



AMITY UNIVERSITY

UTTAR PRADESH

Inaugural Session

6th Global Leadership Research Conference (GLRC – 2021)

Theme: Responsiveness, Innovation and Resilience: Critical Factors for Future Growth in Changing Socio – Political Environment

Date: Thursday, 25th February 2021

Time: 10:00hrs - 12:10hrs

List of Esteemed Distinguished speakers:

1. Dr. Niranjana Hiranandani, Managing Director, Hiranandani Group of Companies
2. Prof. Naufel Vilcassim, Vice Dean - TRIUM Executive MBA Program, Head of Department, London School of Economics, UK
3. Mr. Soubhagya Parija, Senior Vice President and Chief Risk Officer, New York
4. Dr. Krishnamurthy Subramanian, Chief Economic Adviser, Govt. of India
5. Dr. Raham

Amity Leadership Awards - Corporate Awardees

6. Mr. Frederic Widell, VP and Head of South Asia & MD India, Oriflame India
7. Mr. Srikanth K. Arimanithaya, Partner, EY GDS
8. Mr. Romit Mukerji, MD, Prospecta Software Pvt Ltd

The session started with blessings of Goddess Saraswathi.

Dr Sanjeev Bansal, Dean FMS, Director ABS and Chairperson GLRC 2021 proposed the Welcome address in the 6th GLRC 2021 and welcomed the gathering on behalf of Senior Leadership of Amity University and Amity Business School. He introduced the conference theme and its relevance in today's Business Environment. He introduced and welcomed Dr Ashok Chauhan, Founder President. He said to the august gathering Dr Ashok Chauhan, Founder President that an Exemplary leader who had a farsighted vision to transform lives, society and Nation. He introduced Amity Universe to the gathering. With his guidance and vision Amity University is spread over 7 continents. It is his vision and dream to make India a Super-Power and Amity Institutions the best in world. He introduced that Amity Business School was the first Higher Educational Institutions of the Amity University which was established in the 1991. He discussed about the Changing environment pre-post Covid times. He highlighted the economic trends, changing consumer preferences, employee expectations, and the

financial crisis the world is undergoing. Quoting Grant McGill, “Whatever makes you uncomfortable is your biggest opportunity for growth”, he explained the need for Innovation and Invention. He observed the need to examine the business environment through research and exploring solution with the conference theme “Theme: Responsiveness, Innovation and Resilience: Critical Factors for Future Growth in Changing Socio – Political Environment”. The conference outcome shall aim to bring in novel ideas for the global crisis.

Dr. Sanjeev Bansal, Dean Faculty of Management School & Director Amity Business School, Chairperson of the GLRC 2021 welcomed all the guests with sapling in the virtual platform.

Later, the Outcome Report of GLRC 2020 was presented Mr. Vinamra Jain, Organizing Secretary GLRC ‘21.

Dr. Jaya Yadav, Co-Chair introduced the 6th GLRC 2021 and the intended conference outcome. She discussed how Responsiveness, Innovation and Resilience are the tools to move and adapt to the new normal and the VUCA world.

Dr. Ramesh Bagla, Professor of Marketing ABS introduced the profile of the Keynote Speaker Dr. Niranjana Hiranandani, Managing Director, Hiranandani Group of Companies.

Dr. Niranjana Hiranandani, Managing Director, Hiranandani Group of Companies

He congratulated Amity University for its contribution to Education and research across the globe. With NEP in place, he hopes to see India as a centre of education and skill development once again. He appreciated Amity Group for contributing to research with 1000 patents and more than 300 collaborative projects which is commendable. An emphasized that lot of research should be done with focus on sustainable development. Research we need to focus upon should be at grass route level. He shared his past experiences on research gone into studying on Delhi climate conditions and Mumbai sewage treatment which has shown great potential of change. He felt it is important of Higher Educational Institutions to encourage research to participate in simple research and simple ideas which has social impact and economic development. He shared his experiences on ASSCOHAM research on contribution to environment sustainability. He insisted to take up multidisciplinary projects on health and sustainable development research which will have a great impact on society. The Universities must promote young minds to participate in research activities. He said there is a need to inculcate a feeling of inquisitiveness, thirst of knowledge, analytical ability, innovativeness, and adaptability in students. These were presented as ideas to promote research. He proposed a hybrid learning environment. Human, social, and environmental sustainability should be focus of research that can at large benefit for the society.

Dr. Anupama R, Professor of IT, ABS introduced the profile of the distinguished Speaker Prof. Naufel Vilcassim, Vice Dean- TRIUM Executive MBA program, HOD, London School of Economics (LSE), UK.

Prof. Naufel Vilcassim, Vice Dean – TRIUM Executive MBA program, HOD, London School of Economics (LSE), UK

At LSE, the vision is “understanding the cause of things for betterment of the society”. He spoke on the credibility of LSE and the research it focuses that is being rigorous and relevant to the society. He said, our approach is to bring social science to the classroom and then to the world. Growth in micro entrepreneurs can improve the economic situation of a country. He discussed about his research work. He shared his experiences on consulting micro entrepreneurs in Africa which turned out to be a great success making them a key to change in their business, hiring more people and transforming conditions. He explained working model of his research on consultation interventions, how they recruited people from Uganda, and connected then to consultants of India and coached these entrepreneurs. He discussed the research outcomes of the project. He said by helping entrepreneurs, we can create a change in the society.

He said similar models can be transformed in India for Indian micro-entrepreneurs. He explained on the project he did in Tuberculosis (TB). He also worked on innovative training program for TB in India using online consultation which increased the scalability of trainers. We can train our students to pick the right problem and do the right research, so they are equipped to face them. He recommended that research must not be limited to management but research must focus on societal problem, with a thirst to think about problem and thinking out of box.

Dr. Paritosh Mishra, Professor of HR, ABS introduced the profile of the Distinguished Speaker Mr. Soubhagya Parija, Senior VP and Chief Risk Officer, New York

Mr. Soubhagya Parija, Senior VP and Chief Risk Officer, New York

He congratulated Amity University for its excellence in education, research and innovation. He further shared his vast experiences in the power sector and spoke about risk management and innovation. Innovation is a process to bring new ideas, new methods, or new products to an organization. He said that recent survey showed that most c-suite executives feel innovation is highly critical to both survival and growth of their organization. Companies get defeated by the forces of disruption. Risk management helps in understanding the concept of Risk taking and Risk appetite. He explained that Risk has two sides: Danger and opportunity; one must focus on upside of opportunity. Risk appetite focuses on encouraging conscious risk taking in furthering strategic objectives of an organization. Risk management helps in defining risk appetite. There are three horizons of growth: core business, growth business, exploratory business. Risk level and growth potential increases as we go from core business to exploratory business. It is important to study and process the three kinds of businesses accordingly. Risk management can be effective partner in showing resilience in businesses.

Dr. Jaya Yadav, Co-Chair introduced Dr. Atul Chauhan, Chancellor, Amity University Uttar Pradesh, President, Ritnand Balved Education Foundation & CEO, AKC Group of Companies

Dr. Atul Chauhan, Chancellor, Amity University Uttar Pradesh, President, Ritnand Balved Education Foundation & CEO, AKC Group of Companies

He congratulated Dr. Sanjeev Bansal and team ABS for organizing the research conference and appreciated on choosing the theme of the conference with three words on Responsiveness, Innovation and Resilience. He said it is the vision of the founder to always work for an outcome. He thanked all distinguished speakers for joining the conference. He highlighted on the key themes of the emphasized by speakers. Firstly, adaptability by Dr. Niranjana Hiranandani which is the most important aspect that students must learn. The business environment demands skills on adaptability. He resonated his thoughts on Pivot and perish. Secondly, he shared the how transformation keeps businesses sustainable which was highlighted in the speech of Prof. Naufel Vilcassim. Thirdly, he resonated on the thoughts by Mr. Soubhagya Parija and spoke on the need to understand risk and innovation. He asked students to work towards bringing in change to make the world a better place. He spoke about Dr Ashok Chauhan and his dream to see all the students being successful in life and every word. He spoke on founders Journey as a researcher, entrepreneur in Germany and his passion to contribute to Nation through Education. Dr. Atul also welcomed Dr. Krishnamurthy Subramaniam , Chief Economic Advisor Govt of India. He advised students to get inspired by people like Dr. Krishnamurthy Subramaniam.

Dr. L. K. Dhillon, Associate Professor of Finance & Accounting, ABS introduced the profile of the Distinguished Speaker, Guest of Honour Dr. Krishnamurthy Subramaniam , Chief Economic Advisor Govt of India.

Dr. Krishnamurthy Subramaniam, Chief Economic Advisor Govt of India

He thanked Amity University for inviting him to share his thoughts in the conference. He started his discussion on innovation and risk taking. Firstly, he emphasized all the student on the importance of integrity and ethics in whatever we do. He said that we will hear a lot of people saying X is doing this and Y is doing this, and it's rationalized that you should do it yourself. He shared the arithmetic equation to think the effect of not being ethical, and through which he insisted on working with 1% addition doing this in a right way. He insisted it applies to the concept of innovation and cutting corners with meritorious model of innovation. He quoted Shrimad Bhagwat Gita chapter 3 verse 21 to add to his thought on explaining personal effectiveness and behaviour. If we want to make India a world power, we must work on meritorious innovation and not just getting along with the temptations of doing wrong or just finding a way to get away with Jugaad. He said live the change you want in the society. He insisted on true innovation, which is the need of the hour for India. He said risk taking is important element of innovation. When you come up with a product which makes mankind better, what else will be the huge benefit like we get what we expect from iPhone and get risk taking. Nature of business is that costs and certain and revenue are uncertain, and this nature multi-fold is innovation. India needs Innovation that grows the pie rather than innovation that seeks rent. He spoke about how innovation is risky by nature. We can't be myopic in investments. If you want return and profits, nurture it right with a vision.

Dr. Sanjeev Bansal, Dean Faculty of Management School & Director Amity Business School, Chairperson of the GLRC 2021 welcomed and Dr. Ashok K. Chauhan, Founder President, Ritnand Balved Education Foundation (The Foundation of Amity Institutions and the sponsoring body of Amity Universities) & Chairman, AKC Group of Companies

Prof. (Dr.) K Rahman, Scientist, New York shared her thoughts on Amity University. She expressed that she is very happy the way all spoke about research, development and innovation during the conference.

Dr. Ashok K. Chauhan, Founder President, Ritnand Balved Education Foundation (The Foundation of Amity Institutions and the sponsoring body of Amity Universities) & Chairman, AKC Group of Companies

He said that he allowed Dr. Sanjeev Bansal to read his profile because he aspires students to become better than him. He said that he came to India in 1992 to make it a superpower and Amity Institutions the best in the world. He shared his life journey, he narrated how he started ABS in 1994 alone with no support. Major General K. Jai Singh joined him to make ABS best in the country. He said after listening to elite speakers today, there is no doubt that if we incorporate their teachings, we can be the best university in the world.

He complimented all the speakers. He said he had requested Chancellor- Vice Chancellors to make Amity network of Academic-Research - Corporate Industry Leader consortiums to learn from each other. He said to students, that faith can move mountain and each one of you can become billionaires. He shared that how Dr. Atul Chauhan addressed 4000 workers in Germany which he was planning to acquire and inspired and showed path to the workers. He asked Dr Bansal to tell the students about Founder President Billionaire club where we will judge students on their morals and values and behaviour. He said, 'Whatever they dream of, we will make it true with hard work and cooperation'. He emphasised that students should dream and think big. He also left the students with a riddle. A couple had two children both male one becomes a truck driver and other becomes the owner of truck and has international transportation company. He said students shall share answers and for the best answers he will be giving three awards.

Later, Amity Excellence Awards were provided to with their citation. The awards were received by Mr. Frederic Widell, VP and Head of South Asia & MD India, Oriflame India, Mr. Srikanth K. Arimanithaya, Partner, EY Global Delivery Services and Mr. Romit Mukerji, MD, Prospecta Software Pvt Ltd. The Awardees gave their acceptance speech. Each one of them thanked Amity University.

The Inaugural session came to an end with a vote of thanks proposed by Mr. Vinamra Jain, Organizing Secretary GLRC '21.



AMITY UNIVERSITY

UTTAR PRADESH

Operations & Quality Forum

Date: Wednesday, 25th February 2021

(Day 1)

Start Time: 12:30hrs

End Time: 14:00hrs

Dr. Sumeet Singh Jasial introduced the august gathering regarding the Operations and Quality Forum which was followed welcome speech by Dr. Sanjeev Bansal, Dean FMS and Director of Amity Business School.

12:30hrs -12:45hrs: Welcome Address and Introduction to Quality Forum by Prof. (Dr.) Sanjeev Bansal, Dean FMS and Director ABS

Prof. (Dr.) Sanjeev Bansal, Dean FMS and Director ABS welcomed all the esteemed panellists, students, faculties and guests. He said that Manufacturing sector aims to provide goods at reasonable rate to customers. However, post pandemic the situation has changed and we need to relook in the major techniques such as TQM, six sigma to satisfy the customers. That's calls for theme of this session i.e. Responsiveness, Innovation and Resilience: Critical Factors for Future Growth in Changing Socio – Political Environment.

He then welcomed all the physically present panellists with a sapling.

12:45hrs -12:55hrs: Thoughts by the Session Chair - Prof Vijay Kumar Gupta, Director, GIFT School of Information Technology and Knowledge Management

Dr. Rushina welcomed our first esteemed panellist and session chair and gave a brief introduction about him. He discussed that it is a myth that Automation, Digitization, connected enterprise and Industry 4.0 are the solutions to all the problems that will lead to Responsiveness, Innovation and Resilience. The common mistake is that we are jumping from problem to solution without clear understanding and analysis. He discussed the most important pyramid theory of "Production/Service Pyramid" which talks about Converting 4M (Man, Machine, Material and Method) into Quality, cost and delivery will help us to achieve quality and will ultimately lead to Responsiveness, Innovation and Resilience.

12:55hrs – 13:08hrs: Prof (Dr) Michael Henry, Dean of School of Business and Economics, Thompson River Pool University, Canada

Dr. R. Sujatha welcomed and provided a brief introduction of the esteemed panellist. He discussed various nuisances of Canadian International Trade especially exports, Agriculture Trade Balance during pre and post pandemic scenario. He also discussed trade exports of important sectors. One of the key feature of his presentation was impact of pandemic on International education and what were the various measures and mitigation they have provided to overcome the same.

13:08hrs - 13:14hrs: Dr Pooja Khosla, Vice President Client Development, Entelligent Longmon, USA

She mainly talked about resiliency. As the last year along with pandemic also brought certain natural calamities such as numerous storms, melting of ice in Antarctica ocean etc. This calls for solution to these climate changes. Her company is working towards solution in climate finance. One of the solution she has discussed is investing in indexes which are effected by climate. She wraps her session with these quick thoughts.

13:14hrs - 13:23hrs: Mr. Premanand Ramakrishnan, Director, Assurance BSI, India

As he works in BSI he discussed that ‘Can standards be important and game changer for company’s growth in near future?’. He said standards help companies to manage better their internal operations, innovation and product system, protect stakeholder interest. 28% of UK growth and 41% of SMEs growth in exports is attributable to standards. He strongly believes that Standards are enablers of innovation. They will help companies to commercialise new products, systems and technologies. Further, standards are enablers of trust to various stakeholders. He further discusses BSI’s initiatives on Quality Infrastructure such as Autonomous vehicles, Smart cities and etc. He also discussed two very relevant standards i.e. BSI 65000: Guidance on Organisational Resilience and BS EN ISO 56002 on Innovation management system.

13:23hrs - 13:35hrs: Mr N. Sukumar, Senior Vice President, Confederation of Indian Industries (CII)

He started his session with a Sanskrit shloka. He said that quality is conformance to customer requirements. But we need to identify who the customer really is? He suggested we need to redefine quality management in today’s scenario. He provided a U turn theory to know “what development really is?”. He said that development is economic success. But all the factors (from ppt) are making product remote for customer. He leaves audience with a question that is that really Development is?

