

**SHOOLINI
UNIVERSITY
SOLAN, HP**

**2nd Yogananda International Conference on
Contemporary Issues in Social Sciences**

August 20-21, 2021



**Shoolini University of Biotechnology and
Management Sciences**

2nd Yogananda International Conference on Contemporary Issues in Social Sciences 20-21 August 2021



YICCISS-2021

20-21 AUGUST 2021

INTERNATIONAL CONFERENCE


VIRTUAL CONFERENCE

Organised by
Faculty of
Management
Sciences and
Liberal Arts



Chief Guest

Sh. Govind Singh Thakur
(Hon'ble Education Minister Govt
of Himachal Pradesh)



Guest of Honor

Dr. Col. Dhani Ram Shandil
(Hon'ble MLA Solan)



Prof. Karam Pal Narwal
India



Prof. Tolga Omay
Turkey



Prof. Shankar Lal Gupta
Oman



Prof. Pawan Garga
India



Prof. Prem Kumar Khosla
Hon'ble Chancellor
Shoolini University



Prof. Atul Khosla
Hon'ble Vice-Chancellor
Shoolini University



Prof. Md. Bokhtiar Hasan
Bangladesh



Prof. Uichol Kim
Korea



Prof. Gabriela Varga
Mexico



Prof. Pratibha Goyal
India




A Young University Matching Global Giants in Research Output

No.14 in Citation (QS Asia Ranking)

Start Time*	End Time*	Agenda	Resource Person
11:00 AM	11:05 AM	Introduction and Welcome	Prof. Kuldeep Chand Rojhe
11:05 AM	11:10 AM	Lamp lighting ceremony (declaring the conference open)	Hon'ble Chancellor Shoolini University Prof. P.K Khosla
11:10 AM	11:20 AM	Dean-Research Address	Prof. Saurabh Kulshreshtha
11:20 AM	11:35 AM	Address by Chief Guest	Sh. Govind Singh Thakur (Hon'ble Education Minister Govt of Himachal Pradesh)
11:35 AM	11:50 AM	Address by Guest of Honour	Dr. Col. Dhani Ram Shandil (Hon'ble MLA Solan)
11:50 AM	12:00 PM	Honourable Vice Chancellor's Address	Prof. Atul Khosla
12:00 PM	12:10 PM	Vote of Thanks	Dr. Vinay Negi

Join us on ZOOM

Meeting ID: 992 9792 3433

Passcode: shoolini

Inauguration of the YICCIS 2021 and Introduction to this elite conference is done by Prof. Kuldeep Chand Rojhe (the Moderator) who is from the FMSLA Shoolini University and renowned Professor.

Prof. K.C.Rojhe welcomed Shri Govind Thakur (Honorable Education Minister Govt. of HP), Dr. Col. Dhani Ram Shandil (Honorable MLA Solan), Honorable Chancellor Shoolini University Prof. P.K.Khosla, Honorable Chancellor Prof. Atul Khosla, Dean Research Address Prof. Saurabh Kulshrestha and all the eminent faculty members, staff members and students.

Ankita Verma the host of the conference invited Prof. P.K.Khosla to perform the Lamp lightning ceremony along with all the present members. During the ceremony Prof. P.K.Khosla talked about the importance of science and yoga with respect to human behavior and society.

Ankita Verma then introduced and welcomed Dean Research Address Prof. Saurabh Kulshreshtha, Prof. Saurabh addressed the conference with delight and talked about the mission to be top 100 global universities, highest number of citations Shoolini university at pinnacle of excellence, great placements being offered to students by FMSLA despite of the Pandemic ongoing.

Ankita Verma welcomed and introduced our Chief Guest of the Event Shri Govind Thakur ji. Shri Govind Thakur praises the education fraternity of the Shoolini University and the organizers of the Conference, even before the time of pandemic Shoolini University stayed step ahead in advancement and online education.

Honorable Govind Thakur addressed the fraternity of the Shoolini University and takes the opportunity of the event to present his thoughts about the ongoing situation of pandemic, how Himachal Pradesh's Education system is overcoming the current situation with the help of technology, advancements such as online education system and dynamic curriculum. Shri. Govind Thakur thanked everyone and encouraged students to be dynamic and full of positivity in their life.

Ankita Verma our Host then addressed Dr. Col. Dhani Ram Shandil (Honorable MLA Solan). Dr. Col. Dhani addressed the conference and talked about advancements in the curriculum of education, Online education taking a great leap, hard work and grit of fraternity of Shoolini University to be able to rise of the challenges of pandemic has offered.

Honorable Vice Chancellor Prof. Atul Khosla addressed the conference with mainly three points in consideration : A story "My son" where he talks about Management Sciences and its importance,

How Steve Jobs finds Apple with creativity and calligraphy and lastly but not least the importance of Collaborative effort in an organization.

A vote of thanks at the end is given Dr. Vinay Negi, Professor FMSLA.

After that, the presentation of paper started.

The moderator for 12:15 p.m. to 1:30 p.m. was Dr. Vinay

On the chair was Dr. Pawan Garga, Dr. Mukesh Goswami, Dr. D. Pradeep Kumar and Dr. S. L. Gupta.

From 12:15 p.m. to 12:30 p.m., Indu Gupta was the speaker who spoke on the topic “The Politics of Environment in Madhya Pradesh: Ideas and Activism” and from 12:30 p.m. to 12:45 p.m. Shivam Kohli was the speaker who spoke on the “Unethical Consumer Behaviour: An Aftermath of Covid 19”

From 12:45 p.m. to 1:00 p.m., Mitrajit Biswas was the speaker who spoke on the topic “Sports Brands sustainability under Covid”, from 1:00 p.m. to 1:15 p.m., Sahil Bhalla was the speaker who spoke on the topic “Data Breach” and from 1:15 p.m. to 1:30 p.m., Swati Jogi was the speaker who spoke on the topic “Effect of Online advertisement on Consumer buying behaviour- A review.”

