



By DME Management School

Global Strategic Management Conference 2020 by DME Management School



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CONFERENCE AIM AND THEME

The Global Strategic Management Conference (GSMC 2020) aims at discussing the upcoming trend of remote working in the wake of the COVID crisis. The pandemic has shattered the economies and businesses all across the world. However, in the midst of this crisis there is an emergence of a transformational trend of Remote Working. Globally, the conventional office setups have been replaced by home workstations. During these crisis times, where social distancing is the new world order, remote working seems to be the only panacea. At the same time, the new form of working has innumerable benefits for the organisations namely cost saving and sustainability among others.

The transformational trend presents umpteen opportunities and challenges for both employers and employees.



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GSMC 2020 is a platform to provide an opportunity to the participants to understand diverse viewpoints and perspectives on remote working from several parts of the world

GSMC 2020 has invited ten Professors from seven different countries namely – Belgium, Nepal, Nigeria, Oman, Saudi Arabia, Spain, USA, Israel, India and Sri Lanka. The Conference aims at blending the cross-cultural thoughts and experiences of the esteemed academicians and corporate professionals. The Inaugural Ceremony on Day One, shall be dedicated to distinguished guests and esteemed corporates. The following days of the Conference shall comprise of master class and paper presentations by participants on the sub-themes. Each day, the session would be chaired by an esteemed International Professor.

Benefits of Attending GSMC 2020

- GSMC 2020 is a platform for Academicians, Research Scholars and Students to present their diverse perspectives on remote working at a Global forum. It is an opportunity for them to interact with International Professors from different parts of the world.
- The Conference aims to provide an opportunity to participants to attend Masterclasses (40 minutes classes) by eminent Professors from Belgium, India, Israel, Nepal, Nigeria, Oman, Saudi Arabia, Spain, Sri Lanka and USA.
- The Global Conference aims to blend cross cultural perspectives and diverse opinions of Academicians and Corporate Professionals. Therefore, GSMC will help the participants in developing a holistic view about the theme.
- GSMC 2020 is based on the transformational trend of Remote Working which is an upcoming research area
- Apart from providing global exposure, GSMC 2020 also offers excellent publication opportunities to authors. The selected and presented research papers shall be published in Scopus Indexed/UGC CARE approved journals



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**Evaluating TQM and business performance in banks using Remote Working
Model: Changing Dynamics, Challenges and Opportunities Ahead**

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Abstract

TQM is a logical and systematic approach which has been widely adopted and implemented in manufacturing as well as service sectors, including banks. The outbreak of the CoVID-19 pandemic has a changed a lot of things. The pandemic has changed dynamics of business, put up new challenges before us, including our survival in such situations. Each bank and other financial services providers can be seen adopting and implementing the new policies, strategies and methods to deliver services to the customers. It strives to deliver the services to its customer without compromising the quality and safety standards; enhancing its experience and exceeding the expectations. The banks are developing new banking methods; adhering to the new safety protocols while delivering their services. The present paper investigates the changes that have been observed in the quality management systems and business performance of the banks during the pandemic. It addresses the challenges to the banks. It examines the extent to which the remote working practices are successful in the banking sector. The paper discusses how the new business model can enhance customer experience and business performance of the banks.



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Keywords: TQM, TQM and pandemic, TQM and performance, performance and pandemic, customer satisfaction.

Impact of Remote Working on Home Makers and Children – Multitasking role of Sheroes and Cherubs

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Abstract

Though remote working is not a new concept, the pandemic situation had compelled all possible sectors to work from home (WFH). It is always taken for granted that wife/mother and family will understand and satisfy all the needs no matter how many troubles they might undergo, so is the impact of WFH especially on wife and children. The empirical analysis shows how WFH has kept all the family members under one roof for sure, but are not on the same page in understanding each other's needs. Majority of the home makers are now employed and are bound to cope up with chores in the house, health and children's education. Home maker plays a multitasking role in compensation their expectations and keeping them entertained. The children had to attend online classes and in the break time they are found in jittery for the lack of attention from the parents. Though family is together there is no real family time. Since everybody is home every day is like a weekend but as everybody is working, it is more like a working weekend. This confinement can be moulded into creativity and hope that something might change tomorrow, that leads to sustainable living.



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Keywords: Remote working, Pandemic, Multitasking, Jittery, Confinement, Sustainable living

Work from Home A Greener Alternative - COVID 19 - A Resilience towards Sustainable Environment

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Abstract

The pandemic situation has brought drastic changes in all walks of life on a brighter side it a positive impact on environment. Remote working which was a perk for few earlier has now become mandatory for many. This empirical analysis shows the Adaptability, Accessibility, Admissibility, Feasibility, Flexibility and Interoperability as the beneficial factors for the employees and organizations. Reduction in green house emission gasses(GHE gases), paper, fuel, carbon emissions, quality of air and water has been restored, no pollutants has been released into the nature with the effect of lockdown, the vegetation is growing back and the animals in hideouts started to come out and has been spotted are added advantages to the environment. The beneficial factors are we don't have to drive/travel in the rush hours breathing pollutants and exposed to the smoke, the management can save on cleaning, electricity, office supplies, coffee and other perks, parents don't need to rush to schools during office hours to pick their children and again travel back home in the rush hour thinking about the weekend all week. But the things that need to be focused are power and internet issues for sustainability are being discussed in this paper.



