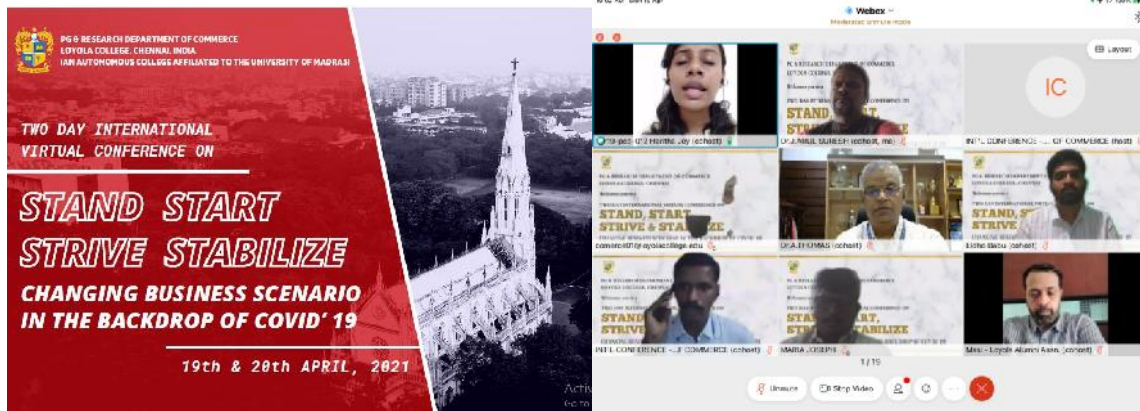


## REPORT ON THE TWO DAY INTERNATIONAL VIRTUAL CONFERENCE ON STAND, START, STRIVE, STABILIZE – CHANGING BUSINESS SCENARIO IN THE BACKDROP OF COVID19



### OBJECTIVES OF THE CONFERENCE

1. The economic and social disruption caused by the pandemic.
2. The existential threats encountered by the enterprises.
3. The impact of Covid 19 on various industries and in business.
4. Positive side of Covid 19 and the survival strategy.
5. A road map to withstand the crisis of this sort in the future.

### SYNOPSIS OF THE CONFERENCE

The two days virtual conference had series of talks given by the eminent speakers from the academia and from the industry. The sessions were moderated by our faculty members.

Following were the topics on which the resource persons rendered their speeches -

1. Thriving after COVID-19: Technology Innovations and future skills
2. Threats encountered by the enterprises
3. Impact of Covid 19 pandemic on education
4. HR challenges during the COVID19 outbreak
5. Economic impact of the COVID-19 pandemic in India
6. Rise of digital technology in advertising & daily life post Covid-19
7. Emerging Trends in the Logistics Industry due to Covid-19
8. Impact of social media and technology during global pandemic and key takeaways
9. Impact of the pandemic on business operations & Business Challenges
10. Global Logistics, Operations and Supply Chain Management
11. Healing CoronaPhobia

12. Financial markets and the global economy
13. Migrant Workers during Covid-19 Pandemic Situation
14. Job Retention Worklife balance and work from home

Artificial Intelligence with pandemic situation

<b>TAKE AWAY FROM THE TWO DAY CONFERENCE</b>
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1. The pandemic is the high time to focus more on skills as everything is turning into online we can learn everything in an easy way, being in our comfort zone.
2. Business can Restart and Reset, not just Reopen, they should be ready to adopt *Omni channel integration* and Shape their future workforce.
3. Online learning has become a critical lifeline for education, as institutions seek to minimize the potential for community transmission. Technology can enable teachers and students to access specialized materials well beyond textbooks, in multiple formats and in ways that can bridge time and space.
4. Due to the COVID-19 pandemic, many schools across the world began conducting classes via *video telephony software* such as Zoom, Google Classroom and/or Google Meet. The Organisation for Economic Co-operation and Development has created a framework to guide an education response to the COVID-19 pandemic for distance learning. Whenever this was possible, the ability to teach in real time significantly helped educators handle the transition.
5. The coronavirus pandemic has disrupted organizations and caused human resources managers to think differently about their role as they adjust to social distancing practices and a new working environment that they have never imagined. To prevent the spread of the coronavirus, companies have switched to a remote work model at a rate and scale they've never experienced. As face-to-face collaboration is replaced with e-mail and videoconferencing, HR managers have to do difficult work under difficult circumstances.
6. Aviation and tourism is one of the biggest hit industries, this sector has a high probability of suffering most from the recession without the direct intervention from the government. Since people are unlikely to travel for leisure for months to come, it will impact the inflow of tourists in all the countries drastically reducing the money flow in this sector.
7. It may take some time to normalise, as consumer behaviour, shopping and spending pattern will change when the social distancing norms get a relaxation under the vigilance & supervision of the administration.
8. Along with clear and effective communication, broad monetary and fiscal stimuli will be required to be coordinated on an international scale for maximum impact, and, would be most effective to boost spending in the recovery phase.

9. Considering, the hardship endured by so many businesses, individuals and communities as a result of the pandemic, many brands have responded with empathy, using their business or influence to do good.
10. Some clothing manufacturers quickly pivoted to creating and distributing masks to the public, while select distilleries switched their entire operations to producing hand sanitizer in response to a widespread shortage. On the digital front, many brands took to social media, offering free tutorials or lessons, free trials, or providing engaging and entertaining content to pique the interests of the isolated masses. This has added value to their brands as part of promotion.
11. One industry that has seen particularly noticeable changes over the last year is e-commerce. As self-isolated consumers turned to online shopping, it has created immense pressure on the supply chain logistics industry to keep up with the increasing demand. As a result, logistics companies are stepping up with innovative strategies to respond to these rapidly shifting logistics trends in 2021.
12. In 2019, worldwide spending on blockchain solutions was at 2.7 billion; before 2022, this number is expected to climb all the way to 11.7 billion. Blockchain has been one of the most steadily increasing industry-reshaping global logistics trends through the last few years, and its rise shows no signs of stopping.
13. Disaster recovery practices should be exercised and brought into practice even in education sector by way of continuing online classes and tests at least once a year so as to not go out of practice even after the pandemic.
14. Companies must be technologically well equipped and also train its employees the same so as to move on without any hurdles in any circumstance.
15. We could see how logistics and supply chain management has been greatly affected by this pandemic globally. However life has to go on and without logistics there won't be any trade. So countries have started to motor its way through this epidemic.
16. This pandemic has not just put this world in a halt but has affected individuals mentally too. We have to make an effort to keep ourselves hygienic and consequently our surroundings will also become tidy.
17. Some countries have started to work on another level with regards to protecting our environment from the pollutants caused by technology. Mainstream investment industry is what millennials are interested in.
18. Even during this pandemic where everybody is going through a tough time in one way or another, we can still find some hope in our humanity.
19. Management and employees should work by understanding each other so that both the sides can be satisfied. This pandemic has also given a chance to reduce unnecessary time and cost as a result of

work from home and every company should make the best use of it.

20. Covid 19 will reshape our world; we don't yet know when the crisis will end. However, we can be sure that by the time it does, our world will look different.

*There were three sessions of paper presentation. Around 150 participants presented their papers and 126 of them were selected for publication in the revered journal with impact factor.*

*Most of the guest speakers are our illustrious alumni from in and around India who enthralled the participants with the valuable sharing and the participants who virtually participated from all over the country and some were from outside the country.*

*The program ended gracefully and all the participants highly commended the conference.*