

A Two-Day UGC Sponsored National Level Online Seminar on
“Changing Dimensions of Business Environment in COVID-19
Era-Strategies for formulation and Implementation”

22nd & 23rd June, 2020

Organized by

Department of Commerce & Management

Day – I – 22nd June, 2020



Presidential remarks by Mr. E. Vara Prasad,
Vice - Principal



Keynote address by Prof. K. Viyyannarao,
Former Vice-Chancellor, ANU, Guntur



Session – I Lecture by Dr. Ch. Jayasankara Prasad, Sr. Asst. Professor, Krishna University

**Legal & Environmental Aspects of
Business during Covid-19**

• **Key legal issues surrounding COVID-19**

- ✓ Corporate Governance Considerations
- ✓ Public Disclosure
- ✓ Securities Trading
- ✓ Effects on M&A Transactions
- ✓ Labor, Employment & Employee benefits and Immigration
- ✓ Leveraged Finance
- ✓ Contractual & Commercial disputes



Lecture on Impact of Covid-19 on business organizations in the Session – II by Prof.V.Krishna Mohan, Registrar, Andhra University, Vishakhapatnam

Day – II – 23rd June, 2020



**Effect of COVID-19
on Indian Economy: Need for
Digitalization**

By
Dr.N.Udaya Bhaskar, MBA, M.Phil., Ph.D.,
Senior Assistant Professor & Dean
Student Affairs
Department of Commerce and
Management Studies
Adikavi Nannaya University
23-06-2020

Session – III by Dr. N. Uday Bhaskar, Sr. Asst. Prof from Aadikavi Nannaya University

A Two Day UGC Sponsored
NATIONAL LEVEL SEMINAR
Organised by
K.B.N College, Vijayawada
In association with Krishna University, Machilipatnam

**CHANGING DIMENSIONS OF BUSINESS ENVIRONMENT
IN COVID-19 ERA –
STRATEGIES FORMULATION AND IMPLEMENTATION**

Keynote Speaker - Session IV
Dr. M Kishore Babu, Director, IIR, KLU

ONLINE
2.00 pm to 3.00 pm
TUESDAY

BACK TO BUSINESS
REVIVAL AFTER LOCKDOWN



Lecture on Sectors effected by COVID-19 by Prof. M. Kishore Babu, Director International Relations, KL University, Guntur.

A Two-Day UGC Sponsored National Level Online Seminar on
“Changing Dimensions of Business Environment in COVID-19 Era-
Strategies for formulation and Implementation”

22nd & 23rd June, 2020

REPORT

Opening Remarks by Principal -Sri. E.Vara Prasad:

Covid-19 will change the way the world works; just like the Great Depression, dot-com bubble, and the 2008 financial crash did in the past. The question on everyone’s mind is, ‘Will things go back to normal? ’I’ve been pondering, like many have, what fundamental changes will take place in how people, businesses, and economies function. The next 12 months will be difficult. Many businesses will struggle, some may even die. But as with economic adversities of the past, new industries will emerge bringing with it renewed hope of recovery. Eventually, things will go back to normal. Just that we’ll have to change the definition of normal. As humans have spread across the world, so have infectious diseases. Even in this modern era, outbreaks are nearly constant, though not every outbreak reaches pandemic level as COVID-19 has.

Today’s visualization outlines some of history’s most deadly pandemics, from the Antonin Plague to the current COVID-19 event. He also explained about Timeline of Historical Pandemics.

Disease and illnesses have plagued humanity since the earliest days, our mortal flaw. However, it was not until the marked shift to agrarian communities that the scale and spread of these diseases increased dramatically. Widespread trade created new opportunities for human and animal interactions that sped up such epidemics. Malaria, tuberculosis, leprosy, influenza, smallpox, and others first appeared during these early years. The more civilized humans became – with larger cities, more exotic trade routes, and increased contact with different populations of people, animals, and ecosystems – the more likely pandemics would occur.

While Covid-19 may not have the scale of pandemics of the past (as of date), the economic damage has and will continue to affect more people than the disease itself.

