

National Conference on Business Strategy in the VUCA World

15th October 2020

Organized by:

Department of Management Studies
J.C. Bose University of Science and Technology, YMCA

Convener: Prof. Ashutosh Nigam
Organizing Secretaries: Dr. Neha Goyal and Dr. Gunjan Gumber

Keeping in view of the impact on rapidly changing business models amid COVID-19, the Department of Management Studies of J.C. Bose University of Science and Technology, YMCA, Faridabad organized a one-day National Conference on 'Business Strategy in the VUCA World' on virtual platform. As many as 215 participants attended the conference.


The Director of Indian Institute of Management, Indore Prof. Himanshu Rai was the Chief Guest and Vice-Chancellor of Shri Vishwakarma Skill University Sh. Raj Nehru was guest of honour and keynote speaker of the session. The session was presided over by Vice Chancellor Prof. Dinesh Kumar.

Chairperson of the Department Prof. Ashutosh Nigam welcomed the guests and participants followed by an introductory note by Prof. Suresh Bedi who spoke about the conference theme. The theme of the conference revolves around the world's changing business environment in the Volatile, Uncertain, Complex and Ambiguous (VUCA) World that is putting more challenges for the business leaders than ever before. In this scenario, putting the dimensions of growth together seems to be the key to unlock, not just how business can win in a VUCA world, but also to rediscover its true role in society, he added.

Dean of Department of Management Studies Prof. Vikram Singh said that the Conference is an initiative in the direction to learn, adapt and innovate ways and policies in the new global environment which will enable rapid decision-making and action. It will help the students and academicians to understand how the industrial transformation is taking place as a result of an uncertain environment and its impact on rapidly changing business models; thus, finally reviewing, recapitulating, and recalibrating strategies for a competitive edge in changing business context.


Zoom Meeting

Recording




J. C. Bose University of Science and Technology, YMCA, Faridabad
 (A Haryana State Government University)
 Accredited 'A' Grade by NAAC


**NATIONAL CONFERENCE
 ON
 BUSINESS STRATEGY IN THE VUCA WORLD**
 October 15, 2020, Inaugural Session, 10:30am – 12:00pm



Prof. Dinesh Kumar
Vice-Chancellor, JCBoseUST, YMCA



Prof. Himanshu Rai
Director, IIM, Indore



Shri. Raj Nehru
Vice-Chancellor, SVSU, Gurugram

Organized by: Department of Management Studies


Prof. Sunil Garg

Prof. Vikram Singh

Prof. Ashutosh Nigam

Dr. Neha Goyal

Dr. Gunjan Gumber




Prof. Dinesh Kumar


Speaking on this occasion, Prof. Dinesh Kumar said that the conference is an opportunity for students to learn strategies to deal with Pandemic like situations and make good strategies to manage business. Highlighting the impact COVID-19 and evolving of new business models, he said that almost all the businesses have changed their strategies and brought transformation in their functioning. Thus, this is new learning for the future business leaders to know these strategies to deal with such situations. Honorable guests, Prof. Himanshu Rai and Prof. Raj Nehru delivered inspiring words for the academicians and the researchers emphasizing that the fast-changing technologies and business models are creating new challenges and opportunities for which innovative and strategic thinking is required. We all must work towards adoption of new thinking and approaches based on a comprehensive understanding of the VUCA world.

Zoom Meeting


Recording




J. C. Bose University of Science and Technology, YMCA, Faridabad
 (A Haryana State Government University)
 Accredited 'A' Grade by NAAC
NATIONAL CONFERENCE
 ON
BUSINESS STRATEGY IN THE VUCA WORLD
 October 15, 2020, Inaugural Session, 10:30am – 12:00pm



Prof. Dinesh Kumar
Vice-Chancellor, JCBoseUST, YMCA




Prof. Himanshu Rai
Director, IIM, Indore



Shri. Raj Nehru
Vice-Chancellor, SVSU, Gurugram

Organized by: Department of Management Studies

Prof. Sunil Garg Registrar	Prof. Vikram Singh Dean	Prof. Ashutosh Nigam Convener	Dr. Neha Goyal Organizing Secretary	Dr. Gunjan Gumber Organizing Secretary
-------------------------------	----------------------------	----------------------------------	--	---



