

Department of Management Studies & IQAC, MACFAST

presents

International Conference

on

“ Impact of Covid - 19 on Global Business Environment ”

26th November 2021



A platform where scholars and experts from both Academia and Industry
come together for discussing
on

IMPACT OF COVID - 19

MACFAST

Mar Athanasios College for Advanced Studies Tiruvalla (MACFAST), Kerala is a leading postgraduate institution, started in 2001, with the objective of promoting quality education in professional and diverse fields of Management, Information Technology, Biosciences and Media Education. MACFAST is owned and managed by the Corporate Educational Agency of the Catholic Archdiocese of Tiruvalla, with His Grace Dr. Thomas Mar Koorilos as the President and Patron.

DMS in MACFAST provides postgraduate program in Management Studies (MBA) affiliated to MG University, Kottayam and approved by AICTE, New Delhi, which aims to groom students into competent and responsible leaders who are adaptable to the global dynamic business environment, oriented to achieve excellence and maintain high ethical standards. DMS integrates challenging curriculum with meticulous career-oriented co-curricular and extra-curricular activities with a focus to groom future business leaders.

DEPARTMENT OF MANAGEMENT STUDIES (DMS)

BACKGROUND OF THE CONFERENCE

Corona virus disease, otherwise known as covid-19 which originated at Wuhan city of China in early December 2019 had rapidly spread across the world not only raising a Global Public Health threat and crisis but also causing an arrest on the movement of World Trade and supply chains and virtually on every other sector of the global economy.

The pandemic had heightened human suffering, undermined the economy and has turned the lives of billions of people around the globe upside down. The aftermath that covid-19 left on the health, economic, environmental and social domains have placed immense pressure on global businesses. As a result, they are rigid in handling the financial and operational challenges of covid-19 while rapidly addressing the needs of their customers and suppliers. To meet the challenges posed by the pandemic, businesses around the world had to react in agile and decisive ways and the circumstances will not be any different in the upcoming future.

The conference primarily focuses on analysing the impact of the COVID-19 outbreak on the global business environment and also attempts to throw light into the areas like economic and technological environment, entrepreneurship & innovation and also health & allied sector.

Academicians, Industrialists, Central and State Government Officials, Research Scholars and Students (UG & PG).

The Department of Management Studies, MACFAST invites deep in thought research works on the above main theme and following sub themes:

TARGET AUDIENCE

Entrepreneurship and Innovation

- Digital innovations and start ups
- Startup financing
- Innovations in medical care
- Government policies and entrepreneurship

Social Environment

- Society and community
- Impact of media on different policies
- Dominance of social media in liveable community
- Virtual community

Economic Environment

- Gross Domestic Product
- Export and import
- Micro financing
- Financial inclusion and social banking
- Innovations in financial transactions
- Stock exchanges
- Disinvestment
- World economic growth on post Covid era

Health and allied sectors

- Health care and wellness management
- Smart health care
- Innovations in Vaccination

Sustainability Development

- Waste management, Global warming and climate change on post Covid era
- International relations
- Disaster management
- Diversity and inclusion

Industrial Environment

- Manufacturing and service industries

Technological Environment

- Engineering and allied sectors
- Health care information technology
- Industry 4.0
- Artificial Intelligence

STUDENT TRACK (UG & PG)

Any topics related to the conference Sub Themes.

IMPORTANT DATES

Abstract Submission	November 5, 2021
Intimation of Abstract acceptance	November 7, 2021
Full Paper submission	November 19, 2021

GUIDELINES FOR AUTHORS

The author should adhere to a word limit of 250 words for abstract and 3000 words for full paper with a maximum of 5 key words. Times New Roman 12-point size font, with line spacing 1.5 and margin of 1 inch should be followed. The title page should contain author name, affiliation and contact details. Use APA style for Reference. Soft copy of full length paper in MS Word should be sent to conferencemba@macfast.org

Registration need to be done online through the link:

<https://forms.gle/taVK9uF6XQJXDmpw6>

Best Paper Award: Best paper will be awarded for **Category I** (Academicians, Industrialists and Research scholars) and **Category II** (Students).

