



The Institute of Chartered Financial Analysts of India University, Jharkhand

Press Release

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Doctoral Conference on Latest Trends in Management Research held at ICFAI University

A one day “Doctoral Conference on Contemporary Trends in Management Research in Post Covid 19 Era” was conducted through video conference at ICFAI University, Jharkhand. The Guests of Honor for the inaugural function were Prof G L Datta, Former Dean, IIT, Kharagpur and former Chancellor & Vice-Chancellor of KL University and Shri. Satyendra Nath Tiwari, Director (Marketing), Coal India Limited. The participants are PhD Scholars, distinguished researchers, working in academia and industry across India and abroad.

Welcoming the participants to the Inaugural Session, Prof O R S Rao, Vice-Chancellor of the University said, “As COVID-19 has been disrupting the economy, industry and the society in dramatic way, its impact on Management Research is bound to be profound. Objective of this conference is to focus on latest trends in management research, particularly on inter-disciplinary areas”.

In his address to the participants, Prof G L Datta, said, “I appreciate the initiative of the University to think of such an innovative theme that is of interest to every one of us. Active participation in the seminar will help in shaping your research activities through the cues and clues from critique of your work and listening to others’ work”. Addressing the seminar, Shri Satyendra Nath Tiwari exhorted the researchers to work on topics relevant to the well being of the society like Sustainable Development Goals.

The conference was conducted in four domain tracks ie Marketing, HR and OB, Finance, and Interdisciplinary. 22 papers were presented by authors from reputed institutions like Benares Hindu University, Loyola Institute of Business Administration, VIT Business School, St Joseph’s College, Gopal Narayan Singh University etc, besides ICFAI University. Author of the Best paper in each of the track was presented with awards of recognition during the valedictory function. The award for finance domain went to Mr Arnab K Chowdhury, PhD Scholar from ICFAI University, Jharkhand for his paper on Financial Fragility of the Real Estate and Construction Sector. Ms C Divyakala, Research Scholar, from VIT Business School, Vellore received the award for her paper on Emotional Labour Assessment of Sports Team Coaches in Universities. In the domain of Marketing, the honour went to Ms P.Subha, Research Scholar, Annamalai University, Chidambaram for her paper on Influence of social media In Academic Performance of PG Students. In the Interdisciplinary category, the award went to Dr Vasumathi , Associate Dean,VIT Business School , Vellore. Complimenting the winners as well as others, Dr Hari Haran , who headed the jury for best paper awards , explained the methodology followed to select the winning papers.

Congratulating the scholars on the quality of the papers presented , Dr K K Nag, former Vice-Chancellor of Ranchi University advised the scholars to focus on themes that can help a human being to be happy.

Dr Susan Chirayuth , PhD co-ordinator of the University organised the event , with active support from Dr Rumna Bhattacharyya , Dr Rajkumar and other faculty members. A souvenir was released during the function. Dr Sweta Singh and Dr Subrato Dey anchored the inaugural and valedictory functions, respectively. Prof Arvind Kumar, Registrar of the University proposed a vote of thanks.

About the ICFAI University Jharkhand: The ICFAI University, Jharkhand (IUJ) belongs to the ICFAI University Group (IUG), which pioneered Professional Education in India. More details on IUJ can be found by visiting its website at www.iujharkhand.edu.in or its Face Book page at www.facebook.com/icfaijharkhand.