgetary planning to settle the upheaval in the economy. Numerous companies are forced to change their business models and management strategies to adopt internet-based mechanism for operations, while individuals are adopting new ways of planning their family budget and expenditure heads. There are paradigm shifts in the political, social and economic structures of the emerging nations. Further, global trade is witnessing new trends and patterns of exchange of goods and services. These world – wide novel circumstances are certainly impacting the economics, commerce, and management of pecuniary activities.

This International Conference will provide a wider platform to academicians, researchers, industrialists, policy makers, and students to present and discuss their views and original research outcomes on various sectors and regions being affected by COVID-19. The thought-provoking insights in the conference will offer valuable signposts supporting the global economic recovery.

Objectives of the Conference

The objective of the Conference is to discuss emerging problems and opportunities arising from COVID-19 pandemic. Further, the Conference aims solutions for COVID-19 problems which will lead to the advancement of theory and practical applications in the field of economics, commerce, management, law, communication and related areas.

Sub Themes of the Conference

Broad research areas and sub themes of the conference include:

Economics

- Plight of Migrant Workers: Economic Burden?
- World Economic Growth During Post-COVID-19 Era
- Changing Public Policies for Inclusive Development of Village / Town / Metropolitan Cities
- Shift in Global Economic Policies to Achieve SDGs during the Post-COVID-19 Era
- Changing trends of foreign trade in context of developing countries

Commerce

- Emerging Practices in Auditing and Accounting
- Innovative Business and Commerce Solutions to Deal with Novel Challenges
- Taxation Regimes during and Post COVID-19
- Financial Markets and Investors' Behaviour during and Post COVID-19
- Changing Trends in Insurance Policy Schemes

Management

- COVID 19: Innovation in Financial Management of Companies
- Changing Face of Retailing and Marketing during the Global Crisis
- Challenges in Channel Relationship and Logistics Management
- Role of Leaders to Sustain Companies during COVID-19
- Managing HR and Personnel Risk during the Pandemic

- E-Business Models to Sustain Growth
- Risk Management during the COVID-19 Pandemic

Mass Communication

- Fact, Saying and Truth of Media during COVID-19 Era.
- Public Awareness and Media during Lockdown
- Challenges of Media Coverage in the Age of Coronavirus
- Communication Crisis in Corona Age
- Impact of Fake News on Human Behaviour

Law

- Cyber Privacy and Cyber-Crime During COVID-19
- COVID-19: Online Court and Mediation
- International Trade Laws to Manage Global Supply during the Pandemic
- Resettling Labour Markets through Amendments in Labour Laws
- Artificial Intelligence as Transformative Force and Ethical Consideration

Other Related Areas

- Sectoral Analysis in COVID-19 and their Future Growth
- Growth of Healthcare Sector in the Crisis
- COVID 19: Travel and Aviation Slump?
- Challenges Faced by the Education Sector and their Long-Term Implications for Schools, Colleges and Universities

The above-mentioned list of themes is not exhaustive, other relevant papers are also welcome.

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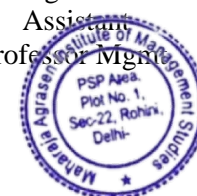


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Guidelines for Contributors

The full paper should provide on the cover page: the title of the paper, name of author (s), institutional/professional affiliation, address, contact number and email id for communication. Cover page should be followed by complete manuscript. The paper submitted should be typed (MS Word) on A-4 page in Times New Roman 12 Font Size with 1.15 line spacing, and justified alignment. The length of the complete paper should not exceed 5000 words. The authors must follow the APA style of referencing. Graphs or pictures should be in JPEG format or compatible with MS Office formats such as Excel or Word.

Conference participants will be allowed to present their papers through online modes like video conferencing.

Full papers must be submitted electronically to:

The Conference Convener at maims.conference@gmail.com

Last date for submission of full paper is 18th July 2020. Papers received thereafter will be considered only for presentation not for publication in proceeding with ISBN No.

Publication Opportunities and Best Paper Awards

The selected papers will be published in Conference Proceeding with ISBN No and few selected papers will be given the Best Paper Award also.

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- **Registration Fee:** ₹ 100/- (inclusive of GST)
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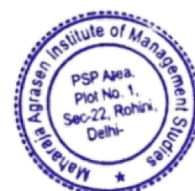
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Time :12:30 PM

Thursday, July 16, 2020

How to Start the Entrepreneurial Journey of your Startup?



