

Mega International Lecture Series
28th October 2021 – 10th February 2022

The Mega International Lecture Series was an eclectic mix of lectures by academic stalwarts. Every lecture was graced by **Prof (Dr.) Sanjeev Bansal** – Dean FMS and Director ABS. Following are the highlights of the extremely enthralling lecture series. The entire event was spread out in five months (28th October 2021 to 10th February 2022), with **7 lectures** by the most esteemed and brilliant guest speakers from various acclaimed international universities. The event gave more than **10 hours of eye-opening and enlightening lectures** on contemporary management and business topics, which are highly relevant in the current scenario. The lecture series was organised by Prof. (Dr.) Anupama Rajesh. The lecture series was attended by **more than 2000 students** and faculty members of ABS. The whole experience was wholesome both in terms of industry-related information and cultural exchange. Lecture details of the series: -

1. 28th October 2021 – 02:30 PM to 03:15 PM IST

The guest speaker for the first lecture was **Prof. (Dr.) Martin Broad**, Dean, Faculty of Business, Law and Digital Technologies, University of Winchester, United Kingdom. Prof. Broad's topic for the lecture was **Leadership and reflections of Business Education, Management structure and leadership along with innovation and globalisation**. The lecture was attended by the students of ABS.

YouTube link of the event - <https://youtu.be/qhV9AErNncY>

Font Paragraph Drawing Editing Voice Design








Prof. (Dr) Sanjeev Bansal
Dean, Faculty of Management Studies
Director, Amity Business School

Prof. (Dr) Martin Broad
University of Winchester, UK
Dean, Business, Law & Digital Technologies

Shivangi Chaudhary Martin Broad Ritika Sharma Dr Sanjeev Bansal



Key Global Trends

- *Knowledge creation and dissemination*
 - anytime, anyplace, anywhere
 - 60/60 [instantaneous] rather than 24/7
- *Disruptive forces on jobs and employment*
 - Radio 4 podcast: 10 years low skilled jobs, 20 years Accountants and Lawyers, IBM Watsons Programme
- *Globalisation of markets and changing elements of competition*
 - E.g. Demonetarisation and changing disruptive forces







2. 29th October 2021 – 04:15 PM to 05:00 PM IST

The guest speaker of the second lecture was **Prof. Richard McCracken**, Head and Director of The Case Centre, United Kingdom. Prof. McCracken's topic for the lecture was **“Case method in the round: from writing to the classroom and beyond”**, he talked about student experiences in the school, progress from research to writing and how it is important to explore new things. The lecture was attended by the students of ABS.

YouTube link of the event: - <https://youtu.be/uaqy9C6ocKo>



4. 18th November 2021 – 02:30 PM to 03:30 PM IST

The guest speaker of the fourth lecture was **Prof. Ivan Coste Maniere**, Director & Professor – Marketing Founder – MSc Luxury & Fashion Management at SKEMA Business School, France. The topic covered by Prof. Coste was “**Sustainability into luxury gemstone industry: Lab-grown Diamonds,**” a total sustainability method with a luxury approach by advancing manufacturing technologies. The event was attended by more than 250 students of ABS.

YouTube link of the event - <https://youtu.be/00j256Jut4A>

The banner features the logos of Amity University, SKEMA Business School, and MILS. It includes two circular portraits: Prof. (Dr.) Sanjeev Bansal on the left and Prof. Ivan Coste Maniere on the right, with a potted plant in the center. Below the portraits are their names and titles.

Prof. (Dr.) Sanjeev Bansal
Dean,
Faculty of Management Studies
Director, Amity Business School

Prof. Ivan Coste Maniere
Director & Professor - Marketing
Founder & Scientific Director
MSc Luxury & Fashion
Management

The slide is titled "PRICE & VALUE" and features the SKEMA Business School logo. It contains two columns of bullet points. On the right side, there is a vertical video call interface showing a grid of participants, including a large video of a woman and a smaller video of Prof. Ivan Coste Maniere.

