



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



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 organised an International Webinar on "RESPONDING TO COVID-19 CHALLENGES TO BUSINESS AND SOCIETY" September 8-9, 2021 to 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?



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Two Day International Web Conference on

“RESPONDING TO COVID 19 CHALLENGES TO BUSINESS AND SOCIETY”

SEPTEMBER 8th & 9th, 2021

Organized by

The Department of Business Administration
and

Internal Quality Assurance Cell(IQAC)
Patna Women's College, Autonomous, Patna University

Zoom Meeting Link, Click below
<https://zoom.us/j/95974803927?pwd=SjZ2UHlGZk9EZmh1U0dXbjhVN3ptdz09>

Meeting ID: 959 7480 3927, Passcode: 055268

Day 1- 8th September, 2021 (Wednesday)

Moderator - **Dr. Pallawi Ambreesh Kumar**, Head of the Department, Department of Business Administration, Patna Women's College

INAUGURAL SESSION :- 12:15 P.M. – 01:15 P.M

- **Prayer : Sister Jincy A.C.**, Assistant Professor, Dept. of Sociology, Patna Women's College
- **Opening Address and Introduction to the Theme: Dr. Amrita Chowdhary, Coordinator, IQAC**, Patna Women's College
- **Keynote Speaker: Prof. Ramadhar Singh**, Distinguished Professor, Amrut Mody School of Management, Ahmadabad University.

PLENARY SESSION I – 01:15 P.M. - 01:45 P.M.

Guest speaker – Professor Dharm Bhawuk, University of Hawaii at Manoa, USA

Day II- 09th September, 2021 (Thursday)

Moderator – **Mr. Alok John**, Assistant Professor, Department of Advertising and Marketing Management & Assistant Coordinator – IQAC, Patna Women's College

PLENARY SESSION II – 1:00 P.M. – 01:40 P.M.

- **Guest speaker – Dr. Nivedita Halder**, Associate Professor & Associate Dean, O.P Jindal Global University, Sonipath, Haryana

TECHNICAL SESSION- Presentation of Papers

VALEDICTORY SESSION 03:00 P.M – 03:45 P.M.

- **Valedictory Address : Dr. Ashish Ranjan Sinha**, Head, Department of Humanities & Social Sciences, National Institute of Technology Patna.
- **Closing Remarks : Ms. Norin Raj Lakra**, Assistant Professor, Department of Business Administration, Patna Women's College
- **Vote of Thanks : Dr. Moshina Fatima**, Assistant Professor, Dept. of Business Administration, Patna Women's College.
- **National Anthem**

Opening Session

The 2 Day International Web Conference on “**RESPONDING TO COVID 19 CHALLENGES TO BUSINESS AND SOCIETY**” was organised by the Department of Business Administration in association with IQAC, Patna Women’s College on September 8th & 9th, 2021. The Conference witnessed the esteemed presence of eminent personalities from IIM, O.P Jindal University and University of Hawaii, USA who deliberated significant points on the impacts of Covid 19 on businesses and societies. The session was moderated by Dr. Pallawi Ambreesh Kumar, Head, Department of Business Administration.

Prayer & Bhajan

The session began with the prayer delivered by Sister M. Jincy A.C, Assistant Professor, Department of Sociology, Patna Women’s College. She expressed her gratefulness to the Almighty for providing this opportunity to be a part of web conference despite the challenges of Covid 19. She also asked for the blessings of God for the smooth execution of the 2 day Web Conference and learning by meeting virtually.



Inaugural Address

Dr. Amrita Chowdhury, Coordinator, IQAC, Patna Women’s College (Autonomous), Patna University.

Synopsis of the Address:

She welcomed all participants in the two day international web conference and expressed her gratefulness to the leadership and guidance of the principal for the same. She pointed out the enormous damages as a result of deadly corona virus which has affected social connectedness and created panic and anxiety. She expressed the need for searching ideal and effective responsiveness for social and economic rehabilitation so that strategic resilience can be built. She concluded by saying that it were these ideas that shaped the international web conference and emphasised the need for sharing and creating thoughtful solutions on this issue.



Plenary Session I

Moderator: Dr. Pallawi Ambreesh Kumar, Head, Department of Business Administration, Patna Women's College.



