



GRADUATE SCHOOL OF MANAGEMENT STUDIES (GSMS)

GUJARAT TECHNOLOGICAL UNIVERSITY

Report on Webinar on 'International Business beyond COVID 19', 1st May, 2020 To 5th May, 2020

Graduate School of Management Studies (GSMS), GTU organised a webinar on 'International Business beyond Covid 19' comprising of series of lectures by renowned academicians and professional from 1st May to 5th May, every day from 4: 30 pm onwards.

The webinar attracted almost 750 registrations from students pursuing management degree and other courses, faculty members from various disciplines and executives practising international business. The participants were from ten different states of India, majorly from Gujarat.



On the occasion of Gujarat celebrating its 60th foundation day on May 1st 2020, this webinar was rightly inaugurated by Hon'ble education minister Shri Bhupendrasinh Chudasmaji. In his motivating speech to the participants he cited how India and particularly Gujarat how the pandemic of Corona can be a blessing in disguise by attracting all those companies that were moving away from China to other less-developed countries. This exodus would trigger a new wave of industrialisation. Consequently, the expansion of the manufacturing hub linked with global supply chains would increase not only productivity but also create large-scale employment in Gujarat and India. After the COVID-19 pandemic, India will have the opportunity to build an economy that is more resilient, diversified and attractive to the global manufacturers and services as the majority of the businesses worldwide have faced disruptions and economic fallout.

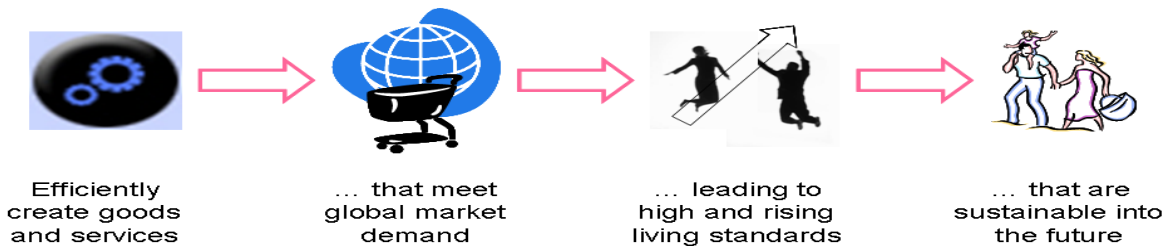
The webinar also had the presence of Smt. Anju Sharma (IAS)- Principal Secretary, Education Department, Government of Gujarat as distinguished guest. She in her virtual addressed the need for contactless technology, use of artificial intelligence and robots in our day to day life post covid 19. She applauded the efforts of GTU to come out with a subject aptly needed in the present circumstances.





In the augural address Hon'ble Vice Chancellor Professor (Dr.) Navin Sheth gave glimpses of importance of International Business and he cited the various initiatives taken by GTU during the lockdown period like online teaching by 400 plus colleges affiliated to GTU, yoga sessions to keep oneself physically and mentally fit at home during lockdown, stress reduction through music and boost up of the immunity through usage of herbs and other plants of medicinal value. Registrar of GTU Dr. K.N. Kher proposed vote of thanks for the inaugural session.

After the inauguration ceremony, Dr. Jagat Shah, renowned mentor delivered a talk on "How to do export market research with digital tools from home". He stressed on the preparedness of the individual and organization during the lockdown period for the 1 year, once the country and world returns to a somewhat normal routine. He said that those who have prepared themselves with innovation & knowledge will do more business than they did in last full year. He opined that the competitive spirit in Indian companies can increase by the following process:



He stressed the need for seven forms of capital comprising of 4 higher forms namely cultural, human, knowledge and institutional and 3 lower forms namely financial, man-made, natural endowments. With examples of e commerce ventures like (i) www.bluenile.com, (ii) www.personalizeddoormats.com and (iii) www.cyprusindustries.com he identified different ways of doing export business. In the end, he gave examples identifying strategies for business post Covid 19.

On 2nd May 2020, P.Saravanan Professor – Finance & Accounting, Indian Institute of

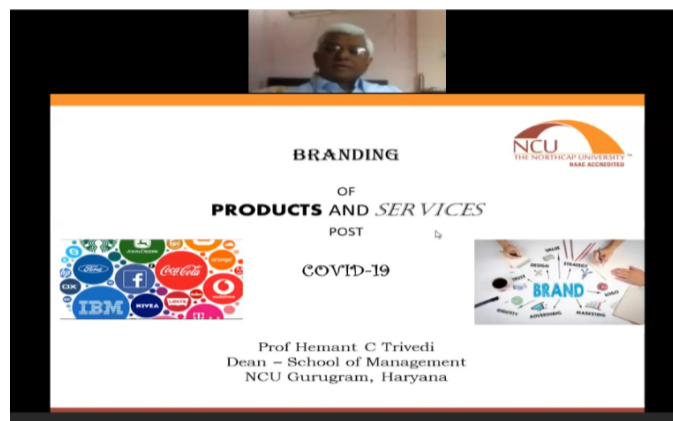


Management – Tiruchirappalli delivered a lecture on COVID-19 and It's Impact on Global Capital Markets. He said that because of Corona more than 170 countries are affected, and USA has the most confirmed cases. The outbreak has had clear significant economic impacts globally. The relationships among international stock markets have become increasingly important as large number of

institutional investors invest across globe.

