



## MANIPAL UNIVERSITY JAIPUR

A Report on International Conference on “**Sustainable Business: Revisiting Management Practices (ICSBRMP-2021)**” on **November 18th-19th, 2021** via online mode organized by Faculty of Management & Commerce, Manipal University Jaipur.

Faculty of Management & Commerce, Manipal University Jaipur organized a two-day International Conference on the theme “**Sustainable Business: Revisiting Management Practices (ICSBRMP-2021)**” on 18<sup>th</sup> and 19<sup>th</sup> November 2021.

The Conference was inaugurated by the President Prof. (Dr.) Dr G. K. Prabhu at 10 am on 18 November 2021. The President emphasized on the need to adapt to the ever changing scenarios, and adapt fast to remain relevant in business. He also impressed upon the urgent need for all teachers to adopt new techniques to make the online mode of education effective and interesting for the students.

Convener, Dr Suhasini Verma, Associate Professor in the Department of Business Administration welcomed the guests and dignitaries.

Guest of Honor, Prof Neharika Vohra, Vice Chancellor, Delhi Skill & Entrepreneurship University & Professor IIM, Ahmedabad highlighted the key areas of sustainable business in the current scenario and appreciated the efforts of Manipal University Jaipur in organizing this conference. She also outlined the relevance of this Conference in the context of post covid impact, narrating the paradigm shift in management practices. She stressed upon the need to examine the consumption pattern especially by the richer 20% population for ensuring sustainability.

Prof. (Dr.) Sudhendar Hanumantha Rao, Dean, Faculty of Management and Commerce, addressed the gathering highlighting the relevance of this Conference.

Prof. (Dr.) Nitu Bhatnagar, Registrar, addressed the audience and appreciated the efforts of the faculty in organizing this event. She also briefly highlighted the rapid growth of the University in the last 10 years and how Manipal University Jaipur has become a choice destination for the students.

Provost & Director, School of Business and Commerce, Cmde (Dr) Jawahar M. Jangir during his address stressed on the need for optimal use of resources to reduce carbon footprints. He also floated the idea for a feasibility study for increasing the student strength in the existing infrastructure of the Universities for sustainability.

Keynote Addresses for the technical sessions were delivered by Prof Rachna Kumar, Dean, California School of Management & Leadership, Alliant International University, USA on the title “Reinvention for a Post-Pandemic Future”, and Prof (Dr) Leow Chee Seng, Smart College University, Malaysia on the title “Creating Future Work and Organisation”

Different Technical Sessions were chaired by Dr Irala Lokanandha Reddy, Associate Professor, Department of Management, University of Hyderabad and Dr Vidhisha D Vyas, Professor & Dean, IILM University, Dr Pushpender Kumar, Associate Professor, Kirori Mal College, University of Delhi, Dr P. R. Sahoo, Associate Professor, Marketing Chair, KIIT University, Prof Saneem Fatima,

Dean, School of Commerce & Business Management, Maulana Azad National Urdu University, Dr Ranjana Mary Varghese, Deputy Director, Xavier Leadership Centre, Xavier Institute of Management, Dr Ambrish Singh, Assistant Professor, Rajkiya Engineering College, Azamgarh and Dr R. K. Tailor, Associate Professor, Department of Business Administration, Manipal University Jaipur.

