



School of Management Tribhuvan University, Nepal

in collaboration with

P.G. & RESEARCH DEPARTMENT OF COMMERCE SANATANA DHARMA COLLEGE, ALAPPUZHA (Re-accredited by NAAC with A+ Grade)



22nd & 23rd
JULY
2022



**INTERNATIONAL
CONFERENCE**



ENTREPRENEURSHIP, BUSINESS AND THE IMPACT OF COVID

P.G & Research Department of Commerce, S D College

Sanatana Dharma College is an Arts and Science college established in 1946 and affiliated to the University of Kerala. It is a premier higher education institution that has made a remarkable contribution to the cultural and intellectual climate of Alappuzha. The college is famed for its excellent and committed faculty and modernized infrastructure facilities. Among the twelve teaching departments all the P.G departments are research departments that offer Ph.D. programmes under University of Kerala.

P.G. Department of Commerce, Sanatana Dharma College, Alappuzha started its functioning in the year 1946. Today it is one of the most sought-after departments under the University of Kerala for Degree, Post Graduate and Doctoral Degree programmes in Commerce. Currently, there are 8 approved research guides, inclusive of teachers from other institutions, guiding 35 part time and full-time research scholars. As a Research Centre we have the largest number of full time and part time research scholars pursuing doctoral degree in the college. The Department has always been committal in providing quality inputs to researchers of the department. Barring the regular progress presentations conducted wherein constructive inputs given by subject experts, research guides and fellow scholars, the Centre imparts Course Work Orientation and conducts Seminars, Workshops (online and offline), symposia to spread shine in the quality of research work.

School of Management, Tribhuvan University

Tribhuvan University (TU) is the first national institution of higher education in Nepal. It was established in 1959 A.D. and named after the late King Tribhuvan. There are five Institutes, four Faculties, thirty-eight Central Departments, four Research Centers and sixty Constituent campuses in TU and out of them one Institute, three Faculties, 32 Departments, 3 Research Centers and two Constituent campuses are at Kirtipur, Kathmandu. TU is a public university funded by the Government of Nepal. The university at Kirtipur is spread over an area of 154.77 hector.

The School of Management Tribhuvan University (SOMTU) was established in 2012 as an autonomous institution under Tribhuvan University's Faculty of Management. SOMTU is a top management/business school with a student-centered culture of excellence, an international perspective, entrepreneurial thinking, and industry alignment. SOMTU intends to execute its programs with a professional touch, thanks to a large support base of academically prepared teaching members with diverse exposures and expertise. SOMTU has always been in the forefront of providing high-quality education, with the purpose of developing holistic, socially responsible, and skilled Nepalese professionals. The Institute is constantly working to expose its students to a variety of learning methods, such as industry visits, interaction with industry experts, participation in seminars, case studies, and so on, in order for them to be successful as they transition from campus to the next stage of their careers.

ABOUT THE CONFERENCE

Background

The advancements in businesses are remarkable but staggering, especially with the denouement of COVID - 19, that displayed its temerity in every sphere of human life. The brick - and - mortar houses are reconciling to accept and inspire hope in virtual and new forms of business. Nevertheless, the former has its own niche preserved where the latter is bleak and fails to deliver. What commonly puts both the segments in quandary is the erratic nature of confrontations. This non-pareil conference seeks to portray the emerging sequences in the business world by pooling intelligence and knowledge of personalities across countries.

Rationale

When the governments and policy makers of the world are looking out for a ray of hope to alleviate the economies from dire sluggishness, it would be highly appreciative if the educational institutions could do their bit by pooling knowledge and expertise of business people and academicians across countries and form a consortium or a 'Business - Quality Circle'. Such congregations would develop exchange of ideas transversely and lend hand to rise together from the quagmire of the Covid pandemic. Research Scholars and Enthusiasts could develop and make presentations on the theme which has the propensity to make new insights. The summit would be conducted via a blended platform giving choice for the participants across the world to take part via online or offline.

Themes & Sub-Themes

Evolutions in Entrepreneurship

- Academic entrepreneurship
- Entrepreneur education- The road ahead
- Women entrepreneurship
- Social entrepreneurship
- Impact of covid on entrepreneurship
- Influence of government schemes in encouraging entrepreneurship
- Legal framework in encouraging entrepreneurship

Business Trends & Novel Paradigms

- Post Covid Business models
- Financial Management & Engineering
- Initiatives in Human resources Management
- Trends in Research and Development in Business
- Operations Management
- Practical Operations Research
- Marketing Trends

Target audience

Conference will provide a platform to academicians, researchers, business leaders, government officials, entrepreneurs and students who hanker to study about business potentials.

