



JAGAN NATH
UNIVERSITY, JAIPUR
[UGC APPROVED & NAAC ACCREDITED]

**REPORT
ON
INTERNATIONAL CONFERENCE**

**Organised By
Faculty of Management**

**STRATEGIES FOR SUSTAINABLE
PRACTICES: DURING & POST COVID**

1 OCTOBER, 2020

University Campus :

NH-12, Chaksu Bypass, Tonk Road, Jaipur-303901

Phone: 0141-3020500/555, Fax: 0141-3020538

Plot No.-IP-2 & 3, Phase-IV, Sitapura Industrial Area, Jaipur-302022

Phone: 0141-4071551/552, Fax: 0141-4071562



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REGISTRATION

REGISTRATION LINK : <http://bit.ly/jnuicssp>

Conference registration includes the following digital materials and services:

- e-certificates
- e-program schedule
- Conference Proceedings

ORGANIZING COMMITTEE

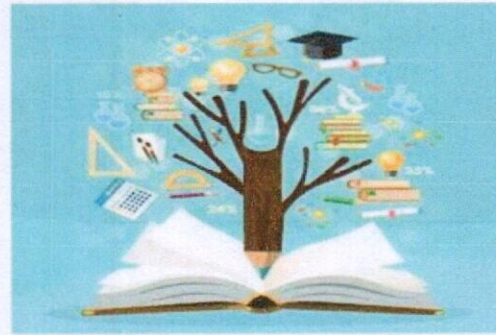
<p style="text-align: center;">CHIEF PATRON</p> <p style="text-align: center;">Prof. V. K. Agrawal (Pro Chancellor, Jagannath University)</p> <p style="text-align: center;">CONVENER</p> <p style="text-align: center;">Dr. Shilpi Khandelwal (Dean & HOD Faculty of Management, Jagannath University)</p>	<p style="text-align: center;">PATRON</p> <p style="text-align: center;">Prof. Vaishali Sharma (Vice Chancellor, Jagannath University)</p> <p style="text-align: center;">Mr. Tanmay Pattanayak (Registrar, Jagannath University)</p> <p style="text-align: center;">ORGANIZING TEAM</p> <p style="text-align: center;">Dr. Shweta Bhatia (Professor, Jagannath University) Mob : 9413222016</p> <p style="text-align: center;">Ms. Pooja Kudesia (Assistant Professor, Jagannath University) Mob. : 9783411108</p>
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CONFERENCE PROGRAM

The detailed conference program will be sent to each attendee as soon as it becomes available

Time	Activity	Description
12:00am - 12:30pm	Inaugural Session	Welcome address Keynote Address Address by Honorable VC
12:30pm - 01:15pm	Keynote Session I	Keynote speakers will deliver their speeches
01:15pm - 02:15pm	Technical Session I	Participants will present their papers
02:15pm - 02:45pm	Key Note Session II	Keynote speakers will deliver their speeches
02:45pm - 03:45pm	Technical Session II	Participants will present their papers
03:45pm - 04:00pm	Valedictory Session	Announcement of best paper & Vote of thanks

* Only Ten best papers for presentation will be selected as per the recommendation of the subject experts on the basis of their research quality and theme of the conference. Therefore, individual authors will be contacted personally for live presentation.



JAGANNATH
UNIVERSITY, JAIPUR
(UGC Approved & NAAC Accredited)
Faculty of Management

Organizes
International Conference (Online)
On
Strategies for Sustainable Practices : During and Post-Covid
October 1, 2020

THE SOCIETY

JaganNath University Jaipur has been promoted by JaganNath Gupta Memorial Educational Society, a nonprofit registered organization. The society has been imparting high quality professional education in Delhi, NCR and Jaipur. The educational programs of the society are dedicated for the promotion of holistic education, academic excellence in the technical arena.

THE UNIVERSITY

JaganNath University has been established in the year 2008, by an Act (Act No. 19 of 2008) of the Rajasthan State Legislature and is approved under section 2(f) of UGC Act 1956, vested with the authority to award Degrees, Diplomas and Certificates. The University has been established to cater to the growing needs of higher education in the country. One of the primary objectives of this University is to develop and make available, trained manpower to accelerate sustained economic growth in the current highly competitive global environment.

The university is situated at NH-12, Chaksu bypass, Tonk road, Jaipur which is in proximity to the Airport and Industrial area having a vast campus spread over 40 acres of land with all modern educational facilities in its ambience. The University also has its own 10.5 acres of campus at Sitapura, Jaipur.

