



Cosmopolitan's
Valia Chhaganlal Laljibhai College of Commerce
Valia Lilavantiben Chhaganlal College of Arts
(Managed by Cosmopolitan Education Society)

NAAC Accredited

In association with



Invite you to our

**2nd INTERNATIONAL MULTIDISCIPLINARY
CONFERENCE**

ON

**"EDUCATION, EMPLOYABILITY AND
EXCELLENCE: THE NEW NORMAL AND
BEYOND"**

Saturday, 22nd May 2021

*A report on the 2nd International Multidisciplinary Research Conference organized by
Valia College on May 22,2021*

Cosmopolitan's Valia College in association with Jeevitam had organised the 2nd International Research Conference on 22nd May 2021.

The theme of the conference was- **"EDUCATION, EMPLOYABILITY, AND EXCELLENCE: THE NEW NORMAL AND BEYOND"**.

- The organising committee comprised of the following members :

Ms. Aksha Memon, Ms.Tenzie Thomas , Ms. Shipra Singh and Ms. Sanskruti Sachade from Cosmopolitan's Valia College.

- The paper reviewing committee and chairpersons were eminent personalities from the teaching fraternity.

The following were the paper reviewers for the conference-

1. Dr. Poonam Kakkad, Assistant Professor , Nirmala Memorial Foundation College, Mumbai
2. Dr. Kuldeep Sharma, Co-ordinator PG, K.P.B. Hinduja College, Mumbai
3. Dr. Leena Nair ,Tolani College of Commerce
4. Dr. V.S Kannan, Vice- Principal, HOD Commerce, KES Shroff College, Mumbai.

- On day event

The inaugural session of the conference was scheduled and began at 10.30 a.m. (IST). Various academicians, paper presenters, researchers and students attended the inauguration. The principal, Dr. Shobha Menon addressed the audience and illuminated the idea behind the theme chosen and the importance of discourse around the new normal. The conference was inaugurated and declared open by Mr. Munish Chawla, Co- founder and Chief Happiness Officer at Jeevitam & Dtrac. The inauguration also had prolific speakers lined up, with profound research knowledge and development ideas, along with 4 special international delegates who took time out of their busy schedules and conflicting time zones and made it for the conference.

Following were the guest speakers and delegates at the conference:

Mr. Munish Chawla



Co-Founder & Chief Happiness Officer
at DTrac & Jeevitam.

He is an experienced entrepreneur, who launched various start-ups in the Hospitality, Training and NRI Services sector and a 28 years veteran

Dr. Navaneetha Krishnan



Professor of Business Studies at the University of Technology and Applied Science, Salalah, Sultanate of Oman.

PhD in Employee Perception of Human Resource Management Practices_ in Karnataka State Road Transport Corporation (With Reference to Bangalore Division).

Dr Jenny Benoy



Doctorate in International Business.

Currently, she is working with Asia Pacific Foundation of Canada as researcher on Comprehensive and Progressive Agreement for Trans-Pacific Partnership guidebook_ for Vietnamese SMEs.

Dr. Siri Boe-Lillegraven



Professor of Strategic Management at the Amsterdam Business School, part of University of Amsterdam in the Netherlands.

Dr. Siri and her colleagues do research on topics such as corporate governance, business and society and corporate social responsibility.

Dr K. Senthil Kumar



Professor in the Management Department of College of Business and Economics, Adigrat University, Ethiopia.

He has over twenty-one years of teaching experience at various levels in colleges and Universities with a sound research knowledge and aptitude.

Ms. Neera Chopra



From University Grants Commission.

She is currently pursuing Ph.D. in Public Administration from the Doctoral School of Public Administration Sciences, National University of Public Service, Budapest.

