

## POST EVENT SUMMARY REPORT

Name of Event: Vishleshan International conference on  
**"POST COVID PRACTICES 1.0"**

Date of Event: 23rd February 2021

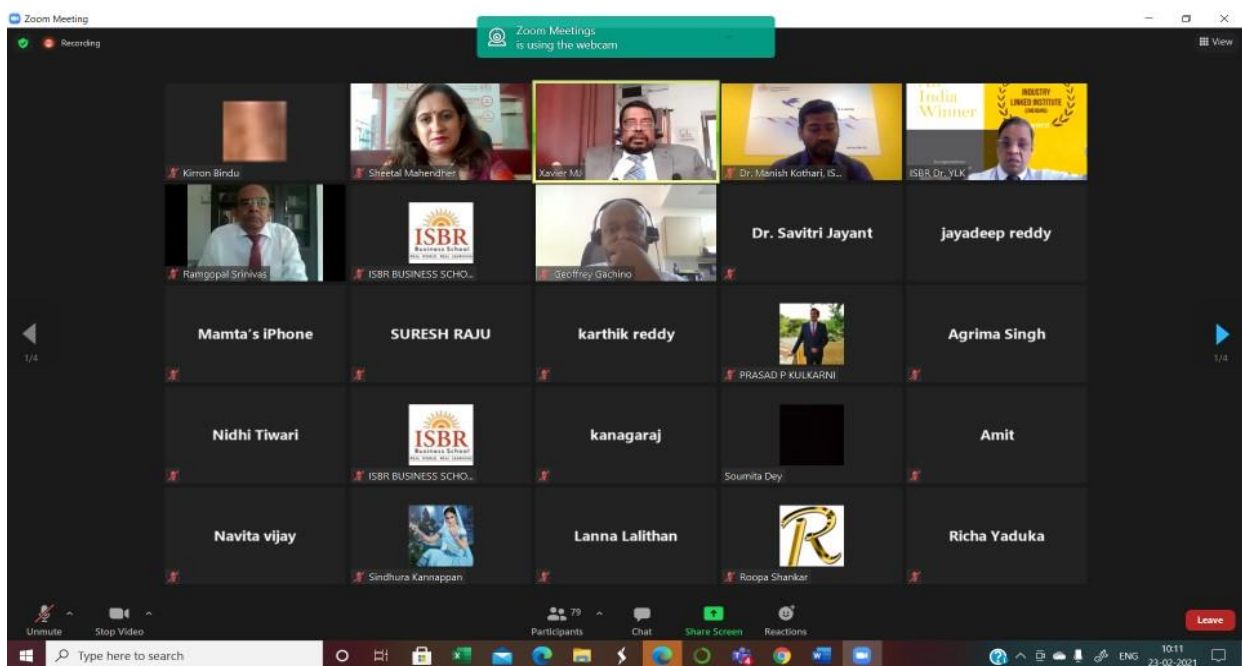
Duration: 1 day

Location of Event: Online session on Google meets

Number of participants: 85 participants

Convenors: Dr Sheetal Mahendher & Prof. Veena Shenoy

On 23<sup>rd</sup> February, 2021 Vishleshan International conference on "POST COVID PRACTICES 1.0" was held which was organized by Dr. Sheetal Mahendher, HOD-Business Analytics & Prof. Veena Shenoy, Asst. Professor-Human Resources. Research enhances the holistic development. It enhances the research capacity of the faculty and the students to proclaim, publish and apply the research outputs. This International Conference aimed at providing opportunities to students, research scholars, academicians and corporate delegates to showcase their research, explore ideas and present papers. There were approximately 85 participants, comprising of 52 papers presented during the conference.

