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UTTAR PRADESH

Amity Business School

8th Global Leadership Research Conference (GLRC-2023)



Theme: Architecting New Tenets for Future of Business

Date: 13th to 15th March, 2023

Inaugural Session – 13th March, 2023

The 8th Global Leadership Research Conference is organized by Amity Business School, Amity University, Noida from 13th-15th March 2023, on the theme “**Architecting New Tenets for Future of Business**”.

The Inaugural Session of the 8th Global Leadership Research Conference started at 03:00 p.m. on 13th March 2023. The event began with Dr. Puja Sareen and Dr. Jaya Yadav welcoming everyone. It was followed by the introduction to Amity Universe and detailed how the conference would witness galore of several Luminaries and activities, including learned paper presentations. The Conference has a Global perspective and several speakers on board will impart insights from industry, academia and research scholars from around the world.

The session began with lighting of the lamp and Saraswati Vandana. This continued with video on Amity University and Amity Business School showcasing Amity Universe.



The session started with the Welcome Address by Prof. (Dr.) Sanjeev Bansal, Dean FMS, Director ABS and Chairperson GLRC. He discussed about Leadership and highlighted how Amity Universe has emerged as a Global Leader. Further, he introduced the theme of GLRC'23 and elaborated that the event is inclusive of two important aspects, namely engagement with members of Y20 (official engagement group of G20) and second segment is on environment and ethics.

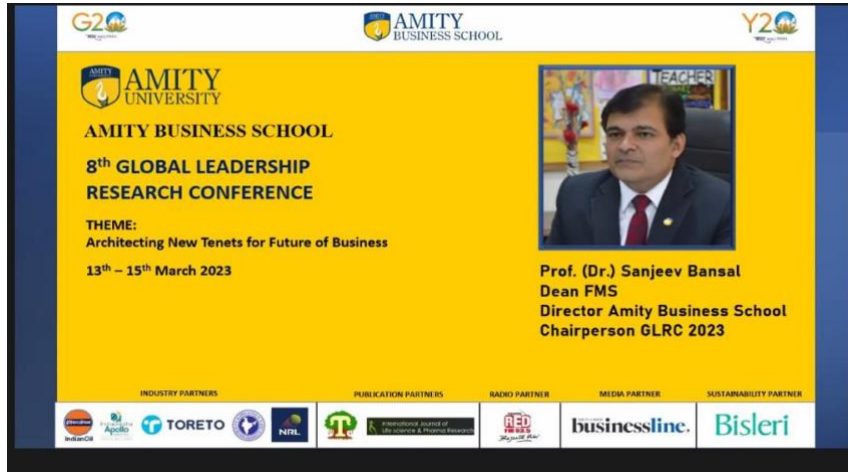


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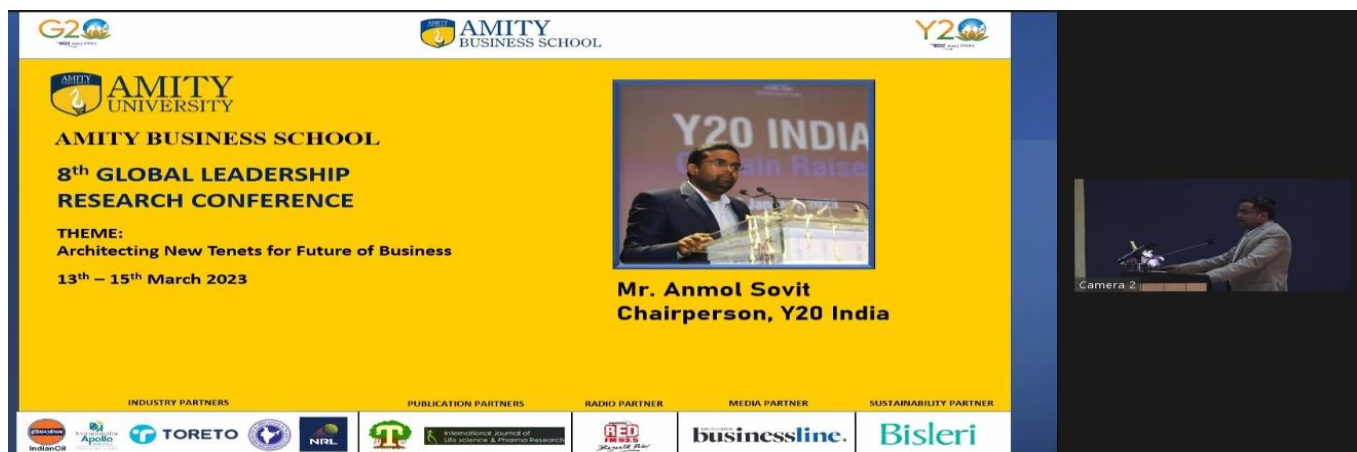


The session had a talk by Y20 representatives on “**Future of Work: Industry 4.0, Innovation and 21st Century Skills**”.

Following were the Guests during this session:

- Mr. Anmol Sovit, Chairperson, Y20 India
- Mr. Anuttam Sen, Vice President - Marketing, Dainik Jagran
- Mr. Lakshit Mittal, Track Chair, Y20 India
- Dr. Karan Thakur, Group Lead – Sustainability & ESG & Vice President – Public Affairs, Apollo Hospitals Enterprise Ltd.
- Ms. Vibhuti Love, Founder, Vistaar Designers Pvt. Ltd.

Mr. Anmol Sovit, Chairperson, Y20 India - Introduced the concept of G20, and elaborated on ‘Viksit Bharat ka Nirman, along with the ‘Panch Pranay’ of Hon’ble Prime Minister Modi, and the power of India in its youth. He then, emphasized on the importance of health- be it physical or mental. He encouraged the audience to lead a balanced life. He exhorted the students to remain "Swast, Mast and Vyast " (Healthy, Happy and Enterprising).





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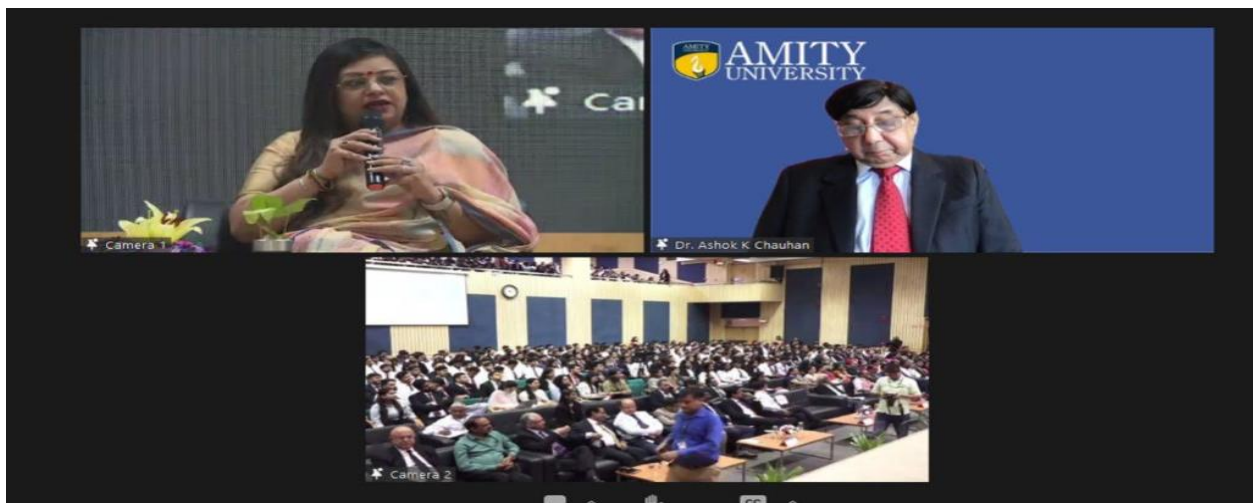
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Respected Founder President, Dr. Ashok K Chauhan appreciated Mr. Anmol on his inspiring speech as the issues addressed by him were very vital. The panel was then welcomed on the stage and introduced to the audience.

