



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



TWO DAY INTERNATIONAL WEB CONFERENCE ON

RESPONDING TO COVID 19 CHALLENGES TO BUSINESS AND SOCIETY

Organised by

DEPARTMENT OF BUSINESS ADMINISTRATION

and

INTERNAL QUALITY ASSURANCE CELL (IQAC)

Patna Women's College , Autonomous , Patna University

Eminent Speakers



Chairperson
Dr. Sister M. Rashmi A.C.
Principal , Patna Women's College



Prof. Ramadhar Singh, PhD (Purdue)
Distinguished University Professor
Amrut Mody School of Management
Ahmedabad University



Prof. Dharm Bhawuk-
Professor of Management and
Culture and Community Psychology,
University of Hawaii at Manoa , USA



Dr. Nivedita Halder
Associate Professor and Associate Dean,
Jindal Global Business School,
O.P Jindal Global University, Sonipath, Haryana.



Dr. Ashish Ranjan Sinha
Head, Department of Humanities and Social Sciences,
National Institute of Technology, Patna

Date : September 8th & 9th , 2021

Platform : Zoom

Thematic Background

The COVID-19 pandemic has an unparalleled impact on societies and businesses across the globe. Worse, there seems to be different waves of the pandemic with new forms of the virus. Thus, contemporary businesses are facing innumerable challenges of not merely emerging from this pandemic but also thriving with a spirit of reinvention. It is in this backdrop that the Department of Business Administration and IQAC, Patna Women's College is organizing an International Webinar on "RESPONDING TO COVID-19 CHALLENGES TO BUSINESS AND SOCIETY" September 8-9, 2021 and explore some of the key pandemic-related inputs affecting business and society. Specifically, what might our lives be after the crisis passes, and what might be needed to navigate and thrive in a world remade by COVID 19 Pandemic?

Papers are invited on the following sub-themes :

1. Implications of the crisis
2. Retrenchment and downsizing
3. Workplace Spirituality
4. Workforce resilience
5. Role of social economy (cooperatives) and economic practices for a sustainable and inclusive development
6. International cooperation
7. Impact of technology
8. Stress and mental health issues
9. Revival strategies
10. Connecting with changing customer habits and marketing opportunities
11. Crisis inspiring Business innovation
12. Companies innovating Covid impact
13. Challenges to society
14. Challenges to business
15. Mass movement for prevention instead of cure

Selected papers will be published in an edited book bearing an ISBN number.

Details for Submission for Abstract and full paper

- Abstract should be of 250-300 words with title of the paper and affiliation address.
- Only selected participants will be allowed to present their papers.
- The time limit for Paper Presentation is 5 minutes.
- E-certificates will be issued to the paper presenters and the participants.
- Email ID for submission of the Abstract: pwc.webinar@patnawomenscollege.in
- **Abstract : September 03 , 2021**
- **Full Paper : September 21 , 2021**

Registration Details :

Registration Link: <https://forms.gle/CHCZXuk2RyrWCaZ4A>

Amount to be paid: Rs. 200/-

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Chairperson

Dr. Sister M. Rashmi A.C
Principal,
Patna Women's College

Convenor

Dr. Amrita Chowdhury
Co-ordinator, IQAC,
Patna Women's College

Organising Secretary

Mr. Alok John
Asst. Co-ordinator, IQAC,
Patna Women's College

Joint Organising Secretary

Ms. Norin Raj Lakra
Asst. Professor
Dept. of Business Administration
Patna Women's College

Advisory Committee

Dr. Sister M. Tanisha A.C.
Dr. Sister Maria Dipasha A.C
Dr. Mahesh Chandra Prasad
Dr. Ashok Kumar
Dr. Bhawna Sinha .
Dr. Soofia Fatima
Dr. Shruti Narain
Ms. Nusrath Sohail

Joint Convenor

Dr. Pallawi Ambreesh Kumar
Head , Dept. of Business Administration
Patna Women's College

Organising Committee

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Dr. Mohsina Fatima
Ms. Poonam Abraham Lakra
Ms. Samiksha Sinha

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