FACULTY OF MANAGEMENT

The Faculty of Management aims at nurturing highly motivated prospective business icons and entrepreneurs to meet the growing needs of society for training personal to lead and operate industries in today's business. The programme prepares the students with the skills, knowledge and strategic perspectives essential to the leadership of business around the world. It enhances professional attitude and cultivates ethics of corporate world.

ABOUT THE CONFERENCE

Sustainable development is among the greatest challenges facing humanity. Efforts to realize sustainable development seek to secure human and environmental well-being. As scholars and practitioners seek to understand better how global and local sustainability can be leveraged to realize human well-being, interest in this and related interdisciplinary fields are drastically increasing. Under such condition, we would like to organize this multidisciplinary conference, in order to bring together researchers, engineers and practitioners interested in the field on both theoretical and practical aspects about fundamentals, transitions, applications and standards that ensure sustainable development of our life. The conference will provide a platform for researchers to exchange ideas on knowledge, creative, cross-disciplinary approaches, and thoughtful problem-solving solutions, and to find global partners for collaboration.

The main premise of the conference is "Strategies for Sustainable Practices: During & Post Covid". This conference aims to bring together researchers and practitioners to facilitate discussion on broad topic of the theme. Some of the key features of the conference are **Keynote speeches by thought-leaders and experts from industry and academia, journal publication, and best paper awards.**

CALL FOR PAPERS

The conference is open to faculty members, research scholars, industry personnel in the concerned/ allied disciplines. Original research papers related to the conference themes and sub themes are invited from academicians, research scholars and corporate executives for presentation at the conference and publication.

CONFERENCE SUB THEMES

Finance and Accounting	Business Ethics
International Business	Economics
Marketing	Operations Management
Human Resource Management	Technology Management and Competitiveness
Decision Sciences	Information system
Organizational Behaviour	Corporate Social Responsibility
Business Communication	Merger & Acquisition
Entrepreneurship	Sustainability & Governance
Development	Environment and Natural Resources
Gender equality	Food and Agriculture
Information and Communication	Health
Science and Technology	Social policy
Architecture	Energy Efficiency
Stakeholder & Community Engagement	Education, Training & Legal issues

These sub themes are indicative, authors are encouraged to send papers revolving around the broad theme of the conference even if their papers are outside the sub themes listed above.

IMPORTANT DATES

Full Paper Submission	: 21st September, 2020
Notification of Full Paper Acceptance	: 25th September, 2020
Notification for Presentation Mode	: 25th September, 2020
Submission of Copyright Form	: 28th September, 2020
Closing of Registration	: 29th September, 2020
Conference inauguration	: 01st October, 2020

Participant can send their papers at : icssp@jagannathuniversity.org

PUBLICATION OPPORTUNITIES

- Selected papers will be published in associated JURJ Journal having ISSN number.

GUIDELINES FOR VIRTUAL PRESENTATIONS

You are required to submit a Full Paper which will undergo a double-blind peer reviewing process for the Paper Acceptance. Upon the confirmation to the Conference, a test run will be conducted by the organizing committee in close proximity to the Conference. The participant will be given guidelines on how to connect during the Conference and present. After the Presentation and Conference Conclusion, you will receive a soft copy of the Certificate of Presentation and Proceedings.

REQUIREMENTS

- Laptop with headset/ Desktop with Webcam and Microphone/headset
- Updated Chrome Browser
- Virus Protections are needed to be paused/disabled before the start, if not will block the webcam.
- Bright and calm environment with a professional background





International Conference on

Strategies for Sustainable Practices: During & Post Covid

Key Note Speaker



Prof. Azhar Kazmi

VISITING PROFESSOR OF MANAGEMENT
KING SAUD UNIVERSITY OF PETROLEUM & MINERALS DHAHRAN, SAUDI ARABIA

Connect with us on

Date: 1 October, 2020 Time: 12:00 PM onwards

Registration Link : <http://bit.ly/jnuicssp>

How to Join

- Join The Conference on Youtube Live Stream 

<https://www.youtube.com/c/JaganNathJaipur>

LIVESTREAM

Technical Session-I

Time: 12:45PM - 2:05PM

(Stakeholder Participation in Sustainable Development)