Dr. Karan Thakur, Group Lead- Sustainability and ESG and Vice President- Public Affairs, Apollo Hospitals Enterprise Ltd. elaborated on the future of health, and highlighted how it will depend on how the people respond. He continued emphasizing that future of health improvisation will be in AI and reiterated that wearable technologies will be the game changer.



Ms. Vibhuti Love, Founder, Vistaar Designers, Pvt. Ltd., also an Alumni of ABS talked about how the Youth should always be at the service of nation while also reiterating how the industry needs the youth to flourish.



Mr. Anuttam Sen, Vice President- Marketing, Jagran Group, addressed the audience with his key word "innovation", to which he added the word Revolution. He repeated that he regards the youth as the catalyst of change. He mentioned that G-20 is a massive recognition to our progress as a Nation and would lead to encouragement of Innovation and Entrepreneurship.



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Mr. Lakshit Mittal, Track Chair, Y20 INDIA- Talking about Future of work, he emphasised the power of Youth as it has the power to change and do wonders. He discussed how the main source of GDP is service sector, which makes digitalisation is important. India has become one of the leaders of Industrial Revolution 4.0 by channelising our right skills at right time.





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The speakers were then given mementos as an expression of gratitude for their presence.



Introduction to the Conference, GLRC'23 was given by Dr. Jaya Yadav, Co-Chair GLRC'23 and then Prof (Dr.) Vijit Chaturvedi Co-Chair GLRC'23 presented the outcome report of GLRC '22 .

Respected Founder President, Dr. Ashok K Chauhan complimented Amity Business School and Dean FMS & Director ABS, Dr. Sanjeev Bansal for organising this wonderful conference and blessed the students with his motivational words.



Following were the Guests during Inaugural Session :

- Mr. George Angelo, CEO, Bisleri International - Guest of Honour
- Prof. Naresh Gupta M.D., Medical Consultant MAMC, Delhi & Advisor for Haemophilia, Lok Nayak Hospital, President Health Environment Foundation
- Ms. Vishakha Yaduvanshi, Director, MoEA, Govt. of India



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Guest of Honour, Mr. George Angelo, CEO, Bisleri International spoke about key tenets of his business which are innovation, inclusiveness, sustainability, collaboration and engagement. He reiterated how it was important to create opportunities for all, follow transparency in business, embrace diversity and initiatives taken by them. He went on to discuss the change in landscape of consumer behaviour.

During the session Hon'ble Founder President asked Vice Chancellor Madam to confirm from Mr. George Angelo whether he would like to accept Honorary Professorship which he accepted and Vice Chancellor confirmed it to Founder President.



Prof. Naresh Gupta, M.D., Medical Consultant MAMC, Delhi & Advisor for Haemophilia, Lok Nayak Hospital, President Health Environment Foundation & former Director-Professor, Maulana Azad Medical College, Delhi spoke about importance of ethics in life of all individuals. He detailed new concerns and concept of ethics, via a series of real-life events which led to emergence of ethics. He mentioned, the reasons for which, ethics have become an essential in today's world.





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Ms. Vishakha Yaduvanshi, Director, MoEA, Govt. of India addressed the changing world order, also mentioned about geopolitics. She began with addressing the changing world order and also mentioned about geo politics. She emphasised that Digital transformation is the reality of today. She appreciated how India adjusted to the global dynamics, focusing on Human centric globalisation. She reflected on the realities of today and applauded the aspirations of India to become self-sufficient and attain global recognition.



Prof. (Dr.) Balvinder Shukla, Vice- Chancellor, Amity University Uttar Pradesh addressed the audience and graced the occasion with her presence and shared valuable insights. She congratulated the students and organisers and spoke about the importance of learnings that an individual acquires, by participating in such activities. She suggested people to leverage on digitalisation, and advised a blend of ethics and flexibility.





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Mr. Devendra Sura, Treeman of Haryana and Mr. Manish Patel, Messenger of Nature were felicitated with Amity Award for Environmental Initiatives during the function.

Letter of Association were exchanged between CEO Bisleri International and Vice Chancellor, AUUP.



Vote of Thanks was given by Dr. Vinamra Jain, Co-Chair GLRC 2023 which was followed by Cultural performance by students of ABS in the evening.

Sessions during GLRC 2023 on 14th & 15th March, 2023

There were Forums, Parallel Technical Sessions for Paper Presentation & Panel discussions in the following areas:

- **Operations and Quality** : One Forum
- **General Management** : Two Paper Presentation Sessions
- **Marketing Management** : One Forum and Two Paper Presentation Sessions
- **Human Resource** : One Forum and Two Paper Presentation Sessions
- **Finance** : One Forum and Two Paper Presentation Sessions
- **Entrepreneurship** : One Paper Presentation Session
- **Leadership** : One Forum

Operations & Quality Forum: (10:00hrs - 12:00hrs) 14.03.2023

Prof (Dr.) Sanjeev Bansal, Dean FMS & Director ABS welcomed and introduced the Operations & Quality Forum to the guests. He gave a brief idea about quality in operations and supply chain management.



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Following were the guests during the session :

- Dr. Adesh Jain, Chairman, i2P2M & Founder, World Project Management - Session Chair
- Mr Anil Jauhri, former CEO of the National Accreditation Board for Certification Bodies (NABCB) - Quality Council of India (QCI)
- Dr A V Singh, Member of Board of Directors and Chief Sustainability Officer of Bajaj Group of Companies
- Mr. Vaibhav Suhane, GM, Corporate Quality Head, Halonix Technologies
- Dr R S Rai, Director RPSS & Head QAE, AUUP

Dr. Adesh Jain described that vision management is the key and not to put all the efforts in the beginning and rushing is not good for a business in the long run. Vision further should be converted into goals. Goals decide strategies. Projects are the handle to manage and control strategies. And then we move towards operations. He also talked about Quality Management, Contingency planning and Importance of maintenance. He mentioned that words and commitment are extremely crucial and that the ultimate goal is customer satisfaction. Maintaining quality and operations in any organization is vital. Quality of decision improves drastically with data availability and quality. Data is infinite but we need to categorize it into small sets. Most important are personal qualities like integrity, honesty.

Ultimately for an organisation, it is the customer. If the customer is happy then we move to team joy and lastly we move to self joy. Self- joy is when we feel good that our customer is delighted. Lastly Human dimension is the master key. Innovation in India will lead to unlocking new opportunities was the concluding line given.

