DEPARTMENT OF COMMERCE
DYAL SINGH COLLEGE
(University of Delhi)
under the aegis of IQAC

organises

International Symposium on
Emerging Business Models
The New Normal Phenomenon

SPEAKERS

PROF. MUNIM KUMAR BARAI
Graduate School of Management
Ritsumeikan Asia Pacific
University, Japan

PROF. SLAGJANA STOJANOVSKA
Scientific Advisor
Integrated Business Institute
North Macedonia

SPEAKERS

MS. RASHMI CHADHA
Founder & CEO
Wovoyage Travel Pvt Ltd.

PROF. KSHITI BHUSAN DAS
Vice-Chancellor
Central University of Jharkhand

PROF. KAVITA SHARMA
Department of Commerce
University of Delhi
India

PROF. V.K. KAUL
Department of Business Economics
University of Delhi
India

PROF. ALESSANDRO SPANO
University of Cagliari, Italy
President- IBSEN

INAUGRAL ADDRESS

Registration Link- shorturl.at/ksviY
No registration fee

Date - 6th September 2021
Time - 3:00 PM Onwards

Contact Details: Mr. Jitender Chawla +91 9911000261 Ms. Himanshi Kalra +91 9891482758

Patron
Prof. V.K. Paliwal (Officiating Principal)

Convenor
Dr. Minakshi Kar (Teacher-in-charge)

Co-Convenors
Dr. Sangeeta Porwal
Dr. Rita Nagpal
Dr. Sandeep Garg
Mr. Shish Pal

Coordinators
Ms. Mamta Chaudhary
Dr. Neeta Tripathi
Dr. Jyoti Paul

Organising Team
Mr. Jitender Chawla
Mr. Arun Kumar
Ms. Himanshi Kalra
Ms. Priyanka Yadav

Student Team
Udita Singh
Ujjwal Sharma
Anushka Gupta
Simran Makhija
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6TH SEPTEMBER, 2021
3:00 PM ONWARDS
ABOUT THE COLLEGE

Dyal Singh College's NIRE - 2020 All India 21th Rank | NAAC Accredited 'A' Grade. The College owes its origin to the extreme generosity and foresight of Sardar Dyal Singh Majithia, founder of 'The Tribune' and 'Punjab National Bank', who willed his vast wealth in 1895 for the setting up of an Education Trust for a truly secular college. Consequently, Dyal Singh College was established in Lahore in 1910. After the Partition of India, Dyal Singh College was established in Karnal and in Delhi. It started functioning in the capital as a constituent College of the University of Delhi in 1959 and was taken over by the University of Delhi as a University maintained institution in 1978. The College Campus of over 11 acres is centrally located on the metro map at Lodhi Road in South Delhi in the vicinity of Lodhi Garden, Jawaharlal Nehru Sports Stadium, India Habitat Centre, India International Centre, CGO Complex and many other institutions of national/international significance.

VISION & MISSION

The college owes its origin to the extreme generosity and foresight of Sardar Dyal Singh Majithia, who willed his vast wealth in 1895 for setting up an education trust for a truly secular college. The college got established at this place in 1959 and currently, it is imparting education to over 4600 students including foreign students through faculties of Arts, Commerce, Mathematical Sciences, Science, and Social Sciences. Realizing that research and innovation are important contributors to the growth of an institution, students and teachers are a motivated lot engaged in various research and innovation programs involving funding to the tune of Rs. 1.86Crore. These projects are funded by UGC, CSIR, DST, ICSSR, ICMR, and DU. The college community needs to be concerned about its responsibility towards the less privileged in society and towards planet Earth. We are doing our bit through NCC, NSS, and environment club at the college. We strive to take further steps to adopt a village cluster, and impart health/ hygiene education, and make people literate. Equally important is to safeguard our youth from the ills of tobacco smoke and substance abuse. Our endeavor is to make college students aware through various programs so that they remain healthy and not addicted to bad habits. The psychological health of the students is of paramount importance.
EMERGING BUSINESS MODELS: THE NEW NORMAL PHENOMENON

You choose to redefine before they choose to replace you

The recent outbreak of COVID-19 has caused an unprecedented global crisis in business operations and thus severely dented economies all over due to lockdown induced closures/stoppages, increasing unemployment, falling production, investment, and demand. Therefore, the managers/leaders, today, are revamping the existing business models and innovating every day to adapt to new-normal business contexts. Accordingly, businesses are evolving each passing minute, so are their business models when economies are struggling to accept the new normal posed by the Pandemic.

Every commercial organization, irrespective of its size and nature, has a business model, explicit or implicit. In fact, academics have defined "business model" as a way to generate wealth. It is well accepted that a "Business Model" of a company explains the rationale for why a company's business approach and strategy will be a moneymaker (Thompson et al., 2010).

While the majority of modern business organizations have consciously designed business models, it is not unusual to come across successful entrepreneurs and sustainable business models that merely happened by accident. In the new normal business context, it is expected that businesses must turn these covid propelled challenges into opportunities either through re-building and innovating their existing business models or starting a new business. The emerging business dynamics of the new normal also expect that the leaders need to strategize better and adapt to the ever-changing and extremely fragile business environment. Their business model approach is now focused on speed and agility, resilience, re-imagination, and reformation. In this context, the International Symposium is planned with leading experts, policymakers, researchers, and students to deliberate the whole range of issues encompassing the new normal business models and reassessing growth prospects to make the most of what the immediate external and internal business environment is to offer. It is expected that the deliberations of this International Symposium will result in innovative solutions. Plenary Sessions: 1.
INAUGURAL ADDRESS

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Vice-Chancellor
Central University Of Jharkhand

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Prof. Slagjana Stojanovska
Scientific Advisor Integrated Business Institute, North Macedonia
General Instructions

• Registration is compulsory. • Participants can register through the following google form link: - https://forms.gle/zvpt5weJ73DivXtv5

or
Scan this QR Code

• Only registered persons who attended both the sessions issued a certificate of participation.
• No registration fees.
• Symposium Link will be shared on registered e-mail id.
• Please Give Your Full Name, Designation, and affiliated Institution as the same is used for issuance of a certificate.

For any Query/Details kindly contact
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DYAL SINGH COLLEGE (University of Delhi)

ORGANIZING COMMITTEE

**PATRON**

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Convenor&TIC

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Officiating Principal  
Dyal Singh College

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Organizing Team Students

Rishabh Sharma  Anushkaa Pandey  Khushi Gupta