

Report

on

Day -1 PCJ School of Management, Maharaja Agrasen University, Baddi is organizing National Conference on “Sustainable Business Practices in the New Normal” on 17th & 18th March, 2023.

PCJ School of Management, Maharaja Agrasen University, Baddi is organizing National Conference on “Sustainable Business Practices in the New Normal” on 17th & 18th March, 2023. Over 60 participants which include academicians, professionals & research scholars were present in the 1st day of conference. The conference was inaugurated by lamp lighting before Goddess Saraswati.

Prof. A K Vashisht, Dean Research & Director PCJ School of Management & Convener of the conference while welcoming the guests, said that Sustainable business development practices enable the organisations to lessen the adverse effects of their business operations on environment while still generating profits. This has become all the very important in view of depleting natural resources and adverse effects of business operations on the ecology.

Addressing as the Chief Guest, Prof. Karamjeet Singh, Vice Chancellor of Jagat Guru Nanak Dev Punjab State Open University Patiala spoke on the necessity of such conferences in the field of Sustainable business development practices. In his address, Prof. Karamjeet highlighted the issues related to Sustainable business development practices in new normal.

Prof. Sanjeev Sharma, Honorary Dean, Ex – Director UIAMS of Panjab University was the guest of honor of 1st day. While addressing the gathering, he spoke that in order to recover from the effects of the COVID-19 and speed up the process of economic development, sustainable business practices must be planned and initiated immediately.

Addressing as the key note speaker, Prof. Shyam Kaushal, Professor and Ex- Director, UBS Himachal Pradesh, University, Shimla discuss the post pandemic trends, concerns and challenges of business organization’s from various angles.

Dr Anil Kumar Yadav, General Manager, Reserve Bank of India was second key note speaker of the day. He discuss the related burning issues like how technology impacts modern businesses, what are the contemporary trends in the field of business, how businesses can grow without harming the environment and the strategies suitable for the developing economies to set to New Normal.

The gathering was then graced by Professor R.K Gupta, Honorable Vice-Chancellor of Maharaja Agrasen University, who spoke that the Sustainable development should be inclusive and take special care of the needs of the poorest and most vulnerable segments of the society. Sustainable business practices need to be ambitious, action-oriented, collaborative and adaptive to different levels of development as future has arrived early and caught all of us unguarded and unprepared.

Sh. Suresh Gupta, Chancellor's nominee, Maharaja Agrasen University emphasized that as we look ahead, the future seems inexplicably uncertain and has compelled us to reassess, rethink and realign our lives to the new world order as the world's vision and commitment regarding sustainable development have been changing throughout the time. The "New Normal" is now being used to identify the state of almost all businesses and industries. Being the responsible citizens of this great Nation, it is our responsibility to get set to the New Normal and commit to a sustainable future.

In this conference, more than 120 research papers were received covering Finance, Marketing, HRM, Hospitality & Tourism, Law and other multi disciplines. The proceeding was released by the eminent guests during the inaugural session. After inaugural session, parallel sessions on relevant themes were organized in which contributors from various parts of country participated and presented their research papers.

At the end of the event, Dr. Neeraj, Assistant Professor, PCJ School of Management gave vote of thanks. In her message she highlighted the effort taken by the dignitaries who despite their tight schedule, managed to grace the occasion by their presence.