➤ Technical sessions

Researchers from various parts of the country had submitted their articles for the research conference and gave in their valuable inputs. The conference saw a plethora of research papers expanding on various arenas of the theme that aimed at discussion and solutions towards the new normal. 76 papers were submitted for publication and were evaluated by the expert paper reviewers. In the conference, 56 researchers presented their papers over 4 technical sessions conducted on Zoom and made the conference a huge success by aiding in the exchange of powerful ideas and knowledge.

he paper reviewers also chaired the 4 technical sessions of the conference where papers were presented on Zoom through PowerPoint presentations.

Following are the details of the chairpersons:

Dr. V. S. Kannan Kamalanathan



Vice Principal, HOD of Commerce & Director self-finance courses, Dean Faculty of Commerce KES Shroff College of Arts & Commerce.

Recognised PhD Guide, University of Mumbai – 6 people are doing PhD.

Dr. Kuldeep Shivprasad Sharma



Asst. Professor, K.P.B Hinduja College of Commerce, Accountancy Department.

Executive Member, Indian Commerce Association.

Dr. Poonam Kakkad



Assistant Professor, Co-ordinator of B.M. S and B. Com (A & F).

Internal Quality Assurance Cell Coordinator.

Dr. Leena Nair



Coordinator, B.com (Accounting and Finance) Tolani college of commerce.

Ph.D. (Commerce) in the Subject of Business Economics, Mumbai University, August ,2017.

The 4 technical sessions saw a range of presentations which were judged by the chairpersons on the following criteria:

1. ORIGINALITY OF IDEA
2. CONCEPTUAL CLARITY
3. RESEARCH METHODOLOGY
4. APPLICATION OF TOPIC

The details of participants in each technical session is given below:

Sr. NO	Name of the Paper Presenter	Title of the Paper	College/Institution Name
TECHNICAL SESSION 1			
Chairperson : Dr. V. S Kannan K. Nathan			
1	Dr. Dhruv Kumar Singh	Quality Enhancement In Education Is The Demand Of The Present Time	RSS College, Chochahan, Muzaffarpur, Bihar
2	Divya Doiphode, Shantanu Mandal	Paid Media Advertising - An Innovative Way To Reach The Adequate Customers	Tolani College Of Commerce, Mumbai
3	Mrs. Richa Kalpesh Saxena, Dr. Shobha S. Menon	Content Wars For Excellence In Online Streaming Platforms In India: Comparative Analysis Of Netflix And Amazon Prime Video	Hinduja College Of Commerce, Mumbai University Narsee Monjee Institute Of Management Studies, Mumbai Principal, Valia College Of Commerce, Mumbai
4	Dr. Diganta Kumar Das	Covid-19 Pandemic And College Education System: Perception Through Students Point Of View In Assam, India	Lakhimpur Commerce College North Lakhimpur, Assam
5	Tania Maria Thomas, Tenzie Maria Thomas	A Study Of The Impact Of Transition From Offline To Online Mode Of Teaching On Teachers	Valia College, Andheri, Mumbai
6	Ms. Pooja	India'S Higher Education System: An Overview	Aggarwal College Ballabgarh(Faridabad)
7	Dr. Preeti Chawla, Dr. Dimple	Transformative Online Pedagogies During Covid 19: Teachers' Insight Towards Usage And Benefits Of Online Teaching Methods	The Northcap University, Gurgaon/ Aggarwal P.G. College, Ballabgarh, Faridabad
8	Mamta Chawla, Aparajita Das Gupta Amist	The Next Change Game Of Learning A Study Of Student Perception About The Virtual Learning	Amity Global Business School, Noida, U.P
9	Dr. Bhakti D Mehta	Role Of Information Communication Technology	Nava Samaj Mandaldegree College, Vile Parle (East) Mumbai

