Organizations today are faced increasingly with fierce competition, demanding customers, economic pressures, and financial crises. To be effective, they must reduce costs, improve product and service quality, and respond quickly to new opportunities in the marketplace. All this requires a good leadership, effective management and innovation. In order to identify responses of organizations towards such challenges, MERI, organized National Conference “Challenges & Responses Of Organization During Turbulent Business Environment” held on 23rd Feb, 2013. Prof (Dr) B B Khanna, Indira Gandhi Open University, Delhi was the Chief Guest of the conference. Prof Sanjeev Mittal, GGSIP University was the esteemed guest. The Conference was attended by corporate members, faculty and students of various management Institutes across India. The Conference was inaugurated at 10 A.M by Shri I.P. Aggrawal, President MERI. Thereafter the Chief Guest, Prof (Dr) BB Khanna delivered the Key note address whereby he emphasised on the role of leadership in overcoming the challenges faced by organisations. He also talked about the cooperative and competitive strategies that organizations need to collaboratively work on. Prof Sanjeev Mittal talked about the challenges faced by educational institutes & universities in this era of online businesses. He also talked about the challenges faced by faculties due to increasing gap between student and teacher perception. The inaugural session ended with vote of thanks by Prof Y.L. Grover, Director General MERI.

The paper presentation by national level delegates started at 11:30 AM. The judges for the day were Prof B.B. Khanna & Prof Sanjeev Mittal. Various Academicians and research scholars across India presented their research work on areas like challenges of retail shopper, Stock market, challenges of Digitisation, Labour Union, and impact of
technological implementation on Banking Sector etc. First Prize Of Rs. 10,000 was awarded to the Paper “Empirical analysis of impact of technological implementation on 2c’s in banking services: customer base & cost effectiveness” which was a joint paper of Dr. Neeru Mundra From ROFEL Business school, Vapi, Dr. Karishma Gulati, Delhi school of Management Studies & Ms. Ruchi Gupta. Second Prize Of Rs. 5000 was bagged by Mr. Manish Nangia of NIFT, Delhi, title of his paper was creativity in Service Sector by an Entrepreneur in India. The conference was concluded with Vote of thanks by Prof A.K. Agrawal, Dean MERI

The conference was truly a memorable, enriching and a learning experience for all the members present in the conference.

Deepshikha Kalra
Seminar Coordinator