



CTGTBRS-2021

**PG DEPARTMENT OF COMMERCE
EMEA COLLEGE OF ARTS & SCIENCE**

▶ **WEBINAR REPORT**

International webinar series on
**Covid Turn: Global Trends in
Business Resilience Strategies**
1-5 July 2021

EMEA COLLEGE OF ARTS & SCIENCE

Aided by Govt. of Kerala | Affiliated to the University of Calicut

Reaccredited with A grade by NAAC

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CTGTBRS-2021 organizing committee



Dr. Ibrahim Cholakkal (Chairman)



Mrs. Kamalam Edathil
(Convener)



Adv. Hassan
(Co-Convener)



Mr. Aboobacker Siddeeq KC
(Coordinator)



Mr. Ibrahim PA
(Coordinator)



Mr. Muhammed Faisal T
(Member)



Mr. Munavvar Jasim PK
(Member)



Mr. Rafeeqe Ali M
(Member)



Mr. Nahas Sha AA
(Member)



Mrs. Balkees KS
(Member)



Mrs. Aneesath
(Member)



Mrs. Jaseena PP
(Member)



Mrs. Faseela NK
(Member)

Contents

S.NO	TOPIC/ITEM	PAGE NO.
1	Event summary	4-6
2	Report on Inaugural Session (session-1)	7-13
3	Report on Technical Session 2	14-25
4	Report on Technical Session 3	26-35
5	Report on Technical Session 4	36-46
6	Report on Technical Session 5	47-56
7	Report on Technical Session 6	57-69
8	Detailed List of Participants	70-93
	Gender wise & Designation wise classification	94
	State wise classification of participants	95
9	Xerox of Certificates issued to participants	96-98
10	Links Registration Google meet Feedback Watsup groups Recorded webinar	99
11	Appendix Feedback from key note speakers Xerox of invitation letter to Keynote speakers Xerox of invitation letter to participants	100-106

Event Summary- CTGTBRS2021

The first international webinar series of Department of Commerce, EMEA College of Arts and Science, Kondotty, with the major theme of Covid Turn: Global Trend in Business Resilience Strategies -CTGTBRS2021 has successfully concluded with the deep dig on various subject matters with special focus on business resilience practices on the mid of Covid 19. The program was attained its objects through the dissemination of subject matter and active participation of various interested groups. A total of 15+ resources persons and 500+ participation including research scholars, academicians, professionals, entrepreneurs and PG students were actively involved in five days program.

CTGTBRS2021 international webinar series was the platform to bring together likely minded people to discuss the issues emerged as the surge of Covid 19. In the program, six invited speakers from different countries addressed to audience and shared knowledge and rich experiences related to conference of theme. The key note speakers hail from prominent institutions such as Aligarh Muslim University (India), University of Nizwa (Oman) and University of Technology (Malaysia), and the academicians from Pakistan and Sultanate of Oman. Dr. Abdul Aziz NP(Aligarh Muslim University, India), Dr. Kaneez Fathima (Sultanate of Oman), Dr. Mudassir (Sultanate of Oman) Dr. CP Ayoob (Former, Principal, EMEA College of Arts and Science, Kondotty) Dr.Hishan Shankar Sanil (University of Technology, Malaysia) and Dr.Tariq Hussain sheikh (J&K) were the key note speakers of the webinar. Each day's session moderated by different subject experts, Dr Sreesha CH (PSMO College, Tirurangadi), Dr. Vinesh OP (Govt. College, Kondotty), Dr Danya (Amal College of Advanced Studies, Nilambur) Mr. Abdurahiman K(Malabar College, Vengara)



INTERNATIONAL WEBINAR SERIES ON COVID TURN: Global Trends in Business Resilience Strategies (CTGTBRS-2021)

Day - 1

Inauguration 01 July 2021 - 10AM

01 TO 05
JULY 2021
2 PM (IST)



Dr. Abdul Azeez. N.P

Assistant Professor,
Department of Economics, Aligarh Muslim University

2 PM



Dr. Kaneez Fatima Sadriwala

Associate Professor and Head,
Department of Accounting, CEMIS, University of Nizwa, Sultanate of Oman

Day - 2 02 July 2021 - 2 PM



Dr. Modassir

Assistant Professor
Department of Business Administration,
University of Technology and
Applied Sciences-Nizwa, Sulthanate of Oman

Day - 3 03 July 2021 - 2 PM



Dr CP Ayoob Keyi

Former Principal,
EMEA College of Arts & Science,
Kondotty

Day - 4 04 July 2021 - 2 PM



Dr. Tariq Hussain Sheikh

Lecturer, Department of
Computer Science,
Government Degree College,
Poonch J&K UT

Day - 5 05 July 2021 - 2 PM



Dr Hishan Shanker Sanil

Faculty, Azman Hashim International
Business School (AHIBS), Malaysia



Dr Ibrahim Cholakkal
Chairman

Kamalam Edathil
Convener

Aboobacker Siddeeq KC
Coordinator



9745 668 667

conference2021@emeacollege.ac.in

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Program schedule

INTERNATIONAL WEBINAR SERIES ON

COVID TURN: GLOBAL TREND IN BUSINESS RESILIENCE STRATEGIES

CTGTBRS-2021

JULY 1ST - 5TH 2021 | GOOGLE MEET

INAUGURATION: JULY 1ST 2021, 10AM

PROGRAM SCHEDULE

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
<i>Topic: "Impact of culture on Accounting practices"</i>	<i>Topic: "Revisiting sources of Innovation In a Post COVID-19 Business World"</i>	<i>Topic: "Entrepreneurship and small business: Prospects and challenges"</i>	<i>Topic: "Adoption of ICT as a marketing strategy: Post Covid Scenario"</i>	<i>Topic: "Corporate Social Responsibility (CSR) A path way to corporate sustainability"</i>
01 JULY 2021, 2PM(IST), 12.30PM(OMAN), THURSDAY	02 JULY 2021, 2PM(IST), 12.30PM(OMAN), FRIDAY	03 JULY 2021, 2PM(IST), SATURDAY	04 JULY 2021, 2PM(IST), SUNDAY	05 JULY 2021, 2PM(IST), 4.30PM(MALAYSIA), MONDAY
<i>Resource Person</i> Dr. Kaneez Fatima Sadriwala <i>HOD & Asso. Professor, Dept. of Accounting CEMIS, University of Nizwa, Sultanate of Oman</i>	<i>Resource Person</i> Dr. Mudassar Mohammed <i>Asst. Professor, Dept. of Business Administration, University of Technology and Applied Sciences-Nizwa</i>	<i>Resource Person</i> Dr CP Ayoob Keyi <i>Former Principal, EMEA College of Arts & Science, Kondotty</i>	<i>Resource Person</i> Dr. Tariq Hussain Shelkh <i>Lecturer, Department of Computer Science, Government Degree College Poonch, J&K</i>	<i>Resource Person</i> Dr Hishan Shanker Sanil <i>Faculty, Azman Hashim International Business School (AHBS) Universiti Teknologi Malaysia</i>
<i>Chair</i> Dr. Sreesha CH <i>HOD & Assistant Professor RDCMS PSMO College Tirurangudi</i>	<i>Chair</i> Dr. Vinesh Ottuparammal <i>HOD & Assistant Professor Dept. of Commerce, Govt. College, Kondotty</i>	<i>Chair</i> Dr Abdurahiman PA <i>Former Head of PG Department of Commerce, EMEA College, Kondotty</i>	<i>Chair</i> Dr Riyad AM <i>Associate Professor & Head of Department of Computer Science, EMEA College, Kondotty</i>	<i>Chair</i> Mr Abdurahiman Karuthedath <i>Assistant Professor & HOD, Department of Management, Malabar College, Vengara</i>
<i>Introductory Remarks</i> Mr. Ibrahim PA <i>Asst. Professor</i>	<i>Introductory Remarks</i> Mr. Rafeeqe Ali Mundodan <i>Asst. Professor</i>	<i>Introductory Remarks</i> Mrs. Aneesath M <i>Asst. Professor</i>	<i>Introductory Remarks</i> Mr. Nahas Sha AA <i>Asst. Professor</i>	<i>Introductory Remarks</i> Mr. Muhammed Faisal T <i>Asst. Professor</i>
<i>Vote of Thanks</i> Mr. Munavvir Jasim PK <i>Asst. Professor</i>	<i>Vote of Thanks</i> Mrs. Faseela NK <i>Asst. Professor</i>	<i>Vote of Thanks</i> Ms. Hasba <i>IIIrd semester M.Com</i>	<i>Vote of Thanks</i> Mr. Mansoor K <i>IVth semester M.Com</i>	<i>Vote of Thanks</i> Mrs. Jaseena PP <i>Asst. Professor</i>

PG DEPARTMENT OF COMMERCE

Day 1
01 July 2021 -10.00 Am

Session 1 :
Inaugural session

Inauguration

The webinar series was inaugurated by Dr. Abdul Aziz N P (Assistant Professor, Department of Economics, Aligarh Muslim University, Aligarh) on 1st July 2021 At 10.AM (IST) in the presence of Dr. Ibrahim Cholakkal(Principal, EMEA College of Arts and Science Kondotty) Prof. Muhammed Ashraf (Former HOD, Department of Commerce, EMEA College of Arts and Science, Kondotty) Prof. Nalakath Basheer (Former faculty ,Department of Commerce, EMEA College of Arts and Science, Kondotty), Muhammed Najeeb (Senior Faculty, EMEA College of Arts and Science Kondotty), Mr. Abdu Razaq (Coordinator, IQAC, EMEA College of Arts and Science Kondotty).

Dr. Abdul Aziz,NP, in his inaugural address portrayed how covid has been reshaping the economic activities. He also stressed the nature employment and anticipated changes in working culture. He also emphasized the innovation occurred in the industrial sector and other related sector. He highlighted the recent research findings, across the global business community is in transmission stage. In the conclusion remarks he stated the need of government assistants for speedy recovery of business sectors.

The Honorable Principal Dr. Ibrahim Cholakkal addressed the participants with his inspirational words and added a special mention to department of Commerce for launching a wonderful program during this pandemic period. The event was felicitated by Prof. Muhammed Ashraf (Former HOD, Department of Commerce, EMEA College of Arts and Science, Kondotty) Prof. Nalakath Basheer (Former faculty, Department of Commerce, EMEA College of Arts and Science, Kondotty), Muhammed Najeeb (Senior Faculty, EMEA College of Arts and Science Kondotty), Mr. Abdu Razaq (Coordinator, IQAC, EMEA College of Arts and Science Kondotty) by sharing their view points .

200+ participated in the programme. Kamalam Edathil, Convener, Associate professor& Head of Department of Commerce presided the function. Mr Aboobacker siddeeq, Faculty–coordinator delivered the welcome speech and Inaugural session ended with the vote of thanks of Mrs. Balkees KS member, organizing committee.

Resource Person Profile



Dr. Abdul Azeez. N.P
Assistant Professor,
Department of Economics ,
Aligarh Muslim University

Dr. Abdul Azeez. N.P is currently working as Assistant Professor, Department of Economics at Aligarh Muslim University. Before joining this University, he taught at the Department of Economics, Central University of Kashmir, Srinagar, Jammu and Kashmir (August 2013 to March 2016) and Assistant Professor (Economics) in the Department of Law at Aligarh Muslim University of Malappuram Centre, Kerala (March 2016 to May 2018). There he was teaching Mathematical Economics, Research Methodology and Statistical Methods at the post-graduation level.

He completed B.A Economics from Calicut University (2008). A gold medallist of Aligarh Muslim University in M.A. Economics (2010) examination, he obtained Ph.D degree also from the same University on the topic "Performance Evaluation of MGNREGS in the State of Kerala". He also qualified Junior Research Fellowship (JRF) conducted by UGC (2011).

He has published three books and Four edited books and also a number of research papers in various reputed national and international journals. His areas of specialization are Economics of Rural Development, Human Resource Development, and

Statistical Methods. He has participated in various National and International conferences and has presented several research papers at different venues. Recently he has been awarded a major research project on 'Digital and Financial Literacy for Rural Household: A Study with Special Reference to Aligarh District' funded by IMPRESS- ICSSR.



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INTERNATIONAL WEBINAR SERIES ON

COVID TURN:

GLOBAL TREND IN BUSINESS RESILIENCE STRATEGIES

CTGTBRS-2021



JULY 1ST - 5TH 2021 | GOOGLE MEET

DAY 1 01 JULY 2021, 10AM
INAUGURAL SESSION

PRINCIPAL ADDRESS



Dr. Ibrahim Cholakkal
Principal, EMEA College

INAUGURATION



Dr. Abdul Azeez NP
Assi. Professor,
Dept. of Economics, Aligarh MU

FELICITATIONS



Mr. PM Abdulrazaque
IQAC Coordinator



Prof. Nalakath Basheer
Principal, Emerald College



Mr. Mohamed Ashref M
Asso. Prof & Former HOD



Mr. Mohammed Najeeb PM
Asso. Prof., Economics

Photo Gallery

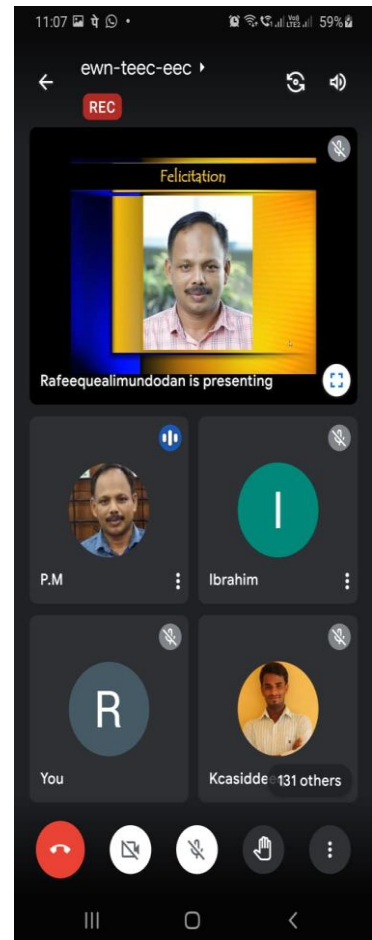
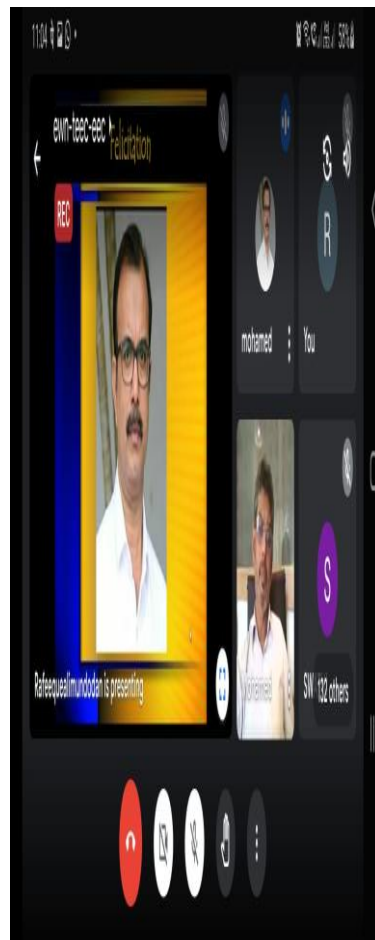
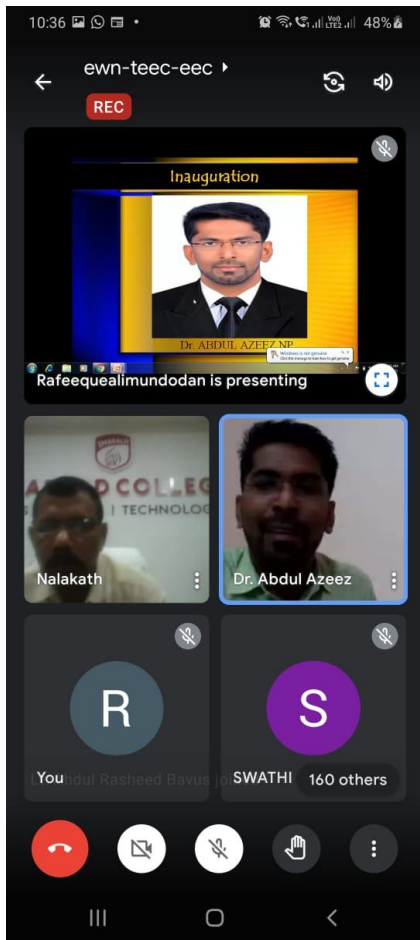
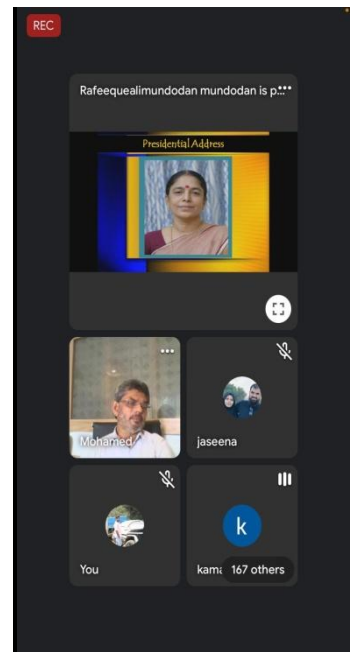
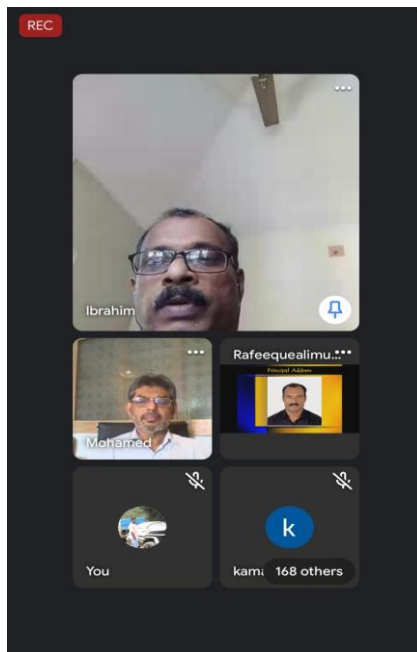
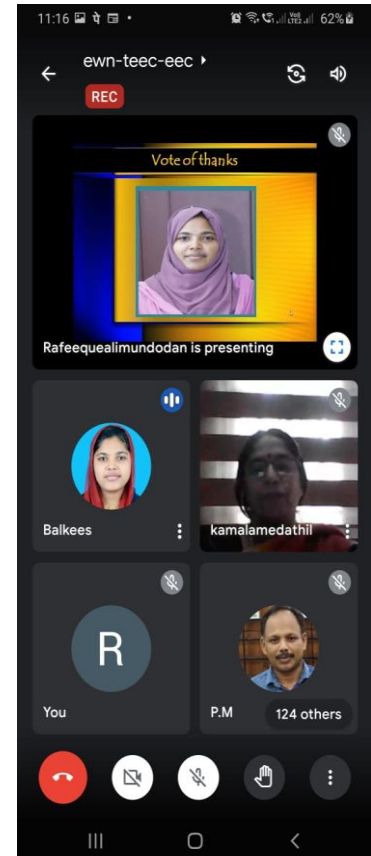
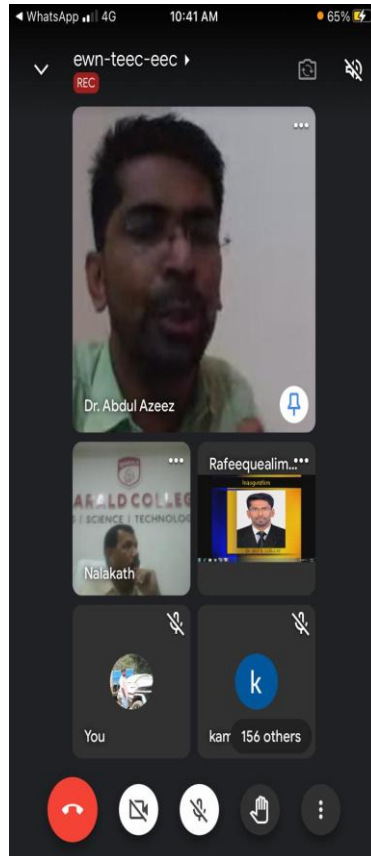
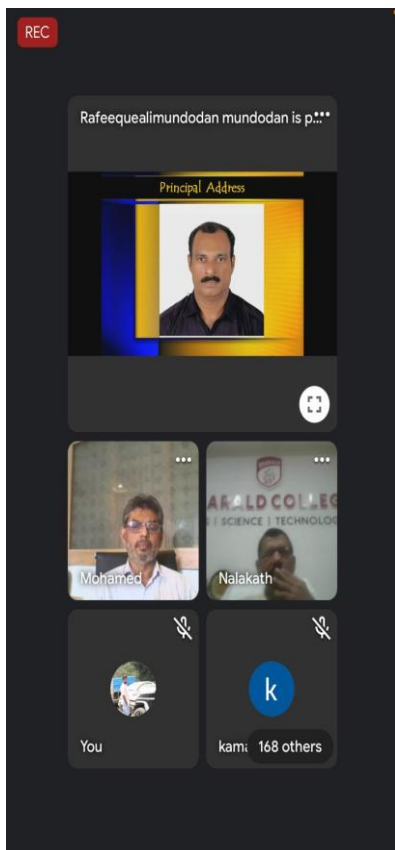
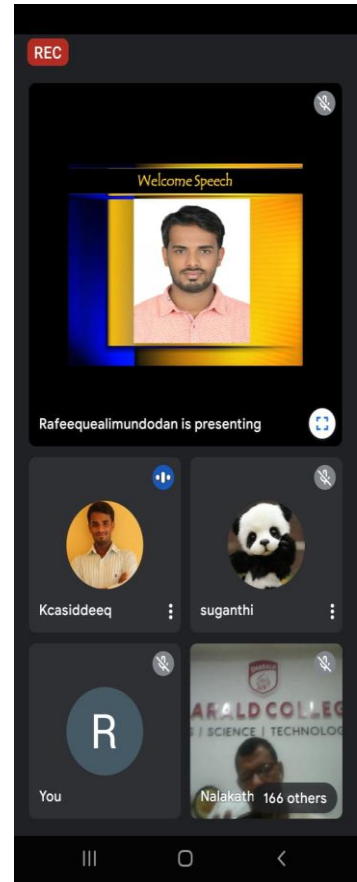
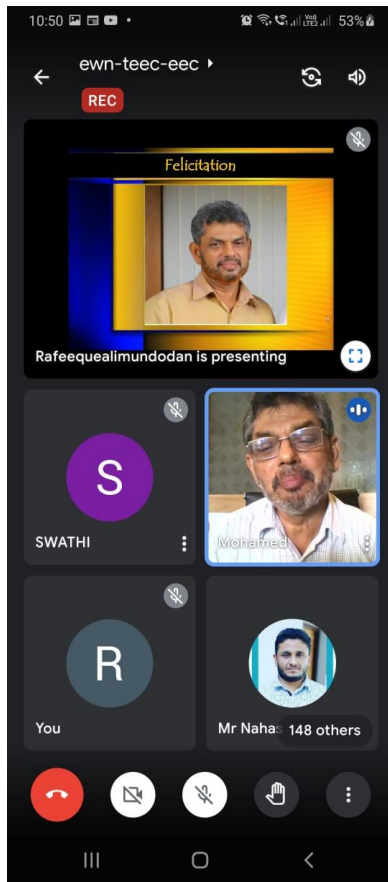
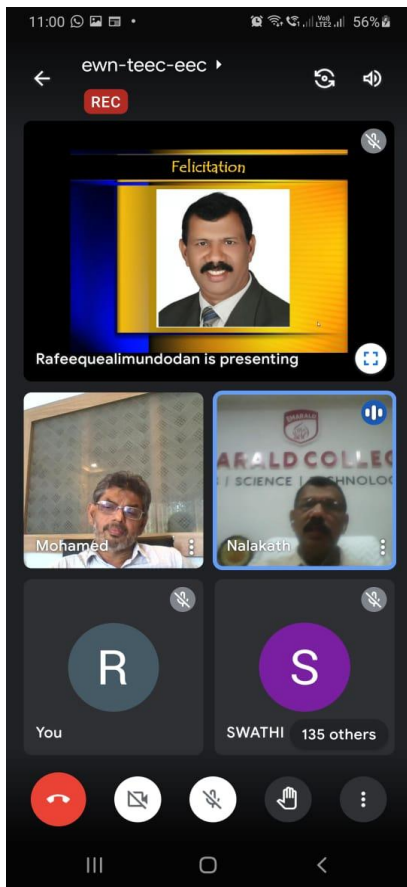


Photo Gallery



Day 1
01 July 2021 -02.00 pm

Session 2

*Impact of Culture on
Accounting Practices*

Event 2:

Sub theme: Impact of Culture on Accounting Practices

Date and Time: 1 July 2021(Thursday); 2.00 PM (IST)

On mic: Ibrahim P A (Introductory Remarks)

Dr: Kaneez Fathima (Key Note Speaker)

Dr. Sreesha CH (Chair of the Session)

Key role: The program was started with the introductory remarks of Ibrahim PA (Assistant Professor, Department of Commerce, EMEA College of Arts and Science, Kondotty) on the recent changes in accosting policies on the eve of covid surge. The session chaired by Dr Sreesha CH, (HOD, Department of Commerce, PSMO College of Arts and Science, Tirurangadi), Dr. Sreesha was invited the key note speaker.

Dr. Kaneez fathima (Associate Professor, Department of Accounting, University of Nizwa, Sultanate of Oman) was disseminated the key themes and conveyed the core of the subject, **Impact of Culture on Accounting Practices**. Dr Kaneez, described the context of culture on accosting practices through literature evidences as well as the country specific contexts. Dr. kaneez was in the arguments of positive association of culture and accosting practices. The key note speaker strated the discussion by clarifying what, how determine the culture of an organization

The brief summary of Dr. Kaneez is as follows According to research findings, the evolution of accounting is affected by different environmental factors, of which culture is the most important. The effects of cultural, institutional and societal practices on accounting are growing sub-field in accounting theory. The seminal work in the field of how the cultural influence on accounting practices is Hofstede, 1984, followed by Gray's model 1988, further clarified how accounting values corroborate with culture

value. Dr. Kaneez emphasized the influence of organizational culture over the accountancy in general and over the accounting policies chosen by the organizations in particular. The speaker was also shared the Iranian context how culture impacted on accounting practices of Iran. Regarding the turn of Covid on Accounting practices, After the Covid-19 pandemic outbreak spread throughout the world, there are no economies left in the whole world unless declared negatively affected by this virus.

Covid obliterated the transportation sector a while, followed by the tourism and hotel sector. Later it severely impacted in all sectors. According to IAS 10 of the International Accounting Standards, economic units are required to disclose in the Clause of Clarification events after the financial statement preparation period for every possible future impact as a result of the Covid-19 outbreak. Dr Kaneez highlighted several aspects that need to be considered related to the impact of Covid-19 on accounting, namely (1) Financial reports, (2) Continuity, (3) Financial Instruments, (4) Impairment of Asset Value (5)) Lease Contracts, (6) Measuring Fair Value, (7) Evaluating Corona Incidents After the Reporting Period, and (8) Fixed Costs and Coverage of Problems.

The session was ended with concluding remarks of the chair and the open Q&A on the key note speech. The chair's conclusions were also corroborated with theme of key note speaker. The session officially wined with the vote of thanks of Munavvar Jasim PK Member, organizing committee.

Resource Person Profile



Dr. Kaneez Fatima Sadriwala

Head of Accounting Department, Associate Professor

Department of Accounting..

College of Economics, Management and Information Systems

Dr. Kaneez Fatima Sadriwala Associate Professor in Accounting, Head Department of Accounting Dr. Kaneez Fatima works in the field of Accounting, Business Statistics and Marketing, Her research span is multidisciplinary, spreading from - Financial Analysis, Accounting for SMEs, E-Learning, Entrepreneurship, student's learning process and measurement of learning outcome to Accounting Ontology etc. She, along with her student team won TRC FURAP awards twice for best research project, one in year 2015, followed by another in year 2018. She has published two books, 'Marketing Management' and 'Mall Management' from Himalaya Publishers, with several research papers on national and international platforms. She is a renowned orator and has represented the university on various international platforms. Dr. Kaneez Fatima received her Master's in Commerce (Accounting and Business Statistics) in 1991 and Ph.D. degree in Commerce (Business Administration) from Mohanlal Sukhadia university, Udaipur, India in 2004, and FDP from Indian Institute of Management (IIMA), India in 2009 and served as Professor cum Director at Aravali Institute of Management, Udaipur, India prior to joining University of Nizwa in February 2010.

Academic Qualifications

- PhD, Mohanlal Sukhadia University, Udaipur, Rajasthan, India, 2004
-

Teaching Activities

- Managerial Accounting, Accounting for Managers (MBA), Fall 2019
 - Corporate Accounting, Accounting for large organisations with focus on Oman specific IFRS, Fall 2019
-

Research Activities

- Research Interests

- Occupational Stress management
 - Financial Strategies for Small and Medium Enterprises
-

- Publications

Article:

1. 2018 Kaneez, Said (2018) “ Consumer Protection in Digital Age”, Pacific Business Review International, Vol-ume 10 Issue 11, May 2018.
<http://pbr.co.in/2018/may.aspx>
 2. 2018 Kaneez, Zunith, Boumedyen (2018) “Innovative Entrepreneurial Self-Efficacy and Career Choice”, Inter-national Journal of Contemporary Research in Humanities and Social Sciences , Vol. 7, No. 1, pp.19-32, 2018
 3. 2018 Kaneez, Ashraf (2018) “Entrepreneurial Self-Efficacy and Its Impact on Entrepreneurial Intentions”, In-ternational Journal of Management Sciences and Business Research, Sep-2018 ISSN (2226-8235) Vol-7, Issue 9, pp 9-21
-

Faculty Administrative Experience

- 2018 - Present: A/Head of Accounting Department - University of Nizwa
-

Award and Recognitions

- 2018 Best Research Project Award, FURAP Call-5, “Impact of Smart phone on student learning ”, by The Research Council, Oman, October, 2018
 - 2018 Best Paper Award, in National Symposium NSBE 2018 at Ibri College of Technology, Ibri, Oman. Paper title “Innovative Entrepreneurial Self Efficacy and Career Choice”; on 10th May 2018.
-

- 2017 Best paper Award for paper in International Conference on Advances in Business and Information Technology & Doctoral Colloquium, March 1-2, 2017, Kigali, Rwanda. Paper Title ‘Social media and its impact on students’ learning’
 - 2016 Best Research Project Award, FURAP Call-2, “Analyzing the cash flow of Omani Small and Medium enterprises and its impact on financial decision making”, by The Research Council, Oman, October, 26-27, 2015
-



Dr. Sreesha CH
Assistant professor,
Head of RDCM
PSMO College Thirurangadi

Dr Sreesha C.H is an Assistant professor, Head and Research Guide of Department of Commerce. She has completed her PhD in Bancassurance from DCMS, University of Calicut and Published 3 textbooks and 15 articles in various national and international journals. She has presented 8 papers at the national and international conference organised by Prestigious institutions and universities. Her area of interest covers Quantitative Techniques, Management Science, Research Methodology and Income Tax. She has 11 years of teaching and research experience.

JULY 1ST - 5TH 2021 | GOOGLE MEET

INTERNATIONAL WEBINAR SERIES ON
COVID TURN: GLOBAL TREND IN
BUSINESS RESILIENCE STRATEGIES

CTGTBRS-2021

DAY 1 *Topic: "Impact of culture on Accounting practices"*

Resource Person

Dr. Kaneez Fatima Sadriwala
*HOD & Asso. Professor, Dept. of Accounting
CEMIS, University of Nizwa,
Sultanate of Oman*



Chair

Dr. Sreesha CH
*HOD & Assistant Professor
RDCMS PSMO College Tirurangadi*



**01 JULY 2021, 2PM(IST),
12.30PM(OMAN), THURSDAY**



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STRATEGIES
CTGTBRS-2021

JULY 1ST - 5TH 2021 | GOOGLE MEET

DAY 1

*Topic: "Impact of culture on
Accounting practices"*

**01 JULY 2021, 2PM(IST),
12.30PM(OMAN), THURSDAY**

Introductory Remarks

Mr. Ibrahim PA
Asst. Professor

Chair

Dr. Sreesha CH
*HOD & Assistant Professor
RDCMS PSMO College Tirurangadi*

Resource Person

Dr. Kaneez Fatima Sadriwala
*HOD & Asso. Professor,
Dept. of Accounting, CEMIS,
University of Nizwa, Sultanate of Oman*

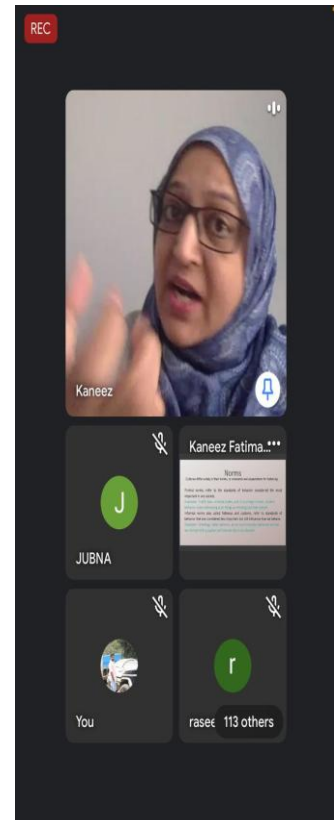
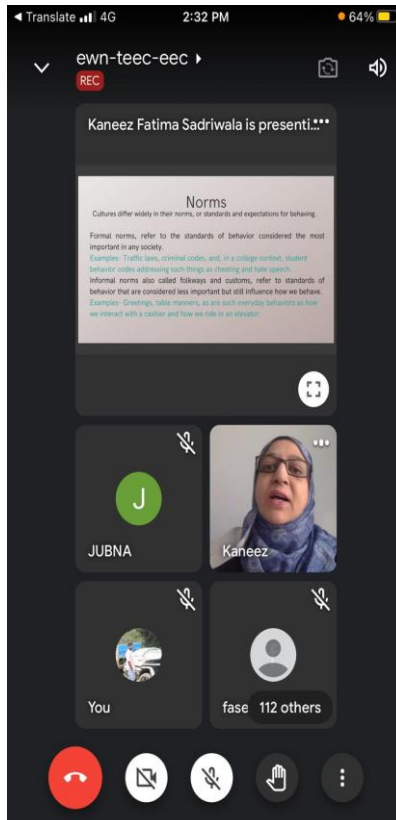
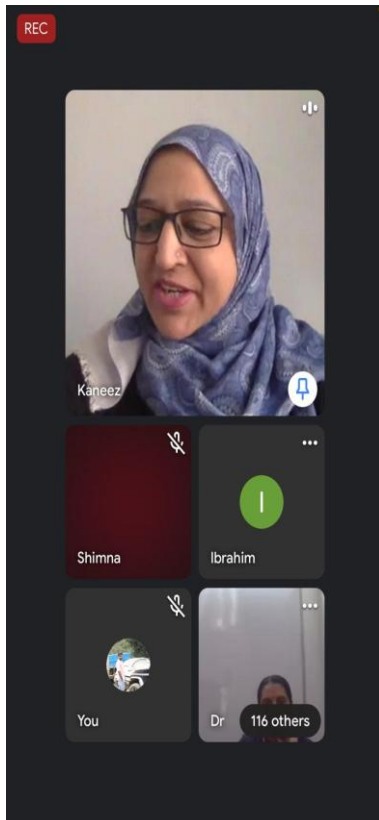
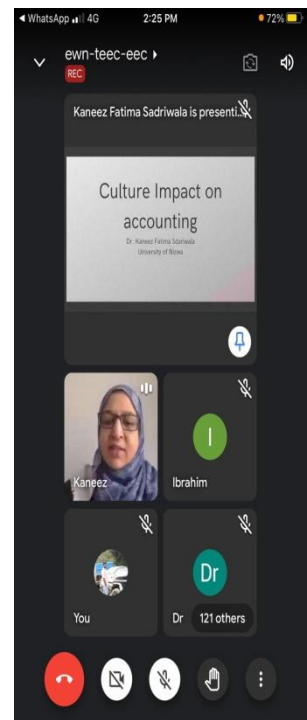
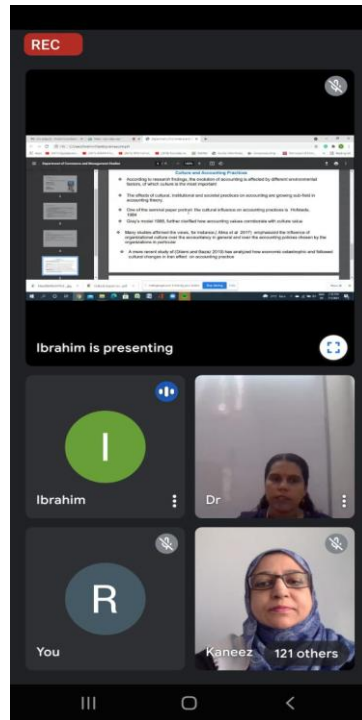
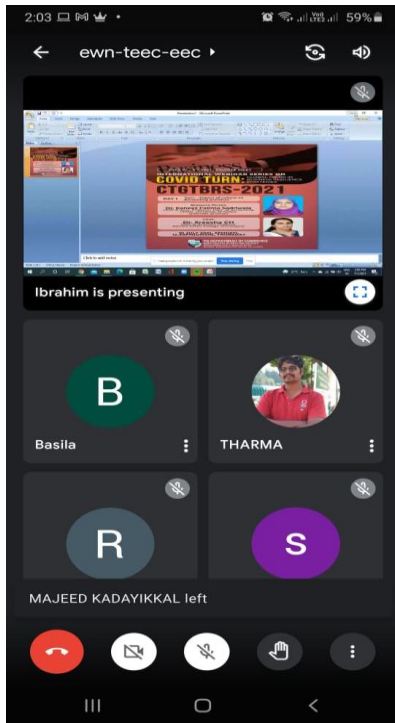
Vote of Thanks