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YOUTUBE LIVE



July
04



5:00
PM

On

**ILLUMINATE
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Co-Founder & Director
BOUDHIK VENTURES


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BROCHURE e-Faculty Development Programme

on

Making Higher Education
Value Based, Innovative &
Research Oriented for
Resurgence

Under the Aegis of IQAC

24th – 30th JUNE, 2020



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- High quality research writing



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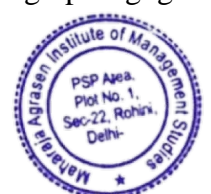
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About the Faculty Development Programme

In the current scenario, imparting higher education according to industry standards has become quite challenging. The traditional "chalk and talk" method of teaching is revolutionized with modern and innovative teaching methods with application of information technology tools. The FDP will facilitate the attendees to get engaged and improve their teaching skills to meet the ever-changing dynamics in the academic world. The programme intends to instill skills within the faculty members, which will foster independent thinking and creativity through experimental/pedagogical activities. At the same time, faculty is also required to remain at the frontiers of knowledge in his/her areas of subject expertise and gain working knowledge of other domains. Thus, it becomes imperative for every faculty to continuously upgrade himself/herself by engaging in research. This FDP aims at honing the teaching and research skills of prospective, new and seasoned teachers, researchers and trainers. The FDP also aims to build up the quality of course delivery of participants through pedagogical enhancements to create interest & motivation among students.


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Objectives of the FDP

Through the contents of the FDP, the participants will be able to:

- Develop an appreciation for the teachers' training in view of changing roles and responsibilities of faculty teaching in Higher Education Institutions in the digital era.
- Get exposure to latest pedagogical methods to revive the teaching style, delivery of content, course preparation and management of changing paradigm shift in teacher-student relationship.
- Get basic understanding of quantitative data analysis tools and techniques.
- Develop a group of trainers equipped with innovative teaching/training methods.
- Get motivated to publish in high impact Journals.
- Gain understanding for applying Open Online Tools in Research Writing.

Schedule of the FDP

Day	10:00-11:30	11:30-12:30	12:30-2:00	2:00-3:30	3:30-5:00
24th June 2020 (Wednesday)	Inaugural Session	Break	Financial Literacy & Awareness for Professionals <i>Dr. Ishwar Mittal</i>	Lunch Break	Ranking & Accreditation of HEIs <i>Prof. (Dr.) Vijay Kr. Khurana</i>
25th June 2020 (Thursday)	E-Learning in Higher Education: From Cradle to Grave <i>Prof. (Dr.) Vishal Kumar</i>	Break	Google Tools for e-Teaching <i>Dr. Lokesh Jindal</i>	Lunch Break	CMap Tool Concept in Online Teaching <i>Dr. Shalu Juneja</i>
26th June 2020 (Friday)	A Journey from Teacher to Mentor <i>Prof. (Dr.) Sima Kumari</i>	Break	Univariate and Bivariate Data Analysis using SPSS <i>Dr. Meera Bamba</i>	Lunch Break	Estimation of Time Series Regression Model <i>Dr. Nisha Jindal</i>
27th – 28th June 2020 (Saturday & Sunday)					
29th June 2020 (Monday)	Exploratory Factor Analysis using SPSS <i>Dr. Parul Kumar</i>	Break	Some Issues in Writing Research Papers <i>Prof. (Dr.) Sangeeta Malik</i>	Lunch Break	Qualitative Writing of Research Papers <i>Dr. Sonu Madan</i>
30th June 2020 (Tuesday)	Publication in High Impact Journals <i>Dr. Mamta Gupta</i>	Break	Book Writing and Publishing <i>Dr. Vineet Gera</i>	Lunch Break	Valedictory Session

Eminent Personalities for the Inaugural Session



Prof. (Dr.) Ajay Kumar Singh, Vice Chancellor, Sri Sri University, Cuttack, Odisha

Prof. Singh served as a Professor, Dean (Works), OSD-University Press, Head-Graphic Arts Centre, and Member of various prestigious committees at the University of Delhi. Prof. Singh has 32+ years of teaching experience in all with 206 publications including 10 books, 1 International Monograph, 104 research papers, 12 articles, 16 case studies, 52 editorial reviews, 2 abstracts, and 8 book reviews. His total citations as per Google Scholar Citations were 318 with h index of 9 and i-10 index of 8 as on April 12, 2019.



Prof. (Dr.) Neena Sinha, Dean, USMS, GGSIP University, Delhi

Prof. Sinha carries an experience of 30+ years in teaching and research. In GGSIPU, she served as Director Development, Controller of Finance, Coordinator IPU-IPR Cell, Coordinator IQAC, Chief Coordinator IIP Cell and NAAC. Her research work is published in National & International Journals of repute. She is an expert member in several UGC Committees & Statutory Bodies of Universities. She has been academic visitor to University of Manchester, Osaka University, St. Petersburg State University and University of Glasgow.



