

## SCHOOL OF COMMERCE AND MANAGEMENT SCIENCES

PRESENTS

NATIONAL LEVEL WEBINAR SERIES ON

### GLOBAL PANDEMIC ENVIRONMENT: EMERGING TRENDS IN MANAGEMENT

Businesses have spent much of the past times scrambling to adapt to extraordinary circumstances. While the fight against the COVID-19 pandemic is not yet won, there is at least a faint light at the end of the tunnel with the emergence of new mechanism and the Vaccine of course.

Plato was right: necessity is indeed the mother of invention. During this time of crisis, there have been many experiments to cope up with the sudden changes and transitions necessary. We have also witnessed the global trends trying to align with the challenging environment in the businesses, both old and new. There is a shift of services while taking control of the globally arising issues. So, the Old businesses will change and the new businesses will emerge with new techniques and newer developments. Barring any unexpected catastrophes, individuals, businesses, and society can start to look forward to shaping their futures rather than just grinding through the present. The next normal is going to be different.

This webinar will focus on the key elements and the Feasible and Effective trends in Management that will help the businesses and individual to sail through these turbulent times successfully.

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MODE OF CONDUCTION: **ONLINE**

Students & Faculty members attending all sessions will be eligible to receive the E Certificate post feedback submission

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#### Brief about SUN

Sandip University, with its high standards of teaching and learning and excellent facilities, serve as a right destination for 21st Century education. We offer diverse academic programs focused on all the technical and professional fields with the practical aspect of education in the centre. We ensure that our curriculum is regularly revised based on the feedback from the Industry and the Academic Experts. We promote Inter-disciplinary research through various research based activities that are carried out both by the students and the faculty. Several on-going initiatives are focused on making our students not just "Job Ready" but also "Life Ready". We believe, "Ensuring Quality Education is one of the most important things we can do for the future generations" - as rightly quoted by Ron Lewis.

#### Brief about SOCMS

Sandip University's School for Commerce & Management Sciences (SOCMS) offers programmes that are specifically designed to give a sound understanding of business, economics, their methods and functionalities and also their inter-relationships. Our teachers are invested in giving a research and activity based platform to the students. We focus on imparting broad management knowledge and skills necessary to succeed in any industry. We involve projects, team & management activities, creative skill based activities and intensive research works in our teaching pedagogy. Students here, develop a passion for learning and implementing the concepts to their professional goals. We welcome all the students who are looking forward to get Management education and an overall Personality Enhancement at one place making them "Future Ready".

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DATE	DAY	TIME	TOPIC	SPEAKER	DETAILS
20-01-22	Thursday	10:45 to 10:55 am	Inaugural Speech by Vice Chancellor Prof. (Dr.)RajendraSinha		
		11:00 to 12:00 pm	Reinventing Marketing for a Better World	Dr. PramodPathak	Management Consultant, (Retd.) Professor of Management at IIT (ISM), Dhanbad
		12:00 pm to 1:00 pm	Understanding Consumers in the Digital Marketing Era	Dr. Utkarsh	Assistant Professor at IIM Kashipur, Area Chair Marketing
		1:00 pm to 2:00 pm Session Break			
		2:00 pm to 3:00 pm	Entrepreneurship & Innovation	Prof. Dr. Dileep Kumar M	Pro-Vice Chancellor and Full Professor of Business Management in GNS University, India
		3:00 pm to 4:00 pm	HR Analytics	Dr. Abhigyan Bhattacharjee	Associate Professor, Department of Management, North Eastern Hill University, Tura Campus, Meghalaya, Head of Placement and Counselling Cell
21-01-22	Friday	11:00 to 12:00 pm	Design Thinking and Innovation Management for the Green Technology Entrepreneurship	Prof. (Dr.) Raj Kumar Singh	Dean (R&D) & HOD (Department of Commerce) Chairperson Centre of Entrepreneurship, Innovation & Skill Development School of Management Sciences, Varanasi, India
		12:00 pm to 1:00 pm	Agile Marketing in the Age of Disruption	Prof. (Dr.) SudhirSharan	Former Visiting Professor University of Texas Dallas USA and IIM Lucknow, Snr. Director, Don Bosco Group, Bengaluru
		1:00 pm to 2:00 pm Session Break			
		2:00 pm to 3:00 pm	E-Learning and the Role of Edu-Tech Sector in India	Prof. S. K. Baral	Department of Commerce, Faculty of Commerce and Management, Indira Gandhi National Tribal University, Amarkantak, MP.
22-01-22	Saturday	11:00 to 12:00 pm	Reskilling Required to Sustain in the Pandemic Situation	Prof. Pavnesh Kumar	Dean, PanditMadan Mohan Malviya School of Commerce and Management Sciences, Mahatma Gandhi Central University, Motihari, Bihar
		12:00 pm to 1:00 pm	The Influence of Marketing Strategies on BOP (Bottom of Pyramid)	Dr. Ambrish Singh	Assistant Professor - Management & Registrar, Rajkiya Enginnering College, Azamgarh, Uttar Pradesh
		1:00 pm to 2:00 pm Session Break			
		2:00 pm to 3:00 pm	HR Trends in 2022	Mr. Navdeep Goyat	Snr. Mgr. Talent Management- HR, JK Cement, Gurgaon
		3:00 pm to 4:00 pm	Innovative Financing Sources for Startups	Dr. Naseeb Ahmad	Professor at Department of Commerce and Business Studies, JamiaMiliaIslamia (Central University), New Delhi