

9.45am – 10.45am – Session I

#### DYNAMICS OF SUSTAINABLE BUSINESS OPERATION DURING COVID-19 PANDEMIC

**Dr. Anjay Kumar Mishra**  
Associate Professor and Research Director,  
Madan Bhandari Memorial Academy,  
Joint Constituent college of Pokhara University  
Nepal

10.45am – 11.00am – Interaction and Discussions

11.00am – 12.00am – Session II

#### CRISIS BUSINESS MANAGEMENT: FACTORS, CHALLENGES, AND STRATEGIES IN CORONAVIRUS RECESSION

**Dr. Hamid Saremi**  
President (Chancellor)  
Assrar Higher Education Institute  
Mashad – Iran

12.00pm – 12.15pm – Interaction and Discussions

12.15pm – 1.30pm – Lunch Break

1.30pm – 2.30pm – Session III

#### ENTREPRENEURSHIP EDUCATION THROUGH ARTIFICIAL INTELLIGENCE DURING COVID-19

**Dr. MD. Mizanur Rahman**  
Assistant Professor  
BRAC Business School  
BRAC University  
Bangladesh

2.30pm – 2.45pm – Interaction and Discussions

2.45pm – 3.00pm – Break

3.00pm – 4.00pm – Session IV

#### SUSTAINABLE STRATEGIES FOR MANAGING SMALL, MEDIUM AND MICRO ENTERPRISES (SMME) DURING THE POST COVID-19 PANDEMIC

**Dr. Akachukwu Ignatius**  
Department of Educational Foundations  
University of Nigeria  
Nsukka – Nigeria

4.00pm – 4.15pm – Interaction and Discussions

4.15pm to 5.00pm – Valediction

Programme – VALEDICTION OF THE WEBINAR

#### VALEDICTORY ADDRESS

**Rev. Dr. S. Peter SJ,**  
Secretary,  
St. Joseph's College (Autonomous),  
Tiruchirappalli – 2,  
Tamil Nadu, India

#### FELICITATION ADDRESS

**Dr. F. R. Alexander Pravin Durai,**  
Associate Professor & Head,  
Department of Commerce,  
St. Joseph's College (Autonomous),  
Tiruchirappalli – 2

**Dr. G. John**  
Dean – School of Management Studies,  
St. Joseph's College, Trichy – 2.

**Dr. K. Alex,**  
Vice Principal – Academic,  
St. Joseph's College, Trichy – 2.

#### VOTE OF THANKS

**Dr. V. Bastin Jerome,**  
Organising Secretary – International Conference,  
Assistant Professor,  
PG and Research Department of Commerce,  
St. Joseph's College (Autonomous),  
Tiruchirappalli – 2,  
Tamil Nadu, India.

#### ORGANISING SECRETARIES

**Dr. V. Bastin Jerome** – +919840553408 (whatsapp), bastinjerome@gmail.com  
**Dr. S. Aruldass** – +91989573319 (whatsapp), s.aruldass@yahoo.com

Invitation

for

### ONE DAY INTERNATIONAL CONFERENCE ON

"EVOLVING DYNAMICS OF BUSINESS IN POST-COVID ERA"

Monday, 18 October 2021



Organised by

PG AND RESEARCH DEPARTMENT OF COMMERCE

### ST. JOSEPH'S COLLEGE (Autonomous)

Special Heritage Status awarded by NAAC  
Accredited at "A++ Grade (4<sup>th</sup> Cycle) by NAAC  
College with Potentials for Excellence by UGC  
DBT-STAR & DST – FIST sponsored College  
Tiruchirappalli – 620002  
Tamil Nadu, India



#### ABOUT THE COLLEGE

St. Joseph's College was founded by the Jesuit visionaries in 1844 with the noble aim of educating humanity for the good and the true (Pro Bono Et Verbo). SJC now serves as a beacon of light for all men and women aspiring to pursue holistic higher education. A pioneering educational institution in central part of Tamil Nadu, SJC has a rich legacy and several illustrious alumni like former President of India and Bharat Ratna Dr. A.P.J. Abdul Kalam, renowned physicist Prof. G.N. Ramachandran, former Chief Election Commissioner Shri N. Gopalaswamy, Member of Constituent Assembly of India Fr. Jerome D'Souza SJ, Vir Chakra Awardee Major M. Saravanan, Advisor to the Governor of Jammu & Kashmir Mr. K. Vijay Kumar IPS, Arjuna Awardee Mr. Arockia Rajeev and many more luminaries.