Retail price :

- 20-30% off compared to mined diamond
- Competitive price
- More favorable to consumers
- Possibility to plan their budget investment upstream

Value over time :

- Loss of value after sale
- The technology will continue to evolve, the production costs will decrease as well as its value
- “Over the long term, the difference in price becomes less significant and the difference in value becomes more significant”⁽¹⁾ Fried, M.

⁽¹⁾ FRIED, M. (2021, 21 OCTOBRE). ARE DIAMONDS A VALUABLE PURCHASE? THE DIAMOND PRO. [HTTPS://WWW.DIAMONDS.PRO/EDUCATION/DIAMONDS-VALUE/](https://www.diamonds.pro/education/diamonds-value/)

5. 2nd December 2021 – 02:30 PM to 03:30 PM IST

The guest speaker of the fifth lecture was **Mr. Tom Lowe**, Head – Student Engagement & Employability at University of Winchester, United Kingdom. The topic covered by Mr. Lowe “**The renewed focus on student engagement and managing communications during covid-19,**” helping develop more engaging and unique relations between the University and the students in the post COVID – 19 scenario. The event was attended by more than 365 students of ABS.

YouTube link of the event - <https://youtu.be/qC9pkoE5unw>



6. 20th January 2022 – 02:30 PM to 03:30 PM IST

The guest speaker of the sixth lecture was **Prof. Peter Stokes**, Professor of Leadership and Professional Development at Leicester Castle Business School, De Montfort University, United Kingdom. The topic covered by Prof. Stokes was “**Engaging with Genocide and Extremes: Lessons for the Everyday**” and invited the gathering to reflect and learn from extreme contexts such as genocide and potentially apply lessons to our everyday lives. The lecture was attended by more than 150 students of ABS.

YouTube link of the event - https://youtu.be/g70ViUO_9Kg



36:00 Request control

Dr. Jaya Yad, Vinayra Jain, Dr. Sanjeev, Dr. Anupama, ARYAM, HIMAN, SHANNI, +61

The Act of Resistance

- Another criticism against Bauman's and Arendt's theses - they consistently ignore Jewish **resistance**, treating the victims as entirely passive.
- In this, they share **criticism raised against Raul Hilberg (1961)** whose classic work *The Destruction of the European Jews*, continues to be viewed as the foundation stone of Holocaust historiography.
- Many criticized Hilberg for arguing that throughout the war the Jews went **passively** to their death and that the Jewish Councils in occupied territories (the *Judenräte*) were part of the machinery of destruction.

Dr. Anupama

7. 10th February 2022 – 02:30 PM to 03:30 PM IST

Last but not the least, the guest speaker of the seventh lecture was **Prof. (Dr.) Simon M. Smith**, Principal Lecturer in Business, Management and Enterprise, Oxford Brookes Business School, Oxford Brookes University, United Kingdom. The topic covered by Prof. Smith was “**Examining paradox, the hidden curriculum and impact on leadership**” and introduced PRME (the Principles for Responsible Management Education) as a United Nations-supported initiative designed to enhance the profile of sustainability in business and management schools around the world. The lecture was attended by more than 220 students of ABS.

YouTube link of the event - https://youtu.be/cr01Bq_f6ww

The screenshot shows a Zoom meeting interface. The main window displays a slide from Oxford Brookes Business School titled "PRME and the Hidden Curriculum [2]". The slide contains a bulleted list of points:

- There is increasing pressure on management education to respond to global crises and address the SDGs.
- A 'profit-first' mindset at institutional level is also often embedded in educational outcomes (Lourenço *et al.*, 2012).
- Wals and Benavot (2017, p. 407) warn of the risks of education contributing to an 'industrial mind-set' which "steer students towards individualism, materialism and hyper-rationality".
- Blasco (2020) notes that just as there can be diversity in approaches to responsible management education, each institution is likely to have its own idiosyncratic hidden curriculum, and this is best understood through awareness of how it manifests in order that strategies can be devised to overcome any associated problems.
- This demands critical reflexivity across the institution, including discussion on the tensions and paradoxes between the principles of responsible management education and other forms of managerial thinking.