13:35hrs - 13:45hrs: Dr V.J. Byra Reddy, Dean (Academics, Quality and Accreditation), Amity University Uttar Pradesh

He discussed two major approaches to manage bottom line in organisations. These are Top Line Approach and Sustained Competitive Advantage. Top line approach takes help of Revenue maximisation, marketing, branding. Whereas, Competitive advantage is achieved through Cost minimisation and quality improvement processes. In his opinion, out of the two approaches sustained

competitive advantage is more reliable. There is a room for continuous improvement in this approach. This approach is widely adopted by organisations in Japan.

13:45hrs – 14:00hrs:

Question & Answer Session

Several questions are being asked by the students from the esteemed panellists such as Will the Indian logistics industry will be able to adopt IOT? How firms can make their supply chain more enhanced without affecting their competitiveness and many more. The questions were very well answered by different panellists.

14:00hrs – 14:05 hrs

Prof Vijay Kumar Gupta wraps the session by providing his concluding thoughts on the theme of the session.

Vote of Thanks: Dr. Rushina concluded the session with a vote of thanks to all esteemed panellists and participants.



AMITY UNIVERSITY

— UTTAR PRADESH —

General Management - Technical Session I

DAY 1:

Date 25-02-2021

Start Time: 14: 45 hrs

End Time 19:05Hrs

Session Chair and Co-Chair

Dr. Makhmoor Basir -Assistant Professor, Qassim University

Dr. S.L Gupta-Dean Director (Dean & Professor), Birla Institute of Technology, Muscat, Sultanate of Oman.

Total Participants Presented-15

Participant No 1: Mr. Ramakrishna Karanth, Mr. Yashaswini Karanth and Dr. Ashok Chopra

Title of case and about presentation: Innovation – A Strategic Imperative

Talked about artificial intelligence and new innovations on AI. A culture of innovation. 21st century successful organization needs to use talent in a proper manner. Preparation of investment in intelligence. Spoke about Measures of specific innovation related to outcome. Quantum of machine hours and man-hours spent working on innovation. STAR as special thanks and recognition used in hotel taken as example. Spoke about the Green line model-change and transformation of organization.

Comments by Chair and Co-Chair

Dr. S.L Gupta -

References need to be improve and examples are fine.

Dr. Makhmoor Basir-

Need to be more systematic, it is difficult to sell this. Proper arrangement needed.

Participant No 2:

Dr. Y.P Chawla

Title of case and about presentation:

Leadership in crisis and crisis in leadership

Leadership crisis in covid era. He took India and Australia as examples. He quoted about Mr. Ambani “never give up” Research work was done on the impact of covid-19. Analyzing the business leadership. Literature review. Business leadership Behavior. covered Australia and Africa covered. Impact of covid on start-up-ola took good care of their staff. Showed image of south Africa Woolworth. Showed comparison between big bazar, amazon with TCS donation of 300 million in PM relief fund.

Comments by Chair and Co-Chair

Dr. S.L Gupta - said it is good for news article but not for journal and it need streamlining. Systematic literature review can be added.

Dr. Makhmoor Basir - Could have focused on one sector instead of multiple.

Participant No 3: Bhawna Sharma and Sudir Padroo

Title of case and about presentation: From Discovery to Design: Technological Innovation of surgical Devices.

Discussed about first invention of surgical device and how it improved with time. First commercially produced device was introduced in 1952. His research objective was to study the history of surgical stapling devices. Causes were Tissue creep, Tissue hysteresis, biphasic nature, tissue Visco elasticity etc. also discussed about linear cutter/staplers, Circular Staples.

Comments by Chair and Co-Chair

Dr. S.L Gupta- research methodology not clear- no clarity on literature review and methodology shown.

Dr. M. Basir- Different methods could have been used.

Participant No 4: Ms. Suchika Soni and Ms. Niharika Singh

Title of case and about presentation: Relationship between International Financial Integration, Investment and Economic Growth: Empirical Evidence from India.

Introduced the research problem stating that more accurate proxy is required. Presented 5 literature review and presented their methodology and results. The objective of the paper was to analyses the trend of the economic growth in the year 1976 to 2018. Variables used were International Financial

Integration Investment and Economic Growth. Suggestions were to allocate the resources in such a way that economic growth is not hampered.

Comments by Chair and Co-Chair

Dr. S.L Gupta stated that your data should be of 2019 to 2021 as well.
Dr. Basir stated the same limitation.

Participant No 5: Masoom Sharma, Aparna Naugain

Title of case and about presentation: Blockchain and IOT in Food Supply Chain

Discussed about how the resources are wasted and how we can help the environment through IOT. Different risks included margin erosion. Blockchain in food supply chain would help in traceability, data management, marketplace creation, and data sharing. Data integrity, food safety can be increased and food fraud can be decreased. Broad series of IoT Technology were as follows: Networked sensor, monitor and other internet connected. Both IoT and blockchain are helpful in food supply chain management and food security.

Comments by Chair and Co-Chair

Dr. Basir said that orientation of paper should be changed like an article or case study.

Participant No 6: Ms. Alankrita Mathur, Dr Anita Venaik.

Title of case and about presentation: Introduction to technological intelligence and scouting.

Spoke about the Use of right technological tool and elaborated the Scope of Technology Intelligence. Ground breaking ideas for technology and development.

Comments by Chair and Co-Chair

Dr. S.L Gupta- No comments everything is ok.

Dr.M.Basir- Enhance the paper a bit to get published.

Participant No 7: Sheba L. Akshay and Ravikesh Raj

Title of case and about presentation: Smart Cities and The Challenges Faced.

Smart city components, smart transportation. Spoke about need of smart city. Provide effective changes, waste management-it should be composed, recycling and reduction of waste.

Comments by Chair and Co-Chair

Dr. S. L Gupta and Dr. M Basir- Appreciated the topic, very good presentation. Topic is deep and there is scope of improvement.

Participant No 8: Dr. Lawan Amdan Lawan, Dr. Sunil Kumar Roy

Title of case and about presentation: Assessing the predictive capability of the Theory of Planned Behavior in Nigerian context.

He explained about topic selection. Used Likert scale, talked about detailed finding shows with the help of research tool. The present study promotes the theory of planned behavior is a worthy framework that can be used to predict intention to founding or establishing Nigerian contest.

Comments by Chair and Co-Chair

Dr. S.L gupta and Dr. M Basir-Theoretical background could be extended can be applied, include intangible variable.

Participant No 9: Ms Sneha Shahi and Dr Jaideep Kaur

Title of case and about presentation: The Study of Impact of Films On the Tourism Industry: An Analysis.

Role of movies on tourism in India and see their extended impact. Understand the factor that influence consumer attitude of movies toward tourism. literature reviewed for paper list shown. methodology explained.

Comments by Chair and Co-Chair

Dr. S. L Gupta- More data could be used.

Dr. M. Basir - Need more paper reviewed.

Participant No 10: Mr. Md. Ibrahim and Mr. Sunil Kumar Roy

Title of case and about presentation: Advancement of Non-Life Insurance both Public and Private Sector in Bangladesh.

Detailed information provided on Insurance objective in Bangladesh-non life insurance-information collected from 2004-17. Information incorporated of Annual reports of SBC, IDA, IRDA, India. There is a significance difference in penetration rate density rate and marketing rate in non-life insurance. Showed all rates in finding.

Comments by Chair and Co-Chair

Dr. S.L Gupta- Research objective is too much, data is not clear, IDRA context is unclear.

Dr. Basir - No comment

Participant No 11: Ms. Vidushi Srivastava and Ms. Shikha Kapoor

Title of case and about presentation: A Study on contribution of IT: Future of Work Post Covid-19 Pandemic.

Impact of covid on work from home example of pharmaceutical industry. study shows the changes and impact of covid on organization and how they dealt with it Digitalization takeover within a year. Primary and secondary data used. Data security compromised.

Comments by Chair and Co-Chair

Dr. S.L Gupta- should say about the sample size, overall good presentation

Dr. M. Basir- Hypothesis presentation need to clarified. Instead of correlation take regression.

Participant No 12: Soumyadeep Das, Yuganter Yuganter and Srajan Vishrut

Title of case and about presentation: Big Data, Machine Learning and its Applications.

Spoke about how Machine learning and big data transforming the industry-data analysis pattern response on consumer buying decision taken e-commerce industry and example.5'V'S of big data said. Data Mining explained. Explained about how Demand forecasting using big data.

Comments by Chair and Co-Chair

Dr. M. Basir and Dr. S.L Gupta: The content should be supported by literature review. Develop it as a case study.

Participant No 13: Priyanka Srivastava, Dr Manoj Kumar, Dr. Rinki Verma

Title of case and about presentation: Journey to the IBC: A Study on Performance of Corporate Insolvency Laws.

The paper shows the insolvency law in India. Overlapping Jurisdiction, Debtors-in possession model, Insufficiency of NPAs lying in bank. Performance analyzation of insolvency scheme. Spoke about the journey to IBC-Independency period-before and after. SICA and RDDBFI act explained. Total 5644 cases studied. IPC need clarification now the paper is open for further research.

Comments by Chair and Co-Chair

Dr. S.L Gupta- If possible add how it impacts the GDP.
Dr. M Basir- Complimented the paper.

Participant No 14: Srilekh S, Pooja Kapoor

Title of case and about presentation: Information Technology Adoption Impacting MSME's Performance - An Appraisal of literature from developed and developing countries.

MSME performance-The backbone of GDP. Spoke about the evaluation on definition of MSME as Micro-Small-Medium by government. Literature review based paper. Spoke about the need of IT adoption with its benefits. Developed MSME framework shown. Limitation explained to continue further study.

Comments by Chair and Co-Chair

Dr. S.L Gupta- Topic is interesting.

Dr. M. Basir-

The research methodology could be improved and duration inclusion and exclusion criteria need to be cleared as it is a fundamental aspect. Transfer journal published in British journal can be referred to improve this paper.

Participant No 15:

Swati Nayak, Ritesh Dwivwdi.

Title of case and about presentation:

Comparative on farm trials emerging as an effective extension management method for faster varietal knowledge and diffusion.

Increase product innovation and Availability-South Indian agriculture taken as example for diffing green revolution. Spoke about the using technology for adoption of new varieties in agriculture. Literature reviewed paper to find the effects varied based on gender, farmer sociopolitical view in using technology. Product tested STRV-Stress tolerant/climate resilient rice variety. In H2H trial. control and treatment explained are taken is Odisha. 142 village studied. study done to create awareness. engaging more women and network in formal extension programmes.

Comments by Chair and Co-Chair

Dr. S.L Gupta-

Theoretical aspect need to explore more overall good presentation.

Dr. M Basir-

Policy implication needs to be developed. Overall good presentation.

Vote of Thanks

Dr. Swati Upveja gave vote of thanks. conveyed gratitude to Dr.(prof) Balvinder Kaur Shukla, Dr. M. Basir, Dr. S. L Gupta and Dr. M. Basir.

Dr. Anita Venaik convey thanks to everyone present in the conference.



AMITY UNIVERSITY
— UTTAR PRADESH —

Technical Session Marketing Management

DAY 1:

Date: **25th February, 2020**

Start Time: **14:45pm**

End Time: **05:00 pm**

Session Chair and Co-Chair

Dr. Sanjay Saproo, Director (Asia Pacific), Respiratory Motion USA and

Dr. Rajeev Sijaria, Professor, Atal Bihari Vajpayee School of Management & Entrepreneurship, JNU

Dr. Supriti Agarwal, Associate Professor, Amity Business School (Moderator)

Present participants- 15

Kanika Mehta and Sukriti Bhalla MBA student, started the session with introduction of Amity Business School and the theme Changing scenario in 21st century: A technology-based innovation.

Dr. Amit Kumar Pandey welcomed the jury member Dr. Sanjay Saproo, Dr. Rajeev Sijaria and Supriti Agrawal. In addition, Dr. Amit Kumar Pandey gave the introduction of the jury member and then he invites the jury member for the few words about the theme of the season.

Dr. Sanjay Saproo gave the valuable information about the innovation technology and artificial intelligence, he highlighted about the health care data; about robotic surgery, cloud data, and device used in the health care sector. He further concluded innovation technology is globally thing but used it very carefully and crucially.

Dr. Rajeev Sijaria gave the valuable information about the change in the marketing scenario, He also highlighted about the Atam nirbha bharat released by the Prime Minister. He also spoke about that the future of research in the area of artificial intelligence, data cloud and the new idea about the market.

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| <p>Participant No 1:</p> <p>Title of case and about presentation:</p> <p>Dr. Supernova began by introducing the concept of sustainable development and its level of awareness. Hotel industry going go green and adopting new measures to decrease concentration of substance responsible for ozone depletion and minimizing the harm to natural resources. She spoke about the purpose of the paper about the Indian traveller's responsibility. Indian travellers make decisions based on varying needs and motivations. In the drop down the menu below, you can explore the customer journey of each type of traveller. Adoption of eco-friendly products and service is now considered as the potential solution and most evolving concept in the hospitality. The objective of the study to extent attitude of traveller has an impact on their intention to accept green hotels. Its result indicates that the travellers has positive impact on the attitude of consumer.</p> | <p>Supernova Chakraborty, Vishal Soodan and Shantanu Saha</p> <p>Going Green on the GO: Are Indian Travelers Ready to Embrace Travel Responsibilities?</p> |
| <p>Comments by Chair and Co-Chair:</p> <p>UK has also adapted the same template, the topic is good and doing from the all other industry as well.</p> | |
| <p>Participant No 2:</p> <p>Title of case and about presentation:</p> <p>He spoke about the key motivations and constrains of collaborative consumption apply a new theoretical lens and study the impact of Covid-19 on collaborative consumption service. He added moreover, a market has revealed that the expected value of collaborative consumption in the year 2025 is around 335 U.S billion dollars. He concluded about the study that the attitude towards collaborative consumption is major motivator and Perceived coercive power of supplier is a major constraint. Consumer intention towards collaborative consumption are negative due to fear of Covid-19.</p> <p>No Comments by Chair and Co-Chair</p> | <p>Saubhagya Bhalla</p> <p>Unmasking the key motivations and constraints of collaborative consumptions with special emphasis on institution-based trust and Covin-19</p> |

Participant No 4: Dhadurya Naik M, Rajesh C Jampala and Dr. P. Adi Laksh

Title of case and about presentation: Visual Merchandising Dimensions Efficacious Influence On Consumer Attention of Retail Outlets.

Dr. P. Adi Laksh discussed the aim of the study, about visual merchandising, the common external factors which trigger consumer buying attention. VM is one of the marketing tools that trigger impulsive buying behaviour of the customers. Every offline store focus on the more expand. The objective of the study is absence of real and physical experience at mall during lockdown. The result of the study concluded that develop the tool for understanding mall consumer's patronage intention in absence of physical exposure to mall.

Comment by Chair and Co-Chair: Good Presentation

Participant No 5: Oum Kumari, Dr Mahesh Ramalingam, Tanu Shree Sharma and Neetu Sharma

Title of case and about presentation: Role of Attitude and Value on Behavioural Intention of Youth towards Adoption of Solar Panels

Oum kumari introduced about energy, economic growth, carbon emission and global warming. She gave a brief about the research objective of the study is to empirically investigate the gap between the attitude and behaviour of the consumer in the adoption of solar panels in residential sector. She discussed about the youth are considered to have unique ability to think, ability to device creative solutions and have great potential to bring about a positive change in the world. She concluded that value and attitude are the good predictors of behavioural intention. Consumer positive attitude towards environment and awareness of the eco-friendly products and value of the (solar panels) is satisfactory then the consumers have positive behavioural intention to adopt the solar panels. In India, current scenario, India is the youngest country in the world. Government and policy makers could create more awareness about the green products through digital campaign.

