

**Two Day International Conference
On
'Managerial Business Practices and
theories Post COVID (MBPT 2022)'
(20th -21st October 2022)**

A Brief Report

Organized by
**School of Management and Commerce
K.R. MANGALAM UNIVERSITY**
Sohna Road, Gurugram

Venue : Moot Court
K.R MANGALAM University
Gurugram, India

Contents

Title and Objective of the Conference:

International Conference on Managerial Business Practices and theories Post COVID

Objectives of the International Conference

- To examine our economic, environmental, and social requirements in relation to the present and future generations' prosperity.
- To examine critically on conservation and enhancement of our resources with the usage of technology and marketing.
- To re-evaluate business plans, work ethics, and the workforce through the lens of a sustainable green business model.
- To recommend knowledge regarding the strategies for building green and sustainable businesses.

Themes and Sub-Themes of the Conference

Theme 1: HUMAN RESOURCE MANAGEMENT BUSINESS PRACTICES AND THEORIES POST COVID

Green HRM, Sustainability, Virtual teams and skills, Knowledge management, Training and development, Spirituality, Cross cultural, Expatriate Management, innovation

Theme 2: MARKETING BUSINESS PRACTICES AND THEORIES POST COVID

Green marketing, Social marketing, Digital marketing, Marketing in age of disruption, Ethics & social responsibility in marketing, Branding

Theme 3: FINANCIAL PRACTICES AND THEORIES POST COVID

Crypto currencies, digital finance, Sustainable investment, financial institutions and sustainable development, green finance.

Theme 4: SUPPLY CHAIN AND LOGISTICS PRACTICES AND THEORIES POST COVID

Humanitarian logistics, Circular economy, inventory management, COVID- 19 and supply chain strategy, green production and routing problem, renewable energies and zero waste.

Theme 5: TOURISM PRACTICES AND THEORIES POST COVID

Virtual tourism, Heritage (cultural and urban), Sustainable tourism, protected areas and tourism, urban tourism and cultural heritage, use of AI & VR in tourism, entrepreneurship in tourism, hospitality

Theme 6: INTERDISCIPLINARY

Green IT, Smart cities, bio-inspired computing, e-governance, Healthcare, Education

Inaugural Function

The first day of conference started with welcoming the guest and invoking blessings of Goddess Saraswati by lighting the lamp by dignitaries and eminent guests. Dr. Rajat Gera Dean, school of commerce and management and Dr. Chandra Shekhar Dubey Vice Chancellor, K.R Mangalam University addressed the participants with short welcoming speeches on how technology and COVID-19 have changed business practices and theories across wide range of themes and disciplines concerning business management.

Address of the Invited Speakers

On day 1, Dr. Justin Paul delivered the keynote address at the inaugural session on the Do's and Don'ts while developing research papers. Dr Aquil Busrai delivered the Chief Guest address on HR trends and practices post COVID 19. Dr. Eric Dorion (researcher and professor of the PPGA at the University of Caxias do Sul (RS), Brazil, and he visiting professor at l'École de Technologie Supérieure (Qué), Canada delivered the key note address in plenary session on "Outcome of 20 years of evaluative research to foresee post COVID-19 research in administration". Dr. Manoranjan Sharma (Chief economist, Informatics rating and accomplished banker) delivered keynote address on "Challenges posed by the contemporary world". Dr. Rajat Gera delivered the session on theme of the conference.

The conference 2nd day had a panel discussion on "HR and data analytics" in which Panel members Mr. Samar Mahapatra (Group HR Head, Shingam Group) was the moderator and Mr. Yogesh Gupta, HR head, Goodyear was a panelist. Later, keynote addresses were delivered by Dr.

Djamchid Assadi (Prof. Burgundy School of Business, France), Dr. Harold Patrick (Dean, CMS, Jain University, India) and Dr. Ashok Sar (Prof., KIIT India) delivered online and live.