Session Chair



Prof. M.S Verma

RETIRED PROFESSOR
DELHI UNIVERSITY

Speaker



Mr. Mukesh Sharma

RICED MARKET HEAD
OYO HOTELS & HOMES

Speaker



Dr. Jolly Sahni

DIRECTOR AFFILIATION OFFICE
ASSOCIATE DIRECTOR MBA PROGRAM
PRINCE SULTAN UNIVERSITY RIYADH

Technical Session-II

Time: 2:05PM - 3:30 PM

(Sustainable Development and the need for Strategic Responses)

Session Chair



Prof. Amit Prakash

PROF. CI & IT
GURU GOBIND SINGH INDRAPRASTH UNIVERSITY

Speaker



Dr. Ankit Katrodia

NORTH WEST UNIVERSITY
MAMIKENG SOUTH AFRICA

Speaker



Mr. S.V Goyal

WHOLE-TIME DIRECTOR AND
CEO, RELIANCE INDUSTRIES LTD


Organizing Committee


Dr. Shilpi Khandelwal
Convener

Dr. Shweta Bhatia
Mob : 9413222016

Ms. Pooja Kudesia
Mob : 9783411108

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International Conference on
STRATEGIES FOR SUSTAINABLE PRACTICES: DURING & POST COVID

Detailed Programme Schedule

Inaugural Session

12:00 PM – 12:05 PM	Introduction
12:05 PM – 12:08 PM	Welcome address by Registrar Tanmay Pattanayak
12:08 PM – 12:10 PM	Brief Introduction of the Keynote speaker Prof. Azhar Kazami, (Visiting Professor of Management, College of Industrial Management, King Fahd University of Petroleum & Minerals, Daharan, Saudi Arabia)
12:10 PM – 12:40 PM	Address by Keynote speaker Prof. Azhar Kazami
12:40 PM – 12:45 PM	Address by Hon'ble V.C Prof. Vaishali Sharma

Technical Session-I

(Stakeholder Participation in Sustainable Development)

12:45 PM – 12:50 PM	Brief Introduction of the Session, Speakers and Session chair
12:50 PM. – 01:10 PM	Address by Mr. Mukesh Sharma (Micro market Head Oyo Rooms)
01:10 PM. – 01:30 PM	Address by Dr. Jolly Sahni (Director Jubilation Office Associate Director MBA Program Prince Sultan University Riyadh)
01:30 PM. – 02:00 PM	Paper Presentation by 5 Participants
02:00 PM. – 02:05 PM	Vote of thanks

Technical Session-II

(Sustainable Development and the need for Strategic Responses)

2:05 P.M - 2:10 PM	Brief Introduction of the Session, Speakers and Session chair
2:10 P.M - 2:30 PM	Address by Ankit Katrodia (North West University Mahikeng South Africa)
2:30 P.M - 2:50 PM	Address by S.V.Goyal (Whole-time Director and CEO, Reliance Industries Ltd)
2:50 P.M - 3:20 PM	Paper Presentation by 5 Participants
3:20 P.M - 3:30 PM	Vote of thanks

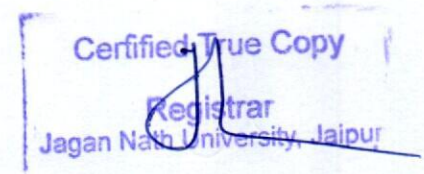


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A Brief Report on International Conference on Strategies for Sustainable Development

Shifts in business practices due to changes in business environment have forced organizations to develop new visions and business perspectives. It is a fact that nearly all business environments are in a state of ongoing change or disequilibrium. Companies must either stay aligned with changes in their competitive environments and react to these changes promptly, or actively anticipate changes in all business functions. The business environment, globally and domestically, is requesting answers from the companies for them to use the chance to reshape themselves as well as their branch of business. With this aim Faculty of Management, Jagannath University organized an international conference on “Strategies for Sustainable Business Practices: During & Post Covid”. This conference aimed to bring together researchers and practitioners to facilitate discussion on broad topic of the theme. The objective of the conference was to provide an international platform for academicians, business professionals and government officials from all around the world to come together to exchange ideas on applying global business strategies on various domains(Marketing, HR, Finance, Law etc.) for sustainable development. The Conference was designed to bring together a galaxy of academicians and practitioners on one platform to point up on current and future proceed in business management, administration, finance, human resource, economics and law.