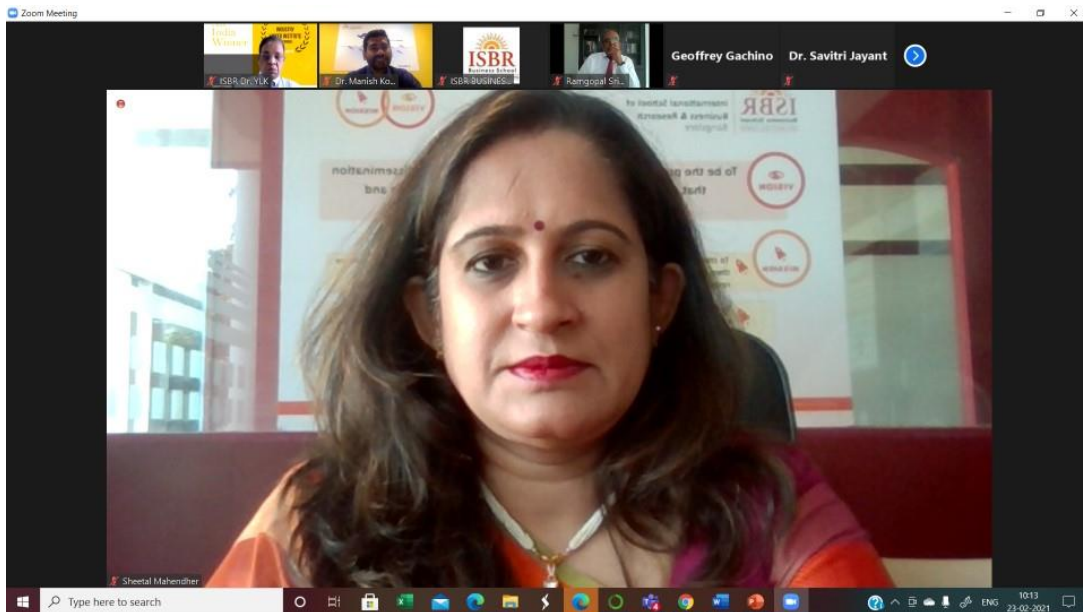


VISHLESHAN- Student Research & Analytics Cell is the research cell of ISBR headed by Dr Sheetal Mahendher and few students working with the cell. The Research cell aims at improving the research skills of the students and to strengthen them. It is incharge for taking the research opportunities to the students to keep them engaged and motivated to publish their own original research articles in the leading journals.

There was an inaugural session where we had an opportunity to listen to eminent speakers, listed below. Following the inaugural session was technical tracks where approx. 52 research papers were presented by researchers from various streams of management and from different institutions.

### **CONVENORS OF THE CONFERENCE**

Dr. Sheetal Mahendher, HOD-Business Analytics



### **CO- CONVENOR OF THE CONFERENCE**

Prof. Veena Shenoy, Asst. Professor, Human Resources



## INAUGURAL SPEECHES



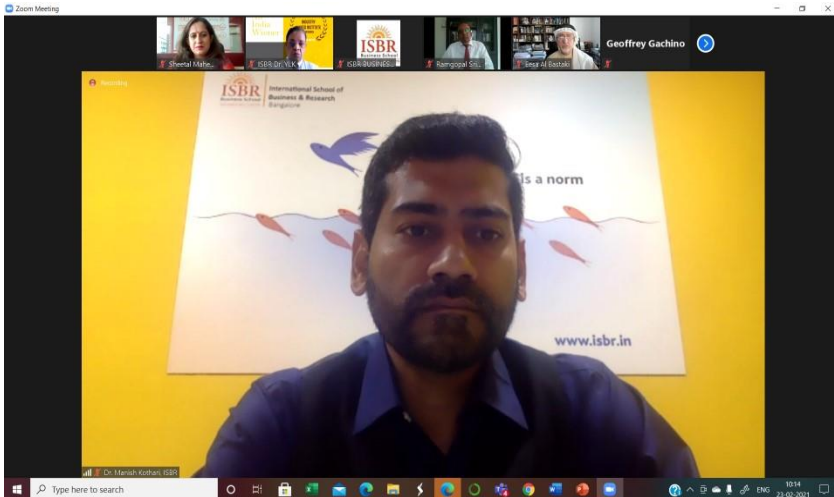
The welcome address was given by Dr Y Lakshman Kumar Director, ISBR Business School. Dr YLK is a practitioner turned teacher, trainer and a consultant. Worked in industry for more than 30 years and is very passionate about teaching, giving students various opportunities to work with.