Keywords: Pandemic, Remote working, Perk, Environment, Rush hours, Sustainability

Working At Home: The New Normal

Neha Saini

Abstract

Currently, in the Indian context, the concern over work from home is a pertinent issue. Today's scenario is marked by the spread of novel coronavirus, fast changing environment, intensive pressures, greater use of technology, high professionalism and greater work stress is mainly responsible for the trend of work from home. This concept of work from home has a deep and everlasting impact on employee's attitudes and behaviours as well as on organizational effectiveness because alternative working patterns will help in reducing commuter traffic and with social distancing measures which is the need of the hour. Earlier a few sectors were engaged in work from home but now a days a lot of organizations in every sector offer work from home facility to employees due to the benefits that it gives to both employee and employer. The main benefits of work from home is that it is most appreciated by the employees which results in the greater employee productivity, reduced stress, better wellbeing of the employee and higher organization's profitability. Thus, this research paper is an attempt to study the work from home issues in detail and focuses on the initiatives and strategies adopted by the organizations and employees to balance their work from home with the other aspects of life. Work from home as a vital issue for everyone including men, women, parents, non-parents, singles, and couples. Therefore, this study seeks to examine the impact of work from home on every player associated with it.

KEYWORDS:

Coronavirus; Employee Productivity; Reduced Stress; New Trend.



Impact of Work from Home on Work Life Balance

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Abstract

Work life balances a concept that is used to describe how people handle their personal as well as their professional lives. Time out of work can involve managing relationships, family commitments, and other outside interests and hobbies. The approaches and uses of each person to juggle all their work and life demands constitute their work-life balance.

The definition is clear, and professionals everywhere still struggle to define it for themselves. The COVID-19 crisis has exposed some surprising positive changes over the last few months: it has shown, for one thing, that many businesses are genuinely giving priority to the well-being of their workers and are ready and willing to act on that value. It has also shown that businesses are prepared to balance their health and safety policies with incentives that allow workers to cope better with the situation: from improved medical insurance to extra caregiver leave to increased generosity across flexible work arrangements.

But at the same time, it has made work-life balance even less achievable than previously, as working from home erased the boundaries between the time that should be dedicated to work and the time that should be reserved for oneself. The aim of this research is to check the effect of work from home on work-life balance in times of pandemic. This research is geared towards a work-life balance and how work from home made it difficult for professionals to maintain their work-life balance. The survey was conducted and, with the aid of an unbiased evaluation, we could able to find that the work-life balance of professionals was easier than the existing work-life balance.

Keywords: Corona-virus, work from home, work life balance



SOCIO – LEGAL IMPACTS ON ECOLOGY AT WORK FROM HOME PRACTICES

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Abstract

Work from Home is common for people in these modern days. Due, to the advance of technology as well as basis on the health issues it is more convenient to the people to do work from home. On balance, Ecology is also very much protectable by way of practice of work from Home. In these present age, public corporations were mostly prefer the virtual work. In these conditions, it was observed that nearly 3.9 million employees have been working leads to reduce greenhouse gas emissions and it was to be equal to 6,00,000 cars off the road for the entire year, according to the “ State of Telecommuting in the US Employee Work Force Report”. Remote work supports the sustainability initiatives from economic growth and reduce inequalities to sustainable cities, climate change and responsible consumption. Ecology is the study of how organisms relate to one another and to their surroundings. Even though virtual work is very beneficial but there are some legal imbalances like mis commitment, inaccuracy of themes and conditions. To overcome these legal lacunae exact knowledge and thorough observation is necessary.

Observation method will helpful for exactly what it sounds like its where you watch the natural world, both plants and animals. By using Questionnaire method, it is to be observe that the number of samples are to be observed. Hence, this article explain the socio- legal positive and negative impacts on ecology on work from practice.

Keywords : Ecology, remote working, socio-legal aspects, climate change



IMPACT OF REMOTE WORKING ON MENTAL HEALTH

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ABSTRACT:

The purpose of this study is to analyze the potential health or psychosocial effects associated with remote working, identify factors that further impact on the working of the organization. These are identified on the bases of primary data. Today, technology has changed the entire frame of working and has made remote working so popular than ever. Digital technologies have provided new resources to help individuals socialize into the workplace and develop new skills for meeting the ongoing challenges. Company employees are working remotely with no office presence at all. The pandemic has made remote working the new normal for many people today. While 'work' tends to exacerbate mental health issues, it also acts as a support mechanism.

As the scenario has actually changed and workers have to rapidly switch to remote working for the first time, both employees and the employers must have observed significant changes. Agonizing over the problem and uncertainty caused by the pandemic overshadowed the perks of working from home followed by leading to workers experience new mental health challenges. Our physical health has a quite direct impact on our mental health. Our mood, stress levels and general anxiety levels are all at a greater risk of being elevated. Overall this study provides detailed analysis of various factors impacting every individual's mental health with the help of systematic research methodology and by accessing various electronic databases and websites.