In the inaugural session the guests, the dignitaries and participants were welcomed. Welcome address was given by Registrar Mr. Tanmay Pattanayak. The Keynote address of the inaugural session was given by Prof. Azhar Kazmi. He shared his experiences with the participants and encourages the participants to attend these kind of conferences on regular basis. There were 255 participants from various institutes and universities of Jaipur who actively participated in the sessions. There was overwhelming response from the participants as they highly appreciated the program and specially the organization and coordination as a whole. Participants also felt that the program would definitely help them improve upon their research and teaching skills. Prof. Vaishali Sharma, Hon’ble Vice Chancellor, Jagannath University also addressed the participants at the inaugural session.



The conference was divided into two technical sessions.

Technical Session I: Stakeholder Participation in Sustainable Development

Session Chair: Prof M S Verma

Speaker I: Dr. Jolly Sahni, Director of Jubilation Office and Associate Director, Prince Sulatan University, Riyadh

Speaker II: Mr. Mukesh Sharma, Micro Market Head, Oyo Hotels & Rooms Pvt. Ltd.

5 Best Papers Presented in Technical Session I are:

- 1) B. Vijaylakshmi: Corporate Social Responsibility - A New Insight
- 2) Dr. Jaya Kundanani: Gloablization & Human Capital -Impact & Challenges
- 3) Gottumukala Vijay Sudha, Malati Devi Parme, Kedara Gouri Anula – Sustainability of Corporate Social Responsibility during & Post Covid
- 4) Dr. Bhakti Parashar: Critical Analysis of Post-Covid Online Education in India – Special Reference to Economically Weaker Section
- 5) Nityash Solanki "Inevitable Rebound: Learning from the Crisis to Build Back"



Technical Session II: Sustainable Development and the need for Strategic Responses

Session Chair: Prof Amit Prakash Singh

Speaker I: Dr. Ankit Katrodia, North West University, South Africa

Speaker II: Mr. Shrivallabh Goyal, COO, Model Economic Township, Reliance Industries, Gurgaon

5 Best Papers Presented in Technical Session II are:

- 1) Sali Dharadhar, Amit Sharma: Strategies to Sustain Healthcare Practices During & Post –Covid Era
- 2) Soum Suvra Das: Strategies for Sustainable Practices with reference to use of technology in gated community for safer living during pandemic and post pandemic.
- 3) Nikita Pawar, Priyanaka Pawar and Snehal Shivish Ghag: Interlinking Sustainable Practices along with human psychology to achieve better future post covid.
- 4) Priyanak Raghani, Jigna C. Trivedi: A Conceptual Study on journey of Khadi: From Freedom Fabric to Fashion Fabric.
- 5) Sunakshi Mahajan: Role of Technology in Sustainable Development

The delegates from different parts of the world and India participated in this Conference. 10 selected papers were awarded as best paper by the Hon'ble Vice Chancellor Dr. Vaishali Sharma & Registrar Mr. Tanmay Pattanayak. Final vote of thanks was delivered by Dr. Shilpi Khandelwal. The program was coordinated by Dr. Shweta Bhatia and Ms. Pooja Kudesia.

The Certificate of Participation were given to all the participants & shared on their respective e mails.



Glimpses of the Conference

Azhar Kazmi

STRATEGIES FOR SUSTAINABLE PRACTICES: DURING AND POST-COVID
OCTOBER 1, 2020

BUSINESS RESPONSIBILITY IN TIMES OF CRISES

Azhar Kazmi Ph.D.
King Fahd University of Petroleum & Minerals
Saudi Arabia

zoom

INTERNATIONAL CONFERENCE ON STRATEGIES FOR SUSTAINABLE PRACTICES: DURING & POST C...

Stakeholder Participation and Sustainable Development

Dr Jolly Sahni
Director, Jubilation Office
Associate Director, MBA Program
Assistant Professor, College of Business
Prince Sultan University

zoom

1:23:17 / 4:25:44

Scroll for details





CSR ACTIVITIES THAT CAN BE ADOPTED POST COVID-19



- Reorganization of unorganised workforce as under Art.21.
- Financial and technical assurance be given under educational needs.
- Supporting regulation for Community Health involving all stakeholders be brought...
- COVID-19 management from testing to prevention be strategized and implemented.
- Intellectual research be undertaken for originating financial and developmental services to meet this kind of emergency.
- Advocate for Code of Ethics to Scientific Community.
- Criminal liability to Scientific Community be strongly pursued.
- SDGG to be made in-house management.
- Promotion of Ethics shall be advocated as part of life.



