

# **National Conference on Exploring New Frontiers of the Business: Opportunities and Challenges**

## **(March 20, 2021)**

Maharaja Agrasen School of Management, Maharaja Agrasen University, Baddi organized an ICSSR NWRC sponsored National Conference on 'Exploring New Frontiers of the Business: Opportunities and Challenges' on March 20, 2021. The conference was an endeavor to disseminate new insights and perspectives about what is happening and what needs to be done on different frontiers of the business. It witnessed the contribution of around 70 participants from different states of the country.

The conference was inaugurated by lamp lighting before Goddess Saraswati. Prof. (Dr.) Vishal Kumar, Director, Maharaja Agarsen School of Management and Dean Research, Maharaja Agarsen University inaugurated the conference by welcoming the guests, the presenters and the attendees. He spoke about the conference as being part of a larger academic and research collaboration of the University with ICSSR NWRC sponsorship aimed at exploring the new frontiers of the business.

The gathering was then graced by the Honorable Vice-Chancellor of Maharaja Agrasen University, Prof.(Dr.) R.K Gupta who highlighted that the COVID-19 pandemic had driven many businesses to reinvent themselves and tried new ways of doing things to cope with the crisis. Elaborating the theme of the conference, Prof.(Dr.) Dharamveer, Head, Department of Commerce discussed the various opportunities and challenges of innovating culture.

Prof. Sanjay Kaushik, Director, ICSSR NWRC, Panjab University and Dean College Development Council, Panjab University, Chandigarh spoke on challenges & issues which are related to opting new business practices and said that the rising challenges could be well dealt with the up gradation of the technology. Addressing as the key note speaker, Dr. P.J Singh, Managing Director, Tynor Orthotics Pvt. Ltd. emphasized on the need to incentivize employees for innovative and long-term contributions, and not focus simply on short-term tasks and performance. CA Bharat Goel, Senior Vice-President, Hero Cycles, Ludhiana urged students to inculcate innovative practices to excel in the field of their choice and emphasized that firms should nurture the right culture that encourages innovative ideas and skilled talent to ensure innovation in the business.

Dr. Nand Kishore Garg, Honorable Chancellor, Maharaja Agrasen University, addressed the gathering and focused that fostering an environment where continuous innovation can thrive is the key to long-term resilience and success. Addressing as the Chief Guest, Professor Sunil Gupta, Chairman, Higher Education Council and Ex-Vice Chancellor, Himachal Pradesh University spoke on the necessity of such conferences in the field and highlighted the various strategies to ensure business resilience and performance in the future

At the end of the inaugural session, vote of thanks was presented by Sh. Suresh Gupta, Project Director, Maharaja Agrasen University. In his message, he highlighted the effort taken by the dignitaries who despite their tight schedule, managed to grace the occasion by their presence.

After inaugural session, parallel sessions on relevant themes were organized in which contributors from different parts of India participated and presented their research papers. Papers were presented in both online and offline mode. These sessions were chaired by CA Bharat Goel, Sr. Vice President, Hero Cycles Limited, Ludhiana and Prof. Sanjeev Sharma, UIAMS, Panjab University, Chandigarh respectively.

The conference was concluded with the valedictory session in the afternoon. While addressing as the key note speaker in the valedictory session, Prof. A.K Vashisht, Dean, University Business School, Panjab University, Chandigarh defined culture of Innovation as the ongoing ability of organizations to respond quickly to challenges and is the only way to find new frontiers in the business. IPS Palak Goel, DSP Traffic and PCC Chandigarh Police was the Chief Guest for the session and spoke on the developments taking place in the new frontiers of business and elaborated various complex issues with demonstrative illustrations and examples.

Prof.(Dr.) Vineet Mehan, Registrar, Maharaja Agrasen University discussed that education is not a single day activity. It is life long journey towards evolution. So let us all evolve and be a part of this wonderful journey called life.

At the end of the event, certificates and mementoes were distributed.