Keywords: Mental health, remote working, well being



ROLE OF BANKS IN FUNDING INDIAN MSME SECTOR: A CORONA VIRUS PERSPECTIVE

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***“You Can Still Make Something Beautiful and Something Powerful Out of A Really Bad
Situation”- Gabe Grunewald***

ABSTRACT

The economy of any country plays a key role in areas of production, distribution, trade as well as consumption of goods and services for individual, business and organization. An economy refers to a system consisting of institutions or organizations which provide job opportunities to people which in turn provides livelihood. A stable economy is the need of the hour to ensure smooth flow of activities. In recent times the world is hit with corona virus which is a group of related virus that causes disease in mammals, birds and human. Corona virus outbreak has crested a new roadblock for Indian economy having an impact on demand and supply side which has decreased India's GDP growth. The novel corona virus is sending tremors making Indian trade market to slow down which is dependent on China for import of raw materials. It has created a disruptive impact on investment and consumption pattern. Covid has hit many sectors such as aviation, hospitality, apparel, consumer durables, transport operators and MSME. Among these sectors MSME is the worst affected with low liquidity or cash flow and workforce. MSME is considered as the engine of growth and employment generator of the country. In this situation the bank which is the heart of the economy has taken an initiative to help MSME by funding them in the time of need. The paper focuses on the importance of MSME in the economy, impact of corona virus on businesses, role of Bank in funding MSME, various banks financing initiatives along with schemes during the Covid crisis and the measures taken by Government to help MSME to survive in the hardest time. At the end the challenges faced by MSME are mentioned along with ways to enhance accessibility to finance.

Key Words: Business, Disruptive, Economy, Funding and Survival



LBP Feature Extraction and SVM Classifier for Enhancing Accuracy in a Group Faces Recognition

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Abstract: Face recognition is the process utilized by the human cerebrum for identifying faces. In terms of computer-based face, recognition has a wide scope of potential applications from Personal identification, human-computer interface, to CC TV surveillance. The face acknowledgement is growing, changing, and continuously improving the area in the fields of computer vision and object recognition, since the last couple of decade face recognition has significant consideration from research's point of view but this system still consisting of some challenges like different lighting conditions, pose variations, and background environment etc. A great deal of face identification algorithms alongside their enhancement. In this paper, researchers implemented LBP feature extraction with Viola Jones detector on SEAS-FR-DB, IMFDB, and VCGFDB databases which gives correct accuracy up to 98.35 and reduces the error rate till 1.7% for SVM classifier in a group of faces.

Keywords: LBP, SVM, Face Recognition, Group face Recognition



COVID 19 AND BANKING SECTORS: A FRAMEWORK FOR IMPROVING INDIAN ECONOMY THROUGH RBI'S POLICIES

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Abstract

To reduce the financial pain from COVID 19 pandemic, the Governor of Reserve Bank of India Sh. Shakti Kant Das announced alleviation measures. The entire economy has been destroyed very badly due to Corona Virus; still a hope of rising from Indian context is there. The level of financial crisis during COVID 19 found more in present time as compare to Global financial crisis 2008. Still IMF realized that India has the capability of positive growth at the rate of 1.9 per cent from G20 Economies. COVID 19 catholic disease is taking the vast level test of world's sturdy and flexible economy and financial structure. For recovering the Indian economy form this pandemic, the role of RBI cannot deny. RBI continuously is taking the remedial measures to preserve India's pecuniary system through supporting the banking sectors by implementing strong monetary and regulatory policies. According to RBI, banking and non banking financial institutions are the broadcasting tunnel for monetary and fiscal policies issued by the RBI. The main objective of these relief steps is to improve the liquidity, enhancing the bank credit flow, to minimise the financial stress of banks through deducting the repo and reverse repo rate. The present paper considers all the monetary, developmental and regulatory policies which are helpful for banking sectors in improving financial health and reducing stressed assets. The paper will also define the effectiveness of these measures in improving Indian economy from this COVID 19 pandemic.

Keywords: Finance, banking, Covid 19,RBI



Working from Home: A Greener or Grey Alternative

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Abstract

After COVID-19 outbreak life of people changed in all aspects for everyone. Unfortunately, the world has been strike down by the impact of the COVID-19. To control the spread of the COVID-19, employees have been directed to work from their homes instead of going to their workplace. Some nations have stringent guidelines due to the risen in the number of COVID cases.

The authors postulate that it has been difficult for the employees to manage their household life and working life from their homes. The Intelligent Workplace Report of 2020 has recently depicted that employees face many challenges while working from their homes. The employees have come across many difficulties. However, there have been circumstances where this step has also been appreciated. There is a need to have specific guidelines which fulfill the requirements of both the worlds.

In the above context the present paper proposes to analyse the new concept of work from home and its impact on the work output. The analysis will be done on the basis of the data published in newspapers, magazine and website of the company.

Key Words: COVID-19, Employees, Health, Protection, Safety



Impact of virtual working on different sectors of India

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Abstract: With the advent of technology and globalisation around the world, the focus on the question of how people are reacting and adapting themselves with this new and flexible form of work arrangement: Work From Home (WFH) has been increased. Various sectors and industries around the world have been impacted by the Fourth Revolution (4IR) and the state of technological revolution and change it has brought with itself. The focus has now been shifting towards a boundary less or virtual organisation rather than one constrained by the four corporate walls. This paper presents an analysed and descriptive view on the meaning of Work from Home arrangement and how it has brought up several opportunities and challenges with itself in regard with various industries throughout the world.

Research Methodology Used:

Research Design: The main objective of this study is to gain insights and knowledge about various dimensions of Work from Home regarding how its challenges and opportunities varies from one industry to another.

Research Approach: To showcase and present our data we will use a theoretical and descriptive study approach.

Data Collection Method: The data will be collected from various research papers from recognised journals, newspapers, magazines and various other secondary sources.

Data Analysis Method: The data analysis and interpretation of this research will be mostly represented on the basis of Qualitative and descriptive manner.