Mr. Munavar Jasim PK
Asst. Professor



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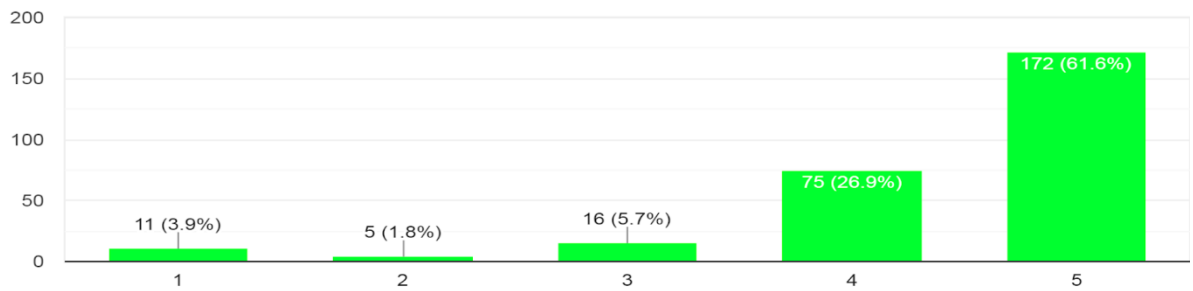
Photo Gallery



Participant's feedback

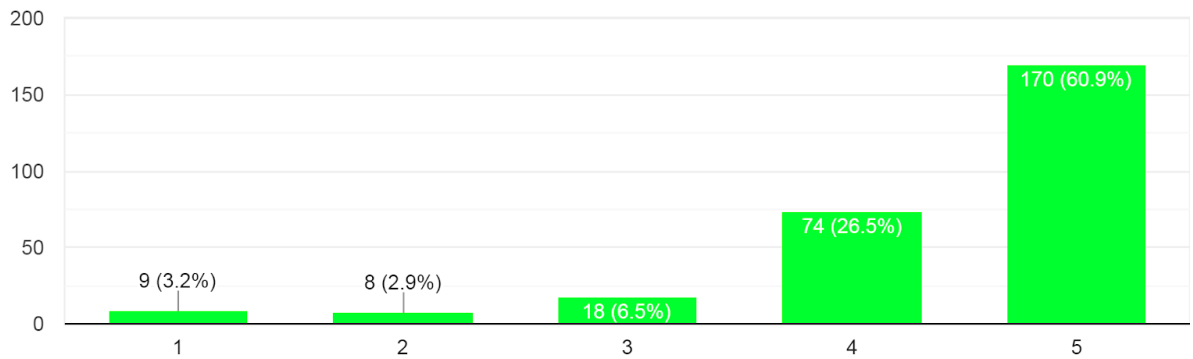
The content of the subject was organised and easy to follow

279 responses



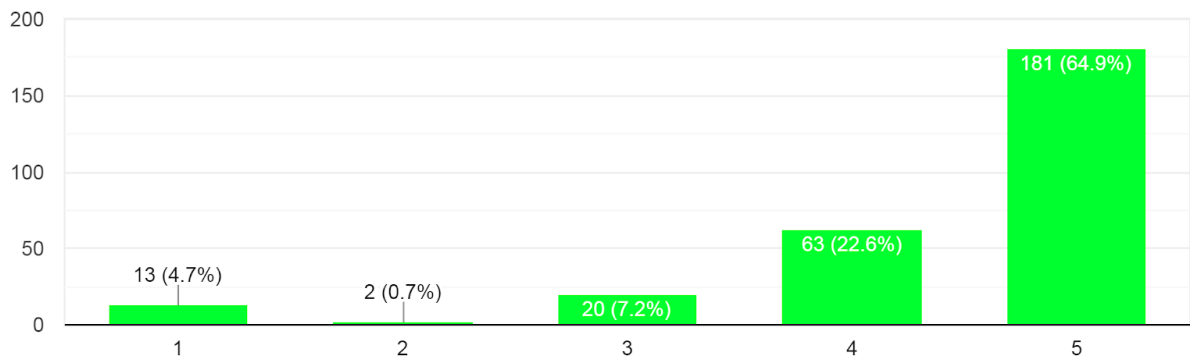
The presentation materials were relevant

279 responses



The resource person was well prepared and able to explain any questions

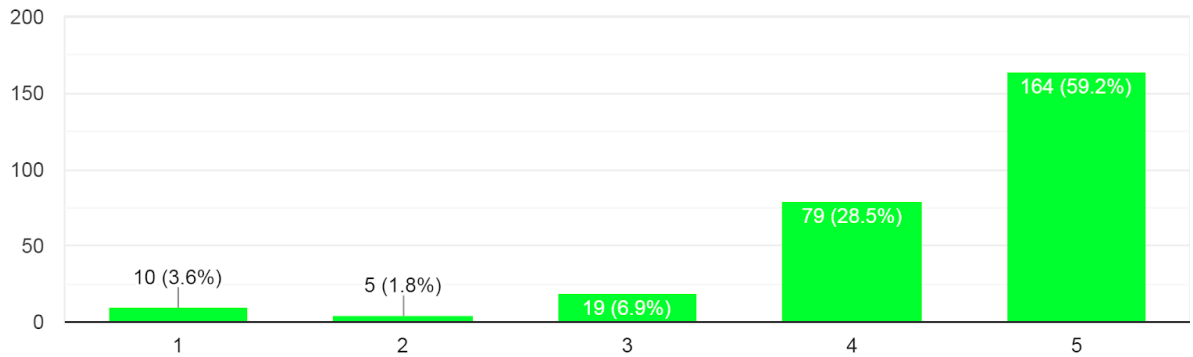
279 responses



Participant's feedback

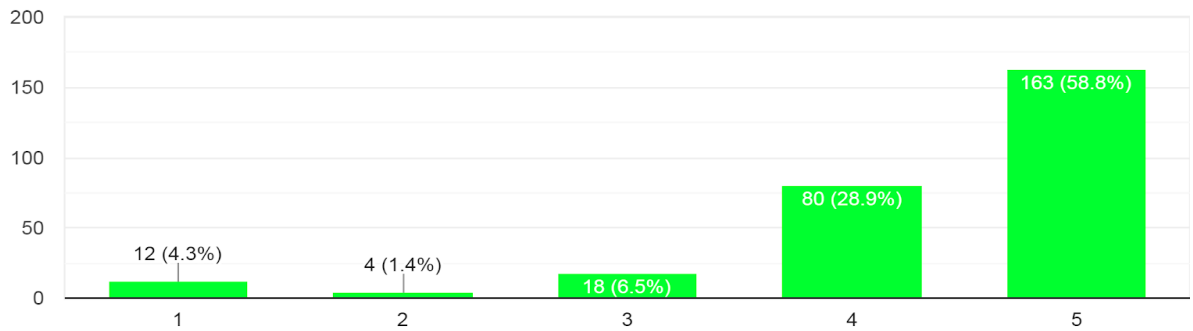
The Objective of the Session were met

277 responses



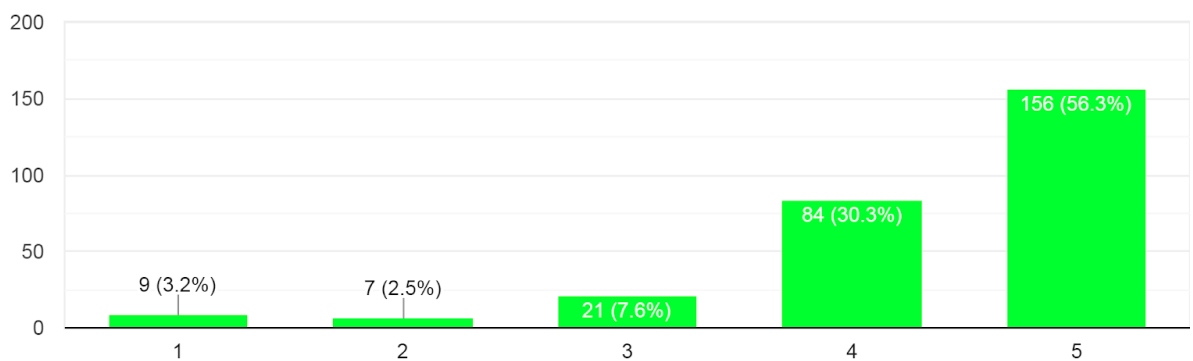
The Examples/Cases were helpful and relevant

277 responses



The pace of the session was appropriate to the Content and attendees

277 responses



Certificates of Appreciation

International Webinar Series on
**COVID TURN: GLOBAL TREND IN BUSINESS
RESILIENCE STRATEGIES**
CTGTBRS-2021

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EMEA COLLEGE OF ARTS AND SCIENCE
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Kondotti, Malappuram (Dt) Kerala, India Pin-673638



CERTIFICATE

Dr. Kaneez Fatima Sadriwala
.....
(HOD & Associate Professor, Department of Accounting, CEMIS, University of
Nizwa, Sultanate of Oman)
.....
has participated as a chief guest and delivered keynote speech on
.....
Impact of Culture on Accounting Practices
.....
in the five days international webinar on Covid Turn: Global Trends in Business Resilience Strategies
-CTGTBRS 2021 organised by Postgraduate Department of Commerce, EMEA College of Arts and
Science, Kondotti, Kerala, India on 1st to 5th of July 2021.


Dr. Ibrahim Cholakkal
Principal


Ms. Kamalam Edathil
Convenor


Mr. Aboobacker Siddeeq KC
Coordinator

International Webinar Series on
**COVID TURN: GLOBAL TREND IN BUSINESS
RESILIENCE STRATEGIES**
CTGTBRS-2021

 PG Department of Commerce
EMEA COLLEGE OF ARTS AND SCIENCE
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Kondotti, Malappuram (Dt) Kerala, India Pin-673638



CERTIFICATE

Dr. Sreesha CH
.....
HOD & Assistant Professor, RDCMS, PSMO College Tirurangadi
.....
has chaired a session on
.....
Impact of Culture on Accounting Practices
.....
in the five days international webinar on Covid Turn: Global Trends in Business Resilience Strategies -CTGTBRS 2021
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Mr. Aboobacker Siddeeq KC
Coordinator

Day 2

02 July 2021 - 02.00 pm

Session 3

*Revisiting Sources of
Innovation in a Post
COVID-19 Business World*

Event 3:

Sub theme: Revisiting sources of Innovation in a Post Covid-19 Business World

Date and Time: 2 July 2021(Friday); 2PM(IST)

On mic: Rafeeqe Ali M (Introductory Remarks)

Dr: Mudassir Mohammed (Key Note Speaker)

Dr. (Chair of the Session)

Key role: the program was started with the introductory remarks of Rafeeqe Ali M (Assistant Professor, Department of Commerce, EMEA College of Arts and Science, Kondotty) on the new innovation trend in business community during Covid 19. The session chaired by Dr Vinesh Ottuparammal (HOD, Department of Commerce, Government College of Arts and Science, Kondotty), in his chair speech Dr. Vinesh was brief out the topic and invited the key note speaker for detailed discussion of the topic.

Dr: Mudassir Mohammed, (Assistant Professor, University of Technology, Sultanate of Oman) was started the discussion by demonstrating the innovations happened in the medical industries, Dr. Mudassir was in the arguments of, Covid 19 and its surge was given new phase for innovation to entities working in medical sector. Many medical types of equipment, including mask, health care and related products have been available in the market with new style and faces. Further, the key note speaker extend the innovative initiatives happened in the other sector, wide use of digital payments, wide application home delivery system, new packages and terms , which are derived as the survival of the business particularly in hotel industries. Similarly the work arrangement, work form the home is the buzz word in the pandemic. The speaker also showed the possible chances of to continue, the term work form home, in post covid time too.

But on the flipside, Dr Mudassir also pointed the challenges which the face during the covid, due to uncertainty still prevail, many firms were failed to recovery or innovate its operation as result the firms are disappeared from the picture. The core of his speech was, in post covid, the phases of the business would be changed, the working style, operation system and the communication arrangements both internal and external would drastically different as of pre covid 19. Hence to retain or to continue the firm some sort of innovation which public is highly preferable is needed.

The chair of the session was also affirmed the points delivered by the guest. The program was ended with the vote of thanks of Faseela N K member, organizing committee.

Resource Person Profile



Dr. Mudassir Moheemmed

Assistant Professor

University of Technology of Applied Sciences-Nizwa

Dr. Mudassir Moheemmed is working as Assistant Professor at University of Technology of Applied Sciences-Nizwa (Previously College of Applied Sciences,-Nizwa) since February 2015. Mudassir holds a PhD degree from Wuhan University of Technology, Wuhan, Hubei, P.R.China, in Industrial Economics/Management. He earned the Best Student award for the Year 2012 degree from Wuhan University of Technology, Wuhan, Hubei, P.R.China. Before, Joining University of Technology of Applied Sciences-Nizwa he was working as Assistant Professor at COMSATS University-Islamabad, ICT, Pakistan.

He was also delivering lectures as Adjunct faculty during 2013-2014 at Pir Mehr Ali Shah Arid Agriculture University Rawalpindi (PMAS-AAUR). Mudassir have a teaching experience of over 12 years in various public and private institutions. Mudassir Research Interest includes: Hi-Tech Industry Development and Industry optimization, Development Economics, National Business Models. His research work is presented and published in various International conferences, and in well reputed Indexed journals. He is focused on improving soft and hard skills required for personal and organizational betterment.

Dr.Vinesh Ottuparammal



HOD & Assistant Professor,
Department of Commerce,
Govt. College Kondotty

Dr. vinesh ottuparammal is working as the HOD and Assistant Professor ,Department of Commerce, Government college Kondotty. He holds a PhD degree from MG University, Kerala He has more than 10 years of teaching experiences in various Government colleges all over Kerala. He has published numerous papers in national and international seminars.He has published 8 articles in different reputed journals. He has served as the chairman of the centralized valuation camp of University of Calicut for many years.

JULY 1ST - 5TH 2021 | GOOGLE MEET

INTERNATIONAL WEBINAR SERIES ON
COVID TURN: GLOBAL TREND IN
BUSINESS RESILIENCE
STRATEGIES

CTGTBRS-2021

DAY 2

*Topic: "Revisiting sources of Innovation
in a Post COVID-19 Business World"*

Resource Person

Dr. Mudassir Mohemmed

*Assi. Professor, Dept. of Business
Administration, University of Technology
and Applied Sciences-Nizwa*



Chair

Dr. Vinesh Ottuparammal

*HOD & Assistant Professor
Dept. of Commerce, Govt. College, Kondotty*



**02 JULY 2021, 2PM(IST),
12.30PM(OMAN), FRIDAY**



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INTERNATIONAL WEBINAR SERIES ON
COVID TURN: GLOBAL TREND IN
BUSINESS RESILIENCE
STRATEGIES
CTGTBRS-2021

JULY 1ST - 5TH 2021 | GOOGLE MEET

DAY 2

*Topic: "Revisiting sources of Innovation
in a Post COVID-19 Business World"*

**02 JULY 2021, 2PM(IST),
12.30PM(OMAN), FRIDAY**

Introductory Remarks

Mr. Rafeeqe Ali Mundodan
Asst. Professor

Chair

Dr. Vinesh Ottuparammal
*HOD & Assistant Professor
Dept. of Commerce, Govt. College, Kondotty*

Resource Person

Dr. Mudassir Moheemmed
*Assi. Professor, Dept. of Business
Administration, University of Technology
and Applied Sciences-Nizwa*