Session wise & Track wise Report

Session 1. There are three members in technical session 1. Dr. Ruchika Yadav and Dr. Monika Yadav are on internal chair. Dr. Chand Saini is on the external chair. There is total 15 candidates in technical session 1. 11 candidates participated in the conference. The technical session chair asked the relevant question regarding the related topic and the presenters answered patiently. The panel also suggested the scope of improvement in the research work presented by the participants. The panelist mainly suggested to improve the gap area and the research methodology part. At the end of the session the external chair gave very insightful suggestion to the participants. Internal members ended the session with vote of thanks.

Session 2. Session was chaired by Dr. Neha Kamboj, Assistant Professor, SOMC, K R Mangalam University, Ms. Shreya, Assistant Professor, SOMC, K R Mangalam University and Dr. Gourav Sood, Professor from Amity University is on the external chair. There are total 13 candidates in technical session 2. 9 candidates participated in the conference. The technical session chair asked the relevant question regarding the related topic and the presenters answered patiently. The panel also suggested the scope of improvement in the research work presented by the participants. The panelist mainly suggested improving the gap area and the research methodology part. At the end of the session the external chair gave very insightful suggestion to the participants. Internal members ended the session with vote of thanks. Everyone invited for the session was glorified with the presentations. We will be grateful to welcome you all in the coming years also. It will always be a proud moment.

Session 3. The third technical session was very informative as every member has given wonderful presentation related to research topics like heritage, conservation, work family conflict, HR policies, in Post COVID scenarios and marketing. Session chair and audience asked the questions from presenters to which presenters answered well to the satisfaction of chair. Session was chaired by Dr. Rashmi Singel, associate professor, SOMC, K R Mangalam University. Dr. Shivani Kampani, assistant professor, SOMC, K R Mangalam university and Dr. Suman, assistant

professor, central university of Haryana. Everyone invited for the session was glorified with the presentations. We will be grateful to welcome you all in the coming years also. It will always be a proud moment.

Session 4. The Fourth technical session was chaired by Mr. Lavesb Mishra, Assistant professor, SOMC and Miss Kiran Yadav, Assistant Professor SOMC. There are total 13 candidates in session. 11 candidates participated in the session. Each participant has given a nice and effective presentation on Research topics like post covid reskilling of human resources, Organizational values in diversified business, Managerial business practices and theories post covid etc. The technical session chair asked the relevant questions regarding the related topic and the presenters answered patiently. The panel also suggested the scope of improvement in the research work presented by the participants. Everyone invited for the session was happy with all the presentations. Internal members ended the session with vote of thanks.

Session 5. There were 2 members in technical session 5, Dr. G.S Khera and Dr. Swati Srivastava as internal session chair. In total there were 15 candidates in technical session 5. 5 candidates participated in the conference. Participant presented their paper through online and offline both modes the technical session chair asked the relevant question regarding the related topic and the presenters answered patiently. Paper presented by Dr. Uma Warrior" based on Digital experiences on working women "was among the most liked ones. It was a good experience for presenters as well as attendees. The session was ended by "Vote of Thanks "by internal session chair.

Session 6. Session was chaired by Dr. Kshama Sharma, Assistant Professor, SOMC, K R Mangalam University and Dr. Nikhat Mushir, Assistant Professor, SOMC, K R Mangalam University. There were total 23 candidates in technical session 6. 12 candidates presented their paper in the conference on various themes like; Public health, Customer engagement, New normal after Covid-19, Digital experience of working women, Academic integrity, Women empowerment and HR Policies in Post COVID scenarios. The technical session chair asked various significant questions related to the topic and the research methodology and statistical tools used by them in their paper. The panelists suggested the scope of improvement in the research work, improving the gap area and the research methodology part; the presenters answered all the questions very patiently and welcomed

suggestion given by the panel. At the end of the session, the Session chair winded up the session with good wishes for the future prospects of the participants and vote of thanks. Everyone invited for the session was overwhelmed with the performance of the presenters. For an institution it is a proud moment to arrange such kinds of academic events with positive feedback and remarks of the participants.