Topic: You and Me Responding to Covid 19 Pandemic Challenges

Resource Person: Prof. Ramadhar Singh, PhD (Purdue) Distinguished University Professor Amrut Mody School of Management Ahmadabad.

Professor Ramadhar Singh title of presentation was “You and Me Responding to Covid 19 Pandemic Challenges”. One of his key focus areas was the difficulties faced by migrant workers and emotional reactions to the event. He also pointed out the need to develop the Psychological Immune System and the problems arising out of the immune neglect during this time. According to him, studies carried out in Gujrat by institutes like GBRC revealed that the serious Covid waves and the many headed hydra of Covid 19 evolved and spread in a mere span of one year. He also discussed the case of Kerala which experienced a surge of 80 percent of All-India daily new cases. He was emphatic about the need to educate people and develop reinforcement programmes for changing mass behaviors. Positive initiatives for Covid control may be undertaken like the voluntary village lockdown model of Gujarat. In his concluding remarks, he called for developing cope up mechanisms as the Psychological Immune System and a conscious engagement in divergent thoughts and activities.



Topic:

Resource Person: Professor Dharm Bhawuk, University of Hawaii at Manoa, USA

Technical Session I: Presentation of Papers

Moderator: Dr. Pallawi Ambreesh Kumar, Head, Department of Business Administration, Patna Women's College, Patna University.

SI No.	Name	Title
1	Mr. Jeetendra Kumar	COVID and Education: Comprehending challenges of Online Examinations
2	Sister M. Jincy A.C.	Youth Migration: Issues and Challenges during the pandemic
3	Ms. Yogambal. N, Dr. P. KARTHIKEYAN	Work life balance of faculty members during COVID 19
4	Ms. Mugdha Mohini	Revolutionary Awakening among teachers for significant utilization of technology in pedagogies during COVID 19
5	Ms. Fiza Darakshan	An Evaluation Study of Workplace Conflict Amidst COVID-19
6	Ms. Poonam A Lakra, Dr. D. Ponmary Pushpa Latha	Impact of Technology: Role of AI, Big Data and IOT on business and Society

Topic: COVID and Education: Comprehending Challenges of Online Examinations

Paper Presenter: Mr. Jeetendra Kumar

Synopsis of address

Mr. Jeetendra Kumar made some valid points regarding impact of COVID 19 on education and perspectives of students and teachers towards online education. He also highlighted some interesting initiatives like Pathshala by NCERT to cope up with this COVID 19 challenges. He concluded that the crisis has increased the screen time and there is no replacement of physical examination and education.

Topic: Youth Migration: Issues and Challenges during the pandemic

Paper Presenter: Sister M. Jincy A.C.

Synopsis of address

Sister M. Jincy A.C. pointed out the issues and challenges of COVID 19 on career migrants. According to her, the pandemic has drastically affected their jobs and employment prospects as well as mental well being. It has resulted in reduced salary and wages and hence, financial crisis in the family. As per her study, Indian youth migrated freely in the PRE- COVID era availing the most suitable jobs. However, employment opportunities are completely lost as a result of COVID 19.

Topic: Work life balance of faculty members during COVID 19

Paper Presenter: Ms. Yogambal. N, Dr. P. Karthikeyan

Synopsis of address

Ms. Yogambal N. aimed to estimate the teachers' adaptation towards online teaching and work life balance. She included variables like age, gender and educational qualification to identify their association with the level of agreement during the pandemic. According to her, the traditional method of balancing the work and life is completely shattered.

Topic: Revolutionary Awakening among teachers for significant utilization of technology in pedagogies during COVID 19

Paper Presenter: Ms. Mugdha Mohini

Synopsis of address

Ms. Mugdha Mohini highlighted challenges in school education in Bihar as a result of the Pandemic, especially because the administration is completely dependent on textbook teaching and formal classroom arrangements. She concluded that a revolutionary change has emerged in school education pedagogy under pressure of COVID 19 uncertainties. She suggested upgradation in government schools by promoting smart classes and appointment of qualified teachers. She also suggested incorporating training programmes for teachers in this regard.

Topic: An Evaluation Study of Workplace Conflict Amidst COVID-19

Paper Presenter: Ms. Fiza Darakshan

Synopsis of address

Ms. Fiza Darakshan pointed out that the outbreak of COVID 19 has ruined the workplace relationship which has made us more self-oriented and ego centric. This has resulted in a toxic workplace in multiple ways, leading to communication and emotional gaps and interpersonal conflicts. Another important consequence is the impact on mental health, decreased productivity and performance at work. She recommended the need for greater compassion and less automation. There is also a need for meditation sessions, recreational activities and therapies at workplace.

