



AMITY UNIVERSITY

MADHYA PRADESH

(Established by Ritnand Balved Education Foundation)

Amity Business School

International Conference ABC IX

Resilience & Reinvention of Business in the VUCA World

13 November 2021

Amity Business School, Amity University, Madhya Pradesh organized an International Conference ABC IX on Resilience & Reinvention of Business in the VUCA World on 13th November 2021.

At the outset the organizing secretary for the International Conference Prof. (Dr.) Anil Vashisht Dy Pro Vice Chancellor Amity University and Director Amity Business School said that the objective of the International Conference is to provide a platform for intellectual minds from academia and industry to come together on an international platform and share their knowledge and research findings in the arenas of the recent developments in the field of Business Management, Humanities and Social Sciences.

While giving the opening remarks, Hon'ble Vice Chancellor Lt. Gen. VK Sharma (AVSM) Retd. urged the industry leaders to be more proactive and prepared during the VUCA times so that the organizations can achieve sustainability during long run. He also said that India is a rising economy and with innovation and reinvention Indian businesses can do a great job at Global scenario. He also emphasized on the importance of being a lifelong student.

The conference was graced by Prof. (Dr.) M P Kaushik, Pro Vice Chancellor, Amity University,

The conference was graced by galaxy of intellectuals in the inaugural and valedictory session. All the guests spoke at length about the business scenarios and its changing dimensions in the post pandemic world.

Mr. Kishore Jayaraman, President, India and South Asia, Rolls Royce spoke on the importance of adaptability by the companies to the changing scenario of business. Liquidity holds the key.

Prof. John Dewar, Vice-Chancellor, LA Trobe University, Australia addressed the changing scenario of education because of the pandemic and students should concentrate on thinking out of the box and come up new ideas to start new business in this VUCA world.

Prof. Geshe Ngawang Samten, Vice-Chancellor, Central Institute of Tibetan Studies emphasized on the mental health being the most important for the students. Constructive approach towards the goal achievement is very significant. He emphasized on the need to teach students stress management.

Prof. Peter Heard, Dy. Vice-Chancellor, Sunway University, Malaysia said the world has gone through a sea of change and businesses today have to research and come up with innovative ideas to survive in the cutthroat competition. He also said how important it is for students to develop new skill sets and the relevance of skill sets keeps changing every 10 years.

Prof. Pradeep Nair, Dy. Vice Chancellor, Taylors University, Malaysia at length spoke on the need to develop entrepreneurial abilities of the students and how education institutions should also evaluation students on innovative skills and other vocational skill sets.

Valedictory Session:

Prof. Dinesh Shukla, Chancellor, American International University, West Africa emphasize that the businesses must invest more in research and development and give customers something new.

Prof. Ajith Kumar V., Vice-Chancellor, Skyline University, Nigeria in his talk emphasized on the need for the organization to be employee centric and the HR policies should be such that the employee feel the sense of belongingness and further will contribute more to the growth of organization.

Mr. Richard McCallum, Managing Director, UK India Business Council in his talk suggested students to believe in their dream and plan to achieve them. Goal setting is the key and finding ways to achieve them is very significant.

Prof. Shailendra Singh, Director at IIM, Ranchi emphasized on the need for the students to develop skill sets which todays organization wants. He spoke about the success stories of Paytm and Zomato. He also urged everyone to take challenges, as opportunities during VUCA and utilize it for the benefit of mankind at large.

All the speakers agreed on that some companies are more resilient than others because of the ability of these organizations to do a SWOT Analysis of the external and internal environment and incorporate this in their future strategies. Resilience helps the businesses to recover rapidly in times of disruption and become future ready.

The international Conference received more than 110 research papers from PAN India and many different countries. Selected research papers have been published in Book of Proceedings having ISBN that was released during the International Conference by the and other dignitaries. Around 45 research scholars presented their research work in technical session. All the research papers were full of unique ideas and innovations.

The international Conference provided an opportunity for the industry professionals and scholars from academia to brainstorm the opportunities and challenges of VUCA world.

The vote of thanks was given by Convener Mr. Naresh kedia and Ms. Deepali Soni.

The International Conference was highly successful and was attended by Registrar, All the deans of different faculty, Faculty members and more than 15,00 students and professionals.

The International Conference was organized in online mode on ZOOM platform.



Director ABS

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

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

Hon'ble Vice Chancellor