		(Ict) In Education And Its Effects.	
10	Dr. Monica Madhuchandrika Patil	Digital Education- Can It Be The Way Ahead For The Economically Weaker Sections (Ews)	Government College Of Commerce & Economics Margao, Goa.
11	Mr. Joseph John Fernandes, Dr. Sushama.S . Patil	Story Telling: A Paradigm Shift In Qualityeducation - By Missionaries Of Charities Pyrotechnics To Empower Human Resources	Ramanand Arya – Dav College, Datarcolony, Bhandup (East), Mumbai
12	Mr. Litton Prosad Mowalie, Prof. A.M. Gurav	Performance And Perception Of Women Managers At Workplace	Shivaji University, Kolhapur
13	Dr. Sunil Bidwaik	Global Challenges And Global Solutions	Sharadrao Pawar Arts & Commerce College, Chandrapur Maharashtra
14	Ms. Arpita Atibudhi, Dr. Bageshree P. Bangera Bandekar	Student Engagement In Online Learning In The Covid 19 Pandemic –A Case Study On Undergraduate Students Of University Of Mumbai In Faculty Of Commerce	D.T.S.S College Of Commerce/ Valia College Of Arts, Commerce And Science
15	Zainab Shabbir Rangwala	A Study Of Attitude Of People Towards Adoption Of E- Payments During Pandemic Covid' 19 In Mumbai City	Bunts Sangha'S S.M.Shetty College Of Science, Commerce Andmanagement Studies Affiliated To The University Of Mumbai
16	Chetan Devashish Bose	A Comparative Profitability And Employees Cost Analysis Of Select Food Processing Companies With Reference To Pre And During Covid-19 Period"	Kes Shroff College Of Arts And Commerce, Mumbai

Sr. No **Name of the Paper Presenter** **Title of the paper** **College/Institution Name**

TECHNICAL SESSION 2			
Chairperson : Dr. Kuldeep Sharma			
1	Dr. Kapil Kumar	Study On Factors Affecting Impulsive Buying Behavior Among Indian Consumers	BPS Mahila Vishwavidyalaya, Khanpur Kalan, Sonipat
2	Dr. C.D. Agashe, Dr.Vijay Kumar Chaurasiya	Gender Difference In Depression: With Reference To Elite Sportspersons	Pt. Ravishankar Shukla University, Raipur (C.G.) And Guru Ghasidas Vishwavidyalaya, (A Central University), Bilaspur (C.G.)

3	Burhanuddin Mohamed Bangdiwalla, Ms. Aksha Memon	A Study Of Impact Of Covid-19 On Education In Mumbai	Valia College Of Commerce And Arts, Mumbai
4	Dr. Sudha Subramaniam	A Study Of The Futuristic Indicators With Respect To Cryptocurrency.	M.L. Dahanukar College Of Commerce
5	Moumita Sarkar.	Application Of Cloud Based Ict In Academics In India – A Blessing Amidst The Covid-19 Threat	Computer Science & Technology Department, Kingston Educational Institute
6	Prof. Vishen Singh Rathore, Mr. Anoop Kumar Mishra, Mr. Gyanendra Bhai	Effect Of Mood States On Volleyball Playing Ability: A Correlation Based Study	G.G.V. Bilaspur (C.G.)/ A.D.C Allahabad (U.P.)/ Vipra Arts Comm Phy.Edu. College Raipur (C.G.)
7	Dr. Meenakshi Katyal	Factors Affecting Work Life Balance Of Female Staff: An Empirical Analysis Of Government Universities In Haryana	BPS Mahila Vishwa Vidyalaya, Khanpurkalan, Sonapat
8	Laxman Survase, Smita Survase, Geeta Nair	Quality Enhancement In Higher Education: Indian Scenario	S.H. Kelkar College Of Arts, Commerce And Science, Devgad, Sindhudurg/ K.J. Somaiya College Of Commerce And Science, Vidyavihar, Mumbai
9	Mrs. Seema M. Attarde, Ms. Archana A. Kadam, Mr. Nitin Pawar	Use Of Conventional And Non Conventional Ict Tools By Students For Honing Employability Skills	Ptva'S Mulund College Of Commerce, University Of Mumbai
10	Ms. Anuradha Joshi	Bullying Prevalence And Its Effects On Students	Lovely Professional University, Phagwara.
11	Dr. Vinaya Naik	A Review On Questionnaire Survey With Respect To Work Life Balance Among Working Individuals During Covid-19 Lockdown In Mumbai.	Patkar -Varde College
12	Varsha Gupta, Prathama Dhawan	A Study On Information Technology: Its Importance In Employment And Education.	Thakur College Of Science And Commerce Thakur Village, Kandivali East, Mumbai-40010.
13	Ramgopal Belwal, Dr. Kusum	A Review Of Food And Tourism From The Himalayan State Uttarakhand, India	GNA University, Punjab
14	Dr. J. D. Gupta, Rahul Oza	Challenges Faced By Commerce Students In Job Market Taking VUCA World Into Consideration	Smt. Kesharbai Lahoti Mahavidyalaya, Amravati/ Sant Gadge Baba Amravati University, Amravati

