



AMITY UNIVERSITY

MADHYA PRADESH

(Established by Ritnand Balved Education Foundation)

AMITY BUSINESS SCHOOL

OUTCOME REPORT

Of

INTERNATIONAL CONFERENCE ON THE 'NEW NORMAL' IN MANAGEMENT, SOCIAL SCIENCES & ECONOMIC DEVELOPMENT 06 NOVEMBER 2020

The On-going Pandemic has reiterated the importance of One World. Massive Conglomerates are struggling to survive, while previously undiscovered innovative ideas are being embraced globally. It is the need of the hour for nations to come together and capitalize on each other's strengths. The upsurges in new entrepreneurial ideas have proven that the challenges posed by the current times can also be converted into opportunities. These opportunities which will see the light of the day in this "new normal" will not only liberate the world from the clutches of economic recession but will pave the way for economic growth and social development. To understand these new trends, Amity Business School organized an International Conference on "The 'New Normal' in Management, Social Sciences & Economic Development" on the 6th of November 2020 in an online mode.

2. Objective(s) of the Event

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1. To create awareness amongst participants, students, research scholars and faculty members about the challenges and focus areas in the 'New Normal' in the fields of Management, Social Sciences, and EconomicsDevelopment.
2. To facilitate interaction among entrepreneurs, organizations, researchers, andacademia.
3. To explore thrust areas of research in this contemporary& pertinent topic.
4. To provide networking opportunity to participants, scholars, students, faculty members andexperts.
5. To provide a platform to participants, scholars & faculty to showcase theirresearch.
6. To foster Brand building of ABS and AUMP as a premiere educationalInstitution.
7. To add to the corpus of literature on the subject through the publication of a book of selected research papers.

3. Envisaged Vs Achieved Outcomes

Sn	Envisaged Outcome	Is the outcome tangible or intangible?*	Achieved Outcome	Remarks, if any
1.	To promote ABS, AUMP	Intangible	Conference promoted through e-mailers, social media & press.	
2.	Sponsorship (self financed)	Tangible	A total amount of Rs 1, 09, 500 /- were collected and deposited in AUMP account.	Rs 69, 500 /- from research papers & Rs 40,000 /- from sponsorship
3.	Conference Book Published	Tangible	82 papers published in book with ISBN	
4.	Eminent Speakers	Tangible	Honorable VCs, Pro VCs & CEOs from several countries participated in the Conference	Attached

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4. Actionable Progressive Outcomes

Outcomes requiring prolonged monitoring are as under:

Sn	Envisaged Outcome (a)	Outcome activity yet to be achieved (b)	Is the outcome tangible or intangible?*	Action plan to achieve the Outcome activity described in column “(b)” (c)	Target Date (d)	Responsibility (e)	Remarks, if any (f)
1.	To develop strong relationship with the esteemed speakers.	NA	Tangible	To develop relationship with industries & prestigious universities and to sign MOUs for the collaborative research, faculty exchange, student exchange, students development, training, and placements	Nov. 2021	NA	NA

(*) – *Tangible outcomes should have a specific target date. Intangible outcomes need not have a specific target date.*

5. Scientific/ Technological/ Administrative strengths of the institution/s visited.

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Strong team work and able guidance from management.

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6. Establishing linkages or possibilities of collaboration with other Organization(s)/ Participants and their strengths.

- (a) The strong relationship built up with the esteemed speakers will pave the way for future collaborations. **Ms. Purnima Kamath, Founder & CEO, De Ideaz Pte. Ltd., Singapore,** said that she will guide the students who are interested in entrepreneurship and to help them in internship.
- (b) The conference has created an orientation towards innovative ideas among the students, which would drive them towards thinking at how to manage post COVID.
- (c) The esteemed guests and keynote speakers invited for the conference are the valued addition to the resource data base of AUMP, which may be used for fulfilling the future requirements of forming departmental committees and expert groups, etc.
- (d) The presentations of research papers by the participants, which culminated into conferring of best paper award made a positive and motivating impact on the students, which would encourage them to undertake research assignments by adding it into their area of interest.



Director- ALS

Prof. (Dr.) Devendra Kumar Pandey
Director-Outcome

Prof. (Dr.) M. P. Kaushik Pro –Vice Chancellor

Hon'ble Vice Chancellor