#### SJC – MILESTONES & ACHIEVEMENT

- Was one of the first colleges to be granted autonomy by the UGC in 1978
- Was recognized by the UGC as a College with Potential for Excellence in 2004 and again in 2014
- Received DST-FIST fund in 2008 and 2014 and DBT-STAR status in 2014
- Received the coveted honour of the special Heritage Status from the UGC in 2015
- Secured A++ 2019 in NAAC accreditation process
- Secured 27th position in NIRF Ranking in 2021

#### ABOUT THE DEPARTMENT

The Department of Commerce was started in the year 1948, for offering the three-year B.Com degree course with the motive of inculcating professional ethics and competency in business and management. The B.Com course has been offered in Shift-II since 1972. The department is very proud to have introduced and taught Card Punching, BASIC, COBOL and FORTRAN – the most popular computer languages as early as 1970s. The Post Graduate course (M.Com) was started in 1988. Twenty of our staff hold M.Phil Degree, fourteen hold Ph.D Degree along with NET/SET and ten are recognized as Research Supervisors. The department was elevated as the Research Department in 2003 and has produced 54 Ph.Ds. The department is the pioneer in the state in introducing courses on business ethics, computer languages and applications and accounting software. The department reached yet another milestone by launching ACCA – UK integrated B.Com Honours programme in 2020. The department prepares students to pursue professional courses such as CA, ICWA and ACS through feeder courses.

#### ABOUT THE WEBINAR

This international conference identifies the core theme of the future of business in times of pandemic and aftermath. Undoubtedly, the world has changed forever and the organizations need to understand and accept this new reality and re-imagine how to operate in a way that enables us to outperform and outlast the competition. The COVID-19 pandemic has forever altered purpose of existence and how organizations around the world operate. The present situation has evolved the major shifts that are forcing companies to rethink how they operate in virtually every area from pricing and procurement to supply chains, sales, and cyber security. The crisis has created exceptional and newer challenges for all organizations in all industries affecting every domain. The pandemic is a reality check for businesses that have been reluctant to embrace digital transformation and find themselves now in woefully unprepared. McKinsey report, September 2021, examined how leaders can identify and address the matters most in the post pandemic world. It concludes that in the wake of COVID-19, a top priority for many companies has been to address talent questions, including how to optimize hybrid teams, attract and retain workers with needed capabilities, and make the most of scarce skills. Forward-looking organizations are choosing flow-to-work operating models, which create pools of resources that can be deployed flexibly and on demand. These pools are formed based on similarity of skills, rather than similarity

of business functions, making it easier for organizations to access the right skills when they need them. The world scenario under pandemic reveals that sectors like healthcare and banking are battered but not beaten by COVID-19 disruption according to McKinsey analysis. For instance, digital delivery features the most in the post-pandemic futures of six sectors while the Auto industry is reportedly down, but not out. Restaurant industry seeks to achieve innovation on the menu, Banking industry attempts at digital decision-making slowly pays off, Insurance industry moves for merger partners at a premium, Healthcare industry optimises the process of delivering at a distance and Education sector is learning to adapt to new realities of inclusion, inequalities and drop-out rates in its own way. The conference aims to study the whole gamut of changes happening in the field of assorted industry and sectors during covid-19 pandemic and proposes to suggest a ways and means to handle the crisis in a much better way in near and distant future by helping academicians, industrialists and policy makers through the invited eminent speakers who would share their expertise and experiences.

#### MODE OF THE WEBINAR

Online webinar using Zoom live stream and youtube live stream.

#### WHO CAN ATTEND

Faculty Members in Higher Education Institutions, Research Scholars, Industrialists and Professionals from Government/Industry/Education Administration.

