



ST. XAVIER'S UNIVERSITY, KOLKATA

DEPARTMENT OF COMMERCE (MORNING SECTION)

in collaboration with

ST. XAVIER'S UNIVERSITY KOLKATA ALUMNI ASSOCIATION

CALL FOR PAPERS

1st VIRTUAL NATIONAL CONFERENCE

ON

PROGRESSIVE INDIA : CORPORATES AND THE PANDEMIC

28th and 29th August, 2021

BACKGROUND :

Corporates and businesses have been worst hit by the pandemic. There have been various adjustments and changes in the functionality of the businesses to ensure that the economy keeps thriving despite the challenges. For example, meetings by the companies were regularly held in the online mode and work from home policies ensured all the professionals adapted to the new normal. But the obvious cannot be ignored that the pandemic brought with itself challenges stronger than the independence of the country almost 75 years ago for the corporates and the businesses. Circumstances and challenges posed by the novel coronavirus disease (COVID-19) outbreak are compelling businesses to look for new strategies to raise money, cut their budgets and revamp damaged business. They are trying to restore broken supply chains and forge reliable relations with suppliers, creditors, contractors and clients which, of late, have become tenuous. The endeavour to revive cash flow and resurrect business is understandable. But many corporates and businesses across sectors, to trim costs, have resorted to layoffs and salary cuts. The question of tradeoff between life vs. livelihood has become pertinent. Many employees have gone remote, interacting with customers and coworkers virtually. Others continue to go to a workplace each day, but perform their jobs very differently. Everyone is doing their best. But how productive have the corporates actually been during the pandemic time relative to where they were before COVID-19?

There were changes in the finance policy; higher incorporation of technological advancements and amendments in the legal policies and statutory provisions of the country have posed a problem way too serious than commonly apprehended by businesses. For a developing economy, was it worth waiting for one and half years and more to get back to its earlier status and format which was progressive and economy friendly.

In this regard, the short answer could be: It depends on the company. Some have remained remarkably productive during the Covid-era, capitalizing on the latest technology to collaborate effectively and efficiently. Most, however, are less productive now than they were 12 months ago. The key difference between the best and the rest is how successful they were at managing the scarce time, talent, and energy of their workforces before COVID-19. Some of the companies that were stars before the pandemic have continued to shine. Those with less stellar performance have struggled mightily.

OBJECTIVES :

The department through this conference is expecting to bring together academicians, researchers, entrepreneurs and students to discuss corporates and their evolutionary features in the times of the pandemic. We hope, this online mode of the conference in a COVID-19 pandemic will be an appreciable step in promoting the research activities and new information between researchers, developers, students, academicians and practitioners working in and around the world by keeping the social distance in view to stop the spread of COVID-19 disease. This conference aims to present the current research being carried out in the field around the globe.

Prospective authors from academia, as well as industry, and policymakers are invited to submit their abstracts that illustrate original / unpublished works and industrial applications describing the advances and significant innovations in the field.

CALL FOR PAPERS :

Those who are interested in presenting a paper must send an abstract of 300-500 words along with 5 key words and a brief biographical note on or before 31st July 2021. The abstracts will be reviewed and if accepted, communication will be made to the authors to register and submit the full papers by the deadline of the conference. Preference will be given to papers with originality in content and scope of further extensive research on the subject. No paper presentation will be allowed unless full paper is submitted by or before the last date. Submission of full length paper would be presumed to be unconditional consent of the author/s for its possible use by the department for future publications. Not more than two co-authors are allowed for a particular submission. Each co-author shall submit a separate registration form.

Participants and paper presenters, if not present for all the sessions, will not be awarded the soft copy of the certificates by the Organizing team. Each Co-author will get a separate certificate.

The conference souvenir issue in the form of an edited volume with ISBN will be provided to the paper presenters free of cost but postal charges may apply and will be intimated accordingly.

THEMES :

Prospective authors are invited to submit original research papers for presentation at the conference

Potential topics include, but are not limited to:

- Strategic Fit in the New Normal
- Corporates during Lockdown
- Status of “Work From Home”
- Resilient Supply Chain
- Innovations : Coping up with the pandemic
- Business Continuity and Corporate Productivity Gap
- Investmentor Perception
- Crisis Leadership for Business Resiliency
- Corporate Social Responsibility
- Corporates responding to Stock Markets
- Mental Health @ Corporate Workplace
- The Startups and the Pandemic : Role of Corporates
- Sectoral ‘Coronomics’
- Risk Management and Recovery Strategies
- Corporates aiding in Economic Recovery
- Corporates and the changes in the Rules of the Regulators
- Amendment of the Consumer Protection Act 2021
- Introduction of the Commercials Courts Act and the different legislations
- Introduction of the policies under the Information Technology Act related to intermediaries.

REGISTRATION :

Registration fee for the Conference is category wise:

Category A (Paper Presentation) : Rs. 1000/- (INR) for single author. For Co-authorship Rs. 1500/- (INR).

Category B (only Participation) : Rs. 500/- (INR).

Registration fees can be transferred online through NEFT/RTGS/IMPS.

The Bank Account Details for online transfer are as follows:

1. Name of the Account: St. Xavier's University Kolkata Alumni Association

2. Account No: 97212010001155

3. Bank: Canara Bank

4. Branch: St. Xavier's University, Kolkata

5. IFSC Code: CNRB0019721

All Interested participants may register by sending a scanned copy of the filled in registration form through email at bcommorn@gmail.com. Registration would be done on a first-come-first-serve basis until the seats are filled. No spot registration will take place for the conference. Subject line of the email should specify the category of participants.

IMPORTANT DETAILS :

Last Date of Submission of Abstract: **31st July, 2021**

Intimation of Acceptance of Abstract: **8th August, 2021**

Last Date of Registration for Participation or Paper Presentation: **22nd August, 2021**

Last Date of Submission of Full Paper : **25th August, 2021**

Conference Date: **28th and 29th August, 2021.**

Email id for Registration, Paper Presentation/Abstract Submission/Full Paper submission and for queries : bcommorn@gmail.com

Contact Number : +(91)9038580663, +(91)8017572055

The National Conference for two days will be held in the online mode and details will be shared with the participants and paper presenters only.

Registration Form

1st VIRTUAL NATIONAL CONFERENCE

ON

PROGRESSIVE INDIA : CORPORATES AND THE PANDEMIC

DATE : 28.08.2021 - 29.08.2021

1. **Name of the Participant :**

2. **Designation/ Affiliation :**

3. **Name of the Institution (Postal Address, Phone and E-mail) :**

4. **Contact Details of Participant (Postal Address, Phone and E-mail) :**

5. **Category of Participant :**

6. **NEFT / RTGS / IMPS Details (Transaction Id/No, Bank, Date) :**

I declare that all the information provided above is true to the best of my knowledge and belief.

Signature of the Candidate

Date :