

INTERNATIONAL CONFERENCE

(6th NOVEMBER 2020)

INAUGURAL SESSION

10:30 – 10:40	WELCOME TO DIGNITARIES & DELEGATES Prof Upasna Joshi Sethi (Conference Chair, Director, UIAMS)
10:40– 10:50	ADDRESS BY CONFERENCE PATRON Prof. R.K. Singla (DUI, Panjab University)
10:50 – 11:00	CONFERENCE THEME Dr Manu Sharma (Conference Convenor)
11:00 – 11:10	ADDRESS BY GUEST OF HONOUR Prof. Karamjeet Singh (Vice Chancellor, Jagat Guru Nanak Dev Punjab State Open University)
11:10 – 11:20	ADDRESS BY CHIEF GUEST Mr. Puneet Gupta (Venture Capitalist, KIP Ltd)
11:20 – 11:30	VIRTUAL JOURNEY OF PANJAB UNIVERSITY
11:30 – 11:35	VOTE OF THANKS Dr. Naveen Kumar (Conference Chief-Convenor)
11:35 – 12:00	TEA BREAK
12:00 – 13:30	TECHNICAL SESSIONS (I, II, III, IV)
13:30 – 15:30	LUNCH

INTERNATIONAL CONFERENCE

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VALEDICTORY SESSION

15:30 - 15:40

WELCOME TO DIGNITARIES

Dr. Nidhi Gautam (Conference Chief Convener)

15:40 - 15:50

CONFERENCE REPORT AND TOKEN TO CONVENERS

Prof Upasna Joshi Sethi
(Conference Chair, Director, UIAMS)

15:50 – 16:00

ADDRESS BY GUEST OF HONOUR

Prof. Marina Ambrosecchio, UET Italia, Italy

16:00 – 16:10

ADDRESS BY CHIEF GUEST

Dr. Christophe Martin, Dean of Institut Supérieur du Tourisme
de, Cannes, Italy

16:10 – 16:20

VOTE OF THANKS

Dr. Ajay Dogra (Conference Convener)



UIAMS

University Institute of
Applied Management
Sciences

About UIAMS

University Institute of Applied Management Sciences (UIAMS) was established in the year 2008-09. UIAMS offers Postgraduate as well as doctoral programmes in sector specific areas to fulfil the growing needs of the industry as well as academia. The vision of the department is to create and develop a nodal centre of excellence in the niche domains like Banking & Insurance, Capital Markets, Retail, Hospital, Pharmaceutical, IT & Telecom and Infrastructural sectors. The sectoral programmes are supplemented with specialization in a core functional area of management i.e. Marketing, Finance, Human Resources and Operations. The rigorous course structure thus fine-tunes managerial specialization with competencies of domain specific knowledge.

About Panjab University

Panjab University has been imparting quality education since its inception in 1882 at Lahore, before getting relocated to Chandigarh in 1956. The university campus is spread over an area of 550 acres in sectors 14 and 25 of Chandigarh. It has a long tradition of pursuing excellence in teaching and research. University has 78 teaching and research departments, 15 Centers/Chairs, 188 affiliated colleges, one rural Regional Centre, three Regional Centres and six Constituent Colleges.

International e-Conference

on

“Managing Business in Turbulent Times”

November 6, 2020

Organized by:

University Institute of Management
Sciences, Panjab University
Chandigarh

About the Conference

Global world is hard knocked down by the recent pandemic, and India is not an exception to it. India has pride of huge appreciation for its unique initiatives in containing this pandemic, and it is a testament to India's agility and its ability to pivot successfully in a time of crisis. According to Dr Michael Ryan, Executive Director, WHO Health Emergencies Programme, “India has tremendous capacities. It is exceptionally important that countries like India lead the way to show the world what can be done.” 2020 could be the worst year for

the global economy, since the Great Depression, and the economic damage caused by this pandemic is colossal. Almost every nation is in the midst of a worldwide trial that has completely changed the lives beyond recognition. There remains a lot of looming uncertainty making it difficult to accurately visualize the post-COVID scenario. In practice, the act-pause-assess-anticipate-act cycle will become ongoing, and perhaps the next normal. Strong winds of change are reshaping the way businesses are managed and have resulted change in leadership style in a new anxious era, re-organization of supply chains, flexible organizational structure committed to be more fluid, more flexible and more agile, and work from home (WFH), virtual working, Remote interactions, video conferencing, and online approvals have become new normal.