Keywords: **Globalization; Technological Revolution; Virtual Organization**



Understanding the impact of Remote Working on Entrepreneurship, Innovation and Startups: A study in Indian context

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Abstract

Covid-19 has brought unprecedented changes across the globe and has altered the economic scenario of all the developed as well as developing countries. It has drastically changed the world we live in, everyone and everything would now have a new normal. As offices were shut, physical places closed down, there has been a discernible shift to “Work from home” culture. The concept of remote working has brought its own opportunities and challenges for both new and existing entrepreneurs. Some considered this time to call for action and discover the underlying opportunities in the crisis while some businesses faced major setbacks. A blend of innovation, entrepreneurial action and growth of startups is crucial in these times to ensure the wheels of growth turning. Our study aims at understanding the entrepreneurial actions in response to Covid 19 pandemic because of which the concept of remote working has gained momentum and wider acceptability. The study uses the secondary sources like reports, articles, newspapers and research studies conducted on how the pandemic has affected the different businesses and entrepreneurs and their endeavors to find solutions to the challenges. Next we utilize the inputs from the secondary sources to investigate the response of the existing entrepreneurs and startup owners who recently established their ventures (either few months before the pandemic or during the pandemic) and the impact on their businesses due to remote working. The interview method is used to collect the data and text analysis is done to identify underlying themes (in terms of opportunities, challenges, growth prospects and entrepreneurial response to the pandemic). Results are presented and discussed using word frequency, word cloud, identification of themes and sub-themes.

Keywords: *Entrepreneurs, remote working, innovation, pandemic, opportunities, challenges*



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Impact of virtual working on mental health of employees

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Abstract

Covid-19 pandemic has adversely effected the humanity leaving all the industries in catastrophe and ultimately forced to adapt the new approach i.e. Virtual working. This paper examine the repercussions of work from home mode on employee's mental health, specifically scrutinizing the impact on their physical and mental anguish. This study aims in the direction of providing information related to hassles of the employee and examining the influence of working at home on employee's mental health as well as their surroundings. Furthermore, examining their attitude through psychological parameters such as depression, anxiety, post- traumatic stress disorder, insomnia etc. The study will also on role of gender on this impact. At last, discussion on the prevention measures of psychoneurotic immunity and recommendations through the perception of human resource managers to relieve coronavirus's impact on employees.

Key words: Psychological factors, Work from Home, psychoneurotic immunity, Virtual working



Work from Home and Employees' Motivation

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Objective: Purpose of this research paper is to determine how motivated employees feel under work from home structure.

Methodology: The pandemic has changed the lifestyle of all the people, whether it is a student or a professional individual. Speaking of professional people, their method of working has changed a lot. This pandemic has introduced a lot of people to work from home and still live up to the expectancies of their organization. Working from home has posed a lot of challenges as well as benefits for these individuals. The aim of this study is to gain insights on the employees' flexibility of working from home and how their work-life balance has been affected, keeping in mind their motivation levels. We can keep the employees motivated to work from home by arranging webinars, inviting motivational speakers to motivate the employees, giving incentives to the employees. We will conduct a survey of 10 people working from home to know if they are well motivated to work from home or not.

Conclusion: According to the findings of the survey, there were mixed opinions of the people working from home.

Keywords: *Employees' motivation, work from home, remote working, Pandemic, survey.*



Remote Working and Sustainable Business

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Abstract: Today's market is gripped in establishing products that cater to the demands of the consumers and stacks their bank accounts with profits, relatively often avoiding that the corporation has a responsibility towards the environment as well.

Remote working is an operating system that permits professionals to work outside of a conventional office environment. It is established on the belief that work does not need to be achieved in a particular place to be implemented successfully.

This paper aims at the proliferation of sustainable business models to promote remote working. Sustainable business models have a considerable possibility of shifting to remote working than common business institutions. Sustainable business and remote working is an appearing concept but there isn't much available to bring sustainable business models that promote remote working as dominants in the market; exploring the ideas behind successful sustainable business archetypes in the market. Bridging the gap between 'innovations' and support from the government to provide it a bigger foundation for growth. Recognition of ideas for business models and financing the idea to work on a massive status should be focused on by the government. The analysis of the paper will be conducted in-depth. The resulting outcome will be based on descriptive study and facts.

Keywords: Remote Working, Sustainable business models, Descriptive study, Environment, Sustainability



Remote Working and its impact on the dynamics of Consumer Behaviour in era of COVID-19 - A Qualitative study

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Abstract

Corona pandemic has brought drastic changes in the consumption patterns of people over a short duration of time. The physical restrictions due to COVID-19 has changed the customary methods of purchasing and newer ways of shopping have found increased acceptability. Remote working is the new normal wherein people have been forced to remain in their homes while serving their organisations. Lockdown changed the priorities of people and a perceptible shift has been observed which has led to newer demands being generated in the market. Companies are forced to understand the new dynamics which their consumers are looking in order to make them adaptable to change in the working environment. This paper attempts to understand the consumer behaviour and the latest trends in the light of COVID-19 in Indian markets. R software has been deployed in order to study industry patterns with help of tools including Word Cloud, Association Analysis and Sentiment Analysis. The analysis depicts a palpable change in consumer preferences ranging from products, payment choices, and service requirements in this prolonged phase of “Work from Home”. The paper includes some important managerial implications which shall help the marketers to assess the how the consumer temperaments shall be varying keep in mind in the presence of an epidemic and a compulsion which has led to extreme restrictions in the remote working environment and how the industry players need to modify their marketing strategies in order to cope up with the changing global order.

