

## FOREWORD

The entire world had experienced the unforeseen changes caused due to COVID 19 pandemic in 2020. One of its major impact has been the rising risk for industries. With lockdown in many nations, the economies came to a standstill which led to loss of livelihood for many people. During such massive challenges, policy makers, business leaders, and management personnel are under extraordinary pressure to rethink strategies for recovery, building resilience, and adaptation to new normal. Industrialists, manufacturers need to develop a *modus operandi* to deal with such situations. Be it steel industry, automobile industry, hospitality industry, FMCG industry, textile industry, mining industry or any service sector, all have been engaged in the process of developing innovative strategies. Digital transformation has been adopted by some companies to increase customer retention, but every Company has not been able to succeed in doing so. Business organizations are required to be more flexible keeping in view the drastic changes in the economy. Some research work presented by delegates at National Seminar on the theme “**Pandemic and Future of Businesses**” held at Sanatan Dharma College, Ambala Cantt on June 26, 2021 have been compiled in this proceeding.

One day national seminar on the theme “**Pandemic and Future of Businesses**” is the output of tremendous effort put up by the organising committee. It has been organized by Department of Commerce and Management in collaboration with Directorate of Higher Education, Haryana. The Seminar provided a platform to discuss the challenges and opportunities for businesses during COVID times and post COVID.

It gives me immense pleasure to know that participants and resource persons across the country have come together on a single platform to reflect upon the different business opportunities available. The relevance of the theme of the Seminar has drawn a huge response in terms of research papers and participants.

I would like to congratulate the Chief-editor Dr.Satbir Singh, editors Dr. Mohit Bindlish and Ms. Chhavi Kiran alongwith their dedicated organising committee for success of the seminar.

I wish this seminar proceedings will be of immense use for the readers and would stimulate further research in the concerned domain.

**(Dr.Rajinder Singh)**  
Principal

## PREFACE

One day National Seminar on “Pandemic and Future of Businesses” was organized on June 26, 2021 in collaboration with Directorate of Higher Education, Haryana where numerous academicians presented their research work. The main objective of this seminar was to provide a platform for the academicians, professionals and research scholars to discuss the impact of Pandemic on business organisations.

The entire nation faced the pandemic situation which was beyond imagination in the year 2020. As days progressed in 2020, consumers and manufacturers both started adapting to the new normal situation. In years to come, 2020 would be seen as a year that changed everything. Many business houses, manufacturers, service providers made creative efforts to identify the ray of hope during the pandemic and have been striving hard post pandemic as well.

The one day Seminar revealed a different dimension of pandemic and the different business opportunities resulting due to pandemic were discussed. All that is needed is to identify the right idea at right time at right place.

The Seminar has brought together renowned resource persons from reputed academic organisations to exchange and share new ideas and research results in all aspects of the seminar theme. Some key aspects highlighted by esteemed resource persons were the strategies adopted by the resource persons

I am highly grateful to the Directorate of Higher Education (Haryana) for sponsoring the one day National Seminar on “Pandemic and Future of Businesses” in order to promote research in this domain. I am indebted to our ever encouraging management and honourable Principal for constant motivation and guidance. Dr. Satbir Singh, Assistant Professor, Department of Commerce and management and convener of the Seminar have provided an intellectual platform to researchers from different subject areas for sharing their research work and ideas on the theme. I also appreciate the resource persons for sharing their knowledge on the topics relevant to the seminar themes. I would like to acknowledge efforts of all members of the organising committee as a whole who left no stone unturned in making this event a grand success. I am sincerely thankful to the esteemed authors and participants for their contributions and wish that everyone should keep working and unravel new aspects in varied business areas.

Finally, I am thankful to one and all, who have contributed directly or indirectly in making this seminar successful. I am hopeful that these contributions will enrich our knowledge and motivate many of us to take up these challenging application areas.

## **ACKNOWLEDGEMENT**

The COVID-19 pandemic has led to serious impact on all business houses across the world. Regardless of the size of an organisation, the strategies were required to be reframed for sustenance of businesses. Consequently, there was a dire need to have deliberations on the impact of pandemic on business organisations. In this context, One day National Seminar on the theme “Pandemic and Future of Businesses” was held on June 26, 2021. We are highly grateful to Directorate of Higher Education, Haryana for their timely assistance, guidance and motivation in organisation of the Seminar. We acknowledge the active participation from faculty members, research scholars, industry experts and students that has brought the ideas and concepts related to the pandemic and future of business. We feel indebted to the Managing Society of the college for giving us an opportunity to invite the academicians across the country for the fruitful deliberations on the themes of the seminar. Perpetual motivation and support from the honourable principal of the college enabled us to organise a seminar and compile the proceedings of the seminar in form of a book. The tireless efforts of organising team of the event has helped us to conceptualize research articles contributed to the seminar to a book for which they are thanked and appreciated. With the hope of organising many more such intellectual events in future, we would like to thank all the individuals whose direct and indirect efforts have led this day to come.

## **Esteemed Guests & Resource Persons**

- |   |   |
|---|---|
| <p><b>1. Prof. Harsh Vardhan Verma</b><br/>Professor, Faculty of Management Studies,<br/>University of Delhi, Delhi</p> | <p><b>4. Prof. Tejinder Sharma</b><br/>Chairman, Deptt. Of Commerce,<br/>Kurukshetra University, Kurukshetra</p>                |
| <p><b>2. Prof. Gurcharan Singh</b><br/>Professor, School of Management Studies,<br/>Punjabi University, Patiala</p>     | <p><b>5. Prof. Harpreet Singh Bedi</b><br/>Professor, Mittal School of Business,<br/>Lovely Professional University, Punjab</p> |
| <p><b>3. Prof. Sanjeev Kumar</b><br/>Professor, Haryana School of Business,<br/>GJU S&amp;T, Hisar</p>                  | <p><b>6. Prof. Subhash Chand</b><br/>Professor, Deptt. of Commerce,<br/>Kurukshetra University, Kurukshetra</p>                 |

**Patron**  
**Dr. Rajinder Singh**  
Principal

**Convener**  
**Dr. Satbir Singh**

**Co-convener**  
Ms. Heena

**Co-ordinator**  
Ms. Kavleen Bharej

**Org. Secretary**  
Dr. Mohit Bindlish  
Ms. Chhavi Kiran

### **Organising Committee**

|                    |                     |                  |
|--------------------|---------------------|------------------|
| Dr.Renu Sharma     | Ms. Bindu Aggarwal  | Ms. Bharti Sujan |
| Ms. Bhawna Madhok  | Ms. Nancy Chopra    | Ms. MamtaGuglani |
| Dr. Deepak Kumar   | Mr. Harvinder Singh | Ms. Sanya Jain   |
| Ms. Pooja Rani     | Ms. Monika Sharma   | Ms. Renu         |
| Ms. InduBala       | Dr. Bhawna Sareen   | Ms. Bhavisha     |
| Ms. Bhupinder Kaur | Ms. RashmiBillus    | Ms. Priya Rana   |