



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
A Unit of Maharaja Agrasen Technical Education Society
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Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi -110086, INDIA www.maims.ac.in

International Conference
on
“Resilience & Reinvention in Turbulent Times: HR & Marketing Perspective”
Date : Thursday,7 October 2021

Running a business is exciting, but it also takes tenacity, composure, and stamina. You must be able to take some knocks, bounce, restart, adapt and stay agile. This is the epitome of the term “resilience”. Which when coupled with an innovative mindset place all the stakeholders of an organization in a win – win situation.

The deliberations of today’s Conference were centered around the two pertinent buzzwords – resilience and reinvention’. As the 9th International Conference of MAIMS draws to a close, I take this opportunity to present the conference report in the capacity of the Conference Convener.

The theme of the Conference, ‘Resilience and Reinvention in Turbulent Times: HR and Marketing Perspective’ was spread over 5 Technical Sessions. These sessions saw an active participation of 101 registered participants across the county. A total of 52 papers were presented in the Conference by 78 authors belonging to varied states, Punjab, Hyderabad, Telangana, Rajasthan, Jammu, Uttar Pradesh, Lucknow, Haryana, Uttarakhand, to name a few.

The Conference started with **Technical Session 1** at 9:30 am on Zoom platform. The session was chaired by Dr. Vikas Kumar Gupta, Associate Professor, University School of Management & Entrepreneurship, Delhi Technological University and co-chaired by Dr. Charu Mohla, Associate Professor, MAIMS. In this session, a total of 08 papers were presented written by 13 authors. This session focused on significant issues related to the changes and innovation in HR and the need to repeatedly reinvent this field through benchmarking and best practices. The significant role played by employees’ emotional intelligence and job satisfaction in making the organizations resilient and innovative was also highlighted.

Technical Session 2 was chaired by Prof. Urvashi Sharma, Department of Commerce, Delhi School of Economics, Delhi and co – chaired by Prof. Sangeeta Malik, Dean. The session focused on significant issues and implications of Global Pandemic on different sectors and how these sectors are reviving from the losses and turmoil happening over the last 1.5 years. A total of 7 papers were presented in this technical session written by 12 authors. Contemporary HR issues being faced by varied sectors like IT, Hospitality, education, manufacturing etc. were discussed in this session.

After the first two technical sessions we had an **Inaugural session** at 11:00 am. We began the Inaugural by seeking the blessings of Goddess Saraswati. In the opening address, Ms. Riya Sharma, Associate Professor, MAIMS, and Co-Convenor of the conference welcomed the gathering. This was followed by the theme address given by me in the capacity of the Conference Convenor. Prof. Ravi Kumar Gupta, Director MAIMS, who’s always been supportive set the right temperament for the conference by his inspiring words. Prof. S.K. Garg, Conference Advisor, Director General, MAIMS addressed the august gathering and his encouraging words took our spirits to the next level.

The address of our Guest of Honour, Dr. Eng. Polkowski, Professor, Faculty of Technical Science, WSG University Polkowice, Poland emphasized on the valuable insight of the conference. We were overwhelmed by the knowledgeable address of our two chief guests - Prof. John Egan, Regent University, London, UK and Prof. A. K. Saini, Dean, University School of Management Studies, Guru Gobind Singh Indraprastha University, India.

The inaugural session was presided over by **Dr. Nand Kishore Garg, Chief Patron, Founder & Chief Advisor, MATES, Chancellor, Maharaja Agrasen University, Baddi, HP.** His value – laden thoughts always inspire us to put our best foot forward.

The session culminated with the **Vote of Thanks** by Prof. (Dr.) Vijay Kr. Khurana, HOD – Business Administration & Coordinator, IQAC.

After the Inaugural session, we resumed the conduct of 3 technical sessions simultaneously.

Our next session, **Technical Session 3** was graced by Dr. Neetu Jain, Associate Professor, Indian Institute of Public Administration, New Delhi and co-chaired by Dr. Shilpee Aggarwal, Associate Professor, MAIMS. A total of 11 papers on topics pertaining to work – family balance, Organizational Citizenship Behaviour, QWL programs, capacities of positive organizational behaviour, artificial intelligence, apt HR strategy for growth and recruitment, career trajectories, and corporate attributes were presented in this technical session. These 11 papers were written by 21 authors.

Technical Session 4 was chaired by Dr. N Malti, Director, Delhi Institute of Advanced Studies, New Delhi and co-chaired by Dr. Sanjay Kumar Mangla, Head, Department Economics, MAIMS. A total of 11 papers were presented in this technical session written by 21 authors. This session had deliberations on topics related to luxury branding, entrepreneurship, lifestyle shifts, branding, digitization and e – marketing.

Our last **Technical Session 5** was chaired by Prof. Nimit Gupta, NorthCap University, Gurugram, Haryana. This session particularly focused on the contemporary practices in the area of Marketing such as cause related marketing, customer experience, social media marketing, customer acquisition and retention, consumer buying behavior, media communication and marketing agility. A total of 8 research papers authored by 16 scholars.

All the Technical Session Chairs spoke high about all papers presented. Valuable inputs were given to authors to further improve the readability of their research work. Finally, vote of thanks was given in all Technical Sessions. In all the 5 sessions, the authors represented Academic Institutions of repute from various states PAN India.

To sum up the Report of the Conference, we can say that the presence of esteemed dignitaries, an impressive line-up of scholars from across the globe, the support of our academic collaborators, an array of carefully selected, well-researched and well-presented papers in HR and Marketing, all came together to give a concrete shape to this huge endeavor.



Zoom Meeting

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Shiven Shiven	Neetu Agarwal Neetu Agarwal	Charu Mohla Charu Mohla	sanam sharma sanam sharma	Kajal Mittal Kajal Mittal

Participants (51)

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sumedha dutta	Dr. Kamal Gupta	Manju Gupta	
	Sanjay Mangla		

Participants (58)

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- Sarita Bansal Garg
- SV Sarthak Verma
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- SB SHILPA BSL
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- SG Shubham Garg
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Departments of Business Administration & Commerce
Under the Aegis of IQAC

in association with WSG University, Poland
&

PCJ School of Management,
Maharaja Agrasen University, Baddi, HP
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9TH INTERNATIONAL CONFERENCE

RESILIENCE & REINVENTION IN TURBULENT TIMES

: HR & MARKETING PERSPECTIVE

THURSDAY, OCTOBER 07, 2021

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