Keywords: Consumer Behavior, Marketing Strategies, Pandemic, Remote Working



Remote Working or No Work: An Examination of Working Women's Situation in the midst of COVID-19

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Abstract: There are certain sectors or businesses that are not only immune to recessionary pressures but may even boom during such times of business cycles. However, such is not the scenario in case of COVID-19 led economic downturn. COVID-19 has in fact struck certain segments or functionalities quite brutally. In the midst of this crisis situation, it has been witnessed that women have particularly borne the burden of the lockdown and economic disorder. Women are 1.8 times more susceptible to losing their jobs during COVID- 19 in comparison to men. Although women's share in global employment stands at 39 percent, their share in total job losses is 54 percent. Moreover, where on one hand current pandemic has induced remote working as new normal, on the other hand, the responsibility of unpaid care at home has also fallen more on the women. Further, many businesses or work profiles do are not amicable to work-form-home scenario as well, further adding to the plight of related working women. In light of the above points, this paper aims at examining the impact of current pandemic crisis on working women in the midst of its new normal of remote working. In doing so, the current study will make use of descriptive research methodology in order to explore how the current pandemic has affected working women.

Keywords: Working Women, Job Losses, COVID-19, remote working



Impact of Online/Work from Home Concept on productivity, performance, Health and Behaviour of employees in different sectors of Indian Economy- A theoretical Review

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Abstract:

This research aims to explore the pro's and con's of adopting the online or work from home concept as the new normal in case of various crucial sectors of Indian economy may they be related to manufacturing any article or things or may they be concerned with rendering of services like education, for example. The work from home concept has been interpreted by different people in different manner and the research tries to explore those interpretations through theoretical review of researches already done in the past and in present related to the topic. Work from Home has brought many advantages and disadvantages with it which are related to productivity, health, mental stress, ease of work, remote administration, check on employees, appraisal of performance, sense of belongingness with colleagues, etc. all of which are discussed in the research paper while linking them to their respective sectors. The outbreak of Covid-19 in the nation in this financial year 2019-20, has changed the ways and manners of both work and workforce and research will also try to highlight those aspects using facts, secondary data from existing researches, articles and facts.

The research is purely descriptive in nature taking references of the information provided by published research papers, articles in various journals and Magazines.

Keywords: Work from Home, Sectors of Indian economy, manufacturing, service, Covid-19, productivity, remote administration



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Remote Working: A shift of Education Delivery from Brick and Mortar to Online Mode

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Abstract

When the Covid pandemic stroke in India the entire country was put in lockdown and various businesses and professions shut their offices until further notice. For a couple of months the work atmosphere in the country was placid. The Government was worried about the economy, the local businesses were worried about their decline in sales, the private sector employees were worried about their status of employment, and the labors became worried about their daily wage and fundamental needs, so on and so forth. There came a crises in the Education Sector, as this sector deals with human capital of the country – the development of which could not be put on halt. The universities and individual institutes started devising ways and means to continue the education delivery system. After a lot of deliberations and trial runs this sector also shifted to the Remote form of working by adapting the Online Education Delivery System. This paper will focus on the impact of the shift of Education delivery from Brick and Mortar to Online mode from the perspective of the students and the teachers. An analysis of the efficiency and pitfalls of this new method of teaching has been done in this research paper.

Keywords: Remote working, online education, Covid, pandemic



COVID-19 and Organizational Culture: Adapting to the Uncertain Times

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Abstract

The importance of organizational culture to sustain innovation and productivity in the wake of the COVID-19 pandemic couldn't be overemphasized. Today for many firms, remote working is the only way forward although it could potentially harm by diluting the culture of the company. Specifically, practices such as in-person interactions, informal bonding, and physical team building are more likely to lose their relevance if not cared for by the top management. In the backdrop of such uncertain times, the research aims to conceptualize a theoretical framework for establishing, developing, and nurturing the organization's culture right from the top-level to the bottom end. Drawing on the literature of organizational behavior and strategic leadership, the study also underlines the important role that a clear, consistent, and coherent communication will play in unifying the human resources while empowering them to evolve and develop relationships of mutual respect and trust among themselves.

Key Words: COVID-19, Culture, Employees, Leadership, Organization, Strategy



INTERLINKING OF WORK FROM HOME AND TECHNOLOGY

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Abstract

This paper first looks at how technology and remote working are now interlinked, as work place is not anymore, a destination to reach but a click away. It then talks about how virtual team working is proving to have more output “vacation” like work environment. Then at how communication techniques/tools are becoming the basic need of the hour.

A digital revolution, that resulted in the growth of the Internet in academia. It then examines some basic productivity tracking techniques and software’s have been introduced and how they are monitoring employees working from home. Technology can be seen both as a degenerate practice and/or as a mean to bring mankind a safe way to complete their targets and not losing their jobs in these hard times.

It also looks upon how people are dabbling in many techniques and at how the market is increasing access to choices for employees working from home. It then includes a survey that was conducted for employees of companies, students and those in academia. It further tends to focus on how non- technologists are having trouble in these newer techniques.

Keywords: Technology, digital revolution, remote working, academia



DEPENDENCY OF ONLINE PLATFORMS ON REMOTE WORKING

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Abstract

The term “**online platform**” has been used to describe a range of services available on the **Internet** including marketplaces, search engines, social media, creative content outlets, app stores, communications services, payment systems, services comprising the so-called “collaborative” or “gig” economy, and much more.

The aim is to show that how the online platforms are impacted by remote working in both positive as well as negative ways. How the online platforms going to last for longer and remote working will be the key facilitator for this. Through this research paper it will be also shown that how the digital platforms has grown over the period and what are the changes it has seen in recent times. The research paper contains survey of various people from different field.