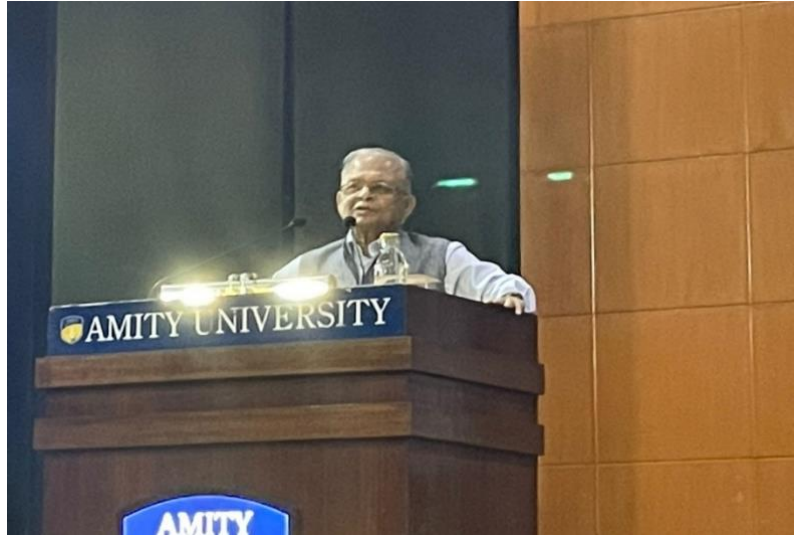


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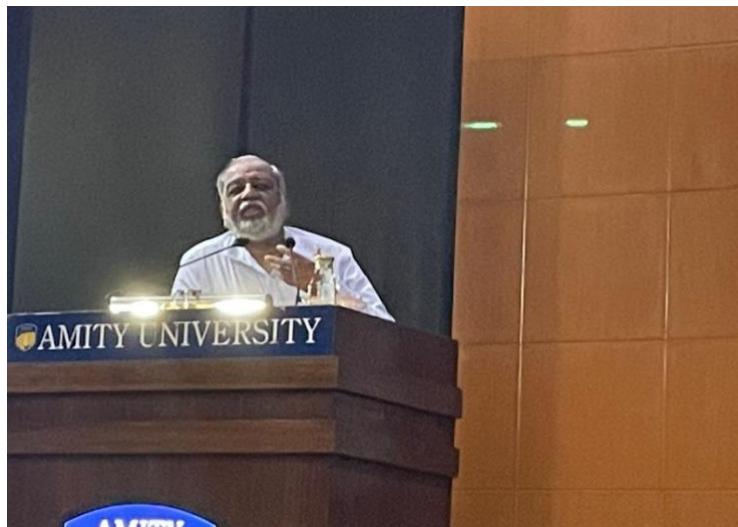
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Mr. Anil Jauhri started the presentation by thanking the panelists and Dean(FMS). He said that quality is a major driver for products and services in the market. Standard means quality standard. There are sectors like healthcare, education, aviation that are regulated and need approval. International and domestic regulations on quality were distinguished in his discourse.



He also spoke about the Domestic Regulations , Voluntary standards of Several sectors in India like food, pharma, electronics/IT good, electrical appliances, LPG cylinders, partially medical devices and other than some sector specific Acts (FSSA, D&C Act, etc), most regulation under BIS Act - Line min notifies - compliance to BIS standards - sometimes adoption of 150/IEC standards (like toys, electrical safety).

Dr A.V Singh spoke about Benchmarking and attributes and rewarding journeys. Expectations are always very high and continuous improvement is the key to bridge this performance gap. Benchmarking is best of best. Benchmarking is necessary because:

- * To achieve Business & Competitive Objectives.
- * Goals & Objectives Based on External Environment.



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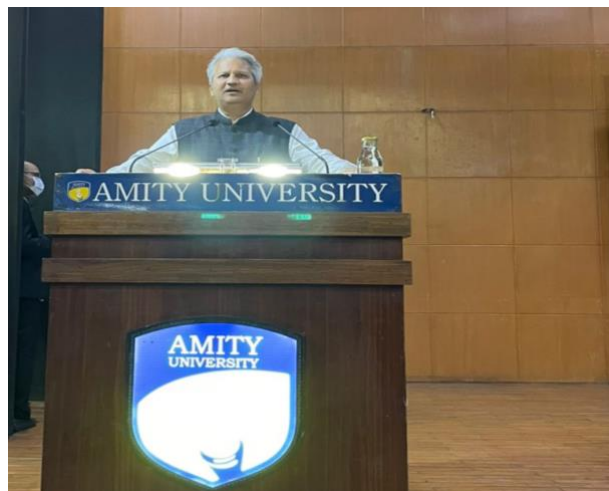
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- * Cost Efficient.
- * Continual Improvement & New Development.



Dr. R.S. Rai started with a discussion on technologies and the emerging technology like Artificial Intelligence and Big Data then about the theories of quality management. How to manage quality for people from different cultures is a question raised by him. He also discussed the role of women in quality management principles. He believes that women carry out tasks more systematically so if women are in leadership positions it will help the organization attain its goal.



Mr. Vaibhav Suhane extensively talked about Quality assurance in manufacturing industries. He started by giving a brief about the company he works for which is Halonix. He also showed the journey and evolution of their company. Some of the company achievements like PAN India presence, corporate tie up with industry giants and received awards. Customer service is good and delivering/ catering to their needs is a necessity to business growth, better work environment and sustainability. He believes that India will be number 1 in



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manufacturing in the next 20 years in the electronic and defense industry. Halonix takes customer feedback very seriously and takes corrective measures. He discussed the Hallmark given on the electronic goods and its importance in the quality that it determines. He concluded on the notes that quality is never an incident, it is always a result of intelligent effort.



Dr. Sandeep Mathur, Professor ABS gave the vote of thanks where he thanked session chair, speakers, student team, faculties and the IT team of Amity Universe.



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Marketing Forum: (12:00hrs - 14:00hrs) 14.03.2023

Theme – Customer Experience : Future of Marketing

Dean FMS & Director ABS, Dr. Sanjeev Bansal, Chairperson of GLRC 2023, welcomed the guests to the Forum. He spoke about the changing scenario of customer experience of the people and how business are leveraging automation to speed up their processes and services to improve the customer experience.



Prof. (Dr.) Ramesh Bagla, Head of the Marketing Department, ABS gave succinct introduction of the theme of the Forum. He stated that having a customer-centric mindset and focusing on developing amazing customer experiences has become the key to business growth. He shared two interesting real-life stories showing 2 extremes of his experience as a customer with 2 leading brands to highlight the importance of customer experience. He requested Dr. Sapna Popli to moderate the session.