#### REGISTRATION

Registration link:  
<https://admission.sjctnu.edu/Commerce/EDBPCE2/>  
E-Certificates will be provided only to the registered participants who attend the entire sessions and submit their feedback forms

#### Registration Fees:

1) Rs.100 for Research Scholars 2) Rs.200 for Faculties 3) Rs.500 for Industrialists 4) \$5 for Foreign delegates

#### PATRONS

**Rev. Dr. Leonard Fernando SJ,**  
Rector, St. Joseph's College (Autonomous), Tiruchirappalli – 2

**Rev. Dr. S. Peter SJ**  
Secretary, St. Joseph's College (Autonomous), Tiruchirappalli – 2

**Rev. Dr. M. Arockiasamy Xavier SJ**  
Principal, St. Joseph's College (Autonomous), Tiruchirappalli – 2

#### CONVENOR

**Dr. F.R. Alexander Pravin Durai,**  
Head, Dept of Commerce, St. Joseph's College (Autonomous),  
Tiruchirappalli – 2

#### ORGANIZING SECRETARIES

**Dr. V. Bastin Jerome,** Assistant Professor of Commerce,  
St. Joseph's College (Autonomous), Tiruchirappalli – 2

**Dr. S. Aruldass,** Assistant Professor of Commerce,  
St. Joseph's College (Autonomous), Tiruchirappalli – 2

#### ORGANIZING COMMITTEE MEMBERS

Dr. F. R. Alexander Pravin Durai – Head  
Dr. K. Alex  
Dr. G. John  
Prof. D. Maria Antony  
Dr. V. Bastin Jerome  
Prof. S. Kirubakaran  
Dr. P. Bastin Arockiaraj  
Dr. S. Jerome  
Dr. J. Vinoth Kumar  
Prof. J. Camilton

### ONE DAY INTERNATIONAL CONFERENCE ON

"EVOLVING DYNAMICS OF BUSINESS IN POST-COVID ERA"

Monday, 18 October 2021

#### WEBINAR SCHEDULE

Programme – INAUGURATION OF THE WEBINAR

#### WELCOME ADDRESS

9.00am to 9.45am  
**Dr. S. Aruldass**  
Organising Secretary – International Conference,  
Assistant Professor,  
PG and Research Department of Commerce,  
St. Joseph's College (Autonomous),  
Tiruchirappalli – 2,  
Tamil Nadu, India.

#### INAUGURAL ADDRESS

**Rev. Dr. M. Arockiasamy Xavier SJ**  
Principal,  
St. Joseph's College (Autonomous),  
Tiruchirappalli – 2,  
Tamil Nadu, India.

#### FELICITATION ADDRESS

**Dr. F.R. Alexander Pravin Durai,**  
Associate Professor and HOD  
PG and Research Department of Commerce  
St. Joseph's College (Autonomous),  
Tiruchirappalli – 2,  
Tamil Nadu, India.



**Dr. Hamid Saremi**  
President (Chancellor), Mashad – Iran



**Dr. Anjay Kumar Mishra**  
Pokhara University, Nepal



**Dr. Akachukwu Ignatius**  
University of Nigeria – Nsukka – Nigeria



**Dr. MD. Mizanur Rahman**  
BRAC University – Bangladesh



PG and Research Department of Commerce  
St.Joseph's College (Autonomous)  
Tiruchirappalli - 620002  
Tamil Nadu, India



## INTERNATIONAL CONFERENCE ON

### " EVOLVING DYNAMICS OF BUSINESS IN POST-COVID ERA "



18th October, 2021  
9.00am - 5.00pm



To register, contact us via:

Convenor

Dr.F.R.Alexander Pravin Durai  
HEAD, Dept of Commerce

Organising Secretaries:

Dr.V.Bastin Jerome - +919840553408  
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Dr.S.Aruldass - +919489573319  
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**Dr.Hamid Saremi**  
President (Chancellor)  
Mashad - Iran  
Crisis Business Management:  
Factors, Challenges, and  
Strategies in Coronavirus  
Recession



**Dr.Anjay kumar Mishra**  
Pokhara University  
Nepal  
Dynamics of sustainable  
business operation during  
Covid-19 Pandemic



**Dr.Akachukwu Ignatius**  
University of Nigeria  
Nsukka - Nigeria  
Sustainable strategies for  
managing Small, Medium and  
Micro Enterprises (SMMES)  
during the post Covid-19  
Pandemic



**Dr.MD.Mizanur Rahman**  
BRAC University  
Bangladesh  
Entrepreneurship education  
through Artificial Intelligence  
during Covid-19