

PRINCIPAL'S MESSAGE



**Dr Rajinder Singh,
Patron & Principal
Sanatan Dharma College(Lahore),
Ambala Cantt**

Greetings!

"Information technology and business are becoming inextricably interwoven. I don't think anybody can talk meaningfully about one without the talking about the other."

-Bill Gates

At the outset my sincere thanks to Department of Higher Education, Haryana for providing financial assistance to organize national seminar on the burning issue of today's technological era : **"Emerging Trends in Business Management and Information Technology: Implementation Challenges"**. I extend my heartiest gratitude to the co-sponsors of this seminar -Bharat Sanchar Nigam Ltd, Bank of Baroda, Central Bank of India, Mars Electronics, TRIODS Electronics, SR Industries, MGM (Tally Solutions) Ambala Cantt, Kalyani Publishers New Delhi for their financial support.

Use of Information technology in business has transformed customer lives, added values to the business and has brought enormous societal benefits at an unparalleled scale. But as every coin has two sides, use of IT resources if managed effectively is blessing for the organizations but if not managed properly, brings tons of security and implementation issues along with it. In this context Department of Commerce & Management, Electronics & IT and Computer Science joined hands to organize national seminar on the said topic. This national seminar was organized with the intention to bring academicians, industrialists and research scholars from all over India to share their experiences, practices, achievements so that they can demarcate novel ways to overcome the implementation challenges of emerging trends in Business Management and Information Technology.

I was happy by getting overwhelming and enthusiastic response from about 200 participants from all over the India. I appreciate and congratulate the organizing committee for the successful organization of the seminar.

The efforts made by editorial board in bringing the Proceedings Of this seminar are thankfully acknowledged and highly appreciated. I hope the ideas presented in the form of papers in this proceeding will help the readers to understand, explore and review the emerging trends in Business Management and IT and their implementation challenges.

Jai Hind !

PREFACE



Rajeev Chander Sharma
Associate Professor & HoD, Commerce & Management
Sanatan Dharma College(Lahore), Ambala Cantt.
Convener, ETBMIT:IC

Globalization, Business Ecosystem, Corporate Social Responsibility & Sustainability are few of the emerging trends of Business Management in 21st Century. No doubt these trends are bringing powerful changes in business but these cannot be implemented without latest tools of Information Technology. If globalization and business eco-systems are the driving force behind the fast growth of business community at both national and international level then Information Technology has indubitably been the facilitator. Business processes are accelerated with the use of IT. Internet of Things, Mobile Applications, Social Platforms geographic information systems, knowledge management etc are few of latest trends of IT which has revolutionize business organization's productivity.

Business organizations are continuously sprouting with latest trends in Business management and IT but are also facing implementation challenges- Lack of Skilled human resource, Data Security, global competition, need of analytics experts and application developers, fast and unpredictable changes.

This national seminar on the topic "*Emerging Trends in Business management and Information Technology: Implementation Challenges*" was held on 9th February, 2017 at Sanatan Dharma College(Lahore), Ambala Cantt with the objectives :

1. To bring the academicians and professionals together to discuss the implementation challenges to Emerging Trends in Business Management and Information Technology.
2. To promote Business Management and Information Technology professionals and communities to meet the challenges in the changing environment.
3. To provide the platform to the participants to discuss these issues in detail, take knowledge of these emerging tools and find out the solutions for implementation challenges.

Themes were divided in three Sections:

1. Business Management
2. Accounting & Finance
3. Information Technology

About 200 participants from all over the nation participated and shared their views on the said topics. **74 quality papers presented orally and in absentia have been selected by the editorial board and recorded in the proceedings.** Ideas presented through these papers will help students, research scholars and academicians to understand and review the said topic.

My sincere thanks to all the paper presenters and participants for making this seminar a grand success. My Special thanks to gracious and learned academicians invited from the institutes of high learning viz Chief Guest , Inaugural & First Technical Session Prof. (Dr.) Dinesh Aggrawal, Vice Chancellor, YMCA University, Fardiabad, Key Note Speaker of First Technical Session-Mr. Rajinder Arora, C.A MAGS Advisors New Delhi, Resource person of First Technical Session Prof. (Dr.) Sanjay Kaushik, Professor, University Business School, Panjab University, Chandigarh, Resource person of Second Technical Session - Prof. (Dr.) Anurekha, Chairperson, Department of Electronic Science, Kurukshetra University, Kurukshetra, Chief Guest & Resource person of Valedictory Session - Prof. (Dr.) Anil Vohra, Dean, Academic Affairs, Kurukshetra University, Kurukshetra. Their valuable addresses were admired and most appreciated by the participant. Ideas expressed by them was the rare learning experience for the participants.