In pursuance of these objectives, corporate has to respond in a socially responsible manner and foremost and true focus of all businesses shall be to serve human needs and purposes of individuals, society and of the natural world. Current situation highlights the need for vigilance, for new narratives intended towards united and concerted efforts and reformed governance institutions so as to serve human needs and purposes in response to global challenge. Amidst this gloomy and challenging situation there lies a hidden opportunity for Indian corporate house to create goodwill and lead the way for others. Hopefully the deliberations of this conference will help policy makers and other think-tank to recalibrate for a better world and a better tomorrow as the world will not be the same again.

Call for Papers

- Authentic and truthful communication: New mantra of success in a Business
- Cost implications associated with Reorganization of Supply Chain
- Critical role of R& D
- Effective marketing of Healthcare services
- Emerging Business Laws: Post Covid-19
- Employing continuous Engagement strategies by Leaders
- Ethics in Management

- For the Greater Good: New Mantra of Business's success
- Future of Artificial Intelligence, Data Mining, Big Data Analytics, Cloud Computing, Machine Learning and other Business Analytics
- Handling salary cuts and downsizing
- Healthcare management: Structures, Models, issues and challenges
- Leadership style in a new anxious world
- Localization of Supply Chain
- Management innovations in Healthcare
- Move from traditional static organizational structures towards dynamic team forms
- New vendor strategies
- Opportunity of developing in-house Manufacturing Capabilities
- Pivotal Role of ICT in Managing Business
- Relevance of Traditional metrics and assumptions
- Resilience in Business
- Risk Management in uncertainty
- Significance of Creativity as a saviour to tackle the potential business risks
- Shift of world's manufacturing industries from China
- Sustainable Infrastructure Development: Post Covid-19
- Reducing dependence on Imports
- Relevance of businesses values more specifically in time of crisis
- Any other related topic

Important Dates

- Last Date for submission of paper: October 25, 2020 (Sunday)
- Notification of Acceptance: October 30, 2020 (Friday)
- **Last Date of Registration: November 3, 2020 (Tuesday)**

Selected papers will be published in a Book. (UGC Care List Publisher)

Guidelines for the Research paper

For detailed instructions kindly follow the following link:

<https://igiprodst.blob.core.windows.net/public-publish/journal-guidelines-for-submission.pdf>

Paper Submission Procedure for the Conference

Papers registered for the conference will be published in a Book having an ISBN number as a book chapter (UGC Care List Publisher).

You may submit paper in the same format at conference.uiams.pu@gmail.com

Last Date for Paper submission for the conference is **October 25, 2020**

Conference Fee

Industry Participants	Rs 3000/-
Academicians	Rs 2000/-
Research Scholars/Students	Rs 1000/-

Conference Registration Information

Account Holder Name:

Prof Upasna Joshi Sethi (Director, UIAMS)

Account Number: **2845201000434**

Bank Name: **Canara Bank**

IFSC Code: **CNRB0002845**

Address: Canara Bank, Panjab University Branch, Sector - 14, Chandigarh - 160014

Chief-Patron

Prof. Raj Kumar, Vice-Chancellor, P.U.

Patron

Prof. R.K. Singla, DUI, P.U.
Prof. Karamjeet Singh, Registrar, P.U.
Prof. V.R. Sinha, Dean Research, P.U.

Conference Chair

Prof. Upasna Joshi Sethi, Director, UIAMS

Conference Chief-Conveners

Dr Naveen Kumar, Assistant Professor, UIAMS
Dr. Nidhi Gautam, Assistant Professor, UIAMS

Conference Conveners

Dr Manu Sharma, Assistant Professor, UIAMS
Dr Ajay K. Dogra, Assistant Professor, UIAMS
Dr Aman Khera, Assistant Professor, UIAMS

Organizing Committee

Prof. Sanjeev Kumar Sharma
Dr. Nishi Sharma
Dr. Monika Aggarwal
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Pankaj Singal, VP, Head of Data Governance, Marcus by Goldman Sachs, NY

Contact us

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