Prof. (Dr.) Ing Swati Chandna, Professor, Heidelberg, Germany

Prof. Chandna is presently teaching information visualization for data science and Human-Computer Interaction (HCI) in Heidelberg, Germany. She has worked as a senior data scientist. She has keen interest in academics and research activities. She has delivered a number of motivational extension lectures and training programmes on several contemporary topics of higher education. Also, she has authored and co-authored 30+ research papers, published in National and International Journals & conferences of repute.

Eminent Personalities for the Valedictory Session



Prof. (Dr.) Ashok Diwakar, Vice Chancellor, Starex University, Gurugram

Dr. Diwakar is an institutional Head Shalya Sanrakshak of Haryana in Bhartiya Shikhsan Mandal and carries a long experience of Higher Education Administration. He has graced multiple positions including Registrar and Principal in Universities and Government colleges. He was awarded the Best Principal Award in Haryana on 5th Sep., 2013, Shikhsa Ratan by Senior Citizen's Federation of North India on 26th Dec., 2012, and Bharat Shree Award from Union Minister Sh. Pratap Sarangi. He has a number of research papers & books to his credit.



Prof. (Dr.) Amar Pal Singh, Dean, USLLS, GGSIP University, Delhi

Prof. Singh carries an experience of over 25 years in teaching and research. He holds three Master Degrees in English and Law. He has served several administrative positions of repute such as HoD (Dr. RML NLU, Lucknow), Chief Proctor and Supt. of Examinations (NLU, Jodhpur) and Associate Proctor (GGSIPU, Delhi). He has published 52 papers in Journals of repute, two books and 60 papers in National/International conferences. He is also associated with several academic institutions in various capacities.



Dr. Rajesh Gulia, General Manager, Food Corporation of India, Shimla, HP

Dr. Gulia carries a rich corporate experience of more than two decades, in fields of warehousing and logistics management. At FCI, the largest food grains inventory in the world, he has effectively handled the operations of MSP i.e. implementation of MSP to farmers, transportation, and scientific storage of food grains. He has worked in deficit & surplus states across various states, to name a few, Karnataka, Kerala, Rajasthan, Haryana, Punjab, Bihar, Delhi and HP. He has also a teaching experience of three years at SBMIMSAR.

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Sector-22, Rohini, Delhi-86



Resource Persons for the Technical Sessions



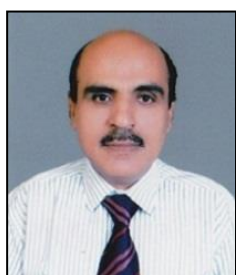
Prof. (Dr.) Vishal Kumar, Dean Research & Director-SOM, MAU, HP

Prof. Kumar is a distinguished scholar, expert MOOC instructor and an academician of National and International repute. He has 22 years of teaching experience as faculty of Commerce & Management with specialization in accounting, finance, banking & entrepreneurship. He has 24 text books, 4 edited books, 45 research papers in Journals of repute and 43 papers in conferences to his credit. He coordinated ePG Pathshala Project in Management, assigned by UGC & MHRD, GOI.



Prof. (Dr.) Sima Kumari, Dean, DSPSR, Delhi

Prof. Kumari is an expert academician and research in the area of Management. She is also Director of eBook publishing company-Excellence Brings Success. She is a five times recipient of Best Teacher's Award and four times recipient of Best Paper Award. She also received Visionary Women Award (2019) from Vision Launcher, Delhi. She has authored 12 books and published 22+ research papers in various prestigious National and International Journals. Her papers are also presented & published in various conferences.



Prof. (Dr.) Vijay Kr. Khurana, MAIMS, Delhi

Prof. Khurana carries a rich experience of 35+ years in Industry & Academia. He has been Officiating Director at few management institutes. He is the Editor of 'MAIMS Journal of Management'. He also acted in past as 'Editor of Journal 'J-GIBS,' Chief Editor of Journal 'Global Evolution' & Editor of Journal 'Effulgence'. 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.



Prof. (Dr.) Sangeeta Malik, Dean, MAIMS, Delhi

Prof. Malik carries teaching experience of 21+ years. She is a member of various bodies constituted by the GGSIP University, Delhi. She has also been an Editorial Board Member of three Journals. She has published several papers in National and International Journals and Conferences of repute as well as edited books. She is the Managing Editor of MAIMS Journal of Management. Besides her teaching and research activities, she has been a trainer in many training programmes conducted by academic institutions and PSUs.