No Comments by Chair or Co-chair

Participant No 6: Dr. V. Mahalakshmi and Dr.R.Murali

Title of case and about presentation: Visual Merchandising and its effect on Impulsive Buying behaviour and patronage intention among Female Customers of the Tiruchirappalli City

Dr. R. Murali introduced about visual merchandising used as a practice in the retail industry of optimizing the presentation of products and services to better highlight their features and benefits. The purpose of the such visual merchandising is to attract, engage and motivate the customer towards making a purchase. The study concentrated on lighting, promotional signage, floor display and cooperate identity the new subject will be observed in this study.

No Comments by Chair or Co-chair

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| Participant No 7: | Title of case and about presentation: | Write Details |
| Priya Sharma and Vandana Ahuja | To identify factors governing College choice decisions of undergraduate students. | Priya Sharma introduced about the traditional and modern education system. Education institute in traditional are temple of learning and in modern the services industry demanding high level of services orientation, ethical standards and moral values. Cut-throat competition in the trend of the modern institution. Challenges are to best in educational infrastructure, to meet the student's expectation, newer courses have to be introduced regularly, to keep up with the fast changing technological trends, to meet industry demand for skills, recruitment of new students and retention of the current enrolments. All the five factors cost, location, influencer, college reputation and safety play very important role in college choice decision. |
| Comments by Jury: | No comments | |

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| Participant No 8: | Title of case and about presentation: | Write Details |
| Carmelo Balagtas, Alisa Rychagova, Yuru Lin and Ivan Coste-Maniere | Anticipating on trends: Artificial Intelligence's role in Customer Relationship Management. | Carmelo Balagtas present about the era of digitalization, pandemic and the constant customer's need for new experiences, the luxury industry has no choice but to be driven upgrade their approach and the strategies they form. The high end brands need to adjust their footprints to the new map of luxury buying, evolves new technologies to maximize the customer experience. He discussed the loreal, louis vuitton, farfetch, nike, zara and H&M. |
| Comments by Jury: | No comments | |

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| Participant No: 9 | Title of case and about presentation: | Write Details |
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|---|---|--|
| Dr. Amit Kumar Pandey, Mreedima Yadav and Shailesh Kr. Singh. | Internet based Technology: A revolutionary tool for Health Care Services | <p>Mrideema yadav tells about the components of the internet health care are sensors/devices, connectivity, data processing and user interface. Benefits of internet based technology are simultaneous reporting and monitoring. Data assortments and analysis, tracking and alerts, remote medical assistance and research. Challenges in internet based technology are data security and privacy, integration: multiple devices and protocols, data overload and accuracy.</p> <p>Uses are remote patient care, emergency care, tracking of inventory and staff, improving surgeries and virtual monitoring of critical hardware. Devices are remote patient monitoring, hand hygiene monitoring, glucose monitoring, heart rate monitoring and connected inhalers. In this study concluded that the growth of IoT enables products are opening new opportunities and huge amount of data that these devices contain has to potential to transform healthcare.</p> |
| Comments by Jury: | Really good work and its very close to my heart because i worked in the health care industry and extend this study. | |

| Participant No: 10 | Title of case and about presentation: | Write Details |
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| Kanika Tandon and Sujata Khandai | The Path from brand awareness to brand loyalty: The mediating role of brand image, perceived quality, and customer value | <p>Kanika Tandon introduced about the brand awareness and loyalty in the fashion appeal and critical factor which lead to brand loyalty of fashion appeal. In this study it's about the brand awareness and brand image leads to positive perceived quality and consumer value.</p> <p>Brand awareness is found to affect the brand image. Perceived quality and customer value as an important tool for the brand loyalty. In this study the limitation it's on single construct of brand loyalty.</p> |
| Comments by Jury: | Asked to the kanika about the why she left the price and cost, then she answered about the brand equality. | |

| Participant No: 11 | Title of case and about presentation: | Write Details |
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| Anubhuti Benara and Ritu Wadhwa | A study on the penetration levels of Health Insurance. | Anubhuti Benara introduced about the health care industry, health is a human right, leading a healthy lifestyle and health insurance. The level of market penetration understands with respect to health insurance and health awareness program. The awareness of health insurance is very important, government authorities and others are support in spreading health insurance awareness. |
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| Participant No: 12 | Title of case and about presentation: | Write Details |
|-----------------------------|--|--|
| Ritu Wadhwa and Ayushi Garg | Trend in Affiliate Marketing in 2020 post Covid-19 | Ayushi Garg present about the affiliate marketing in 2020 post covid- 19. In this study she studied the consumer perception towards affiliate marketing and growth of affiliate marketing. The finding of the study includes are awareness, reliability, convenience, trust and availability, benefits, product diversification and price effective are the perception of consumer towards affiliate marketing. There are more benefits than disadvantages of affiliate marketing, so it should be encouraged efficiently. |

| Participant No: 13 | Title of case and about presentation: | Write Details |
|--|---|--|
| Ivana Domzalski Lauri Myllymaa and Ivan Coste-Maniere. | Fashion-luxury brands' heaven lies in RFID chips: Using an old-fashioned technology to be fashionable | Ivana Domzalski highlights the about the fashion luxury industry challenges, long term supply chain and RFID chips, the lifecycle scheme of technology and enhancing customer value. Challenges in the fashion industry are counterfeiting, shift in consumer behaviour, digitalization and sustainability. Drawing connection between RFID and block chain technology are not only fintech industry not scam. The lifestyle scheme of technology expresses the more technology, more customer value, the more complex and expansive, the more attractive. In this study conclude about the implementation of new technology in the supply chains may positively impact organizational structure of brands. Turn data into tangible information to focus on customer centricity. |
| Comments by Jury: | Cmment well done and it is also useful for the hospital industry | |

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| Participant No: 14 | Title of case and about presentation: | Write Details |
| Shaply Abdul Kareem and Dr.Pulidindi Venugopal | Capitalizing the fame of social media celebrities- an empirical approach in the viewpoint of smart personal audio gadget. | Shaply Abdul Kareem introduced about the social media. A social media provides consumers with the easy and quick access to user generated product information and allows them to browse product review before making a purchase. According to the study the use of celebrity endorsement will only significant affects the consumer towards advertisement. |

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| Participant No: 15 | Title of case and about presentation: | Write Details |
| Elisa Juif, Xiaohan Li and Ivan Coste-Manier | Gaming: a new digital Eldorado for luxury brands? | Elisa Juif present about the rise of video games advertising market worldwide 2015- 2024 in content of population, price sensitivity, increase in tech savviness. She also discussed about the LVM*LOL luxury brand and gaming flourishing partnership. Luxury 2.0 digital marketing through gaming, the ultimate brand experience advergaming has several advantages likes its catches the customer attention, consumer memorise more information and video game large amount of information, allowing better monitoring of target populations. |

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| Participant No: 16 | Title of case and about presentation: | Write Details |
| Liu Nian, Yang Lu, Ivan Coste-Maniere and Gerard Boyer | Stairway to heaven: The impact of cooperation with NGOs for luxury industry. | Liu Nian started the presentation and talked about the luxury industry and NGO. Luxury is unique, scarce and rare, beyond the scope need for survival and development. NGO has high degree of public trust this is non-government organization and active in work towards humanity. He also gave an example of Tiffany X Elephant Crisis Fund. In this study found that the consumer attitude towards cooperation between the luxury industry and NGO. Yang Lu discuss about the result of the study briefing about the perception of consumer towards luxury and NGO. |
| Comments by Jury: | Use this in the health care industry also. | |

| Participant No: 17 | Title of case and about presentation: | Write Details |
|--|---|--|
| Aswini Priya, Pulidindi Venugopal and Anjani Devi. | Profiling of Consumer Decision Making Styles among Organized Apparel Outlets. | Aswini Priya discussed about the major rise in growth of sector is identified by the increased consumer buying behaviour, in this study determine the applicability of consumer style inventory among organized apparel outlets and explores gender differences among consumer purchasing style. |

Vote of Thanks By Dr. Rahul Gupta



AMITY UNIVERSITY

UTTAR PRADESH

Track: Human Resource Management

Date: Thursday, 25th February 2021

Day 1

Start Time: 14:45hrs

End Time: 18:20hrs

Welcome Address by Session In-charge **Dr. Shikha Mishra:**

She emphasized on the digital era in which we all are striving to achieve success. She also said that digital HR holds equal importance in the organizations to leverage the current situation. She welcomed everyone for the session.

Panel Discussion:

Mr. Shailesh Goyal, Country Head HR, Everest Group

He discussed how organizations are preparing themselves for post-covid era by smartly managing talent. He emphasized on the importance of adaptation of technology by the organization to fight covid pandemic. He also discussed how the selection process has changed for hiring the candidates without meeting the candidate personally. He also said that the challenge the companies are facing currently is to strengthen the employees connect with the organization.

Dr. Sudhir Warier, General Manger, Reliance Jio Infocom Pvt Ltd.

He discussed that the organizations have to adapt the technology and harmonize it with the culture. He also discussed about the transformation of HR from a reactive process to proactive drivers of the organization. He focused on the strategy, culture and customer inclusion for ensuring success in the organization. He said that the organizations have introduced more behavioural interviews in talent acquisition processes due to covid impact.

Mr. Naga Siddharth, Head-HR, Suprdaily Pvt Ltd.

He explained how the organizations can leverage by understanding business through people. He discussed how the output of people is variable because of inclusion of human emotions and feelings. He emphasized the importance of people and people centric decisions for the long time success of the organizations. He explained that organizations can ensure success through people success.

Session Chair:

Dr Ashok Chopra, Professor, Amity University, Dubai

Dr Jessy John, Professor HR and Director Indian Institute of Rural Management, Jaipur

Dr. Chandranshu Sinha, Professor, Amity Business School

Track: Human Resource Management

Total Participants Presented: 14

Presentation No 1: How Supportive Leadership Enhances Subordinate's Work-Life Enrichment the Mediating Roles of Psychological Capital and Altruism

She explained how work from home arrangement impacts the job satisfaction of the employees. She stated that the work from home affects work-life enrichment and conflict which ultimately impacts job satisfaction.

Comments by Panel: The Panelist pointed out that the studies included for research should be more latest and contemporary for a more précised result.

Presentation No 2: Factors affecting Employee Retention in SMEs and impact of Training and Development facilities on retention

She focused on the challenges faced by the SME's in employee retention and also explained the steps which can be taken to combat retention. She explained how the training and development facilities positively impact retention in the organization.

Comments by Panel: The Panelist pointed out the hierarchal order of the employees from which data is collected should be clearly mentioned.

Presentation No 3: Organizational Justice – Its origin and concept

She explained organizational justice and its origin. She also explained the issues and challenges of organizational justice. She discussed about the need and dimensions of organizational justice in the organization.

Comments by Panel: The Panelist pointed out that the references should be given to draw conclusion in the study.

Presentation No 4: Challenges of Shift Workers and its Effect on Work Performance - A Case Study of Hospitality Industry

The researcher focused on the challenges faced by the shift workers of hospitality industry in maintaining work life balance. She also explained how these issues are affecting their personal life, social life and work performance.

Comments by Panel: The Panelist pointed that the sample size is less to generalize the outcome. Also, the data analysis tools used to generate result is not relevant in such less sample size.

Presentation No 5: Impact of technology with reference to (Artificial Intelligence) and leadership styles on employee engagement as a human resource practice

The paper focused on the impact of leadership styles and artificial intelligence on employee engagement.

Comments by Panel: The Panelist suggested including recent research papers for the study.

Presentation No 6: Constructing high-performance organisation with work life balance: An empirical study

She explained the importance of work life balance for the success of employee and employer. She concluded that the positive work-life balance leads to high-performance organizations.

Comments by Panel: The Panelist suggested that the sample size should be increased. They also suggested that the comparison between the private and public sector employees should also be emphasized. They also suggested that the stratified sampling should be used for such studies to get more accurate results.

Presentation No 7: A Study of the Impact of Psychological Contract on Job Satisfaction: A analysis

She explained that the psychological contract is positively associated with the job satisfaction. She also concluded that the job involvement also leads to job satisfaction.

Comments by Panel: Panelist suggested that the scale used and the references used in the study should be more dynamic and contemporary.

Presentation No 8: The Impact of Job Satisfaction on Organizational Commitment in Banking Sector Employees in Delhi

The researcher focused on the job satisfaction of banking sector employees in Delhi. She also explained the positive relationship between the organizational commitment and job satisfaction in the banks.

Comments by Panel: The Panelist suggested that the rationale should be given for using a nine-point scale for collecting data in this study.

Presentation No 9: Effective intercultural communication is a prerequisite for committed and diverse workforce: Trust is key

She explained the importance of intercultural communication for the organization. She concluded that the trust decides the fate of the organization, as it helps in building a bond between employer and employee.

Comments by Panel: The Panelist suggested adding the latest references for the study to be more relevant in the current scenario.

Presentation No 10: Remote Working is the new norm: Upskill your team so that they do not get left behind

She explained that the concept of remote working is not new, but today it is the need of the hour for the organizations. She focused on the benefits and challenges of the remote working for the employees. She also explained the importance of technological adaptation for remote working.

Comments by Panel: The Panelist pointed out that the data collection method should be more clearly mentioned in the paper. They also suggested mentioning the trigger questions of the interview to create a clearer picture of the study.

Presentation No 11: Understanding Organizational Culture: A key to success and long-run growth

The paper focused on the importance of the organizational culture for the success of the organizations. She concluded that organizational culture is positively related to low turnover or high retention rates of the organization.

Comments by Panel: The Panelist suggested that the references should be mentioned in the presentation as well for a review paper.

Presentation No 12: A Study of Nature of Organizational Citizenship Behaviour (OCB): Potential Positive and Negative Effects of OCB

She explained the concept of organizational citizenship behaviour and its positive and negative outcomes of OCB. She focused on the negative outcome of OCB and the antecedents of OCB to find the gap.

Comments by Panel: The Panelist suggested reviewing more recent and latest paper for the study. They also suggested to do further studies including different generations for the study.

Presentation No 13: Study of digital surge during pandemic and employee behaviour in the education sector

The study focused on the technological challenges faced by the employees in education sector while working from home during the pandemic. She explained the factors impacting the performance of the employees during work from home.

Comments by Panel: The Panelist suggested that the correlation results are low for making assumptions. They also suggested forming a valid questionnaire for such studies, so that the results could be more accurate.

Presentation No 14: Study on the Impact of Millennials in Changing Organizational Work Norms

She explained the difference between the preference of millennials and older generations for work from home in the organizations. She concluded that irrespective of generation the employees prefer workplace flexibility in the organizations.

Comments by Panel: The Panelist suggested that the title is not reflecting the work in the paper. They also suggested increasing the sample size for better results.

Vote of Thanks:

Dr. Pooja Sareen proposed vote of thanks for an insightful session. She proposed thanks to all the distinguished industry experts and also the Panelist for sharing their valuable thoughts.



AMITY UNIVERSITY
— UTTAR PRADESH —

Day 2 GLRC

Marketing Forum: 09:30hrs - 11:30hrs

Date: Friday, 26th February 2021 (Day 2)

09:30hrs -09:35hrs: Welcome Address and Introduction to Marketing Forum by Prof. (Dr.) Sanjeev Bansal, Dean FMS and Director ABS

Dr. Bansal introduced the session by welcoming all the esteemed guests, panel members, and simultaneously addressing the social, economic challenges of covid 19. He then emphasized the challenges of Covid-19 and how introduced reforms can revamp the digital ecosystem. He also highlighted, how the contemporary smart universities can play the dual role of nurturing smart talent and becoming the industry leaders. Video flyer related to the event is also shown marking the starting of marketing forum.

09:35hrs -09:54hrs: Mr. Mathew Jacobson, Founder Dūcere Global Business School, USA

He started his presentation by speaking about his area of interest and shown gratitude for being a part of this enriching session. He spoke about changing dynamic of marketing in higher education space and how university marketing strategies are shifting from B2C to B2B marketplace. He also symbolized the importance of transforming education ecosystem and making it more inclined towards online and digital platforms. Changing competitive landscape amid globalization of education hotspots brought forward the new paradigm of enterprise education. He concluded his presentation by emphasizing on the customization or tailoring of the education degrees in sync with enterprise requirements for transforming the enterprise skillsets.