Conclusion

I believe that Business people will rethink their strategy of focusing on sales without profitability/profitability growth. Organizations claiming hefty valuations just on the basis of sales growth will no longer find buyers – focus on profit and profit growth will be the new normal. This may be the time to reset. If we do things right, we may be able to fix challenges that face humankind – environmental damage, inequality etc.

More importantly, we must ensure something like this never happens again. History says that humankind has never learnt from history. Let's hope that it's a thing of the past. I can confidently say that this webinar will certainly help the teaching community as well as the Businessmen in finding possible ways to face and overcome the pandemic.

Conveners Message - Dr. M.V. Srinivasa Rao, Lecturer in Commerce and Management

The impact of the Corona virus pandemic will be felt by organizations beyond six months, according to the findings of a survey conducted by professional services firm EY. "Today, organizations are grappling with an unprecedented crisis that is fundamentally different from what they have ever experienced. In this hour of crisis, the HR function has to be a business partner in anticipating change, co-creating a range of scenarios and planning for the future, an important dimension that organizations will have to consider is the psychological impact of the crisis on their employees, stated the survey. While some organizations have started virtual yoga and psychological counseling sessions, a holistic approach to employee wellness will be imperative.

KBN College is delighted to host a series of Thought Leadership Webinar for Indian companies and businesses. This webinar series offers industry expertise and thought leadership on a wide range of topics relevant to sustainability landscapes and will share knowledge and encourage conversations with landscape professionals from around the country and across the globe.

Keynote Speaker - Prof. K. Viyyannarao, Former Vice-Chancellor, Acharya Nagarjuna University, Guntur.

As the coronavirus pandemic continues to wreak havoc across the globe disrupting lives and economies, various industries including aviation, automobile, hospitality, IT services , pharmaceutical and e-commerce are grappling with the challenges posed by this unforeseen health menace. The global outbreak of coronavirus has adversely impacted business models, supply chain networks and jeopardized business continuity operations. The UN Conference on Trade and Development states that the coronavirus can cost the global economy close to 2 trillion dollars. The potential impact of this crisis on Indian economy is yet to be ascertained as the economic activity continues to slide.

Organizations across domains have allowed remote working for employees, which has boosted in-home consumption. State governments have imposed lockdowns on malls, multiplexes etc. and invoked sections of the law to prevent mass gatherings. As a result, people are buying groceries and even food items online. Perishable vegetables like tomatoes and food grains are stocked out. The supply demand imbalance has become a major bottleneck and online stores are finding it difficult to fulfil orders.

B2B market places are the worst hit as most of their supplies are dependent on exports as well as imports. Industrial, safety and MRO supplies are severely affected. Most of the production lines for these items are based out of China. In the aftermath of the Coronavirus outbreak, factories aren't operating to their capacity resulting in reduced production and thereby contributing to the supply-demand inequity. Procurement tech-focused e-commerce firms are trying to mitigate the risks posed by the coronavirus pandemic by ensuring the business continuity operations are resilient. They have prioritized procuring protective masks for employees and scouted for alternative suppliers in addition to increasing safety stock levels of goods. The uncertainty about this global health crisis is alarming as no one can predict when this catastrophe will die down. Businesses need to be intuitive, agile and reimagine their business models to tide over this crisis.

Day-1 -22-06-2020

Session-1 - 10.30am to 12.30pm

Dr.Ch. Jayasankara Prasad, Sr. Asst. Professor, Krishna University, Machilipatnam

Moderator: Dr. A. Srinivasa Rao, Asst. Prof, Dept. of MBA

He explained about

- Legal Environmental Aspects of Business during Covid-19
- Business Challenges in 21st Century-Preparing for the future.
- Modern Business Environment –Change and Innovation

There are various laws that are used to ensure that the business works in the right way. These laws are put in place to regulate the way the business is done and are meant to curb unethical business activities. Therefore, there is need to look at the laws and the reason why they were passed. In this case, we will look at the law that regulates businesses in United States of America. The paper outlines various laws that regulate businesses, their intended purpose in the business, and how they affect the business.

