

**Theme of Two-Days National Seminar**  
**On**  
**“Sustainability in 21<sup>st</sup> Century: The Changing Paradigm of**  
**Business Decisions”**  
**Dated: 8<sup>th</sup> and 9<sup>th</sup> January 2022**



**Organized by Dept. of Commerce and Management Studies**  
**Kendrapara Autonomous College, Kendrapara**

The concept of 'sustainability' appears to have produced paradigm shift in the way businesses are done globally in this era of globalization, where there are only virtual geographical limits for doing business. When the entire globe is being enveloped by the apocalyptic effects of global warming, the unstable and unpredictable state of the global economy, and the frightening erosion of social beliefs and value systems, a shift is deemed necessary. With such a backdrop, it is a mammoth challenge for businesses to strike a balance between profit, people, and the environment in order to successfully enter the new era. When practically anything and everything on the planet is just a click away – from cabs to clothes, food to furniture, mobile phones to automobiles, home appliances to vacation packages – it is appropriate to declare that the new age business era has come on the twenty-first century. The emergence of innovative technology in manufacturing, operations, and services has resulted in the emergence of a whole new field of businesses. In the meantime, the fortunes of some long-established enterprises that have refused to embrace the new order and fought the transition have inevitably declined. Despite their tiny size and scale, new age business enterprises have begun to grow rapidly, adding new aspects to the economic ecology of nations and the world.

The new age firms are praised for giving in-depth and intelligent insight into consumer trends and preferences, as well as developing tactics that redefine businesses. The new generation of business entrepreneurs creates chances for themselves as well as for a variety of small and medium businesses located throughout the region. When the government of India's Make in India, Start up India, and Skill India efforts have sparked global interest and attention, the sustainability of new age firms is of paramount importance from an academic, business, and entrepreneurial standpoint. However, the key question is whether these new age company models are long-term viable. Are they intrinsically brawny enough to withstand changes in the environment, given that the majority of these firms are technology-driven?

The Department of Commerce and Management Studies is organizing a national seminar on " **Sustainability in 21st Century: The Changing Paradigm of Business Decisions** " to brainstorm ways to create sustainable new age business models.

  
Principal and Chief Patron of Seminar  
**Principal**  
Kendrapara Autonomous College  
KENDRAPARA



Kendrapara, Odisha, India  
G97X+5PR, Kendrapara, Odisha 754211, India  
Lat 20.513119°  
Long 86.399234°  
08/01/22 11:43 AM



Kendrapara, Odisha, India  
G97X+5PR, Kendrapara, Odisha 754211, India  
Lat 20.513103°  
Long 86.399258°  
08/01/22 11:43 AM



Kendrapara, Odisha, India  
G97X+6J9, Kendrapara, Odisha 754211, India  
Lat 20.513121°  
Long 86.399221°  
09/01/22 12:58 PM