INTERNATIONAL CONFERENCE ON STRATEGIES FOR SUSTAINABLE PRACTICES: DURING & POST C...

Strategies for business growth in covid 19



Business leaders need to devise a lockdown exit strategy.

continue to use technology , not replace, people.

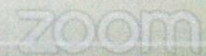
Companies should embrace the cultural and behavioral shifts that covid-19 introduced.

STP – Segment, Target and Position

Change in Structure, Behavior and Technology

E- commerce, Digital, Online, New education – Technology friendly

Smart companies will adopt a proactive approach to understand what changes will occur and be ready to adjust their products, services and strategies quickly to meet current and future customer needs.



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Fields of Healthcare: Challenges and Strategies



Dentistry



- Face-to-face communication and exposure to saliva, blood, and other body fluids between the dental specialist and the patients
- Use of non-disposable sharp instruments
- **Strategies** Mouth rinse before dental procedures, rubber dam isolation, anti-retraction handpiece, disinfection of the clinic settings, and management of medical waste of medical waste

Endoscopy



- Patients with COVID-19 reported to present gastrointestinal manifestations of the disease
- All endoscopic procedures considered as high risk
- **Strategies** Alternative method to endoscopy, such as transhepatic drainage of the biliary tract, use of full PPE, designated endoscopy room

Lacrimal practices



- Lacrimal fluid is a vector for transmission of COVID-19 infection
- **Strategies** The screening and triage strategy, testing strategy, the personal protection strategy, lacrimal clinics and operating room strategy, telemedicine strategy, education and research strategy, psychosocial strategy

Oncology



- Patients with cancer represent the highest risk groups, and have risk of death from both, the virus and cancer itself
- **Strategies** Guideline-recommended radiotherapy practice, postponement or interruption of radiotherapy of COVID-19 positive patients, and considering the following factors for patient triage: potential for cure, relative benefit of radiation, life expectancy, and performance status

PPE, personal protective equipment

Objective of the Study



- How technology integration helped members of the gated community
- To authorize only genuine external visitors in the gated community
- How use of technology in gated community is sustainable in this pandemic - during Covid 19
- Post this pandemic how it can be further integrated for good practices for sustaining in this business

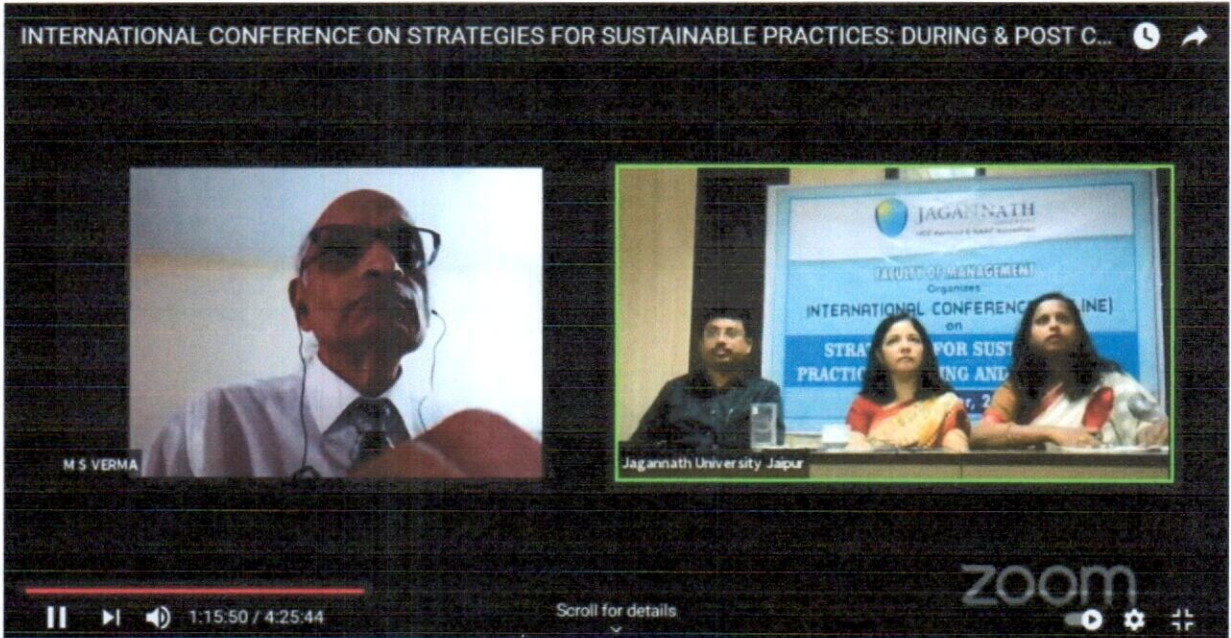
BUSINESS SUSTAINABILITY MODEL IN PANDEMIC

