



Symbiosis Centre for Management Studies- Pune

Department of Symbiosis International (Deemed University)



**ANNUAL RESEARCH JOURNAL
OF SCMS, PUNE**

Volume 11



Call for Papers to 11th Volume of Annual Research Journal of SCMS, Pune

Theme- “Rebuilding Business Confidence in the Post Pandemic World”

The pandemic continues to change the world in the way humans and businesses behave and interact. The speed of global economic recovery depends upon the speed of adoption of such dynamics by businesses and consumers together hand in hand- a phenomenon which is easy to say than to practice. Businesses, government and societies started to re-evaluate their core scope, objectives, life-style pattern, success and choices.

The pandemic has been bringing in many changes in the business environment like remote selling, e-commerce platform, ranging from necessities like groceries, clothes, vegetables, fruits to pharmaceutical products and even electronic products and also changes in the banking operations and payments where digital banking and digital payments have become more prevalent. Similarly, the post pandemic era is also bringing with it different changes and businesses have to look at these changes as opportunities and plan their strategies as per these changes and also focus on the evolving trends.

As people started moving from the stage of “new normal” to the “next normal” as mentioned by various reports like the ones of Mc Kinsey, Harvard Business Review and Deloitte among the others, businesses need to understand that though people are moving to the “next normal”, the lingering fear of the virus, the pandemic and the ensuing restrictions that comes with them still remain, making it difficult to completely return to the pre-pandemic environment. Therefore, businesses have to understand that the market and the environment in which they will operate will be different from what was pre-pandemic and thus adopt strategies as per the evolving needs to adapt to their post pandemic lifestyle changes.

The first step businesses have to focus on in the post-pandemic world is rebuilding customer’s trust. They have to ensure customers with guarantee of safety to restore their trust. Businesses needs to provide products and services adhering to the safety norms and addressing health concerns like providing safe experience for customers by inclusion of practices like temperature checks at malls, stores or outlets entrants, keeping sanitisers in malls, stores, outlets, restaurants, public transport and other public places, using contactless digital payment and delivery methods. Others ways of restoring trust in consumers include communicating about the various measures taken in business processes that may not be visible to the consumers such as hygienic production and storage, safe and hygienic end to end processes with minimum or reduced human handling, checking employees or workers health like thermal screening, testing across the supply chain and also adopting the highest sanitary standard in the entire supply chain.

Another important strategy during the post pandemic world could be to adopt digitalisation and having a complete digital transformation. Business that has still not adopted digitalisation, needs to transform their business operation from only using conventional means to including digitalisation as well or include more digital transformation. The focus should be on conducting

contactless operations and provides contactless services wherever possible. Businesses should use all their digital tools to become more digitally driven which until the pandemic was not prioritised, but now after the pandemic has become the need of the hour. In a survey conducted by Ernst & Young (EY), when businesses were asked the question, “which is the highest priority of the company after pandemic?”, 49% of the respondents replied that that the pandemic has compelled them to speed up the process of adopting strategies for using online platforms as essential to their future commercial success.

Businesses apart from digital transformation, must also focus on automation. Automation or robotics have been there over the years way before the pandemic, but the need to invest in them had not been as high post-pandemic when compared to when pre-pandemic. When the pandemic started, businesses that were relying mostly on human labour were the most vulnerable and suffered the most (Wipro, 2020). With increase in demand and other surges and constraint caused by Covid 19 where physical proximity was constrained, businesses accelerated the use of digital tools, automation and Artificial Intelligence (AI) (Mc Kinsey & Company). The use of automation and robotics helped various businesses in adaptation and survival during the pandemic. As indicated by a Mckinsey Company report, retailers like Amazon and Walmart used industrial robots to pick, sort, and track merchandise in warehouses to manage surging e-commerce demand. AI-powered chatbots were used to reduce customer contact. The use of automation has been the most in the financial and technological sector during the pandemic. Automation has not only helped businesses during the pandemic in saving their time and money, but has also helped in facilitating faster response times to business demands which has help businesses to more quickly meet customers changing expectations.

The pandemic has thrown open many new opportunities in areas like health and well-being, pharmaceuticals, vaccination, online learning, OTT platforms, made few industries highly challenging like education, small family businesses, few service industries, damaged few industries like- tourism, hospitality, recreation, travel, construction, entertainment. These industries need completely new solutions to revamp their lost glories in the post pandemic scenario, that demands many new business models and switching to modified ways of business practices.

An encouraging scenario is the increase in agriculture production in India and many other parts of the globe. The gross value added of agriculture and allied activities to total gross domestic product has gone up for India from 17.6% in 2018 to 20% in 2021 with a record agriculture output of major crops, edible oils, sugarcane, etc as a result of the various initiatives and infrastructure facilities provided to this sector. This traditional industry has now started getting the attraction of many multinational players.

Governments across the globe are following Covid appropriate/friendly policies and programmes with an increase in health budgets, public spending on health infrastructures, creation of new facilities and enhancement of existing facilities, etc. Respond, Recover and Thrive is the role of the government in this next normal scenario.

When the world is aligning to fit to the new normal, we are also witnessing the Russia-Ukraine war, refugee influx, migration, human trafficking, drug menace that calls for a strong governance system at the international level with strong democratic powers and people's participation

Taking all the above developments into considerations, the 11th volume of Annual Research Journal of SCMS Pune is calling for papers with the theme, "Rebuilding Business Confidence in the Post Pandemic World".

We are inviting original research papers in areas which goes in sync with our theme touching multi-disciplinary areas of management, business, economics, social sciences and the like.

The Journal is indexed in Open J-gate, Indian Citation Index (ICI).

We are inviting full length papers, short term papers, reflection papers, review papers, case studies.

Full Length Papers which include mainly accomplished research results and should have a length of 3,000 – 5000 words.

Short Term Papers mostly composed of work in progress reports or fresh developments and should be 2,500 – 3000 words in length.

Reflection Papers/Review Papers which might review recent research literature pertaining to a particular problem or approach, indicating findings suggestions with justification, Length should be 1500- 2000words.

Case Studies can go from 1500-2000 words with proper justifications and case notes.

References must be in APA style

For further details please refer to:

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Important Dates:

Submission Deadline: 30th October 2022

Notification to Authors: 2nd November 2022

First review: 30st November 2022

Second review: 15st December 2022

Publication date: December 2022