

## Adikavi Nannaya University

Adikavi Nannaya University (AKNU) was established in March 2006 by an act of the Andhra Pradesh Legislature (Act 28) in March 2006 at Rajahmundry, E.G. Dt. A.P. The motto of the University is Spardhaya Vardhate Vidya, highlights the role of competitive spirit in knowledge creation- from competition in the din of the world to a constant striving within the self. AKNU has been striving to make India a knowledge society/economy. It offers students a remarkable range of academic courses that are paired with an extraordinary breadth of extracurricular activities and opportunities for research, independent study and public service. It is striving to be an active contributor to the ever expanding field of knowledge under the able guidance and vision of the Vice Chancellor.

## Department of Commerce & Management Studies

AKNU, *inter alia*, promoted Department of Commerce and Management Studies (DCMS) as one of the Departments of the University with a commitment to carve the Department as one of the premier business schools in Andhra Pradesh and impart management wisdom to the prospective efficient and energetic managers. The Department of Commerce and Management Studies has been toiling to emerge as centre of excellence in Management Education. The mission of the Department is to contribute to the evolution and enrichment of Management Education, applicable in various walks of life through Research, Consultancy, Teaching and Constant Industrial collaboration and interaction. It has succeeded in maintaining consistency in producing prospective managers in sync with Industry requirements.

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#### Conveners of the Seminar

Dr. P. Uma Maheswari Devi, Assistant Professor, DCMS  
Dr. N. Udaya Bhaskar, Assistant Professor, DCMS

#### Co-Conveners of the Seminar

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Mr. M. Johar Krishna Assistant Professor, DCMS

## NATIONAL SEMINAR

ON

## Management Strategies to Revive Indian Industry and Economy: Post Covid-19

5<sup>th</sup> & 6<sup>th</sup>, January 2022



Organized  
by

Department of Commerce & Management  
Studies

Adikavi Nannaya University  
Rajahmundry-533296

Visit us at [www.aknu.edu.in](http://www.aknu.edu.in)

### About the Seminar

Indian business eco-system has been experiencing significant metamorphosis since 1990 reforms. While the 2000s was a decade of transition, the 'market oriented-globally integrated' economic framework has now stabilized. Macro-level shift is unlikely in the foreseeable future, and the framework will guide the business environment in coming years, through a variety of domestic, global forces and trends. The evolutionary imperatives are essentially the implications of business and organizational choices of Indian companies, during the pre-liberalization phase, transition decade of 2000s and the early part of this decade, which they need to address and take further. Even before the pandemic, the economy was already slowing down, with deficiencies evident in both consumption and investment demand.

For the economic recovery during and post COVID-19 crisis to be durable and resilient, a return to 'business as usual' and environmentally destructive investment patterns and activities must be avoided. Unchecked, global environmental emergencies and exigencies such as climate change and biodiversity loss could cause social and economic damages far larger than those caused by COVID-19. To avoid this, economic recovery packages should be designed to "build back better". This means doing more than getting economies and livelihoods quickly back on their feet. Recovery policies also need to activate investment and behavioural changes that will reduce the likelihood of future shocks and increase society's resilience to them when they do occur.

### Significance of the Seminar:

Businesses around the world had to react in agile and decisive ways to meet the challenges posed by the pandemic. Now it is the time for businesses to seek out and seize the opportunities emerging in the recovery. This involves conducting an after-action review, getting insights on lessons learned from the pandemic, and then using these to prioritize actions to enhance business value today and build strategic resilience for tomorrow. Businesses taking innovative measures will be well-placed to capitalize more effectively on the opportunities rising in the post COVID-19 recovery and continue winning in their marketplaces with greater certainty and stable return. So governments need to restart their economic engine, including the long-term social, economic, cultural and environmental co-benefits that they seek to achieve through their stimulus investments. In this context, DCMS is organizing a National seminar to discuss the strategies being adopted by the various sectors for overall development of Indian Economy.

**Call for papers:** The Seminar solicits original research papers to be presented in the technical sessions from academicians, researchers, and practitioners from industry on the seminar themes.

### Themes of the Seminar

- Impact on Service Sector/Manufacturing Sector and Management Revival Strategies
- Impact on Tourism Industry and Management Revival Strategies
- Impact on Agro Industry and Management Revival Strategies
- Impact on Government Policy Making and Management Revival Strategies
- Impact on Foreign Trade and Management Revival Strategies

### Guidelines for submission:

The abstract of the paper should be about 150-200 words, typed in Times New Roman with font size 12, clearly mentioning Name of Author(s), Title of Paper, Affiliated organization, Contact Number and email-id of Author(s). Full paper may have 10 pages of length. Papers must be typed clearly in the above format on A4 size paper with 1.5 line spacing with 1 margins on all sides.

### Important dates:

Last Date for submission of abstract : 25<sup>th</sup> December 2021

Communication of acceptance : 1<sup>st</sup> January 2022

Last Date for submission of

Full Papers : 3<sup>rd</sup> January 2022

Soft copy of the paper should be emailed to **hoddcmsanur@gmail.com**

Selected papers will be published in Seminar Proceedings (either in print or E-version mode).

### Registration fee (Rs.)

|  |      |
|--|------|
| Industry and Policy makers and Practitioners | 1000 |
| Academicians                                 | 500  |
| Research Scholars                            | 300  |

Fee is inclusive of admission into conference for all sessions, conference kit, lunch, and tea. Delegates are required to make their own travel and lodging arrangements to & fro Rajahmundry.



### Registration Form

### NATIONAL SEMINAR

ON

## Management Strategies to Revive Indian Industry and Economy: Post Covid-19

Name (in Capital Letters) : .....

Designation : .....

Institute/Organization : .....

Address : .....

Phone: .....

E-mail: .....

Registration

Name of the Bank:

Transaction ID :

Registration fee may be paid to Head, DOMS, ANUR (Union Bank of India **062610100036765** IFSC Code: **UBIN0823813**)

Fees can also be paid through Google Pay or Phone Pay to the following Number – 9490450510 (Dr. N. Udaya Bhaskar)

Date:

Signature:

Soft copy should be mailed to **hoddcmsanur@gmail.com**

For further details, please contact

Dr.P. Uma Maheswari Devi Dr.N. Udaya Bhaskar

**Convener**

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