



**B. K. Birla College
(Autonomous), Kalyan**
Department of Management Studies



**Surviving to Thriving
Post Covid Business Agility**

***Vidyarthi
Vidvan***

R-Con 2022-23

**7th Students Research International
Convention Proceedings**

20th March 2023



**B. K. Birla College
(Autonomous), Kalyan**
Department of Management Studies



Surviving to Thriving Post COVID Business Agility

EDITORS

Dr. Chandra Hariharan Iyer
R-Con Convener

Dr. Sadhana Kapote
Co-Convener

R-Con 2022-23
**7th Student Research International
Convention proceedings**

20th March 2023

About College



B.K. Birla College of Arts, Science and Commerce (Autonomous), Kalyan a multi-faculty premier institution of higher learning, with an enrolment of more than 14,000 students (more than 9,600 in UG, PG and Research Programmes and more than 4,400 in Junior College) is affiliated to the University of Mumbai (UoM). The College was established in 1972, by Kalyan Citizens' Education Society with the blessings of Pujya Shri B.K. Birla ji and Pujya Smt. Sarala ji Birla.

The College has been reaccredited (3rd Cycle) in 2014 and awarded 'A' Grade with CGPA 3.58. The College has been granted 'College of Excellence' Status by UGC (2015 to 2020). The College is ISO 9001: 2015 certified. College has recently celebrated it's Golden Jubilee (17th June, 2021 to 16th June, 2022).

The College has been granted 'Autonomous Status' by University Grants Commission and University of Mumbai from the academic year 2018-19. The Rashtriya Uchchatar Shiksha Abhiyan (RUSA) has sanctioned financial support to our college for 'Enhancing Quality and Excellence'. The College has been approved as a Potential 'Mentor Institution' under the UGC-PARAMARSH scheme (2019-20). We stand committed for the cause of higher education.

Department of Management Studies:

The Department of Management Studies established in the year 1999, has the self-finance courses like Bachelor of Management Studies, B.Com. (Banking & Insurance), B.Com (Accounting & Finance), B.Com. (Financial Management), BMS Retail Management, B. Voc. (Business Management & Entrepreneurial Development), B. Voc. (Financial Market & Trading Operations), M.Com (E-commerce), M.Sc. Finance, M.Com (Business Management). There are more than 2200 students. The key objective of department of management studies is to develop the students holistically and to make them Responsible Global Citizens. The department emphasize on interdisciplinary research culture.

Director's Message



We are glad to know that the Department of Management Studies, BKBC is organizing 7th International Student Research Conference (R-Con 2022-23) on 'Surviving to thriving – Post Covid Business Agility' on Monday, the 20th March, 2023. Post covid industry has witnessed very difficult times so the business agility is the need of the hour.

B.K. Birla College (Autonomous), Kalyan a multi-faculty premier institution of higher learning, with an enrolment of more than 14,000 students (9,600+ students in UG, PG and Research Programmes and 4,400+ in Junior College) is affiliated to the University of Mumbai. The College was established in 1972 with the blessings of Pujya Shri B. K. Birla ji and Pujya Smt. Sarala ji Birla.

With immense pleasure, we extend a hearty welcome to the distinguished guests, invitees, all the delegates, Scholars and students attending this Conference.

This Conference will help to promote research in the field of Management Studies and allied fields. We believe, research is an integral part of teaching. The main aim of the Conference is to provide the opportunity to interact and exchange ideas between the students.

I am sure that this Conference will provide an opportunity to young researchers to present their research work, to get interdisciplinary exposure and to interact with the eminent Scientists. We sincerely thank the esteemed management for their constant support, guidance and motivation.

I appreciate the efforts of Dr. (Mrs.) Chandra Iyer (Convener), Dr. (Mrs.) Sadhana Kapote (Co-Convener), Mr. Anil Tiwari (Organizing Secretary) and other colleagues for organizing this event.

I once again extend a hearty welcome and convey my best wishes for the success of Conference.

– Dr. Naresh Chandra, Director (Education)

Principal's Message



The B. K. Birla College is a premium institute of education, which is in pursuit of excellence in the research too. The College has nine research centres recognized by University of Mumbai. The College has been consistently working towards developing research temperament in all the stakeholders, and in the endeavour each small step is taken to enhance the quality and scope of the research undertaken.

The Research platform will certainly help Business Education to raise an impressive superstructure of academic substance. The Research quest will also help the students in enhancing self-discipline and inter-personal relationships. Research cell of Department of management studies is encouraging students for journal publications / presentations. Student research conference R-Con 2022-23 is indeed a valuable platform for young scholars. I really appreciate the research learning attitude of students and wish them best luck for future endeavours.