Following were the guests during the session :

- Dr. Sapna Popli, Professor, IMT Ghaziabad: Session Moderator
- Ms Namita Tiwari, Marketing Director, Wipro
- Mr. Tanmoy Saha, Associate Director, PwC India
- Mr. Pankaj Dubey, Founder, DSPIN Consulting
- Mr. Amit Mishra, CEO, South & Southeast Asia, MSL Group



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- Mr. Ram Panwar, APAC Marketing Leader, IBM Consulting
- Mr. Manik Mahajan, Director - Digital Marketing and E-Commerce, Philips Home Appliances



Dr. Sapna Popli began her address by expressing her appreciation for the timely and relevant conference and the session theme. She emphasized the significance of companies evolving as organizations to match global standards, citing the fact that only around 30% of Indian companies were able to do so in the last decade.

Dr. Popli suggested that the discussion commence with the esteemed speakers to make optimal use of the time and allow ample time for Q&A. This would ensure that participants get the most out of the session and can engage with the speakers on the topic of the session.

She highlighted that it is critical for companies to stay abreast of the latest market trends and consumer preferences to remain competitive in the ever-evolving business landscape. This requires businesses to be agile, flexible and adaptive in their approach, constantly seeking ways to innovate and improve their offerings.



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Ms. Namita Tiwari spoke about how technology is driving customer experience, each company is prompting to provide better experience and benefits in addition to their products. She also spoke about the passion she has towards the tech driven market and her addresses on change leadership at various forums. She expressed her views on AI enabled world and few platforms such as Metaverse and ChatGpt. She highlighted the notable features of agile organizations that can quickly adapt to changing market trends and consumer preferences.

Mr. Pankaj began his address by emphasizing the critical role of human touchpoints in customer engagement, despite the changes enabled by technology that have set new benchmarks for customer expectations. He emphasized that in today's highly competitive market, companies cannot afford to provide a poor customer experience as even one bad experience can lead to a loss in revenue generation capacity.

Mr. Pandey then highlighted the emergence of Virtual Reality (VR) as a replacement for experimental marketing, which can enable companies to provide a different and meaningful experience to their customers. He explained how VR can engage all the senses of the consumer, thereby creating a more immersive and impactful experience compared to traditional marketing methods.



Mr. Tanmoy Saha elaborated on how citizens across the world are increasingly being engaged as consumers, and compared this trend to that of private companies. He emphasized that India is on a better trajectory in terms of digital adoption and cited various initiatives taken by the Government of India to improve the overall consumer experience.



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Mr. Saha explained that India has made significant progress in various domains such as travel, payments, medical services, and purchasing, and has attracted attention with data-based studies that highlight India's future path looking better than many other countries in providing its citizens with a better consumer experience. He emphasized that India is slowly shifting towards a consumer-centric approach, with a focus on enhancing the customer experience. He stated that various government services for the public such as Digilocker, Aadhaar System, Passport Seva Kendra etc. have helped in multiple ways to simplify the problems of the common people.

Mr. Amit Misra emphasized the importance of the human touch in building successful public relations. He noted that the human touch involves taking complete ownership, which is critical for success. He illustrated his point by citing the example of Amazon, where the human touch has played a significant role in its success and in providing value to its customers. Mr. Amit explained that building ownership as part of the process and providing a pleasant human touch to customers should be a standard process in all organizations. He further highlighted the importance of the human touch with an example from Oberoi Hotels, where a survey revealed that the key to their success was providing an excellent human touch at each contact point.

Mr. Misra emphasized that the human touch is not just about personal interactions, but it also extends to other areas such as customer service, product design, and brand messaging. He encouraged the audience to prioritize the human touch in their organizations and focus on creating a culture of ownership, accountability, and excellent customer service.

He reiterated that the human touch is critical for building successful public relations and emphasized the importance of incorporating it as part of the standard process in organizations.



Mr. Manik Mahajan began his address by sharing his personal experience in the FMCG industry and how he provided a personal touch to his customers. He then went on to explain the value and importance of customer experience by citing the success of a premium quality grinder in India as an example.

He highlighted the importance of engaging with customers and understanding their needs through keen observations, which plays a vital role in generating revenue. He emphasized that adding value to customer expectations should be the approach adopted by companies to gain market share and provide real value to their customers. Mr. Mahajan stressed that companies should focus on creating memorable customer



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experiences to build strong relationships and increase customer loyalty. He also explained how personalization and customization can help companies cater to the unique needs and preferences of individual customers.



Mr Ram Panwar began his address by emphasizing the significance of every touch point in the customer experience as it becomes a benchmark for their expectations in future interactions. He then highlighted the role of IBM Interactive Wing in providing solutions to companies for improving their customer engagements. Contrary to popular belief, Mr Panwar dismissed the notion that AI technology will replace human interaction and emphasized that these technologies are merely enablers.

He stated that a creative human touch will remain crucial in providing satisfactory customer experiences. To support his argument, he cited a survey report of 500 CEOs, which revealed that the best-performing companies were those that were more customer-centric. Mr Ram concluded by emphasizing that the human touch should be spread throughout the organization and not just limited to the CMO's role.

Chairperson of GLRC 2023, Dr, Sanjeev Bansal felicitated all the distinguished guests with Mementoes as a token of gratitude.

The session was wrapped up by a vote of thanks by Dr. Ramesh Bagla, Convener of the Marketing Forum.





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Leadership Forum: (14:30hrs - 17:30hrs) 14.03.2023

The Leadership Forum began with the Amity presentation video and an inspirational welcome speech by Dr. Sanjeev Bansal, Dean FMS and Director, ABS to the leaders from industry and academicians which consist of following three themes :

- Avgaahan from Bhagwad Gita: Insights for rewiring New DNA for Leadership
- Leadership in the Era of Digitalization and Diversity with special focus on Women Leadership
- Eminent Doctors and Medical Experts on Mental and Emotional Well-Being

The screenshot displays a Zoom meeting interface. The main content is a presentation slide for the Amity Business School 8th Global Leadership Research Conference. The slide has a yellow background and features the Amity University logo at the top left. The text on the slide includes: "AMITY BUSINESS SCHOOL", "8th GLOBAL LEADERSHIP RESEARCH CONFERENCE", "THEME: Architecting New Tenets for Future of Business", "13th - 15th March 2023", "LEADERSHIP FORUM", "THEME: Leadership Talk on Avgaahan from Bhagwad Gita : Insights for Rewiring New DNA of leadership", and a portrait of Dr. Sanjeev Bansal, Dean - FMS and Director - Amity Business School. Below the portrait, the text reads "Dr. Sanjeev Bansal, Dean - FMS, Director - Amity Business School". At the bottom of the slide, there are logos for various partners: Industry Partners (Bharat Petroleum, Indian Oil, etc.), Session Partners (Britannia, Tata Motors, etc.), Publication Partners (NGSL, etc.), Radio Partner (Radio City), and Sustainability Partner (Bisleri). The Zoom interface at the bottom shows 12 participants and various controls like Unmute, Start Video, Chat, Share Screen, Record, Show Captions, Reactions, and Apps.

Session 1 - Avgaahan from Bhagwad Gita: Insights for rewiring New DNA for Leadership

Dr. Vijit Chaturvedi, Professor, ABS welcomed the Guest Speakers before the commencement of the first Technical Session on Leadership Forum with Bhagwad Gita prayer.

Dr. Sanjeev Bansal, Dean FMS & Director ABS in his welcome address stated that this is one of the sessions that he was waiting to deliver to the students. The leadership forum had three sessions. The session provides an insight for rewiring the New DNA of Leadership where the speakers discussed about Bhagwad Gita which gave leaders a great vision as they are unconditional leaders and role models.



