



Indian Council of Social Science Research

Sponsored onsite

Two Day National Seminar on

**“Business Transformation From A VUCA World to A BANI One:
Evolving to Survive the Competition”**

19th and 20th May, 2022

Organized by

PG & Research

Department of Management Studies

Sacred Heart College (Autonomous),

Accredited by NAAC (4th Cycle - under RAF) with CGPA of 3.31/4 at 'A+' Grade

Tirupattur District – 635601, Tamil Nadu



Important Dates:

Last date for Abstract submission : **6th May, 2022.**

Last date for full paper submission : **13th May, 2022.**

Notification of full paper acceptance: **16th May, 2022.**

Seminar date : **19th and 20th May, 2022.**

Who Can Participate:

- ◆ Corporates
- ◆ Research Scholars
- ◆ Academicians
- ◆ Students

For Registration:



<https://forms.gle/4r3MZBph6aBoUtH8A>





SHC @ Glance

Sacred Heart College (Autonomous), Tirupattur, is an affiliated First Grade College of Thiruvalluvar University. It is a minority institution, established and administered by the Salesians of Don Bosco (SDB). The first care of the management is to give Higher Education to the Catholic youth in a Christian atmosphere of peace, justice and social responsibility with a preferential option for the poor among them. The College is also open to students of all castes and creeds other than Catholics. Their religious beliefs are respected in this institution.

Very Rev. Fr. Joseph Carreno, SDB, a far-sighted missionary from Spain founded Sacred Heart College in the year 1951. It started functioning with 10 teachers and 81 students and in a short period of six decades, it has grown into a postgraduate and research institution. With the view to cater to the needs of the deserving local students, the college also offers undergraduate courses and postgraduate courses in the Evening College on self-financing basis.

About PG & Research Department of Management Studies

PG & Research Department of Management was set up under the umbrella set up of Sacred Heart College (Autonomous), with the major objective of imparting business education to the rural youths of today's era. Since the inception the institution has acquired a commendable position in the mind of the local rural community people as a premier educational institution imparting quality education. The institution by shepherding its presence among the youth has set a platform for the rural young minds to shine in all spheres of business by providing the best and possible opportunities to them.

The Department was incepted in the year 2011 with the state of the art infrastructure as per the norms prescribed by the government. It is dedicated to impart need based and result oriented management education to develop talented managers to face the Global challenges and align them to today's societal needs.

The Department offer Post Graduate Program namely two year MBA (Full time) under affiliation of Thiruvalluvar University, Vellore. This program is approved by AICTE and accredited by NAAC.

Glimpse of the Seminar

On face of the pandemic COVID-19, world economy faced devastating challenges of the century. Life was jeopardized, many businesses came to abrupt halt that resulted into organizations downsizing. In the backdrop of this adversity there emerged some businesses which ruled the life of people and business working from home. Agile business practices combined with technology integration paved renewed path. Embracing these innovations fosters sustainable business. The world being a global village it mandates nurturing both small and big businesses. It will result in paradigm shift: efficiency, transparency and productivity of business without compromising the necessities of future generations.

The two terms (VUCA & BANI) were designed to explain the turmoil of their time, from a post-cold war world to the corona virus pandemic. VUCA as an acronym for Volatility, Uncertainty, Complexity and Ambiguity is fast becoming a catchphrase in the corporate world and is a hot topic in the present circumstances. The term acted mainly to create meaning in the face of uncertainties in a world of constant change, increasingly interconnected and digital. We are moving from a world of problems, which demands speed, analysis and uncertainty to solve, to a world of dilemmas, which demands patience, sense making and an engagement with uncertainty. The characteristic of modern strategic dilemmas requires a different orientation and a set of skills. Dilemmas span disciplines and frustrate attempts to craft elegant and final solutions. However, the covid-19 pandemic created a scenario that made even VUCA seem like an insufficient descriptor. Thus, a new acronym emerged: BANI (B = Brittle, A = Anxious, N = Nonlinear, I = Incomprehensible) created by American anthropologist, author, and futurist Jamais Cascio, the term considered the changes brought about by the pandemic. A paradigm shift requires a language change. "BANI" encompasses instability and chaotic, surprising, and disorienting situations. "Ambiguous" falls short as a descriptor of how we experience the world; a better explanation is that our experiences are incomprehensible and generate anxiety.



