

Report

on

Day -2 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 (Online and Offline) in the 2nd day of conference.

Prof. Keshav Sharma eminent academician was the Chief Guest of valedictory function. He spoke on various sustainable practices in developing the business after COVID 19. He appreciated the organizers for selecting the emerging theme.

Prof. Sanjay Kaushik, Director ICSSR, Dean College Development and Chairperson UBS, Panjab University, Chandigarh and Mr. Rajinder Guleria, President, Baddi Barotiwala & Nalagarh Industries Association were the guest of honor of 2nd day of conference. They presented their views on various sustainable business practices which helps us to recover from the effects of the COVID-19.

The gathering was then graced by Professor R.K Gupta, Honorable Vice-Chancellor of Maharaja Agrasen University. While addressing the gathering, he spoke that in the new normal of the global pandemic, most corporations have acted responsibly toward their customers, employees and, by extension, their communities. The new normal creates a greater opportunity for rapidly closing the gap between current corporate operations and the future state required for sustainable environmental performance.

Sh. Suresh Gupta, Chancellor's nominee, Maharaja Agrasen University discussed that how businesses can grow without harming the environment in new normal. He discuss that corporations need to fully exploit the opportunities created by changes in business models. It will help to more rapidly close the environmental sustainability gap. He also suggested various strategies suitable for the developing economies to set to New Normal.

Sessions on relevant themes were organized on 2nd day of conference in which researchers presented their research papers in both online and offline mode. In this conference, more than 120 participations were received covering Finance, Marketing, HRM, Hospitality & Tourism, Law and other multi disciplines.

Dr. Utera Choudhary, Assistant Professor, PCJ School of Management and organizing secretary of the conference read conference summary. At the end of the event, Prof. A K Vashisht, Dean

Research & Director PCJ School of Management & Convener of the conference gave vote of thanks. He thanked all the dignitaries who grace the occasion by their presence despite of their tight schedules.