I take this opportunity to appreciate the young scholars participating in R-Con 2022-23. I congratulate young Research scholars for taking initiative to develop their research skill and wish them a great success for future endeavours. I congratulate Research cell, Department of Management Studies for organizing this Research conference and wish them a great success.

It has been possible only due to persistent motivation and guidance from Shri O. R. Chitlange, Chairman, Governing Council, Shri. Subodh Dave, Vice-chairman, Governing Council, B. K. Birla College and Dr. Naresh Chandra, Director (Education).

I take the opportunity to thank our Chairman, Vice-Chairman our Director (Education) and the esteemed members of the management for their unconditional support and encouragement.

Dr. Avinash Patil, Principal

Message from Head, Department of Management Studies



It is indeed a moment of satisfaction to present the conference proceeding of R-Con 2022-23. Commerce & Management is the area of education which develops the required knowledge, skills and attitudes of human resources for the successful handling of trade, commerce and industry. It is a living discipline and is, to a greater extent, different from other disciplines. It charts new routes to service the aspirations of the nation and its economic development.

Nowadays, the business and commerce activity run in the middle of an informational universe that is constantly changing. Using specific information and technology, companies are able to offer for the consumers individualized products. With all the new communication methods, people can exchange information and products. Studying this is not only needed when offering goods and services, but also inevitable.

Students Research cell of department of management studies intend to strengthen research culture in commerce and management and publish research papers in journals of national and international repute. Post covid resilience will create new ways of working in industry. With the recent past experience management researchers can come up with the innovative model of working, which will create new normal in industry.

We would also like to encourage young scholars to conduct Research surveys related to current social issues like Socio economic conditions of business, organization behaviour, Leadership & Motivation, Competitive dynamics, Innovation and entrepreneurship, Organizational learning and change, Strategic decision making etc. in post covid era. I wish all the very best to the young scholars in their research journey ahead.

Mr. Anil Suresh Tiwari, R-Con Organizing Secretary

About Research Cell

Birla College is committed to building and enhancing Research orientation in management. Research cell was initiated in the year 2016-17 with the vision to inculcate the research culture amongst the students to get the cutting-edge advantage in current competitive global Business era. During the year 2022-23, 200 students registered in Research cell from undergraduate and post graduate courses of Department of Management Studies. Research cell has organized 'Research skill development program' from 4th Oct to 8th Oct 2022, 110 students registered and attended the lectures. Research cell organized research project guidance session for third year students focusing on MS Word for researchers, MS Excel for Researchers, Data analysis using excel and other statistical tools. Research cell team motivates students not only to develop research skill but also to improve their presentation skill. Many Students were guided to participate in national and international conferences and our student's research paper got published in international research journals too.

Research cell trained students for participating in various international and nation research competitions. Our students Scholars 1) Ashish Kothari, 2) Vedansh Barge 3) Kajal Jaiswal 4) Aditya Gorakshkar 5) Emerald Kriplani 6) Rebecca Samuel bagged the best research paper award and best innovative team in the 30th International Economic convention a unique annual event conceptualized by Hyderabad (Sind) National Collegiate Board for giving exposure in Economics to national and international students. Our research scholars Ms. Apeksha Jain Presented research paper in the Asia pacific conference at Sydenham Institute, Mumbai. Our research cell Scholars, Emerald Kripalani (SY FMTO) and Ashish Kothari (TY BAF) had won the first prize in the event of Anusandhan- Research Paper Presentation at Ramanand Arya D. A. V. College (Autonomous).

Research Paper authored by Vedansh Barge, Tejas Bhamare and Ashish Kothari , titled "Mark of a dynamic global business environment : Indian learning from the U.S. Business system" got published in *Sydenham Management Review the international research journal*. With the inspiration of our Director Dr. Naresh Chandra and unconditional support of Principal Dr. Avinash Patil, Vice Principal Ms. Esmita Gupta and the source of our energy Head of the Department of Management studies Mr. Anil Tiwari, we intend to cross milestones in the forthcoming years.

Dr. Sadhana Kapote, Co-Convener

About R-Con

R-Con is the Students Research Convention conducted by the 'Research Cell' of Department of Management Studies which aims:

- To develop research culture among students
- To improve effective communication skill
- To improve presentation skill
- To introduce a healthy competitive environment
- To help students in data analysis and interpretation.

Theme of the 7th student Research Convention is 'Surviving to thriving - Post covid Business Agility'. Organizational agility was once desirable but is now central to business survival. The Covid-19 pandemic is primarily a global health crisis, but it has had vast economic and social repercussions. Even with certain economies slowly and cautiously reopening, the combined effect of the pandemic and the necessary mitigation measures, such as prolonged lockdown and physical distancing, has led to a global recession largely because of the rare twin supply-demand shock.