In this research paper we will discuss about the different types of methods adapted. a questionnaire has been shared to few people to get some suggestions on this which can be improved.

As discussed above, we will talk about the different methods. According to our research we conclude that still many improvements are required working digitally.

Keywords - Remote working, virtual environment



Productivity Issues with a Remote Workforce, Work-Life Balance

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Abstract

This paper expects to comprehend the Productivity Issues with a Remote Workforce, Work-Life Balance within the employees in the different types of Organizations. This paper takes a glance on the problems which comes during the work by the means of the remote workforce and also describing the work life balance of the employees. As we have seen that nowadays employers give their staff an opportunity to work remotely and offers the staff with an option to work from their choice areas other than office premise, but there are some people who believe that working in office is the key to success. There are some points in which employees and employers can have struggles that can be, decreased employee visibility, decreased work life balance, lack of relationships among colleagues, increased distractions etc.

Quality Work life means where employees feel positive, more profitable in the job environment, not feel inauspicious. One expert defines quality of working life as a process of joint decision making collaboration and building mutual respect between management and employees. The concept of work life balance is based on assumption that a job is more than a Job. Most people struggle hard to get a decent degree and a good job, once they get a job it becomes the center of their lives. Because of the fame and money they often neglect their families. In the competitive world, one has to prioritize one's business or professional career to financially support one's family, as well as maintain a steady growth curve. Basically work-life balance involves balancing demands with personal and family needs. There are lot of researchers who have provided their strategies and methods for the work life balance and issues related to remote workforce, all the pivotal subjects will be additionally examined in this research paper, appropriately filling the nuts and bolts, point by point data and references and so on.

Keywords: Remote workforce, work life balance, relations between employee & employer



**To Study the Factors Influencing Women's Decision to Quit the Organization:
Pushed-out or Opt-out?**

Akanksha Sachan

ABSTRACT

In these modern times women contribute in the economy to great extent. During the starting phase of their career they are indulged in work giving a tough competition to their male counterparts. Not only this, these women perform dual roles of being both the homemaker as well as the breadwinner. However, after working for a few years' time women quit the organization. This paper focuses on the factors that causes women to quit the organization. Did they leave the organization willingly or were they forced? The results of the paper propose that most women leave the organization on the ground that the home and work obligations become a lot for them. Further, it suggests that women have to walk in the thin line of roles traditionally set for them.

Key words: women professionals, work life balance, opt out, dual roles, career decisions



A Study on the Need Based Motivation for Working from Home

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ABSTRACT

The onset of pandemic has forced everyone to limit themselves to their homes. The concept of work from Home has become the need of the hour. From office meetings to tuition classes everything has come to a virtual platform. The level of technology adaptation has been remarkable practically for all the sectors in the economy. The proposed study seeks to understand the motivational factors behind this long-stretched work from home. The human behavior has been impacted during this crisis. The paper seeks to study the needs which act as a trigger to keep an individual motivated for work from him. The study also proposes to study the mental state where a worker is supposed to differentiate work from home from work for home. By nature a human being is prone to be more comfortable with his office desk and seeks affiliation from his office peers. Absence of work environment is bound to trigger some behavior changes.

Keywords: Needs, Motivation, Human behavior, work from Home, stress



Marketing Practices for Remote Work Cultures

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Abstract

The recent pandemic situation has entrusted us with all new horizons of work culture whereby each organisational branch is witnessing a sea change with the way it is contributing to organisational development. Past literatures have always witnessed working practices which were not posing any challenge to the overall work culture and thus each and every branch beginning with finance till marketing had no other issues except for the regular ones.

Marketing, therefore one such branch which requires constant dealing with different client bases and movement across different zones which has been hit hard due to the recent crisis

Strategies built around marketing can only be effective when actually drawn around the field. Remote working practices have shown us new opportunities which could be useful in emergency situations like the present pandemic crisis but also pose a great challenge for marketing practices and creating marketing strategies.

This paper aims to find out from a meta-analysis point of view that what exactly needs to be catered to different organizations in order to fulfil the need of working in remote working facilities while still being really competitive and updated. As observed there has been a lot of layoffs across the globe and marketing industry is one of the worst hit. Thus this paper aims to figure out what measures companies and various brands are taking up in order to ensure proper marketing strategies are taken up in order to deal with the opportunities and threats of remote working practices.

Keywords: Marketing, Strategies, Remote Work Culture



Parent's Perception towards E- learning offered by Educational Institutes in South Gujarat Region – An Emotional Trap

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Abstract: Learning through a digital media is the crucial need and solution in today's scenario of pandemic. Parents play very important role in nurturing of child development and education. Sudden change of learning from traditional pattern to E-learning affects not only child but parent's attitude and perception too. To know parents perception and emotional involvement towards E-learning offered by educational institutes in South Gujarat region this paper light on two objectives i.e. 1) to analyze the perception of parents toward e-learning offered by educational institutes in south Gujarat region and 2.) to analyze to role of gender on perception of Parents toward e-learning offered by educational institutes in South Gujarat region. With the sample size of 196, on-line questionnaire collected from parents whose kids are studying in schools based on online learning. SPSS were used to analyze the questionnaire data and the subsequent data analysis was undertaken using statistical tools.

Key words: E-Learning, COVID-19, Parents, Teachers.

Remote Working: Challenges opportunities, and Future Trends

Anubhav Kasana



Abstract

This paper offers a brief knowledge about how this pandemic made us adapt a unique way of working or keepings things on track i.e ‘REMOTE WORKING” , which not only helps us ,maintain the same work result but also allow both the employee and the employers to continue the trust and belief an organisation has established.

