

About School of Business, SMVD University

As part of the University, School of Business (SOB), Faculty of Management (FoM) has established itself as one of India's leading centres of excellence in management education and research. The School of Business is among the top 100 management institutions in India as per the NIRF ranking (2020) MHRD, Govt. of India. It is offering NBA Accredited Master of Business Administration (MBA) and Ph.D. Programme since 2004 and Five Year Integrated MBA (BBA (hons.) +MBA) with exit option after BBA. School of Business, Shri Mata Vaishno Devi University is one of the first institution in the State of J&K that offers NBA accredited MBA programme.

Over the period the faculty members of the School have successfully completed several projects and have been dedicatedly publishing research articles and books. The faculty members of School of Business has published more than 200 research papers and have more than ten books with the internationally and nationally reputed journals and publishers respectively. Along with the research publication the faculty members have been involved in providing their services to the society such as educational and physical support to the students and kids of nearby rural areas, sensitization of the moral, human and business values for the social development.

Program Fees: Sponsored by ICSSR-MHRD, New Delhi

Boarding and Lodging shall be provided on Campus, and is Sponsored by ICSSR-MHRD, New Delhi. The selected participants shall also be eligible for the travelling allowance on producing the tickets as per the rules (AC 3 tier/bus) and through a shortest possible route.

Important dates: Registration by 15th April, 2021 (Seats are limited and selection on the basis of merit of proposal by a committee)

Registration Link: <https://forms.gle/R58hMBMqU72bp8Hb7>

Organising Committee:

Padma Shri Prof. R.K. Sinha Vice-Chancellor, SMVDU
Dr. Suparn Kr. Sharma, I/c Dean, Faculty of Management
Dr. Saurabh, Head, School of Business
Dr. Deepak Jain, Asst. Prof., School of Business
Dr. Rashi Taggar, Asst. Prof., School of Business
Dr. Ashutosh Vashishtha Assoc. Prof., School of Business
Dr. S. K. Mehta Assoc. Prof., School of Business
Dr. H.G. Mishra, Assoc. Prof., School of Business
Dr. S. S. Bukhari, Asst. Prof. School of Business

Patron
Chairman
Course Director
Co-Director
Organising Secretary
Member
Member
Member
Member

Contact Details:

Dr. Saurabh: Ph. +91-9419216302 (M), +91-1991-285634 (Extn. 2405, 2422)

E-mail: saurabh.sri@smvdu.ac.in

Dr. Rashi Taggar: Ph: +91-9419153939 (M) +91-1991-285634 (O) (Extn.2413)

E-mail: rashi.taggar@smvdu.ac.in

Dr. Deepak Jain: Ph: +91 -419112922 (M) +91-1991-285634 (O) (Extn.2415)

E-mail: deepak.jain@smvdu.ac.in

Postal Address: (Only for registered or Speed Post)

School of Business, Shri Mata Vaishno Devi University,
Kakryal, Sub Post Office Katra, J&K 182 320

Nearest Airport: Satwari Airport, Jammu, 42 Kms from the SMVDU Campus

Nearest Railway Stations: Shri Mata Vaishno Devi, Katra, 7 Kms from SMVDU Campus and Jammu Tawi, 40 Kms from SMVDU Campus



**ICSSR, New Delhi,
sponsored**



Two-Week Workshop

under

CAPACITY DEVELOPMENT PROGRAM

On

Strategy & Sustainable Development

26th April 2021 to 8th May 2021

Organized by

School of Business

Shri Mata Vaishno Devi University

Katra, Jammu and Kashmir (UT) 182 320



**In Academic Collaboration with
Strategic Management Forum of India**

and

Research for Resurgence Foundation, India



तपोमूलं हि साधनम्
Research is the Root of all Quest



About the Workshop:

Over the period of last fifty years strategy has established itself as a distinguished field of study. It is a base for decision making and leadership and has derived itself with interdisciplinary interactions. Strategy as a field of study developed itself with the interaction of various areas of research such as economics, trade and commerce, international relations, social and cognitive behaviour, technology etc. The field has evolved with the focus of organisational posturing with respect to market based dynamics, propelled with leadership and innovation. It's about creating capabilities which can be enhancing the competence of the firm at corporate, business as well as functional level of the organisation. The research in the field of strategy has called for the requirement of new cognitive and technological insights. It has been looking forward to a mix of quantitative and qualitative methods that can improve upon the insights for decision making in complex and dynamic scenarios.

