

**Chetana's**  
R. K. Institute of Management & Research  
&  
Institute of Management & Research

**6<sup>th</sup> International Research Conference**

On

*Building Resilience  
in Business and Beyond*



Chetana's Institute of Management & Research

9<sup>th</sup> April, 2022

Venue : CIMR, Auditorium

—In collaboration with—

**Arcon**

**feebriS**



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## About Chetana's



Chetana Trust has been at the forefront of higher education in Mumbai since its inception in 1969. With his philosophy of "Education for all", The Founder President of the Trust, Late Shri Madhukarao Chaudhari believed in delivering quality education as well as contributing to the overall welfare of the society. Pursuing the same vision, Chetana's Ramprasad Khandelwal Institute of Management & Research (CRKIMR) and Chetana's Institute of Management & Research (CIMR), have been imparting quality management education programs to meet the industry requirements. CRKIMR is the 2nd oldest B- School affiliated to Mumbai University and CIMR is celebrating 25 glorious years offering AICTE approved programs. The Institutes have been consistently ranked amongst the Top-50 Private B-schools in India and amongst the Top-10 in Mumbai by The Economic Times, Corporate Dossier issue and The Week. CRKIMR & CIMR have both been certified by ISO 21001:2018 for quality education.

## Conference Overview

"Resilience is all about being able to overcome the unexpected. Sustainability is about survival. The goal of resilience is to thrive" (James Cascio). Resilience is defined as the power or ability of a person or an organization to adjust, respond and recover from adversity, changes, disruption and crisis. The last two years have thrown innumerable challenges, the biggest and unprecedented one in the form of the pandemic. The impact on humanity has been multifold, having a bearing on the economy and business. Traditional business strategies and designs have paved way for more contemporary and futuristic models of doing business. Agility has become the mantra for success and seeped across functions and domains. Leadership styles have changed to adopt to the newer realities and challenges that were encountered. Human resources and their skill sets have been re-defined and re-modeled to face and mitigate through the adversities. Business processes are being re-engineered and re-structured to cater to the new sets of demand. Financial and economic policies have been discussed and reviewed to help mitigate the effects of the crisis. Technology, which often was perceived as a necessary evil has come to the rescue in the changed times. Innovation has taken centerstage and is bringing value to business and human existence.

To recognize and capture the story of resilience in business from the perspective of those who have been on the ground and to observe the journey from the academic research view point, Chetana's Ramprasad Khandelwal Institute of Management & Research (CRKIMR) and Chetana's Institute of Management & Research (CIMR) are organizing an International Research Conference on 'Building Resilience in Business and Beyond'.

## Conference Purpose

The conference is designed to ensure audience and participation from academicians, researchers, corporates, policy makers and management students. A multidisciplinary approach to understanding the problem and finding a solution is the core logic behind setting the theme and the sub-themes of the conference. The goal of this conference is to ultimately contribute towards the body of knowledge around dimensions of business resilience. The intent is to deep dive and create an understanding on resilient marketing, financial resilience, operational resilience, technological resilience and organizational resilience. The conference aims to highlight real-time and crucial issues faced by the businesses and serve as a platform to disseminate the best practices of and for business resilience.

## Objectives of the Conference

The key objectives of the conference are to;

1. Understand the various ways in which business has and can build resilience.
2. Create a body of knowledge through research on resilience in business.
3. Provide a platform for exchange of thoughts and best practices on building resilient organizations.
4. Understand the emerging business models, their future viability and their overall impact on sustainable development (in light of the UN SDGs).

## Conference Structure

The International Research Conference on Building Resilience in Business and Beyond will be held on Saturday, 9<sup>th</sup> April, 2022. The conference is preceded by series of one-day offline Faculty Development Program (FDP), held on Friday, 8<sup>th</sup> April, 2022.

## Chief Guest



**Mr. Sanjay Luthra**  
MD, Mattel EMEA

## Guest of Honour



**Dr. Chairil Anwar Korompot**  
Chair, ELEPE, Universitas Negeri Makassar  
(UNM), Indonesia

## Keynote Speaker



**Dr. S.P. Raj**

Chair, Marketing Dept. & Professor of Mkt.,  
Whitman School of Mgmt., Syracuse University  
NY- Director  
Earl V. Snyder Innovation Mgmt. Center

## Panel Discussion 1

### Innovation - The Roadmap for Business Resilience

#### Panelist



**Dr. Gerard Athaide**  
Prof.of Marketing – Loyola University Maryland,  
Visiting Prof. of Marketing - Syracuse University



**Dr. Elina Naydenova**  
CEO and Founder, Feebris, UK



**Dr. Anuprita Bhomick**  
Head of Customer Experience,  
Google Devices and Services, Singapore



#### Moderator

**Mr. George Abraham**  
Chairman and MD, GA Group, Singapore

## Panel Discussion 2

### Business Resilience through Agility and Technology

#### Panelist



**Mr. Lalit Popli**  
COO, ARCON



**Mr. Mahesh Rathod**  
CEO, BeLocal Consulting LLP



**Mr. Chandan Agarwal**  
CMI PDC Director, South Asia;  
National CMI Director, Sri Lanka at Unilever



#### Moderator

**Mr. Vikaas Sachdeva**  
CEO, Emkay Investment Managers Limited

## Conference Schedule

<b>9:00 am - 10:45 am</b>	<b>Inaugural Session</b>
<b>10:45 am - 12:00 pm</b>	<b>Panel Discussion 1 (Online) - Innovation - The Roadmap for Business Resilience</b>
<b>12:00 pm - 01:15 pm</b>	<b>Panel Discussion 2 (Offline) - Business Resilience through Agility and Technology</b>
<b>02:00 pm - 04:30 pm</b>	<b>Research Paper Presentation</b>
<b>04:30 pm - 05:00 pm</b>	<b>Valedictory</b>

## Conference Organizing Committee

<b>Dr. Kalim Khan</b> Director, CRKIMR	<b>Dr. Madhumita Patil</b> CEO, CRKIMR & CIMR	<b>Dr. Nandita Mishra</b> Director, CIMR
<b>Dr. Balaji Sadavarte</b> Convener Mobile: +91 9967028541		<b>Dr. Rashmi Jain</b> Convener Mobile: +91 9769328793

## Contact Us

For any queries please write to [conference.chetana@cimr.in](mailto:conference.chetana@cimr.in)

### Core Conference Team

**Dr. Kavita Khadse**  
**Dr. Athar Qureshi**

**Dr. Chetana Asbe**  
**Prof. Tapish Panwar**



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**&**  
**Institute of Management & Research**

Survey No. 341, Bandra (East), Mumbai - 400051.  
Tel. : 6452 0803 / 6452 0804 / 6452 0806 /  
2651 3346 / 6643 / 6215 7851  
Email : info@crkimr.in / info@cimr.in  
Website : www.crkimr.in / www.cimr.in



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