Valedictory Function

The valedictory addresses was delivered by GP Capt. Praveen Mahajan, Registrar, K.R. Mangalam University and Dr. Rajat Gera Dean, school of commerce and management delivered the vote of thanks. The conference concluded with national anthem.

स्कूल ऑफ मैनेजमेंट एंड कॉमर्स, के नंगलम विश्वविद्यालय, गुड़गांव, हरियाणा में अंतर्राष्ट्रीय सम्मेलन का आयोजन किया



नई दिल्ली। के आर नंगलम विश्वविद्यालय, गुड़गांव, हरियाणा के स्कूल ऑफ मैनेजमेंट एंड कॉमर्स (एसओएमसी) ने 20 और 21 अक्टूबर, 2022 को प्रत्यक्षीय प्रथाओं और सिद्धान्तों के बाद कोविड पर एक अंतर्राष्ट्रीय सम्मेलन का आयोजन किया। सम्मेलन में भारत, मलेशिया, नाइजीरिया और कई अन्य देश से 80 प्रस्तुतियाँ प्राप्त हुई। डॉ. जॉस्टिन पॉल एडिटर इन चीफ इंटरनेशनल जर्नल ऑफ कंज्यूमर स्टडीज, एक रैंक और एम्पलस/आई यूवीएड और प्रोफेसर प्युली रिचो विश्वविद्यालय सेन जूआन पोआर गुएररा और आइ.आई.एम. (आई.आई.एम. के) के साथ प्रतिष्ठित विद्वान। सम्मेलन के उद्घाटन सत्र के लिए अकादमिक सलाहकार और मुख्य वक्ता। पॉलियन वसंत कंसल्टिंग के मुख्य कार्यकारी अधिकारी डॉ. अश्विन वसंत मुख्य अतिथि थे।



K.R. Mangalam University

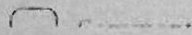
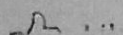
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The School of Management and Commerce of K.R. Mangalam University, Gurgaon, Haryana, organized an international conference on Managerial practic... See more



Admission advisor and 28 others



Enclosed Information

ANNEXURE – I
BROCHURE

ANNEXURE – II
MINUTE-TO-MINUTE CONFERENCE SCHEDULE

ANNEXURE – III
LIST OF INVITED SPEAKERS & SESSION CHAIRS

Sr. No.	Invited Speakers & Session Chairs Name	Organization	Topic
1	Dr. Justin Paul	Professor, University of Puerto Rico, San Juan, PR, USA	Do's and Don'ts while developing research papers
2	Dr. Aquil Busrai	Chief Executive Officer, Aquil Busrai Consulting	HR trends and practices post COVID 19.
3	Dr. Manoranjan Sharma	Chief Economist, Informatics Ratings, Delhi	Challenges posed by the contemporary world
4	Dr. Saurav Dixit	Senior Researcher/Post-Doctoral Fellow, Peter the Great St. Petersburg Polytechnic University, 195251 Saint Petersburg, Russia	HR Industry
5	Mr. Hari Das Nair Ms Sasmita Mohanty Dr. Shyamli Satpathy Mr. Yogesh Gupta	Ex VP HR, JBM HR Head, Bolloré Logistics HR Analytics Professor, IILM HR Head, Goodyear	Panel Discussion "The Power of HR Data Analytics"
6	Dr. Ashok Sar	Professor, KIIT, School of Management	HR Industry

7	Dr. Chand Saini	Associate Professor SOMC, MRU, Faridabad	(External-Session Chair)
8	Dr. Suman	Assistant Professor, Commerce Dept., Central University of Haryana	(External-Session Chair)
9	Dr. Gaurav Sood	Professor, Amity university	(External-Session Chair)

ANNEXURE – IV

LIST OF ATTENDEES

Eighty eight participants from different institutes including central and state universities presented their paper in the conference. Conference saw the participation from different states of the country. There were attendees from other countries as well. List of attendees is enclosed in annexure- IV.

