



**Quantum**  
**UNIVERSITY**  
ROORKEE, INDIA

# PRUDENCE'22

## International Conference *on*

"Change Management Practices in the  
New Normal Scenario : Business Strategies  
in Socio-legal & Ethical Framework"  
(ICCPNNS - 2022)

**Saturday, April 23, 2022**

In association with



**CHIEF GUEST**  
Inaugural Session

**Dr. G.K. Goswami**

Additional Director  
General of Police (IPS)  
& Chief of ATS, Uttar Pradesh



**CHIEF GUEST**  
Valedictory Session

**Sh. Babloo Kumar**

SSP (IPS), Moradabad,  
Uttar Pradesh



**KEYNOTE SPEAKER**

**Desiree David**

Faculty of Law,  
Nelson Mandela University &  
Admitted attorney of the High Court  
South Africa

## Quantum University

Quantum University, located at Roorkee in the picturesque state of Uttarakhand, is a great seat of learning that provides an intellectually stimulating environment and an enviable academic infrastructure. The University encourages interdisciplinary and holistic education to ensure a very high caliber of professional and personal competency.

## About the Conference

The post-Covid pandemic world has altogether different silos to work and ponder upon. Coupled with technological integration, the speed of change is so fast that even the best cannot see it coming. It is not necessary that what business strategy worked six months back may work or may not be relevant today. The forward looking organizations P&G, Microsoft for example are able to survive because they change and adapt to the dynamic environment with the requirements.

## Objectives of the Conference

It has rather become an unavoidable reality for the business world that any strategic decision they take, it does not remain relevant for a long time and needs some changes. It is demotivating for the employees too to alter course in the middle of any planning. And the reality is that these changes are far more dynamic and will not change, rather seem that it will be more rapid and intense. So, in every business function it is required that we have strategies that can last longer and remain relevant. Think tanks from the industry and academia will brainstorm and present their research work for everyone to learn to strategies in this new post covid world order.

## Conference Sub Themes

- Digital Transformation and Innovation Management
- Start-up schemes and opportunities and challenges
- Role of PMEGP for the promotion of MSME
- Impact of Covid relief fund on PLI Schemes
- Innovation in Teaching & Learning Processes
- Organizational Structures and Flexibility
- Financial Flexibility and Risk Management
- New paradigms in Marketing through technology integration
- Evolving Human Resource Management
- Information System Flexibility
- International Competitiveness
- Industry 4.0/4.5
- Sustainable supply chain
- Sustainable tourism
- Sustainable green Marketing
- Social issues Post - Covid
- Economic issues Post - Covid
- Impact of Social media and e-commerce
- Legal dimensions associated with social setup Post-Covid

## Guidelines for Full Paper Submission

- The limit of your paper should be 3000-5000 words & not more than 10-12 Pages.
- Use British English.
- Send your paper using MS Word format, Times New Roman font, 12 font size, 1.5 line spacing.
- Send author/co-author's biography indicating affiliation, designation and contact details.
- Check grammar, punctuation, spelling and plagiarism before submitting your paper.
- Email your paper to : [prudence@quantumeducation.in](mailto:prudence@quantumeducation.in), [director.qsb@quantumeducation.in](mailto:director.qsb@quantumeducation.in)

**All accepted papers, after review, will be published in UGC-Care list 1 Journal with hard copy to one author of the paper.**

## Important Dates

- ◆ Last date of full length paper submission : 31st March 2022 (Thursday)
- ◆ Acceptance Notification for full length paper : 1st April, 2022 (Monday)
- ◆ With Payment of Fee Last date for author registration : 20th April, 2022 (Wednesday)



### Patrons

Mr. Ajay Goyal, Chancellor

Mr. Shobhit Goyal, Secretary

### Conference Chair

Prof. (Dr.) Vivek Kumar

Vice Chancellor, Quantum University

### Conference Co-Chair

Prof.(Dr.) Brijendra Singh Yadav

Director, Quantum School of Business

### Convener

Dr. Ram Singh, Associate Professor  
Quantum School of Business

### Co-Convener

Dr. Sachin Chauhan, Associate Professor  
Quantum School of Business

### Organizing Committee

Dr. Nirmesh Sharma, Associate Professor  
Dr. Lokesh Verma, Associate Professor  
Ms. Shruti Rawat, Assistant Professor

### Technical Advisor

Dr. Manish Sharma  
Dean, IQAC, Quantum University

### Registration Fee

Corporate Executives & Academicians Rs. 3000/-

Research Scholars

Rs. 2700/-

### Mode Of Payment



Registration cum payment Link :

[http://qums.quantumuniversity.edu.in/media/event\\_apply](http://qums.quantumuniversity.edu.in/media/event_apply)

Registration fee can also be paid online  
through direct bank transfer in:

Name of Account Holder : Quantum University  
Name of Bank : Bank of Baroda,  
Rajpur Road, Dehradun,  
Account No. : 00880200000776  
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(Read the 5th Letter as 'Zero')

In this case please e-mail the scanned copy  
of bank transaction receipt to the following :  
[prudence@quantumeducation.in](mailto:prudence@quantumeducation.in)

**Contact : M : 9368655652**

**E : [prudence@quantumeducation.in](mailto:prudence@quantumeducation.in)  
[director.qsb@quantumeducation.in](mailto:director.qsb@quantumeducation.in)**

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exciting**