

KEYNOTE

1PB1: January 7, 2022, 9:00 pm- 9:30 pm
Session Chair: Prof. Romi Sainy, Jaipuria Institute of Management

Speaker: Kishwar Joonas
Prairie View A&M University

Past and Prologue: A New Look at Management in the Post Covid-19 Era

Perhaps no event in the history of humankind has heightened variability, vulnerability and risk, affected economic levels, and impacted such a large proportion of the population as the COVID-19 pandemic. Assumptions regarding control over nature through scientific and technological advancement were overturned. With the pandemic raging for two years now, organizational resilience and managerial creativity were severely tested. Some managerial strategies from organizations around the world in mitigating the consequences of the fallout, and outcomes in limiting the damage will be presented. Organizational learning applied to fresh vistas opened by the new normal will be addressed. Securitization, adaptation, and de-securitization will also be discussed.

Prof. Kishwar Joonas (D.B.A., Louisiana Tech University, 2004) is a faculty at Prairie View A&M University, with over 23 years of experience in teaching and research. Her research interests include Consumer Behavior, Cross-Cultural Marketing, Flow Theory, Environmental and Healthcare Marketing, Statistical Modeling, as well as Marketing Education. Her research outlets include prestigious publications such as *Asia-Pacific Journal of Management*, *Health Marketing Quarterly*, *Technology in Society*, *AIMS International Journal of Management*, *Hospital Topics*, and *Journal of Higher Education Theory and Practice*. In addition, she served as an Officer/Advisory Board member of the Federation of Business Disciplines, Association of Collegiate Marketing Educators, *AIMS Journal of Management*, *International Journal of Health Management and Tourism*, *AIMS International Conferences*, and *INFOMS- ICMIS*, and *INFOMS – ICTBM*. She was awarded Outstanding Woman Researcher Award, Outstanding Educator Award, Lockheed Martin Aeronautics Company Outstanding Teacher Award, Pioneers in Service-Learning Award, and the College of Business Award for Excellence in Teaching, Outstanding AIJM Editor, and Best Paper at various forums. She has also been the recipient of numerous grants, notably from the Andrew W. Mellon Foundation, US Federal Bureau of Investigation/EdVenture Partners, and Prairie View A&M University. Her contributions were instrumental in her University being selected for the US President's Higher Education Community Service Honor Roll. Dr. Joonas brings to academe about 20 years of industry experience in Brand Management, Advertising, Marketing Research, and Public Relations.