On the right side of the screen, there is a vertical stack of video call windows. The top window shows Aashna Jain, and the bottom window shows Dr. Sanjeev Bansal. The meeting title at the top right is "MEGA INTERNATIONAL LECTURE SERIES".

The profile card for Prof. (Dr.) Simon M. Smith features a photograph of him in a dark jacket standing in front of a stone archway. To the right of the photo, the text reads:

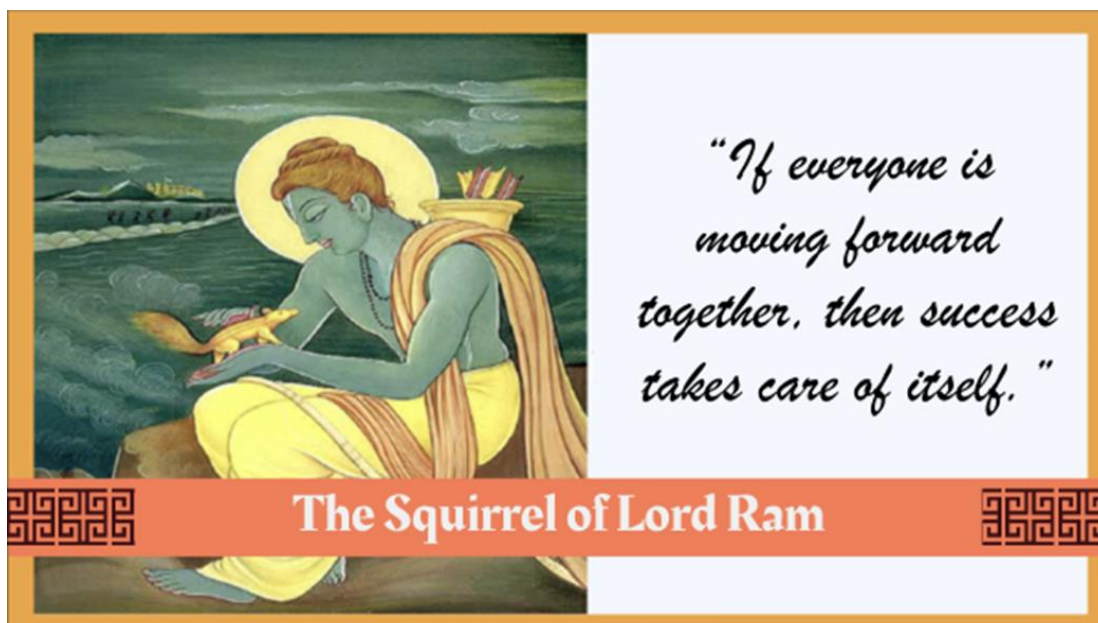
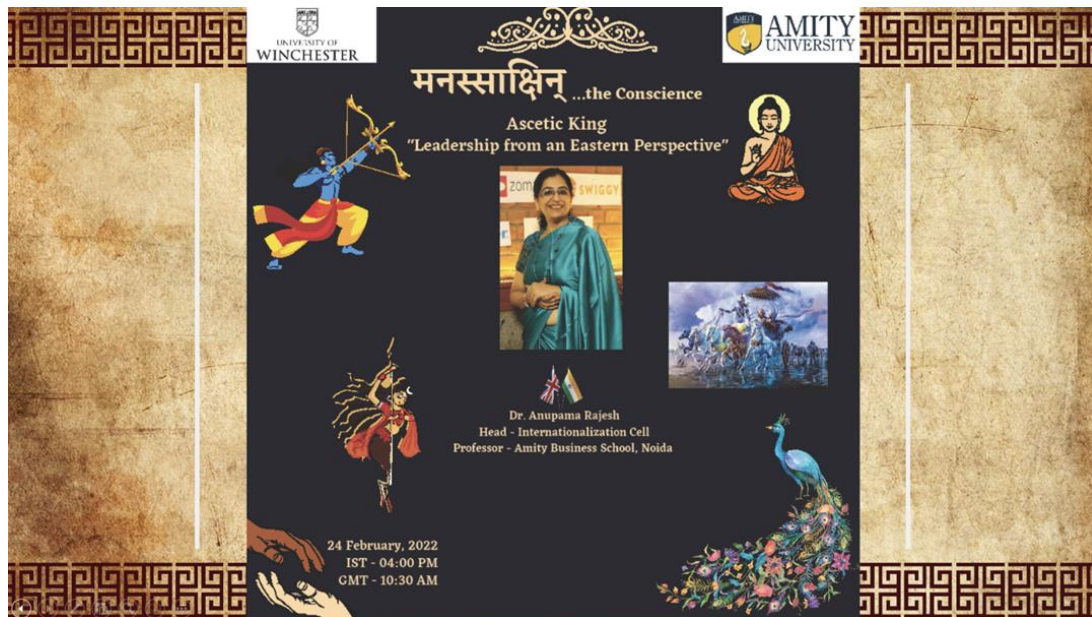
Prof. (Dr.) Simon M. Smith
Oxford Brookes University,
Principal Lecturer –
Business Management & Enterprise