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During this session the following were present :

- Dr. Meena Mahajan, Founder of Siddhi Foundation powered by Humanity - a Spiritual Guru, Social Impact Leader and Founder of charitable organization “Siddhi”
- Mr. Suhaib Ilyasi, Editor-in-Chief, Bureaucracy Today - An Indian Television Producer and Director, who conceptualized and hosted first notable crime show, India’s Most Wanted, Editor of the news magazine Bureaucracy Today.

Dr. Meena Mahajan in her address stated that she has been associated with Amity for a long time. She shared that her work with people of criminal nature has changed her perspective to a great extent. Also spoke about the ancient texts and has even translated the texts for the younger ones to understand.

The speaker has also written books related to Bhagwad Gita and recited a few ‘shlokas’ or verses which enabled the audience as well as the panelists to gain a new perspective of life. She spoke about relevance of different Chapters of Gita for facilitating our decision making in life thus moving from conflict to contentment.





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Mr. Suhaib Ilyasi quoted verses from the Bhagwad Gita in his address. He appreciated the facilities and curricula of Amity Business School. He pressed upon the importance of the Gita and suggested the audience to read the same regularly. Mr. Ilyasi also highlighted the importance of the Gita in the development of medical sciences which included sustainability as well as the concept of DNA.

The session was moderated by Dr. Sanjeev Bansal, Dean FMS & Director ABS which was concluded with Q/A session.

Dr. Sanjeev Bansal, Dean FMS & Director ABS felicitated the guests followed by vote of thanks by Dr. Vijit Chaturvedi, Professor, ABS.





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Session 2 - Leadership in the Era of Digitalization and Diversity with special focus on Women Leadership

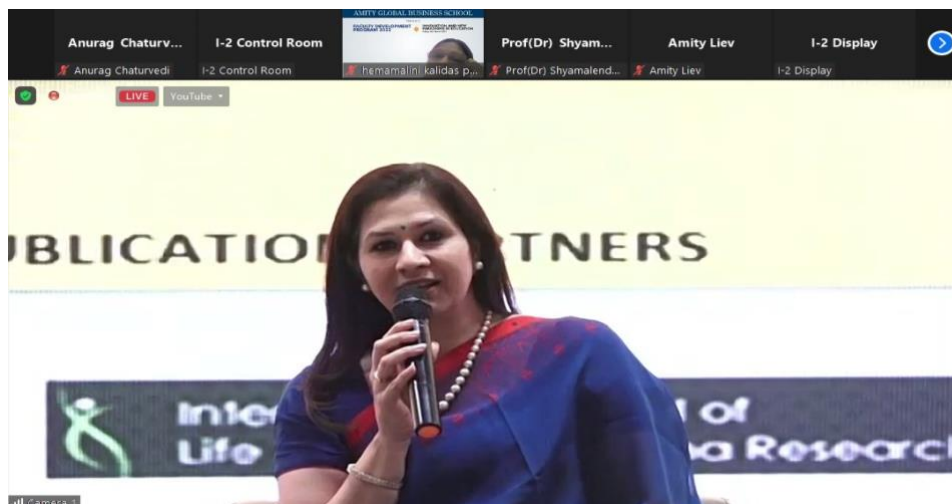
Dr. Anshu Singh, Asst. Professor, ABS welcomed the Guest Speakers and highlighted the essence of present women Leaders in the second Session on Leadership Forum.

Dr. Sanjeev Bansal, Dean FMS & Director ABS in his welcome address shared the role and importance of Women Leaders and appreciated their contribution to the society:

- Ms. Pooja Chauhan, Chairperson, AHF & ASFD - Guest of Honour
- Dr. Debjani Roy, CHRO, Mind Your Fleet (Kromozones Software Pvt. Ltd.)
- Dr. Runa Maitra, Founder and Director, People Talent International
- Dr. Rachna Yaduvanshi, ARTO, Agra
- Dr. Yeliz Karaca, Associate Professor and Senior Researcher, University of Massachusetts



Madam Pooja Chauhan in her address congratulated Dr. Sanjeev Bansal for organizing the wonderful conference and appreciated the audience who will learn from experienced speakers. Ms. Chauhan elucidated the positions that women have taken in decision making.





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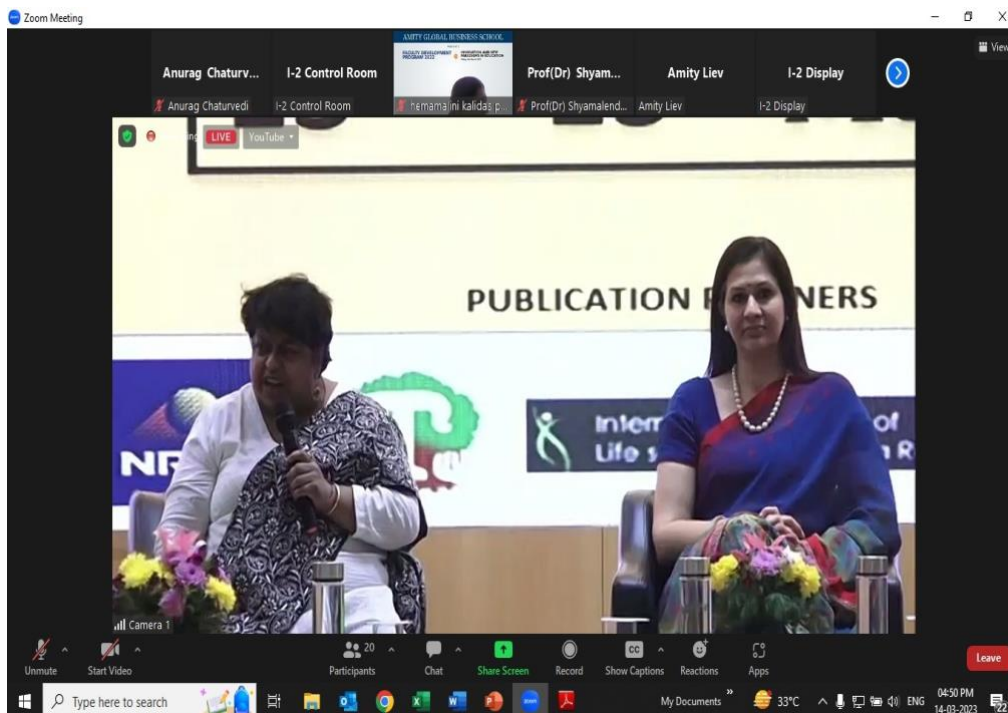
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Dr. Rachna Yaduvanshi shared that women are natural born leaders which she explained with multiple instances that motivated her to dream big. She throws light upon inclusivity and importance of diverse leadership.



Dr. Debjani Roy stated that she was a mother when she started her MBA. She faced back lash and discouragement from lot of people, but her support system was her mother-in-law. Dr. Roy shared the challenges of women leaders.





