

Proceeding of International Conference
Strategizing for future: The Post Covid Economic Order



REDEFINING GLOBAL BUSINESS AND ECONOMY- POST COVID 19

Editors :
Poonam Khurana
Indira Bhardwaj



Foundation for Evidence-based Development in India

REDEFINING GLOBAL BUSINESS AND ECONOMY- POST COVID 19

Editors: Poonam Khurana and Indira Bhardwaj

Associate Editors: Swati Narula and Priyanka Gupta

Published in India by: Foundation for Evidence-based Development in India
28/491, Husn Ara Manzil, Shah Basheer Colony, Hadi Nagar, Dhorra, Aligarh, 202001, India

Printed in PDF by: Publications Division, Foundation for Evidence-based Development in India

The publications division of the Foundation for Evidence-based Development in India (FEDI) is a section of this non-profit organization that furthers its objective of use of evidence in decision or policy making, excellence in research and development of precise, functional knowledge.

First Edition

eBook ISBN: 978-81-947986-0-6

© Foundation for Evidence-based Development in India (FEDI), 2021

This work is subject to copyright. All rights are reserved by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed. Exempted from this legal reservation are brief excerpts in connection with reviews or scholarly analysis or material supplied specifically for the purpose of being entered and executed on a computer system, for exclusive use by the purchaser of the work. Duplication of this publication or parts thereof is permitted only under the provisions of the Copyright Law of the Publisher's location, in its current version, and permission for use must always be obtained from FEDI. Permissions for use may be obtained through writing to FEDI on the email given below and specifying the objective in the subject line. Violations are liable to prosecution under the respective Copyright Law. The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use. While the advice and information in this book are believed to be true and accurate at the date of publication, neither the authors nor the editors nor the publisher can accept any legal responsibility for any errors or omissions that may be made. The publisher makes no warranty, express or implied, with respect to the material contained herein.

You must not circulate this book in any other binding, cover or form and you must impose this same condition on any acquirer.

For any communication please write to: publications@fedi.in

Proceeding of International Conference
Strategizing for future: The Post-COVID Economic Order

Organized jointly by:
VSBS, Vivekananda Institute of Professional Studies, New Delhi, India
and
College of Business, University of Buraimi, Oman
January 22- 23, 2021

REDEFINING GLOBAL BUSINESS AND ECONOMY- POST COVID 19

Editors: Poonam Khurana and Indira Bhardwaj
Associate Editors: Swati Narula and Priyanka Gupta



Foundation *for* Evidence-based **Development** *in* **India**

Table of Contents

Messages		
Dr. S. C. Vats, Conference Chief Patron & Chairman, VIPS		06
Dr. Abood Al-Safawi, Vice Chancellor University of Buraimi		07
Mr. Suneet Vats, Vice-Chairman, VIPS		08
Dr. Ibrahim Rashid Al-Shamsi, Dean, CoB, University of Buraimi		09
Dr. Indira Bhardwaj, Conference Head and Dean, VSBS, VIPS		10
Editorial Board & Reviewers		
11		
Chapter	Title and author	Page
Section – 1: Psycho- Social Health and Covid-19		
1	Living With A Narcissist Partner During Lockdown <i>Alina Costin</i>	13
2	TRIPS, Right to Health with Special Reference to Access to Medicine: Third World Perspective. <i>Rahul Mishra</i>	29
3	Social Media Influencers: Capitalizing on COVID-19 Chaos Exploring the Effect and Prospects of Social Media Influencer's Commitment All Through the Primary Stages of a Global Pandemic <i>Parul Manchanda, Muskaan Kathuria & Harshit Jain</i>	37
4	Critically Exploring Well-being and Resilience Strategies during and after Covid-19 Pandemic <i>Manpreet Arora & Roshan Lal Sharma</i>	44
Section – 2: Emerging Business Paradigm Post Covid-19		
5	Impact of Workplace Spirituality on Job Satisfaction of Teachers <i>Laxmi Rani, Vibhuti & Madhu Arora</i>	59
6	Effect of COVID 19 on Restaurants and Food Retail: A Perspective Study <i>Astha Sethi, Priyanka Gupta & Garishma Guliyani</i>	66
7	Covid-19 and MSME Sector in India: Challenges and the Road Ahead <i>Anuj Aggarwal & Muskan Arora</i>	80
8	Rural Micro Enterprises in Uttarakhand: An Assessment of it's Role and Potential in Regional Development <i>Deepali Tomar</i>	96

Chapter 4

Critically Exploring Well-being and Resilience Strategies during and after Covid-19 Pandemic

Manpreet Arora¹
Roshan Lal Sharma²

ABSTRACT

The outbreak of Covid-19 pandemic forced us not only to think but also to pause, and objectively reflect how to deal with the situation that has arisen and how to develop well-being and resilience strategies for the welfare of humanity at large. It has also forced us to see the various issues of life concerning education, poor medical facilities, unemployment, and conservation of wildlife along with environmental degradation. The pandemic brought a global economic shock of enormous magnitude in most of the countries as health systems failed, and education came to a grinding halt initially but was later put back on the track through online modes of teaching and counseling. Policymakers across the globe today have been facing alarming situations and unpredictable challenges as they try to find solutions to problems in health sector, at macroeconomic levels, and in socio-cultural arena. People in developing countries like India are concerned more with earning livelihood and supporting their families and therefore social distancing is impossible to achieve as people have to travel through public transportation system. At times, they do not have the money to buy tickets and it results in their movement in groups from one place to another. This paper deals with how in such a scenario, developing well-being and resilience strategies may really help us overcome challenges of diverse sorts.

Key words: Well-being, Resilience, Covid-19, Strategies of well-being / resilience.

Introduction

People relate to wealth differently – some feel happy to amass maximum wealth but others feel that it deprives us of happiness and true inner peace. Well-being, however, is appreciated and accepted by most of the people as it tends to allude to overall wellness having multiple dimensions such as physical, spiritual, emotional

¹ Assistant Professor (Management), HPKVBS, School of Commerce and Management Studies, Central University of Himachal Pradesh, Dharamshala, India. Email: arora.manpreet3@gmail.com

² Professor, Department of English, School of Languages, Central University of Himachal Pradesh, Dharamshala, India. Email: roshanlal.sharma@gmail.com

Arora, M. & Sharma, R. L. (2021) Critically Exploring Well-being and Resilience Strategies during and after Covid-19 Pandemic. In P. Khurana & I. Bhardwaj (Eds.) *Strategizing for future: The Post-COVID Economic Order* (pp. 44-57), India, FEDI.

© Foundation for Evidence-based Development in India, 2021