

## NEWS DETAILS

This year National Conference was organized by Faculty of Commerce and Business Management this year with a new theme, which was, managing VUCA: Challenges and Opportunities. Distinguished guests and researchers were invited from various Universities and Institutions, as well as from the industry.



The inaugural session was chaired by Dr.R.C Mishra, Director Uttarakhand Open University. In the inaugural session first distinguished speaker who gave insights on Blue Ocean Strategy and its relevance in VUCA world, was Dr.Pankaj Madan, Professor, Gurukul Kangri Visvavidyalaya. Then next speaker Mr.Ashutosh Gilra, from Industry deliberated on the topic: Key trade and development issues and the new realities in



the geography of the world economy. Next speaker Dr.Nagendra Yadav talked about overcoming menace of VUCA by education, training and experience. Dr. Amit Joshi also contributed in the discussion and said that solution of VUCA is in our mind. Next speaker Dr.R.C Mishra concluded this session by mentioning mythological relations with VUCA's management.

In the next session which was technical session of the conference eminent speakers, faculty and research scholars put their views on the conference theme and sub themes. In this session we had the privilege to listing to Prof.Rajat Agarwal from IIT Roorkee who explained the concept of Entropy-Disorder of system and the importance of unity, coordination, cooperation and pro-activeness. Next distinguished speaker Dr.Manjari Agarwal, faculty, Uttarakhand Open University pointed that VUCA is omnipresent and can be dealt with standard management practice. After her deliberations Dr.Ashutosh Priya mentioned about the importance of agile

leaders to combat VUCA. Dr.Sudhanshu Joshi and Dr.Vinay Kandpal also contributed their valuable thoughts in this deliberation. Dr. Saurabh Singh from G.B.Pant University of Agriculture and Technology , Chair of Technical session concluded the session by giving various strategies to minimize effects of VUCA on businesses. This session ended with paper presentation by Dr.Deepali Bhatnagar and Ms. Sonika Chaudhary.

Third session of the conference, Panel Discussion began right after the lunch. In this session distinguished speakers like Dr.Pankaj Madan, Dr.Rajat Agrawal, Dr.Nagendra Yadav, Dr.Sudhanshu Joshi, Dr.Vinay Kandpal and Mr.Vijay Mishra discussed on challenges posed by VUCA and opportunities embarked with this phenomenon.

In the Valedictory session, Dr.Ritvik Dubey, Director FCBM, along with distinguished present, unraveled CD of the conference proceedings and he concluded the session by proposing vote of thanks.