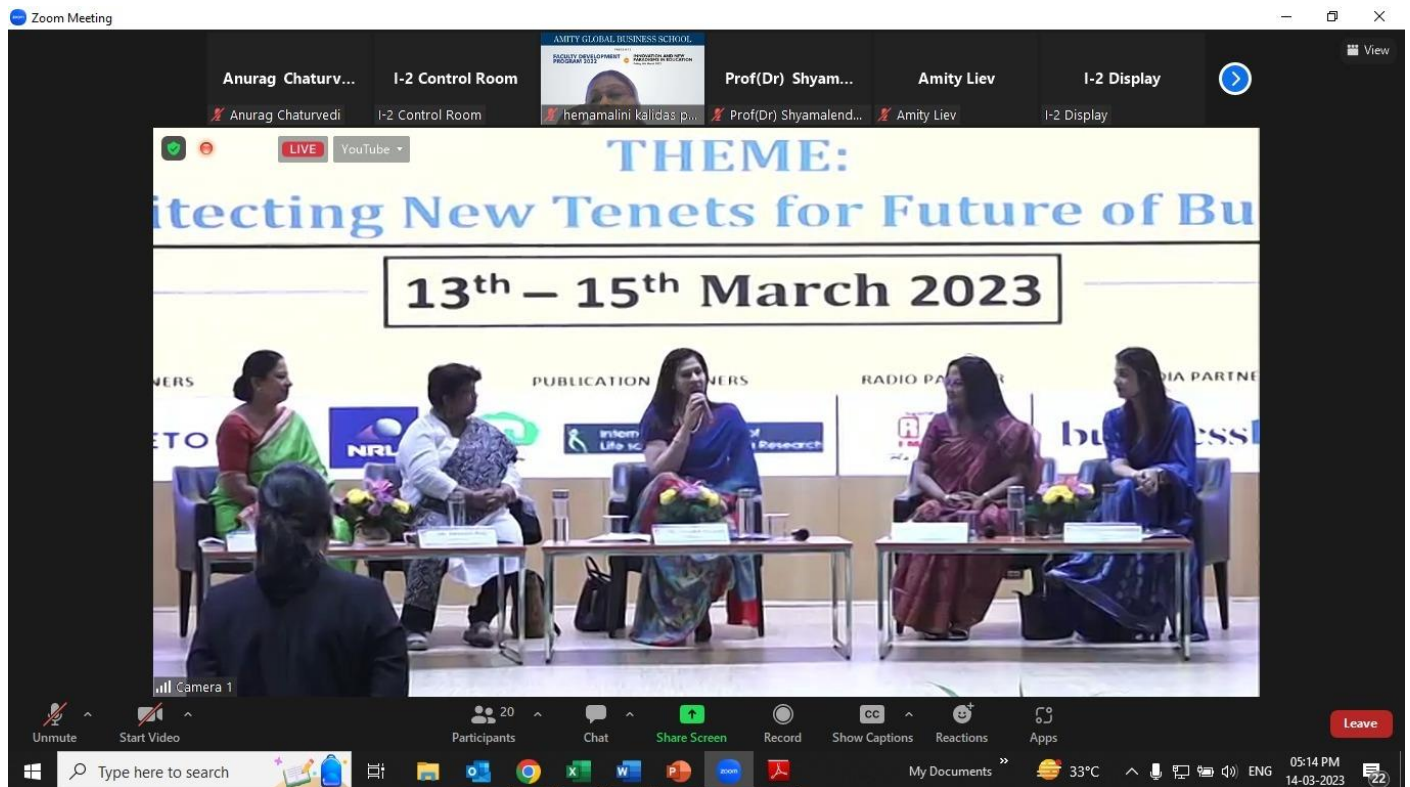
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Dr. Runa Maitra greeted the students and started her address with heart-warming words of her long term association with Amity University. She applauded the initiatives taken by Amity University for budding professionals. Dr. Maitra stated that Gender diversity in coming era will be prevalent and women with a lot of experience will get into challenging roles.





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Mementos were presented to all the esteemed guests by Dr. Sanjeev Bansal, Dean FMS & Director ABS and Dr. Anshu Singh, Assistant Professor proposed the vote of thanks.

Session Moderator : Ms. Indu Sharma, Chief Manager – Marketing, Jagran Prakashan Ltd.





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Session 3 - Eminent Doctors and Medical Experts on Mental and Emotional Well-Being

Following were the Guests during the Session :

- Dr. Ritu Gupta, President, Academy of Pediatricians
- Dr. Mohit Gupta, DM (Cardiology), Professor of Cardiology, G.B. Pant Hospital
- Dr. Rajdeep Singh, Professor, Maulana Azad Medical College

Dr. Rajdeep Singh talked about Emotional well-being and stated that as a leader you must trust your team and hand over them the duties. He advised to have a good circle and always maintain a good sleep. Dr Rajdeep emphasized on role of leadership in the emerging facets of health care industry.



Dr. Mohit Gupta stated that the leaders are the servants to this nation, you have to empower and lead them to a beautiful journey. If you want to bring change the day is today. Dr Gupta through many true cases as stories explained how with self-belief and determination one can resolve any problem.





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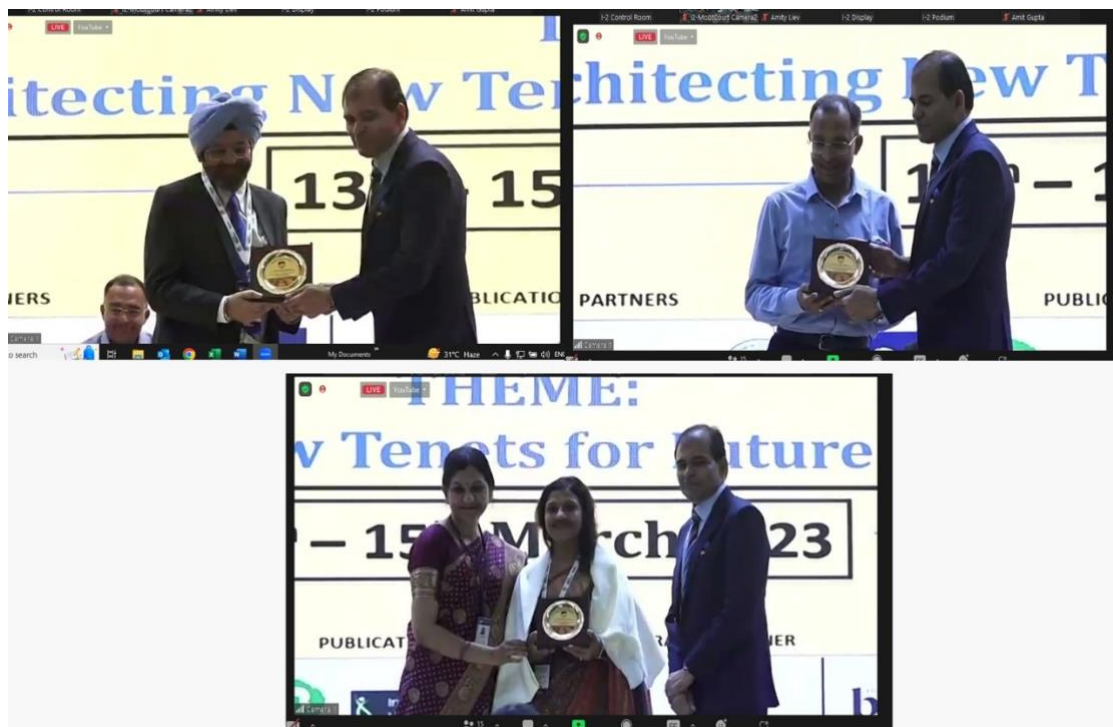
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Dr. Ritu Gupta congratulated and gave thanks to all present and all Amity dignitaries. She appreciated the theme of this GLRC and how we are building the world which everyone is dreaming of and quoted “If your actions inspire others to dream more, learn more, do more, become leader, you are a Leader” by John Quincy Adams. Emotional wellbeing and mental wellness is all about how being emotionally intelligent makes you a leader. She emphasized on how we can train our mind to master our skills and become better human beings.