Themes of the Seminar

- ◆ Sustainable authentic leadership
- ◆ New age investment
- ◆ Business adaptability
- ◆ Pandemic and its impact on business
- ◆ Reliance on e-commerce
- ◆ From uncertainty to chaos, the pandemic accelerated our transition from VUCA and BANI.
- ◆ Social media marketing
- ◆ Shifting talent pool and changing employee experience

Sub Themes

TRACK 1

Innovative General Management Strategies & Entrepreneurship

- ◆ Corporate Social Responsibility and Corporate Governance
- ◆ Business Ethics and Human Values
- ◆ Sustainable Innovation and Eco Entrepreneurships
- ◆ Spirituality in Organisation / Spiritual Empowerment
- ◆ Technology and Cyber Innovation
- ◆ Cross Culture Management
- ◆ Leveraging Digitalization for Organizational Success
- ◆ Social Innovation and Entrepreneurship

TRACK 2

Human Resource Management & Leadership

- ◆ Digitization & HR
- ◆ HRD in Digitization Era
- ◆ HR Outsourcing & Employee Leasing
- ◆ Leadership & Organizational Development
- ◆ HR Analytics
- ◆ E-Recruitment in Digital Age

TRACK 3

Innovative Marketing Strategies in Economic Environment

- ◆ Integrated Marketing Communication: Towards Digitization
- ◆ Digital Publication Relation (DPR)
- ◆ Impact of Online Business Model on Indian Economy
- ◆ Entrepreneurial Marketing and Digitization
- ◆ E-Marketing in creating New Employment Opportunities
- ◆ New Age Media Marketing
- ◆ E-Commerce and E-Retailing
- ◆ Social Media Marketing

TRACK 4

Innovative Financial Strategies

- ◆ Micro-Finance & Rural Development
- ◆ Innovative Economic Strategies for Financial Inclusion
- ◆ Crypto Currency & Block Chain
- ◆ Internet Banking and Emerging Markets
- ◆ Green Investing
- ◆ Financial Innovation, Engineering & Analytics
- ◆ Digital Banking Practices & E Wallet
- ◆ Digital Citizenship

TRACK 5

Social Innovation in IT, Operations & SCM

- ◆ Eco Design and Green Management
- ◆ Behavioural Operation Management & Industry 4.0
- ◆ New Product & Service Management through Robotic
- ◆ Data Science & Machine Learning
- ◆ Robotics & Artificial Intelligence
- ◆ Big Data Analysis for Supply Chain
- ◆ Social Media Analytics
- ◆ Digital Transformation and Innovation Management



Call for Papers:

The seminar presents an opportunity to present papers and also publish them in reputed journals.

(Based on the request of the Authors the selected papers shall be published either in UGC Care / Scopus / Web of Science. The publication fee shall be based on publisher cost)

Abstract Submission Guidelines:

Abstract with not more than 250 words can be sent to the e-mail id: **mbashcicssr2022@gmail.com** on or before 6th May 2022.

Paper Submission Guidelines:

- ◆ The paper must be submitted in word document (.doc or .docx) format only.
- ◆ Full papers (3000 Words to 4000 word) must be sent to the e-mail id: **mbashcicssr2022@gmail.com** on or before 13th May 2022.
- ◆ The acceptance of the full paper will be intimated by 16th May 2022.

Registration Fees:

Registration fee is non-refundable and includes admission to all plenary sessions, paper presentation tracks and e-copy of certificate.

Corporates Rs.1000

Academicians Rs. 750

Research Scholars Rs. 500

Students Rs. 250

Payment Procedures:

Name: Dr. D. Maria Antony Raj, Principal, Sacred Heart College.

Account Number (Any form of online mode): **188401000015665.**

Bank Name: **Indian Overseas Bank.**

Branch Name: **Gandhipet Tirupattur.**

IFSC Code: **IOBA0001884.**

MICR Code: **635020103.**



Seminar Advisory Committee

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Convener / Chair

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Prof. G. Lawrence (Seminar Co-director)
Assistant Professor, Sacred Heart College.



Organizing Co-ordinator

Dr. J. Sasiganth,
Assistant Professor,
Sacred Heart College.
AICTE - Dean

For Further Details Contact:

1. **Dr. Arockiamary R**
9952657036
2. **Prof. R. Alexander**
9786609320
3. **Prof. G. Lawrence**
8939153896

