



Activity: Seminar on Entrepreneurship in the Era of Covid19 and the Evolving Business Landscape

Date: 24th Feb 2023

Time: 01.00. pm

Location: ISME

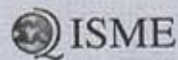
Resource Person(s): Prof Justin Paul

Faculty In-charge:

Student In-charge:

No of students/Participants present: 50

Poster / Flyer / Notice



**INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE
BANGALORE**

**SEMINAR
ON**

Entrepreneurship in the era of covid-19 and the
Evolving business Landscape

24TH FEBRUARY 2023

RESOURCE PERSON

PROF. JUSTIN PAUL

Dr. Justin Paul is Professor in the PhD and MBA programs at the University of Puerto Rico, San Juan, PR, USA. He serves as Editor-in-Chief of International Journal of Consumer Studies, ABDC-A ranked and SSCI listed journal. He has also served as a faculty member at Nagoya University, Japan and IIM Kozhikode. In addition, he has taught at Aarhus University- Denmark, Grenoble Eco le de Management and University of Versailles - France. He has authored various academic textbooks and has served the editorial board of some of the top-tiered international journals like International Business Review, Journal of Business Research, European Management Journal and many others.



Event Report

Distinguished researcher Dr. Justin Paul spoke on “COVID-19 & New Business Environment”.

Dr. Paul, a Professor in the Ph.D. and MBA programs at the University of Puerto Rico, also serves as the Editor-in-Chief of International Journal of Consumer Studies, ABDC-A ranked and SSCI-listed journal.

He opened his speech by citing the example of how COVID-19 has significantly altered the way businesses operate. He highlighted the pandemic's destructive impact on every sector, with some businesses bouncing back while others perished. Life spans of businesses that once were 15 years are now 5 years and for smaller enterprises, even less. He implored businessmen and researchers to rethink their business plans as old methods are no longer applicable because the pandemic has fundamentally changed the way businesses operate, requiring a reassessment of traditional operations and strategies.

He introduced a new set of Ps to the traditional four Ps of business to cater to the pandemic era. He explained that business performance at this time is a function of six other Ps: potential, path, processes, pace, pattern, and problems. Given the expensive nature of our lives in the pandemic era, businesses must understand the consumers' needs, target them, and strategically market their products or services. To survive in today's tough environment, businesses must either be the first movers or fast movers.

He also stressed the importance of mitigating problems – both expected and unexpected, by understanding their nature and acting accordingly. When preparing market plans, it is essential to evaluate both expected and unexpected problems to have a backup plan ready.

He hopes that businesses and people become more aware that no business knowledge from preCOVID era can be applied anymore and that people must be quick to adapt to the changes and formulate new methods of business planning and marketing. He concluded by expressing his desire for business universities to adopt a more research-oriented approach and for people to understand the significance of the new set of Ps over the original 4 Ps in the current business landscape shaped by the pandemic.

It was yet another informative and thought-provoking session that captured the attention of the audience for the entirety of its duration.

Geotagged Photographs with Caption



Prof Justin Paul – Seminar on Entrepreneurship in the Era of Covid19 and the Evolving Business Landscape



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List of Participants:

Sl No	Name of the Participant
1.	Maya Patil
2.	Amit Kumar
3.	Aarti Ramachandran
4.	Kowshik VR
5.	Asha Mathew
6.	Rahul Sharma
7.	Pious Thomas
8.	Rangapriya Saivasan
9.	Premalatha KP
10.	Vidya CM
11.	Konyn Tuba Lappay
12.	Dr. Rajeshwari G.M
13.	Hemalata Radhakrishna
14.	Konyn Tuba Lappay
15.	Shilpa R
16.	Lolana Reddy
17.	Chetna Jha
18.	Sujyothi S Nadgir
19.	Anub Kurian
20.	Sujatha M.S.
21.	Ujjal Mukherjee

22.	Dr. Ramesh Kumar
23.	Neha Mishal
24.	K S Gagan Deep
25.	Raghu Yadaganti
26.	Pranav A Kumar
27.	UMAR BASHIR MIR
28.	Ganesan Palanisamy
29.	Anita Mane
30.	Jayashree Urs
31.	Rose Kavitha
32.	Manjushri U
33.	Rainer Wehner
34.	MIRAJ TAGGALA
35.	Sorokhaibam Aguraj Singh
36.	Hemalatha Yadav J
37.	Rupika Senadheera
38.	AA YUSH SINGH
39.	Preeti Aneja
40.	Prabhat Agarwal
41.	Pramod Kumar Jha
42.	Sucharita Gandu
43.	B Beulah Aswini,
44.	Shahela S
45.	Anuraag Emmanuel
46.	Justin Joy
47.	Neha Jacob
48.	Swetha S
49.	Sanju Sarvashni
50.	Anil Kumar



Authorized Signatory (Dean/Principal/Head/Coordinator)

Name: DR. NISHA MARY THOMAS

Date: 24th Feb 2023



A handwritten signature in blue ink that reads "Nisha".

Head-Research
ISME, Bangalore.



**INTERNATIONAL SCHOOL OF
MANAGEMENT EXCELLENCE**

88, Chembanahalli, Sarjapur Road, Bengaluru, Karnataka 562 125 | www.isme.in



Seminar on Entrepreneurship in the Era of
Covid19 and the Evolving Business Landscape

Certificate of Participation

Ms. Preeti Aneja

For Participating in the Seminar on
**Entrepreneurship in the Era of Covid19 and the
Evolving Business Landscape**
conducted on 24th February 2023

DR. NISHA MARY THOMAS
HEAD - DEPARTMENT OF RESEARCH



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Certificate of Participation

Ms. Prabhat Agarwal

For Participating in the Seminar on
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