

Division of Social Sciences and Languages
VIT Chennai, Invites you to participate in the



VIT[®]
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

International Virtual Conference on

"The New Normal": Virtuality, Personal Branding, and Humanities Education in the Post-COVID Era

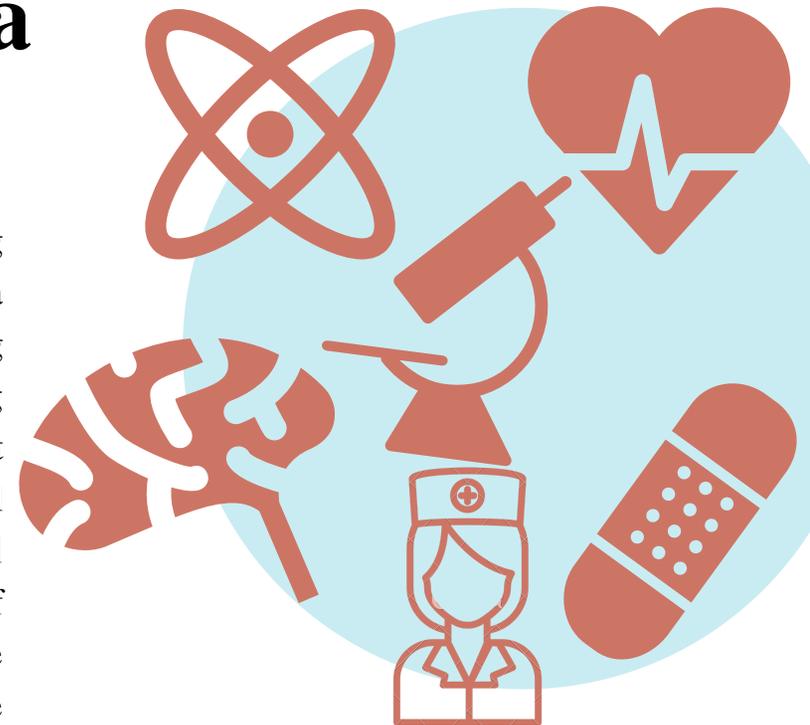
Date: 21st-23rd July 2020



The Key Theme of the Conference

At this time of global crisis, when the whole world is engrossed in finding solutions to the damage caused by COVID-19, academicians are going through a phase of epistemic, emotional, and virtual crises. On the one hand, we are facing the crisis of academic relevance and productivity and on the other we are going through a crisis of identity amidst the multiple virtual teaching possibilities that have germinated overnight. In the process of adaptation and technological acculturation, we are constantly trying to grapple with issues such as virtual identity, quality deliverance of subject matter and to retain the standard of education in a virtual platform where knowledge is easily accessible to the students in one click. Hence, this conference invites papers that aim to speculate on the notions of **personal branding, virtual place, critical thinking, and relevance of Humanities Studies in the COVID Era.**

Eminent speakers from National and International platforms will be speaking on the key issues. Details of the speakers are mentioned below.



ABSTRACT SUBMISSION AND
REGISTRATION LINK

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Bionote of the Resource Persons

RAVI CHATTERJEE

Mr Chatterjee is an experienced coach and facilitator with exposure to delivering talent solutions across the Asia-Pacific Regions. He has over 19 years of experience in Coaching, Leadership development, Talent Development, Behavioral Learning and Organization Effectiveness. Mr Chatterjee has delivered Learning and Talent Solutions in organizations like Dell, Deutsche Bank, Toyota, GMR Group, MakeMy Trip etc.

Dr. AVISHEK PARUI (IIT MADRAS)

Dr. Parui (PhD, Durham) is Assistant Professor in English at the Indian Institute of Technology (IIT) Madras, and Associate Fellow of the UK Higher Education Academy. His research interests include Modernism, Memory Studies, and Masculinity Studies. His work has appeared in The Routledge Encyclopaedia of Modernism, Katherine Mansfield Studies, Literature and Medicine, Economic & Political Weekly, and South Asian Review, among other places. He is the winner of the Meenakshi Mukherjee Prize 2019 for the best published paper, conferred by the Indian Association of Commonwealth Literature and Language Studies (IACLALS). He is the author of Postmodern Literatures (Orient Blackswan, New Delhi), and is currently contracted with Rowman and Littlefield for a book entitled Culture and the Literary: Matter, Metaphor and Memory.

