

BALAJI INSTITUTE OF MANAGEMENT SCIENCES

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Report of webinar on the topic

“Post Pandemic: Reimagining Business for Thriving”

An exclusive webinar session for students, research scholars, teaching fraternity, business people was organized by Dept. of Management Sciences, Balaji Institute of Management Sciences, on the topic **“Post Pandemic: Reimagining Business for Thriving”** scheduled on 19 June 2021 at 6.00 pm in its endeavors to empower all stakeholders. The session was presided over by respected Chairman, Balaji Group of Institutions, Dr. A. Rajendra Prasad Reddy Garu, who firstly commended all the participants for their high spirit and continues efforts of imparting education even during the lockdown through online teaching and attending webinar. Dr. Lingam Sampath, Principal, Balaji Institute of Management Sciences, briefed the post pandemic situation.

Dr. N.V. Sri Ranga Prasad, Assistant Professor, (Dept. of Management Sciences, Satavahana University, Karimnagar, Telangana) is the Chief Guest and Resource Person. He clearly explained about the Post Pandemic Situation and Reimagining Business for Thriving. He explained the way to emerge from the initial response and subsequent recovery from Covid-19, there have been some valuable lessons learned about how our organizations work, their hidden capabilities and frailties, and what's really important to us and our customers or users. Many organizations are applying these lessons to rethink how they work – driving greater focus and efficiency. This has the potential to generate real long-term value, but what if we could go a step further? Can we use this most extreme of all black swans to completely reimaging what we do?

For some organizations, the impacts of the pandemic will force this to happen. There are things that people and businesses simply can't or won't do now. For others, there might not be the same imperative, but this is still a once in a generation chance to reimaging the business model, making changes that previously seemed beyond reach or taking advantage of new opportunities.

To help make sense of what this means, we've considered four lenses: Society, Customers, Proposition and Operations. By exploring the context and opportunities in each, we

provide guidance on what organizations should do next to navigate this global event as it continues to reshape our lives.

More than 1000 members registered and attended to this webinar, it was also telecasted Youtube live.

Finally, convener of the webinar Dr. K. Prasad, expressed his gratitude to the Management for their constant support and encouragement to conduct such enriching webinar. Coordinator Ms. N. Hema conveys vote of thanks to Dr. N.V.Sri Ranga Prasad and the entire participant. She further thanked them for their exemplary efforts in providing such platform to the Principal, the Faculty and the Students helped them reach great heights of success.

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