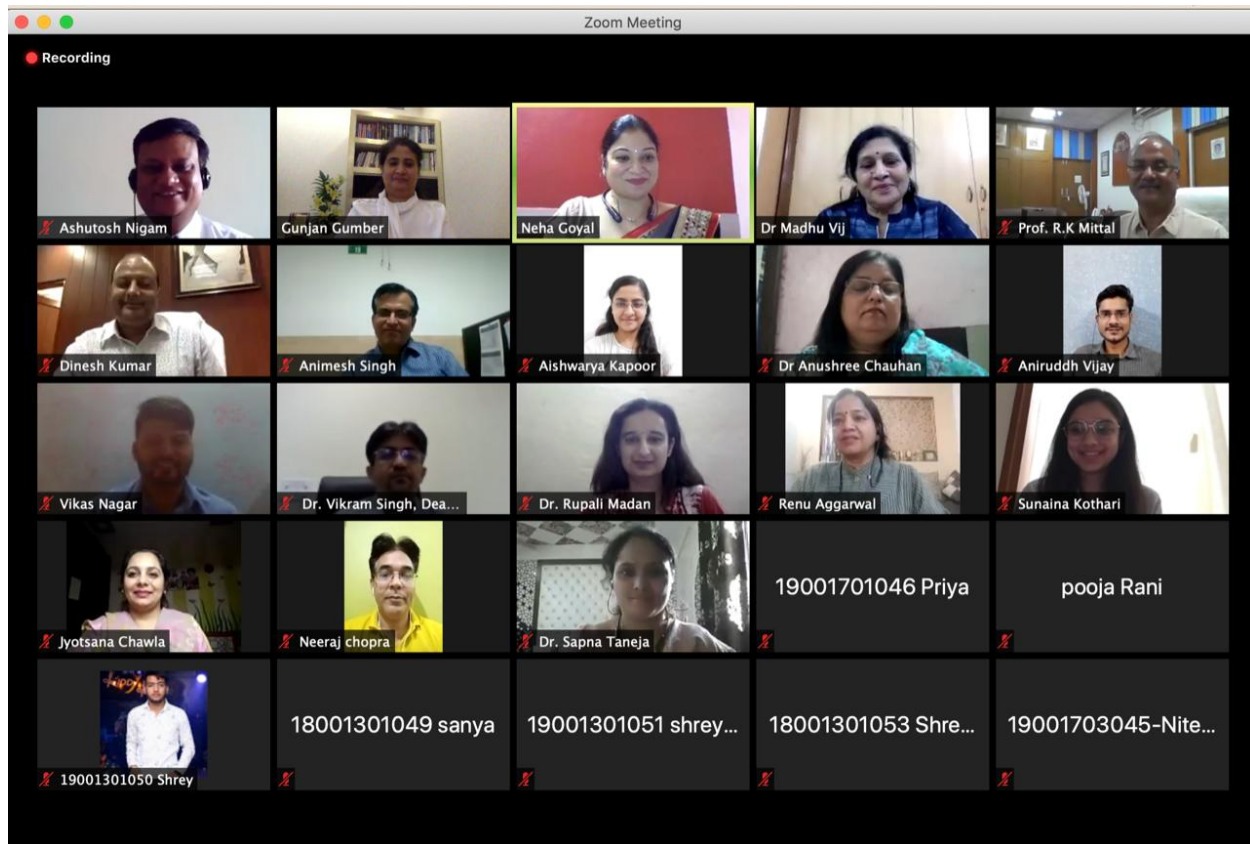
In his keynote address, Sh. Raj Nehru emphasized that Volatile, Uncertain, Complex and Ambiguous (VUCA) environment can be converted in the favour of business by (VUCA) Vision, Understanding, Clarity and Assumption, so he explained it by Saying VUCA environment can be dealt by VUCA.

Zoom Meeting




Himanshu Rai

Prof. Himanshu Rai said that Vision, introspection, clarity and adaption may help us to figure out what are our priorities. He made his views clear by telling stories like: Alice in the wonderland, work hard to reach somewhere and walk long enough. He said that every individual must have a vision. Farsightedness, reflective listening, acting only after due deliberation, tolerance for defense, approach people with open mind are the mantras to get the success. He said that we should enjoy the journey towards success, then we can easily achieve the milestones, we want to achieve.



This Conference provided a platform and an opportunity to academicians and business practitioners to come together and explore the dimensions and strategies in the VUCA world for long-term success and sustainability. The Conference was organized into seven tracks designed around the theme.

Track 1: Financial Excellence

Track 2: HR Practices

Track 3: Strategic Marketing

Track 4: Supply Chain Excellence and Operations

Track 5: IT Practices

Track 6: Global Growth, Innovation and Sustainability

Track 7: Community Development

SESSION 1- The session one was chaired by Prof. S.K Sinha, Chaudhary Ranbir Singh University, Jind, Dr. Rachna Aggarwal, J.C. Bose University of Science & Technology and Mr. Aniruddh Vijay, J.C. Bose University of Science and Technology. The total 10 research papers were included in this session. The best paper in this session was awarded to Ms Riya Gupta, Dr. Rachna Agarwal

and Dr. Arti Gupta for the paper titled, “A Study of Customers’ Preferences in Airlines Industry in India – A Recent Review”.