ANNEXURE – V

CERTIFICATE



K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

INTERNATIONAL CONFERENCE

Managerial Business Practices and theories Post COVID

CERTIFICATE OF APPRECIATION

This is to certify that Dr Mr Ms _____ affiliated
to _____ contributed as session chair

_____ in the international conference on "Managerial Business Practices
and theories Post COVID" organized by School of Management and Commerce, K. R. Mangalam University, Gurugram,
Haryana on 20th -21st October 2022

Gp Capt. Praveen Mahajan

(Registrar)

Dr. Rajat Gera

(Professor and Dean)

Dr. Sahiba Sharma

(Convener)

ANNEXURE – VI

Feedback

Feedback of the attendees was very encouraging. More than sixty one percent of the attendees were strongly agreed that their expectations from the conference were met. Seventy percent participants agreed strongly that invited speakers were very knowledgeable and they learnt a lot from them. Fifty Six percent of attendees were more than satisfied with the overall arrangements of the conference. A detailed analysis is enclosed in annexure- VI.

ANNEXURE -VII

GEOTAGGED PHOTOS

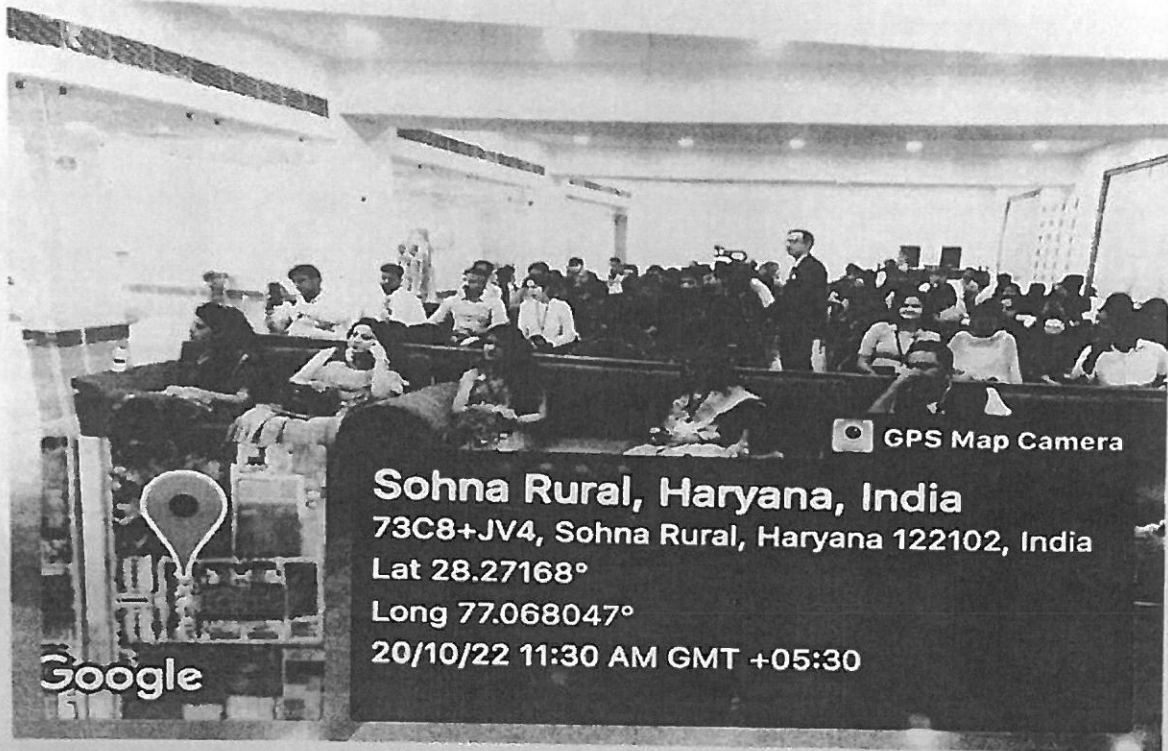
Some glimpses of the events are (Pictures 1-12)