Dr. Sonu Madan, Associate Professor & Head, Economics, CRSU, Jind, Haryana

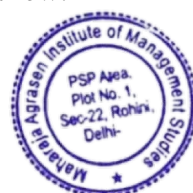
Dr. Madan is a commended teacher and researcher in the area of Economics and holds a PhD Degree in economics. She carries a total of 16 years of experience of teaching and research in the areas of labour economics and quantitative methods. She has published a book, 28 papers in International and National Journals of repute, 10 papers in edited books, and 60 papers presented and published in National and International Conferences/Seminars. She has also conducted many conferences and workshops & also delivered several invited talks.



Dr. Lokesh Jindal, Associate Professor, MAIMS, Delhi

Dr. Jindal has about 2 decades of experience, including as a consultant and a trainer, in both Industry and Academia. He is also an Accredited Management Teacher of AIMA. He has co-authored a book, a chapter each in 3 Books, 19 Journal Publications and 21 publications in National and International Conference proceedings. He is on editorial board and reviewer of 2 National and 2 International Journals. His work has also been awarded and recognized by Rotary in 2018 & Kotler Impact in 2020 to name a few.


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Dr. Meera Bamba, Assistant Professor, Commerce, IGU, Meerpur, Haryana

Dr. Bamba carries a two decades of experience with her in teaching Post-Graduate students of Management and Commerce. Her teaching areas of expertise include quantitative methods, research methodology and managerial economics. She has 30+ research papers published in National and International Journals of repute. Her research work is presented and published in various conferences. She has also conducted several conferences and FDPs.



Dr. Nisha Jindal, Assistant Professor, MAIMS, Delhi

Dr. Jindal has 15 years of experience in teaching and research. She obtained PhD Degree in Commerce from MDU, Rohtak. Her areas of interest are stock market, currency derivatives and foreign institutional investments. She has to her credit 20+ research papers in Journals of high repute. She has also presented and published her research work in National and International Conferences of repute.



Dr. Ishwar Mittal, Assistant Professor, IMSAR, MDU, Rohtak, Haryana

Dr. Mittal is an academican and researcher in the areas of Management and Finance. He is an empaneled Resource Person for Financial Education Programs with Securities and Exchange Board of India. He is an Associate Editor of Bi-annual ISSN Journal 'RMS Journal of Management & IT'. He has conducted more than 285 SEBI's Financial Education and Investor Awareness Workshops. He has 27 research papers and 2 books to his credit.



Dr. Shalu Juneja, Assistant Professor, Commerce, Sh. L.N. Hindu College, Rohtak

Dr. Juneja has 16 years of rich experience in teaching and research. She obtained her PhD Degree in Management from IMSAR, MDU, Rohtak. She has published eight papers in National and five papers in International Journals of repute. Her research work is also presented and published in National and International Conferences. She is an expert speaker on areas related to commerce and management. She has also taken sessions in various FDPs.



Dr. Parul Kumar, Assistant Professor, MAIMS, Delhi

Dr. Kumar is an experienced researcher, trainer & educator who has conducted corporate training sessions on Advance Excel, SPSS, AMOS & EViews. She holds certification in Data Analytics, Predictive Modelling, Financial Modelling, Regression Analysis, R Programming & Tableau. She was awarded Best Business Academic of the year 2017 by AICA. She has published 24 research papers in National and International Journals, conferences & books.



Dr. Mamta Gupta, Assistant Professor, BPIT, Delhi

Dr. Gupta is an expert academican and researcher in the areas of mathematical science and operations research. She obtained PhD Degree from University of Delhi. She carries 12 years of experience in teaching and research. She has published nine papers in National and International Journals of repute and presented and published three papers in Conferences. She has also been a convener of various conferences and FDPs.



Dr. Vineet Gera, Founder, Gurucool Publishing, Bangalore

Dr. Gera is a prolific writer, trainer, event producer and motivational speaker. He holds India Book of Record. He is #1 Bestselling Author of 5 books and presently, helping 425+ first time authors.


