

**FACULTY OF  
MANAGEMENT**



**PACIFIC SCHOOL  
OF LAW**

**Knowledge Partners**



**IARA**



**WWA**



**LPU-Laguna**

**13<sup>th</sup> International Conference**

**The Next Normal : Strategies  
For Sustainable Future**

**22-23 April, 2022**

**Ten Tracks on Future Strategies**

**Pacific Student Research Contest**

**Workshop on Emotional Intelligence & Well-Being**

**Matt Perelstein, CEO, EQ4Peace Worldwide, USA**

**Dr. Antigonos Sochos, Director, Research Centre for Applied  
Psychology, University of Bedfordshire, UK**

**Publication Opportunities**

**High Impact Factor Journals & Edited ISBN Book**

- Pacific Business Review International (Impact : 8.396) Indexed in Web of Science
- Unnati - The Business Journal (Impact : 7.454)
- Pacific University Journal of Social Sciences (Impact 6.284)



## CONFERENCE NOTE

Across the globe, signs of optimism are abundant with expectations for a full economic takeoff and increasing business growth and revival of manufacturing and service sector. There are a number of crosscurrents to consider when navigating from the new normal to the next normal. "The Next Normal" assumes a transition period of the economies from a before COVID to after pandemic era. The emergence of a period which is definitely going to be different from the new normal and can be visualized with restructuring of business, legal and societal norms and trends that will come into sight in the post-viral era: the next normal. The COVID-19 crisis has created an imperative for business organizations to reconfigure their operations and an opportunity to transform them. The crisis sparks a wave of innovation and launches a generation of entrepreneurs. The pandemic undoubtedly brought a lot of hardship to businesses, people, profits and society but as we move forward, it has also presented us with an opportunity to take what we have learned and change the workspace forever and for the better. The deliberations in this conference will help to identify some of the trends that will shape the next normal. The discussions and dialogues will reflect the direction of the global economy, how business will adjust, and how society could be changed forever with focus on rethinking the strategies, recovering growth and rebuilding the global economy.

## FACULTY OF MANAGEMENT

Faculty of Management in its pursuit of excellence in education has brought Udaipur on the National Map of Management Education. It was the 1<sup>st</sup> private B-School established in 1997 in the lake city.



- With 25 year of legacy in management education, strong faculty base and more than 250+ corporate linkages, world class teaching pedagogy and brilliant infrastructure. The institute has earned a good brand name.
- The Institute has to its credit the heritage of Teaching Support from BSE, NSE, MCX, AIMA, SPSS, E-4 Development, AMA, Regular Seminars and Workshops, Regular Student Development Programmes etc. All these efforts are undertaken to ensure complete personality development of our students, leading to creation of successful managers.
- Pacifians have outperformed in various intercollegiate competitions and received overwhelming laurels worldwide.
- A robust interface with Industry is ensured through guest lectures, industry visits and industry training opportunities.

## PACIFIC SCHOOL OF LAW

Pacific School of Law was set up under the aegis of Pacific University in 2014 with a vision to promote excellence in the field of legal education and to fulfill the ever increasing demand of quality legal professionals for a growing legal world. At present PSL offers B.A.- LLB, B.Com -LLB integrated programs, LLB,LLM and Doctoral Program.

## KNOWLEDGE PARTNERS

**Lyceum of the Philippines - Laguna Inc. (LPU-Laguna)** one of the most dynamic and most unique campus of the growing LPU System is duly recognized by CHED as Autonomous Institution, and awardees of Philippine Quality Award (PQA), and Investors in People (Gold) by UK based organization.

**World Without Anger (WWA)** is a non-governmental, non profit registered organization formed to prevent the devastating effects of anger on individuals. Its objective is to establish a credible knowledge base that provides Emotional Intelligence training & learn how to lead a peaceful, joyful and meaningful life.

**Indian Academicians and Researchers Association(IARA)** is an educational and scientific organization which offers an excellent opportunity for networking to develop research orientation among academicians and students.