He also addressed that the big focus for future is to think about the core value, collaborate with partner organizations and collectively offering a solution that no one is able to provide.

09:54hrs -10:13hrs: Prof. Ivan Coste Maniere Director and Professor of Marketing Skema Business School, France

He started his session by speaking about luxury and fashion and changing customer perspective in times of contingencies like covid 19. He articulated that how niche marketing companies dealing with luxury

and fashion are addressing and strategizing the situation. He then offered the stage to Mr. Carmello, his associate, who elaborated on the concept of VUCA with reference to fashion and luxury

- Volatility
- Uncertainty
- Complexity
- Ambiguity

He also stressed on the rising industry trends like omnichannel marketing, innovation in fashion, virtual fashion shows to make offline selling functional and aesthetically pleasing for high end fashion brands like Versace, Armani, Bulgari, Louis Vuitton, Dolce Gabana. He concluded his presentation by highlighting on following dimensions:

- Experience sells more than material goods
- Creativity is a necessity and is omnipresent starting from marketing to sales to supply chains.
- Virtual world is the need of the hour and customer interactivity and experience management are value creating endeavours organizations must plan for.

10:13hrs -10:33hrs: Prof. Phani Tej Adidam Professor of Marketing University of Nebraska, Omaha, USA

He started his session by thanking presenters for inviting him and focused on consumption trends and researching techniques to understand these consumption trends in covid era. He dwells on the concept of customer centricity and how it is centrifugal to business centricity. He also addressed that how marketing goes through a vast change from informing and persuading customers to connecting and engaging with them.

He also highlighted the importance of user experience and how new positions like CXO (chief experience managers) are being created for enriching customer experiences and interactions. He then addressed the prevailing five consumption trends:

- Fusion consumption:

Pick one heterogeneous country and you can observe many diverse consumption patterns. Lot of fusion consumption is taking place even in urban centre of nay country which would have a large domain validity.

- Mindful consumption

Millennials are driving sustainable consumption patterns and brands needs to focus on environments safety and sustainability.

- Low-income consumption:

Bottom of the pyramid is a 5 trillion-dollar market and is growing faster than the GDP of many countries. Therefore, marketers must make your offering more accessible and affordable to customers or end users.

- Consumption of free goods:

Not paying for purchasing goods but still using it like social media public parks, libraries wherein you pay through the investment of your time. He concluded by throwing light on the trending research agenda due to COVID-19 as:

- Redefining the work life boundaries
- Hoarding patterns
- Revenge shopping
- Consumer frugality
- Consumer resilience and improvisation
- Nostalgia branding

10:33hrs -10:48hrs: Mr. Danny Abramovich Marketing Consultant Marketing to Go Consulting & International Training (2000) Ltd, Israel

He started his address with a thanksgiving note to the organizers of the conference and raised the issue of lack of standards in marketing. He presented on the importance of MSME'S and how nurturing small ventures can lead to long term benefits and profits His concluding remarks stressed on the importance of accepting and respecting viewpoints from local, regional, and national marketing associates for redesigning innovative marketing frameworks.

10:48hrs -11:05hrs: Mr. Rohit Arora Head of Marketing Operations & Analytics Martech & Strategy Orchestration, Prudential Financial, USA

He started his session by introducing the work areas & expertise of Prudential Financial and how user and customer experience are way forward for marketing. He then advocated the management of socio-political, economic change and psychological change for organizational wellness. He also emphasized as how trust is evolving as the key driver of company products and how modern brand strategies are evolving. He concluded his presentation by emphasizing on the value of change management, innovation, social media management, customer experience management as value creating dimensions for modern business organizations.

11:05hrs - 11:26hrs: Dr. Nripendra Singh Professor, Management and Marketing Clarion University of Pennsylvania

He started the session by congratulating the organizer of conference and throwing light on the concepts of themes of conference i.e.,

Resilience: ability to recover quickly from trouble and to bounce back

- He related it with bible and explain the importance of uncertain times, protective and unexpected measures can and do happen.
- Vigilant handling of pandemic by worlds most developed economies
- Strategies to incorporate and survive the difficult times
Ex. Kedarnath catastrophe and recovery, Bhuj (Gujarat) earth quake and revamping and Hiroshima & Nagasaki and their recovery

Readiness: prepare yourself strategically and to be proactive and prepare for any foreseen change in advance especially in area of customer behaviour.

Responsiveness: see every disadvantage as an advantage

- When the going gets tough, tough gets going and not lose the spirit in tough circumstances and be positive. He also emphasized that never waste a good crisis and learn from it to address the problems.

Innovation: think out of box

- Examples like online consulting, digital marketing, home health companies, telehealth services.

He concluded by presenting the case study of his university and how they are successful in managing student's education by incorporating multimodal teaching mechanisms and international collaboration.

11:26hrs - 11:44hrs: Mr. Ganish Bahl Director Digital Marketing Vivo India

He started his session by highlighting the strategies of previous speakers like importance of change management, customer experience management, transforming future of marketing from a buyer centric to a user driven and brand trust. He then outlined the factors that made Vivo stronger as a brand:

- Adaptability to the change in the environment i.e., socio-economic change.
- Innovative: find newer ways of connecting with your customers
- Relatability: for being closer to brand

He then demonstrated the initiatives of vivo through a video advertisement of vivo and how it helped medical staff and heroes in its quest to become a responsible brand. He concluded his presentation by giving the mantra of marketers to be relevant, innovative and adaptable to situations coming your way and delivering the best to the customers.

11:44hrs - 11:55hrs: Session Wrap-Up by Prof. (Dr.) Ramesh Bagla, Head of Department, Dept. of Marketing

He summarized the session with a thanksgiving note to guests having demonstrated amazing array of presentation, thoughts and ideas loaded with practical applications. He also highlighted how the theme and concept of innovation and responsiveness and resilience is serving food for revival of the business

He then presented the key takeaways of marketing forum:

- 1- Change is the only constant and our ability to adapt to change is going to device the future course of businesses and humanity.
- 2- Standardization of products and services is passe and customization is the new king.
- 3- Transition from customer to user experience needs to be the focus of future businesses and industries
- 4- Brand power will gong to determine the future of companies.

11:55hrs - 11:57hrs: Vote of Thanks by Dr. Rahul Gupta



AMITY UNIVERSITY

UTTAR PRADESH

DAY 2: Operations Management

Date: 26th February, 2020

Start Time: 11:30am

End Time: 13:50 pm

Dr. Aditya Gupta, Chief Operating Officer, Supply Chain Management Centre, IIM Bangalore

Dr. Alok Mittal, Director, Lal Bahadur Shastri Institute of Technology and Management, Indore

Session In-charge: Dr. Rushina Singh, Associate Professor, Amity Business School (Moderator)

Present participants: 08

11.30 am to 11.45 am

Jury 1: Dr. Aditya Gupta, Chief operating officer, supply chain management Centre, IIM Bangalore

He started talking about the importance of supply chain management. Most of the papers received in the operation tracks is based on supply chain management. In an article published by Jim Tokins last years, Jim Tokins who is currently the prominent authority in world supply chain management. He said in an article” supply chain management is dead, REST IN PEACE”. He says that since there is absence of linear flow of information from operations to customer. It gives birth to digital supply network. So the traditional supply management is replaced by Digital supply network.

11.45 to 11.50

Jury 2: Dr. Alok Mittal: Director, Lal Bahadur Shastri Institute of Technology and Management, Indore

11.45 to 11.50

He appreciates Amity University for organizing the mega event GLRC 2021. He further talks about his association with Amity University in the past. He concludes by thanking Amity University for extending him the invitation to be the part of such a prestigious event.

Technical Session

Presenter 1: Vaibhav Kaushik, Yash Kaushik, Dr. Rushina Singh

Title of the paper: Improving Services of Private schools of India in order to attract good strength using QFD

Time: 11.53am to 12.09pm

Presentation details: The objective of the paper is to gain an idea about the different services and ways which parents really need in a school for their child. The paper adopted QFD approach for meeting the customer needs. The study is based on primary data based. The study reports that parents neither hesitate to give the fees if they get the services according to the requirement nor they want any kind of scholarship or fees waive off as they are least important to the majority of the parents.

Comments by jury: He says QFD is actually a difficult technique to apply in service sector. The presenter did well in conducting the study.

Presenter 2: Pavleen Soni and Dr. Jyoti Vohra

Title of the paper: Investigating the service quality-customer satisfaction link through the moderating role of flow and price promotion

Time: 12.09 to 12.25

Presentation details: The objective of paper is to identify the impact of online retail service quality, price promotions and flow on customer satisfaction. Further, to explore the moderating impact of flow on service quality and price promotions. The study finds the frequency of buying, experience of buying, perception of price fairness and price reasonability have positive impact on customer satisfaction. Thus the impact of individual customer factors via flow on customer satisfaction is highest followed by market factors.

Comments by jury: Asked about the choosing the sample size for the study

Presenter 3: Archana Kuchroo Chandra, R Sujata and B.K Srivastava

Title of the paper: Quality Audit: Stakeholder perspective

Time: 12.25 to 12.40

Presentation details: The objective of the paper is to understand stakeholder perspective on cyclic audit and to understand the barriers that affect the quality audit. The study involves the survey of employees, review of audit reports, action taken reports of these organizations to examine the process

improvement after each cycle of audit. Findings reveal that even though cyclic audit plays an important role in improving organizational processes; issues like monotony of audits, operational bottlenecks; pressures from peers and superiors, non-transparency and over focus on documentation limit the potential of audit. Disruption due to covid-19 pandemic has added new dimension to it. Hybrid mode of reporting is required nowadays.

Comments by Jury: Motivational level of auditor and auditee both goes down. So what can be done to improve the motivational level. For this, the presenter says for this, the goal of both the parties should be common and mutual understanding should be there.

Presenter 4: Asim Prasad and Anita Kumar

Title of the paper: sustainable strategies for Natural Gas Retail operations and supply chain management in India

Time: 12.43Pm to 12.52Pm

Presentation details: The basic purpose of supply chain management is to keep moving the things. Article reports that the future growth of CGD Business in new GA's by suggesting SA strategies suiting local conditions and customer demand practices. The suggested strategies were not applied for retail distribution of NG, the way it has been innovatively done in the current article making it unique piece.

Comments by jury: Regarding the limitation of the study

Presenter 5: Vivek Kumar

Title of the paper: Service quality Models in reference to Public Service utilities

Time: 12.52Pm to 13.02

Presentation details: The objective of the paper is to find the most suitable service quality model which may be utilized for identifying and measuring the dimensions of service quality of various utility services in present scenario. The model is based on the opinion that service quality is a function of the difference between expectation and perception of customers about the service. Servqual model has been tested utilized in many service industries like telecom sector, hotel sector, electricity utilities, education sector. Thus, servqual seems to be more feasible for public service facilities.

Comments by Jury: No comments

Presenter 6: Piyush Kumar, Ritika Rathore and Rushina Singh

Title of the paper: Decision Tree for diagnosis and severity analysis of COVID-19

Time: 13.03 to 13.17

Presentation details: The presenter gave the introduction regarding the topic. The covid-19 virus has genetic similarity to the SAR-CoV virus which was responsible for the pandemic back in 2002-2003 which was originated in Guandong. Two main reasons for spreading the virus are respiratory droplet transmission and close contact transmission. The paper concludes that the risk of getting affected by the virus can either be high or mild or low or the patient may suffer severely from pneumonia. A similar kind of decision tree can be designed based on the real data.

Comments by Jury: asking about where the decision tree can be applied in other ailments. The presenter responds that decision tree can be applied in detecting thyroid or health ailments.

Presenter 7: Nikhil Singh, Anita kumar, Smriti Asthana

Title of the paper: ARIMA viz-a-viz Holt-Winters forecasting tool: Comparative performance analysis to predict FMCG demand

Time: 13.17 to 13.25

Presentation details: The objective of the paper is to identify a better forecasting model which is robust and generate minimum error for estimating demand or sales in FMCG industry. The study concludes that Holt-winters model capture both trend and seasonality and can be used for industries with high fluctuation in demand but it fails to analyse relationship between past subject variable. Demonetization and GST had considerable effect on the sales of both large scale and medium scale operations.

Comments by jury: Which model is best? The presenters answer ARIMA is the best model with minimum errors

Presenter 8: Ritika Rathore and Rushina Singh

Title of the paper: Impact of service quality of OPD on patient's satisfaction: An empirical study in the hospitals of Delhi-NCR

Time: 13.25 to 13.35

Presentation details: The study focused on measuring hospital service quality of an outpatient department and analysed the comparative significance of quality measurements in anticipating the patient's satisfaction and loyalty. The study reports that the majority of the patients had a positive experience in the outpatient departments of Delhi/NCR hospitals and thus evaluate the service is good. The results also suggest that improving the quality of online consultation, providing information to the patients by reducing costs or improving service quality

Comments by Jury: No comments

Best paper award:

Ashok and Mittal concluded the session by congratulating all the participants. All the presenters have done a wonderful job.

The best paper award was awarded to presenter Ms. Ritika Rathore for the paper titled, Impact of service quality of OPD on patient's satisfaction: An empirical study in the hospitals of Delhi-NCR

Vote of thanks: By Dr. Rushina Singh



AMITY UNIVERSITY
— UTTAR PRADESH —

Track: Finance Management

Date: Friday, 26th February 2021

(Day 2)

Start Time: 11:00

End Time: 13:48

Session Chair : **Mr. Nirav Sahni** (Senior Analyst at BMO Capital Markets, Toronto, Canada)

Session Co-Chair: **Dr. Anil Kumar Goyal** (Professor, Rukmini Devi Institute of Advanced Studies)

Moderator: **Dr. T.V. Raman**, Professor and Head Department of Finance and Accounting, Amity Business School

Session In-charge : **Dr. Manjula Shastri**

11:00hrs - 11:05hrs: Welcome Address by **Dr. Manjula Shastri:**

Dr. Raman posed a question to Dr. Sahni regarding innovation in banking sector during this pandemic, to which Dr. Sahni enthusiastically shared his views and pointed ways like digitization, personalization in providing services to consumers and integration of adoption of cloud storage and traditional services.

Dr. Raman asked Dr. Goyal to advise research scholars and MBA students on how to come up with new ideas and what to focus on in this ever-changing environment to which he replied that one should focus on trending topics and become job creator than job seeker.

Total Participants Presented: 13

Participant No. 1: Udit Agrawal and Dr. Richa Sinha

Title: Sentiment Analysis of Public on Social Media on CSR activities by Financial sector companies during COVID-19 pandemic

She talked about Corporate social responsibility and its connotation in India, specifically in Financial Sector Organisation and changes brought in by the Covid-19 pandemic. Qualitative analysis was used.

She emphasized that awareness has been created amongst the consumers about CSR but not as much as it should be in comparison with the world.

Comments: The panelist pointed out that the data collection method did not provide any way to filter the non-credible data. Also, it was pointed that if the research concluded that consumers are not aware of CSR activities then how can sentiment analysis be performed on the same.

Participant No. 2: Haritha

Title: Impact of Behavioral factors on Investors' Investment Decisions: Exploring Mediation Mechanism

She stated that the study focused on application of behavioral theory on individual investors and that there is a relationship between investor behavior and stock market trend. Behavioral factors have been taken as mediating factor between demographics and investment decision behavior.

Comments: How overconfidence can be measured. It was also asked in investment decision making was based on any specific asset type.

Participant No. 3: Ms. Sohini Gupta

Title: A Study on Banking Transformation and Its Impact on The Banking Sector

She emphasized on how digitalization has led to banking transformation in the banking sector. She talked about 6 steps that will help in achieving digital transformation in the banking sector over a long period of time. She concluded that most of the workforce on Bank's believe that digitalization has had an effect on their working life as well as on the business life in general in the future.