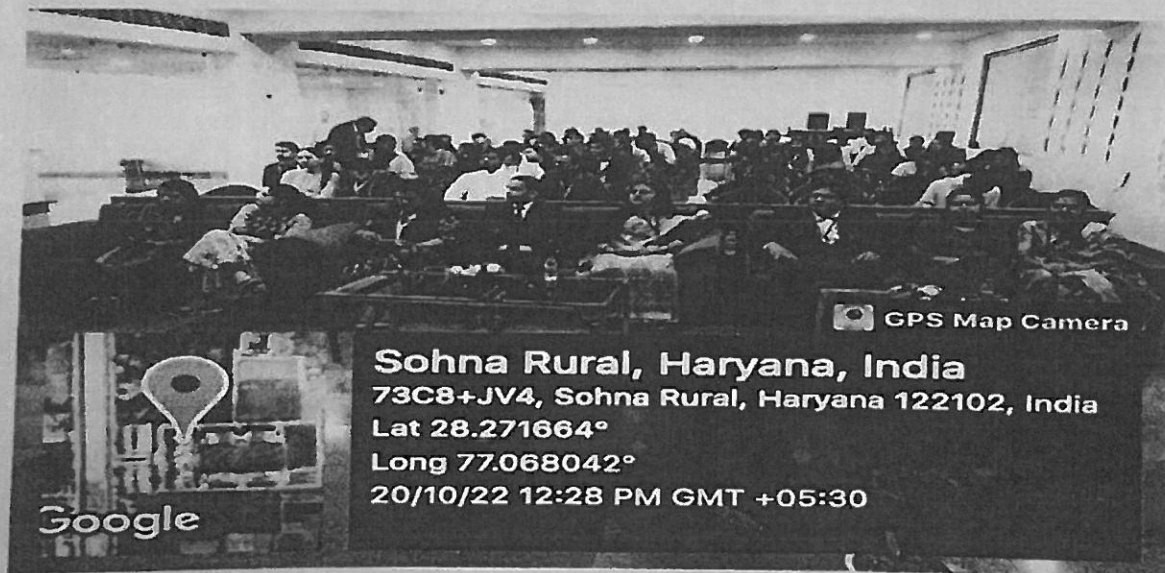
Picture 1: International Conference (Keynote speaker)