As businesses around the world consider how they can return from the torment inflicted by the coronavirus. While it is difficult to know what will happen next, it is possible to draw on the lessons of the past two years and to see them as opportunities for improvement. Businesses need to work on responding to the current crisis while simultaneously building to thrive in a new reality that focuses on business leadership agility, strategic focus and digitization. Student scholars conducted research which was focussed on manufacturing sector, tourism sector, fashion industry, FMCG sector, hotel industry, automobile sector, investors perception, financial market, capital market, fintech industry, the list goes on.

It is essential to emphasize that most of the strategic areas were focussed: recovering revenue, rebuilding operations, rethinking the organization, and accelerating the adoption of digital solutions etc. Digitalization should not be seen as an acceptable solution to a problem, but rather grounds to change the business model creatively for the better. Embracing business agility during COVID-19 can be your organization's pathway to not only surviving but thriving in the long run. The focus is to learn how companies adapt to evolving employee needs, customer demands, and financial challenges recovering from the COVID-19 crisis.

– Dr. Chandra Hariharan Iyer, R-Con Convener

Panel of Judges

Dr (Mrs.) Dnyaneshwari Talpade

*Public Affairs, Education and Cultural Advisor
at the Quebec Government Office, Mumbai*

Dr. Jayalakshmy Ramachandran

*Associate Professor of Auditing and Accounting,
Faculty of Social Science
University of Nottingham, Malaysia*

Dr. Desislava Serafimova

*Associate Professor
Department of Management and Administration,
University of Economics – Varna, Bulgaria*

Dr. John Upson

*Associate Dean and Professor
Richards College of Business
University of West Georgia, USA*

List of Committee Members

Registration & Certification Team

Dr. Priya Pandarpattee

Assistant Professor, B. K. Birla College, Kalyan

Mansha Gupta (SYBMS)

Neha Rawal (SYBMS)

Sumeet Patke (SYBAF)

Organizing Team

Mrs. Shipra Rawat

Assistant Professor, B. K. Birla College, Kalyan

Apurva Baviskar (SY BMS Marketing)

Arya Damodar (SY BMS Marketing)

Sakshi Shinde (SY BMS Marketing)

Mentors, Research Cell, Department of Management Studies

Emeraude Lapointe Provost <i>Ph.D. Research Scholar, University of Quebec, Montreal</i>	Shubham Khairnar <i>Learning Associate Aditya Birla Group India</i>
Hoshgyuler Chete <i>HR Expert Administration and management faculty Bulgaria</i>	Omkar Harkare <i>Trade Analyst Nomura Investment Bank India</i>
Svetoslav Koychev <i>Business Unit Manager, SADAFCO - Kingdom of Saudi Arabia Bulgaria</i>	Raj Shete <i>Team Manager IKS Health, Mumbai India</i>
Arbaz Shaikh <i>Fund Accounting Consultant, Northern Trust, Dublin Ireland</i>	Amrut Dabir <i>NHRDN Campus leader NHRDN Mumbai India</i>
Komal Sindamkar <i>Financial Business Analyst Wellness Card LLC, Dayton United States</i>	Rohan Gulab Bhoi <i>Associate, Vidyamandir High School and Jr. College, Murbad, India</i>
Sparsh Batra <i>Accountant Crowley & McCarthy Ireland</i>	Sapna Jha <i>Financial Analyst eClerx Services Ltd, Mumbai, India</i>
Hinesha Sanjay Sonar <i>Manager Lexicon Mile, United Kingdom</i>	Komal Kolambkar <i>Market Research Analyst Knowledge Source Intelligence Mumbai, India</i>
Shivam Singh <i>M. Sc. (International Accounting & Finance) Dublin Business School Ireland</i>	Soham Kulkarni <i>Brand Performance Analyst, Neiron, Mumbai, India</i>
Shivam Yadav <i>M. Sc. (International Accounting & Finance) Dublin Business School Ireland</i>	Saloni Bhalerao <i>Research Associate, Morningstar Mumbai, India</i>
Namrata Pande <i>Glasgow Caledonian University London, United Kingdom</i>	Kanchan Sharma <i>Pursuing CA Mumbai, India</i>

