

# B. K. BIRLA COLLEGE (AUTONOMOUS), KALYAN



## Research Cell Department Of Management Studies



Organized

### *R-Con 2022-23*

on

## ***'SURVIVING TO THRIVING - POST COVID BUSINESS AGILITY'***

Venue: New Seminar Hall

Date: 20 March 2023

### Report

**About R-Con 2023:** R-Con is the Students Research Convention conducted by the 'Research Cell' of Department of Management Studies. The aim of this convention is to provide platform to the young research enthusiasts to present their research skills. Theme of the 7<sup>th</sup> students Research Convention was 'Surviving to thriving - Post covid Business Agility'.

**Welcome and Invocation:** The event started at 10:50 a.m. with lightning lamp and maa Saraswati Vandana.



**Welcome Address and About R-Con 2022-23:**  
 Dr. Chandra Iyer, Convener, R-Con 2022-23 has delivered the welcome address and she spoke about the theme R-Con and its theme ‘SURVIVING TO THRIVING - POST COVID BUSINESS AGILITY’



**About research cell:** Dr. Sadhana Kapote, In-charge Research Cell has informed activities done under research in the academic year 2022-23.



**Release of Convention Proceedings:** 7<sup>th</sup> student Research Convention - “Vidyarthi Vidvan” convention proceeding with ISBN unveiling was done by dignitaries and the judge.



**HOD's Address:** Mr. Anil Tiwari, Organizing Secretary, R-Con 2022-23 addressed the gathering and given the best wishes to all presenters. He believes in the principle "doing more and saying less."



**Vice Principal's Address:** Vice-Principal Ms. Esmita Gupta conveyed her best regards to all participating teams. She congratulated DMS for this international convention.



**Principal's Address:** Dr. Avinash Patil Principal, BKBCK addressed the students and he found the topics selected by students were very relevant and the theme of R-Con is from very current topics.



**Director's Address:** Director Dr. Naresh Chandra sir appreciated the efforts taken by students and faculties and also conveyed his best wishes to all participants.



**Welcome and felicitation of Panelist judges:** The offline judge Dr. Dnyaneshwari Talpade, Education and Cultural Advisor at the **Quebec Government Office, Mumbai**, was presented by shawl, shreefal and Bouquet as a token of love. At the same time judges Dr. Jayalakshmy Ramachandran, Associate Professor of Auditing and Accounting, **University of Nottingham, Malaysia** and Dr. Desislava Serafimova, Associate professor, Department of Management and Administration, **University of Economics – Varna, Bulgaria** were welcomed.



### Technical Session PG Track

**PG\_01: Study on the Hallyu Wave in India: Insight into OTT Platforms** was presented by Sayali Waghmare, Saikh Nashra and Payal Khandelwal M.Com (Business Management) part -I



**PG\_02: Financial Agility in Post Pandemic Era in Banking Sector:** was presented by Vinit M. Jain, M.Sc. Finance Part 2.



**PG\_03: Agility of the European Union in the Age of Digitalization** was presented by Georgi Stoyanov, Vlena Petkova, Angel Bochukov, University of Economics – Varna, Bulgaria



## Technical Session UG Track

**UG\_01: Stimulating Growth & Agility in the Financial Function to the Economic Heart- Manufacturing Sector** was presented by Ashish Kothari & Kajal Jaiswal, T.Y. B. Com (Accounting & Finance).



**UG\_02: Fashion Industry's Big Reset Towards a Sustainable Future** was presented by Harshita Chaudhary, Ann Reni Shoby, Harsha Nair S.Y BMS (Finance).



**UG\_03: Post Covid Business Agility in FMCG Sector** was presented by Rupali Raul T.Y. BMS (Finance), Bharat Budhawant T.Y. BMS (Marketing)



**UG\_04: The Post Covid-19 View on Hotel Industry in Kalyan** was presented by Diksha Thange & Chitra Gaikwad. S.Y B.Com (Accounting & Finance).



**UG\_05: Reviving The Tourism Industry: A Roadmap for Future** was presented by Pranav Patil, Shubham Pal & Sumeet Pandey, S.Y.BMS (Finance).



**UG\_06: Impact Of Post Covid-19 on Purchase Behavior of Automobile in India** was presented by Sunny Vishwakarma T. Y. BMS (Marketing), Prachi Upadhyay S.Y. BMS (Marketing).



**UG\_07: Impact of Uncertainty on Investor Behaviour Post COVID-19 Period** was presented by Shubham Killekar S.Y. B.Com (Accounting & Finance)

**UG\_08: Boomerang Of MSMEs: Post Covid Strategy** was presented by Anisha Dubey , Samiksha Bodade , Sapna Shetty S.Y. BMS (Finance)



**Judges feedback:** After all the presentation judges gave feedback to students about the presentation.



**Mentor feedback:** After judges, mentors gave their feedback. They appreciated the efforts made by students.



**Declaration of result and Distribution of awards:** The valedictory function was started by presenting a memento and certificate of appreciation to Judge Dr. Dnyaneshwari Talpade. Awards and certificates in different categories were given to winners.



**Few more glimpses of the event:**



**Vote of thanks:** 7<sup>th</sup> students research international convention was beautifully wrapped with a vote of thanks by Ms. Shipra Rawat, followed by National anthem.



**Team R-Con 2022-23**