Types of the law that affect the business

- The main laws that affect the business include consumer protection law, antitrust law, environmental law and the law that protect the public interest. The laws that affect business occupations according to Alexander et al. (2011) are occupational qualifications, diversity laws, employee's health and safety. Laws that affect the business organization are incorporation law, bankruptcy, patents law, copyrights and trademark law. All these laws affect the business in one way and the other and should be adhered to at all cost to ensure that the business function is regulated.

Session-2 - 2pm to 4pm

Prof. V.Krishna Mohan, Registrar, Andhra University, Vishakhapatnam.

Moderator: Dr. MD. Mazharunnissa, Director, PG Centre.

The resource person focused on Impact of Covid-19 on business organizations. He emphasized on the significant impact of pandemic situations on economies and on the businesses in the entire world. The Covid -19 pandemic has brought undoubtedly fast moving and unexpected variables on the surface as part

of environmental business. Today everybody think, redesign, reorient, and reengineering changes in the policy, he said. The best in the world are going to be definitely survived. Their good practices however make them to reach the customers in the market. Both Internal and External factors are influencing the Indian economy and Business organizations, he said.

Use of technologies, automation should be the buzz words in the changing environment. The pandemic situations like this will create a lot of positive opportunities for the business organizations to think about technology and digitalization. Upgrading the skills of people is the order of the day he emphasized. Visualizing the future is the need of the hour he said.

Day-2-23-06-2020

Session-3-10am to 12pm

Dr. N. Uday Bhaskar, Sr. Asst. Prof from Aadikavi Nannaya University

He focussed mostly on Impact of Digitalisation in our Indian Economy before and after Covid-19. Digital infrastructure's backbone is the availability of high-speed internet. With the introduction of better and faster mobile internet connections, the services through Digitalisation have been delivered in an efficient way to the citizens of the country.

In addition to the above, the government is taking initiatives like "Aadhar Card" or Digital identification for every citizen. The move is expected to give unique and authentic identification to every citizen. This step will mean faster subsidy distribution, reduction of corruption and some other impacts on our economy. Digital India has made mobile banking easy.

Next important step taken by Government is the introduction of a Common Service Centre. A secure public cloud to share information (I will not vouch for its safe status but as per govt, it is safe). At the end of the day, Digitalization is helping businesses streamline their processes by slowly taking away dependency from paperwork. Banks, I think are the biggest beneficiary of digitalization. Since they now have processes where less staff can do more work. Digital India has empowered its citizen by giving them digital power like during the journey you don't have to carry any physical documents.

You can show a soft copy of the ticket and identity card which fulfills the purpose. Government is pushing Digitalisation in the country by promoting e-services to every citizen. Another initiative – Digital India is all about Promoting development and creating an opportunity for new India in terms of job, technology, and transparency through Digitalisation.

I am a firm believer in the idea of digitalisation as this is a step which will gradually turn us into an economic powerhouse by cutting down paperwork and decrease our dependency on govt employees which will help cut down corruption. To see the immediate impact of digitization, all we must do is look at how income tax filing and income tax return processes have been streamlined.

Session-4-2pm to 4pm

Prof. M.Kishore Babu, Director International Relations, KL University, Guntur.

The IV technical session was started as per the schedule on 23rd June 2020. Dr. M. Kishore Babu, Director, International Relation, K.L. University is the Chairperson and Resource Person of this technical session. Mr. B. Prabhakar Assistant Professor, PG Department of Commerce and Management is the Moderator for this session. Total 60 Participants have participated in this session. Some of the participants have presented their papers in this session.

The session was started with a welcome note by moderator Mr. B. Prabhakar followed by keynote address by chairman of the session Dr. M. Kishore Babu. In his keynote address he highlighted the sectors effected due to COVID-19, Innovative products made by various companies during COVID-19 and Opportunities available for the Business units post COVID-19

