

**SHOOLINI
UNIVERSITY
SOLAN, HP**

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

February 20, 2021



**Shoolini University of Biotechnology and
Management Sciences**

Report
Yogananda International Conference on Contemporary Issues
in Social Sciences, Feb 20, 2021



The poster features an aerial view of Shoolini University buildings nestled in a lush green valley. A large blue arrow-shaped graphic points from the top left towards the center, containing text about key areas and dates. A red arrow-shaped graphic points from the bottom right towards the center, containing conference dates and location. A yellow footer contains icons and links for paper submission and website information.

YICCISS Yogananda International Conference
On Contemporary Issues in Social Sciences

KEY AREAS OF DISCUSSION

- Contemporary issues in the area of Marketing
- Contemporary issues in the area of Economics and Finance
- Contemporary issues in the area of Human Resource Management
- Technological advancement in Social Sciences

IMPORTANT DATES

- Abstract Submission- February 5, 2021
- Notification of Acceptance - February 6, 2021
- Authors Registration & Full Paper Submission - February 10, 2021
- Conference Date February 20-21, 2021

Conference Dates: - 20 & 21st February 2021
Place: Shoolini University, Himachal Pradesh
Virtual Platform-ZOOM

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The first ever Yogananda International Conference on Contemporary Issues in Social Sciences 2021 organised by Faculty of Management Sciences and Liberal Arts started with a bang on 20th February 2021. Prof Prem Kumar Khosla, Chancellor of Shoolini University in his inaugural address explained the importance of research for all fields mainly focusing on Social Sciences by motivating and sharing his desire to fill in the gaps of knowledge in the said areas.

Prof. Kuldeep Rojhe, Director PG Studies, FMSLA addressed the participants by greeting the Chief Guest, Guest of Honour, renowned academicians and scholars across the Globe and wished

each scholar to have a great learning experience altogether during the conference. Prof Saurabh Kulshreshtha, Dean Research of Shoolini University shared the research achievements of university with the participants. He introduced everyone to the focus and vision of being the "Himalayan Biodiversity and Sustainable Development of the region". He briefed about the clear focus of Shoolini University to provide World Class Education for students from smaller towns with distinctive research and spotlighted the rankings which the university has achieved. Prof C L Chandan, Vice Chancellor Cluster University, Himachal Pradesh endured the seminar with a keynote address mainly focusing on motivating and briefing about the drawbacks and benefits of Startups at Make in India Scheme. He also briefed about the laws and highlighted extremely beneficial success stories of dream catchers of Indian Corporate sector.

Prof M. Luqman Khan, Vice Chancellor Lingayas Vidyapeeth shared his influential thoughts on the importance of research. Prof Y S Negi, Dean Agriculture at Shoolini University showed his concern for education patterns and importance of technology and fundamentals of traditional education system in which India is lagging and needs a boost. Thanking him and continuing with the same ideas Prof ADN Bajpai, Former VC HPU articulated his experience and knowledge on skills, culture, economy, and social factors.

After the inaugural session, the technical session of the finance area started with the welcome note by Prof Narinder Verma. He further introduced the chairs of the session - Dr Narinder Pal Singh, Prof. Tolga and Dr Anand Sharma. The presentations in the session were made by Dr Arvind Singhy, Shabnam, Kuljinder Kaur, Dr Nitin Gupta and Divya Chandel. After getting the valuable inputs for the presentations, Dr Chander Mohan Gupta took over the moderation part and, in this section, the presentations were made by Rahul Berry, Dr Sulochna Syal, Dr Kuljinder Kaur, Shabnam, Dr Arvind Singhy, Dr Balraj Sharma and Prithivi Raj.

The second session of the day was focused on Marketing area which was moderated by Dr Vinay Negi. The session was chaired by Prof Garga, Prof Gupta and Prof Lee. The presentations in the session were made by Sahil Bhalla, Shromona Paul, Uma kanwar and Shivam Kohli. In the later part of the session, Prof Kuldeep Rojhe took over the session as a moderator wherein Amit Kumar, Dr Anupriya Kaur, SS Leela Pravina, Temesgan Anebosulamo, Dr Ing Eshetayehu Kinfu made the presentations and shared their research ideas. Both the sessions ended with the valuable inputs by the experts, and it was a great learning and fruitful exercise for the scholars across the globe.

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, Ishtiyag 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.

The conference not only witnessed the experts chairing the sessions from across the globe but the scholars from all over the world also became the part of the most engaging and thoughtful discussions during the technical session.

With this note I would like to pay my heartfelt gratitude to each one who participated in this conference. See you in 2022.