The Chief Guest of the conference was Dr MJ Xavier, Chairperson, LIBA Management Development Center, Chennai. His areas of interest include e-learning, marketing analytics, neuromarketing and spirituality. Dr MJ Xavier has made a blend of ancient gurukula method of holistic learning with e-learning tools.

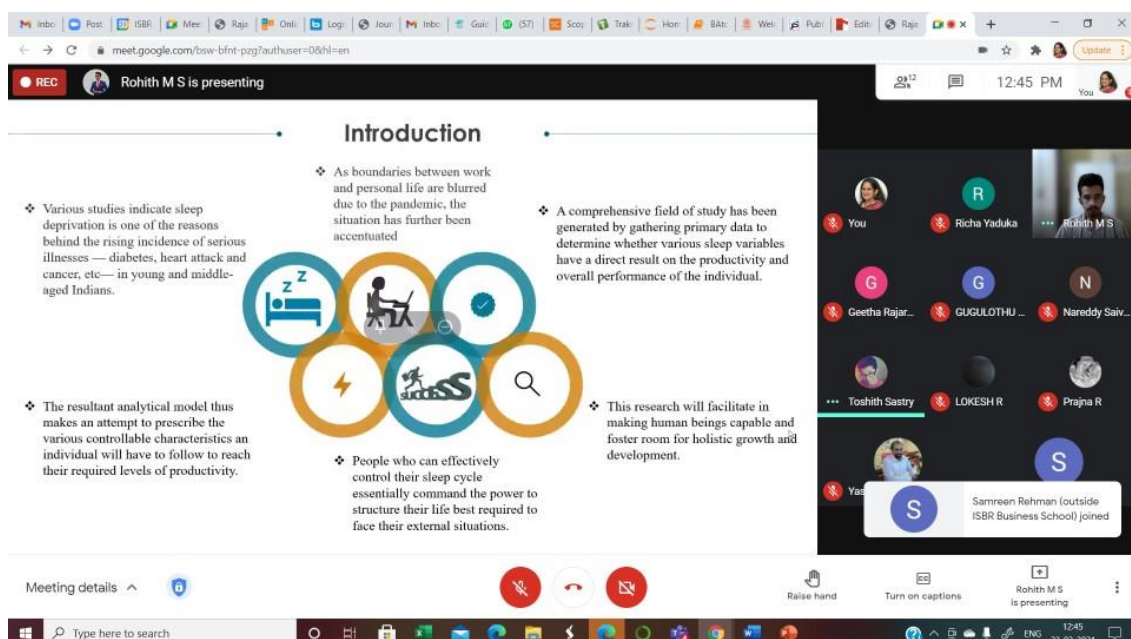


The Keynote Speaker for the conference was Dr Eesa Mohammed Bastaki, President, University of Dubai. Dr. Bastaki's current professional activities include Chairman of the Technical Committee for the Emirates Energy Awards, Chairman of the Higher Committee of the Global Education forum, Chairman & Partner at Barajeel Engineering Consultants, Chairman Technical Committee and Chairman of the Board of the Emirates Science Club.



The Presidential Address was given by Dr Manish Kothari Founder & Managing Director, ISBR Business School. He has done PhD, Business Administration and Management from University of Mysore. Being in the education industry for almost 20 years he has worked for continuous growth of education industry.