15	Ms. Saroj Bala, Dr. Vijay Kumar	Integration And Benefits Of ICT In School Set Up	Lovely Professional University, Phagwara, Punjab, India
16	Ms. Nisha Gupta, Ms. Farzin Daruwalla	Transformative Online Pedagogy Covid-19 And The Explosion Of Online Learning - An Indian Scenario	Wilson College, Mumbai/ L.S. Raheja College Of Arts & Commerce, Mumbai

Sr. NO	Name of the Paper Presenter	Title of the Paper	College/Institution Name
Technical Session – 3			
Chairperson : Dr. Poonam Kakkad			
1	Sumanpreet Kour	Education System In India: Financing Educational Achievements In International Perspectives	Central University Of Jammu
2	Ms. Manasa Gurana, Dr. Madhusmita Choudhury	Empirical Study On Essential Managerial Skills And Their Relative Importance For An Organization For Entry Level Managers	Centurion University Of Technology And Management, Andhra Pradesh
3	Mrs. Nisha Subhash Yadav	Factors Affecting The Quality Education In Rural Areas And Their Solutions To Improve Them	Type A, 50/3, Sector- 13,Cidco Colony, New Panvel-410206.
4	Ophilia Lobo, Dr. Vijay Kumar	Formation For Transformation Moral Values And Ethics In Teaching	Lovely Professional University Phagwara, Punjab
5	Neeraj Singh Manhas	Quality Enhancement In Higher Education	Sardar Patel University, Gujarat
6	C.A Durvi Kapil Thakore	Globalization And Its Impact On Indian Higher Education	Ghanshyamdas Jalan College Of Arts, Science & Commerce,Malad- West, Mumbai
7	Lipika Dhingra, Dr. Sukhpreet Kaur	A Bibliometric Analysis Of Csr In India After Companies Act 2013	Lovely Professional University, Punjab
8	Dr. P. Venkataiah	Using Transformative Pedagogy When Teaching Online	Badruka College Of Commerce And Arts, Hyderabad
9	Dr.Rani Susmitha	Influence Of Social Media On Teenagers In Hygiene Implementation-An Empirical Study In South India.	School Of Management Studies,Reva University- Bengaluru.
10	Dr. Meghna Aggarwal	Benefits Of Using Smart Glasses In Online Education	Assam College,Mukandpur. Dist Sbs Nagar
11	Dr. Shipra Jain Rohan Singh	Promoting Equity, Diversity And Inculsion	Guru Nanak Institute Of Management, Road No-

			75, West Punjabi Bagh, Delhi
12	Ms.Manali P.Bhosale	Traffic Control And Management -A Case Study	Rajarambapu Institute Of Technology, Sangli, Maharashtra
13	Lakshmi Girish	Future Of Online Education And Employment	Visiting Faculty At Mulund College Of Commerce
14	Dr Naresh Sukhani	A Study On Usage & Perception Of Fastag By Suburban Mumbai Commuters	Usha Pravin Gandhi College Of Arts, Science & Commerce
15	Dr. Bageshree Bangera, Mrs. Poonam Shah	'An Analysis On An Individual'S Preference Of Online Investment Platform In The Western Suburbs Of Mumbai'	Nagindas Khandwala College Of Arts, Commerce And Management Studies