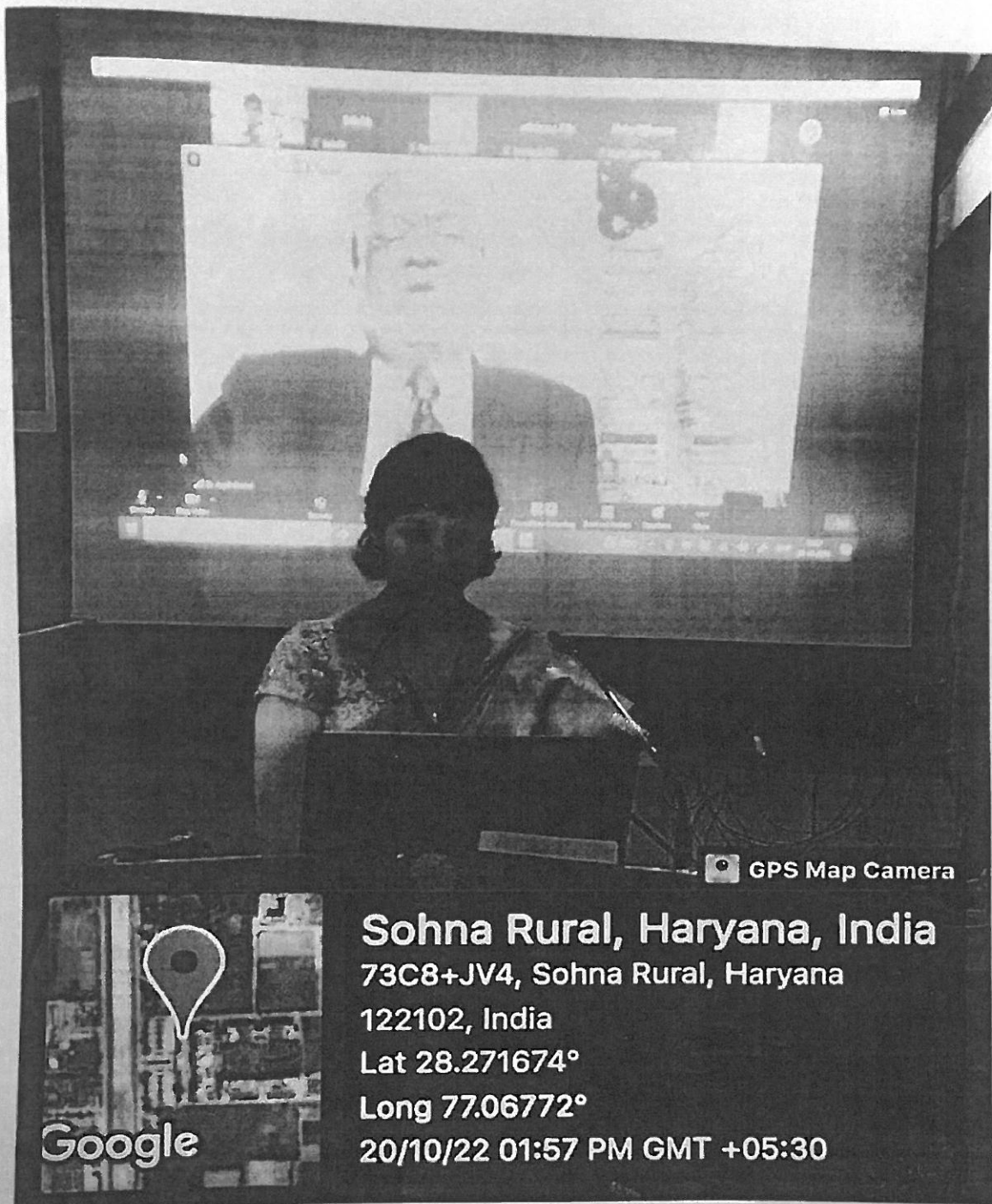
Picture 2: International Conference (Lamp lightening)



Picture 3: International Conference



Picture 4: International Conference



Picture 5: International Conference (Chief Guest)