The card also includes the AMITY logo in the top left corner, the MILS logo in the top right corner, and a stylized pen icon on the right side.

8. 24th February 2022 - 04:00 PM to 5:00 PM IST

The guest speaker of the eighth lecture was **Prof. (Dr.) Anupama Rajesh (Head of Internationalization Cell and Professor of Amity Business School)**. The topic covered by Dr. Anupama was “Ascetic King – Leadership from an Eastern Perspective”. The event was attended by more than 250 students of ABS.

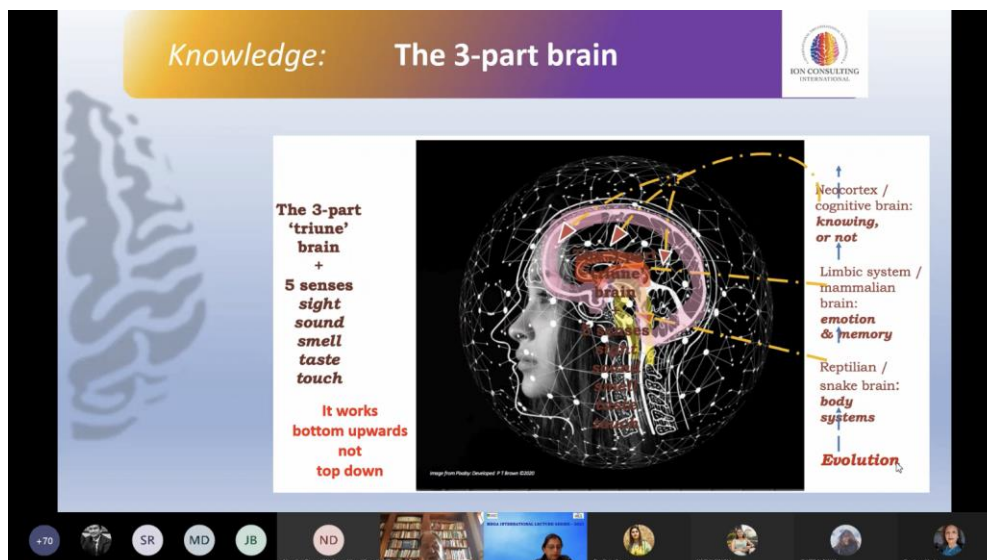
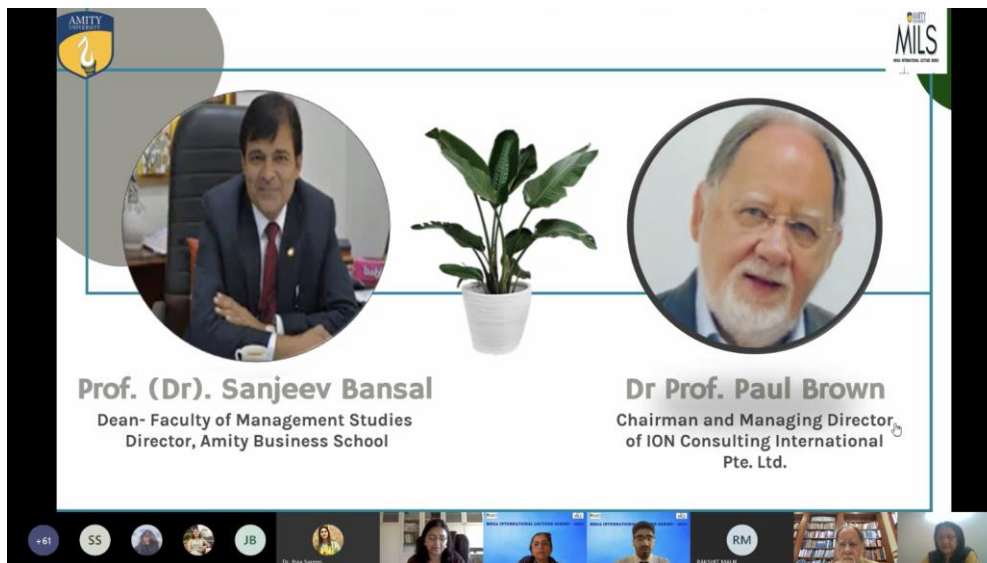
YouTube link of the event - <https://youtu.be/uOvONyuSv8k>