FOREWORD



Praveen Mathur
Associate Professor & HoD, Electronics & IT
Sanatan Dharma College(Lahore), Ambala Cantt
Co-Ordinator, ETBMIT:IC

I congratulate the entire organizing team for the magnificent success of the national seminar on **“Emerging trends in Business Management and Information Technology: Implementation Challenges”** held on 9th February, 2017 at Sanatan Dharma College(Lahore), Ambala Cantt. I am also thankful to the members of Editorial board for their untiring efforts to compile so beautifully the ideas and papers presented in the seminar in the form of Proceedings.

This proceeding is the collection of **74** quality papers presented orally and in absentia. The paper presenters and resource persons shared their views and discussed implementation challenges on latest trends like E-Marketing, Green Manufacturing, Green Finance, Cash Less Transaction, Bio-Matrices, CSR, Entrepreneurship, Rural Marketing, Women Empowerment, Human Resource Audit, Power Industry , Social Medias, Cloud Computing in Business, Fog Computing, Cyber Crime, Wireless Networks and Security, Plastic Money, Aadhar Based Payments, E-wallets, E-Signatures, Software Testing techniques, Fuzzy Techniques are few of the hot topics recorded in this book.

This book provides readers a state-of-the-art knowledge of recent innovations and trends worldwide in Business Management &Information Technology and their implementation Challenges.This volume will be of interest to Management & IT professionals, research scholars and academicians alike, serving as a broad overview of the latest advances in the dynamic field of Business Management &Information Technology.

This volume also covers following studies:

1. Customer Evaluation of Retail Outlets in Ambala District.

2. Planning And Determinants Of Corporate Structure: An Empirical Study Of Power Industry.
3. A Study on Impact of Personal factors on Car Preference in Haryana state.
4. A Comparative Study of Various Software Testing Techniques.

I hope the Ideas, Analysis and results presented in this book will definitely be informative, interesting and educational for the readers.

Seminar Report



Kavleen Bharej

Assistant Professor, Commerce Department

A one day national seminar was held on February 09, 2017 sponsored by Director Higher Education, Panchkula, Haryana jointly organized by Departments of Commerce and Management, Computer Science and Electronics and IT. Co- Sponsored by Bharat Sanchar Nigam Ltd, and others like Bank of Baroda, Central Bank of India, Mars Electronics, TRIODS Electronics, SR Industries, MGM (Tally Solutions) Ambala Cantt, Kalyani Publishers New Delhi.

The day started with the Inaugural and first technical session in the presence of eminent personalities from the field of Commerce and Electronics. The seminar was declared open by the Organizing Secretary Dr. Renu Sharma, welcoming the guests and delegates. The Auspicious Deepshikha was illuminated by our college Principal Dr. Rajinder Singh, Chief Guest Prof.(Dr.) Dinesh Aggrawal, Vice Chancellor, YMCA University and Key Note Speaker Mr. Rajinder Arora, C.A MAGS Advisors New Delhi, Convener Mr. Rajeev Chander Sharma and Coordinator Mr. Parveen Mathur. The Seminar's theme was presented by Mr. Rajeev Chander Sharma, Convener in which he introduced the topic with the august gathering and told them that in today's time the backbone of business management consisting of finance, human resource, marketing is information technology. Many IT enabled apps are established to smoothen the economic functioning of the country. It was followed by a formal welcome to Prof. (Dr.) Dinesh Aggarwal and Mr. Rajinder Arora by Dr. Rajinder Singh.

The Chief Guest, Prof.(Dr.) Dinesh Aggrawal, Vice Chancellor, YMCA University, Faridabad was welcomed to address the gathering by Dr. Renu Sharma. In his addressing, Dr. Dinesh gave interesting trends emerging in business management & Information Technology; over the years banking, tourism and share market sector has witnessed a paramount shift. Government policy changes have converted the Indian economy into

cashless economy which was done two decades ago in foreign economies. IT tools such as Tally, ERP, MIS are serving as a boon to business but its ill effect should not be ignored. He concluded his speech by wishing all the delegates a healthy session of information exchange and constructive solutions. The vote of thanks was presented by Dr Renu Sharma.