Comments: What will be the challenges that will be faced by banking sector in India.

Participant No. 4: Beila Sehdev, T.V. Raman, Mahendra Ranawat and Manvinder Singh Pahwa

Title: Analysis of Relationship Between Lending Parameters: A Borrower-Banker Perspective

She described the loan features considered by borrowers and credit parameters considered by banks. Rate of interest has been concluded as the major reason for selecting lenders by the borrowers. Whereas, customer profile and income/financial performance has been a concern for the lenders.

Comments: No questions were posed.

Participant No. 5: Ruchita Verma, Dhanraj Sharma, Shiney Sam and Shubham Sharma

Title: Determinants of Non-Performing Loans: Evidence from Indian Banks

She explained the impact of bank specific and macroeconomic determinants on net non- performing loans in Indian banking sector post the global financial crisis. She concluded that CDR, ROA and EXCH significantly affect the NNPLs of all the three models banks.

Comments: The panelist appreciated the work of the participant. The panelist asked about the variables chosen for the study. The panelist asked about the research methodology and why the specific methodology was considered.

Participant No. 6: Ritesh Dubey, Sarath Babu, Rajneesh Jha and Urvashi Varma

Title: Algorithmic Trading Efficiency and Its Impact on Market- Quality

He discussed why algorithmic trading is better than traditional trading. The impact of algorithmic trading efficient was checked on liquidity, volatility and price discovery.

Comments: No remarks were made

Participant No. 7: Chaandni Gautam and Dr. T. V. Raman

Title: Difference in Generational Opinions: A Study of Individual Investor Behaviour

The study focussed on generation X and generation Y and their impact on investor behaviour. She concluded that millennials have a low propensity to save as compared to generation x. The millennials are moderate and aggressive risk takers while generation x are moderate risk takers.

Comments: The panelist advised that the basis of comparison should be same for generation X and generation Y.

Participant No. 8: Bhumika Gambhir and Anindita Bhattacharjee

Title: Role of Artificial Intelligence in Transforming the Work of Accountants: Review on Opportunities and Challenges for Audit and Tax Practitioners

She talked about how AI will have an impact on audit and taxation practices. She discussed the opportunities and challenges created by Artificial Intelligence. She highlighted that professionals possessing the data analytical skills will be in high demand and that there is continuous need of upgrading skills to work with AI.

Comments: No comments were shared.

Participant No. 9: Sandeep Chaudhary and Mandeep Kaur

Title: As A Last Resort to Avoid Failure, Is Consolidation Justifiable? Empirical Evidence from Regional Rural Banks in India

He talked about ownership restructuring (amalgamation, merger, acquisition and takeover). He also discussed about motives behind ownership restructuring. The study focussed on analysis of impact of amalgamation on profitability performance of regional rural banks.

Comments: How the data was collected.

Participant No. 10: Isha Gupta, Dr. T.V. Raman and Dr. Nalini Prava Tripathy

Title: A Case Study of Largest FDI Acquisition in the Technology Sector in 2020: Empirical Evidence from Acquisition of Facebook Inc. by Jio Platform Ltd.

She examined the impact of announcement on volatility of stock return of Jio platform ltd. She also talked about examination of both symmetric and asymmetric volatility during pre- and post-acquisition and whole period. She concluded that announcement of acquisition has favorable impact on stock prices of Jio.

Comments: No comments.

Participant 11: Vibhuti Mittal, Dr. T.V. Raman and Dr. Gurendra Nath Bhardwaj

Title: Preferences and Impact of Tax incentives and concessions: Shreds of Evidence from micro, small and medium enterprises

She talked about tax planning, tax avoidance and tax evasion. She concluded that entrepreneurs found lower rate of taxations and exemptions attractive. it was also highlighted that entrepreneurs strongly agree that simplified tax procedures and online return filing is convenient for everyone.

Comments: No comments

Participant No. 12: Shivangi Bhardwaj, Ashima Agarwal and Devyani Mukhi

Title: Portfolio of Mutual Fund Analysis

She examined the various mutual fund schemes and find the risk associated with every mutual fund schemes.

Comments: The panelist suggested that the objectives of the research should be specific.

Participant No. 13: Prof. Kanwal D.P. Singh, Ghazala Abidin

Title: Digital Taxation in India - Need for A Comprehensive World Model

She talked about major e-commerce tax concerns i.e., identity verification, characterization of income and permanent establishment. The study concluded ten mutual funds of different capital and calculated risk and return on different attributes.

Comments: The panelist suggested to have a thorough knowledge of the paper being presented.

Vote of thanks was given by Dr. Manjula shastri, who thanked participants and jury members for the enriching session.



AMITY UNIVERSITY
UTTAR PRADESH

Human Resource Forum:

Date: Thursday, 26th February 2021

Day 2

Start Time: 11:45hrs

End Time: 13:00 hrs

Dr. Puja Sareen, introduced the gathering regarding the Human resource and gave the introduction of Dr Sanjeev Bansal, Dean FMS and Director of Amity Business School, who then gave the welcome speech.

11:59hrs – 12:07hrs: Welcome Address and Introduction to HR forum by Prof. (Dr.) Sanjeev Bansal, Dean FMS and Director ABS

Prof. (Dr.) Sanjeev Bansal, Dean FMS and Director ABS welcomed all the esteemed panellists, students, faculties and guests. Talked about how the pandemic made us convert to the virtual conduction of this conference and hoped to have a physical conference next year.

He began with mentioning how the Covid has caused tremendous disruption in our lives and how HR is supporting organisations in these turbulent times and catalysing changes. He further added that in order to survive and thrive, the organisations must rethink, reconsider and reimagine how they can foster talent and strengthen their organisations, and how that would require a focus on change in Leadership, innovation, responsiveness and resilience, which is the theme of the today's conference. He then welcomed all the physically present panellists with a sapling.

12:07hrs- 12:25hrs: Mr. R. Anand, Principal Consultant & Advisor-HR, HCL Technologies.

Dr. Taranjeet Duggal welcomed our first esteemed guest and gave a brief introduction about him. Mr Anand talked about how new technologies led to innovations in HR. He majorly spoke on the topic "The future HR functions as an app or a platform instead of a department" where in he discussed about how the internet applications have overtaken the manual HR practices and how the Data science and Artificial Intelligence have been disrupting HR in major ways. He further added that almost all the big companies have already adapted or are thinking about deploying AI & Data science which means that it is not far when the HR persons and HR bots will have to work together. He beautifully highlighted how HR persons have to work on designing the physics of scale, chemistry of innovation, biology of adaptive organizations and psychology of resilience and wellbeing.

12:25hrs – 12:41hrs: Dr. Audrey Tang, Business Author, Mental Health and Wellness Expert, UK.

Dr. H.K. Gujral, welcomed and provided a brief introduction of the esteemed panellist.

Dr Tang talked about the importance of resilience and how resilience is about the survival. She shared her 8 steps to level up the resilience which included Intellectual awareness and practical preparations, reflect on areas of weakness and address the roots, be mindful of your fear response, Sense check regularly, ask yourself if there are new opportunities, Plan in what worked and Thank people who supported you throughout.

She also shared a secret tip at the 9th point and top of the hierarchy which said to always top up your energy which she mentioned is the secret of resilience. She concluded by saying follow all the 8 steps and remember if you are strong they are strong.

12:41hrs – 12:53hrs: Cdr. Manan Sinha, Vice President, Manikaran Group.

Dr. Paritosh Mishra gave a brief introduction about the esteemed guest. Who then spoke about the idea behind the leader and current scenario, he said that we are now looking at the leaders in a 360-degree view. He main things he spoke about includes the Challenges that the leaders will have to face in the changing paradigm which would include the needs of the leader, organisational atmosphere, team's potential competence and technology. He further added that because of the technology shift from pre covid times to post covid times the essentials will include leader's Vision in future and legacy, trust and effectiveness, retention of best, difference between delegation and micromanagement, understanding of process and innovation. He added that a leader has to be emotionally intelligent and he concluded by saying that the dynamic leader in the new world is dependent on attitude with a capital 'A'.

12:53hrs – 13:06hrs: Mr. Debashish Ghosh, VP and Country HR Head, Berkadia.

Dr. Shikha Mishra introduced Mr Ghosh and talked about few of his achievements.

Mr Ghosh spoke on "Creativity and innovation; exploring the role of HR practices". He started with saying what drives organisations and the relationship between talent and technology and how are they binded by policies, systems and practices. He said innovation in practices is very important and then further discussed the 7 seismic shifts in HR practices which included shift in talent management i.e. skill based, HR for HR (invest in HR skills), Employee value proposition, workforce composition, HR organisation (Agile HR), Employee experience and lastly leadership where he talked about new competencies like humility, compassion and anti-fragile. He concluded by saying that the best time to be in HR is now. The need for HR has only grown but changes are inevitable.

13:06hrs – 13:20hrs: Dr. Michael S. Howarth, Dissertation Tutor, Researcher, School of Health & Education, Middlesex University, London, UK

Dr. Chandranshu Sinha, welcomed the guest and gave a brief introduction about him.

Dr. Howarth spoke about how online teaching is an industrial level response to the covid pandemic and how can a person be more efficient with teaching online. He said HR needs 3 skills which include hard skills where he has to take care of the environment and background from where he is taking his/her online class from, Soft skills where the focus should be on the interactions happening and third skill would be understanding the process of turning spoken to written language. He further said that the lecturer in the process of online teaching becomes the presenter and a performer.

13:20hrs – 13:33hrs: Ms. Lucy Barkas, Director & Founder, 3WH – What When Why How Ltd. England, UK

Dr Vijit Chaturvedi gave the introduction of the esteemed guest.

Ms. Lucy talked about “How Hr needs to focus on influencing the board in terms of attracting and retaining talent in a post covid world.” She said that there are 4 key areas where refocusing should be the priority these are 1) Influence which talks about how is the work been done, who is doing the work and where the work is been done. 2) Work which includes work design, travel arrangements, strategic planning etc. 3) Workforce which talks about scenario planning, people strategy, hr systems etc. and finally 4) Workplace which includes physical sites, co working sites, workspaces, health and safety etc.

13:33hrs – 13:51hrs: Ms. Malvika Varma, Group HR Head, Prime HealthCare, Dubai.

Dr. Puja Sareen introduced the esteemed guest Ms Mallika Varma.

She spoke about Hybrid working which is the next big HR challenge. In the beginning she played a video depicting how difficult it was in the beginning when we shifted to virtual modes of working. She said that Hybrid working has been there in retailing for quite some time now but Covid launched it in other sectors as well with full speed. She talked about the Physical (physical & digital) experience, and also highlighted some of the challenges of hybrid work which includes access to information & communication, management, IT security, The employee experience & cohesion and loss of informal exchanges. She also added that how few firms have adopted some of the practices to get best out of hybrid work mode. Few of these practices include Clarifying working conditions, promoting the right to disconnect, redesigning the employee experience and reinventing exchanges.

13:51hrs – 14:04hrs: Mr. Prashant Prakash Srivastava, VP & Head (HR, Admin &CSR), Greenlam Industries Ltd.

Dr. Priyanka Agarwal gave the introduction of Mr Srivastava.

He discussed the topic by dividing it in 3 parts and started with the definition of socio- political environment “it analyses the social meaning & justifications of business, defining its rights and obligations. He further talked about which are the typical and critical factors for growth, wherein he

mentioned that responsiveness, innovation and resilience are among the critical factors for growth. He also discussed about the critical drivers of Hr innovations which he said are fairness, process improvement, learning, communication and likewise. He concluded by saying that job designing needs to be changed and innovation has to be done while managing the separation. At last he said we are going “back to basics”.

14:04hrs – 12:24hrs:

Session Wrap-Up

Question & Answer Session: Moderated by Dr Jaya Yadav, Professor, Amity Business School.

Prof (Dr.) Jaya Yadav wraps the session by providing her concluding thoughts on the theme of the session and also highlighted the key outcomes that everyone took away from the session.

Several questions are being asked by the students from the esteemed panellists such as

- 1) What will be the role of ethics and values in the hybrid working environment?
- 2) What will be the role of followers and How can they be put in synch with the leaders in the new world?
- 3) How can a personal connect be created during online teaching? and many more.

The questions were very well answered by different panellists.

14:24hrs- 14:26hrs. Vote of Thanks by Dr. Puja Sareen



AMITY UNIVERSITY
UTTAR PRADESH

Report: FINANCE FORUM

Start Time: 14:30 hrs

End Time: 16:40 hrs

Prof. (Dr.) Sanjeev Bansal, Dean FMS, and Director ABS welcomed all the reputed speakers and guests for GLRC 2021. He introduced the session's theme and discussed how the bad phase that started last year from January due to Covid 19 and is continuing had impacted the economy as a whole. Dr. Bansal examined the prediction made for the Indian economy from a flat-shaped economy to V-shaped economic curve. Defining this era as BC (Before Covid) and AC (After Covid), he talked about the market and economic uncertainties. Then, he presented sapling to all the respected dignitaries and welcomed the esteemed guest.

14:40 hrs - 14:45 hrs.: Professor (Dr.) T. V. Raman, welcomed the first guest speaker and introduced him to the other members.

14:45hrs -15:20hrs: Prof. Heber Longhurst, ITESM-CCM, Mexico and Owner Elite Market Instruction, Mexico. He profounded his love for India and talked about the adaption of change to progress. He quoted many leaders and writers, from Charles Darwin to Martin Luther King, for why it is needed to adapt to change and progress with it. He talked about where we stand in 2021. He spoke of the pandemic, the pros, and cons that the society has witnessed. He said how the world moved from the fear of death to vaccines' arrival in such a short period. The whole world is changed, and he said the world would rebound back. He also talked about Nationalism, terrorism, anti-science, and how all these issues have impacted human beings.

He said we had got significant developments in innovations in finance. Like machine learning, Artificial intelligence and Cryptocurrencies, Negative interest rates, and impact investing. He discussed how these innovations are going to lead the growth of the global economy. He gave some recommendations for the theme of the session. For individuals' responsiveness, he recommended keeping up their energy, maintaining information, and having open conversations with people. For institutions, he suggested that empowering and promoting, and encouraging under challenging situations can build responsiveness.

For innovation, he suggested individuals should not underestimate the importance of distraction, be curious, action-oriented, and be courageous. As an institution, one must allow for and even reward failure. He also said that the institution must provide an allowance for free space and free time for brainstorming. For an individual to be resilient, one must sleep, exercise, meditate and eat healthy. An individual must maintain with your support groups; one must understand the meaning and purpose of

life. For an organization, by being resilient, the institution must adopt redundancy, diversity of thought and must be flexible enough to change when the situation changes.

He concluded that challenges are opportunities, and they depend on how you take them.

15:10hrs -15:25hrs: Dr. P. Malyadri, ICSSR senior fellow, Centre for Economic and Social Studies (CESS). He discussed the theme of the session. He said the theme is worthy of being discussed. He said the resilience of the economy is the need of the hour. He said that MSME needs to be rejuvenated, and the unorganized sector must be given more importance as 60% of the population is involved in it. He talked about the important private participation for the development of the economy. He discussed the contribution of service sector industries in Indian economy. He discussed about the contribution of banking and insurance sector in the economy and how budget 2021 going to bring privatization in insurance sector. He talked how skill enhancement is necessary. Skill enhancement can be done with better education and learning. He said better skills, education and learning will lead to better innovations.

He said as India is agricultural sector country, we have surpassed the economic crisis. Also, to avoid the economic crisis saving behavior of Indian population has also played a major role. He concluded by saying that responsiveness is the source of resilience for a country

15:27hrs -15:40hrs: Mr. Navjit Gill, Chief Commercial Officer, SB Energy

He introduced his organization SB energy. He talked about the responsiveness to change in energy sector is very critical. All forms of energy are soon going to be electrified. By 2040, the global electricity need is going to be 45000 terawatt. Though there are lot of innovation but the cost of innovation also very high.