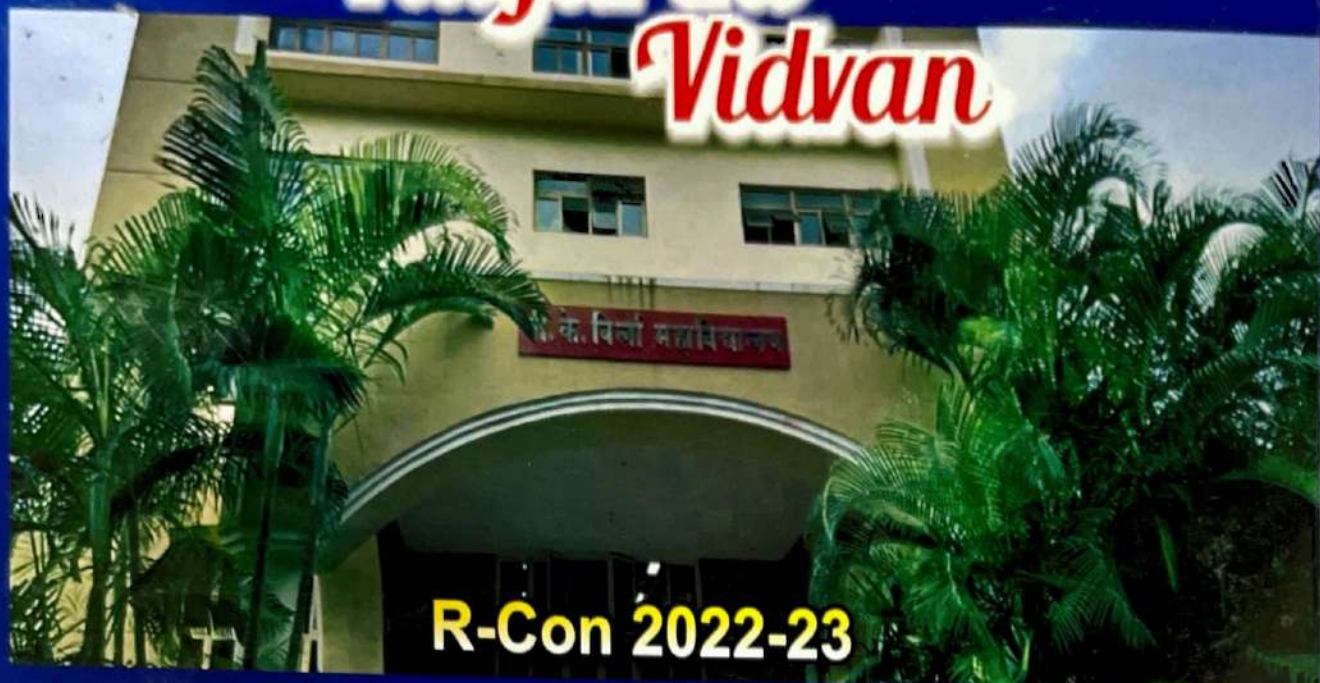
Sr. No.	Index	Page No.
PG 01	Business Agility in The Time of Uncertainty; Impacting on The Financial Sector in India <i>Sanjana Kanojiya and Pooja Sonar, M.sc Finance Part 2</i>	1 – 7
PG 02	A Study on Financial Agility in Banking Business: Post Covid <i>Rasika Ankush Durgude and Trupti Anil Chaudhari MSc (Finance) 2</i>	8 – 15
PG 03	Fintech Startups and their Post Covid Business Agility <i>Siddhesh Kadechka and Manali Cheulka, M.Sc. Finance Part 2</i>	16 – 21
PG 04	Study on the Hallyu Wave in India: Insight into OTT Platforms <i>Sayali Waghmare, Saikh Nashra and Payal Khandelwal M.Com (Business Management) Part 1</i>	22 – 26
PG 05	A Study on Fintech in Financial Agility and its Effect on Financial Sector in Post Pandemic Era <i>Yashi Paliwal and Renuka Jugade, M.Sc. Finance Part 2</i>	27 – 34
PG 06	Impact of Digital Marketing in Banking Sector – A Post Covid Analysis <i>Preksha Shetty, Rupa Karbil and Ashwini Patil, M.Sc. Finance Part 2</i>	35 – 42
PG 07	Financial Agility in Post Pandemic Era in Banking Sector <i>Hijab M. Khan and Vinit M. Jain, M.Sc. Finance Part 2</i>	43 – 49
PG 08	Agility of the European Union in the Age of Digitalization <i>Georgi Stoyanov, Velen Petkova, Angel Bochukov, University of Economics – Varna, Bulgaria</i>	50 – 57
UG 01	Stimulating Growth & Agility in the Financial Function to the Economic Heart- Manufacturing Sector <i>Ashish Kothari & Kajal Jaiswal, T.Y. B.Com (Accounting & Finance)</i>	58 – 68
UG 02	Fashion Industry's Big Reset Towards A Sustainable Future <i>Harshita Chaudhary, Ann Reni Shoby, Harsha Nair S.Y. BMS (Finance)</i>	69 - 77
UG 03	Post Covid Business Agility in FMCG Sector <i>Rupali Raul T.Y. BMS (Finance), Bharat Budhawant T.Y. BMS (Marketing)</i>	78 - 86