But , with great powers comes great responsibilities , there are certain challenges which come in the way of completion of a task or idea, like , ‘time scheduling’ or ‘lack of physical activity or availability which may lead to misunderstandings and lack of communication’, availability of amenities and issue for fresh employees. Even if there are challenges to overcome , there are many opportunities which helps us to expand the work environment , like optimisation of work time , flexible and comfortable workspace , reduction in OPEX (operation expenses) and CAPEX(capital expenses), which help us to maintain the cash flow and availability of funds for future use. If we keep on continuing the exact same way of working , the future would be different , like shifting to AI, ML , or having everything digital , like instead of being available physically which not only utilises time but is sometimes unnecessary will shift to online communication . This digital shift will be a boom for IT industries and inception of Industry 4.0.; To sum up we will be understanding the pros and cons of the same.

KEYWORDS: Remote working, Income expansion, Time scheduling, Comfort , OPEX , CAPEX, Future trends.

The Key to Grow Traditional Business is to Forget about Traditions All Together: A Case of Remote Business Management of the Brand Ultraprolink



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Mr. Pankaj Mirchandani - Founder & CEO, Ultraprolink Pvt. Ltd. & Managing Director at RCA Techmart Pvt. Ltd.

Mr. Sudhanshu - National Sales Manager, Ultraprolink Pvt. Ltd.

Abstract: The brand Ultraprolink of RCA Techmart Private Limited company redefined the business strategy during the lockdown and COVID – 19 period. Ultraprolink is a Consumer Accessories brand started in 2014 which rapidly gained market popularity in the accessories market. UltraProlink is a technology brand, which helps consumers to get more out of their gadgets, through its range of high-quality accessories, which are genuine, durable and designed for today's mobile and laptops. This case study focuses on the business model created by brand Ultraprolink on how to let go of traditional business practices and change along with changing times. The lockdown situation was turned in to a rewind time for refocusing and reinventing ways to reach out to customers when the customers can't reach out to you. The lockdown and COVID– 19 will not be there for a long time but the way we work will be permanently redefined and Ultraprolink has already aligned the brand to be more online rapidly to meet the challenges of the future.

Key Terms: *Remote Management, Traditional Business, eCatalogue, Remote working, eBusiness, Sales Management, Customer Accessories*

WFO, WFH, Remote Working and Beyond: An Era of Blended/ Hybrid Working System



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Abstract:

The work from the office is not dead but it must change to adapt to new normal. Work from Home and other Remote working spaces are no longer a concept but have become the reality of today. But this is not the final stage of a working model which is the long-term, reliable, efficient, and productive format. Employees and organisations have been on the remote working model for quite a few months now and have explored various dimensions of the same. There are several limitations of the Work from Home or Remote Working process which can't be a long-term solution. This paper explores the Gap in the WFO and WFH/Remote working model. It's a simple observation, a self-experience-based paper which uncovers the dimensions of the future of the workforce working process by creating a Hybrid System of On-site as well as Off-Site working. The Paper opens avenues for future empirical research that can be conducted across different organizations, industries, countries, or communities to understand the way towards a Hybrid working System.

Keywords:

Work from office (WFO), Work from home (WFH), Remote Working, Blended working, Hybrid Working, WFH Fatigue, On-site working, Off Site Working.

Role of Technology in the Era of COVID-19 Pandemic

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Abstract

COVID-19 or Corona Virus pandemic is not like any other catastrophe and has impacted the whole planet. Countries all around the globe and their governments are making various efforts to safeguard and support their people affected from the COVID-19. Despite of surge in spread of the virus, people have shown valor all around the globe against the virus and are fighting with it as well as are employing modern technologies to reach others in this dangerous virus spread situation.

Modern technologies are not only supporting a lot to battle against the pandemic in numerous ways without any physical engagements but it could also change the ways of how we manage such affairs and circumstances in our coming future.

Pestilences and pandemics have been compromising mankind on numerous occasions. SARS, H1N1, Ebola, and more have gone on the defensive before, however with each such episode, we are learning better approaches for battling and overseeing such unforeseen illnesses that can possibly murder a great many individuals. Innovation can't forestall the beginning of the pandemics; nonetheless, it can help forestall the spread, teach, caution, and enable those on the ground to know about the circumstance, and observably decrease the effect. Today, with combining advances like portable mobile technology, online cloud, data analytics, robotics technology, Artificial Intelligence and Machine Learning, 4G and 5G mobile networks and fast web Internet, it has gotten conceivable to test a few imaginative ways to deal with pandemic reaction.

Keywords: COVID-19, Pandemic, Technology, Internet

Impact of Remote working on Air Quality

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Abstract

Environment as its name suggests it is the nature and surroundings in which all plants, animals, humans and other living beings live and operate. Our environment consists of the biodiversity, it is the component



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that makes one eco system strong and another weak in the face of change, it consists of three intertwined features i.e. eco-system diversity, species diversity & genetic diversity, the more intertwining there is between these three features the better the environment becomes.

But in the present scenario there are some external components like pollution caused by the Industries, vehicles & electronic devices like AC which lead to the increase in the Greenhouse gases like Carbon dioxide, Methane & Nitrous oxide in our atmosphere further causing Global warming & climate change, which ultimately leads to the destruction of earth's environment and its biodiversity. Moreover, human actions like Deforestation, irresponsible consumption & production, destruction of water bodies adds up in this process of destruction.