Mementos were presented to all the esteemed guests by Dr. Sanjeev Bansal, Dean FMS & Director ABS.

The day concluded with Kathak Recital by Ms. Kartika Singh, Senior disciple of Padmashri Shovana Narayan in the evening. The danseuse presented a performance on the life of Yashodhara, wife of Gautam Buddha.





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Finance Forum: (10:00hrs - 12:00hrs) 15.03.2023

Theme – Reimagine the Finance operating Model for fostering new skills and capabilities

The Global Leadership Research Conference 2023 has been organized by Amity Business School, Noida from 13th-15th March, 2023. The conference theme evoked: Architecting New Tenets for Future of Business. The topics covered in the Finance Forum included the sub-theme: Reimagine the Finance operating Model for fostering new skills and capabilities.

Following were the guests during the session who were welcomed with saplings by Dean FMS & Director ABS :

- Dr. R.K. Singh, Chief General Manager, SIDBI
- Dr. Aseervatham Achary, National Coordinator of Documentation & Library Department, Bharatiya Janata Party
- Dr. P C Tulsian, Former Principal, Ramjas College, University of Delhi
- Ms. Jayasree Madassery Gopi, Deputy Director General, Dept. of Financial Services, Ministry of Finance, Government of India

The guests were welcomed with a sapling before the commencement of the finance forum.





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Prof. (Dr.) Sanjeev Bansal Dean FMS & Director ABS addressed the leaders from the industry and academicians. He discussed with the esteemed gathering regarding them as the “Masters of Finance”, he also emphasised on the importance of Financial Literacy. He mentioned that the Forum aims to enlighten the students from various backgrounds about the future of finance.

Dr. R.K. Singh, Chief General Manager, SIDBI initiated his address by familiarising about SIDBI to the audience by regarding them as playback singers of medium, and small medium enterprises in the country. He further talked about the role of SIDBI in the role of empowering the Indian ecosystem. Dr. Singh talked about several initiatives of SIDBI, with aim of connecting technology with finance, Stand up INDIA, Stand up Mitra. He also discussed about the scope of Management students in Entrepreneurial development. Further he mentioned some of the banking aids to the aspirational entrepreneurs, such as contactless lending, better and easy access and PSB59.



He mentioned that bankability is the key to banking. He suggested that we should channelise our resources to turn our dreams into reality and reality into enterprising. He, then added that upskilling and constant reskilling is required, along with it, timely alignment is important. He mentioned that we are entering into a carbon neutral nation. Dr. Singh advised aspiring entrepreneurs to take banker along with them and communicate effectively, He advised the steps to entrepreneurial success - Map the Indian youth, challenges and opportunities as per district, state and country level, to understand the requirement of the nation, the focus



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should revolve around the gaps unskilled into skilling fold. While concluding his speech he recapped about the valuable steps taken by government to promote entrepreneurial culture in India.



(CA) P C Tulsian, Former Principal, Ramjas College, University of Delhi began by highlighting that regardless of the background, each human is familiar with finance (Laxmi). He talked about his passion of teaching, reading and writing. He then suggested the students to watch CNBC (news channel) Shark Tank, in order to learn about the various aspects of real-world finance and entrepreneurship. He expressed his agreement with PM Modi's vision of creating a billion dollar Indian Economy, and advised a mindset of business vision, by adding that, upcoming years are the years of youth. He mentioned that theoretical knowledge should be backed with practical exposure, through case studies and projects. He suggested creation of case studies, on the recent financial crises - Stock market and crude oil during Covid 19 times. He emphasised on the importance of being aware of the current affairs such as Silicon Valley Bank crisis.

Further, he highlighted the reasons of the emerging business trends, such as technology, market dynamics, consumer preferences, change in societal and environmental priorities and innovation. He mentioned that customer satisfaction, sustainable finance, Digital transformation are realities of today, and data analytics is the demand of future. He concluded his speech with a detailed study of Silicon Valley Crisis, which were eventually followed by some of his inspiring mottos of being humble in life.

Dr. Aseervatham Achary, National Coordinator of Documentation and Library Department, Bharatiya Janata Party Numbers are part and parcel of our life, as an alumnus of Amity he took the audience on the journeys of previous GLRCs, and thanked Prof. (Dr.) Sanjeev Bansal, for his constant support. While money is important, yet it is not the utmost important thing in life. He discussed corporate governance of financing. Money should be ethical and gave the case of Dhirubhai Ambani and the differences, in their business acumen due to variation in their engagement with corporate governance. He then emphasised the importance of honesty and ethics in success of any business. Dr. Achary concluded his speech with a suggestion of upholding the honesty and ethics to have a peaceful life and be respectful managers and citizens of the nation.



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Ms. Jayasree Madassery Gopi, Deputy Director General, Dept. of Financial Services, Jt. Secretary (Equivalent), Level 14, Ministry of Finance, addressed the gathering by congratulating for organising, such a prestigious event. She then emphasised on the importance and prominence of Finance Function. Finance function begin in the very first stage of any venture and goes until the end. She, then highlighted that the role of finance function has expanded with the help of evolution in technology and finance infrastructures. The data so produced by finance function provide very valuable insights for other departments of the organisations to work accordingly. She mentioned some of the government initiatives, which allowed the expansion of the horizon of the finance function along with the widespread of financial literacy. Govt acts as a facilitator for the same. Digital transformation has eased the process of using finance function to its full potential. She suggested that before switching to software and technology, it is essential to have pen-paper knowledge of everything. She added that legitimacy of actions, can only be there when public value is created. Customer loyalty is one way to enjoy customer and interpersonal relationships. Being observant, watchful, and imaginative are a few attributes to become successful in life.





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Dr. Lakhwinder Kaur Dhillon, Associate Professor gave the vote of thanks.

Dean FMS & Director ABS felicitated the guests.





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Human Resource Forum: (14:00hrs - 16:00hrs) 15.03.2023

Theme – Redefining HR Landscape: Navigating Through the Moving Goalposts

Dean of FMS and Director, ABS (Prof.) Dr. Sanjeev Bansal warmly welcomed the guests to HR Forum followed by a brief on Amity's journey, its Global presence, Human Resource forum. Theme of the forum is to discuss about Redefining HR Landscape: Navigating Through the Moving Goalposts.