Sr. No.	Index	Page No.
UG 04	The Post Covid-19 View on Hotel Industry in Kalyan <i>Diksha Thange & Chitra Gaikwad. S.Y. B.Com (Accounting & Finance)</i>	87 - 95
UG 05	Reviving The Tourism Industry: A Roadmap For Future <i>Pranav Patil, Shubham Pal & Sumeet Pandey, S.Y.BMS (Finance)</i>	96 - 103
UG 06	Impact of Post Covid-19 On Purchase Behavior of Automobile In India <i>Sunny Vishwakarma T.Y. BMS (Marketing), Prachi Upadhyay S.Y. BMS (Marketing)</i>	104 - 111
UG 07	Impact of Uncertainty on Investor Behaviour Post COVID-19 Period <i>Shubham Killekar S.Y. B.Com (Accounting & Finance)</i>	112 -116
UG 08	Boomerang of MSMEs: Post Covid Strategy <i>Anisha Dubey, Samiksha Bodade, Sapna Shetty S.Y. BMS (Finance)</i>	117 - 122

ISBN: 978-93-93789-24-2

Surviving to Thriving
Post Covid Business Agility

*Vidyarthi
Vidvan*



**7th Students Research International
Convention Proceedings**

B. K. BIRLA COLLEGE (AUTONOMOUS), KALYAN

B. K. Birla College Road, Kalyan - 421 304. (0251) 2230740, 2231294
enquiry@bkbirlacollegekalyan.com | principal@bkbirlacollegekalyan.com



ISBN NO. 978-93-93789-24-2



9 789393 789242

GAURANG PUBLISHING GLOBALIZE PVT. LTD.

CIN No. U22130MH2016PTC287238 | UAN - MH19D0008178

1, Plot-72, Wadia C, Pt.M.M.M. Marg, Tardeo, Mumbai-400034.

Tel.: 022 23522068 (M): +91 9969392245 | Email : gpglobalize@gmail.com | Web : www.gpglobalize.in



BUSINESS AGILITY IN THE TIME OF UNCERTAINTY; IMPACTING ON THE FINANCIAL SECTOR IN INDIA

Sanjana Kanojiya and Pooja Sonar
M.Sc. Finance Part 2

ABSTRACT

The Covid-19 crisis occurs at the conclusion of a decade in which the global financial sector saw tremendous change. Business agility is a collection of organisational skills, attitudes, and methods of operation that give your business freedom, adaptability, and resilience. The main objective of this study was to learn how business agility need to attempt digitalization systems and leader Plan to cover up with these progressions occurring in India after COVID era and find out the strategies in business agility in the post COVID era for new generation. This paper also examines key epiphanies from leading executives for the post-pandemic business landscape, strategies in business agility on digital transformation, the future of work, transparency, and sustainability. Together, they provide a playbook for proactive leaders who understand that old ways of working are gone.

Keywords: *Business agility, Leader plan, Digital transformation, Financial sector, Post COVID era.*



A STUDY ON FINANCIAL AGLILITY IN BANKING BUSINESS: POST COVID

Rasika Ankush Durgude and Trupti Anil Chaudhari
M.Sc. Finance Part 2

ABSTRACT

The COVID-19 pandemic is harming economies around the world, including markets and financial institutions, in all possible dimensions. For banks in particular, the pandemic is creating multifaceted crises. This is likely to be worse in developing economies with poorly structured financial markets. Innovation is an important factor in organizational effectiveness and competitive advantage post-COVID-19. Understanding how the banking system can improve its innovation capabilities is an unresolved question, especially in an emerging economy.

Keywords: *Corporate governance, Capital budgeting, Banking sector, Business strategy; Innovation capabilities*



FINTECH STARTUPS AND THEIR POST COVID BUSINESS AGILITY

Siddhesh Kadechka and Manali Cheulka
M.Sc. Finance Part 2

ABSTRACT

In below research we are going to study the finance agility towards the fintech startups in businesses with post covid impact on the fintech startups. Fintech has been the word means innovation in technology in the finance sector and its also giving a direction to finance sector and its companies with technological advancement to provide the best of solution in all over the world for better transaction between the businesses. Fintech is one of the popularized words in the recent decade and around Finance Sector. We all have some idea how the covid impacted the startups and not only the fintech startups but all the business, so we are going to see how the fintech startups use strategies of business agility after covid to tackle the situation and survive in the market because the foundation of any business is only to survive in the market for a very longer term or long duration. Startups with potential and possibility risk with upcoming approaches.