Now when all these things are happening Sustainable Development comes into picture acting as an insurance to our survival, it is to make the world a better place for everyone without destroying the possibilities for the next generations, here in sustainable development three things are kept in mind i.e. Climate & Environment, Social Progress and economic developments. Thus, to ensure sustainable management measures like Reduce, Reuse & Recycle; Equal distribution of resources; Climate action; Reduce deforestation; Planting more plants; Responsible consumption & production are to be taken into consideration to safeguard our own survival.

Recently many countries have made their 'Sustainable Development Goals' keeping in mind all these measures but the Covid-19 Pandemic has brought many fluctuations in the imposition of these goals, whereas the brighter side of this pandemic is that it created more ideas and thoughts towards sustainable development and conservation of the Environment.

Keywords- Environment, Environmental degradation, Sustainable Development, Covid-19

A COMPARITIVE ANALYSIS OF HP, DELL AND LENOVO IN CONTEXT WITH CORPORATE SOCIAL RESPONSIBILITY FOLLOWED IN INDIA WITH SPECIAL REFERENCE TO COVID 19SCENARIO

Sahnvi Sahni

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ABSTRACT

The study has done to acknowledge the important activities and do comparison on the basis of (CSR) between the three companies i.e. HP, Dell and Lenovo in India. As in the era of globalization the corporate social responsibility is playing vital role not only to provide social services but also to popularize the organization reputation. It is also a way of advertisement for industrial undertakings not only in India but also everywhere. Thus every organizational unit must have a responsibility for the upliftment of society, which is broadly considered as Corporate Social Responsibility (CSR). Corporate social obligation is a guarantee to enhance the well - being of a group. It is not philanthropy; however, it is a central business technique of an association. It is a way which strikes a harmony between financial, social and ecological goals.

KEYWORDS: Corporate Social Responsibility, Comparison, India, Ecological

Remote Working Practices: Challenges, opportunities and future trends

**Ms. Minkashi
JIMS**

Abstract

The impact of global COVID-19 pandemic, both in health and economic terms is becoming clearer. But it is generally said that disruption also creates opportunity. Workplaces, schools and Universities across 80 countries where the slow-but-steadily invading virus have already impacted decisively turned to remote working with travel bans and work-from-home regulations



in place. While for the education sector, blended learning or technology enhanced learning or online learning are not new concepts or practice, alike the digitally managed app-based virtual companies (particularly dominant in China, e.g., Alibaba, etc.) but it is quite a new challenge or opportunity for many other sectors and traditional work based organizations in an Economy. Remote working has many synonyms—such as teleworking, telecommuting, or virtual Working information technology (it) is enabling the creation of virtual organizations and remote work practices. It is the advanced information and Communications technologies which permits the electronic transfer of information, to enable people to communicate and coordinate jobs in multiple locations and asynchronously. The main aim of this paper is to identify the nature, consequences, and management of remote working especially with respect to challenges faced and opportunities ahead. The research paper begins with the examining the prevalence of remote working, the major issues in remote work, and what are the opportunities behind these issues .Is it gaining popularity over the regular normal trend of working . While analyzing its acceptance I try to explore workers' experience of remote work. The paper will also examines issues in the coordination of remote teams and communication between remote workers. Testable hypotheses were developed based upon gender based study and on suggestions in the literature, with the purpose to identify key issues of working and managing remotely and possible future trends and practices. Data was collected from 50 people /workers who either working or managing remotely in private sector. Main challenges in remote working which were covered under hypothesis were: trust issue, stress level and performance level of workers, team work implementation.

Keywords: Economic, remote working, popularity, gender based study

Concept of Equity and its effect on Job Satisfaction during remote Working due to coronavirus with mediating role of Gender Discrimination

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Dr. Shweta Awasthi, Asst. Professor, Amity Business School

Dr. Taranjeet Duggal, Professor, Amity Business School

***ABSTRACT***

Women often face a lot of discrimination in an organization and society. They are reportedly restricted to lower levels in an organization and are under-represented in the top senior leadership, executive and managerial positions. The present research is related with these unbreakable barriers faced by women in the workplace. Females job satisfaction during the times of Covid-19 pandemic while working remotely is analysed on equity using mediating role of gender discrimination. The analysis constitutes different underlying aspects explaining Equality, Job Satisfaction during remote working and Gender discrimination.

The study specifies obstacles which restrict women and ethnic minorities to lead to top executive and powerful positions, can be overcome if certain equality aspects are properly managed in the institutions vis. Equal Respect, Work Equality, Selection Diversity, Job Rotation, Work and Family

Policies, Personal Resources as they have direct influence on Job Satisfaction and in turn to break this glass ceiling so that a better and conducive atmosphere could be created for the welfare of women.

Further it can't be ignored that aspects such as flexi timing, working from home plays intervening role to achieve Job Satisfaction hence such factors are to be watched for.

Keywords: Women, Gender, Equality, Diversity, Job satisfaction, remote working

Changes Brought In Educational Sector in Covid Era

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Abstract



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The Covid 19 pandemic has sparked a global realization that our current way of life needs to be modified. It has broken our perception of what is normal and reconstructed society as we know it. One such critical area, where the need for change has become evident, is education. The effects of the corona virus and thereby its preventive measures, has upended the life of students, parents and teachers. This research paper tries to understand various opportunities and threat in the educational sector due to Covid 19.

Keywords

Covid-19, Education sector, online classes, online teaching, Zoom meeting, secondary education