



SANATAN DHARMA COLLEGE

AMBALA CANTT. (HARYANA)



NAAC Accredited Grade 'A+' with CGPA 3.51 in the third cycle
College with Potential for Excellence-UGC, New Delhi



Department of Commerce & Management

In Collaboration with

Directorate of Higher Education (Haryana)

Organizes

One Day Online National Seminar

on

" PANDEMIC AND FUTURE OF BUSINESSES "

June 26, 2021

Dr. Mohit Bindlish
Org. Secretary

Dr. Satbir Singh
Convener

Dr. Rajinder Singh
Principal & Patron

About the College

Sanatan Dharma College, Ambala Cantt. is a College with Potential for Excellence, UGC, New Delhi and has been awarded 'A+' Grade in the 3rd Cycle of accreditation by National Assessment and Accreditation Council of India (NAAC), Bengaluru with CGPA of 3.51 out of 4. The College was established in 1916 by Bharat Ratna Pt. Madan Mohan Malviya, the founder of Banaras Hindu University, Varanasi and the foundation stone of the relocated college at Ambala was laid by the first President of India, Dr. Rajender Prasad. The college is run by S.D. College Society, New Delhi. Sanatan Dharma College, Ambala Cantt is a premier multi-faculty, co-educational institution affiliated to Kurukshetra University, Kurukshetra. With over 3000 students on its rolls, the college excels in various fields of academics, sports, cultural and co-curricular activities. The college offers graduation and post-graduation courses in Arts & Humanities, Science, Management, Commerce, Business Administration and job-oriented vocational and add-on courses. The college was bestowed with the status of Deen Dayal Upadhyay Kaushal Kendra in 2015 by UGC, New Delhi for running Skill Development courses as per NSQF.

Objectives of Seminar

1. To understand and elaborate the impact of Pandemic on business organizations.
2. To create awareness about numerous opportunities in Post COVID era.
3. To provide a platform for the academicians, professionals, and research scholars to discuss the strategies for curbing the ill effect of the Pandemic on the economy.
4. To discuss the future paradigms for industries in India.
5. To discuss the future paradigms of businesses in India and readiness of the society regarding the same.
6. To obtain some fruitful suggestions regarding new business ideas and management of existing businesses.

Seminar Details

SUB THEMES OF THE SEMINAR:

1. Workforce management in the time of Pandemic
2. Impact of Pandemic on Social entrepreneurship
3. Impact of Pandemic on MSMEs
4. Challenges and opportunities for online business during the time of Pandemic
5. Case study on survival strategies of different Companies
6. Changes in commodity and stock markets
7. Crisis management
8. Unlocking of businesses in the new normal
9. Operations management in the Post-COVID era
10. Redefining the HR practices
11. Automation in business and COVID-19
12. Cyber securities initiatives by Govt.
13. Impact of pandemic on growth economies
14. Tourism Industry and pandemic

Research Paper Details

Research papers based on given sub-themes or any other theme related to the topic are invited. Selected Papers will be published in proceeding with ISBN.

1. The abstract should not exceed 200 words including title.
2. Full length papers should be between 2000-3000 words.
3. Soft copy of the research paper should be sent by email to papers.pafb@sdcollegeambala.ac.in latest by 20th June 2021.

Note:

- Paper must be typed in 12 Font, Times New Roman with line spacing 1.5 in MS Word format, title must be in 14 Font, Times New Roman.
- References must be in the form of latest IEEE/APA standards.
- Rs. 500/- (Five Hundred only) as Processing Charges for Publication of Research paper in Proceeding.

Registration Details

1. Registration for participation is mandatory.
2. Participants are required to register at: <https://forms.gle/Y5MBMUUKwgKbCh4p6> and send their paper at papers.pafb@sdcollegeambala.ac.in latest by 20 June 2021.
3. E-Certificates will be issued to all the participants.
4. Link for joining the Seminar and detailed schedule will be shared with the participants later.
5. Seminar Platform will be CISCO WebEx.
6. Join our Telegram channel <https://t.me/joinchat/oQu9DD3Oe3w1YTY9> for more updates.
7. For any queries mail us at: papers.pafb@sdcollegeambala.ac.in
8. Payment can be made through UPI/NEFT to the below mentioned account:

Account Name: Principal, S D College, Ambala Cantt
Account Number: 25550100000616
Bank & Branch: Bank of Baroda, Bank Road Rai Market , Ambala Cantt
IFSC: BARB0DAVSCH (5th Digit is Zero)
MICR: 133012002

Organising Committee

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|-----------------------------------|------------------------------|
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| Ms. Heena (Co-convener) | Ms. Monika Sharma (Member) |
| Ms. Chhavi Kiran (Org. Secretary) | Dr. Bhawna Sareen (Member) |
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