

"COVID-19, A Global Pandemic: Prospects & Challenges"

Dates for Article Submission: 05/05/2020 to 17/05/2020

Department of Rural Management

Babasaheb Bhimrao Ambedkar University, (A Central University), Lucknow

Introduction:

Whole world is facing upheaval of Covid-19 pandemic and its reverberations will inevitably be deep and pervasive. Every section of society is affected and arduously trying to mitigate the impact. The impact that we see are both macro and micro in nature. Few macro factors such as monetary and fiscal distress, labor displacement, loss of employment, monetization of advances, stimulus and bailouts are prominently visible but aren't exhaustive. Similarly micro factors such as flexi-working, freelancing, restructuring of rental for commercial tenants, digitalization of routine and trivial transactions, thrift behavior, reincarnation of rural markets and agri-business, online buying etc. are few to name of abyss list. These conditions are altering our lives and beliefs in unprecedented ways. We are able to see how vigorously people are fighting with these tough situations. Since our students are watching the change happening in the society closely, we see an opportunity to stow the fresh germinating ocean of ideas in their minds by letting them to pen down their experiences in form of an article that could be a treasure trove for academia as well as society. These articles could presage the larger restructuring that nation will need to sail across the storm of Covid-19 and ameliorate normalcy in life post Covid-19.

Themes of Articles:

Since understanding and mitigating shocks of Covid-19 is germane to the idea for compilation of this literary work and presenting in a competitive format, so the article contributed by authors is expected to hover around Covid-19. They can choose any topic that they feel aptly synchronizes with main theme "COVID-19, A Global Pandemic: Prospects & Challenges". Some of the Indicative sub-themes are given below, however these are not exhaustive and authors can choose a topic of their interest.

- Impact of Covid-19 on International Business
- Globalization in context of Covid-19
- Impact of Covid-19 on global Healthcare industry
- Linking of Central & State Government policies related to Covid-19 for Indian citizens
- A challenge to Marketing and Sales strategies adopted by Indian and global organizations
- Digital Libraries and Covid-19
- IT Applications in Healthcare Industry to deal with Covid-19
- Changing scenario of Education due to Covid-19
- How Covid-19 will Change the 'Next Normal' Workplace?
- How Leaders are responding to Covid-19 Workplace Disruption?
- Emerging Workforce Practices for protecting Healthcare Employees during pandemic.

- Global Pandemic COVID-19: Policy Challenges, World Order Challenges and A Threat to Economic Sustainability
- Relevance of Global Institutions such as WTO, WHO, UNICEF, IMF etc.
- Contemporary issues in Banking due to Covid-19
- Impact of Covid-19 on Livelihood of Migrants Worker
- Pandemic affecting Rural Livelihood
- Strategies to mitigate Farmer's Stress
- Impact of Covid-19 on Service Industry
- Impact of Covid-19 on Real Estate Industry
- Challenges of Metro Cities due to the movement of migrants worker
- Role of Mass-media during Covid-19
- Credit problem for Small and Micro entrepreneurs

Who can participate: All the Students enrolled in Post Graduate Program (PG) and Ph.D. of any University/ Institute are eligible to participate in the Competition.

Reward and reorganization: All the articles received in prescribed period will be evaluated for merit and winners will be awarded with physical "Certificate of Merit". All participants will be recognized with e-Certificate for participation. Authors of selected quality articles will be invited for presentation at a Webinar to be held in presence of guest, students and participants.

Date of webinar: 27th May 2020.

Participation Fees: No Participation fees.

Guideline for authors: The article must be around 1500 to 2000 words, Typed in Times New Roman at 12 font size. It must contain a Topic, Introduction, opinions/views/comments/discussions and conclusion. References/Bibliography if any must be mentioned at end of the article. Data tables, charts, figures etc. can be embedded in the article at appropriate places. Plagiarism is not permitted as we follow ethical practices in Publication. All the authors are required to submit a registration form along with articles.

Disputes: The decision of organizing committee will be final and binding to all participants. The dates and conditions could be changed in case of emergent situations.

Send Articles to following e-mail ID: events.drm.bbau@gmail.com

Send Your Registration through Google Form link: <https://forms.gle/BS8Dy6b1J79U4ybb7>

In case of any query, please mail on same e-mail ID or call to 9452945682/7618057190/8840347818.

Patron

Prof. Sanjay Singh
Vice-Chancellor,
Babasaheb Bhimrao Ambedkar University, Lucknow
(Central University)

Chairman

Prof. M.S. Khan
Head and Dean
Department of Rural Management, School of Management Studies

Advisor

Prof. Kushendra Mishra

Organizing Secretaries

Dr. Taruna

Dr. Ramesh K. Chaturvedi

Dr. Lata B. Singh

Organizing Co-Secretaries

Dr. Asim Hasan
Dr. Kainat Siddiqui
Dr. Pradeep Kumar Singh
Dr. Sushma Rani

Dr. Gulrukh Salim
Dr. Mohd. Nadeem
Dr. Rakesh kumar
Dr. Suman Devi

Mr. Jamal A Nasir
Dr. Pankaj Kumar Tripathi
Dr. Sashi Bharti
Mr. Suhel Ahmad

Department of Rural Management
School of Management Studies
Babasaheb Bhimrao Ambedkar University, Lucknow
(A Central University)