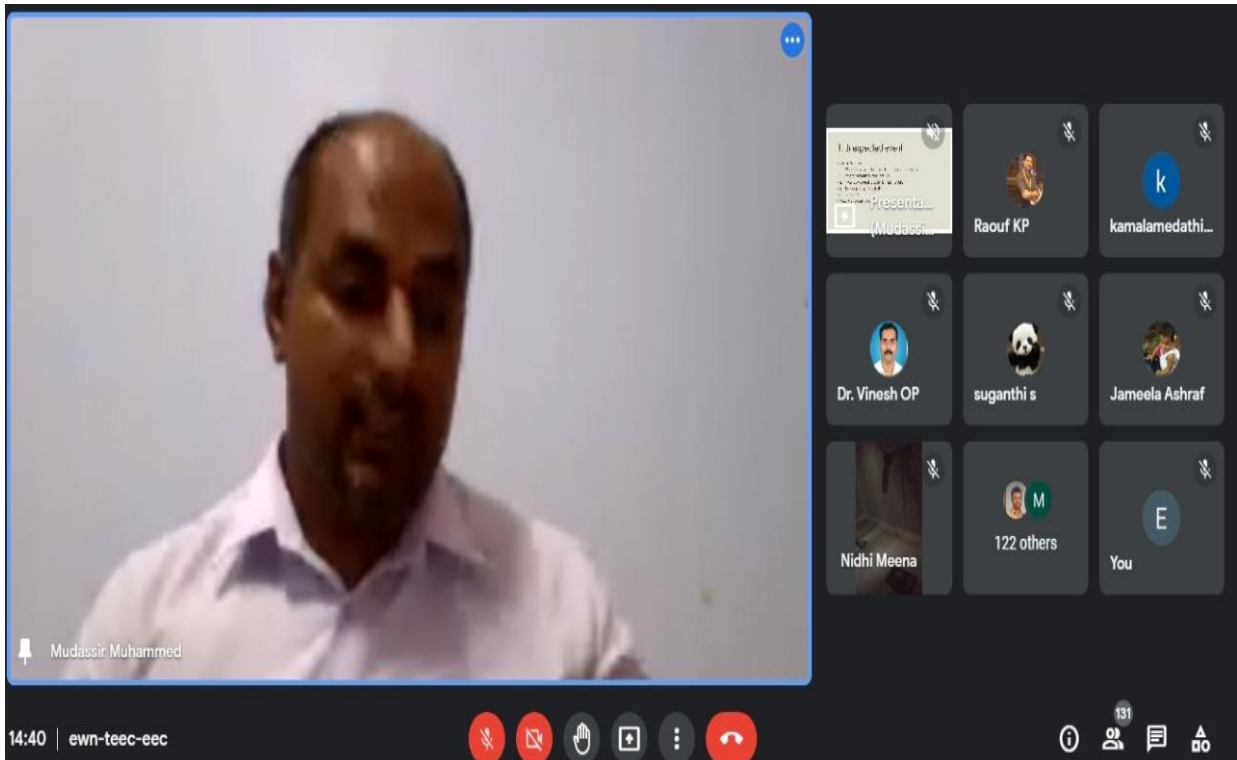
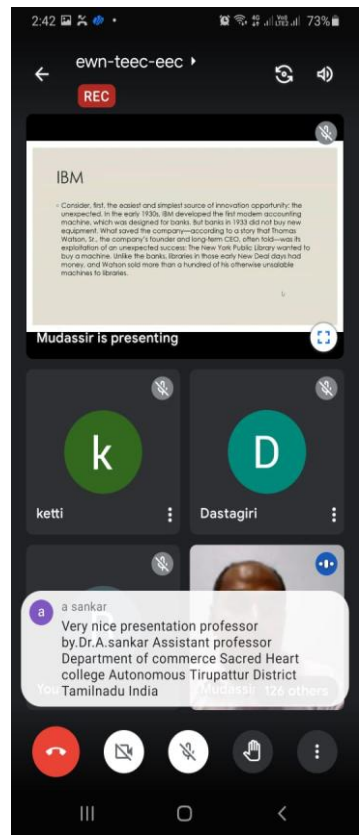
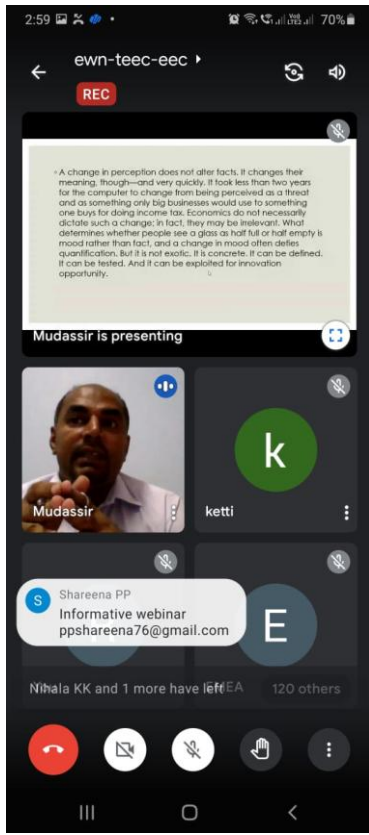
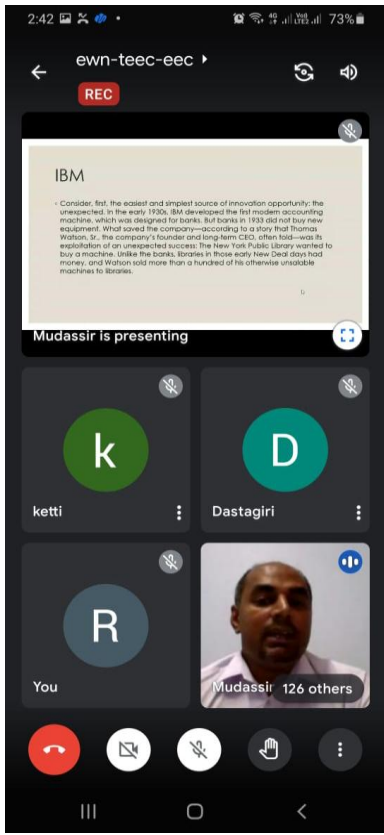
Vote of Thanks

Mrs. Faseela NK
Asst. Professor



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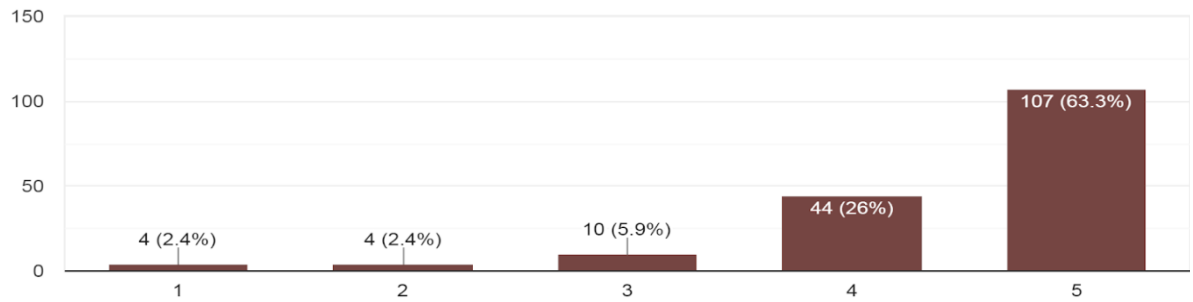
Photo Gallery



Participant's feedback

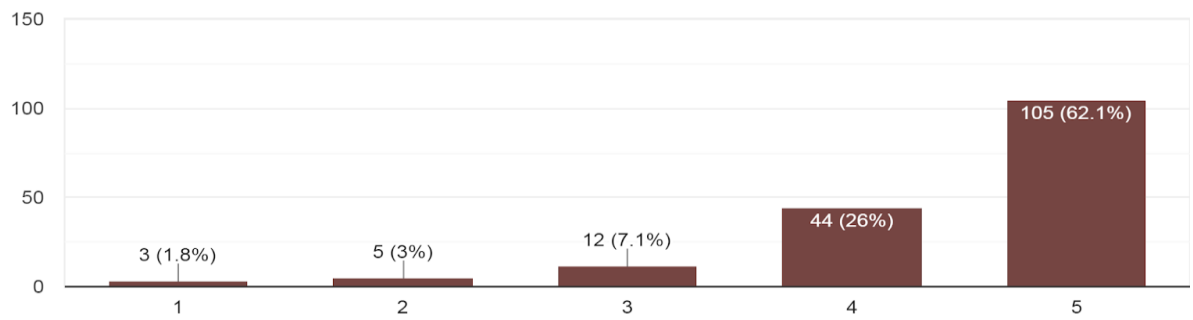
The content of the subject was organised and easy to follow

169 responses



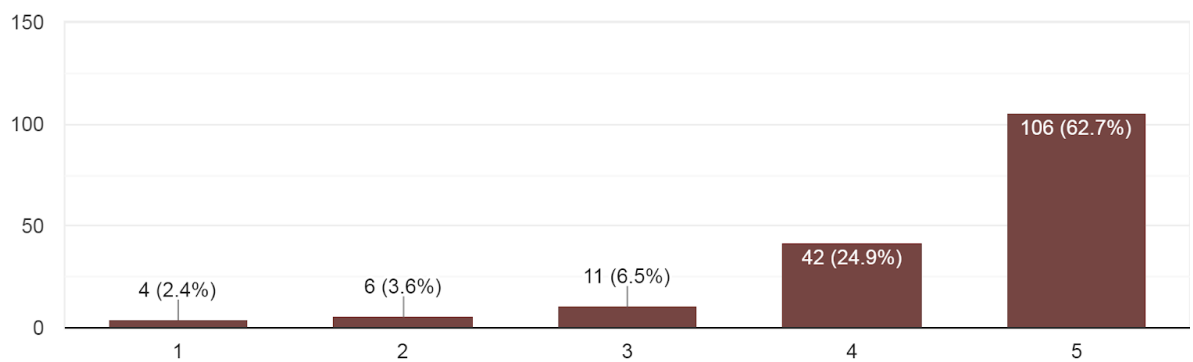
The presentation materials were relevant

169 responses



The resource person was well prepared and able to explain any questions

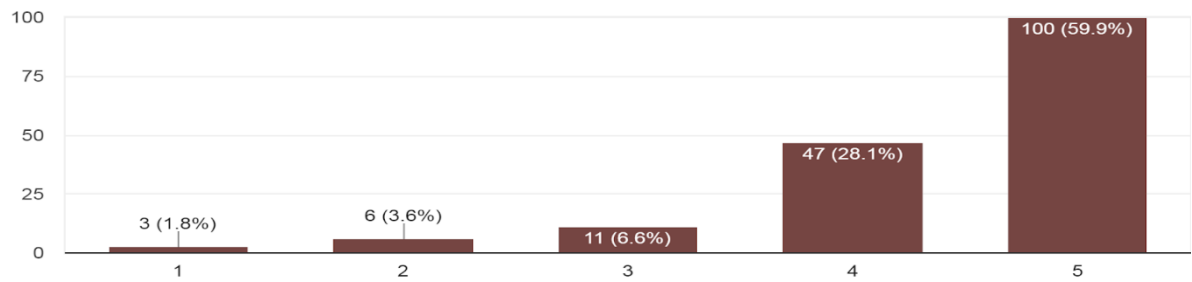
169 responses



Participant's feedback

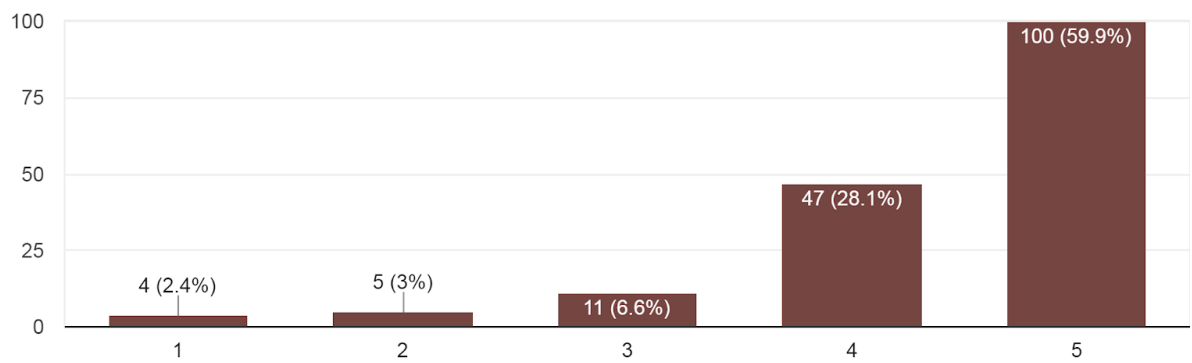
The pace of the session was appropriate to the Content and attendees

167 responses



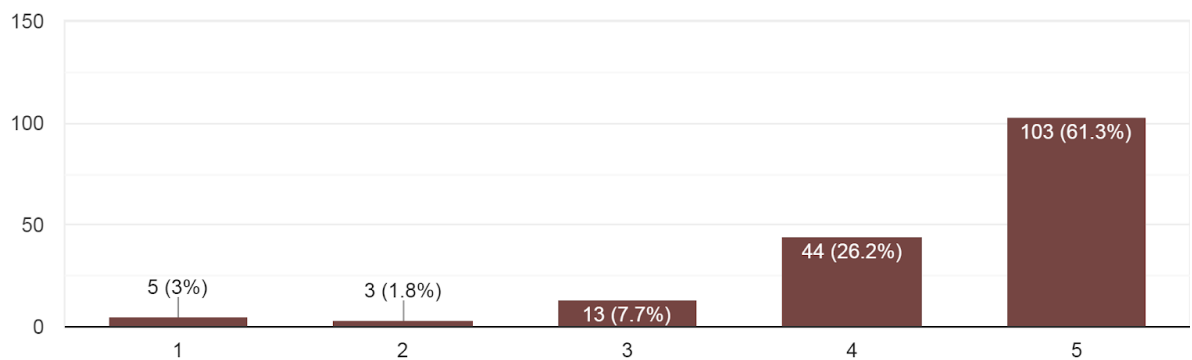
The Examples/Cases were helpful and relevant

167 responses



The Objective of the Session were met

168 responses



Certificates of Appreciation

International Webinar Series on
COVID TURN: GLOBAL TREND IN BUSINESS RESILIENCE STRATEGIES
CTGTBRS-2021

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CERTIFICATE



Dr. Mudassir Mohemmed
.....
(Assistant Professor, Department of Business Administration, University of
Technology and Applied Sciences-Nizwa)
.....
has participated as a chief guest and delivered keynote speech on
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Revisiting Sources of Innovation in a Post COVID-19 Business World
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CERTIFICATE

Dr. Vinesh Ottuparammal
.....
HOD & Assistant Professor Department of Commerce, Government College, Kondotty
.....
has chaired a session on
.....
Revisiting Sources of Innovation in a Post COVID-19 Business World
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Dr. Ibrahim Cholakkal
Principal


Ms. Kamalam Edathil
Convener



Mr. Aboobacker Siddeeq KC
Coordinator

Day 3

03 July 2021 -02.00 pm

Session 4

**Entrepreneurship and
Small Business :
Prospects & Challenges**

Event 4:

Sub theme: Entrepreneurship and Small Business: Prospects and Challenges

Date and Time 3-07-2021 (Saturday) @ 2PM (IST)

On mic: Aneesath M (Introductory Remarks)

Dr: C P Ayoob (Key Note Speaker)

Dr. Dhanya (Chair of the Session)

Key role: the program was began with the introductory remarks of the Aneesath M ((Assistant Professor, Department of Commerce, EMEA College of Arts and Science, Kondotty) followed with the chair speech of Dr. Danya (Assistant Professor, Department of Commerce, AMAL College of Advanced Studies, Nilambur). The discussion of the day was the most vulnerable sector of the economy due to covid i.e. how the Covid and followed restrictions reshaped the small business segment.

Dr. C P Ayoob, Former Principal, EMEA College of Arts and Science Kondotty, was the key note speaker, the speech was worth with contents and cross sectional discussion of the Covid and followed restriction, and how they impacted the small business segment. Guest started the speech by providing an overall picture world economy in after emerge of the covid. Dr Ayoob kept high precaution in providing most updated information from authentic sources including UNCTAD, WTO, IMF etc. The core of the speech was, the covid and followed restriction affected the economy in general, it destructed the small segment significantly. The small business segment is the backborn of any economy in terms of economic contributions as well as in mitigating the soci economic problems, hence the challenges of the sector must be addressed in priority basis. Dr. Ayoob pointed out the significance of the sector and the need of promoting the sector for a balanced growth of any economy. Guest described the matter in wide perspective, The impacts of COVID-19 have already been catastrophic and devastating for life, societies and economies around the world. It has cost the life of more than a million people so far and has created misery for all. In this environment economic actors try to survive and maintain activities, support their communities and create value in their ecosystems. This

book addresses COVID-19 and entrepreneurship by exploring challenges and opportunities for small business. Small businesses have proven resilient in crisis situations. The direct, unquestionable and passionate involvement of entrepreneurs and their families provides strength that large organisations usually envy. However, in such times of crisis small businesses need support, innovation and solidarity to overcome the difficulties. A focus on humanity for all people involved, including entrepreneurs and their loved ones, customers, neighbours and all stakeholders is essential. Liquidity and resilience are also critical with governments, financial institutions and property owners providing understanding and support. Flexible and innovative operating models are needed to deal with the uncertainty of any crisis and to address contextual challenges in a smart way.

Dr. Ayoob also pointed out the initiatives of government taken to revamp the sector in details. The chair was also added some points with the focus of the need of restructuring the economy as well as the small business segments. The programs comes end with the vote of thanks of Mrs. Hasba P P(M.Com, Second year M.com Student)

Resource Person Profile



Dr. AYOOB

Former principal

EMEA College, Kondotty

Dr. Ayoob did his college studies till Master in commerce at PSMO College, Tirurangadi under University of Calicut and MPhil from the Madras University. He has got around six years industry experience in accounting and office administration in India and abroad. Later he joined at EMEA College, Kondotty, an arts and science college affiliated to the University of Calicut and aided by the Govt. of Kerala. He went for PhD under faculty improvement programme of UGC at University of Calicut and the research degree awarded in commerce in 2005. He was the coordinator of NAAC College level committee when the college went for first cycle of accreditation thereafter he coordinated the college IQAC.

He went abroad, Sultanate of Oman in 2007 and worked in the field of teaching, research and administration in various higher education institutions like College of Technology, University of Nizwa and University of Technology and Applied Sciences under Ministry of Higher Education. He was the head of the department of International Business Administration, College of Applied Sciences, Oman till he joined back in EMEA College in 2018. He has got number of publications in various national and international journals, authored a book and presented research papers in various international conferences. He completed research projects with the grants from the UGC, Govt. of India and The Oman Research Council. He headed various committees in the higher education sector in Oman and in India. In 2018 he joined back to EMEA College as the Principal and completed his tenure in 2021 with lots of achievements to the college including A Grade of NAAC with a higher grade point. He is a research guide in the PG

Department of Commerce, PSMO College, Tirurangadi, University of Calicut and right now supervising six research scholars.