PROFESSOR ALLISON KAVEY (JOHN JAY COLLEGE, NEW YORK)

Allison Kavey is an early modern historian of science and medicine in the History Department at CUNY John Jay College and the CUNY Graduate Center. She has worked on books of secrets in early modern England, alchemy, and is currently finishing a book on Agrippa's magical cosmology. She has also written with Les Friedman on Peter Pan in popular culture and the history of the Frankenstein narratives. With Rae-Ellen Kavey, she has recently written on the history of viral epidemics.

Dr. ANKITA DEKA (AUGSBURG UNIVERSITY)

Dr. Ankita Deka, is an Associate Professor of Social Work at Augsburg University, Minneapolis, Minnesota. She holds an MSW from Tata Institute of Social Sciences, Mumbai, and a PhD in Social Work from Indiana University. She teaches in the MSW program at Augsburg. Her research interests are on health disparities in the US, immigrant populations, and South Asian domestic violence.

Dr. RAE-ELLAN KAVEY (She May also Join US)

Dr. Rae Ellen Kavey is a pediatric cardiologist in Rochester, New York. She has been in practice for more than 20 years

Important Dates

**LAST DATE FOR ABSTRACT
SUBMISSION**

15th June 2020

**DECISION ON ABSTRACT
SUBMISSION**

29th June 2020

Sub-Themes

1. The New Normal: Teachers' Identity, Digital Culture, Costume and Personal Branding
2. Breaking Gender Stereotypes and/with Personal Branding
3. Heterotopia: Geographical and archeological perspectives on human place, spaces and movement post-Covid
4. E-Learning in Indian Context: A Realm of Autonomy, Anxiety, and Uncertainty
5. Post-Pandemic Pedagogy and Emergency Virtual Platforms: A Solution or an Illusion
6. Humanities Research in post-Covid
7. Fictional and Nonfictional Precautionary Narratives on Pandemic Literature
8. New media, new messages, new meanings in the "information society" post-Covid
9. Exposé of India's Education Digital Divide post Covid

Other related topics are also welcomed. For queries email us @ newnormalpersonalbranding@gmail.com



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Who can apply?

This conference is open to all engineering, law, medical, arts, science and management college teachers, principals and research scholars. Preference will be given to faculty members and PhD scholars. **Registration free.**



Organizing Committee and Contact Persons

Dr. Rashmi Rekha Borah

Assistant Professor (SSL)

School of Advanced Sciences

Dr. Manali Karmakar

Assistant Professor (SSL)

School of Advanced Sciences

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About VIT Chennai

(Recognized as Institute of Eminence, IoE)

Vellore Institute of Technology was founded by Dr. G. Viswanathan who is also the Chancellor of the Institute. Under the leadership of the Chancellor, at present VIT stands as a center of excellence in the higher technical education. Vellore Institute of Technology (VIT) has emerged as one of the best institutes of India and is aspiring to become a global leader. Quality in teaching-learning, research and innovation makes VIT unique. The office of the ranking and accreditation (RAAC) prepares the strategic plan and sets goal to improve institutional ranking every year. VIT - IQAC plays a significant role to enhance quality in all academic and administrative processes as per Govt. of India accreditation and ABET, USA accreditation guidelines. VIT is the 16th best engineering institute of India and is ahead of all private engineering institutes as per the Govt. of India, NIRF ranking.

VIT is also ranked by QS World University Ranking, Times Higher Education (THE) World University Ranking, QS and THE Asia Ranking, QS and THE BRICS Ranking, THE Young university ranking of the world universities and others. 10 engineering programs of Vellore and 4 engineering programs of Chennai campus are accredited by ABET, USA. VIT is the first institute of India to receive QS 4-Star rating in overall category and QS 5-Star rating in teaching, employability, facilities, innovation and inclusiveness.

VIT Chennai is ably spearheaded by Dr. Sekar Viswanathan the Vice President, Chennai Campus, Dr. Sandhya Pentareddy the Executive Director, Dr. Anand A. Samuel the Vice Chancellor and Dr. V.S. Kanchana Bhaskaran, the Pro-Vice Chancellor. They all share in the mission to make VIT a global educational center.

About Division of Social Sciences and Languages

The Division of Social Sciences and Languages at VIT Chennai imparts state-of-the-art education and training in the field of English, German, French, Spanish, Soft Skills, Sociology and Psychology. It offers Ph.D. Programmes in these domains. The faculty of the school comprises qualified and goal oriented members whose research expertise includes all frontier areas in Social Sciences and languages