Keywords: *Fintech, Fintech Startups, Agility, Post covid changes, Opportunity, Thrive*



STUDY ON THE HALLYU WAVE IN INDIA: INSIGHT INTO OTT PLATFORMS

Sayali Ramakant Waghmare, Saikh Nashra Nishant MD Javed and
Payal Mukesh Khandelwal
M.Com (Business Management) Part 1

ABSTRACT

In recent years Hallyu or the 'Korean Wave' has taken the world by surprise. The term basically refers to the popularity of Korean cultural products such as Korean music, dance, dramas, movies, food, fashion, cosmetics, etc. across Asia and other parts of the world OTT platforms have also played important role in Hallyu wave since they allow users to access wide range of Korean content. The cultural industries have become one of the new engines of economic growth in Korea and have been generating billions of dollars for this export-dependent country. The Korean Government has been playing an important role in the promotion of these cultural industries through cultural diplomacy the Hallyu wave in India through OTT platforms has brought a new level of diversity and cultural exchange to the Indian entertainment industry, and it is likely to continue growing in popularity in the years to come. Sample size of 47 is considered for the study. Purposive type of sampling is employed for the study. Data is collected from KDMC region. To know and understand the concept of Over The Top (OTT) platforms To know and understand the concept of Hallyu wave in India

Keywords: OTT Platforms, Hallyu Waves, K-Dramas, India & Korea, Fans, etc.



A STUDY ON FINTECH IN FINANCIAL AGILITY AND ITS EFFECT ON FINANCIAL SECTOR IN POST PANDEMIC ERA

Yashi Paliwal and Renuka Jugade
M.Sc. Finance Part 2

ABSTRACT

Because of advancements in technology, India has made a remarkable change in how people live their fundamental lives. A novel, mysterious concept known as FinTech is one of the driving forces in the Indian financial sector. This study provides insights concerning Business Agility in FinTech in India and its effect on the Indian Financial sector. Moreover, this study is a component of our research effort to gain a brief understanding of the changes that have occurred in the Fintech industry as a result of COVID-19's effects in India. The study paper discusses the various fintech industry segments and the reforms that COVID-19 has implemented to support the industry's post-pandemic growth in India. The data is collected from primary data by releasing questionnaires to finance professionals and various research tests conducted here including ANOVA, T-Test Analysis and Regression Analysis.

Keywords: Financial agility, FinTech, Financial sector, Technology



IMPACT OF DIGITAL MARKETING IN BANKING SECTOR – A POST COVID ANALYSIS

Preksha Prakash Shetty, Rupa Karbil and Ashwini Patil
M.Sc. Finance Part 2

ABSTRACT

Marketing is a means of communication used by senders to reach the end users. Bank maintain a direct link with the customers. With the help of internet banking, the bank can provide varieties of services online. In today's world customers are accepting banks to adopt digital media to make their transaction easier and simple. In current studies the banking sector is adopting drastic changes in marketing strategy by using digital marketing services through the help of social networks to stay connected with their potential existing customers. Currently, The banking services is undergoing many changes due to technology upgradation of digital technologies and changes in the behavior of the customers. In the context banks are also focusing on their customers to gain trust on digital banking.so they are focusing on digital ecosystem. In this Qualitative method i.e. primary data has been collected. The responses are collected from financial experts, the responses are collected from 50 respondent. Majority of respondent were I.e. 58% Male and rest 42% were Female. Statistical testing has been done on the responses. Five tools have been used to analyse the data I.e.Anova, chi - square test, percentage test, Regression and correlation. Unethical factors faced by financial institutions can be resolved by teaching ethics in management development programs, by establishing appropriate company policy or a code of ethics, by using a formally appointed ethics committee and if unethical managers are held responsible for their actions and punished for their acts.

Keywords: *Banking services, Digital marketing, Customers, Safety, Satisfaction.*



FINANCIAL AGILITY IN POST PANDEMIC ERA IN BANKING SECTOR

Hijab M. Khan and Vinit M. Jain
M.Sc. Finance Part 2

ABSTRACT

The COVID-19 pandemic is perhaps one of the most difficult challenges the financial services industry has faced in nearly a century. The impact of COVID-19 on the banking sector will be a sharp drop in demand, lower revenues and production disruptions and will negatively affect banking operations.

As businesses grapple with the impact of COVID-19 on financial services, this situation is exacerbated by staffing shortages, lack of digital maturity and strain on existing infrastructure. Banks must have their hands full considering the novel coronavirus COVID-19 outbreak. Lenders and businesses are facing job losses, slowing sales, and falling profits as the virus continues to spread around the world. Bank customers can start applying for financial assistance.

One of the obvious effects of a pandemic on the financial system is its enormous economic cost. To manage the immediate economic impact of the coronavirus, banks must develop plans to protect employees and customers from its spread. Many banks have started encouraging some employees to work remotely. In this article, we aim to show the impact of the covid-19 pandemic on the banking and financial sector.