Dr Dhanya KA
Assistant Professor & Head DCMS
Amal College of Advanced Studies
Nilambur

Dr. Danya KA assistant professor and head of DCMS Amal College Of Advanced Studies. She has more than 10 years teaching experience and awarded phd in 2014 . she published a book :technology innovation in banking” and authored for four articles in the capital market ,one in corporate governance and other one is educational and development potential of rural students. She presented and participated national and international conferences

EVERYTHING IS CANCELED

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INTERNATIONAL WEBINAR SERIES ON
COVID TURN : GLOBAL TREND IN
BUSINESS RESILIENCE
STRATEGIES

CTGTBRS-2021

DAY 3 *Topic: "Entrepreneurship and small business: Prospects and challenges"*

Resource Person

Dr CP Ayoob Keyi

*Former Principal,
EMEA College of Arts & Science, Kondotty*



Chair

Dr. Dhanya KA

*Asst. Professor & Head of DCMS, Amal
College of Advanced Studies, Nilambur*



**03 JULY 2021, 2PM(IST),
SATURDAY**



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COVID TURN: GLOBAL TREND IN
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STRATEGIES
CTGTBRS-2021

JULY 1ST - 5TH 2021 | GOOGLE MEET

DAY 3 *Topic: "Entrepreneurship and small business: Prospects and challenges"*

**03 JULY 2021, 2PM(IST),
SATURDAY**

Introductory Remarks

Mrs. Aneesath M
Asst. Professor

Chair

Dr. Dhanya KA
*Assistant Professor & Head of DCMS, Amal
College of Advanced Studies, Nilambur*

Resource Person

Dr. CP Ayoob Keyi
*Former Principal,
EMEA College of Arts & Science,
Kondotty*

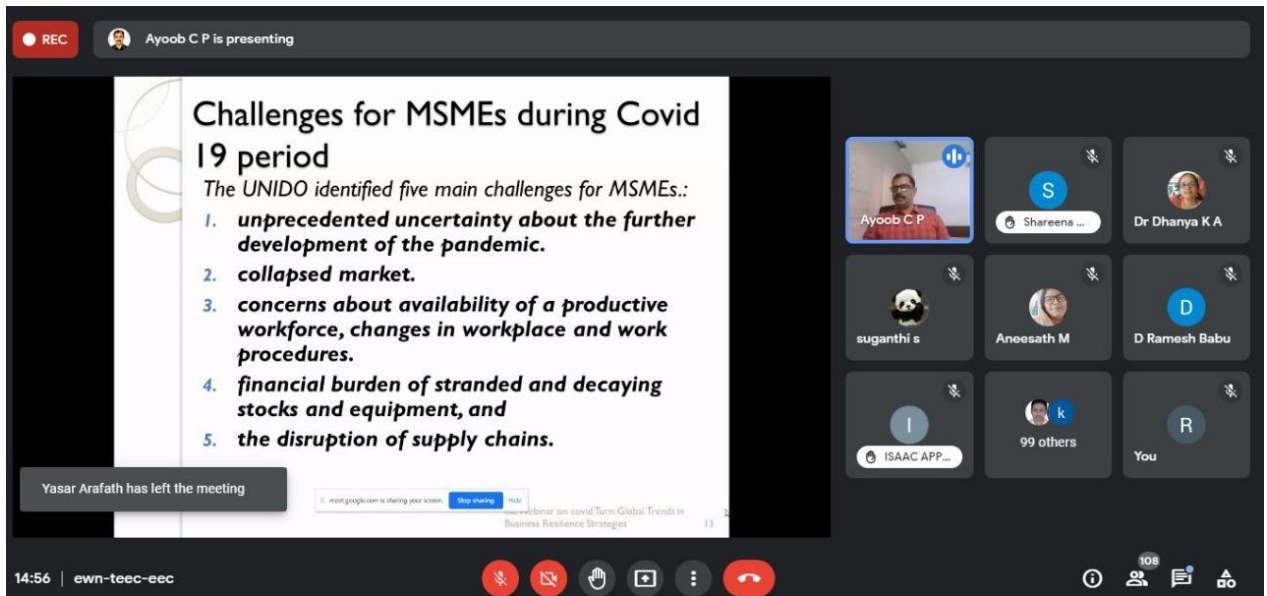
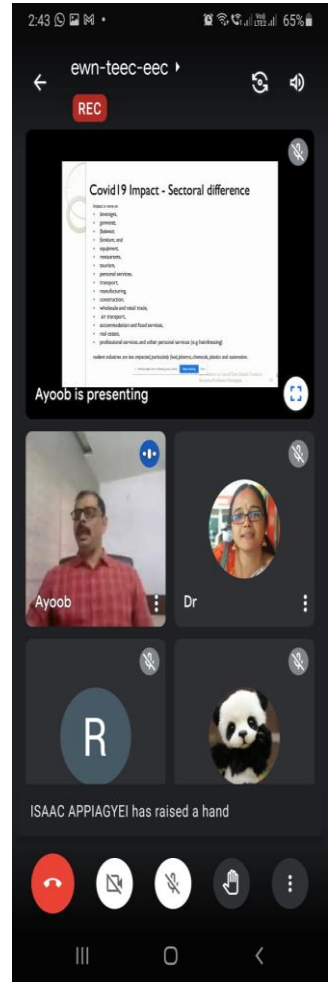
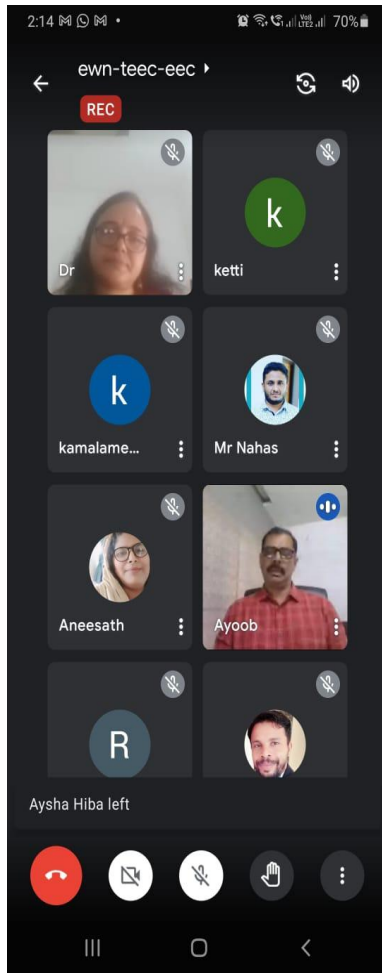
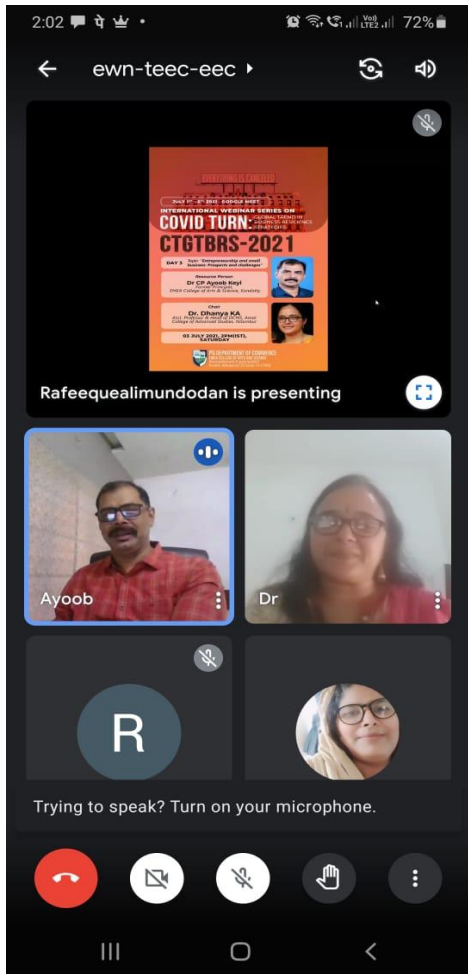
Vote of Thanks

Ms. Hasba
IIIrd semester M.Com



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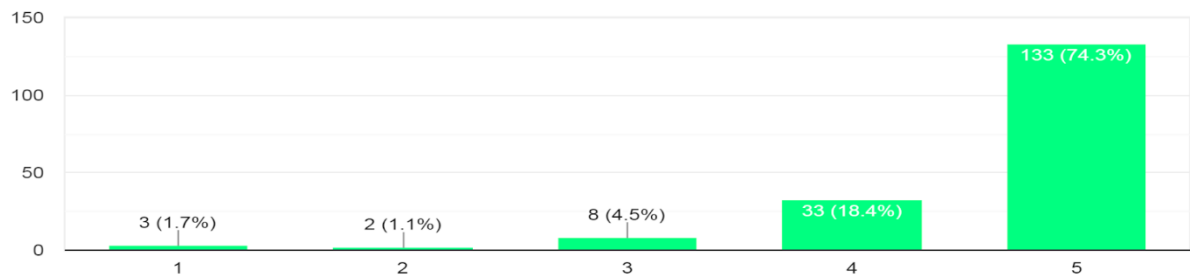
Photo Gallery



Participant's feedback

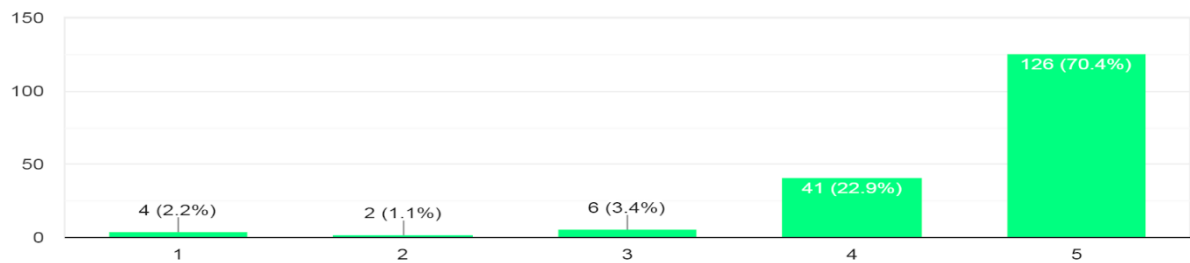
The content of the subject was organised and easy to follow

179 responses



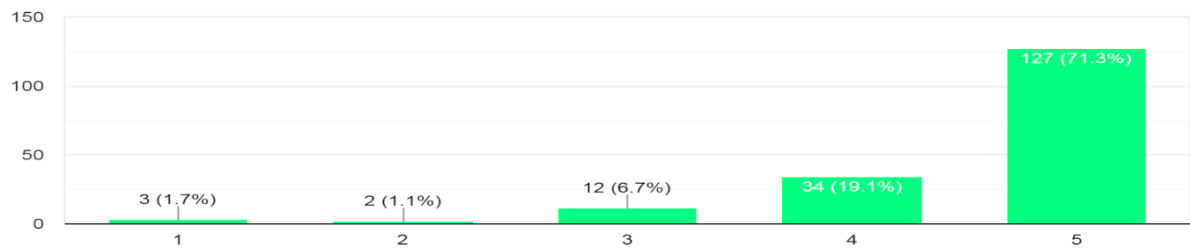
The presentation materials were relevant

179 responses



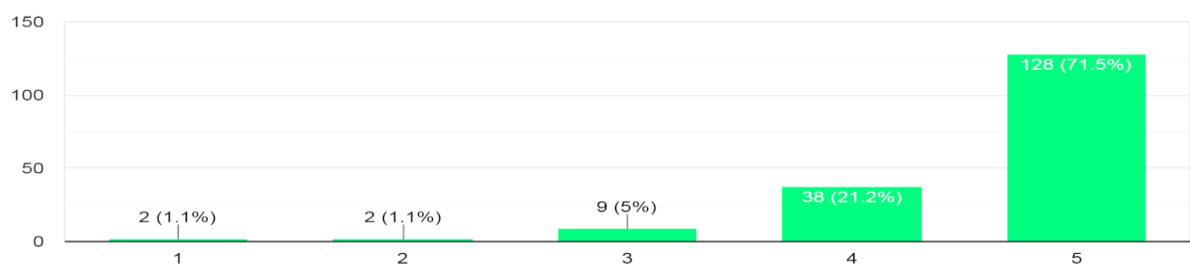
The pace of the session was appropriate to the Content and attendees

178 responses



The resource person was well prepared and able to explain any questions

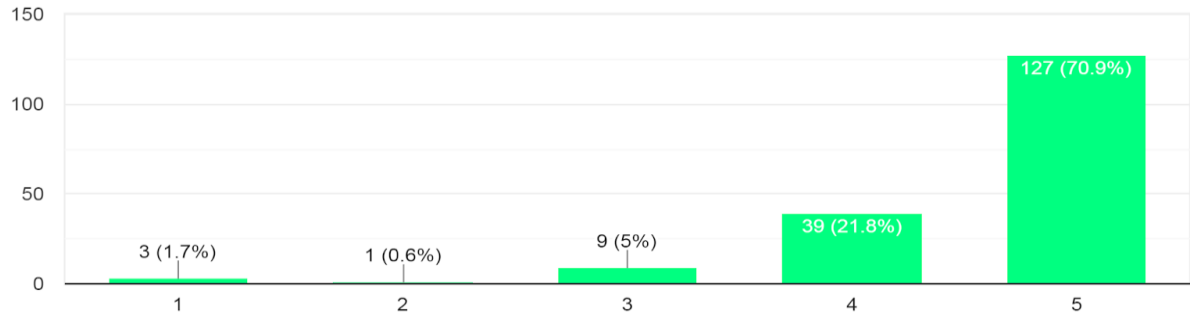
179 responses



Participant's feedback

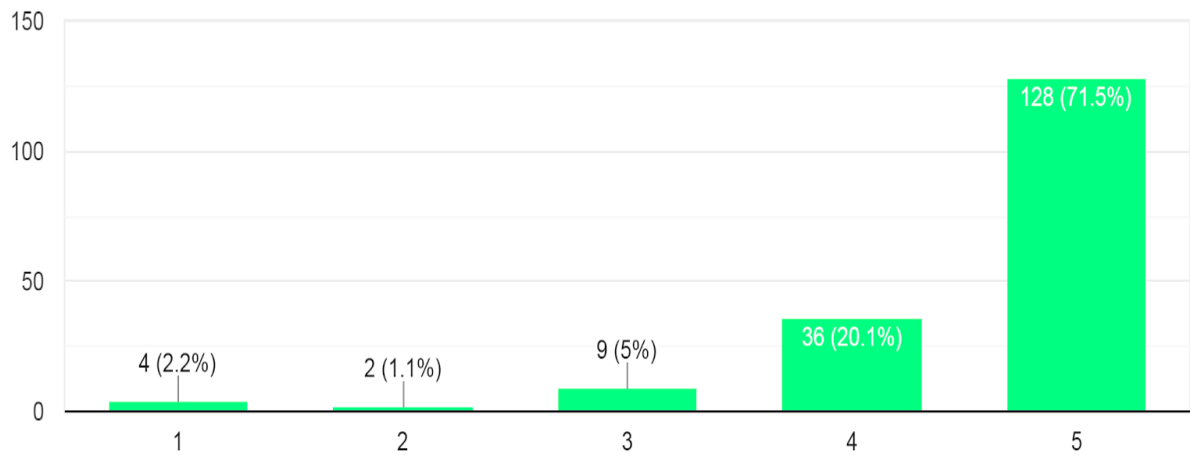
The Examples/Cases were helpful and relevant

179 responses



The Objective of the Session were met

179 responses



Certificates of Appreciation

International Webinar Series on
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Dr. Ayoob CP
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Dr. Dhanya KA
Assistant Professor & Head of DCMS, Amal College of Advanced Studies, Nilambur

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Dr. Ibrahim Cholakkal
Principal


Ms. Kamalam Edathil
Convenor




Mr. Aboobacker Siddeeq KC
Coordinator

Day 4

04 July 2021 -02.00 pm

Session 5

*Adoption of ICT as a
Marketing Strategy :
Post Covid Scenario*

Event 5

Sub theme: Adoption of ICT as a Marketing Strategy: Post Covid Scenario

Date and Time 4-07-2021 (Sunday) @ 2PM (IST)

On mic: Nahas A (Introductory Remarks)

Dr: Tariq Hussain Sheikh (Key Note Speaker)

Dr. Riyad A M (Chair of the Session)

Key role: the discussion of fourth day started with the introductory remarks of Nhas A (Assistant Professor EMEA College of Arts and Science, Kondotty) followed with chair talks of the Dr Riyad AM (HOD, Department of Commerce, EMEA College of Arts and Science, Kondotty)

Dr: Tariq Hussain Sheikh, Department of Computer Science, Govt College Poonch, J&K, was the key note speaker of the fourth day. Dr Sheikh exemplified the level adoption and adobtability of the modern technologies in doing business particularly in pandemic time. The speech explored the relationship between digital marketing practices, customer satisfaction, customer involvement, and purchase intention in different products, including life insurance plicies. COVID-19 was taken as the prevailing pandemic and its impact on the digital transformation of marketing strategies. Digitization has become part of our everyday schedules. It is molding the customary manners by which purchasers and organizations cooperate. Digitization, mainly social media, has been professed to change shopper conduct with significant ramifications for firms and brands. Customers are progressively investing their energy on the web and utilizing social media. The proverb, “if an organization can’t be found in Google, it doesn’t exist,” seems to exemplify shopper conduct today. It ought to be evident that the use of advanced digital channels is significant for brands. It ought to be a movement that organizations should follow if they need to remain severe and develop. Digital marketing became increasingly advanced in 2010 when gadgets’ expansion to access digital media prompted unexpected development. Insights created in 2012 and 2013 indicated that

advanced promoting was all the while developing. With the improvement of digital marketing during the 2000s, for example, LinkedIn, Facebook, YouTube.

The effect of COVID-19 proceeds in the financial year 2021 memorably. Individuals' dispensable livelihoods are seeing a significant disintegration and subsequently affect the division's new business. The coronavirus (COVID-19) global pandemic has resulted in changes to advertising, marketing, promotional and media spends, forcing businesses and brands to reevaluate their thinking about current and future advertising and marketing campaigns to maintain a steady stream of income. While brands currently seek to strike the right tone during a global health emergency, the future portends market alteration, increased competition and a demand for creative and aggressive marketing practices.

With organizations promoting working remotely, there is already an exponential rise in video calls/phone calls, as an increasing number of people are organizing meetings via apps or collaboration platforms. Digital media and Over the Top (OTT) content players are benefiting while Virtual Private Networks (VPNs), cybersecurity, and data security are other technologies that will see a surge as most workforces are operating remotely. Cloud services will grow, boosted by higher usage of content, gaming downloads, video conferencing, and the impact of remote access to corporate networks. There will also be an increased focus on technologies like artificial intelligence, big data, augmented reality, and virtual reality, among others going forward. Equipment maker, Huawei, for example, recently posted a surge in its technological services comprising AI, video conferencing, and wireless network coverage across the Asia Pacific, given the on-ground communication challenges to ensure smooth connectivity.

Although the COVID-19 pandemic has certainly not triggered Industry 5.0, it has brought home the reality of Industry 4.0. digital workflows, robots, automation are no longer goals; they are requirements. IoT devices have offered organizations a path toward preserving revenue streams during this pandemic. Other areas that would see an uptick include e-learning, online education, and e-governance. As shoppers begin to self-isolate and avoid crowded areas, the clear winner is the e-commerce sector, with digital payment taking over a lot faster than the physical payment options.

Resource Person Profile



Dr. Tariq Hussain Sheikh

Govt. Degree College Poonch ,J&K ,UT

Dr. Tariq Hussain Sheikh is an amazing and experienced academician, scientist, and researcher who has lots of spectacular attainments and expertise to his credit. His profound expertise in programming, computer networks, database management systems, object-oriented programming etc. are testified by his own inventions in those areas... He has made significant contributions towards administrative areas as well like PMSSS, and AISHE. Being highly dynamic in research publishing, he has more than 19 quality papers in Scopus-indexed journals. He stands tall with his status as an editorial member in various journals as well. He is a passionate academician who has participated and presented research and conference papers in more than 30 national and international conferences. There are more than 8 books he has written and published so far which make him a visible presence in the academia for the international community. One of the testimonials for his vibrant achievements is the patent he has availed from the Australian government in '3D printing of cost-effective human skull models and skull implants'. He has another patent from the Australian government for 'long range IOT-based automatic dispenser system for heavy water line'. He has submitted to the Indian government for patents for his 'Smart rescue system using flying drone' also.