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FDP Governing Body

Advisors



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



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

Chair



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

Coordinator



Prof. (Dr.) V K Khurana
Secretary, IQAC

Advisory Committee Members



Prof. (Dr.) Sangeeta Malik
Dean, MAIMS



Prof. (Dr.) Vinita Gupta
HOD - JMC



Dr. Manju Gupta
HOD-Commerce



Dr. Praveen Kr Gupta
HOD - Law



Dr. Manoj Verma
HOD-Management



Ms. Sarita Garg
HOD-Economics

Convener



Dr. Sanjay Kumar Mangla
Associate Professor-Economics

Co-Convener



Ms. Sumedha Dutta
Assistant Professor-Management

Secretary



Mr. Bharat Banga
Assistant Professor-JMC

Joint Secretaries



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Assistant Professor-Law



Ms. Aarushi Agarwal
Assistant Professor-Law



Dr. Bharti Chaudhary
Assistant Professor-Management



Ms. Kajal Mittal
Assistant Professor-Commerce



Ms. Diksha Goel
Assistant Professor-Economics

Organizing Committee Members

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



Who Should Attend the FDP?

This FDP would be beneficial for professional development of teachers, researchers and trainers working in business schools, universities, colleges, professional institutes, staff training colleges, training centers of industrial organizations and staff training institutes of Central and State Governments, who are teaching in higher education institutions.

Kindly Note: One-week FDP will benefit the participants for promotion under CAS as per the UGC Notification dated 18th July 2018.

Guidelines for the FDP

- Registration is mandatory for all the participants.
- FDP shall be conducted through an online platform (details to be communicated to registered candidates separately).
- Attendance is compulsory in all the sessions.
- For obtaining participation certificate, all the registered candidates must submit feedback-cum-assessment form (will be sent online) on a daily basis.
- Material required: participants are required to have access to laptop / desktop with good internet connectivity and headphone/microphone.
- IBM SPSS, MS. Excel and Cmap Tool should be installed on the laptop/desktop.

FDP Registration & Payment Details

- **Last Date for Registration:** 22nd June 2020
- **Registration Fee:** ₹ 200/- (inclusive of GST)
- **Registration Fee for MAIT/MAU/other sister institutions of MATES:** ₹ 100/- (inclusive of GST)

Modes of Payment

Through IMPS/NEFT		Through Paytm/UPI	
Account Holder's Name	Maharaja Agrasen Institute of Management Studies	Account Holder's Name	Maharaja Agrasen Institute of Management Studies/ Anil Kumar
Bank Name	Union Bank of India	Mob. No.	8448186940
Bank Account	394502010059876		
Account Type	Savings Account		
IFSC/NEFT	UBIN0560421		
UTR/Ref. No. & screenshot of payment to be uploaded for completing the payment			

For Registration Please [Click Here](#)

For Payment Please [Click Here](#)

Contact Details

Dr. Sanjay Kumar Mangla, FDP Convener

Email: maims.workshop@gmail.com

+91-9868774864


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Sector-22, Rohini, Delhi-86





The Learning Hub of MAHARAJA AGRASEN INSTITUTE OF
MANAGEMENT STUDIES

Invites you to join

Networking for Global Professionals in Post Pandemic World

► LIVE WEBINAR



Speaker : NIDHI NAGORI

June 14, 2020 | 6:30 pm onwards

► For further details,
contact:-

Vinayak Tulsiyan:
9666508751

Harsh Verma:
8595200731



Webinar – ‘Entrepreneurs of the Future in Entertainment, Journalism, Design, Fashion and Business in collaboration with Pearl Academy



Neeraj Paul
Head of Department
School of New Age Business



Viveck Vaswani
Dean
School of Contemporary Media

**Join for an exclusive webinar
May 16, 2020 | 12:00 pm onward**



WORKSHOP

On

**Traditional Knowledge and IPR
(Contemporary Issues and Challenges)**

27th February, 2020

Organized by

MAIMS - School of Law

Sec. 22, Rohini, Delhi- 110096

Venue: Seminar Hall, Block 9th (Basement)


 Director
 Maharaja Agrasen Institute
 of Management Studies
 Sector-22, Rohini, Delhi-86





MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

in association with



**MINISTRY OF MSME TECHNOLOGY
DEVELOPMENT CENTRE (MSME)**

**ENTREPRENEURSHIP AWARENESS
PROGRAM (EAP)**

February 17 – 28, 2020

Venue: Seminar Hall, 7th Block

Time : 10 a.m. onwards

Faculty Coordinator : Ms. Sumesha Dutta

Ms. Rashi Aggarwal


Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



Department of Journalism and Mass Communication

WORKSHOP on CORPORATE COMMUNICATION FOR ENTREPRENEURS

Speakers



Ms. Pushpa Nair



Mr. Rajeev Kumar

Time: 10 AM
Date : January 29, 2020
Venue: Seminar Hall



STARTUP ACADEMIC MEET FOR BUDDING ENTREPRENEURS

Friday, 15 February 2019

Time: 1:30 PM

Venue : Seminar Hall 7th Block

Faculty Coordinators :
Dr. Bharti Chaudhary
Ms. Ria Sharma

**Department of Journalism and Mass Communication
&
Apeejay Institute of Mass Communication**

Organises

**WORKSHOP
ON**

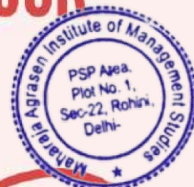
DIGITAL FILM MAKING FOR BUDDING ENTREPRENEURS IN FILM INDUSTRY

17-18 JANUARY, 2019

TIME: 10 AM ONWARD

**SEMINAR HALL, 7TH
BLOCK**

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



**FACULTY COORDINATOR:
MR. BHARAT BANGA**



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)
Affiliated to GGSIP University; Recognized u/s 2(f) of UGC
Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution
Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi - 110086, INDIA
Tel. Office: 8448186947, 8448186950 www.maims.ac.in

Faculty Development Programme

Innovative Practices in Teaching, Learning and Research Methods

06.08.2018-10.08.2018


Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



ABOUT MAHARAJA AGRASEN TECHNICAL EDUCATION SOCIETY

Maharaja Agrasen Technical Education Society (MATES) is a charitable trust comprising of a group of well-known Educationists, Industrialists, Businessmen, Professionals and Philanthropists with an aim to promote quality education in the field of Technology, Management, Law, Pharmacy and Health Services to shape the human society for a better future. Dr. Nand Kishore Garg (Founder & Chief Advisor-MATES, Chancellor-MAU, Three Times MLA-Delhi Vidhan Sabha) has been a significant source of inspiration and motivation for achieving the aims and goals of the society.

ABOUT MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

Maharaja Agrasen Technical Education Society (MATES) is a charitable trust comprising of a group of well-known Educationists, Industrialists, Businessmen, Professionals and Philanthropists with an aim to promote quality education in the field of Technology, Management, Law, Pharmacy and Health Services to shape the human society for a better future. Dr. Nand Kishore Garg (Founder & Chief Advisor-MATES, Chancellor-MAU, Three Times MLA-Delhi Vidhan Sabha) has been a significant source of inspiration and motivation for achieving the aims and goals of the society. MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The Institute has attained distinct position in running BBA, B.Com (H), BA (H) Eco., BA(JMC), BALLB (Hons.) and BBA LLB (Hons.) programmes affiliated with Guru Gobind Singh Indraprastha University, Delhi. The Institute was granted ISO certification 9001:2015 after meeting the updated requirements of ISO certification. Over the years MAIMS has grown into a premier centre of excellence and has made its niche in the areas of teaching, research, consultancy, and corporate development.

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Sector-22, Rohini, Delhi-66



ABOUT THE FACULTY DEVELOPMENT PROGRAM

Faculty development programme is intended to improve the overall performance of faculty members in academic, research and administration. This will also help in augmenting Teaching Skill, Research Methodology, Research Skill as well as Organisational Capacities and Culture. Wide range of activities are incorporated to support faculty members' role. This programme is intended to provide an opportunity to the teaching fraternity from various colleges and universities to explore new frontiers of knowledge and to equip faculties with the latest technical knowledge.

OBJECTIVE

- To facilitate upgradation of knowledge and skills for its participants.
- To provide a unique opportunity for learning about the latest developments in varied areas .
 - To help participants stay motivated along with being updated about diverse teaching methods deployed by many other faculties across the country in contemporary era.
- To impart training on use and significance of innovative research tools in teaching.
- To facilitate greater insights and clarity in understanding the emerging trends in teaching

WHO SHOULD ATTEND?

We invite Faculty Members, Researchers, and other Professionals from all Universities/Institutes/ Departments/ Schools/ Colleges to participate in this Faculty Development Programme



REGISTRATION DETAILS

LAST DATE FOR REGISTRATION – 1st JULY 2018

REGISTRATION LINK:

<https://forms.gle/UyHWnrVUvtBEo6aa6>

REGISTRATION FEE: RS. 500/-

PAYMENT DETAILS

Name of the Bank : Union Bank of India UBIN0560421

Beneficiary Name : Maharaja Agrasen Institute of
Management Studies

Account No : 394502010059876

IFSC Code : UBIN0560421

Branch Name : Sector-22, Rohini

SCHEDULE

Day 1

TOPIC	TIME	RESOURCE PERSON
INAUGURAL CEREMONY	10:00 A.M. - 11:00 A.M.	Dr. Rajni Malhotra Dhingra Dr. Alka Chawla
SESSION 1 Types of Research, techniques and research design according to recent trends	11:30 A.M. - 1:30 P.M	Dr. Shaveta Gagneja
SESSION 2 Empirical research using SPSS software	2:30 P.M. -4:00 P.M	Dr. Rachna Jain