Picture 6: International Conference



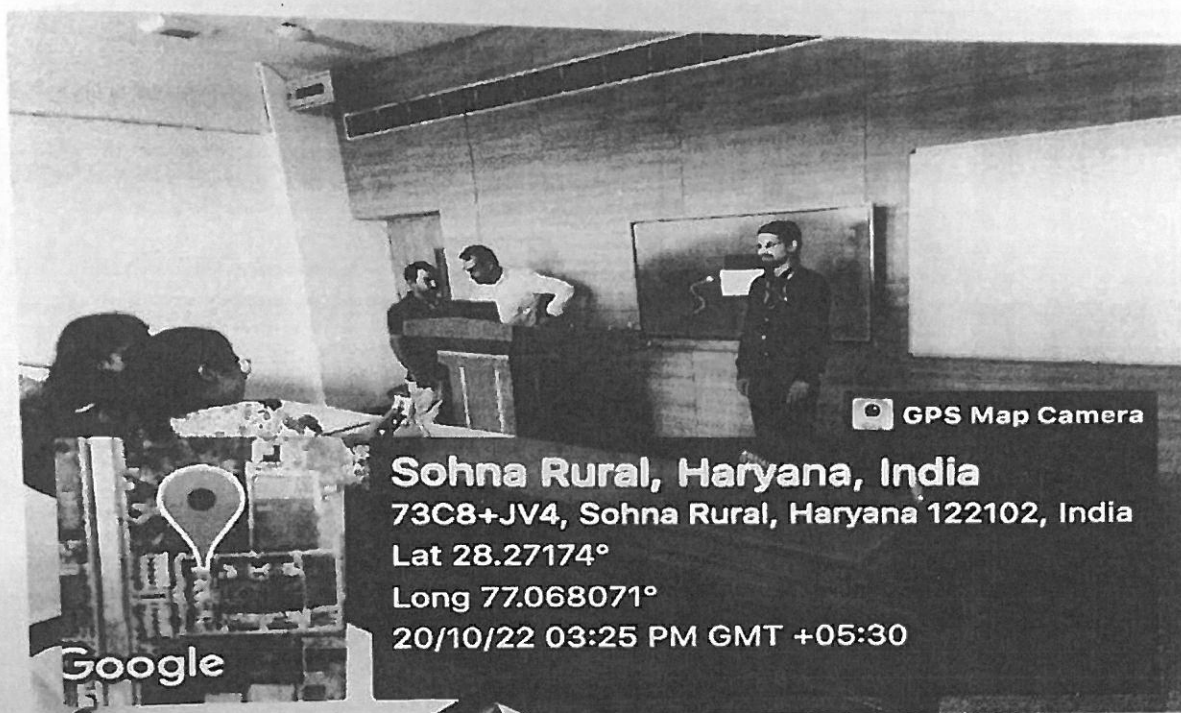
Picture 7: International Conference (Panel Discussion)