It was presided over by the key note speaker & Resource Person: Mr. Rajinder Arora, C.A., MAGS Advisors Pvt. Ltd., New Delhi an orator par excellence enlightened the audience with a very unique perspective about GST- Opportunities & Challenges. He in an interesting manner showed the consequences of demonetization on the Indian society. The Income tax department with the help of IT tools has been able to curb the menace created by the tax evaders of the country. He proposed that IT and economic development have co-incentive evidence for success. And demonetization will have its replications on GST rule also, such as legal tender effect, saving circulation, cashless transactional recordings, triggering direct (goods) and indirect taxes (services). Suggestions given to the Government to uplift the country are tax rate reduction, free education and health, affordable houses and fair and accurate taxation system.

In the first technical session Prof.(Dr.) Sanjay Kaushik, Professor, University Business School, Chandigarh addressed the gathering on the topic strategic HRM in Today's competitive business world. He highlighted the HRM strategies of renowned company's world wide such as Google, where comfortable environment is given to its employees with 20% free time to focus on their pet projects, pyjama revolution at work giving rise to creativity. Valve Company having the culture of no boss, Boston consultancy group trains its employees for future advancements. Rolls Royce strategic rule is to employ young staff of 16-18 years and provides them apprenticeships. Zappos organization uses reverse psychology on its employees by paying \$1000 dollars more as bonus at the time the employee quits the job. He concluded his lecture by highlighting four essentials of HRM in today's competitive world are value, rareness, imitability and organization.

In the Second Technical Session the resource person were welcomed by Dr. Rajinder Singh, Principal. The stage conduct was done by Ms. Amandeep Mehta, (Organizing Secretary). In the addressing by resource person Prof. (Dr.) Anurekha, Chairperson, Department of Electronic Science, KUK she focused on the Use of Open Courseware. She threw some light on the changing future with Information Technology, taking into account various aspect such as ICT usage in day to day life in the fields of education, banking, industry, e-commerce, etc.

India ranked 138th out of 175 countries in ICT development Index given by UN, the reason being low broadband and bandwidth, lack of mobile etc. Suggested solutions are reduction in digital divide, FUP levels should be relaxed, promotion of use of more mobile phones. The initiatives taken by the government under digital India program are broadband highways to rural regions, e-governance, electronics manufacturing, e-kranti, IT for jobs, etc. A paradigm shift was discussed in ICT usage in education system; highlighting the Sakshat program having forces namely NPTEL, A-View program, Fossee, E-Pathshala, MIT courseware, coursera, khan academy and Visual labs etc.

In the Valedictory Session Chief Guest & Resource person, Prof.(Dr.) Anil Vohra, Dean Academic Affairs, KUK was welcomed by Ms. Amandeep to address the gathering on the topic, "Linux- an Introduction" highlighting the features such as server capability, multiuser etc. , applications can be used in hospital, education, household etc. and controversies regarding bug fixing and the actual functioning. Demonstration of servers and software such as I-test, I-Test Client, K-Touch typing can be used for educational purposes.

All in all 200 delegates participated in the Seminar. Seminar concluded with report presentation by Ms. Kavleen Bharej and a formal vote of thanks by Ms. Amandeep Mehta, Organising Secretary.

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1. Mr. Rajeev Chander Sharma
2. Mr. Praveen Mathur
3. Ms. Heena Arora
4. Ms. Amandeep Metha
5. Ms. Renu Sharma

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Job:

1. To arrange chairs for delegates
2. To arrange dias of Chief Guest/Resource Persons etc.
3. To arrange Decoration of Auditorium.
4. To arrange Deepshikha
5. To arrange Bouquets/Mementoes
6. To arrange Registration Counter
7. To arrange seating arrange for pressman.

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2. Mr. Ashok Kumar
3. Mr. Sunil

XII Computer & M/M Projector Committee

1. Ms.Kirti Rana
2. Mr. Neeraj Sharma
3. Mr. Sant Ram

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3. Ms. Bhawna Madhok
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1. Ms. Amandeep Mehta (Technical Session II cum Valedictory Session)
2. Dr. Renu Sharma(Inaugural-cum-Technical Session I)

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3. Ms. Amandeep Mehta
4. Dr. Renu Sharma
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