Day 2

TOPIC	TIME	RESOURCE PERSON
SESSION 3 Revisiting Practices of Ancient Education, Teaching and Learning Methods	10:00 A.M. - 11:00 A.M.	Dr. Gaurav Aggarwal
SESSION 4 Identifying and Formulation of Research Problem and Hypothesis.	11:30 A.M. - 1:30 P.M	Dr. Manju Gupta
SESSION 5 Understanding evolving data protection and Privacy Regulations in India	2:30 P.M. - 4:00 P.M	Ms. Swati Bajaj Seth

Day 3

TOPIC	TIME	RESOURCE PERSON
SESSION 6 Development of MOOC courses	10:00 A.M. - 11:00 A.M.	Dr. Sanjay Kumar Mangla
SESSION 7 Importance of Achievement Based Teaching and Learning	11:30 A.M. - 1:30 P.M	Dr. V.K Bhatnagar
SESSION 8 The role of women in shaping the next generation of professions	2:30 P.M. -4:00 P.M	Ms. Neelam Nanda

Day 4

TOPIC	TIME	RESOURCE PERSON
SESSION 9 Legality of live-in relationships in India	10:00 A.M. - 11:00 A.M.	Ms. Nirati Gupta
SESSION 10 New Developments in Environmental Law and Policy	11:30 A.M. - 1:30 P.M	Mr. Mukesh Kalwani
SESSION 11 Challenges in use of ICT Tools in Teaching and Research 	2:30 P.M. -4:00 P.M. 	Dr. Umesh Pathak

Day 5

TOPIC	TIME	RESOURCE PERSON
SESSION 12 Stress Management	10:00 A.M. - 11:00 A.M.	Ms. Aarushi Aggarwal
Valedictory and Certificate Distribution	11:30 A.M. - 1:00 P.M	

Faculty Coordinators:

Dr. Anuradha Asthana, Department of Law

Ms. Shilpee Aggarwal, Department of BBA


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Sector-22, Rohini, Delhi-86



ABOUT FDP

In the era of technological advancement, use of empirical & technical analysis has gained momentum. Data sets have become huge and are changing significantly, thus we require robust statistical tools & techniques to understand the various business models & decisions. Keeping in view the necessity of data analysis, the objective of this FDP is to train & develop faculty members, researchers & students, in the advanced data analysis. The seven days FDP will be focusing on SEM & Panel Data techniques.

SIGNIFICANCE

- In this FDP participant will examine practical problems using SPSS AMOS.
- It will impart advanced knowledge in the context of panel data.
- The FDP will be encompassing theory & practical application of both SEM & Panel data.

OBJECTIVES

- To differentiate between application of EFA & CFA.
- Path analysis & SEM.
- To develop the computing skills of panel data.
- To understand the applicability of panel data in all the verticals of management & IT.

CONTENTS

- Introduction to AMOS
- Path Analysis
- Formulation of Scales
- EFA & CFA
- Moderating & Mediating Effect
- Panel Data - Dynamic & Static Models
- Panel unit root, VAR/VECM, Regression & cointegration.

REGISTRATION

- Fee - INR 3500/-
- Includes FDP Kit, Lunch & High Tea.
- Seats - 60
- Last date to register is 29th May 2018.
- Duly filled registration form should be mailed on maimsfdp@gmail.com
- Laptop is mandatory
- Accommodation on paid basis. Kindly inform atleast 10 days before.

Maharaja Agrasen Institute of Management Studies

Organizes

Faculty Development Program on

Data Analysis for research using SEM & Panel data

11th - 17th June 2018

Chief Patron

Dr. Nand Kishore Garg
Founder Chairman &
Advisor, MATES

Shri. Prem Sagar Goel
Chairman, MATES

Patron

Prof. M.K. Bhat
Director, MAIMS

Convener

Prof. Sangeeta Malik
Dean, MAIMS

Faculty Co-ordinator

Ms. Parul Kumar
Asst. Professor, MAIMS

RESOURCE PERSON

DR. NEERAJ KAUSHIK

&

MR. SACHIN GUPTA

*Along with Professionals from
renowned B- Schools*

WHO CAN APPLY?

- Academicians
- Research Scholars
- Students

HOW TO REACH?