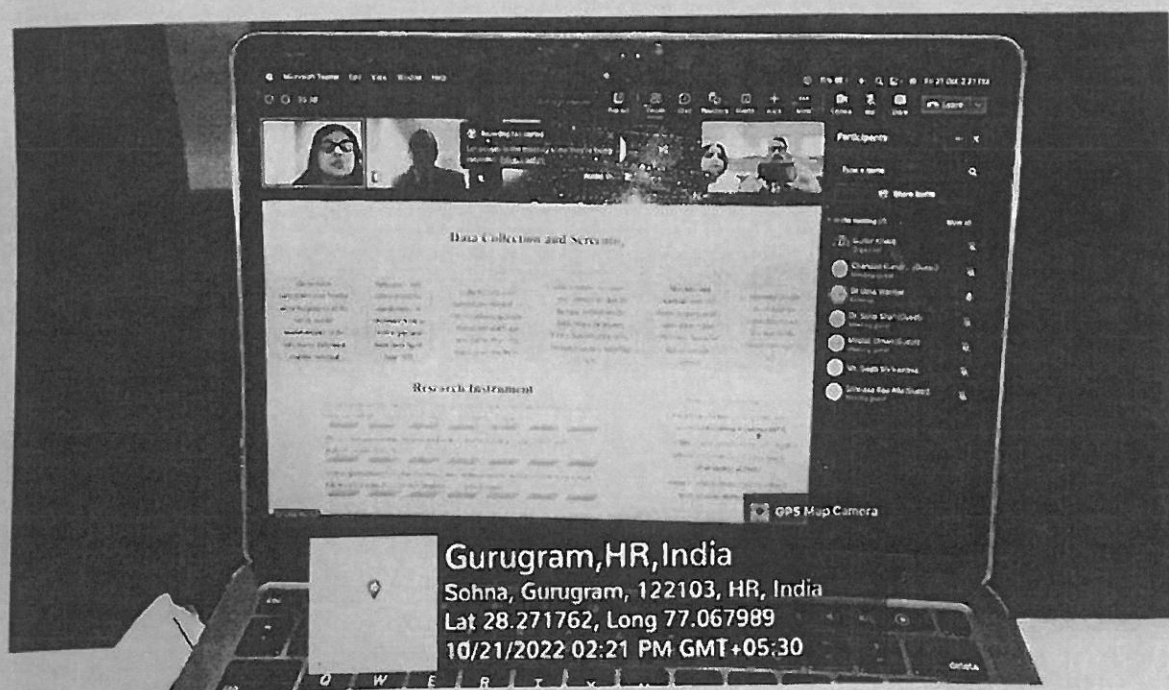
Picture 8: International Conference



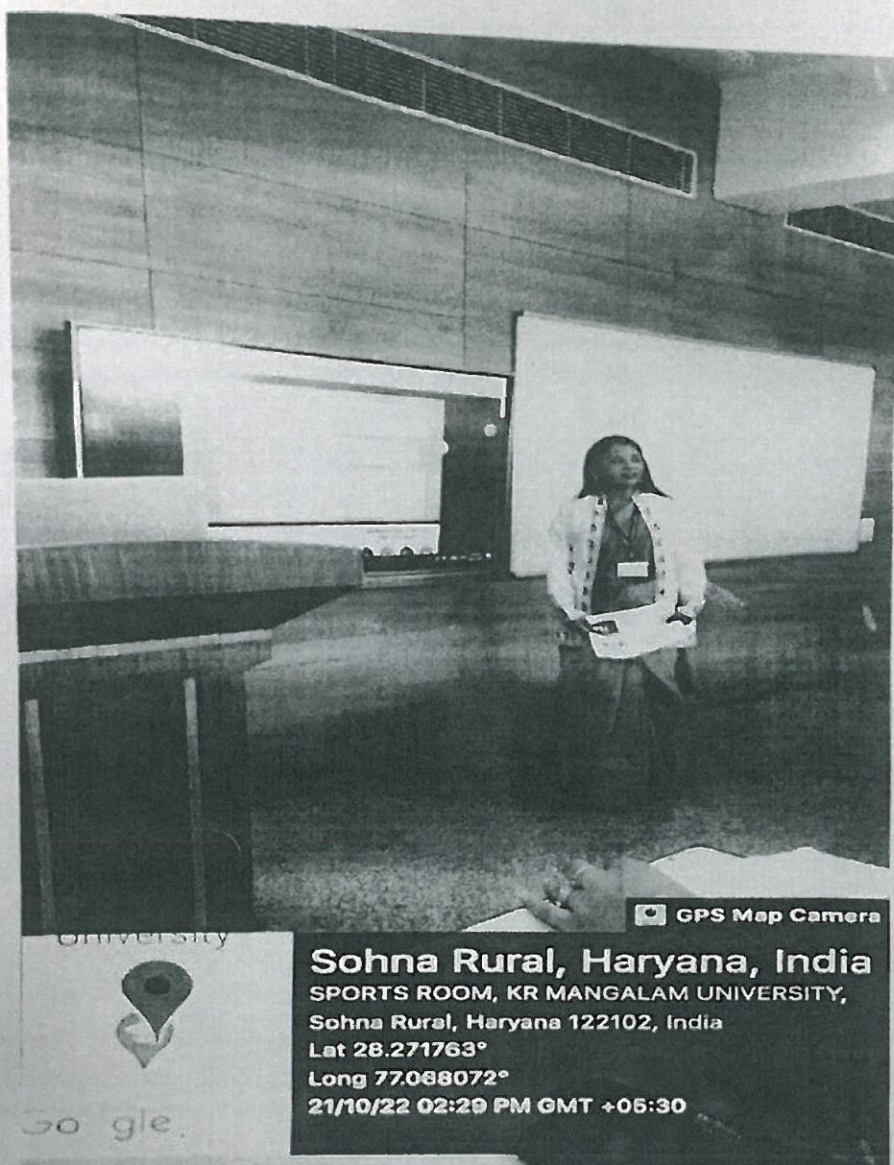
Picture 9: International Conference (Technical Session)



Picture 10: International Conference (Technical Session)



Picture 11: International Conference (Technical session)



Picture 12: International Conference (Technical Session)

Report Prepared by:	Mr Krishan, Dr Nirmaljeet, Dr. Monica
Report Checked by:	Dr Sahiba
Report Verified by:	Dr. Rajat Gera

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Outlook

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