Participants are eligible for Duty leave as per Order No. D3/32161/2022/DCE dtd. 08/07/2022

Organising Committee

Faculty

Dr. Krishnan M.
(Head of Department)
Dr. Vineeth Chandra K.S.
Dr. Prasanth S. Pai (Convenor)
Dr. Priya R.
Dr. Sreelakshmi S. Prabhu
Smt. Aswathy S.
Sri. Damu Chandran C.
Smt. Lekshmi S.
Smt. Suman S.
Dr. Priya P. S.

Research Scholars

Dany Thomas
Sumesh S.
Akhil Raj
Badusha Muhammed
Ganesh B. Nair
Arya Thomson
Sandra Noronha
Vishnu V.
Amruthambika P.
Jincy R. Jerome



Guest of Honour
Shri. Kris Gopalakrishnan
Co-Founder & Former CEO,
Infosys

Eminent Speakers



Prof. Mathew J Manimala
Professor of Organizational Behaviour
Indian Institute of Management
Bangalore (IIMB)



Prof. Neharika Vohra
Vice Chancellor
Delhi Skill and Entrepreneurship University
Professor, IIM Ahmedabad



Dr. Poornima Wasdani
Senior Consultant-One Data analytics
Price Waterhouse Coopers (PWC),
Toronto, Canada



Dr. Mahananda Chalise
Professor
Tribhuvan University
Nepal



Er. Desh Bandhu Basnet
(AJIT), Chairperson Bi- national &
NRN Coordination forum,
FNCCI, Nepal

PROGRAMME SCHEDULE

Day 1 - 22nd July 2022

Inaugural Session (10.00 am to 11.30 am)

Prayer

- Welcome - **Dr. Krishnan M.**
(Head of Commerce, S.D. College)
- Presidential Address - **Shri. R. Krishnan**
(F.C.A. & President, Sanatana Dharma Vidyashala)
- Inauguration &
Inaugural Address - **Shri. S. 'Kris' Gopalakrishnan**
(Co-Founder, Infosys)
- Felicitations - **Dr. N. Saraswathy Antharjanam**
(Principal, S.D. College)
- Prof. (Dr.) Dilli Raj Sharma**
(Dean, Faculty of Management,
Thribhuvan University,, Nepal)
- Dr. Govinda Tamang**
(Acting Director, School of Management,
Tribhuvan University, Nepal)
- Shri. S. Ramanand**
(Member, S.D.V. Management Committee)
- Vote of Thanks - **Dr. Prasanth S. Pai**
(Assistant Professor of Commerce, S.D. College)

Technical Session – I (11.45 am to 1.00 pm)

Entrepreneurial Innovations

Prof. Mathew J. Manimala

(Professor of Organisational Behaviour, IIM, Bangalore)

Technical Session – II (2.00 pm to 3.15 pm)

Prof. Mahananda Chalise

Professor, Tribhuvan University, Nepal

Technical Session – III (3.30 pm to 4.30 pm)

Entrepreneurial Heuristics

Dr. Poornima Wasdani

(Senior Consultant-One Data analytics,
Price Waterhouse Coopers (PWC), Toronto, Canada)

Day 2 - 23rd July 2022

Technical Session – IV (10.00 am to 11.00 am)

Prof. Neharika Vohra

(Vice Chancellor, Delhi Skill & Entrepreneurship University &
Professor, IIM Ahmedabad)

Paper Presentations (11.15 am to 1.00 pm)

Technical Session –V (2.00 pm to 3.00 pm)

Er. Desh Bandhu Basnet

(AJIT, Chairperson Bi- national & NRN Coordination forum,
FNCCI, Nepal)

Valedictory Session

Deadline to send your
Presentation (ppt)

20/07/2022

Registration



Link

<https://forms.gle/qfBUdiihKEr9yP696>

Fee

For Students - ₹750 | For Scholars - ₹1000
For Faculty - ₹1500 | For Corporates - ₹2000
For Foreign Delegates - \$25



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