- Clicking and verifying of photo identity of the visitors and record it in the app
- Record of body temperature in the app
- Record of oxygen pulse rate in the app
- Area where he has come from (whether in containment zone or not)
- Area where he resides

zoom

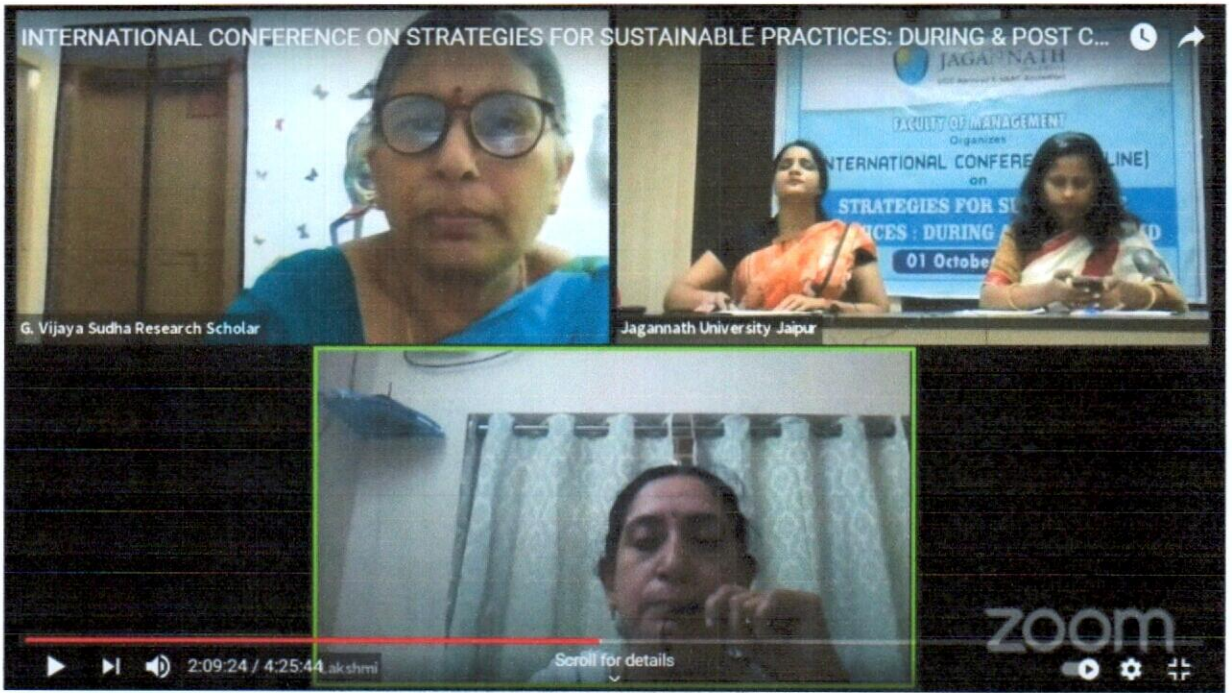


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Faculty of Management

Certificate

“International Conference on Strategies for Sustainable Practices”

Date: 1 October 2020

This is to Certify that Dr./Mr./Ms. *Dr. Priyanka Sharma*
of.....
has presented a paper titled...*A Meaningful Sustainable Development in
Pre and Post Covid*

Shilpi
Dr. Shilpi Khandelwal
Convener

Tanmay
Tanmay Pattanayak
Registrar

Vaishali
Dr. Vaishali Sharma
Vice Chancellor



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Faculty of Management

Certificate

“International Conference on Strategies for Sustainable Practices”

Date: 1 October 2020

This is to Certify that Dr./Mr./Ms. *Dr. Jaya Kandanani*
of.....*Melbourne Institute of Technology, Sydney*
has presented a paper titled...*Globalisation and Human Capital:
Impact and challenges*
and awarded the ‘BEST PAPER’

Shilpi
Dr. Shilpi Khandelwal
Convener

Tanmay
Tanmay Pattanayak
Registrar

Vaishali
Dr. Vaishali Sharma
Vice Chancellor



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