India's coronavirus outbreak threatens a long clean-up of its financial system, according to the Bank of India. Banks are at the heart of the economy, providing finance to businesses and individuals. Their stability is essential for the proper functioning of the system.

This research paper is an attempt to analyse the connection between NPAs, advances and profitability due to COVID-19 and the impact of measures taken by RBI and the government in the Indian banking sector, for this we have analysed Indian banks. Experts believe that the banking sector, largely in India, may take a long time to recover from the effects of this pandemic

Keywords: Banking Sector, Financial Agility.



AGILITY OF THE EUROPEAN UNION IN THE AGE OF DIGITALIZATION

Georgi Stoyanov, Velena Petkova and Angel Bochukov
University of Economics – Varna, Bulgaria

ABSTRACT

The current paper focusses on European Union's digital agility, for a country (or a union of countries) to be able to be agile and maximize the opportunities to generate value, it has to have the digital infrastructure able to hold the load of all the processes and data needed to do so. Pandemic has catalysed the process of digital development and forced a lot of businesses to become agile to the technical changes. The objective of the study is to understand the need of digitalization and the challenges faced by the EU to implement the digitalization. There are a lot of challenges, like digital divide, cybersecurity and regulation, that the EU needs to overcome in order to reach its goals and develop in the digital world. Digital giants like Japan, South Korea, the USA and China are far ahead. The strategies related to digital skills development, transformation of businesses and public services, secure and sustainable digital progress. Advanced countries like Finland, Denmark, Sweden, the Netherlands and Germany are leading the transition, but even the ones who are far behind according to DESI are developing at a fast rate every year. We believe that the EU has proven it is very agile to the rapid changing digital age and has a bright future ahead in terms of digital transformation.

Keywords: *European Union's, Digital agility, Digitalization needs, Digitalization challenges.*



STIMULATING GROWTH & AGILITY IN THE FINANCIAL FUNCTION TO THE ECONOMIC HEART-MANUFACTURING SECTOR

Ashish Kothari & Kajal Jaiswal
T.Y. B.Com (Accounting & Finance)

ABSTRACT

This study examines the pre- and post-pandemic turbulence, market turbulence and technology turbulence on organizational resilience and financial agility of the manufacturing sector. The research uses the Stratified Sampling method to collect responses from the employees and senior management executives of manufacturing companies. A total of 30 responses were collected and analysed using Microsoft Excel. The research suggests that manufacturing companies should focus on opportunity-seeking actions as agility creates room for improvement and growth in the market. The purpose, vision and strategies of an agile financial function need to be based on value creation. Therefore, businesses should ensure agility in their operations and strategies so that they can retort quickly and efficiently to any threats or opportunities in this ever-changing business environment. This, in turn, eventually helps firms in value maximisation.

Keywords: *Manufacturing sector, Financial Agility, Dynamic Capabilities, Disaster Resilience, Financial Landscape.*



FASHION INDUSTRY'S BIG RESET TOWARDS A SUSTAINABLE FUTURE

Harshita Chaudhary, Ann Reni Shoby and Harsha Nair
S.Y. BMS – Finance

ABSTRACT

When the Covid-19 crisis hit, it sparked a global economic downturn that forced consumers to reconsider how much they spend on necessities like clothing. The continuous economic downturn, boredom brought on by lockdowns, and growing interest in sustainability have proven to be a successful combination for shoppers. Particularly in the fashion business after COVID, environmentally conscious consumers are demanding more eco-friendly items. It is past time for sustainability to expand from being merely a tool for marketing to becoming a fundamental aspect of both society and the economy. This paper will take a look at how COVID-19 has affected sustainability in the fashion sector and how it will continue to do so. This paper will focus on the effects of shifting consumer sustainability preferences as a result of the pandemic. These implications encourage businesses to cater to the COVID-19 driven customer preferences, which in turn accelerates the fashion industry's already-established sustainability trends. This study provides insights for businesses in fashion industry to thrive post pandemic.

Keywords: *Fashion industry, Sustainable fashion, Eco-friendly clothing, Fast fashion, Greenwashing, COVID-19.*



POST COVID BUSINESS AGILITY IN FMCG SECTOR

Rupali Raul – T.Y. BMS – Finance
Bharat Budhawant – T.Y. BMS – Marketing

ABSTRACT

The paper examines the factors influencing post-covid business agility in FMCG sector. The residual impact of COVID-19 on FMCG sector, has led the need to adopt agile strategies in order to thrive in changing market trends. It was found that Consumer Behaviour impacted by Digitalization & Health consciousness, Price volatility led by Global crises & Supply chain disruption, preference of Hybrid services in Small Scale Retail Sector, and role of policymakers highly influence FMCG sector. By adopting effective pricing model, understanding consumer-led view, and leveraging technology driven research and marketing tactics the sector can achieve agility.

