



National Web Conference on

NAVIGATING THE IMPLICATIONS OF THE **COVID-19** PANDEMIC THROUGH EFFECTIVE LEADERSHIP AND ORGANISATIONAL CULTURE

29th & 30th January, 2021

Organized by
The Department of Advertising & Marketing
Management (AMM)
PATNA WOMEN'S COLLEGE (Autonomous)
Bailey Road, Patna – 800001, BIHAR, INDIA
Website : www.patnawomenscollege.in

Important Dates

Last Date for Payment of Registration Fees : 14th January, 2021

Abstract submission deadline : 18th January, 2021

Confirmation of Acceptance of Paper : 25th January, 2021

Date of Web Conference : 29th & 30th January, 2021

Last Date of Submission of Full Paper : 8th February, 2021

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PATNA WOMEN'S COLLEGE

Autonomous

Patna University

3rd Cycle NAAC Accredited at **A** Grade with CGPA 3.58/4

'College with Potential for Excellence' (CPE) Status Accorded by UGC

About the College - PATNA WOMEN'S COLLEGE (Autonomous) is a

premier institution, whose hallmark has always been Quality and Excellence. It was the first institution of higher learning opened to cater to the educational needs of women in Bihar.

The College was granted the status of Degree College in July 1941. In the year 1952, a Special Status was given by the Government of Bihar and it became a 'Constituent College' of Patna University. On 25.07.2007, the Government of Bihar, officially declared Patna Women's College as a 'Religious Minority College'. The College has been accredited by NAAC with 'A' grade for three consecutive cycles with CGPA 3.51/4 in 2010 and CGPA 3.58/4 in 2015. The College also has been accorded as 'College with Potential for Excellence (CPE)' status from UGC in three phases in 2004, 2010 and 2015.

The University Grants Commission (UGC) has conferred Autonomous status to Patna Women's College in January, 2018 which was further notified by the Parent University (Patna University) in July, 2018. Choice Based Credit System (CBCS) and Semester System have been introduced in July 2018.

The college provides holistic education through UGC approved 26 undergraduate degree courses in all the major streams of Humanities, Sciences, Commerce & Management, Education, 9 Post Graduate Degree Courses and 3 Post Graduate Diploma Courses.

Participants are invited to present papers on the following sub-themes.

1. Communication strategies for virtual and remote management
2. Alleviating the uncertainty around workplace through effective team
3. Organisational Change Management for business continuity
4. Emerging leadership of Information Technology Sector
5. Combating Trust and Ethical issues related to Work from home
6. Health Care Institutions and Corona Warriors
7. Panic and Stigma due to loss of job during COVID 19 lockdown
8. Leadership role in tackling with employees' disorder caused by pandemic
9. Social and cultural influences of Organisations in navigating threats associated with pandemic
10. Emerging role of organisational leadership
11. Role of Civil Society and NGO leaders during COVID 19 Crisis
12. Academic leaders in providing essential educational services amid COVID crisis.

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Instructions for the participants

1. Abstracts should be within 200 to 300 words and should carry the title of the paper and affiliation address.
2. Only selected participants will be allowed to present their papers.
3. Owing to time restrictions, a participant will get 4 minutes for presentation. Hence, you are requested to prepare a short presentation.
4. E-certificates will be issued to both the paper presenters and the participants.
5. Email ID for submission of Abstract: pwc.webinar@patnawomenscollege.in
6. Detailed programme schedule shall be shared with the registered participants and paper presenters.
7. Full length paper must be submitted within a word limit of maximum 3500 words, font type – Times New Roman, font size 12, justify alignment with APA referencing.



Registration Fee : **Rs.200**

Payment details:

Bank Name : Bank of Baroda

Branch : Patna Women's College, Bailey Road, Patna

A/c Name : PRINCIPAL PWC

A/c No. 85970100002319

IFSC Code : BARB0VJPAWC

MICR Code : 800012048

Contact Details