

SRIMCA- MBA organized an expert session on 'Post Pandemic Business Challenges' on 27.06.2023

Name of the Resource Person: Dr. Jayesh Desai

Designation/ Affiliation: Director of BRCM college

Name of the Organizing Institution: SRIMCA (MBA)

Participants (Class, Sem., Number): SYMBA, TYBBA, and TY B. Com

Total No. of Male Participants: 82

Total No. of Female Participants: 55

Total No. of Faculty Participants: 15

Date:27.06.2023

Time & Duration: 1.00 PM to 02.30 PM

Coordinator: Ms Bhoomi Patel

SRIMCA-MBA organized session on 'Post Pandemic Business Challenges' on 27th June 2023. Dr Jayesh desai, director of BRCM college was resource person. This expert talk aims to shed light on the various challenges businesses will encounter and discuss strategies to navigate the road to recovery. Sir elucidated how the pandemic has created a high level of economic uncertainty, including fluctuating consumer demand, disrupted supply chains, and volatile financial markets. Sir has also discussed about the scale and speed with which COVID-19 spread provoked the models of brands, retailers and manufacturers.

Dr Jayesh Desai provided outlook of effect of pandemic on various industries like health sector, education and finance etc. He has also explained how job market, job prospects, employer and employee's behavior transformed in post pandemic era. He has conferred that pandemic accelerated the need for digital transformation across industries and Companies must invest in technologies such as e-commerce platforms, remote work infrastructure, and cybersecurity measures to stay competitive in the digital landscape. Sir told that many businesses faced financial difficulties during the pandemic, with reduced revenue and increased expenses. Post-pandemic, organizations need to focus on financial recovery and cost optimization.

Dr Jayesh Desai summarized that the post-pandemic era presents numerous challenges for businesses, ranging from economic uncertainty to digital transformation and workforce adaptability. By addressing these challenges head-on and adopting proactive strategies, businesses can navigate the road to recovery successfully. Embracing innovation, investing in digital technologies, prioritizing employee well-being, and building resilient supply chains will be vital for long-term success in the post-pandemic world.