He took the example of China and its trading partners' stock market Interlinkages and their responses to dynamic shocks of the economy. He identified top thirteen countries based on their trade merchandise value with China in 2018-19 and their stock market indices. He had collected the daily adjusted closing prices of fourteen indices from the respective exchange website. The base date was December 31, 2019 – when China reported to WHO. There were 84 observations between December 31, 2019 and April 24, 2020 (the latest available observation). This period was considered as during pandemic period. For comparison purpose, 84 observations before the base date were considered as before pandemic period (September 09, 2019 – December 30, 2019). Therefore, the overall period (September 04, 2019 to April 24, 2020) included 168 observations for each of the fourteen indices, comprising a total of 2,352 observations. He used Impulse Response Function (IRF) of Stock Indices for his study. This methodology allowed, to analyse the impact of external shocks like COVID 19 on market volatilities. And identified that the shocks or bad news from one market will have strong response in the interlinked market. In most of the indices, the shocks smoothed within ten to twelve days, whereas USA market became resilient in eight days. Covid-19 has induced more volatility into China's Asian trade partners like Malaysia, India and Australia; European trade partners like Germany, and Netherlands. Also, the time taken for markets to come back to normalcy had increased to 35 - 40 days. In this scenario he advised to develop domestic supply side so that the effects of such global capital markets can be lessened.

On 3rd May, 2020 Professor Hemant C Trivedi- Dean – School of Management, NCU Gurugram, Haryana presented a lecture on “Branding Of Products And Services Post Covid-19”. He initiated the talk with relevance of branding and revamped capabilities of modern marketing. He identified key capabilities and enablers to meet



marketing's new demands and rhythms. He also cited different examples to elaborate on role of relevance in today's branding for different types of products and services. He also discussed on marketing planning for the new normal post covid 19. He also identified 10 branding trends for the remaining part of year 2020.

Current Scenario :
China is the Global Factory

Look at the **Global Share of Chinese products**

- 80% of A/C.s
- 70% of Mobiles
- 60% of Cement
- 60% of Shoes
- 50 % of Steel
- and the list goes on

World buys 60% of BRANDED GOODS (originally made in China).

- No wonder, global cos. like Apple, Dell take advantage of China's supply chain efficiencies, to **keep costs low**, to maintain their own **margins high**.

On 4th May, 2020 the presentation on Logistics and Supply Chain Management in Post Covid 19 era was given by Dr. Suhas Rane- Adjunct Professor S.P. Jain School of Global Management, Mumbai. His presentation focused on relevance of Supply Chains in Business, Expectations from Future Supply Chains and Strategy Planning. His opening remarks were of reasons of China being a global factory and post Covid 19 many

industries will leave China. In order to encash on this opportunity India will need 5 capabilities to create Resilient Supply Chains namely : 1. Network Agility - for flexibility, 2.Digital Collaboration – among SCM Partners, 3.Empowered Teams – for Quick Decision Making, 4.Rapid generation of insights and 5.Real-time network visibility. He also identified 7 different strategies related to Logistics and Supply Chain Management to succeed in post Covid 19 era- Strategy 1 : Postponement (Delayed Differentiation), Strategy 2 : Re-look into your LSP, Strategy 3 : Reduce W/H Inventory by Cross-docking, Strategy 4 : Dynamic Inventory Model, Strategy 5 : Encourage Work-from-home culture, Long Term Strategies, Strategy 6 : Go for Industry 4.0 -Big Data, Machine Learning, Artificial Intelligence and Strategy 7 : Switch over to Block Chain Mgmt.

On the last day of the webinar Mr. Sanjay Chakraborty - Founder & Chief Marketing Communication Advisor, Founder & Chief Marketing Communication Advisor delivered the talk on Marketing post COVID 19. He stressed on the marketing skills that will be required by the organisations as customers will now be more prudent in their approach.



In all the sessions there was a detailed session on questions/ queries from the learned audience. The experts answers were focused and detailed with examples to make the learning and drive the experts' perspective on the issue. The participants welcomed the idea of webinar and expected that GSMS will come out with more such webinars in near future.

The details of speakers with their topic is mentioned as under.

Date	Topic	Speaker	Designation	Organisation
1/5/20	"How to do export market research with digital tools from home"	Dr. Jagat Shah	Promoter & Mentor on Road	Global Network, Vibrant Markets
2/5/20	COVID-19 and its impact on Global capital Market	Dr. P. Saravan	Professor in Finance & Accounts	IIM-Trichinapalli
3/5/20	Branding of Products and Services post COVID-19	Dr. Hemant Trivedi	Senior Professor & Dean, School of Management	The NorthCap University, Gurugram
4/5/20	Supply chain and Logistics Management in post covid-19 Era	Dr. Suhas Rane	Adjunct Professor	S.P. Jain School of Global Management, Mumbai
5/5/20	Marketing post COVID-19	Mr. Sanjay Chakraborty	Founder & Chief Marketing Communication Advisor	ESSKSEE Consultancy, Ahmedabad