After this presentation, closing remarks were given by the Chair.

After the break, the presentations for papers started.

The moderator for 3:00 p.m. to 3:30 p.m. was Prof. Kuldeep Chand Rojhe and on the chair was Prof. S.L Gupta.

From 2:15 p.m. to 2:30 p.m. Srivalli Leela Praveena Sistla was the speaker who spoke on the topic “Over-The-Top (OTT) Video Market: Rise of Paid Subscription Viewers study”, from 2:30 p.m. to 2:45 p.m. Sanjay Kumar was the speaker who spoke on the topic “Case study on YouTube data analysis using bigdata Hadoop technology – Apache pig” and Deepesh Ranabhatwas the speaker who speak on the topic “Factors Affecting Effectiveness of Online Learning in Pokhara University.”

From 3:00 p.m. to 3:15 p.m. Amit Kumar and Anupriya Kaur were the speaker who spoke on the topic “Social media- A potent tool for defensive marketing strategies” and from 3:15 p.m. to 3:30

p.m. Priyanka Tomar was the speaker who spoke on the “Impact of Covid-19 on the provision of health care sector”

From 3:30 p.m. to 3:45 p.m. closing remarks were given by the Chair.

From 3:45 p.m. to 4:15 pm., the moderator was Dr. Vinay and on the chair was Prof. S.L Gupta.

The speakers were Prisha Baweja and Suraj Verma who spoke on the topics “The Vying Assay of VITA and Mother Dairy: A case study of Haryana” and “Custom of decision-making rules used by rural buyers in north Indian state of India” respectively.

From 4:15 p.m.to 5:00 p.m., the moderator was Prof. Kuldeep Chand Rojhe and on the chair was Prof. Pawan Garga.

The speakers were Dr. Vikas, Manav Bansal and Pradeep Sapkota who spoke on the topics Critical Success Factors of Green Supply Chain Management Practices: A Literature Review, Happiness at Workplace and Impact of television advertisement on buying behavior of children from parents’ perspective in Pokhara valley.

At the end of the day 1, Closing Remarks were given by the Chair.

Second day of the Yogananda International Conference on Contemporary Issues in Social Science 2021 organised by Faculty of Management Science and Liberal Arts also witnessed a great exchange of research ideas during the different sessions. The day began with the welcome address by Prof Kuldeep Rojhe, Director, PG Studies, FMSLA. First technical session focused on the Human Resource area was moderated by Prachi Kapil. Prof Pradeep Sharma, Prof Williams Mukesh and Prof Meenakshi Malhotra chaired the session and enlightened the scholars with their inputs and suggestions. The presentations were made by Gunjan Sharma and Dr Sulochna Syal followed by Anita Kumari and Dr Pooja Verma. Riana Susmayanti and Mohammad Noor Rois Zain from Indonesia presented their research paper and got relevant feedback from the chairperson Professor Pradeep Sharma. Second phase of Human Resource Management section started with the presentation of Shivani Sandhu and Professor S L followed by Dr Samrat Datta, Gurpreet Singh, Vividha Gurung & Dr Supriya Srivastava. Professor Manju Jaidka chaired the session with co-chair Prof Meenakshi Malhotra. Sandeep Singh took over the moderation part and continued the session with the presentation of Priyanka Tomar and Dr Supriya Srivastava. Final phase of the

Human Resource session began with the presentations of Deepesh and Dr Pradeep followed by Hasiba, Fazal Amin and Sunbal with their respective papers. Shikha Shubham's presentation winded up the Human Resource Session after getting the feedback and concluding remarks by Chairperson Professor Manju Jaidka.

After taking a half an hour break, the Technological Advancement in Social Sciences session started with the welcome address by Professor Ashoo Khosla, she also introduced Professor Samuel, Dr Petra and Professor Vikas who chaired the session. The presentations started with VSD Rekha and SD Abdul Rehman. The scholars Pathan Amaan Khan, Shamneesh Sharma, Ishtiyaq Ahmad Khan and Parminder Singh gave a glimpse of their research ideas to the participants of the session. After hearing the chairperson's remarks, the session moved to the second phase by inviting on the chair to analyze the respective research work of Vidhi Vijayvergiya, Ekta Gupta, Nikhil Rajan and Shivani Bhardwaj, Kushal Kanwar. Dr Amar Rao took over the moderation in the later part of the session which was chaired by Dr Sumit Narula. Archit Joshi, Kushal Kanwar, Anu Sahi and Garima Sharma presented their review papers during the session. With the engaging discussions and thoughtful inputs by the experts, the technical sessions came to an end with positive note.

In the later part of the day, report of the sessions was shared by Dr Amar Rao followed by convener's address by Prof Kuldeep Chand Rojhe. Professor Atul Khosla, Vice Chancellor of Shoolini University addressed the participants by motivating scholars to excel in the research areas and also encouraged everyone to collaborate for better research outputs. Chancellor of Shoolini University, Prof Prem Kumar Khosla appreciated the efforts of FMSLA and thanked all the chairpersons and contributors for being the part of the healthy discussions during the different technical sessions. On behalf of the organising committee, Dr Vinay Negi co-convener of the conference concluded the two-day conference with vote of thanks.