Maharaja Agrasen Institute of Management Studies
Block 5 & 7
Maharaja Agrasen Chowk,
PSP Area, Sector 22
Rohini, Delhi - 110086

CONTACT

Prof. (Dr.) Sangeeta Malik (9971870830)
Ms. Parul Kumar (9899220678)

ABOUT MAIMS

Maharaja Agrasen Institute of Management Studies is an ambitious initiative of Maharaja Agrasen Technical Education Society. The society has been promoted by a group of eminent industrialists, businessmen, professionals, and philanthropists to promote quality education in the area of technology and management. The society is involved in various activities relating to basic and professional education, health care and has established several educational institutions including Maharaja Agrasen Institute of Technology Rohini, Delhi, medical college agroha (Haryana) and several schools.

MAIMS is known to impart high-quality professional education and to develop itself into a premier center of excellence by developing young and enterprising students into successful managers, professionals and business leaders. MAIMS emphasizes on developing among students a value-based holistic personality.

MAIMS is affiliated to Guru Gobind Singh Indraprastha University, Delhi. It offers BBA, BJMC, B.Com(H), BA(H)Economics, and BA LLB (Integrated) 5-year program.

MAIMS AT GLANCE

MAIMS has established itself as an institution of eminence among the management institutes of the country. Over the years it has become the first choice of students aspiring to get management education from GGSIPU. Our students have proven their salt with its taste not only by securing high positions in the university but they have achieved a distinct position by presenting their papers in internationally acclaimed universities; mention can be made of Harvard University. These students are an outcome of the hard work put in by a highly dedicated, qualified, and research-oriented faculty members.



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES



ORGANISES

**SEMINAR
ON**

**BOMBAY STOCK EXCHANGE FOR ENTREPRENEURS:
HOW TO BECOME BROKER?**

**IN ASSOCIATION
WITH
BSE INSTITUTE LIMITED**

February 8, 2018



TIME :10:00 AM

VENUE :SEMINAR HALL, 7TH BLOCK

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-80



Faculty Coordinator- Ms. Sumati Kohli



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

Affiliated to GGS IP University, Delhi, India

Recognized u/s 2(f) of UGC & Bar Council of India;

ISO 9001-2015 Certified Institution

(www.maims.ac.in)

DEPARTMENT OF JOURNALISM ORGANISES

Workshop

Welcomes

Mr. Utkarsh Mehta

Planning Executive



Dentsu webchutney



**Advertising Campaign Workshop for Entrepreneurs
on October 16, 2017**

Time: 10:30AM

Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



**Campus: Maharaja Agrasen Chowk,
Sector 22, Rohini, Delhi -110086, India (Est.2003)**



MAIMS DELHI IN



MAIMS DELHI IN



MAIMS DELHI IN



MAIMS DELHI IN



MAIMS DELHI IN



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

Established by Maharaja Agrasen Technical Education
Society

Affiliated to GGS IP University, Delhi, India
Recognized u/s 2(f) of UGC & Bar Council of India; ISO 9001-2015 Certified Institution
(www.maims.ac.in)

Radio Production Workshop for Entrepreneurs

Speaker:

**Mr. Santosh Dwivedi, Programme
Executive, News Service Division,
All India Radio, New Delhi**

October 10, 2017

Time: 11:00 AM

**Campus: Maharaja Agrasen Chowk,
Sector 22, Rohini, Delhi -110086, India (Est.2003)**

Courses: BBA, B.Com (H), B.A. Eco (H), BA (JMC), BALLB, BBALLB



MAIMS DELHI IN



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MAIMS DELHI IN

Video Editing Workshop for Entrepreneurs



Speaker:

**Mr. Amit Goel, Senior Video
Editor, NCERT, New Delhi**

October 9, 2017

Time: 10:30AM


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Sector-22, Rohini, Delhi-86



**Campus: Maharaja Agrasen Chowk,
Sector 22, Rohini, Delhi -110086, India (Est.2003)**

**Courses: BBA, B.Com (H), B.A. Eco (H),
BA (JMC), BALLB, BBALLB**



**MAHARAJA AGRASEN INSTITUTE
OF
MANAGEMENT STUDIES**



**in Association with
Apeejay Institute of Mass Communication,
Dwarka**

**ORGANISES
Workshop**

**ENHANCING
ENTREPRENEURIAL SKILL
IN
VIDEO PRODUCTION**

Date: September 26, 2017

Time: 10:00 AM

**Venue: Apeejay Institute of Mass
Communication,
Institutional Area, Sector – 8, Dwarka, New
Delhi – 110077**

Director
Maharaja Agrasen Institute
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Sector-22, Rohini, Delhi-86

**Faculty Coordinator:
Mr. Bharat Banga**



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