Topic: Impact of Technology: Role of AI, Big Data and IOT on business and Society

Paper Presenter: Ms. Poonam A Lakra , Dr. D. Ponmary Pushpa Latha

Synopsis of address

Ms. Poonam Abraham Lakra highlighted the significance of technology in modelling massive data, leading to physical automation and it is transforming our social and economic lives. She focused on different types of digital assistance like Robotics Process Automation (RPA), Chatbots and Voice Assistance and the role of technology in e-commerce. According to her, information technology enables humans to create, change, store and spread information.

Plenary Session II:

The session was moderated by Mr. Alok John,

Assistant IQAC Coordinator,

Patna Women's College.



Topic: Impact of Covid-19 on Indian Economy

Resource Person: Dr. Nivedita Halder

Synopsis of address

Dr. Nivedita Halder discussed about the worst affected sectors due to COVID 19. She focused especially on the performance of Manufacturing, Real-estate, Construction, Banking and Financial Institutions in the pre and post lockdown period. She pointed out that as per CREDAI, there were 20,000 ongoing construction projects across 18,000 sites before the lockdown in 2020, which was immensely affected as a result of lockdown. Similarly, credit loss is expected to remain high in the fiscal year 2020-22 at 2.2% of the total loans. Real-estate incurred a loss of over one lakh crore, since the breakout of the pandemic. She also emphasised positive impact of pandemic in the Pharmaceuticals, Healthcare and Medical Services. According to her, the Healthcare market can increase three-fold to INR 8.6 Trillion by 2022. A similar pattern was found to exist in consumer durables like Electronics hardware production in the country witnessed a rise from INR 4.43 Trillion in 2019 to INR 5.47 Trillion in 2020. She also stressed on augmented demand in the fields of telecommunication, media and entertainment industry. Also, the volume of e-commerce orders in India showed a positive rise by 36% in the last quarter of 2020 and the largest beneficiaries were personal care, beauty and wellness. In education sector, the country became the second largest market for e-learning after the US. In the present scenario, the online mode of education is preferred and online platforms for different streams of education are available to guide the students.



Technical Session II: Presentation of Papers

Moderator: Mr Alok John, Assistant Coordinator, IQAC Patna Women's College (Autonomous), Patna University.

SI No.	Name	Title
7	Ms. Minati Chaklanavis, Ms. Roma	Covid 19 Pandemic: Stress and Mental Health Issues of WFH Professionals
8	Ms. Shalu Kumari	Determinants of Workplace Spirituality and Their effects on Psychological well-being among Faculties of Higher Educational Institutes
9	Dr.(Mrs.) A.S. Tigga, Ms. Pooja Jena, Ms. Norin Raj Lakra	Responding to COVID Challenges to Business and Society.
10	B.Lavanya	A Study on Emotional Skills and Self-Efficacy of Medical Students
11	Ms. K. Aishwarya, Dr. S.Saraswathi	An Evaluation Study of Workplace Conflict Amidst COVID-19

12	Mr. Piyush Raja, Dr. M. M. Rahman	The Tech Industry after the Coronavirus Epidemic

Topic: Covid 19 Pandemic: Stress and Mental Health Issues of WFH Professionals

Presenter: Ms. Minati Chaklanavis and Ms. Roma

Ms. Minati Chaklanavis and Ms. Roma have tried to identify the stress and mental health of working professionals during the pandemic while working from home. In their survey, they have reported the challenges of work from home due to imposed lockdown. Some of the respondents according to their survey were excited to work from home while others believed that their work pressure had increased and they had to compromise on their sleep and rest time. In fact, majority were willing to return to their workplace instead of work from home. Their survey revealed higher stress and mental health issues as a consequence of lockdown.

Topic: Determinants of Workplace Spirituality and Their effects on Psychological well-being among Faculties of Higher Educational Institutes

Paper Presenter: Ms. Shalu Kumari

Synopsis of Address:

Ms. Shalu Kumari emphasised spirituality in workplace as an essential ingredient in promoting positivity in workplace. She also stressed the significance of psychological wellbeing for a positive psychological functioning of an individual at an optimal level. The findings of her study showed that a positive and significant relation exists between workplace spirituality and psychological wellbeing in order for the employees to experience maximum pleasure, personal development and growth.

