



UNIVERSITY BUSINESS SCHOOL

PANJAB UNIVERSITY REGIONAL CENTRE, LUDHIANA

ANNOUNCES ONLINE INTERNATIONAL CONFERENCE ON

WORLD AFTER COVID-19

ECONOMIC, SOCIAL AND POLITICAL TRANSFORMATIONS



Chief Patron

Professor Raj Kumar
Vice Chancellor,
Panjab University, Chandigarh

25th MAY
2020 (MONDAY)

Conference Chairs

Prof. Ravi Inder Singh

Professor in Finance and Director,
Panjab University Regional Centre,
Ludhiana.

&

Dr. Pooja Sikka

Assistant Professor (Economics),
Panjab University Regional Centre,
Ludhiana.

About University Business School Ludhiana

University Business School (UBS) Ludhiana was established in the year 2007 at Panjab University Regional Centre (PURC) Ludhiana, a city known as the Manchester of India. The Panjab University, Chandigarh extended its legacy of imparting quality education to the industrial hub of Ludhiana with the vision of bringing real economic revolution through integration of empowered youth with quality education. Over a short span of time, the institute has positioned itself as Centre of Excellence in Business and Management Sciences. The MBA program offered by UBS Ludhiana, aims at providing quality management education to develop the managers of tomorrow. The specific objectives of the program are to create broader understanding of management thoughts and ideas, familiarizing the participants to the ever changing business environment, establishing the link between theoretical concepts learnt to the real life situations, enhancing analytical and decision making skills so as to develop responsive managers who can act as the catalyst in development of the liberalized INDIA. UBS Ludhiana has a diverse pool of intellectual capital drawn from various fields, endowed with rich research, industry and teaching experience. The efforts of core faculty members are supplemented by visiting faculty and top executives from leading institutions and corporate.

About the International Conference

The ongoing spread of COVID-19, officially a global pandemic has become one of the biggest threats and is expected to exert serious impact to the global economy. First detected in the Chinese city of Wuhan during December 2019, this virus has infected more than 22,00,000 people across 210 countries globally. Out of those infected, more than 152,000 people have died and more than 56000 people are critically ill. As a strategy to contain potentially infected people and prevent the virus from spreading further, in many parts of the world, borders are closed, businesses, airports, hotels are shut, school and universities cancelled. Entire countries are being placed under quarantine for safety measures and people are in panic and so are the governments. These unprecedented measures are disrupting many economies, resulting in mass job losses and raising the unemployment. Supportive fiscal, monetary and public health measures and policies can help to restore confidence but cannot offset the immediate disruptions that result from enforced shutdowns and travel restrictions.

There are also signs that it will permanently change the way the society functions. From its impact on the global economy to our daily lives, COVID-19 will leave an enormous impact on how we work, how we learn, how we consume and how we socialize and communicate. This has to be a difficult time for people with poor-relationships or those struggling with behaviours such as alcoholism and gambling. Similarly, people who have mental illnesses, such as depression would be most affected. Amid COVID-19, the individual are being forced to surrender basic civil liberties in return for security, which alters the social contract in the liberal world. By promising security, authoritarians may exploit COVID-19 as a pretext to further contract the public space and enjoy more powers to intervene into private lives.

At the political front anti-establishment politics created by inequality in recent years will intensify. Over the past many years, public anger at traditional political elites has upended politics in many countries. That anger is driven in part by suspicion that political establishments in these countries aren't able to meet the needs of those who've benefited the least from globalization and technological change over the past generation. Then, other issue is which nation will emerge as world super power and world leader after covid-19 political shocks and how the political equations will change, across and between nations. These political consequences can be profound and impossible to predict.

While it is too early to determine the long term impact of this crisis, but this crisis will trigger drastic changes at economic social and political front. In this scenario, there is a need to discuss how the world will be affected by this public health emergency and what could be the possible economic, social and political transformation that the world will undergo in near future. Therefore, UBS, Ludhiana has thought of providing a platform to the researchers, academicians and practitioners across the world to come forward and discuss these issues.



Objectives of the International Conference

The objective of the international conference is to provide a platform to the Researchers, Academicians and Scholars for discussion on Economic, Political and Social Transformations triggered by COVID-19

The Sub Themes of International Conference

Impact of Covid 19 on:

- Globalisation
- International Politics and World peace
- Manufacturing sector
- Health sector
- Sports industry
- Event industry and Entertainment industry
- Migrant labourers
- Education sector: Primary Secondary and Higher
- Financial Institutions Including Banks
- Changed Role of Monetary and fiscal policy
- Impact on Developed, Developing and Underdeveloped Economies
- Religious and Cultural Isolation
- Travel and Tourism
- Social values and behaviour
- Climate change and Global Warming
- International Trade , Exports, Import substitution
- Foreign Direct Investment
- Hunger and Poverty Reduction
- Impact on Capital Markets
- Efficiency of Economic Sectors
- Economic Growth and Development
- Economic Structure and Structural Transformation
- Global Justice

***Please note that this list is not exhaustive. Participants can choose the topic which may fall in the broader purview of the main theme.**

Who can Participate

As the theme of this international conference covers various aspects of economic social, and political issues so apart from academicians from various Universities and Institutes, Industrialists, Consultants, Professionals and Researches from all over the world can participate in the Conference.

There is no registration fee for this online conference. Selected Papers as recommended by the review panel will be considered for publication in ISBN numbered book. E-certificates will be issued to the participants.

Guidelines for submission of paper

Research papers will be accepted for publication with the understanding that the content has not been published or submitted for publication elsewhere. The cover page of the manuscript should include the title of the article, the authors' names, their affiliations, addresses, phone and e-mail addresses; the author to whom correspondence is to be sent should be clearly identified.

Papers will be selected on the basis of abstract not exceeding 500 words. Paper contributors should follow 12 font size, Times New Roman font style on MS word with single line spacing. Kindly use standard formats of citing references. APA 6th style is recommended for use.

All abstracts, papers are to be submitted online at conference mail id : conference2020@ubsludhiana.com

Important Dates to Remember

1.	Submission of Abstract	30th April, 2020
2.	Acceptance of Abstract	2nd May, 2020
3.	Full Paper Submission	13th May, 2020
4.	Full Paper Acceptance	15th May, 2020
5.	Conference Date	25th May, 2020

Organizing Committee

1. **Dr. Ashish Saihpal**, Coordinator(MBA) & Assistant Professor (Marketing Management)
University Business School, PU Regional Centre, Ludhiana
2. **Mr. Shashi Kapoor**, Assistant Professor(Operations Management)
University Business School, PU Regional Centre, Ludhiana
3. **Mr. Taranjeet Singh**, Assistant Professor(Marketing Management)
University Business School, PU Regional Centre, Ludhiana

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