

PRUDENCE

An International Conference on

"Sustainable Business Strategies & Technological Integration Post Covid - The Way Ahead"

Schedule: First Week of November 2021



Quantum University

Quantum University, located at Roorkee in the picturesque state of Uttarakhand, is a great seat of learning that provides an intellectually stimulating environment and an enviable academic infrastructure. The University encourages interdisciplinary and holistic education to ensure a very high caliber of professional and personal competency.

Website: www.quantumuniversity.edu.in
E-mail: prudence@quantumeducation.in

You are cordially invited

About the Conference

The post pandemic world has altogether different silos to work and ponder upon. Coupled with technological integration, the speed of change is so fast that even the best cannot see it coming. It is not necessary that what business strategy worked six months back may work or may not be relevant today. The forward looking organizations P&G, Microsoft for example are able to survive because they change and adapt to the dynamic environment with the requirements.

Objectives of the Conference

It has rather become an unavoidable reality for the business world that any strategic decision they take, it does not remain relevant for a long time and needs some changes. It is demotivating for the employees too to alter course in the middle of any planning. And the reality is that these changes are far more dynamic and will not change rather seem that it will be more rapid and intense. So, in every business function it is required that we have strategies that can last longer and remain relevant. Think tanks from the industry and academia will brain storm and present their research work for everyone to learn to strategies in this new post covid world order.

Conference Sub Themes:

- Digital Transformation and Innovation Management
- Start-up schemes and opportunities and challenges
- Role of PMEGP for the promotion of MSME
- Impact of Covid relief fund on PLI Schemes
- Innovation in Teaching & Learning Processes
- Organizational Structures and Flexibility
- Financial Flexibility and Risk Management
- New paradigms in Marketing through technology integration
- Evolving Human Resource Management
- Information System Flexibility
- International Competitiveness
- Industry 4.0/4.5
- Sustainable supply chain
- Sustainable tourism
- Sustainable green Marketing
- Impact of Social media and e-commerce
- Any other related theme

Guidelines for Paper Submission:

For Abstracts:

- The limit of abstract should be 400-600 words (excluding keywords and the author's biography)
- Please send your abstract using MS Word format, Times New Roman font, 12 font size
- Please use British English
- Your abstract should incorporate the background, research objective, methodology and conclusions
- Please send a biography photograph of author/authors
- Please email at:

For Full Papers

- The limit of your paper should be 5000-8000 words
- Please use British English
- Please send your paper using MS Word format, Times New Roman font, 12 font size, 1.5 line spacing
- Please send author/co-author's biography indicating affiliation, designation and contact details
- Please check grammar, punctuation, spelling and plagiarism before submitting your paper
- Please email your paper to:

The selected papers will be published in the form of an 'edited book' having ISBN numbers.

Important Dates

- Last date of Abstract Submission : 31st August 2021
- Acceptance Notification for abstract : 10th September 2021
- Last date of full length paper submission : 30th September 2021
- Acceptance Notification for full length paper : 15th October 2021
- Last date for author registration : 20th October 2021

Registration Fee:

Corporate Executives	Rs. 1000/-
Academicians	Rs. 700/-
Research Scholars	Rs. 500/-
*Students	Rs. 300/-
* Registration form to be forwarded by the HOI/Department	



Mode Of Payment:

Registration fee can also be paid online through direct bank transfer in:

Name of Account Holder : Quantum University
Name of Bank : Bank of Baroda, Rajpur Road, Dehradun,
Account No. : 00880200000776
RTGS/ NEFT IFSC CODE : BARB0DEHRAD (Read the 5th Letter as 'Zero')

In this case please e-mail the scanned copy of bank transaction receipt to the following:
prudence@quantumeducation.in

Patrons

Mr. S. S. Goyal, Founder President
Mr. S. L. Garg, Co founder President
Mr. Ajay Goyal, Chancellor
Mr. Praveen Garg, Pro Chancellor
Mr. Shobhit Goyal, Secretary

Convener:

Dr. Ram Singh

Coordinators

Mr. Lehri Singh Chauhan
Dr. Uday Khanna
Dr. Ankur Kukreti
Ms. Shivani Kapoor

Conference Chairman

Prof. (Dr.) Vivek Kumar, Vice Chancellor

Conference Co-Chairman

Prof.(Dr.) Rakesh Premi
Dean, Faculty of Business and Management

Co-Convenors:

Dr. Sachin Chauhan

Organizing Committee

Mr. Abhishek Kumar
Mr. Ravi Prakash
Ms. Vidushi Shankar
Ms. Sugandha Sharma
Mr. Chhavi Prakash Mahato
Mr. Gaurav Mangain
Mr. Arjun Bharadwaj

Quantum School of Business is very pleased to announce PRUDENCE, a national conference that seeks to provide a platform to assess, review and explore new facet of knowledge that can contribute in policy formulation in various areas of contemporary management.

You are cordially invited

The Future is
exciting

Accommodation:

We can offer free accommodation to participants, on a room sharing basis in the hostels on campus on first-come-first-served basis. Participants, who wish to stay in a hotel, will have to make their own arrangements. However, the organizers shall be happy to assist in booking accommodations in nearby hotels upon request received well in advance.

Transportation

Transport can be provided to and fro Roorkee and Saharanpur Railway Stations for participants, provided request is received minimum 2 days in advance with arrival / departure details.

Places of interest near Quantum

You may plan post conference tours to Haridwar (45km), Rishikesh (75km), Dehradun (50km), Mussoorie (70km). We shall be happy to assist as desired.

Roorkee	22 Km
Saharanpur	25 Km
Haridwar	45 Km
Dehradun	50 Km
Mussoorie	70 Km
Rishikesh	75 Km



For conference related queries,
Pls contact +91 7308080803, +91 7308080804
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