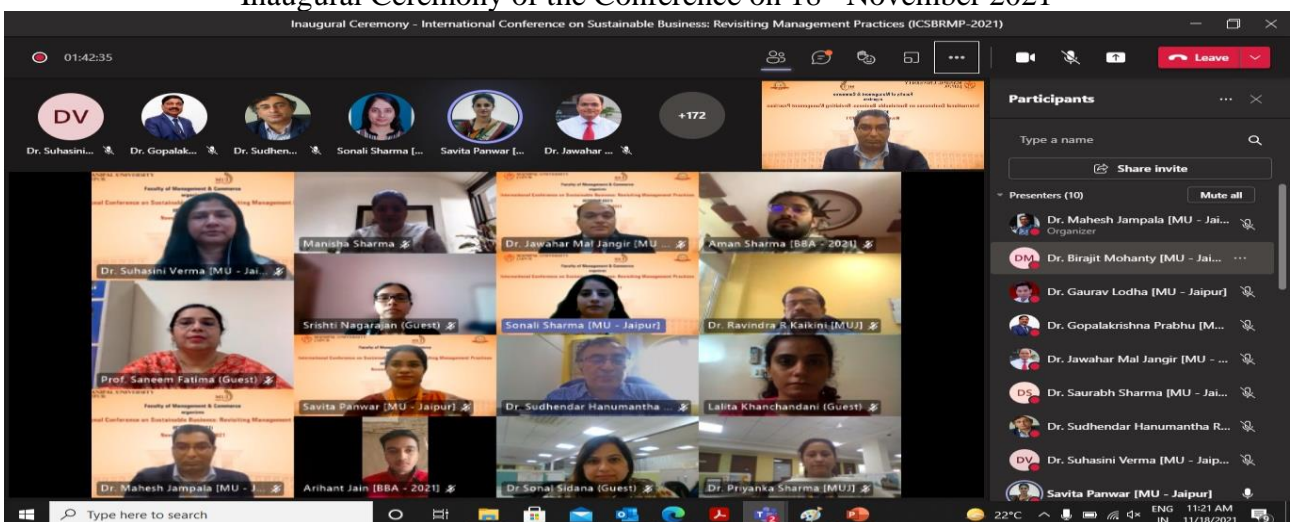
Professor A.K. Jaiswal, IIM Ahmadabad was the Chief Guest for the valedictory session held on 19<sup>th</sup> November 2021 from 4 to 5 pm. He elaborated various aspects of management practices and demonstrated how the present industry scenario has undergone a paradigm shift in the past decade. While deliberating on various business models of the contemporary business and commerce, he also summarized some of the top performing MNCs with their latest business models. He also expressed his wholehearted appreciation for conducting this event and assured of his continued association and support in the quest of spreading knowledge and wisdom. He also announced the Best Paper Awards for the four subthemes of the conference.

Co-Convener, Ms Sonali Sharma, Assistant Professor in the Department of Business Administration proposed vote of thanks.

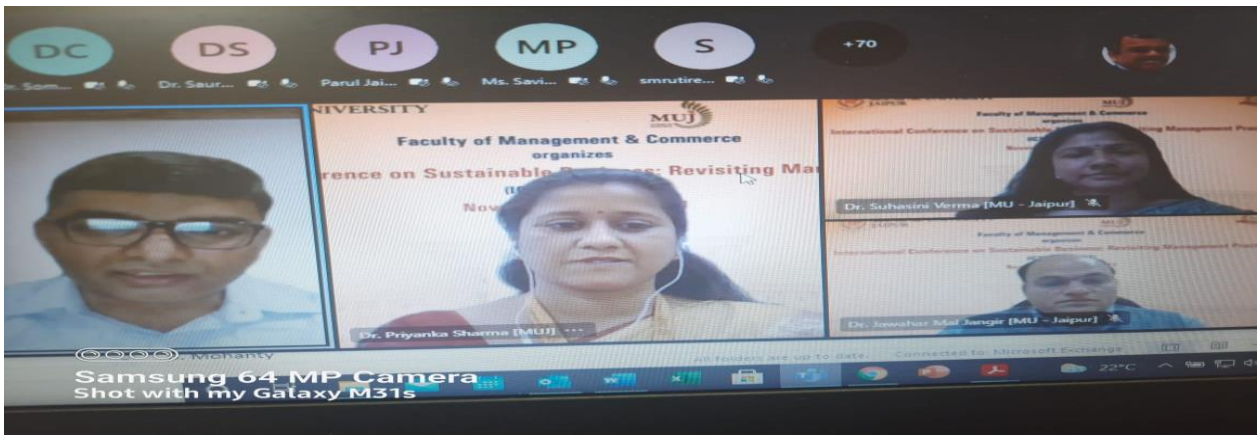
The Conference was a grand success with four technical sessions in which various academicians, research scholars and industry experts presented over 90 research papers and deliberated on various streams of management such as, Finance, Strategy and Entrepreneurship, Marketing, Human Resource Management, General management and other related domains.



Inaugural Ceremony of the Conference on 18<sup>th</sup> November 2021



Resource Persons, Delegates and Participants in the Seminar



Valedictory Session of the Conference