Whether it is a response to environment change or social movement or organisational response and structuring or green movement or economic development movement; the strategic approach provides for a viable response for a sustained solutions. In the world where one is looking forward for defining the goals and the networks for achieving these goals for the sustainable development, there is a need to understand Strategy from variety of perspectives. There is a requirement for understanding the concept and techniques research into the strategies for innovation that shall lead to the equality and humanity across the globe. The strategic formulation, implementation and control tools and the perspectives designing the strategic thinking need to be used more vigorously in the sustainable development thinking.

However, the challenge in the current learning scenario, specifically for the teachers in the field of management, commerce and social science is to integrate the field of strategy and apply the tools for larger purposes of sustainable development. The requirement for having an appreciative enquiry method and research methods for the integrated and sustainable goals with the help of the understanding of the concept of strategy would be helpful in identifying the capabilities that are helpful to respond to the dynamics of the world order. The understanding of the strategy shall be helpful to not only redefining the purpose of research at various organisational levels as well as take an understanding of the concept into the classroom. The researchers and the academicians in the field of management shall be able to understand and adapt to the concept of strategy not only at an integrated level but also the functional level. The workshop for building the capacity of the new age researchers and academicians in the field of 'Strategy and Sustainable Development' would be helpful in following ways:

- Develop an understanding of the concept of strategy
- Understand the Sustainable Development and role of strategy in achieving the same
- Understand the research requirements in the field of Strategy
- Understand how strategy is interdisciplinary and requires a holistic decision making approach
- Understand the tools and methods for research in the field of strategy
- Creating perspective for the application of strategy in the sustainable development of organisations
- The qualitative and quantitative techniques for strategic decision making

Objectives:

Objectives for the workshop on the 'Strategy and Sustainable Development' under the Capacity Building Program are:

- Provide understanding of the concepts of 'Strategy' and 'Sustainable Development' with emphasis on United Nations Sustainable Development Goals.
- Set up a Research Agenda with the understanding of linkage between Strategy and Sustainable Development
- Introduce the qualitative and quantitative research methods used for Design of Strategy for Sustainable Development.
- Provide the understanding of Appreciative Enquiry method as a tool for understanding strategy and sustainable development concept.

The workshop shall be suitable for:

- All the faculty members who are teaching the course in the area of strategy or functional strategy or sustainable development, from the field of business, commerce, social sciences and technology
- Researchers who are involved or are looking forward to carry our research in the field of strategy and sustainable development,
- Practitioners who are looking forward for the new insight in the field of strategy and sustainable development.

Some of the highlights of topics in the Workshop:

- Concept of Strategy: Fundamentals and New Age Directions
- Contemporary Issues for Sustainable Development
- Strategic Leadership for Sustainable Development
- Research for Strategy and Sustainable Development
- Types of Research Designs (Pure versus Applied Research)
- Strategic themes in Qualitative Inquiry & Qualitative Enquiry Frameworks
- Case Study Research Design in the Strategy
- Appreciative Inquiry Method: Theoretical Construct
- Introduction to Action research in the field of Strategy and Sustainable Development
- Embedding Modern technologies for the research in Strategy and Sustainable Development
- Paper Clinic

Resource Persons:

The resource persons include highly qualified and experienced experts from field of research, practice and academia.

Applications and Seats

The program has only 20 seats (10 from J&K and 10 from outside J&K). The shortlisting shall be done based on the merit of application by a committee.

There is no Registration Fee for the program. However, a refundable deposit of **Rs.500/-** is required with the application. It must be payed online in account of Registrar SMVDU; Account no. 0477040100000103; IFSC Code: JAKA0SMVDUN; Account type: saving J&K Bank SMVDU, Katra, J&K
Registration Link: <https://forms.gle/R58hMBMqU72bp8Hb7>