9. 30th March 2022 - 02:30 PM to 03:30 PM IST

The guest speaker of the last lecture of the Mega International Lecture Series was **Dr. Prof. Paul Brown, (Chairman and Managing Director of ION Consulting International Pvt. Ltd.)**. The topic of the lecture was “Why does anyone in business need to know about the brain?”. The event was attended by more than 250 students of ABS.

YouTube Link - <https://youtu.be/WAR2AvB15Eo>



The curtain raiser of Mega International Lecture Series



AMITY BUSINESS SCHOOL

MEGA INTERNATIONAL LECTURE SERIES



Prof (Dr) Martin Broad
(28th Oct, 2021)
University Of Winchester
Dean
Business, Law and
Digital Technologies



Mr Richard McCracken
(29th Oct, 2021)
The Case Centre, UK
Head and Director



Dr. Karen Cripps
(11th Nov, 2021)
University of Winchester, UK
Principles of Responsible
Management Education
(PRME) Champion



Prof Ivan Coste Maniere
(18th Nov, 2021)
Skema Business School
Director & Professor - Marketing
Founder - MSc Luxury & Fashion
Management
SKEMA Business School, France



Mr. Tom Lowe
(2nd Dec, 2021)
University of Winchester, UK
Director
Centre for Student Engagement



Prof (Dr) Peter Stokes
(20th Jan, 2022)
Leicester Castle Business
School, De Montfort
University
Professor
Leadership & Professional
Development



Dr Simon M Smith
(13th Jan, 2022)
Oxford Brookes University, UK
Principal Lecturer
Business, Management &
Enterprises



Prof (Dr) Leo Paul Dana
Montpellier Business
School
Visiting Professor (INSEAD)
Marie Curie Fellow at Princeton
University



Dr Anupama Rajesh
Head Internationalization Cell
Professor
Amity Business School



Dr Sanjeev Bansal
Dean
Management Studies
Director & Head
Amity Business School



7th Global Leadership Research Conference

Leading in the New Reality: Insights into Actions

16th - 18th February, 2022
Amity University Campus, Noida

For Further Details / Registration:
<https://www.amity.edu/abs/glrc2022>
glrc@amity.edu