Topic: Responding to COVID Challenges to Business and Society

Presenter: Dr. A.S. Tigga

Synopsis of Address:

Dr. A.S. Tigga stressed on the varying nature of impact of Covid-19 on society and economy and promotion of research on effects of Covid -19 and measures to be undertaken to prohibit it. According to her, there has been a dramatic loss of human life and poverty situation has worsened due to the pandemic. As people have been victimised in different ways the number of people suffering from malnutrition and undernourishment has significantly increased. Supply of food is also affected and farmers are facing difficulties in securing and buying inputs. This has posed chronic health conditions. Similarly, as a result of confinement enterprises are facing existential problems.

Topic: A Study on Emotional Skills and Self-Efficacy of Medical Students

Presenter: B.Lavanya

Synopsis of Address:

Ms.Lavanya focused on ability to understand and express emotions in prevailing COVID 19 situation. According to her, most of the medical students, under study, were good at the ability to manage and regulate when compared to rest of the emotional skills and these emotional skills has a positive influence on self-efficacy of medical students. If one is able to keep check on their emotional skills, they can improve their self-efficacy. She suggested that medical students should be mentally strong and they need to express their views and opinions.

Topic: The Tech Industry after the Coronavirus Epidemic

Presenter: Mr. Piyush Raja, Dr. M. M. Rahman

Synopsis of Address:

Mr. Piyush Raja emphasised on use of technology in education sector and increase in online sales after pandemic. Facilities such as hospital, shopping and entertainment also switched to interactive mode or remote delivery. He concluded that the pandemic accelerated the transition towards virtual practices across the economy and it showed the importance of technologies and services needed and its accessibility in this modern digital era.

Valedictory Address:

Dr. Ashish Ranjan Sinha,

Head, Department of Humanities & Social Sciences,

National Institute of Technology,

Patna.



Dr.Ashish Ranjan emphasized the need of organizations to establish human centred digital system to manage work from home without disruptions. There is a need to provide support of digital infrastructure to ensure business continuity. According to him the entire scenario has changed our experiences as humans, citizens, employees and consumers. As a result, buying choices have changed affecting industries. Now, the organisational focus has shifted towards digitalisation and rethinks and redesign workplaces as we are struggling to cope up with the enormous changes.

Closing Remarks

Ms Norin Raj Lakra reiterated the enormous impact of the pandemic on business and society all over the world which will permanently reshape our lives. The Conference brought to light that the theme is quite wide covering different aspects like trade, governance, health, labour and technology to name a few. She thanked all the guest speakers for their valuable inputs and summarised the significant points. She highlighted the need to strengthen the psychological immune system and mental defence mechanism to overcome the negative events of the pandemic as said by Professor Ramadhar Singh. Other important points that emerged out of the discussions of the two day International Conference were building up health and social security system and adapt to the new lifestyle by using masks, sanitizers, virtual meetings and voluntary lockdown as prevention is better than cure. Professor Dharm Bhawuk projected remedies from Bhagavad Gita that should be



incorporated in our lives. He emphasised the role of meditation in overcoming the problems associated with the pandemic. Further, Dr. Nivedita Halder provided an overview of Indian economy during Covid, highlighting the sectors worst affected. The two day web conference aimed at looking at the challenges in business and society. The interdisciplinary approaches of the researchers focused on relevant issues like online examination, digital transformation in education, youth migration, stress and mental health issues of professionals to name a few. The conference was an enriching and learning experience, incorporating different social, economic and spiritual perspectives.

Vote of Thanks:



The vote of thanks was proposed by Dr. Mohsina Fatima, Assistant Professor , Department of Business Administration. She thanked all the resource persons for sharing their valuable time, expertise and words of appreciation. She offered sincere thanks to Sister M. Rashmi A.C, Principal, Patna Women’s College for her constant encouragement and support throughout the Conference. She expressed her heart-felt gratitude to all the paper presenters for choosing topics of deep interest and practical implications. Further, she thanked the moderators of the sessions and IQAC Co-ordinator and IQAC Assistant Co-ordinator for their support and guidance.

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