He has bagged many awards like 'best scientist award' in 2018. He has received the best researcher award in an international conference for the vibrant and novel research that he has undertaken. And he has been selected for the best teacher award in 2019 at Poonch Government College considering his dynamic contributions in teaching, researching, and administrative areas.



Dr Riyad AM

Assistant professor and Head of Department of Computer science

EMEA College Kondotty

Dr Riyad AM is an Assistant professor, Head of Department of Computer science . he has completed his PhD and Mphil from DCMS, Bharathiyar University and Published 7 articles in various national and international journals. He has presented 6 papers at the national and international conference organised by Prestigious institutions and universities. His area of interest covers Computer network security, Web programming, Operating system, Data mining.He has 17 years of teaching and research experience.



JULY 1ST - 5TH 2021 | GOOGLE MEET

INTERNATIONAL WEBINAR SERIES ON
COVID TURN: GLOBAL TREND IN BUSINESS RESILIENCE STRATEGIES

CTGTBRS-2021

DAY 4 *Topic: "Adoption of ICT as a marketing strategy: Post Covid Scenario"*

Resource Person
Dr. Tariq Hussain Sheikh
*Lecturer, Department of Computer Science,
Government Degree College
Poonch , J&K*



Chair
Dr Riyad AM
*Asst. Professor & Head of Department of
Computer Science , EMEA College,
Kondotty*



**04 JULY 2021, 2PM(IST),
SUNDAY**



PG DEPARTMENT OF COMMERCE
EMEA COLLEGE OF ARTS AND SCIENCE
(Reaccredited with 'A' grade by NAAC)
Kondotti, Malappuram (Dt) Kerala, Pin-673638

INTERNATIONAL WEBINAR SERIES ON
COVID TURN: GLOBAL TREND IN BUSINESS RESILIENCE STRATEGIES
CTGTBRS-2021

JULY 1ST - 5TH 2021 | GOOGLE MEET

DAY 4 *Topic: "Adoption of ICT as a marketing strategy: Post Covid Scenario"*

**04 JULY 2021, 2PM(IST),
SUNDAY**

Introductory Remarks

Mr. Nahas Sha AA
Asst. Professor

Chair

Dr. Riyad AM
*Asst. Professor & Head of Department of
Computer Science , EMEA College,Kondotty*

Resource Person

Dr. Tariq Hussain Sheikh
*Lecturer, Dept. of Computer Science,
Government Degree College
Poonch , J&K*

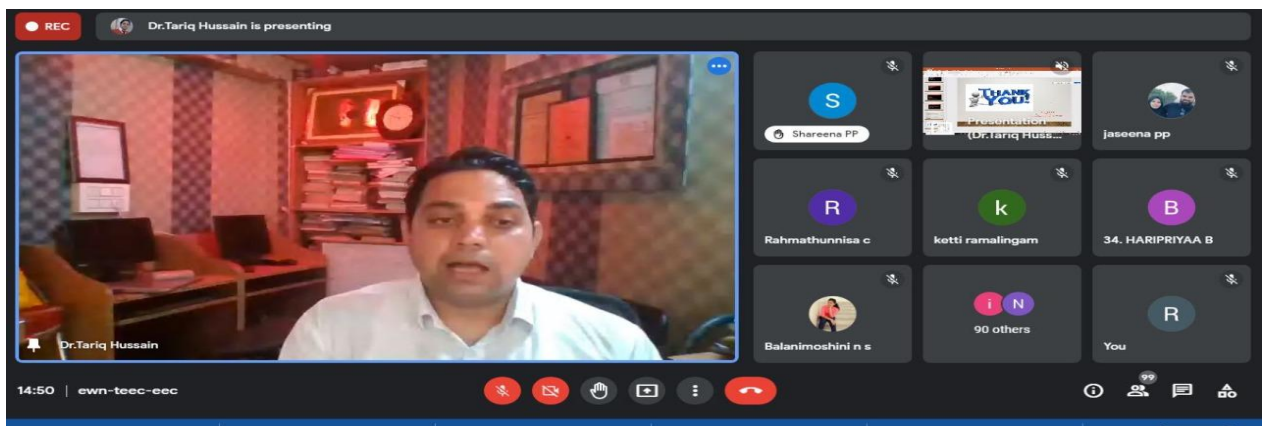
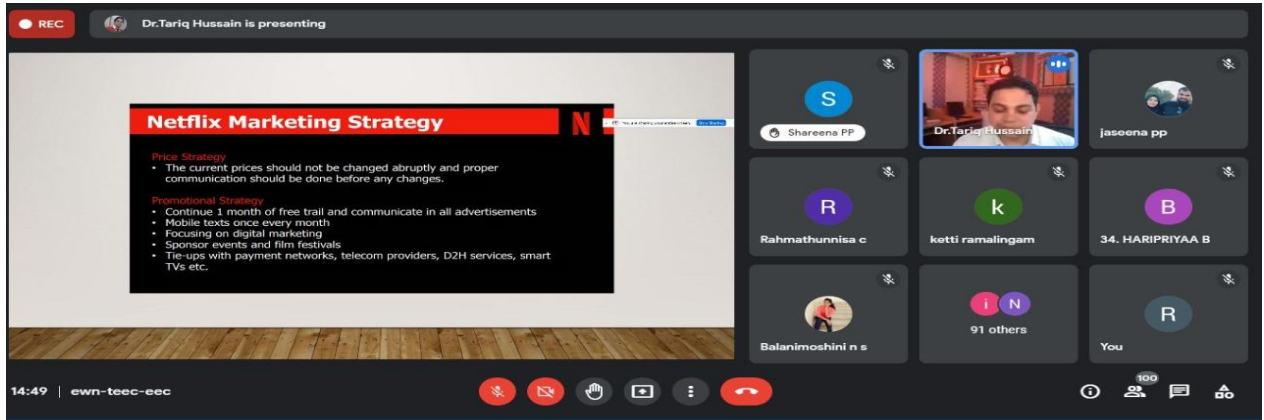
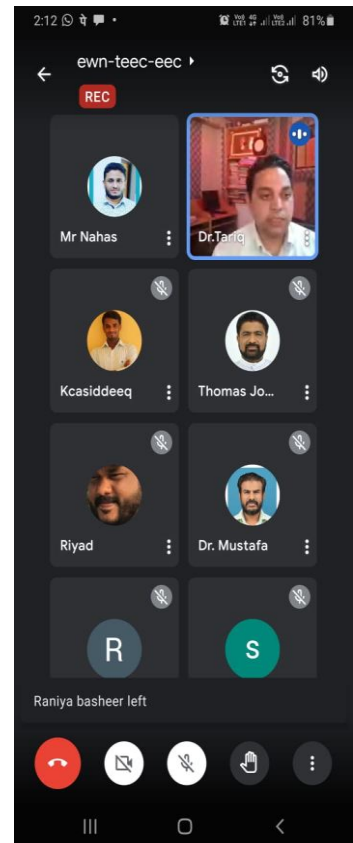
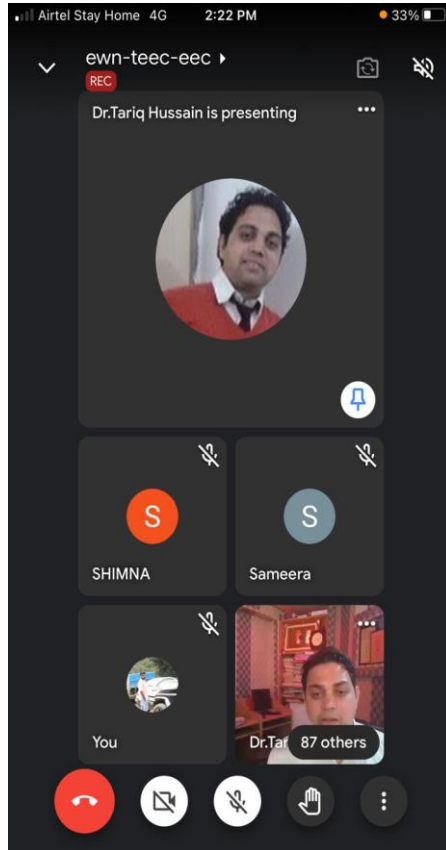
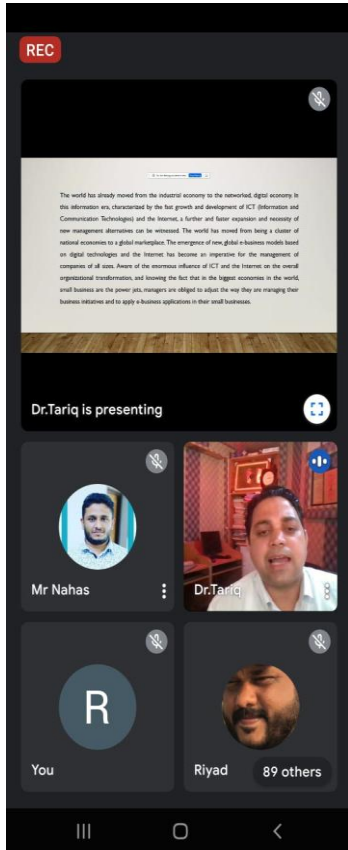
Vote of Thanks

Mr. Mansoor K
IVth semester M.Com



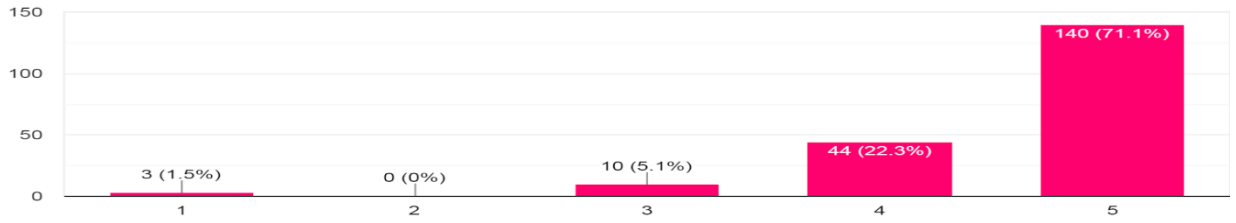
PG DEPARTMENT OF COMMERCE
EMEA COLLEGE OF ARTS AND SCIENCE
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Photo Gallery

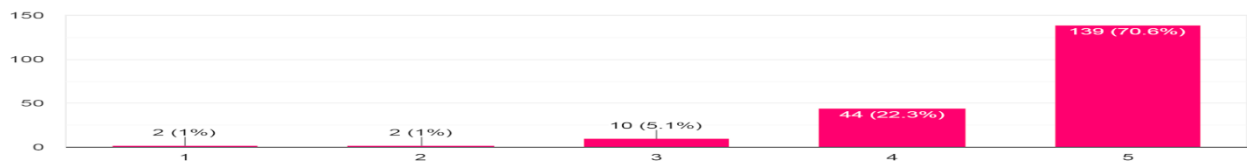


Participant's feedback

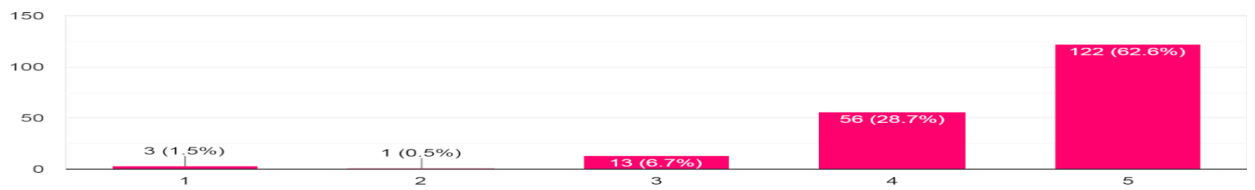
The content of the subject was organised and easy to follow
197 responses



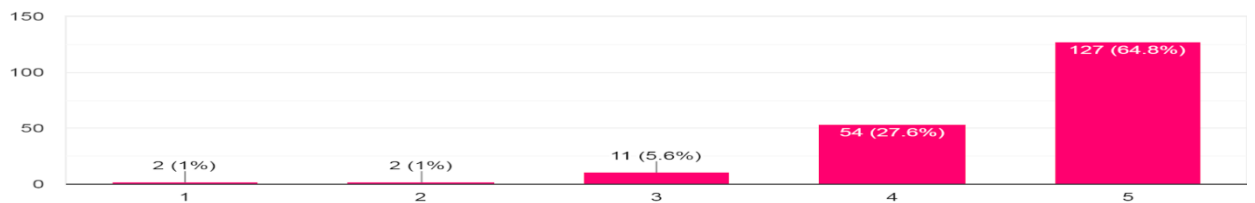
The presentation materials were relevant
197 responses



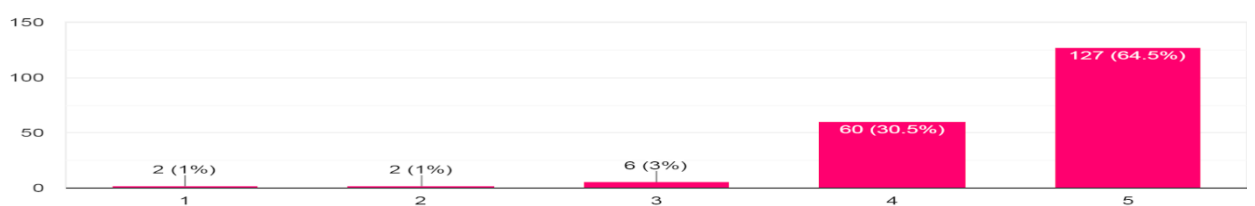
The pace of the session was appropriate to the Content and attendees
195 responses



The Examples/Cases were helpful and relevant
196 responses



The Objective of the Session were met
197 responses



Certificates of Appreciation

International Webinar Series on
**COVID TURN: GLOBAL TREND IN BUSINESS
RESILIENCE STRATEGIES**
CTGTBRS-2021

 PG Department of Commerce
EMEA COLLEGE OF ARTS AND SCIENCE
Reaccredited with 'X' grade by NAAC
Kondotti, Malappuram (Dt) Kerala, India Pin-673638

CERTIFICATE

Dr. Tariq Hussain Sheikh
Lecturer, Department of Computer Science, Government Degree College Poonch, J&K

has participated as a chief guest and delivered keynote speech on
Adoption of ICT as a Marketing Strategy : Post Covid Scenario

in the five days international webinar on Covid Turn: Global Trends in Business Resilience Strategies -CTGTBRS 2021 organised by Postgraduate Department of Commerce, EMEA College of Arts and Science, Kondotti, Kerala, India on 1st to 5th of July 2021.


Dr. Ibrahim Cholakkal
Principal


Ms. Kamalam Edathil
Convener




Mr. Aboobacker Siddeeq KC
Coordinator

International Webinar Series on
**COVID TURN: GLOBAL TREND IN BUSINESS
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 PG Department of Commerce
EMEA COLLEGE OF ARTS AND SCIENCE
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Kondotti, Malappuram (Dt) Kerala, India Pin-673638

CERTIFICATE

Dr. Riyad AM
Assistant Professor & Head of Department of Computer Science, EMEA College, Kondotty

has chaired a session on
Adoption of ICT as a Marketing Strategy : Post Covid Scenario

in the five days international webinar on Covid Turn: Global Trends in Business Resilience Strategies -CTGTBRS 2021 organised by Postgraduate Department of Commerce, EMEA College of Arts and Science, Kondotti, Kerala, India on 1st to 5th of July 2021.


Dr. Ibrahim Cholakkal
Principal


Ms. Kamalam Edathil
Convener




Mr. Aboobacker Siddeeq KC
Coordinator

Day 5

05 July 2021 -02.00 pm

Session 6

**Corporate Social
Responsibility (CSR)-
A Path Way to Corporate
Sustainability Post Covid 19**

Event 6

Sub theme: Corporate Social Responsibility: A Path Way to Corporate Sustainability

Date and Time 5-07-2021 (Monday) @ 2PM (IST)

On mic: Mohammed Faisal T (Introductory Remarks)

Dr: Hishan Shankar Sanil (Key Note Speaker)

Mr. Abdurahman K (Chair of the Session)

Key Role: The final day, fifth day, of the international webinar series was began with the introductory remarks of Mr. Mohammed Faisal T (Assistant Professor EMEA College of Arts and Science, Kondotty). The program was chaired by Mr. Abdurahman K (HOD, Department of Management, Malabar College, Vengara). Key note speaker of the day, Dr. Hishan Shankar Sanil (Senior Lecture, Azman Hashim International Business School, University of Technology, Malaysia) deconstructed the concept of CSR and how CSR used as growth strategy in the business.

Dr. Sanil, started his discussion on theme by exemplifying the need of CSR for the long term survival of the business and the recent development in the discussion of CSR. The debate on the CSR has been developed a great extent, with new dimensions. CSR has been of great interest not only to financial economists, but also to corporate practitioners. Although CSR has quite a variety of definitions, the consensus is that corporate behavior can no longer be examined from the single dimension of value maximization. It has been shifted the dimensions of CSR to a pyramid model, it include responsibilities, that is, economic, legal, social, and philanthropic, from bottom to top. Dr, Sanil also conceptualized why conceptual changes has been happening for CSR A widely accepted premise in CSR literature is that companies have societal and environmental obligations that go beyond shareholder interests and legal compliance. But, In addition to emphasizing CSR as going beyond minimum legal requirements, now more emphasis is the firm's responsiveness to these social issues. CSR has become a common practice across industries. Seemingly a majority of the companies are interested in various

philanthropic and CSR endeavours. But whether the CSR expenditure is contributing towards needy areas or is contributing to existent funds / schemes is a topic that has various opinions and answers.

Most companies have long practiced some form of corporate social and environmental responsibility with the broad goal of contributing to the well-being of the community and society and on which they depend. Dr. Sanil, added that, with a growing emphasis on corporate social responsibility (CSR), companies must decide how to integrate CSR into their organizational strategy. In the competitive world, the CSR approach often used as leverage for synergizing social and business agendas together.

Dr. Sanil given three broad areas of CSR activities; Focus on Philanthropy, Improving operational effectiveness & Transforming the business model. It is neither practical nor logical for all companies to engage in same types of CSR. Programmes are driven by diverse factors, including the industry and the societal environment in which the businesses operate and the motivations of the people who run and govern each company. Hence the companies undertake different activities under different social heads, for instance, some may be in education or others may be in rural development or health sector.