- In his address he stated that how various companies responding to the business opportunities and redefining their process of existing delivery from manufacturing to consumer
- He also highlighted the sectors affected due to covid-19 in India. He stated that two industries i.e., Pharma and Tourism are highly affected. Pharma affected very positively and Tourism is affected very badly. Pharma sector is triggering profits by opportunity business by fixing new brand names to their existing products with or without modifications.
- He also expressed that China is instrumental to bring this Corona. So Covid-19 has great opportunity for India, even the developed economies like US and European Countries are looking towards India in order to revive this situation. Hence, there are very good number of opportunities for Indian companies to expand their market and increase their profits
- He also stated that what is going to be the opportunity for India and how we can be benefited from this situation. Indian companies can earn more profits by increasing their production capacity, developing the eco-system, preparing the workforce, reviving the financial status, optimum utilisation of resources and improving the skills of Indian workforce.
- He also presented the forecast of Market Behaviour. He stated that industries dealing with Luxury Goods, Tourism, Real Estate, Manufacturing non-essential products, Aviation, Automobiles, Education and oil and gas etc., will be affected very badly after Covid and the industries least affected after Covid will be Consumer Electronics, Alcohol, Fitness equipment, Health and Beauty products, Home cleaning appliances, e-business products viz., e-security, e-wallet, e-media, e-learning and e-marketing
- In India we are witnessing behavioural change of customers everywhere. Indians started differentiating what is essentials and what are non-essentials. Medicines, Health and Hygiene Products are becoming essential. Hence, people as well as industrialists are focusing on such products. The non-essential are Luxury products, two and four-wheeler usage, Ready-to-eat foods etc., So people are reducing their consumption towards these non-essentials.

- This behavioural change of customers everywhere started suspecting every Indian fellow citizen assuming that he may be a carrier of corona. To protect from this dangerous situation people are voluntarily following Social and Physical distancing. People are also focusing on self-sufficiency
- Companies are redefining the business transactions in every form imposing new norms and giving more priority for developing regional brands and encouraging contactless shopping. Due to this change online shopping slowly going to creep into every nook and corner of our lifestyle
- He expressed that every company suffers from liquidity and manpower issues post COVID-19, Companies also face funding problems, technical problem, innovation hurdles for new business model and new design and focus on short period
- He also stated that the business opportunities available for people in next few months are from the segments of Health Care, Low cost testing kits, Digital Stethoscope, Low cost ventilators, Lifestyle business products, Food products, Transport and supply chain logistics, Public transport, Personal care and Hygiene products, Tourism, Digital applications, Electronics, Agriculture and Aqua products.
- He also stated that due to least risk of the spread of virus in rural India where physical distancing and outdoor workers compatible companies may shift the focus from urban markets to rural markets for both demand and production.
- Some of the industries have more opportunities in rural India. Most of the companies will look for shifting their products from City to rural because rural areas are very hygiene and possibility of contamination is very less. Livestock, Fisheries, Dairy, Vegetables, Fruits and Food processing, more labour intensive and high value building do better in the months to come.

After the keynote address participants presented their papers. Some of the Highlights from the paper presentations are stated below.

Dr. A.N. Vijayakumar, Professor, Indian Institute of Plantation Management, Bangalore, presented his paper on “Coconut SMEs for Rural transformation in post COVID scenario - A case study of virgin coconut oil unit in Tumkur District of Karnataka”

- In his presentation he stated that the SMEs are engines of Economic growth. The SME sector is second largest employment generator. These will bring the rural transformation and Socio-economic changes in Rural areas. In the current covid-19 pandemic virgin coconut oil has also been used as medicine for washing hands as sanitizer.
- It has reduced the migration of rural to urban, the rural unemployed youth are finding employment opportunities in rural areas due to these SMEs. It also facilitated in increasing per-capita income of rural people, It also indirectly supporting the logistic and supply chain companies. It is providing jobs and food security in rural areas and reducing the regional economic disparities in Karnataka.

- He found through his research that the marketing of virgin coconut oil brand is not happening they are only selling to the traders in the Bangalore. However, there is a need for marketing of this brand to increase the sales and revenue. It in turn provide more employment opportunities in rural areas
- He further suggested that the policy makers need to facilitate more SMEs in coconut segment in Karnataka and facilitate to improve Technical and Managerial skills in this segment.