Sr. No	Name of the Paper Presenter	Title of the paper	College/Institution Name
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TECHNICAL SESSION 4

Chairperson : Dr. Leena Nair

1	Uttam Kumar Mukhopadhyay, Dr. Apurba Biswas	Academic Stress Of Students During Covid-19 Pandemic: Challenges And Opportunity.	Adamas University, WB
2	Dr. Shital N Patil, Ms. Vidisha Mapuskar	A Study On Need For Family Life Education Among Youth And Adolescents	Patkar College, Mumbai
3	Dr. Shobha Menon, Prof. Suchitra Dinesh Poojari	Online Teaching In Covid 19 Pandemic – Teacher'S Perspective.	Valia College, Andheri/ Manjunatha College Of Commerce, Thakurli
4	Deeksha Chandawat	E-Commerce Market Trend During Covid-19	Iis University, Jaipur Rajasthan
5	Nikita Menghani, Priyanshi Tejnani	A Study On Adapting To An Innovative And A Qualitative Education Structure For Students Across India For Better Success At Workplaces.	Jai Hind College.
6	Mr.Yash Dharmendra Chaudhari	'The Study Of Employability Skills Require In That Vuca Business World'	Prerna Institute Of Commerce, Amravati
7	Dr.M.R.Hemamalini,	Innovative Learning Designs For Students Success	D.G.Vaishnav College ,Arumbakkam, Chennai
8	Ms. Sarbani Bhowmik, Dr. Ripon Bhattacharjee	Appreciating The New Educational System: Steps To Meet The Current Pandemic Situation	School Of Law And Justice Adamas University

9	Dr. Munna Singh Mohit Pandey, Alok Kumar Chaurasiya	A Study On Frustration Tolerance Among Cricket Players Based On Emotional Stability	Handia P.G. College Handia, Prayagraj, V.B.S. Purvanchal University, Jaunpur, Uttar Pradesh, J.N.V. Kalahandi
10	Dr. Jyotsna Ganesh Sangore	Dialogic Learning Method: Beneficial For Today'S Education	School Of Law And Justice Adamas University
11	Venu Swadia	Awareness About Financial Planning And Financial Literacy Among Youth In Mumbai	M V Mandali'S Colleges Of Commerce And Science
12	Nikisha Kukereja , Dr Parag Ajagaonkar	A Study To Find Factors That Could Lead To Brand Evangelism In Telecommunication Services.	R.D National College/ N.M College
13	Dr. Darakhshan Anjum	Corporate Social Responsibility: Need Of The Hour	Baba Ghulam Shah Badshah University, Rajouri, Jammu And Kashmir

➤ **Winners**

Each technical session had a winner/ winning team based on the criteria of judgement and highest points scored. This was announced as the 'Best Paper Award' in the 4 technical sessions. Following is the list of winners and their topic.

<i>Sr.No</i>	<i>Name</i>	<i>Institutes Name</i>	<i>Title</i>
1	Mrs. Richa Kalpesh Saxena	Hinduja College of Commerce, Narsee Monjee Institute of Management Studies	Content wars for excellence in online streaming platforms in India: Comparative analysis of netflix and amazon prime video.
	Dr. Shobha A Menon	Valia College of Commerce	
2	Mrs. Seema M. Attarde	PTVA's Mulund College of Commerce	Use of conventional and non conventional ICT tools by students for honing employability skills.
	Ms. Archana A. Kadam	PTVA's Mulund College of Commerce	
	Mr. Nitin Pawar	PTVA's Mulund College of Commerce	
3	Dr.Rani Susmitha	School of Management studies,REVA University	Influence of social media on teenagers in

			hygiene implementation-An empirical study in South India.
4	Nikisha Kukereja	R.D National College	A study to find factors that could lead to brand evangelism in telecommunication services.
	Dr Parag Ajagaonkar	N.M College	