The pandemic time is the great opportunities to show the companies commitment to society at large, by doing so, the company create long term business image. Here comes the importance of CSR, which played a crucial role in the times of this pandemic, when people are trying their level best to get through the challenging times. CSR is a 'self-regulating business model' that implies the procedures of interaction by a company with its stakeholders and the general public at large, creating a scenario of being socially responsible. During the period of covid, the companies have been working for the benefits of the society in two ways, firstly, they closed all their operations as precautionary to stop the wide spreading of the virus(for instance, transportation and hotel industry) on the other hand they also with government programs for prevention and recovery the bad stage of the covid.

In the conclusion remarks, Dr. Sanil emphasized that. All the efforts of the companies is to create long term value creation which eventually makeover the wealth maximization of the business. Hence it is inferred that CSR activities always penetrated to create wealth generation and it often associated with the growth strategies of the firm.

The programs comes to the end by the concluding remarks of the Chair, he also affirmed the Dr Sanil's views on CSR is the part of the growth strategy. In the end, Mrs Jaseena (Assistant Professor, Department of Commerce, EMEA College of Arts and Science, Kondotty) Delivered vote of thanks

Resource person profile



Dr. HISHAN S SANIL

Researcher/Senior Lecturer & Industrial Engineer

- Proficient in **managing research projects and author of many publications** in different reputed international journals.
- **Recipient of the Commonwealth Scholarship and fellowship plan (CSFP)** for PhD study
- **Effectively prepared research grant proposals**, of which **two grants were awarded with the research funding** and one has been successfully completed.
- **Second runner-up – 3Minutes thesis competition – 2017** (Faculty of Management UTM, Malaysia)
- **More than 10 Years of industry experience** in the **field of Marketing, Industrial Engineering and handling CSR programs** in the manufacturing Industry.
- Strong technical background with a proven track record in **developing technical standards, ensuring production planning & solving quality issues**
- Proficiency in formulation of **sourcing strategies and vendor identification / development and analytical assessment**
- Proficient in **assessing the performance of the suppliers/vendors** based on various criteria such as percentage for rejections, quality improvement rate, timely delivery, credit terms, packaging compliance, & responsiveness in issue resolution.
- Expertise in **product costing and order reconciliation**.
- An effective communicator with excellent relationship management skills & strong analytical, **problem solving and organizational capabilities**

- **2019** PhD. (Management), Universiti Teknologi Malaysia (UTM), Malaysia

	All	Since 2014
Citations	282	282
h-index	10	10
i10-index	11	11

- **Total Publications: 51** (ISI/WOS: 25/SCOPUS :22/INTL. REFERRED: 3)
- **Total Copyrights: 3** (In process)

Editorial experience

1. **Managing Editor:** Singaporean journal of social science. ISSN: 25917528
2. **Managing Editor:** Journal of Economic Info. ISSN: 2313-335X
3. **Editorial Board member:** International Journal of Management, Innovation and Entrepreneurial Research eISSN 2395-7662
4. **Guest Editor:** Universal Journal of Educational Research, (ISSN: 2332-3205 (Print), ISSN: 2332-3213 (Online), Volume 7, Issue 9A, 2019 (Indexed in SCOPUS)
5. **Guest Editor:** International Conference on Multidisciplinary Contemporary Research (ICMCR-2018), Kuala Lumpur, Malaysia, 24-25 February 2018. International Journal of Engineering & Technology 7(2.10), 2018 (Indexed in SCOPUS)
6. **Guest Editor:** Selected Peer-Reviewed Articles from the 2nd International Conference on Educational Studies (ICES 2017), Johor, Malaysia, 10–11 October 2017 and International Conference on Social Sciences and Education (ICSSE 2017) Bandung, Indonesia, 21–23 November, 2017. Advanced Science Letters, 24(1), 2018 (Indexed in ISI/WOS)
7. **Guest Editor:** Selected Peer-Reviewed Articles from the International Conference on Social and Behavioural Sciences (ICSBS-2017), Singapore, 14–16 August, 2017. Advanced Science Letters, 24(5), 2018 (Indexed in ISI/WOS)
8. **Reviewer:** Humanities & Social Sciences Reviews [eISSN 2395-6518 (Ref.No: HSSR//GIAPJOURNAL/03, Reviewer/ HSSR/13/11/2019) – From 13th November 2019 to 13th November 2020.

9. **Editorial Assistant** – Second International Conference on Interdisciplinary Global Applied research (ICIGAR-2019) – United Arab Emirates
10. **Editorial Assistant** – Third International conference on Social Science and Education (ICSSE – 2019)- Indonesia
11. **Editorial Assistant** – Third International Conference on Multidisciplinary Contemporary Research (ICMCR-2019) - Malaysia
12. **Editorial Assistant** – First International Conference on Interdisciplinary Global Applied research (ICIGAR-2018) - Indonesia
13. **Editorial Assistant** – Second International Conference on Multidisciplinary Contemporary Research (ICMCR-2018) - Singapore
14. **Editorial Assistant** – Second International conference on Social Science and Education (ICSSE – 2018)- Indonesia
15. **Editorial Assistant** – First International Conference on Multidisciplinary Contemporary Research (ICMCR-2018) - Malaysia
16. **Editorial Assistant** – First International conference on Social Science and Education (ICSSE – 2017)- Indonesia
17. **Editorial Assistant** - International conference on Social and Behavioural Sciences (ICSBS – 2017)- Singapore



Mr.Abdurahiman Karuthedath
Assistant Profeseor & Head
Department of Management
Malabar College of Advanced Studies ,Vengara

Mr.Abdurahiman Karuthedath , Assistant Professor of management has been teaching Graduate level of students for more than 8 years at Malabar College of Advanced Studies . He completed Mcom (Finance) and M.Phil from DCMS ,University of Calicut,. He is pursuing Phd in the Department of Commerce and Centre of Research PSMO College, Tirurangadi . His areas of interest are taxation and finance.. He has published a good number of research papers in International and National level peer reviewed journals.

JULY 1ST - 5TH 2021 | GOOGLE MEET

INTERNATIONAL WEBINAR SERIES ON
COVID TURN: GLOBAL TREND IN
BUSINESS RESILIENCE
STRATEGIES

CTGTBRS-2021

DAY 5

Topic: "Corporate Social Responsibility (CSR): A path way to corporate sustainability post COVID 19"

Resource Person

Dr Hishan Shanker Sanil
*Faculty, Azman Hashim International
Business School (AHIBS)
Universiti Teknologi Malaysia*



Chair

Mr Abdurahiman Karuthedath
*HOD & Asst. Professor, Department of
Management, Malabar College, Vengara*



**05 JULY 2021, 2PM(IST),
4.30PM(MALAYSIA), MONDAY**



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INTERNATIONAL WEBINAR SERIES ON
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STRATEGIES
CTGTBRS-2021

JULY 1ST - 5TH 2021 | GOOGLE MEET

DAY 5

Topic: "CSR A path way to corporate sustainability post COVID 19"

**05 JULY 2021, 2PM(IST),
4.30PM(MALAYSIA), MONDAY**

Introductory Remarks

Mr. Muhammed Faisal T
Asst. Professor

Chair

Mr Abdurahiman Karuthedath
*HOD & Asst. Professor, Department of
Management, Malabar College, Vengara*

Resource Person

Dr. Hishan Shanker Sanil
*Faculty, Azman Hashim International
Business School (AHIBS)
Universiti Teknologi Malaysia*

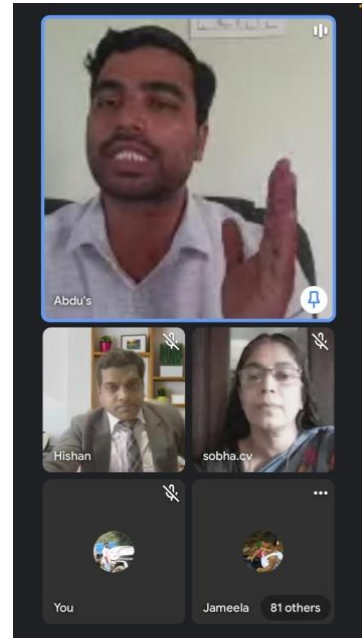
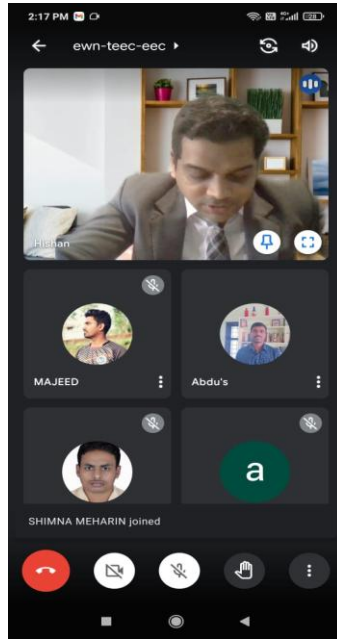
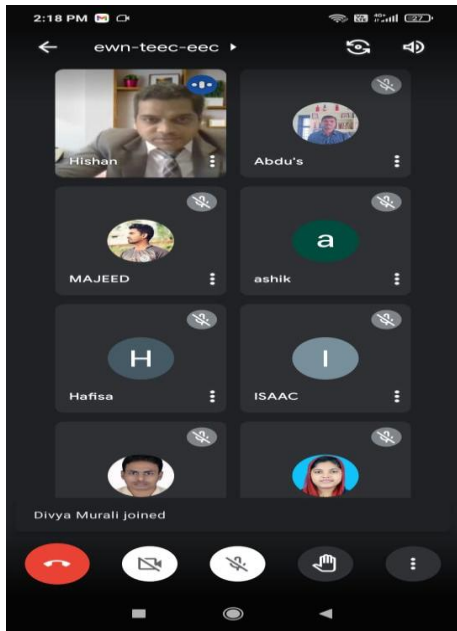
Vote of Thanks

Mrs. Jaseena PP
Asst. Professor



PG DEPARTMENT OF COMMERCE
EMEA COLLEGE OF ARTS AND SCIENCE
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Kondotti, Malappuram (Dt) Kerala, Pin-673638

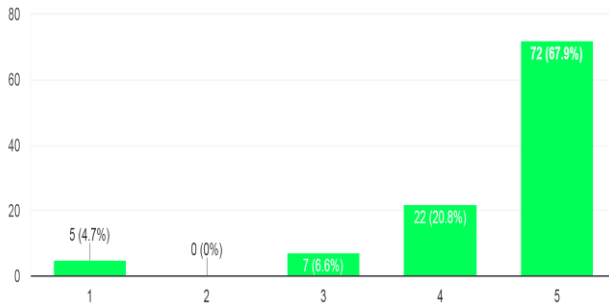
Photo Gallery



Participant's feedback

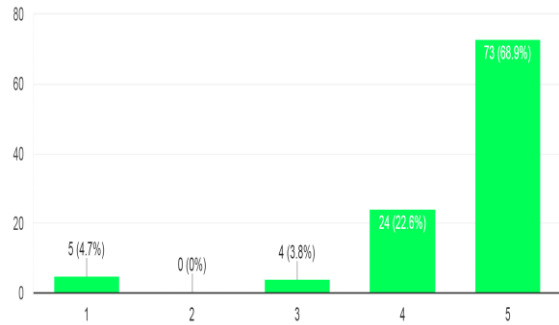
The content of the subject was organised and easy to follow

106 responses



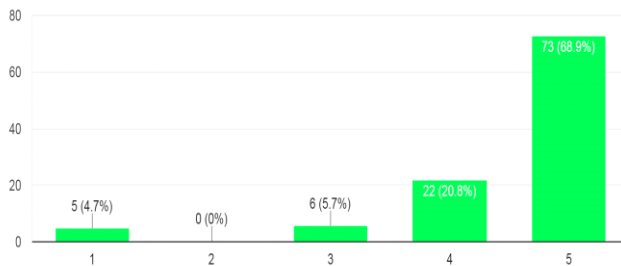
The Objective of the Session were met

106 responses



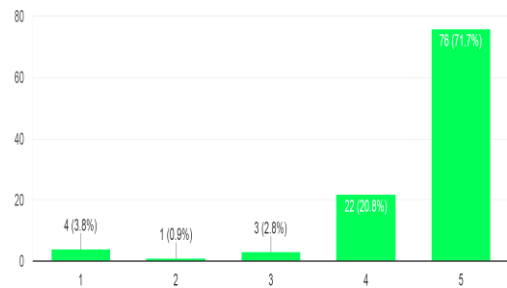
The Examples/Cases were helpful and relevant

106 responses



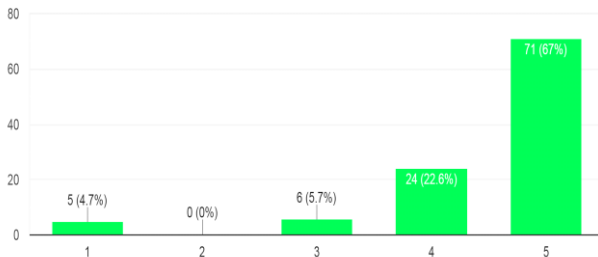
The resource person was well prepared and able to explain any questions

106 responses



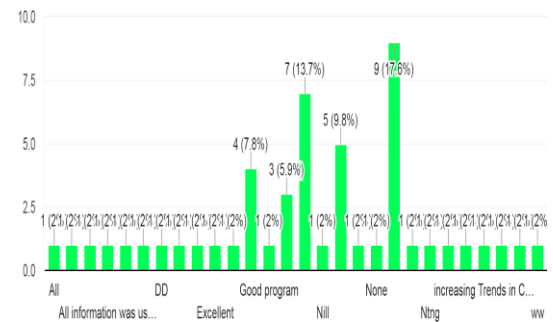
The pace of the session was appropriate to the Content and attendees

106 responses



What was least useful?

51 responses



Certificates of Appreciation

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Faculty, Azman Hashim International Business School (AHIBS) Universiti Teknologi Malaysia
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.....
HOD & Assistant Professor, Department of Management, Malabar College, Vengara
.....
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Dr. Ibrahim Cholakkal
Principal


Ms. Kamalam Edathil
Convenor




Mr. Aboobacker Siddeeq KC
Coordinator

Detailed List of Participants in Various Capacities

Resource Persons , Chairs and Special Invitees

SI.NO	Name	Designation	Institution
1	Dr. Abdul Azeez NP	Assistant Professor	Department of Economics Aligarh Muslim University
2	Dr. Kaneez Fatima Sadriwala	Head of Accounting Department, Associate Professor	University of Nizwa , Sultanate of Oman
3	Dr. Mudassir Mohemmed	Assistant Professor	University of Technology of Applied Sciences-Nizwa
4	Dr. Ayoob CP	Former Principal	EMEA College Kondotty
5	Dr. Tariq Hussain Sheikh	Assistant Professor	Govt Degree College POO
6	Dr.Hishan Shanker Sanil	Faculty	Azman Hashim International Business School (AHIBS) Universiti Teknologi Malaysia
7	Dr Ibrahim Cholakkal	Principal	Emea College Kondotty
8	Dr.Sreesha CH	Assistant Professor and Head	Research department of commerce, PSMO College, Thirurangadi
9	Dr .Malyadri Pacha	ICCSR senior Research Fellow	Centre for economics and social studies, Ministry of HRD
10	Dr. Vinesh OP	Assistant Professor and Head –Dept. of commerce	Govt. College Kondotty
11	Dr.Dhanya KA	Assistant Professor and Head DCMS	Amal college of Advanced Studies Nilambur
12	Dr. Riyadh	Assistant Professor and Head ,Dept. of Computer Science	Emea college Kondotty
13	Mr.Abdurahiman K	Assistant Professor and Head Dept. of Management	Malabar College Vengara

14	Prof, Mohammed Ashraf	Former Head of Dept. of Commerce	EMEA college Kondotty
15	Prof. Muhammed Basheer	Former Faculty of Dept. of Commerce	EMEA college Kondotty
16	Prof. Muhammed Najeeb PM	Head of Dept. of Economics	EMEA college Kondotty
17	Mr. Abdul Razaq PM	IQAC Coordinator	EMEA college Kondotty
18	Dr.Musthafa K	Former Head of RDCM	PSMO College Thirurangadi
19	Dr.Abdurahiman PA	Former Head of Dept. of Commerce	EMEA college Kondotty
20	Dr Farooqui Abdul Samad Gulam Rasool	Principal	Radhi Mahavidyala Maharashtra
21	Dr. Shashi Sharma	Assistant Professor	SS Jain Subodh PG Autonomous College ,Jaipur
22	Bilal Sulthan Yemen	Research Scholar	University of Kerala
23	Shabeer P	Assistant Professor & Head	WMO College Muttill
24	Dr Abbas	Assistant Professor	Amal college Nilambur

Participants

NO.	Email Address	FULL NAME	Affiliation(Name Of Institution)	Designation	State	Mobile No
1	faisal.thalakkotttil@gmail.com	Muhammed Faisal T	EMEA College of Arts and Science	Assistant Professor	Kerala	9633798513
2	nahassha23@gmail.com	Nahas sha A.A	Emea College Kondotti	Assistant Professor	Kerala	9633322298
3	nani6621@gmail.com	Dr.T.NARESH BABU	KSRM COLLEGE OF MANAGEMENT STUDIES	Assistant Professor	ANDHRA PRADESH	9491515789
4	kavisphd@gmail.com	Dr. S.KAVITHA	Anna Adarsh College for Women	Assistant Professor	Tamil Nadu	9444750529
5	dastagirishaik5@gmail.com	Dr.SK.DHASTAGIRI BHASHA	PBRVITS	Assistant Professor	ANDHRA PRADESH	9949566568
6	Aftabgeography@gmail.com	Mohd Aftab Ul Haq	Bhagwant University Ajmer, Rajasthan	Research Scholar	Rajasthan	8493848588
7	hemamalini@mkjc.in	Dr HEMAMALINI N	Marudhar kesari jain college for women	Assistant Professor	India	9944655867
8	shamsi.kk@gmail.com	DR. SHAMSI SUKUMARAN	AMITY GLOBAL BUSINESS SCHOOL KOCHI	Assistant Professor	Kerala	9447406809