Funding renewable source of capital is very high. We need far more sustainable and innovative structures and minimal or even negligible NPAs. He talked about funding instruments like Green bonds, infrastructure direct funds, crowd funding, equity and refinancing solutions.

15:40hrs -15:52hrs: Mr. Jasneet Singh Bindra, Country Head, The Chartered Institute for Securities and Investment

Talking about the theme he said that he connects the theme with knowledge, skills and integrity. He talked about the gap between the industry and academia, thus he talked about Capacity Building or backward integration for students. He discussed how his institutions how his institute is trying to adapt new innovations. He gave some examples of some organization which failed adapting innovations like Nokia.

15:57hrs -16:16hrs: Mr. Nidhish Singh, Vice President and Head of Transformation JP Morgan Chase & Co

He talked about financial governance and its compliance. He discussed about how the financial system work historically and how it works in modern times. During the evolution of financial systems, there were two issues, one, information asymmetry and second, agency issues.

He explained the need for global financial governance framework. He said that it is important to control the derivatives. The need also generated because of Black Swan events. He explained the need of governance for securitization, leveraging, margin and short-selling, globalized world, uncertainty index, greed and uncalculated risk taking, Global crimes/ Money Laundering, VUCA'ness in world and ESG Goals.

He discussed the importance of financial control and showed various fines imposed for doing financial crimes. He also said that financial governance is different from corporate governance. Finally, he concluded that we need to follow the protocol, take the holistic approach, be prepared for cultural change, improve the quality of data, secure the right talent and prepare for the future.

16:16hrs -16:24hrs: Dr Lakhwinder Kaur Dhillon, Deputy Head of Department, Dept. of Finance and Accounting

Dr. Dhillon concluded the session. She thanked all the guest speaker and summed up the session by summarizing the words of all the guest speakers.

16:24hrs – 16:29hrs: Dr. Ashima Agarwal conducted the Question-Answer session

1. How will the financial institutions become resilient to the changes in the social and economic environment?

Mr. Nidhish Singh replied FIs need to gear towards sustainable development, and more social conscious investments. IBs are investing in these institutions who follow sustainable growth.

Prof. Heber Longhurst explained ESG and said that it is industry demanding and thus, corporate governance is given utmost importance in academia.

2. As the panel member has talked about greed and uncalculated risk, but what worse then trying fear and uncalculated risk?

Mr. Navjit Gill said, if we are dealing debt, pension funds, then there cannot be any risk which has not been fully thought through. Yes, we can mitigate the risk or have a Plan A or B. Hence the chase for infinite IRR is critical and reasonable risk should be involved.

16:29hrs – 16:30hrs: Dr. Urvashi Varma presented vote of thanks to our reputed guests, intuitive speakers, faculty members, students and IT team members for a successful session.



AMITY UNIVERSITY
UTTAR PRADESH

General Management: Technical Session II

Date: **26-Feb-2021**

Start Time: **3:00 PM**

End Time: **5:05 PM**

Jury:

- **Session Chair: Dr. Diana Binti, Senior Lecturer, Faculty of Economics and Administration, University of Malaya**
- **Session Co-Chair: Dr. Avanti Pinto, Lecturer in Economics at the Brighton Business School, University of Brighton, UK**
- **Session Moderator: Dr. Anita Venaik, Amity Business School**
- **Session In-charge: Dr. Swati Upveja**

Total Participants Presented: 08

Participant No. 1: Dr Shivani Kalra, Dr. Shailja Dixit, Dr Bobby w. Lyall

Start Time: 3:03 pm **End Time:** 3:12 pm

Title of Case 1: From Scratch to Success: The growth of organic food company

About Presentation:

The presenter described the origin and growth path of the “Organic India” organization by Bharat Mitra. Right from the first product of herbal tea, their motive was to sell the cause of organic India (as against capture the market). Their strategy of one farm at a time was key contributor towards their success. The presentation showcased successful entrepreneurship.

Comments by Jury:

Researcher can elaborate little more on the case study, including how entrepreneurship with CSR is different from entrepreneurship. Also include other companies which are doing a similar activity.

Participant No. 2: Inakshi Kapoor & Anjani Kumar Singh

Start Time: 3:13 pm **End Time:** 3:24 pm

Title of Case: Examining Resilience as a dimension of Individual Entrepreneurial Orientation

About Presentation: The presenter described meaning of resilience, its importance and skills needed to be resilient. Optimism, internal focus of control, adaptability, perseverance, innovativeness and pro-activeness were some of the important skills identified to enhance resilience.

Comments by Jury: EFA, sample size to be included. Also, justification of sample can be provided.

Participant No. 3: Dr. Shalini Sharma and Dr. Harminder Kaur Gujral

Start Time: 3:25 pm **End Time:** 3:41 pm

Title of Case: Role of Risk taking and Uncertainty Avoidance in Determining the Success of an Entrepreneur

About Presentation: The presenter explored how risk taking and uncertainty avoidance affected towards a firm's success. The firm's age and profit percentage were key factors that were considered while doing the research.

Comments by Jury: Very robust research methodology. However, the research's contribution needs to be highlighted (focus on IT firms during pandemic time).

Participant No. 4: Rachit Ahluwalia, Vaneer Batra, Devesh Kumar and Dr. Swati Upveja

Start: 3:41 pm **End Time:** 3:55 pm

Title of Case: Tax and Growth Dynamics in India: An Empirical Investigation

About Presentation: The presentation covered aspects of how tax and GNP have a correlation, how direct tax and GNP have a correlation, how total tax revenue has an impact on the economic growth of the country.

Comments by Jury: Please mention the main contribution of this paper. Also, more analysis can be done and how the findings can be linked to policy changes should be mentioned.

Participant No. 5: Utkarsh Venaik, Trisha Daftari, Manupriya Madhu Kumar, Shraddha Jain and Vedanshi Shrivastava

Start Time: 04:35 pm **Start & End Time:** 04:46 pm

Title of Case: Universal Basic Income: The Way Towards Right to Equality – A Review

About Presentation: The presentation covered concept, advantages and disadvantages of a universal basic income. Case studies of UK, India (Madhya Pradesh, Congress Nyay Scheme and Sikkim SDF party) were presented. The presenters also made recommendations on how the government can implement a UBI scheme.

Comments by Jury: None

Participant No. 6: Shorye Jain & Dr. Anita Venaik

Start: 4:10 pm **End Time:** 4:22 pm

Title of Case: How safe are whistle-blowers operating on the Dark Web?

About Presentation: The researcher covered the use of dark net markets, cybercrimes and hacking, exchange of information on the web, as well as act that stops whistle-blower to work on the dark web.

Comments by Jury: The survey done was focused more towards awareness; need to explore more from the whistle-blower perspective.

Participant No. 7: Aman Singhvi and Dr. Mahendra Ranawat

Start Time: 04:25 pm **End Time:** 04:34 pm

Title of Case: Seasonal Behaviour of Tourism in Udaipur

About Presentation: The researcher presented the trends of tourism in Udaipur, concluding that winter is the peak season for tourism. Hence, the suggestion is for the government to organize more events in this timeframe.

Comments by Jury: More data is needed in the form of time series graph as well as monthly tourism data for several years. Analysis required for the same.

Participant No. 8: Sahil Arora, Sanya Verma, Dr. Swati Upveja

Start Time: 3:55 pm **End Time:** 4:08 pm

Title of Case: Impact of COVID-19 on Trade: The Indian Perspective

About Presentation: The paper covered the quantification of disruption in supply chain due to the COVID-19 pandemic. The presentation included a study of impact on trade (imports and export) for FY 19 and 2020.

Comments by Jury:

1. Lots of data has been presented. Suggestion is to include forecasts based on past trends.
2. Data to be shown graphically



AMITY UNIVERSITY
UTTAR PRADESH

DAY 2: Technical Session II

Date: 26th February 2021

Start Time: 15:00hrs

End Time: 16:30hrs

Jury: 3

- The session was chaired by **Dr. Wendy Olsen**, Professor of Socio Economics, University of Manchester, UK.
- The session was co-chaired by **Dr. Ashok Sharma**, Professor & Director, JIMS Kalkaji
- **Dr. Garima Malik** (Moderator), professor at Amity Business School, Noida.

Dr. Rahul Gupta welcomed all the jury members, faculties, participants and students. Sir extends her appreciation towards Dr. Ashok Chauhan founder president Amity University, Dr. Atul Chauhan Chancellor Amity University, Dr. Balvinder Shukla Vice-chancellor Amity university, Dr. Sanjeev Bansal Director Amity Business School for their guidance due to which Amity university will be able to achieve benchmark of the top-quality institute. Rahul sir started the session by giving brief academic profile of the jury members. He addressed the gathering by his motivating words and spoke at the length on the main theme of the conference.

Total Participants Presented:14

Participant No 1: Dr. Ramesh K Bagla and Vinisha Virani

Title of paper presentation: Role of Emotional Intelligence in Developing a Customer Centric Outlook in Management Students.

Presentation Details: The study explains the role of emotional intelligence in academic performance personality development of students of management studies. The study identified the four components of emotional intelligence which is self-awareness, self-management, social awareness and social skills. Result shows that EI has important role in enhancing student academic performance and face factors like anxiety and fear which replace negative emotions with positive one. EI helps students to lead a satisfied happy life and resolve social conflict as it make them more empathetic, resilient and it improves their stress management and reasoning skill.

Comments by Jury: good presentation

Participant No 2: Dr. Ramesh K Bagla and Anusha Gupta

Title of paper presentation: Impact of the Use of Artificial Intelligence by Indian banks on Customer Satisfaction.

Presentation Details: The study talks about the use of artificial intelligence in Indian banks. Artificial intelligence is a way of making the machines think intelligently. It has become imperative for banks to use artificial intelligence in order to provide excellent services to their customers. Various Indian banks have started using artificial intelligence in order to serve their customers well. Customer relationship management is the key strategy adopted by the banks to satisfy them. Customers are in regular touch with their banks and always asking for convenient banking. Consumer behaviour is highly affected by the change in technology. IT infrastructure build in banks to create convenient atmosphere from their customers which are highly efficient, interactive, easy to access, faster and provide good experience.

Comments by Jury: research objectives were not clearly defined.

Participant No 3: Sakshee Singh Dr. Garima Malik and Dr. Deepak Singh

Title of paper presentation: An Exploratory Study to Understand the Changes in Consumer Behaviour Due to The Unprecedented Covid19-Era.

Presentation Details: This research paper aims to study the emergence of new behaviour among consumers that have been brought to light in the wake of pandemic. The paper aim to study how the pandemic paved the way for steering consumers as well as marketer and business operators towards exploring, understanding and the tapping market potential of the internet as a new alternative place for buying and selling. This study uses essay and case study approach to study the emergence of new purchase behaviour among consumers particularly consumers turning towards online shopping.

Comments by Jury: No comments

Participant No 4: Dr. Srinivasa Rao Dokku, Dr. Rajesh C. Jampala, Dr. P Adi Lakshmi

Title of paper presentation: A study on Customers Behaviour towards Purchase of Smartphone in India.

Presentation Details: The study aims to identify customers' behaviour towards the purchase of smartphone in India. The study explain the features consumer expect from a smartphone before buying actual purchasing Like storage, camera, price, touch, operating system, battery. The result indicates that the price of the smart phone has greater impact on customer purchase intention then other smartphone features.

Comments by Jury: the panes list raised question about the research design and sampling frame.

Participant No 5: Silky Gaur, Rahul Gupta and Jaspreet Kaur

Title of paper presentation: Assessing e-service quality and its impact on customer satisfaction and repurchase intentions in video streaming services.

Presentation Details: This empirical study talks about the video streaming services in India. The objective of the study is to have a clear understanding of factors affecting e-services (OTT) and measure the impact of e-services elements on customer satisfaction and repurchase intentions with respect to OTT services. The study identified the 5 dimensions of e-services that are response time, trust, tailored communication, visual appeal and innovativeness. The study also tests the relationship of e-service quality with satisfaction and repurchase intention through multi-regression techniques. The outcome of the study shows that response time, innovativeness and tailored communication has not and relation with satisfaction, innovativeness also has not any relation with repurchase intention.

Comments by Jury: No comments

Participant No 6: Supriya Kapoor and Pooja Sehgal Tabeck

Title of paper presentation: Understanding marketing orientations from the lens of Nike: a case studies.

Presentation Details: This study is about the market orientation of the NIKE in terms of its product orientation and social orientation. In terms of product orientation, they connected with the customers in terms of the material, style of shoes and laces personalised name, design, colour, delivery time of the shoes. Nike his now paying a lot of attention to CSR which is corporate social responsibility by doing lot of things like green business conference, opportunity green and business and social responsibility. Nike has successfully established itself as the world's largest supplier of athletic and sport shoes as well as apparel and a major game changer in sport equipment's. highly focused in the designing, developing and manufacturing their variety of product and marketing the presence of its company worldwide. The strategy like emotional branding co-creation, storytelling, feedback system increases customer interaction with brand and further impacts sales.

Comments by Jury: No comments

Participant No 7: Janvi Chhabra and Dr. Deepak Jain

Title of paper presentation: Changing fashion trends in clothing: a literature review.

Presentation Details: This study is about the changing fashion trend in clothing due to cultural and social changes along with the technology upgrading. People has switched to organic clothes along with bio-degradable packing. People shift has been seen towards eco-friendly and online clothing. The main objective of the study is to find out the preferences of people while buying cloths, what mode do people prefer while purchasing cloths. The different factors make people shift from offline mode o online. And what are the different factors that make people shift to organic clothing

Comments by Jury: This is the kind of research proposal the analysis and conclusion part was missing in this research.

Participant No 8: Chakshu Sharma and Deepak Jain

Title of paper presentation: Marketing strategies of cosmetics in Jammu region: a literature review

Presentation Details: The presentation shows some gap areas in the marketing of the cosmetic products in Jammu region like few numbers of branded retailer stores in the region, not all branded cosmetic products available in the store, the missing range of the products, the man cosmetic category products are also not available and well promoted in the Jammu region. This study also talks about the different promotion mix strategy of cosmetic product marketer should focused about.

Comments by Jury: the research gap was identified but the objective and methodology nd conclusion part missing.

Participant No 9: Nitika Gupta and Deepak Jain

Title of paper presentation: Marketing Strategy with respect to Gold Jewellery: A Literature Review

Presentation Details: people mainly focus on the jewellery which is most like necklace, rings, bangles etc. Apart from this waist band and men jewellery is also now trending as a jewellery. This research is trying to identify why gold is most important ornament in every culture. What should be the marketing mix strategy for the marketing of gold jewellery

Comments by Jury: No comments

Participant No 10: Shubham Patil

Title of paper presentation: Retail Management in the Era of Digitization.

Presentation Details: This study talks about the importance of retail management in the era of digitalization is to know the more concept of digital parameter such as digital transaction, supply chain management, Digital Maturity and barriers to digital conversion. The study helps merchants to buy. The objective of this study to highlights the impact of digitalization in retail sector and show how it contributed to increase the performance of the retail sector.

Comments by Jury: jury raised question about the missing research gap and structured research objectives of the study.

Participant No 11: Niraj Kishore Chimote, Lakshay Mehla and Anugya Jain.

Title of paper presentation: An empirical study on analysing consumer buying behaviour towards the newly developed product namely “FASTAG” at a scheduled bank.

Presentation Details: This empirical study explains about how consumer responded to the newly developed product namely ‘FASTAG’ by a scheduled bank which make payment at toll easy and hustle free. Some of the variable researcher identified in the study line subculture, reference group, motivation and perception to measure the consumer attitude for the newly payment service at national highway toll that is ‘FASTAG’. The multi-regression technique was used to check the impact of each factor on consumer attitude. Result shows that the consumer attitude to use ‘FASTAG’ mainly depend on the influencing group and culture. By focusing on these factors ‘FASTAG’ can generate a need in mind of consumers and will get success in the market.