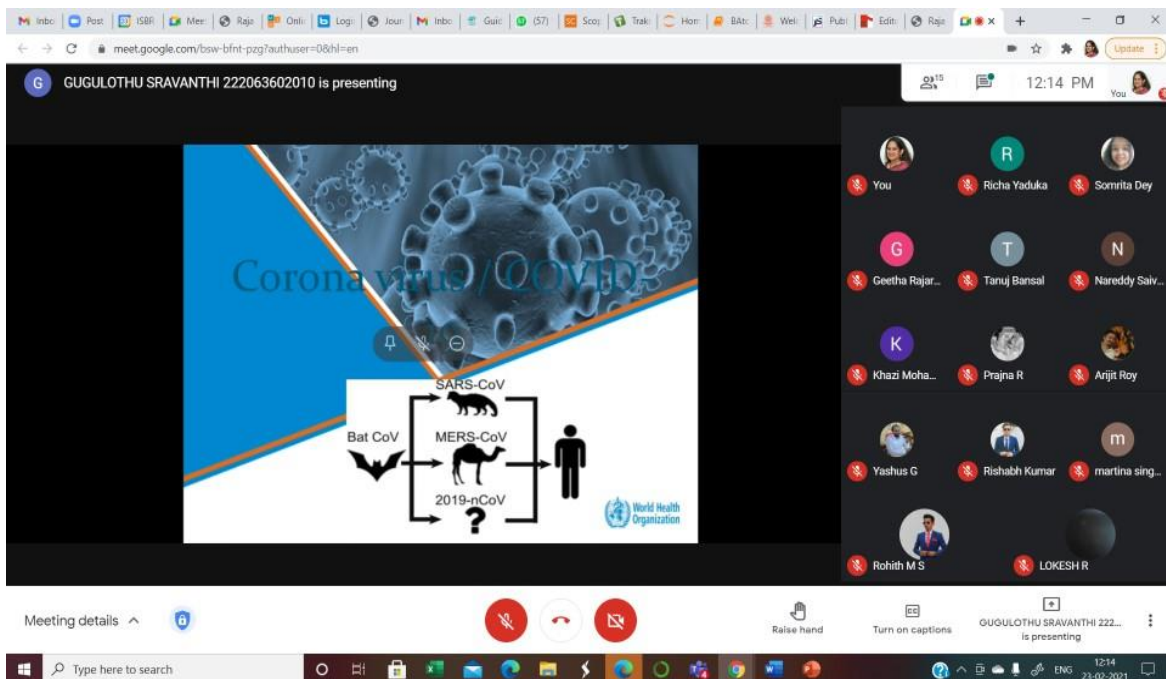
The inaugural ceremony started at 10:00am followed by the technical tracks from 11:30am to 6:00pm. 52 research papers were presented in various topics of different fields related to management like marketing strategies post covid, impact of covid on various fields, HR practices after covid. Few of them were on e-learning and education industries after covid, equity markets, research papers on entrepreneurship were also there. There were two different tracks running at same time and were being handled by Dr. Sheetal Mahendher & Prof. Veena Shenoy and also some students of college. Each track had 26 research papers being presented by professors, students, research scholar, academicians and corporate delegates.



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There was different chairperson who were asking questions on the papers & giving the researchers suggestion on how they can make their research paper more precise and effective. In track one for first half, we had Dr. Geetha M. Rajaram, Principal & Director, Global Institute of Management Sciences and for second half of conference the chairperson was Dr. Vijaya Priya S, Faculty of dept of Economics, Mount Carmel College Autonomous, Bengaluru. In track two the chairperson was Dr. Basanna (Basu) S. Patagundi is MBA and PhD in Management with over fifteen years of Industry, Academic and Global Teaching Experience in India, USA and East Africa and Prof. Ramgopal - a key faculty member in M.P. Birla Institute of Management.

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The international conference was a success with quite a lot of people registering for the conference. Many people were involved in making it a success from faculties of college to students. Everyone who joined the conference left an impact, chief guests, director, chairperson, guests and most importantly the presenters who presented the paper.

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