		KUNNATHULLY				
9	arumugam.s@grt.edu.in	Dr.S.Arumugam	GRT institute of Engineering and Technology	Professor	Tamilnadu	9442320632
10	mahasowmik@gmail.com	Dr J Mahalakshmi	PSG College of Arts and Science	Assistant Professor	Tamilnadu	8220606294
11	tkamydeen@gmail.com	T K Asan Mydeen	Sadakathullah Appa College (Autonomous), Rahmath Nagar, Tirunelveli-11	Research Scholar	Tamilnadu	7418743008
12	benittaedwin14121997@gmail.com	V E BENITTA EDWIN	Anna Adarsh College for Women Chennai.	Research Scholar	Tamil Nadu	9442077048
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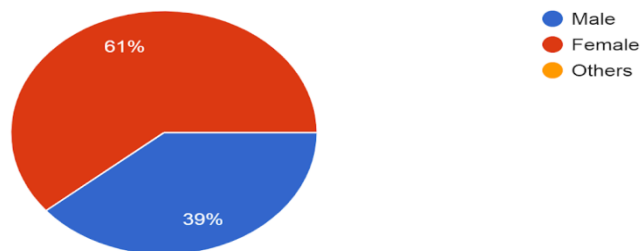
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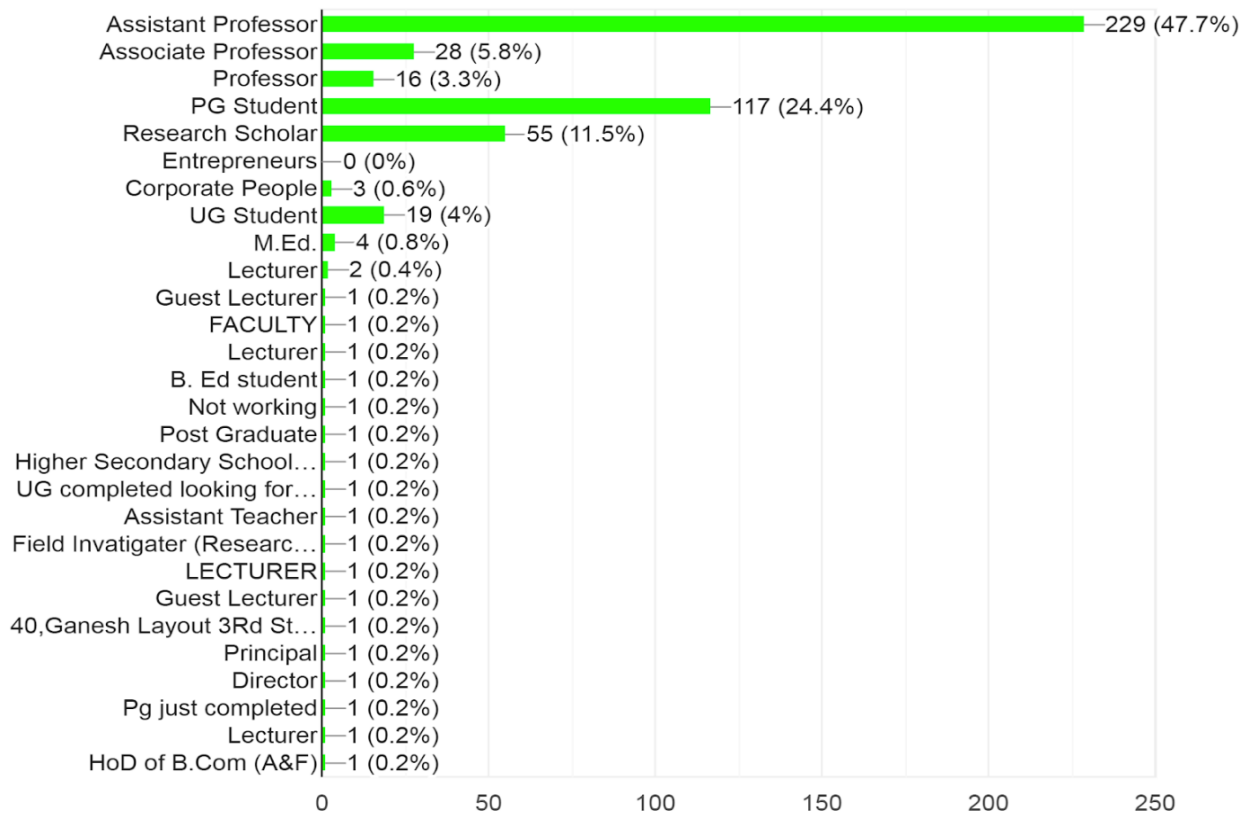
Gender wise classification of participants

Gender
480 responses



Designation wise classification of participants

Designation
480 responses



State wise classification of participants

Si:No	State	Number Of Participants
1	Kerala	198
2	Tamil Nadu	114
3	Rajasthan	23
4	Maharashtra	19
5	Karnatka	29
6	Andrapradesh	18
7	Telegana	9
8	Uttarakhand	7
9	Westbengal	6
10	Delhi	5
11	Uttarpradesh	5
12	Manipur	5
13	Jarkhand	6
14	Punjab	5
15	Bihar	4
16	Assam	4
17	Madhyapradesh	4
18	Odisha	3
19	Gujarath	3
20	Andaman Nicobar	2
21	Puduchery	3
22	Ad Dakhillyah	2
23	Hariyana	6
TOTAL		480

Certificates to Participants



International Webinar Series on
COVID TURN: GLOBAL TREND IN BUSINESS
RESILIENCE STRATEGIES
CTGTBRS-2021



PG Department of Commerce
EMEA COLLEGE OF ARTS AND SCIENCE
Reaccredited with 'A' grade by AAC
Kondotti, Malappuram (DK) Kerala, India Pin-673638

CERTIFICATE OF PARTICIPATION

This certificate is proudly presented to

DR. VIJAYA KUMARI NUNNA

Associate Professor

of *Mahatma Gandhi National Council of Rural Education*

for participating in the five day international webinar on Covid Turn: Global Trends in Business Resilience Strategies -CTGTBRS 2021 organised by Postgraduate Department of Commerce, EMEA College of Arts and Science, Kondotti, Kerala, India on 1st to 5th of July 2021.

Dr. Ibrahim Cholakkal
Principal

Ms. Kamalam Edathil
Convener



Mr. Aboobacker Siddeeq KC
Coordinator

International Webinar Series on
COVID TURN: GLOBAL TREND IN BUSINESS
RESILIENCE STRATEGIES
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**COVID TURN: GLOBAL TREND IN BUSINESS
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Student

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for participating in the five day international webinar on Covid Turn: Global Trends in Business Resilience Strategies -CTGTBRS 2021 organised by Postgraduate Department of Commerce, EMEA College of Arts and Science, Kondotti, Kerala, India on 1st to 5th of July 2021.

Dr. Ibrahim Cholakkal
Principal

Ms. Kamalam Edathil
Convener



Mr. Aboobacker Siddeeq KC
Coordinator

Links

S.No	Particulars	Link
1	registration	https://forms.gle/xgmMnHQMqKtCdgcg7
2	Watsup group link Group 1 Group 2 Group 3 Group 4	https://chat.whatsapp.com/KoMpU2qYjqNI0wYwX5nBjH https://chat.whatsapp.com/BPuD1MZqAg2C8E8AcezSKL https://chat.whatsapp.com/LqFez0C44xhBwilBJEyxKA https://chat.whatsapp.com/K5ybH9luyV39vrWPFGO3GJ
3	Google meet link (for all event)	https://meet.google.com/ewn-teec-eec
4	Feedback form link Day 1 Day 2 Day 3 Day 4 Day 5	https://forms.gle/LxmA4Fw2edozGQyt9 https://forms.gle/J9VY6igJ9EsNdcJWA https://forms.gle/2ATy4NRru3prs7W78 https://forms.gle/7h372wbHLczSTB9g9 https://forms.gle/EfGemQLqH13bVGXr7
5	Recorded program	ewn-teec-eec (2021-06-30 at 21:39 GMT-7) ewn-teec-eec (2021-07-01 at 01:40 GMT-7) ewn-teec-eec (2021-07-02 at 01:51 GMT-7) ewn-teec-eec (2021-07-03 at 01:34 GMT-7) ewn-teec-eec (2021-07-04 at 01:32 GMT-7) ewn-teec-eec (2021-07-05 at 01:31 GMT-7)

Invitation letter to Keynote Speakers



EMEA

COLLEGE OF ARTS & SCIENCE Kondotty

Aided by Govt. of Kerala. Affiliated to The University of Calicut
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Invitation for Guest Talk in International Webinar Series on Covid Turn: Global Trend in Business Resilience Strategies

Dear
Dr. Kaneez Fatima Sadriwala
Associate Professor and Head of the Department
University of Nizwa, Oman

We are pleased to announce that EMEA College of Arts and Science Kondotty, Kerala is planning to organize five-day international webinar series on *Covid-Turn: Global trend in Business resilience strategies* with the aim to build awareness around the broad areas of recovery strategies for reshaping the business activities. The program is planned to schedule on the first week of July through online mode with expected audiences of academicians, research scholars, and PG students.

On behalf of the EMEA College of Arts and Science Kondotty and the organizing committee of the International webinar series of *Covid-Turn: Global trend in Business resilience strategies*, we are honored to invite you to speak in one of the sessions on

Topic: *Impact of Culture on Accounting Practice – Post pandemic changes*
Date: 01/07/2021
Time: IST- 2 PM

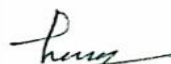
We hope that such discussion would be helpful to enhance the research temper of participants; moreover it is the need of hour. As you are one of the known speakers in the academic discussions your deliberation and participation will be a great addition to our audience and event.

Please let us know your consent in speaking on the topic of talk and your availability on scheduled date and time at the earliest. We thank you in advance for your consideration, and we are very much look forward to hearing from you

Your response will be highly appreciated in this regard.

With best regards

Kamalam Edathil
Convener
Head of the Department
Department of Commerce


Dr. Ibrahim Cholakkal
Principal





EMEA

COLLEGE OF ARTS & SCIENCE Kondotty

Aided by Govt. of Kerala, Affiliated to The University of Calicut
Re-accredited with 'A' Grade by NAAC

P.O. Kumminiparamba - 673 638
Malappuram Dist. Kerala - India

Ph: +91 483 2712030 | 2713530 | 2715020 | Fax: +91 483 2713530
E-mail: mail@emeacollege.ac.in | www.emeacollege.ac.in

Invitation for Guest Talk in International Webinar Series on Covid Turn: Global Trend in Business Resilience Strategies

Dear
Dr. Modassir Mohammed
Assistant Professor
College of Applied Science
Ministry of higher education, Nizwa
Oman

We are pleased to announce that EMEA College of Arts and Science Kondotty, Kerala is planning to organize five-day international webinar series on *Covid-Turn: Global trend in Business resilience strategies* with the aim to build awareness around the broad areas of recovery strategies for reshaping the business activities. The program is planned to schedule on the first week of July through online mode with expected audiences of academicians, research scholars, and PG students.

On behalf of the EMEA College of Arts and Science Kondotty and the organizing committee of the International webinar series of *Covid-Turn: Global trend in Business resilience strategies*, we are honored to invite you to speak in one of the sessions on

Topic: (please select any topics related to the theme of webinar)
Date: 02/07/2021
Time: IST- 2 PM

We hope that such discussion would be helpful to enhance the research temper of participants; moreover it is the need of hour. As you are one of the known speakers in the academic discussions your deliberation and participation will be a great addition to our audience and event.


Please let us know your consent in speaking on the topic of talk and your availability on scheduled date and time at the earliest. We thank you in advance for your consideration, and we are very much look forward to hearing from you

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Invitation for Guest Talk in International Webinar Series on Covid Turn: Global Trend in Business Resilience Strategies

Dear
Dr. Ayooob C.P
Former principal
EMEA College .Kondotty

We are pleased to announce that EMEA College of Arts and Science Kondotty, Kerala is planning to organize five-day international webinar series on *Covid-Turn: Global trend in Business resilience strategies* with the aim to build awareness around the broad areas of recovery strategies for reshaping the business activities. The program is planned to schedule on the first week of July through online mode with expected audiences of academicians, research scholars, and PG students.

On behalf of the EMEA College of Arts and Science Kondotty and the organizing committee of the International webinar series of *Covid-Turn: Global trend in Business resilience strategies*, we are honored to invite you to speak in one of the sessions on

Topic: Entrepreneurship and small business prospectus and challenges
Date: 03/07/2021
Time: IST- 2 PM

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Your response will be highly appreciated in this regard.

With best regards

Kamalam Edathil
Convener
Head of the Department
Department of Commerce




Dr. Ibrahim Cholakkal
Principal



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Invitation for Guest Talk in International Webinar Series on Covid Turn: Global Trend in Business Resilience Strategies

Dear
Dr. Tariq Hussain Sheikh
Lecturer, Department of computer science
Government Degree College
Poonch, J&K

We are pleased to announce that EMEA College of Arts and Science Kondotty, Kerala is planning to organize five-day international webinar series on *Covid-Turn: Global trend in Business resilience strategies* with the aim to build awareness around the broad areas of recovery strategies for reshaping the business activities. The program is planned to schedule on the first week of July through online mode with expected audiences of academicians, research scholars, and PG students.

On behalf of the EMEA College of Arts and Science Kondotty and the organizing committee of the International webinar series of *Covid-Turn: Global trend in Business resilience strategies*, we are honored to invite you to speak in one of the sessions on

Topic: Adoption of ICT as a marketing strategy:Post covid Scinario
Date: 04/07/2021
Time: IST- 2 PM

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With best regards

Kamalam Edathil
Convener
Head of the Department
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Dr. Ibrahim Cholakkal
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Invitation for Guest Talk in International Webinar Series on Covid Turn: Global Trend in Business Resilience Strategies

Dear
Dr. Hishan Shanker Sanil
Azman Hashim International Business School (AHIBS)
Kuala Lumpur
Malaysia

We are pleased to announce that EMEA College of Arts and Science Kondotty, Kerala is planning to organize five-day international webinar series on *Covid-Turn: Global trend in Business resilience strategies* with the aim to build awareness around the broad areas of recovery strategies for reshaping the business activities. The program is planned to schedule on the first week of July through online mode with expected audiences of academicians, research scholars, and PG students.

On behalf of the EMEA College of Arts and Science Kondotty and the organizing committee of the International webinar series of *Covid-Turn: Global trend in Business resilience strategies*, we are honored to invite you to speak in one of the sessions on

Topic: *corporate social responsibility (CSR)-A pathway to corporate sustainability COVID 19*
Date: 05/07/2021
Time: IST- 2 PM

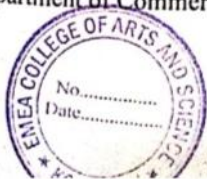
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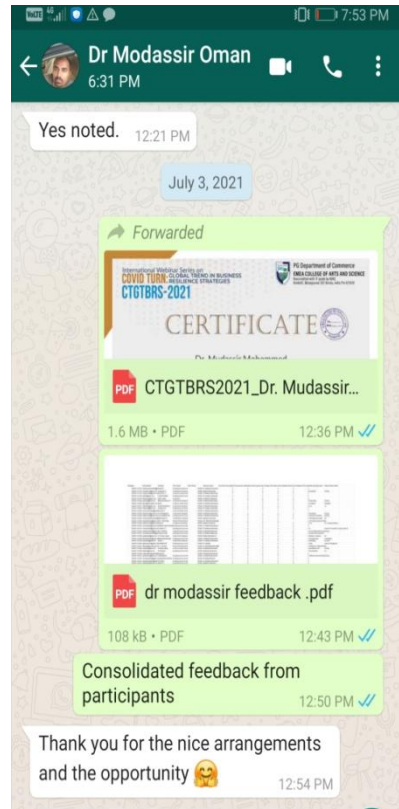
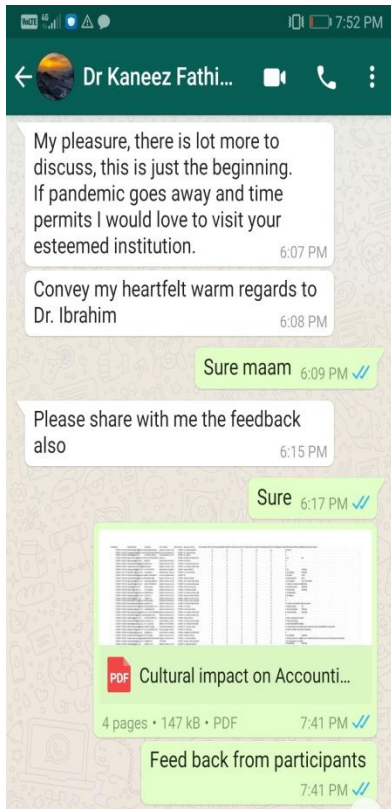
With best regards

Kamalam Edathil
Convener
Head of the Department
Department of Commerce




Dr. Ibrahim Cholakkal
Principal

Feedback from Keynote Speakers



Invitation letter to participants

WEBINAR ON
Covid Turn: Global Trend in Business Resilience Strategies (CTGTBRS)
Day & Date: July 1-5
Time: 2:00 P.M. to 4.00 P.M.

Dear Sir/ Madam,

We are pleased to announce that EMEA College of Arts and Science Kondotty, Kerala, organizes a five-day international webinar series on **Covid Turn: Global Trend in Business Resilience Strategies (CTGTBRS -2021)**, with the aim to build awareness around the broad areas of recovery strategies for reshaping the business activities. The program is scheduled on July 1- 5 through online mode with expected audiences of academicians, research scholars, and PG students.

Covid-19 has been a defining moment in the history of mankind. It has not only altered our lifestyle but has also completely revolutionized all aspects of business. However, with the progressive and proactive initiatives taken by the Governments and reflective strategies framed by business entities, now business activities are in re-tracking stages. Therefore, this discussion is expected to deliberate the global trend in business resilience through a series of experts' talks.

Following are the confirmed Speakers

- Dr. Kaneez Fatima (University of Nizwa, Oman)
- Dr. Abdul Aziz N P (Aligarh Muslim University, India)
- Dr. Tariq Hussain Sheikh (Government College Poonch, J&K)
- Dr. CP Ayoob Keyi (Former Principal, EMEA College of Arts and Science, Kondotty)
- Dr. Modassir (University of Technology and Applied Science, Oman)
- Dr. Hishan Shanker Sanil (University of Technology, Malaysia)

We hope that such discussion would be helpful to enhance the research temper of participants; moreover it is the need of hour. In view of the importance of the conference and academic interest, we are glad to invite you to attend the webinar series, your participation will be a great addition to our event.

For Registration please click the below link:

<https://forms.gle/xgmMnHQMqKtCdgcg7>

We request you to please send your questions in advance to Mr Aboobacker Siddeeq KC +919745668667 or to conference2021@emeacollege.ac.in , so that it is well addressed during the Webinar.

Mrs.Kamalam Edathil
Convenor
CTGTBRS-2021

Mr. Aboobacker Siddeeq. K. C
Coordinator
CTGTBRS-2021

Mr.Ibrahim.P.A
Coordinator
CTGTBRS-2021