Publication Opportunity: Selected papers will be published as edited chapters of ISBN book or in the subsequent issues of Journal of Science, Technology and Management with ISSN No. 0974-8334. (postal charges may apply)

RESOURCE PERSONS



Professor Mike Keppell

Professor Mike Keppell is an internationally recognised thought-leader who has worked in four different countries and seven universities. He is the former Deputy Vice-Chancellor, Learning and Teaching at the International College of Management Sydney (ICMS). He was responsible for academic leadership, development, academic excellence and administrative management. Professor Mike is an experienced academic leader and has held formal leadership roles across seven universities. His previous positions include Pro Vice-Chancellor, Learning and Teaching at Taylor's University, Malaysia; Pro Vice-Chancellor, Learning Transformations at Swinburne University; Executive Director of the Digital Futures Institute at the University of Southern Queensland; Director of the Flexible Learning Institute at Charles Sturt University. He was also Head of the Centre for Learning, Teaching & Technology at the Education University of Hong Kong, Head of the Biomedical Multimedia Unit at The University of Melbourne and Head of the Interactive Multimedia Unit at Central Queensland University.

Professor Mike is passionate about higher education curriculum, assessment and learning. At Taylor's University, he led the implementation of Taylor's Curriculum Framework (TCF), which transformed thirty-six undergraduate programmes and over 750 modules. He also redesigned and implemented university-wide assessment, blended learning and designed, implemented and facilitated the professional development programme for 600 staff. He also led the professional development of 600 teaching staff to embrace online teaching, learning and assessment during the COVID-19 Pandemic.

He has a strong scholarship and research background in higher education, educational technology and innovative learning design. He has edited five books, authored over 100 peer-reviewed publications, and worked on research projects valued at \$AUS16M. He has led numerous multi-national research, innovation and development groups and cross-institutional projects. He served on the ASCILITE Executive from 2000-2011 as Board Member and President (3 years) and was granted Life Membership in 2011.



Ms. Bindu K. M

Ms. Bindu K.M holds B . Tech (CS) from CET , MBA from Kerala university and has 24 years of Industrial experience. Started her career as technical consultant in ERP, Ms. Bindu has travelled across multiple countries like EU,US, APAC, Middle East. She has worked with SAP, Siemens, Microsoft Corporation and is currently working with Jiffy.ai as Director Customer Success. Ms. Bindu has won numerous awards including Gold Star award (Bill Gates office), Outstanding Speaker award - Microsoft customer executive briefing, IT delivery Award - Microsoft.

REGISTRATION FEE DETAILS

Faculty Member / Research Scholars / Industry	₹ 500
Students (UG & PG)	₹ 100
Participation Only (faculty members, research scholars & industry)	₹ 150
Foreign Authors	\$ 50

DETAILS OF ONLINE TRANSFER

Name of Bank	Federal Bank Ltd
Branch	Tiruvalla
Name of Holder	Principal MACFAST
Account Number	10290200012321
IFSC Code	FDRL0001029

CONFERENCE ORGANIZING COMMITTEE

Patron

His Grace Most Rev. Dr. Thomas Mar Koorilos, Archbishop of Tiruvalla

Advisory Committee

Fr. Dr. Cherian J. Kottayil, Principal cum Director, MACFAST

Prof. Varghese Abraham, Academic Administrator, MACFAST

Dr. Jeemon Joseph, Director DMS, MACFAST

Dr. Sudeep B. Chandramma, Head of the Department of Management Studies, MACFAST

Chief Coordinator

Dr. Neethu Ann Georgie

Co-ordinating team

Dr. Ashalakshmi R. K.

Mr. Ligo Koshy

Mr. Jeevan Kumar J

Conference Technical team

Mr. Arun Prem

Contact

Dr. Neethu Ann Georgie

+919446679707

Dr. Ashalakshmi R. K.

+919249957719

email: conferencemba@macfast.org



Mar Athanasios College For Advanced Studies Tiruvalla
Kerala - 689 101, India. Tel: +91 469 2730301, 2730303

Approved by AICTE & Affiliated to MG University, Kottayam

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