Comments by Jury: jury members asked question about the missing research gap.

Participant No 12: Ananya Sharma and Dr. Deepak Jain

Title of paper presentation: Advertisement of fashion trend.

Presentation Details: This study explains about the role of advertisement in fashion trend. The objective of the study is to measure the impact of advertisement on brand image. To identify the role of advertisement in pre-purchase, purchase, consumption and post purchase of the product. This study also explains how the advertisement influences the brand choices of the consumer of fashion brand.

Comments by Jury: No comments

Participant No 13: Rajaram. Amit Kumar Pandey, Dr. Sanjay Saproo

Title of paper presentation: Technology in Healthcare. Where’s he values?

Presentation details: This study is all about will the technology improve the disease outcomes? There are multiple technologies which are being applied and explored in the healthcare industry, however, it is very important to have the right metrics for the measurement of success. Patient experience is the central theme and any improvement in that must be the primary objective of all these new technologies. Technology should be means to an end and not an end-user. We should look at current challenges and find technologies which can improve them. This will go a long way in making the healthcare experience a great one.

Comments by Jury: No comments

Participant No 14: Somyadeep Das, Annanya Chaudhary, Dr. Garima Malijk

Title of paper presentation: Food Deliver Apps: A Diffusion of Innovation Analysis

Presentation Details: The food delivery applications (FDA) have been on the rise for a few years now. It is easily accessible and user friendly. It is supported small ventures and food joints. Big restaurant chains like KFC, Dominos also use FDAs to boost their revenues. Some of the FDA are Swiggy, Zomato, Uber Eats, etc. The main aim of the study is to understand the widespread of the FDA sector and its functioning in the Indian market. The study also sees the consumer perception about FDAs and the impact of consumer demographic characteristics on FDA uses.

Comments by Jury: No comments

Vote of Thanks by Dr. Amit Kumar Pandey



AMITY UNIVERSITY
UTTAR PRADESH

Track: Human Resource Management

Date: Thursday, 26th February 2021

(Day 2)

Start Time: 14:45hrs

End Time: 18:20hrs

Welcome Address by Session In-charge **Dr. Puja Sareen:**

The session in charge Dr. Puja Sareen welcomed all the distinguished guests, members of the panel, the reviewers of the session, faculties, presenters, researchers and others present for an insightful session.

Panel Discussion:

Mr. Ravish Saily, Director HR Business Partner Mastercard

The speaker spoke on the “Connection between resilience, acceleration and transformation”. The speaker gave an insight into the meaning of the terms. He spoke on how a situation can be seen as an opportunity and maximum can be derived from it. The speaker said that life moves in curves, there are ups and downs. Major learning happens during the low times. We cannot keep doing the same things in all the situations. We are required to change the way of doing things as per the need. Just like the concept of acceleration, we need to either change the speed or change the direction. When the paradigm changes that is transformation. We need to keep broadening our horizons. When this process happens many times, an individual would be a different personality. The same concept can be applied to the organizations as well.

Ms. Mausami Kakkar, VP Staffing, Nisum, USA

The speaker spoke about the various HR practices for effective results in the organization. Various important factors were Transparency and openness. Being transparent with the members of the organisation creates trust among them and eventually leads to productivity. One should treat other as they would like to be treated. Regular communication is necessary to keep all members in the loop. Building rapport and professionalism is necessary. Appreciation and acknowledgement are important factors to keep the employees motivated. The speaker laid emphasis on importance of feedback. Work appreciation, performance incentive formal feedback and guidance for improvement were the key highlighted aspects of the insights given by the speaker.

Mr Atulaya Goswami, HR Head India Region UPL Limited

The panellist spoke about Transforming HR from inside out. He believes that although HR is always striking the right balance between inside and out but changes could be incorporated in the business models. He spoke about HR in selfie mode. He quoted an example of a company that sold vacation packages before pandemic but switched to selling digital awards and recognition as per the changing times. Emphasis was laid on the importance of upskilling and re-skilling. Lastly, sir summed up by quoting that HR is a combination of inside and outside factors that need a holistic approach to strike a right balance.

Mr. Atul Tiwari, Head HR Spice Money

The panellist spoke on Flexible resilient practices and people in HR. He emphasized on HR's function as the custodian of employees from the beginning to the end. HR is responsible for providing a ecosystem that creates innovative mindset among employees. The speaker highlighted the importance of Innovation and Agility in these testing times. It is of importance that HR becomes the evolution catalyst. There is need for performance management philosophy to reward innovation, mitigate the fear of failure, encompass timelines and create knowledge repository within the company. The speaker spoke on the four phases in context of pandemic that are- React, Respond, Return and Transform. There is need for shift in the model from responsive to adopted model in HR. Lastly, the speaker quoted that "What got you here won't keep you here". One needs to be fluid to go with the flow of changing times.

Mr. Kumar Vineet Sinha, Head HR, Manlift India Pvt Ltd.

The speaker spoke on the transformational change in organization. He stressed upon the importance of perseverance for individuals to adapt to the change. In explaining the importance of capabilities, he quoted incidents from the holy Ramayan. He laid stress on economic stability of the country as how one should continue to contribute to the economic growth. The speaker gave few pointers that would help an organization adopt changes. Emphasis was laid on the relevance of planning and how people should be prepared to accept the uncertainties and overcome them. Transparency, truth, communication, construction of a roadmap of way ahead, training, monitoring the change and strong leadership are few important steps to bring about change in the organisation.

Session Chair:

Dr Parveen Gill, Faculty of Business Lakeshore Campus Humber College ITAL, Canada

Dr. Puja Chhabra, Visiting Professor, Gurugram University

Dr. Sangeeta Gupta, Professor, MERI

Dr. Harminder K. Gujral, Professor, Amity Business School

Total Participants Presented: 11

Paper presentations:

Paper 1: (Paper ID 79): “The Solo Workforce – Why and How to be a freelancer?”,

Deepa Mukherjee, Sujatha R and Ruchi Gautam Pant.

The intension of paper is to give an insight into world of freelancing to all the people who are looking to enter freelancing. It highlights how any independent individuals can use their skills and expertise at multiple places instead of being associated to one organization. The paper is based on empirical evidence and tries to portray why is it lucrative to explore freelancing whether full time and part time. The paper also gathers anecdotal feedback from people working as freelancers. It also gives step by step guide to all the individuals looking to work as a freelancer.

Comments by panel: The panellists appreciated the paper on its uniqueness. It was a great contribution as it is a less studied field.

Paper 2: (Paper ID 174): Drivers to Introductory Addictive pattern,

R C Sudish, Divya Ramachandran, Prof. (Dr.) Sanjeev Bansal.

The paper was aimed at encompassing different factors that lead to addictive behaviour in humans. The study highlighted that the probability of developing such addictive behaviour was high among teenagers as compared to the adults as teenagers indulge in exploration and experimentation and are high risk takers. Parents and teachers can help in such prevention. This addiction to harmful substances can hamper the progress of the nation.

Paper 3: (Paper ID 164): Innovative HR practices in an evolving world – Perspective from Indian IT services sector,

Swaminathan Mani and Mridula Mishra.

The paper focussed on growth of Indian IT sector and its contribution to the GDP. The paper highlighted the evolution of the IT sector and HR strategies that helped in the growth of this sector. The paper identified the areas of changes in business environment and the innovative HR practices that have been adopted to drive growth. The study concluded that IT industry had a multiplier effect on the India's economy.

Comments by the panel: Panellists asked about the implication of the research for the society. The panellists asked about the validation of the model.

Paper 4: (Paper ID 244): Life Skills from Bhagvad Gita: A Vital enabler for leadership excellence,

Dr. Monika Bansal, Dr. Surbhi Kapoor.

The paper aims to highlight the lifeskills from Bhagvad Gita. It is a Literature Review based paper. The paper aims to establish the relevance of the teachings of Holy Gita as source of spiritual intelligence for leadership excellence. It aimed at integrating life skills and teachings from Gita as enabler for leadership in the times of the pandemic. The paper concluded that people need Resilience and Adaptability to navigate through the pandemic.

Comments by the panel: They asked about two new things learnt that were not available in the already existing Literature. The presenter highlighted the importance of life skills that were not studied much in the literature and more importantly its integration with leadership skills becomes relevant to be studied. The panellist also asked about its future implications and how would it be adopted in the organizations.

Paper 5: (Paper ID 74): Personality and Social behaviour as Antecedents of Happiness in Students of Higher Educational Institutions: An Exploratory Study,

Anjali Singh.

The paper was targeted towards studying the happiness among the students of higher educational institutions. The study explored the effects of personality and social behaviour on happiness of the students. The paper concluded that social behaviour and personality play an important role in driving happiness of students. This study could help formulate course curriculum where factors affecting happiness could be taken into consideration.

Comments by the panel: The panellists questioned about the sample size of the study and which colleges were identified for the study. The managerial implication of the study was also stressed upon.

Paper 6: (Paper ID 87): A study on the effect of Personality traits on Emotional well-being of employees of private educational institutions in India,

Simran Kaur and Richa Sharma.

The study aimed on establishing the relationship between emotional well-being and personality traits of the employees working in private educational institutions. The paper studies the effects of Big 5 personality traits on emotional wellbeing of the employees and also identify the factor that has a predominant effect. The paper also suggested ways of improving well-being based on the findings.

Comments by the panel: The panellists appreciated the paper on its relevance. The panellists questioned the basis of determining the sample size and also suggested to take a bigger sample to get better results.

Paper 7: (Paper ID 78): Impact of emerging job skills for adjusting with digital work-life challenges: a study in the NCR of Delhi,

Indranil Mutsuddi, Dr. Ruchi Sinha and Dr. Chandranshu Sinha.

The paper aimed to study the influence of job skills for adjusting with the challenges of digital work life. The paper gave an insight into meaning of challenges if digital work life and what job skills are required for adjustment with the challenges. The study used sequential mixed methodology to explore influence of job skills for adjusting with the challenges of digital work life among employees of IT companies in Delhi NCR.

Comments by the panel: The panellists pointed out the derivation of one of the objectives as little literature was available on the pandemic challenges.

Paper 8: (Paper ID 178): A Study on the Relationship between Organization Culture and Organizational Commitment,

Aanchal Sachdeva, Ajay Kumar Singh, Smrita Sinha, Jaya Yadav.

The paper analysed different variables of organizational culture and organizational commitment. The study also tried to establish the relationship between the two stated variables.

Comments by the panel: The panellist questioned on the data collection and basis of selection of IT sector for the study.

Paper 9 (Paper ID 80): Analysis of mediation effect of demographic variables on the relationship between Emotional Intelligence and Organizational Citizenship Behaviour,

Gitu Nijhawan, Dr. Harminder Kaur Gujral and Dr. Kavita Singh.

The paper aimed at studying the impact of employee's Emotional Intelligence (EI) on Organizational Citizenship behaviour (OCB). It examined the moderating effect of gender on EI and OCB. The study analysed the relationship between the two variables based on marital status and age. The study would help managers in decision making to attain a positive impact of EI on OCB.

Comments by the panel: The panellist made a suggestion to explore the Indian cultural aspect of the Organisational Cultural Behaviour. The justification of the findings in Indian context could be emphasized upon.

Paper 10: (Paper ID 192): Employer Brand Image: A tool for employee engagement,

Prerna Soni.

The study comprehensively describes the relevance of the idea of the Employer Brand Image in different dimensions of employee engagement. The paper tries to understand whether the Employer's Brand Image influences employee's engagement or not. If yes, then what all attributes of EBI tends to influence to make the engagement possible.

Comments by the panel: The panellists pointed out the small sample size and questioned about the implication of the study. They appreciated for highlighting the talent acquisition dimension in the study.

Paper 11- Impact of Employee Engagement Practises of private Universities on Work Life Conflict of Female Academicians,

Shaan Ghular, Dr. Anshu Singh

The aim of the paper was to study the impact of performance appraisal, career planning, training, participative decision making and autonomy of work on work-life conflict of female academicians in private universities. The study found that performance appraisal and training had major effect on Work-life conflict.

Comments by the panel: The panellists appreciated the study as it was a relatable study. It was very insightful.

Vote of Thanks: Dr. Shikha Mishra proposed the vote of thanks for an insightful session.



AMITY UNIVERSITY
UTTAR PRADESH

Track: Finance Management

Date: Friday, 26th February 2021

(Day 2)

Start Time: 15:00hrs

End Time: 17:30hrs

Session Chair:

Dr. Dhanesh Kumar Khatri (Professor and Head, Department of Finance, Institute of Management Studies, Bikaner, Rajasthan)

Mr. Mohit Kaul (Assistant General Manager, National Housing Bank)

Prof Satish Kumar Chhabra (Management Consultant, Chartered Accountancy Firm, M/s S.K. Chhabra & Co.)

Moderator: **Dr. Ritu Wadhwa**, Faculty, Amity Business School

Session In-charge: **Dr. Manjula Shastri**

3:00 hrs-3:20 hrs

Welcome Address by Session In-charge **Dr. Manjula Shastri**

Dr. Manjula Shastri welcomed all the panel members and students. She emphasized on the motive behind the conference which is to provide an insight in the financial and banking actor transformation. Dr. Wadhwa pointed out that a lot of disruption in the financial sector, and the uncertainty and the health crisis has pulled down almost every sector during the pandemic. Dr. Ritu Wadhwa asked a question to Dr. Danesh Kumar Khatri on what variables researchers should focus on. He replied we can go for disposition and momentum in the stock market, and check the behaviour of investors when the market is going up and going down, researchers can also focus on market capitalization vs GDP ratio as these areas are less explored. Dr. Mohit Kaul pointed out how the pandemic has taken a new shape in the banking sector to which he said, India is expecting a good financial year 2021-22 as a proper growth is expected in the. Dr. Ritu has asked Prof. Satish Kumar how pandemic has affected variables on balance sheet or financial reporting to which he replied due to Covid-19 a lot of opportunities can be seen coming to India as the country is shifting from Chinese products to domestic products and how Chinese items are replaced by handmade items tremendously.

Total Papers to be presented: 16

Participant no 1: (Paper ID- 210) Simran Agarwal and Ritu Wadhwa

Title: Industry Dynamics and Positioning in the Wireless Telecommunications Industry: An Analysis of Vodafone India

Wireless telecom is increasing in Covid-19, two important events in Indian telecom sector- 2g scam in 2011 and the entry of Jio has changed the Indian telecommunication industry entirely. She has used secondary research. Her study was majorly focused on analyzing the growing competition in industry and to analyze the declining graph of Vodafone and the opportunity in the telecom sector.

Comments by Panel: No questions

Participant no 2: (Paper ID- 89) Vanitha Chawla, Dr. Manjula Shastri, Dr. Gireesh Chandra Tripathi, Dr. Urvashi Varma

Title: An Analysis of Turn of Month Effect for BRICS Stock Markets

She explained the turn on month effect and focused on five countries- India, Brazil, Russia, South Africa and China. The study showed that there are high positive returns during the days at the turn of months of all the countries and the turn of the month effect can be used by the investors to exploit the market inefficiency and earn superior returns.

Comments by Panel: Panelists said well-structured paper and appreciated the work

Participant no 3: (Paper ID- 207) Shivangi Ahuja, Ashima Agarwal

Title: Emergence and Growth of Small Financial Banks in India

Study was focused on the impact of small financial banks and how to improve their efficiency further. Secondary data was used in the study. Study concluded that North Eastern India has very limited Small Financial Banks and have very major employment issues and there is huge potential in rural areas and the unbanked sector of the Indian society.

Comments by Panel: Panelists asked to highlight variables used in the study, and suggested to avoid using data in raw form.