SESSION 2-The second session was chaired by Prof. Anil Sarin, Manav Rachna International Institute of Research and Studies, Dr. Manisha Goel, J.C. Bose University of Science and Technology and Mr. Vikas Kumar, J.C. Bose University of Science and Technology. It included 11 research papers. The best paper in this session was awarded to Mr Neeraj Chopra, Dr. Rajiv Sindwani and Dr. Manisha Goel for the paper titled, “Empirical Investigation of MOOCs Acceptance among Students of Higher Education Institutes in Developing Countries”.

SESSION 3-The third session was chaired by Prof. Jyoti Rana, Shri Vishwakarma Skill University, Gurugram, Dr. Rupali Madan, J.C. Bose University of Science and Technology and Dr. Sapna Taneja, J.C. Bose University of Science and Technology. Total 10 papers were being included in the session. The best paper in this session was awarded to Ms. Sunaina Kothari for the paper titled, “Impact of sensory marketing on consumer behaviour”.

SESSION 4-The fourth Session was chaired by Prof. Anil Mittal, Kurukshetra University, Kurukshetra and Dr. Rajiv Sindwani, J.C. Bose University of Science and Technology. Total 10 research papers were included in this session. The best paper in this session was awarded to Ms. Rinku and Dr. Kamlesh Rani for the paper titled, “Role of Training Partner and their Training Centres in Promoting Employability Skills through PMKVY in Haryana State”.

SESSION 5- This session was chaired by Prof. Narender Singh, Kurukshetra University, Kurukshetra, Dr. Anushree Chauhan, J.C. Bose University of Science and Technology and Dr. Gunjan Gumber, J.C. Bose University of Science and Technology. Total 11 research papers were

included in this session. The best paper in this session was awarded to Mr Amit Vats and Dr. Adarsh Aggarwal for the paper titled, “Impact of Martial Arts on Corporate Leadership”.

SESSION 6-The sixth session was chaired by Prof. Santosh Rangnekar, Indian Institute of Technology, Roorkee, Prof. Ashutosh Nigam, J.C. Bose University of Science and Technology and Dr. Renu Aggarwal, J.C. Bose University of Science and Technology. Total 12 research papers were included in this session. The best paper in this session was awarded to Mr. Animesh Singh for the paper titled “Effect of Human Resource Development Climate Practices on Employee Service Behaviour: An Empirical Investigation”.

SESSION 7-The seventh session was chaired by Prof. Bindu Sharma, Graphic Era University, Dr. Neha Goyal, J.C. Bose University of Science and Technology and Ms. Jyotsana Chawla, J.C. Bose University of Science and Technology. Total 13 research papers were included in this session. The best paper in this session was awarded to Ms. Khushi Narwat for the paper titled “Impact of Investment Factors on Return in Small Cap, Mid Cap and Large Cap Mutual Funds”.

The image is a screenshot of a Zoom meeting. At the top, it says "Zoom Meeting" and "Recording". The main content is a presentation slide for a national conference. The slide features the logo of J. C. Bose University of Science and Technology, YMCA, Faridabad, and the title "BUSINESS STRATEGY IN THE VUCA WORLD". It lists three speakers: Prof. Dinesh Kumar, Prof. R. K. Mittal, and Prof. Madhu Vij. Below the slide, there are five names and titles: Prof. Sunil Garg (Registrar), Prof. Vikram Singh (Dean), Prof. Ashutosh Nigam (Convener), Dr. Neha Goyal (Organizing Secretary), and Dr. Gunjan Gumber (Organizing Secretary). On the right side of the Zoom window, there is a vertical stack of four video thumbnails showing participants: Neha Goyal, Gunjan Gumber, Dr. Madhu Vij, and Dinesh Kumar.

Valedictory ceremony of the national conference started with the address of Prof. Dinesh Kumar, Vice-Chancellor, J C Bose UST YMCA. Prof. Dinesh Kumar appreciated the department for successful conduct of first of its kind online conference. Prof. R.K. Mittal, Vice-Chancellor, Chaudhary Bansi Lal University, Bhiwani was the Chief guest of the session. Prof. Mittal pointed out that in this era of covid-19 instead of just looking towards its negative impacts we must look towards the opportunities and grasp them to provide best possible solutions due to the disruptions caused in the dynamic environment keeping in mind the concept of VUCA. He

praised the University for conducting such kind of conference for the researchers. The Key note speaker for the valedictory session was given by Prof. Madhu Vij, FMS, University of Delhi. She emphasized that innovation is the key to success and in this era of COVID 19 we must strive for exploring the best strategies for making the businesses a success. She further said that New Education Policy will surely help us all for getting new insights of education sector.



Organizing secretary of the conference Dr. Neha Goyal presented the conference report and Dr. Gunjan Gumber proposed a vote of thanks.