Keywords: *FMCG sector, Consumer Behaviour, Price Volatility, Small Scale Retail Sector, Post-COVID 19.*



THE POST COVID-19 VIEW ON HOTEL INDUSTRY IN KALYAN

Diksha Thange and Chitra Gaikwad
S.Y. B.Com – (Accounting & Finance)

ABSTRACT

Examining the strategies used by the hotelier to enhance their business in the post-COVID era is the objective of the study. The paper's primary focus is on the measures hoteliers adopted to return to normal operations after COVID-19 broke out. In addition, it discusses employment, faster digitalization, customer occupancy rates, and sanitation and hygiene preventative methods. For this investigation, the relevant literature was reviewed. 33 hotel managers or hoteliers answered the questionnaire that was given to them in order to get the information. Key findings with practical implications from data analysis have been highlighted.

The study also emphasizes the need for hotel managers to focus more on crisis management, including risk identification and evaluation, the creation of various scenarios, and strategies for dealing with potential crises, in order to be ready for a situation similar to this one that might occur in the future.

Keywords: *Post-COVID-19, Hotel Industry, Hoteliers, Crisis Management, Employment, Digitalization.*



REVIVING THE TOURISM INDUSTRY: A ROADMAP FOR FUTURE

Pranav Patil, Shubham Pal and Sumeet Pandey
S.Y. BMS – Finance

ABSTRACT

This study investigates the factors that influence people's travel behaviour and decision-making. The findings show that people with a higher willingness to pay prefer more expensive modes of transportation. Concerns about safety and security are significant factors that influence travel decisions, with people preferring safe and secure destinations. Individuals who have a positive attitude towards government policies are also more likely to support public transportation. According to the study, higher-income individuals have a positive perception of job creation in the tourism sector and are more likely to travel. These findings have significant implications for the tourism industry, including the need to provide a variety of travel options at various price points, ensure safety and security in travel destinations, and address income inequality in the benefits generated by tourism.

Keywords: *Tourism, COVID-19, Government, Destinations*



IMPACT OF POST COVID-19 ON PURCHASE BEHAVIOR OF AUTOMOBILE IN INDIA

Sunny Vishwakarma – TYBMS (Marketing)
Prachi Upadhyay – SYBMS (Marketing)

ABSTRACT

The world economy has been severely impacted by the Covid-19 pandemic. India's automobile industry has suffered significant losses because of the new corona virus epidemic and the ensuing lockdown. During this time of lockdown, every auto manufacturing company came dangerously close to ceasing operations. The industry must pay the ongoing fees in addition to the fact that most of them have begun to engage in social work, contribute to healthcare, help feed the hungry, etc. To better understand Indian car buyers' purchasing patterns following the lockout, this article tries to concentrate on a fresh aspect. It involves looking for the various effects of COVID-19 on the way people buy cars and the unspoken reasons behind those effects. Despite the companies' perception of a gloomy sky, the paper's findings can provide them with a different perspective, which will enable them to increase sales by adhering to specific standards as advised in this paper.

Keywords: *Post Covid, Automobile Industry, Lockdown, Autos Ales Down, Consumer Behaviour*



IMPACT OF UNCERTAINTY ON INVESTOR BEHAVIOUR POST COVID-19 PERIOD

Shubham Killekar
B.Com – (Accounting & Finance)

ABSTRACT

Investment is an important aspect of today's financial world and also in individual life. The research aims at contemplating investor behaviour post the pandemic-induced financial markets in spite of various economical and psychological constraints. The study provides an insight view of retail investors and their investment patterns. The study reveals some interesting facts that more people have started considering investment in securities markets as a field worth investing their time and money into. The financial market offers opportunities for financially aware investors who tend to explore more into the investment field and are willing to take more risks. Investors are particularly drawn to dealing in certain sectors like healthcare and pharmaceuticals which were severely affected by the pandemic, which is a paradox given they were the most affected sectors in this period.

Keywords: *Investor, Financial market, COVID-19, Volatility, Behaviour.*



BOOMERANG OF MSMEs : POST COVID STRATEGY

Anisha Dubey, Samiksha Bodade and Sapna Shetty
S.Y. BMS – (Finance)

ABSTRACT

The paper examine boomerang of MSMEs after covid-19. The impact of covid-19 on MSMEs sector, has lead to adopt new strategies to boost these sector. We found that there is need of awareness of government schemes which will help them to overcome from any crisis. There should be transparency for finance and adaptability of new technologies in MSMEs sector to thrive in Post Covid era.

Keywords: COVID-19, GDP, Start-Ups, MSMEs, Government Schemes