# CONFERENCE TRACKS

## 1 Rethinking HR Strategies and Policies

- HR Metrics and Organizational Performance
- Leadership in Adversity
- Succession Planning
- Talent Management & Acquisition
- Organizational Change Management
- Strategic HRM & Novel HR Policies
- Human resource Analytics

## 2 Reviving Financial Strategies and Growth

- Behavioral Finance & Neuro Finance
- Financial Econometrics
- Financial Policy, Institutions and Regulation
- Green Finance & Venture Capital.
- Microfinance & Financial Inclusion
- Insurance & Risk Management
- Crypto Currency & Block Chain

## 3 Reinventing Marketing Strategies & Trends

- Cause Marketing
- Customer Relationship Management
- Social Media Marketing
- Neuro-Marketing
- Sensory Marketing
- Marketing Analytics
- Marketing Mix strategies

## 4 Restructuring Societal & Digital Framework

- Internet of Things & Industry 4.0
- Applying new ICT tools for business
- Data-driven Analytics and Business Management
- Big Data Applications
- Business Intelligence and Technological Advancements
- Artificial Intelligence, and Machine Learning

## 5 Reviewing Legal Framework & Procedure

- Human Rights and development
- Legal empowerment
- Business laws
- Intellectual property laws
- Inclusive legal system
- Trade and Investment laws

## 6 Reforming Education & Knowledge Approach

- E-learning
- Knowledge management
- Skill development
- NEP 2020
- Academic Research and Innovation
- Innovative Strategies in education
- Integrating ICT in teaching and learning

## 7 Resilience of Global Economic Order

- Global Economic framework
- Macroeconomic indicators
- Challenges of balanced development
- Global sustainability issues
- Global Taxation Practices
- Post-COVID economic growth
- Global Investment & Trade

## 8 Recreating Mental Health & Social Well Being

- Yoga and meditation
- Mental and social well being
- Emotional Intelligence
- Alternative therapies of treatment
- Psychological well being and inclusiveness
- Stress Management

## 9 Redefining Agricultural Sustainability & Growth

- Reducing Biodiversity risks
- Food security
- Modernization of agricultural sector
- Eco friendly and organic farming
- Agricultural research and innovation
- Technology Up gradation
- Quality issues in agri-products

## 10 Resurgence of Medical & Pharmacy Infrastructure

- Health infrastructure reforms
- Pre and Post COVID health issues
- Medical innovation and research
- Alternative medical sciences
- Medical Insurance
- Health hazards & safety measures.

### REGISTRATION FEES

• Corporate Participation	₹ 1000
• Academicians	₹ 700
• Research Scholars / students	₹ 500
• Foreign delegates	USD 50



Scan for Registration & full paper submission :  
<http://conf.pacific-university.ac.in/pages/mba.aspx>

### IMPORTANT DATES

• Abstract Submission	15 March., 2022
• Full paper Submission & Registration	30 March, 2022



Scan for Abstract Submission or Submit your abstract on  
<https://forms.gle/epgHGwTauFAu3UP7A>

## Pacific Student Research Contest (PSRC)

22 April, 2022

PSRC offers a unique forum for undergraduate and post graduate students to present their original research on the broad theme *The Next Normal : Strategies for Sustainable Future*. The winners will be given cash prizes and all registered students will be given certificates of participation.

- **Last Date of Registration : 30 March, 2022**
- **Registration is free for all UG and PG students**
- **Reporting Time : 9.30 am**
- **Venue : Pacific University, Udaipur**



Scan for Registration

## Workshop on Emotional Intelligence & Well Being (Online)

23 April, 2022

Researchers and experts agree that people with high emotional intelligence (EI) are consistently the top performers in their life. They're more resilient and flexible when things get tough, and can manage their emotions. This workshop will focus on awareness about EI as an important measure of an individual's ability to perform both in the workplace and in personal lives. and improving health, relationships and wellbeing.

## Pacific Group of Institutions



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### Conference Venue

**PACIFIC ACADEMY OF HIGHER EDUCATION AND RESEARCH UNIVERSITY, UDAIPUR**

Pratapnagar Extension, Airport Road, Debari, Udaipur (Rajasthan), 313024

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