Valedictory Report

The Valedictory started at 4pm on the second day of the online webinar by In-Charge Principal Sri.E.Vara Prasad. He gave an overall report on the two day online webinar and conveyed heartfelt thanks to all the Resource Persons and the participants as well followed with a formal Vote of Thanks proposed by Sri.N.Hemanth Kumar, Co-Convenor of the two day Online Seminar on “Changing Dimensions of Business environment during COVID-19 Era-Strategies for Formulation and Implementation”.

No of Participants for 2 days	:	Nearly 137
No of Presentations	:	01

Presenter Report

Dr.A.N.Vijayakumar, Professor, Indian Institute of Plantation Management, Bangalore, presented his paper on “Coconut SMEs for Rural transformation in post COVID scenario - A case study of virgin coconut oil unit in Tumkur District of Karnataka”

- In his presentation he stated that the SMEs are engines of Economic growth. The SME sector is second largest employment generator. These will bring the rural transformation and Socio-economic changes in Rural areas. In the current covid-19 pandemic virgin coconut oil has also been used as medicine for washing hands as sanitizer.
- It has reduced the migration of rural to urban, the rural unemployed youth are finding employment opportunities in rural areas due to these SMEs. It also facilitated in increasing per-capita income of rural people, it is also indirectly supporting the logistic and supply chain companies. It is providing jobs and food security in rural areas and reducing the regional economic disparities in Karnataka.
- He found through his research that the marketing of virgin coconut oil brand is not happening they are only selling to the traders in the Bangalore. However, there is a need for marketing of this brand to increase the sales and revenue. It in turn provide more employment opportunities in rural areas
- He further suggested that the policy makers need to facilitate more SMEs in coconut segment in Karnataka and facilitate to improve Technical and Managerial skills in this segment

CERTIFICATE

ISO 9001:2015

NAAC 'A' GRADE CYCLE 3



K.B.N. COLLEGE (AUTONOMOUS)



Sponsored by S.K.P.V.V. Hindu High Schools' Committee

Kothapeta, Vijayawada - 520001.

A College with Potential for Excellence (CPE)



All India 92nd Rank in NIRF by MHRD (2017)

CERTIFICATE

This is to certify that Prof./Dr./Ms./Mr. _____ of _____ has participated / presented a paper in A Two-day UGC Sponsored National Level Online Seminar on “Changing Dimensions of Business Environment in COVID-19 Era-Strategies for formulation and Implementation” organized by Department of Commerce & Management, K.B.N. College (Autonomous), Vijayawada in collaboration with Krishna University, Machilipatnam on 22nd & 23rd June, 2020.

Title of the Paper: _____


Convenor


Principal

Mail Message

Greetings from KBN COLLEGE, Vijayawada.

We are pleased to inform you that the Department of Commerce and Management is organizing a Two-Day National Level Online Seminar on “Changing Dimensions of Business Environment in COVID-19 Era-Strategies for formulation and Implementation on 22nd and 23rd of June 2020.

- It is open to all!
- No Registration Fee
- E-Certificated will be issued to all the attended Participants (after submitting Feedback form)
- Registration Link: <https://forms.gle/pfRG26kqhmLQ2ntB8>

Join us on this Telegram Link to get more updates:
https://www.google.com/url?q=https://t.me/joinchat/AAAAAFShEm9SHNEy2inerg&sa=D&ust=1591784572584000&usg=AFQjCNFlpu5fdXbAk21eEOP_pP3K3mALKQ

- Meeting Link will be shared in 2 days before the commencement of the Seminar.
- Expecting your participation and get benefited from the session

For further details contact:

Dr.M.V.Srinivasa Rao: 9949893984

Nr.N.Hemanth Kumar: 9100864160.

Thanks and Regards,
Organizing Committee,
KBN College.

Youtube Links of all the Sessions

Session-1	https://www.youtube.com/watch?v=zvvtphrfcc
Session-2	https://www.youtube.com/watch?v=4Sk2jVLZujM
Session-3	https://www.youtube.com/watch?v=VPrYryLIQOY
Session-4	https://www.youtube.com/watch?v=w_raZ3vrK3Q
Feedback Link	https://forms.gle/PgK9hBTeYnQniYtMA