Participant no 4: (Paper ID-209) Alka Kumari and Dr Manjula Shastri

Title: Formal Credit for Agricultural Development and Its Impact on GDP In India

She emphasized on how Indian agriculture sector is shifting from traditional agriculture to horticulture, organic farming, and poultry. Study was focused on assessing the relationship between formal agriculture credit and GDP contribution in India and found that there is a positive relationship. She concluded in order to increase productivity of the agriculture sector small scale and medium farmers should be supported by more credit funding.

Comments by Panel: Panelists asked to brief about formal credit and suggest to go for intensive literature review.

Participant no 5: (Paper ID-216) Nazia Hasan, Anjani Kumar Singh and Manoj Kumar Agarwal

Title: Impact of Microfinance and Micro Insurance Services on the Living Standard of Poor Borrowers

She emphasized on how microfinance and micro insurance services affect the living standard of its borrower. In the study she has taken savings as dependent variable and e-services, employment opportunities, healthcare services, education and income level as independent variables and found out that increase in savings is directly dependent upon education facilities, employment opportunities availed, income generated, health care services and the extent of e-services used by borrowers.

Comments by Panel: Panelists asked her to define the criteria for poor borrower

Participant 6: (Paper ID- 168) Neha Shrivastava, Dr. Peeyush Bangur and Dr. Deepak Shrivastava

Title: Factors Influencing Foreign Direct Investments in India

She explained Foreign Direct Investment and how it benefits the country. The study was focused on analyzing the trend of FDI in India in the last 30 years. Study found that FDI trend showed upward graph movement but there is immense scope for improvement in policy and proper allocation of resources are required to support FDI inflow in the country

Comments by Panel: Panelists suggested her that we should focus more on why people are coming to India and going back to their countries

Participant no 7: (Paper ID-126) Lakshay Duggal and Ritu Wadhwa

Title: Role of Payment Settlement System Indicators in Indian Banking Sector

How pandemic promoted cashless transactions, described payment system, payment system indicator. The study focused on comparing the volume and value of electronic transactions. The cashless payments are definitely being accepted on a large scale but the further innovation is required to minimize and limit the security threats, cybercrimes.

Comments by Panel: No question

Participant no 8 (Paper ID-153) Varun Sachdeva, Ritu Wadhwa

Title: A Study on Impact of CSR On Financial Performance of Companies

The study was focused on understanding the Impact of CSR on financial performance. Study found out that the relationship between CSR and net income is positive and there is a weak correlation between CSR and EPS.

Comments by Panel: Panelists asked a few questions about the percentage of CSR.

Participant no 9: (Paper ID-232) Yuvaraj D and Pulidindi Venugopa

Title: An Effect of Past Behavioural Bias on the Investment Intention of Mutual Funds and the Moderating Role of Knowledge

Study was focused on examining the factors that define consumer intention to invest in mutual funds. He used questionnaires and metro cities were targeted. Study found that aggressive marketing campaigns are required to increase awareness about mutual funds. Limitation of the study was that it was conducted in the south Indian region.

Comments by Panel: No questions

Participant no 10 (Paper ID- 241): Sonia Peter, Joity Tomar R.Srinivasan Srinivasan

Title: A Systematic Literature Review and Bibliometric Analysis of Factors Affecting Mutual Fund Flow

She explained systematic Literature Review and inclusion, exclusion criteria used in review of literature. Study found that the United States is leading on maximum publications of paper published on determinants of mutual funds.

Comments by Panel: No comments

Participant no 11 (Paper ID- 226): Mandakini Garg and Dr. Shobhit Goel

Title: Mutual funds- Unlocking opportunities for Investors

She considered economic factors in the last 10 years and studied their impact on growth of mutual funds. Conclusion of the study was that the mutual fund industry has a positive approach towards its growth in terms of AUM and number of investors.

Comments by Panel: Panelists asked that removal of entry load will be injustice for old investors, in her support she said charges should be less to attract new customers.

Participant no 12 (Paper ID-175): Kartik Ramaswamy and Dr. Ritu Wadhwa

Title: Impact of Macro-Economic Variables on the ROA of Bank

Study focuses on macro-economic variables- inflation rate, interest rate, GDP growth rate and their impact on the banking industry. He concluded that most of the Banks have a positive relationship with GDP growth rate and interest rate. He suggested that banks need to adopt defensive moves like improving risk management with advanced analytics.

Comments by Panel: No questions

Participant no 13 (Paper ID-130): Tanushree Sharma, Puja Sharma, Oum Kumari and Shweta Mehrotra

Title: A study of Lead Lag Relationship in Spot and Future Prices of Turmeric Trading

The study was focused on investigating the long run and short run causality between spot price and future price of turmeric. Study found that there is co-integration between spot price and future price of turmeric.

Comments by Panel: No questions

Participant 14 (Paper ID-201): Devyani Mukhi, T.V. Raman and Kanishka Gupta

Title: Effect of Green Banking Practices on Performance: Evidence from Indian Banks

She explained green banking practices. The study was focused on examining the impact of green banking practices on environmental performance of Indian banks. The study confirmed that there is a positive impact of green banking practices on bank's environmental performance. Study also proved that online banking, green finance and green products are related practices were found to have a positive and significant impact on bank's environmental and organizational performance.

Comments by Panel: Panelists asked her to mention few green banking practices to which she replied green ATM, e-banking etc.

Participant 15 (Paper ID -208): Shikha Gangwar, Ashima Agarwal

Title: Impact of Financial Crisis on Indian Banking Industry

Research focused on how Indian Banking sector deals during financial crises. Study proved that banking sector is still under transformation but are strong enough to stand during crisis

Comments by Panel: No question

Participant 16(Paper ID-172): Priya Samant, Anurupa Singh and Ritesh Dwivedi

Title: Decisive Factors of Repayment Problems of Microcredit Borrowers: A Case Study on Microfinance Institutions

She focused on the major repayment problems faced by microfinance institutions to which she suggested that there is a need to improve financial awareness of the borrowers and customized lending models can be inculcated in the system to reduce the difficulties in repayment. Regular analysis of the influential factors resulting in dropout is needed too.

Comments by Panel: No question

Vote of Thanks: Dr. Manjula Shastri proposed vote of thanks for an insightful session.



AMITY UNIVERSITY
UTTAR PRADESH

Valedictory Session

DATE - 26/02/2021

TIME- 17:15 Hrs onwards

List of Esteemed Distinguished Guests:

- Mr. Nitin Mahajan, President- Service Excellence Sales and Assets, Yes Bank.
- Mr. Ashim Das Mathur, Sr. Regional Director South Asia, Dolby Laboratories Singapore.
- Mr. Sandeep Tiwari, President- Usha International.
- Prof. Naufel Vilcassim, London School of Economics, UK
- Prof. (Dr.) Martin Broad, University of Winchester, UK
- Dr. Simon Smith, University of Winchester, UK
- Prof. (Dr.) Pierre Chandon, INSEAD, France
- Prof. Ivan Coste Maniere, Skema Business School, France
- Mr. Richard McCracken, Director, The Case Centre, UK
- Prof. (Dr.) Peter Strokes, LCBS, De Montfort University, UK
- Prof. (Dr.) Leo Paul Dana Professor, Montpellier Business School
- Mr. Saurabh Mittal, Managing Director & CEO, Greenlam Industries Ltd.

The valedictory started with a warm welcome to guests and a video was presented on Glimpses of GLRC 2021 to the august gathering. The opening address of Glimpses of GLRC 2021 and the ABS Vision 2030 - Road Ahead was proposed by Prof. (Dr.) Sanjeev Bansal, Dean FMS, Director ABS, Chairperson GLRC 2021. He started his speech by quoting C Joybell “Ends are not bad things; they just mean something else is about to begin.” He spoke about how research and education is important for the world. He then, showed gratitude towards all the esteemed speakers and Hon’ble Founder president and Hon’ble Chancellor Dr. Atul Chauhan for their guidance and presence during the GLRC 2021 conference. He welcomed all the esteemed guests present in the valedictory session with the virtual delivery of sapling plants.

The event started with the address by **Mr. Nitin Mahajan**, President – Service Excellence Sales and Assets, Yes Bank. He started his speech by addressing the relation of “responsiveness”, “innovation” and “resilience” with growth in the industry. He believes that strategy is innovation itself. In order to keep up with the fundamental changes in the industry today, there must be fundamental changes in the business models that we use today. He quoted the example of GE that how they have changed the ECG machine with time. They have disrupted the change in the best way. He also emphasized on the digital disruption by quoting the example of Netflix which was a DVD rental in its initial years and today has

millions of subscribers online. Netflix was one of the companies which was profited immensely during the time of COVID-19. He assumes that the top 500 fortune companies today will not last in the next decade. He concluded by stating that the challenge we are facing today is which disruption is coming next.

The outcome report of was presented by Prof. (Dr.) Jaya Yadav, Co-Chairperson GLRC 2021. She stated that the two-conference started with an inaugural session where in the theme of GLRC 2021 that is Responsiveness, Innovation and Resilience: Critical Factors for future growth in changing socio-political environment was deliberated in various forum, tracks and research paper presentations. There were many distinguished speakers present from India and globally who enlightened the audience with their multifaceted knowledge and experience. There were four forums namely Operations & quality forum, Marketing Forum, Human Resource Forum, Finance Forum. Simultaneously, five parallel tracks were going on where various scholars, professors and other esteemed guests presented their research paper. The tracks were: General management, Human Resource, Marketing, Finance and Operations.

The session continued with the address by Hon'ble Vice Chancellor Amity University Uttar Pradesh **Prof. (Dr.) Balvinder Shukla**. Hon'ble madam welcomed the guests, senior leadership, faculty members and students. In her address, she shared the perspectives around how the vision of Amity University is to align the research activities with national needs and making India "atmanirbhar". She further shed light on one of the main concerns of pandemic crisis to the education sector and how with the guided vision of Hon'ble Chancellor sir that Amity University ensured no loss of education and learning of the students during the transformation. Even during the pandemic, online activities were organized successfully for Amity students both nationally and globally. She added that more than 25000 webinars in all discipline were organized to benefit the students and researchers. There were 30 online conferences within past 11 months organized in Amity Campuses. There was a smooth shifting of classes from face-to-face mode to online mode. She also spoke the contributions that Amity University made to PM relief fund and the help extended by the Amity foundation in feeding the needy and migrant workers during the pandemic. She concluded her address by thanking everyone for their presence and congratulating Amity Business School for organizing a successful Global conference.

Later Mr. Ashim Das Mathur, Sr. Regional Director South Asia, Dolby Laboratories Singapore addressed the audience. Mr. Ashim Das Mathur is from the very first alumni batch (1995-1997) of Amity Business School. He spoke about the basic dilemma a student faces after the post-graduation and how he found his light by the help of his supportive faculties at Amity Business School. He still considers his two years at the campus as his best years. He focused on the fact that he owes a major part to Amity University as this is the place that nurtured him and helped him to become what he is today.

Mr. Sandeep Tiwari, President - Usha International the next guest is also from the very first alumni batch (1995-1997). He shared his experience with Amity University and the guidance of Hon'ble Founder President sir himself. He spoke about how proud he is to be a torch bearer for Amity. The commendable job that Hon'ble Founder President sir and whole Amity University has done in past 25 years is to grow a family of more than 1,75,000 students which started from being a family of 120 students only. He showed his gratitude to all faculty members and Amity University family and saluted Amity university for its excellence and brilliance growing over the years.

Dr. William Selvamurthy, President, Amity Science (Technology & Innovation Foundation), Chief Controller R&D, Director, Defense Institute of Psychological Research also congratulated team Amity Business School for successful organizing GLRC 2021. Further, he spoke about the importance of Science and research policy, New Education Policy and Atmanirbhar policy. He introduced “Amity Brilliant Research Thunder Group” to the audience.

The visionary thoughts were then shared by **Hon’ble Founder President Dr. Ashok K. Chauhan**, Ritnand Balved Education Foundation (The Foundation of Amity Institutions and the sponsoring body of Amity Universities) & Chairman, AKC Group of Companies. Sir, started on the note that how he was not attending the conference but the love for students and his star alumni didn’t stop him from addressing them. He narrated about his life journey from nothing to biggest Education Group’s Leader. He said how he focuses on the roots and culture of Amity University. He narrated his journey from his first part time job where he worked as a cleaner, cook, floor sweeper and bag bearer (all four at the same time). He inspired the audience by saying that job is in your hands and your “Own will “is everything. He stated that when a person like him who was all by himself in Germany can come so far than anybody can achieve what they want. Sir concluded on the thought that “problem gives you courage”. He thanked the Guests and Professors for their presence. He also advised the Dean to invite the Senior professors from International Institutions of repute who were the awardees, for being Honorary Profession-ships in Amity University.

The event moved on to the Amity Excellence Awards to the following members. Their achievements were introduced and each awardee were invited to deliver their acceptance speech.

The awardees acceptance speech summary is as follows –

- **Prof. Naufel Vilcassim**, London School of Economics, UK

He started by thanking Hon’ble Founder President sir and all the faculty members of Amity University. He then commented on the world crisis other than pandemic that is “inequality between the rich and the poor”. He believes being educated is highly important for removing the gap and inequality and bringing a level play field. It is important to address this problem otherwise it will grow rapidly and be permanent in the coming time. He then congratulated Amity University for promoting education in such a systematic and helpful manner.

- **Prof. (Dr.) Martin Broad**, University of Winchester, UK

He expressed his gratitude for receiving the prestigious Amity Excellence Award. He spoke about the situation of pandemic and how the theme of our conference matches with the current situation i.e., responsiveness to the situation. He quoted that that how some businesses have shut down forever. He also focused on the importance and need of sustainable business in the current scenario. He then thanked and greeted everyone.

- **Dr. Simon Smith**, University of Winchester, UK

He expressed his gratitude for receiving the Amity Excellence Award. Amity University and University of Winchester has been in touch for many years. He looks forward to collaborating with Amity University with various projects in the future.

- **Prof. (Dr.) Pierre Chandon**, INSEAD, France

He thanked everyone for the award and also regretted for his absence in the conference. He also talked about the current situation of pandemic and how the other countries are researching and making a significant change. He showed his interest of vising Delhi and want to attend the future conferences in offline mode so that he can interact with the people more.

- **Prof. Ivan Coste Maniere**, Skema Business School, France

He appreciated the family like work of Amity University. He showed his appreciation towards the faculty who is more like friends and thanked the Amity University for the prestigious Amity Excellence Award.

- **Mr. Richard McCracken**, Director, The Case Centre, UK

He wholeheartedly accepted the Amity Excellence Award. He appreciated the efforts of Amity University. He is very glad with his association with the University. He talked about the case centers of the Amity University and towards the end again thanked the university for the award.

- **Prof. (Dr.) Peter Stokes**, LCBS, De Montfort University, UK

Sir greeted everyone for inviting him and he was delighted to share his time with Amity University. He talked about his 15 years of collaboration with Amity University. He shared his research experiences and recent developments. He thanked for receiving the Amity Excellence Awards.

- **Prof. (Dr.) Leo Paul Dana**, Professor, Montpellier Business School

As he was unable to attend the conference, he shared a message in which he thanked the University for the Prestigious Amity Excellence Award. He also mentioned that India has his heart since his youth. According to him we learn through experiences and grasping knowledge.

Amity Excellences Awards were also given to **Mr. Saurabh Mittal**, Managing Director & CEO, Greenlam Industries Ltd and **Mr. Romit Mukerji**, Managing Director (India), Prospecta Software.

The event came to an end with a Vote of Thanks proposed by Ms. Kritika Dasgupta, Sr. General Manager, Head- Corporate Resource Centre, Amity Business School (AUUP). Ms. Kritika Dasgupta expressed her sincere gratitude on behalf of the organizing team to the Respected Visionary Founder President Dr. Ashok K Chauhan, for providing such a mega platform Amity, Hon'ble Chancellor sir for his guidance and Hon'ble Vice Chancellor Dr. Balvinder Shukla ma'am for her inspiring mentorship. She thanked all the distinguished speakers, Panelists who attended the conference in various forums, Academicians and research scholars who presented their research work in various tracks.

