

## **Report: National E- Conference for student researchers on “Changing Media Landscapes and their Impact on Culture, Society and its Economics”**

Student members of the Quality Circle of the academic year 2017-18 initiated the establishment of the Student Research Cell. This Cell with the encouragement of the teachers and the IQAC strives to create a culture of research amongst the student community. To further the spirit of enquiry, every year the Student Research Cell conducts intercollegiate conferences on issues related to the youth.

The Department of Business Communication and IQAC has been organising Student Research Conferences since 2015-16 centred on the theme of the year. This year we organised a National E- Conference for student researchers on “Changing Media Landscapes and their Impact on Culture, Society and its Economics” on 27 April 2022.

This was a National level conference organised through our MOU with D.T.S.S. College of Commerce, Mumbai, and we invited students to send their research papers for the conference. This conference was for the students by the students.

The teacher Mentors of the conference were: Ms. Foram Joshi, and Ms. Tanvi Shah, PDLC College and Dr. Sucharita Sarkar, and Ms. Shraddha Chavan, DTSS College.

The students in the Core Organising committee were: Bhakti Singh – Mcom, Sheetal Kanojiya- SYBCom, Divyansh Dugar – SYBCom, Daphne Thevar-SYBBI, Anjali Gaud – SYBMS and Rishabh Baser – SYBCom from Dalmia College . Prerana Santosh Salkar – TYBAF, Anjali Ajay Gupta – TYBAF and Nayan Kotre - FY.BSCIT from DTSS college.

Students in the Organising Committee were : Sujit Yadav – SYBCom, Jugal Maddheshiya – SYBAF, Pratham Madhani – SYBCom, Vandana Maurya- SYBCom, Sudhanshu Gupta – FYBCom, Vikas Tiwari – FYBCom, Raghav Bansal- FYBCom, Sourav Jha – FYBCom, Riya Joshi – FYBCom, Raj Ghumkar – FYBCom, Harsh Jain – FYBCom and Niraj Jain – FYBCom from Dalmia College.

The host for the conference was Ms. Sheetal Kanojia.

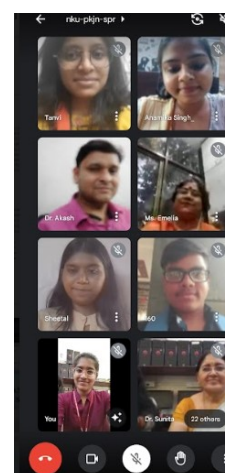
The conference was divided into 3 sessions.

University of Mumbai where she gave some knowledge on how to write and present a Research Paper.

Lastly Student Coordinator of Research Cell Ms. Daphne Thevar gave vote of thanks.

- Lunch Break from 12.30pm to 1.30pm.
- Technical session : 1.30pm to 3.30pm

We had 26 research papers which were then divided into two tracks. Both the tracks had 13 presenters each.



Chairperson for track 1 was Dr. Akash Agarwal and Chairperson for track 2 was Dr. Bhavik Sawdia.

Each presenter did absolutely great with their presentations. After the presentations the chairpersons asked the presenters questions.

- Valedictory session : 4.00pm to 4.30pm

Valedictory session was started by reviews from both the chairpersons about the presentations and the conference.

They also announced 3 winners from each track. Lastly conference was ended by vote of thanks by Ms. Anamika Singh and national anthem.

The following students were awarded prizes :

Best Paper Awards	Name	Title of Paper	Name of College
1 <sup>st</sup> Best Paper	Nidhish Tripathi	Role of media in the growth of gaming industry	Tilak College
2 <sup>nd</sup> Best Paper	Navin Mitthal	An Analysis of the Instagram Users and Their Demography with Special Reference to Mumbai Metropolitan Region.	Prahladrai Dalmia Lions College of Commerce And Economics
3 <sup>rd</sup> Best Paper	Ayushi Singh	A study on Individual Awareness towards cryptocurrencies	SVKM's Mithibai College of Arts, Science and Commerce

The papers that were presented at the conference were as follows:

Sr No.	Code No.	Name Of Presenter	Title Of Research Paper
1	T1-01	Suha Riyaz	A Study of investment preference with respect to equity and mutual funds
2	T1-02	Tanmay Kamble	Representation of gender (power) in media and society.
3	T1-03	Subhaangi Singh	Social media for start-ups - an effective marketung tool
4	T1-04	Nikkhil Chettri	crypto currency and media
5	T1-05	Gauri Narayan Gavas	Sexual Politics & Media
6	T1-06	Dhruvi Mehta	The Use Of Social Media In Education
7	T1-07	Bains Gurwinder Kaur	Media And Smart Finance
8	T1-18	Oshra Yeheal Kolatkar	IAS 19 - Employee benefits- a study on employee benefits in pvt ltd. Co.
9	T1-09	Bhoomi nagda	Code Of The Ethics and professional conduct
10	T1-10	Vedant Gupta	Drone Technology's Impact on Various Industries
11	T1-11	Ritika Manral	A study on merges and acquisitions in banking sector
12	T1-12	Suraj Prasad	MEDIA AND SHARE MARKET
13	T1 - 13	Nidhi Mer	Use of Fintech in India
14	T2 -	Ayushi Singh	A study on individual awareness towards cryptocurrencies

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15	T2-02	Shubham Gothankar	Non-Fungible Token (NFT): Overview, Evaluation, Opportunities and challenges
16	T2-03	Navin Mittal	An Analysis of the Instagram Users and Their Demography with Special Reference to Mumbai Metropolitan Region.
17	T2-04	Nidhish Tripathi	Role of media in the growth of gaming industry.
18	T2-05	Mohan Avdhesh Gupta	Child Sexual Abuse
19	T2-06	Kale Tushar Shivaj	A study on impact of media on an individual's physical and mental health.
20	T2-07	Shreyash Shrikant Vedak	A study on influence of social media on stock market
21	T2-08	Yashvi Mahesh Gudhka	A study on perspective of public about media
22	T2-09	Vivek Anand Pandey	A study on impact of social media on Politics
23	T2-10	Shashank Awadhesh Kumar Singh	A study on impact of media on investment decisions
24	T2-11	Anjali Rajkumar Lohar	Impact of media on education in India.
25	T2-12	Anurag Ramesh Mishra.	Impact of social media platforms on college students
26	T2-13	Anjali Ajay Gupta	Impact of media with reference to Smart Finance
27	T2- 14	Rebekah Cardoza	Social Media and children

Other details of conference :

[https://drive.google.com/drive/folders/1PJuzF5F\\_DqGiEvONwQPIaaLzTJmoJJIU?usp=sharing](https://drive.google.com/drive/folders/1PJuzF5F_DqGiEvONwQPIaaLzTJmoJJIU?usp=sharing)

Total participants : 93 participants

**Dr. Sunita Tidke , Chairperson , Student Research Cell , PDLC College**

**Dr. Shubhada Apte, IQAC Coordinator , DTSS College**

**Ms. Emelia Noronha, IQAC Coordinator , PDLC College**