He gave a broad exposition on the theme of the topic, deliberated on the uncertainties of the current times and how organisations to be successful need to transform the acronym Volatile, Uncertain, Complex and Ambiguous (VUCA) world into Vision (clear vision for the organisation and its associated mission, values, and strategy), Understanding (particularly the capacity of leaders to pause, look, and listen to employees and customers), Courage (daring to make decisions, even if they carry a risk), and Agility (being flexible in adapting to this rapidly changing environment without altering the strategic course).

Dr. Bansal observed that in today's business climate, companies should be made up of people from various professional and personal backgrounds, as well as those with various life experiences, knowledge, and cognitive styles. For today's business, diversity is a natural choice. And inclusion is the differentiator. He narrated that the workforce of today is made up of several groups, each with unique work habits, expectations, and communication styles. It is rightly characterised as a multi-generational workforce. Employers can support their company objectives by putting in place strategies that make the most of a multigenerational workforce. He further elaborated that alternative workplace models, like coworking spaces, digital working centres, on-demand spaces, and office clubs, are starting to appear in major cities,



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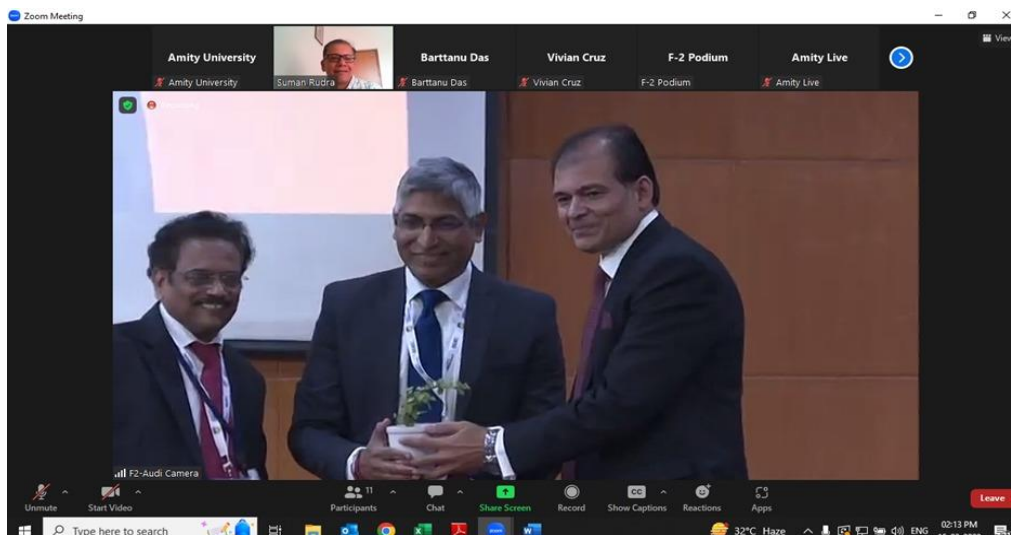
which is an area HR has to grapple with and resolve in the future. Further, he narrated that the biggest change factor in today's world is Technology, and observed that the development of the workplace will be significantly influenced by automation and artificial intelligence. It can be difficult for HR to assume the lead in the transformation, but it is necessary.

He thanked the guests individually for being a part of this session and making this a successful and insightful one. On behalf of the session convenors, he thanked everyone and began the session.



Following were the guests during HR Forum who were welcomed with a sapling by Dean FMS & Director ABS:

- Mr. Ajaya Kumar Sahoo, Head (HR), NTPC GE Power Services Limited - Session Chair & Moderator
- Ms. Vivian Cruz, Chief Organization Capability Officer, I-LEAP PHILIPPINES & FORMIDEA (online)
- Mr. Suman Rudra, Vice President Human Resources, BYJU'S, Bangalore (online)
- Mr. Rajiv Kumar, Vice President & Head – HR, ElectrifiAi, Noida
- Mr. Barttanu Das, Head- Human Resource - HO, Corporate HR, L&T (online)



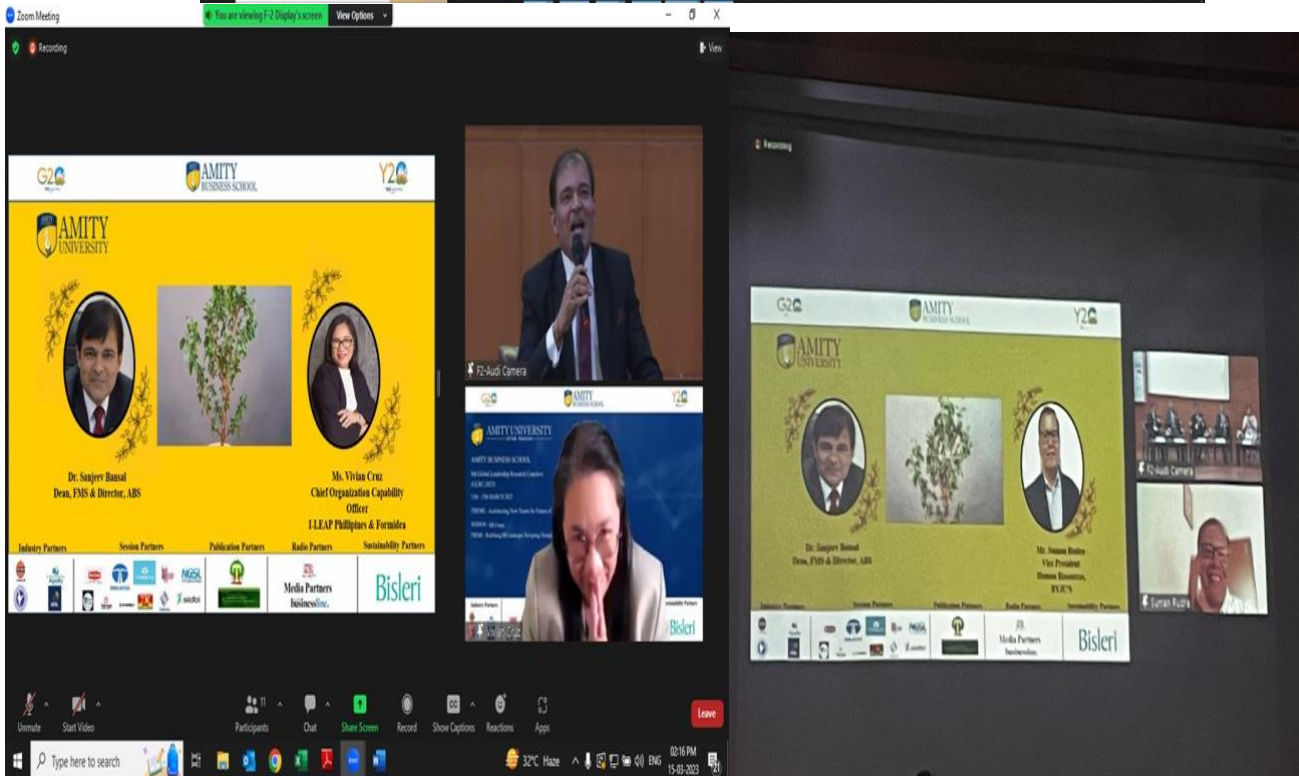


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Dr. Paritosh Mishra, Professor, ABS while introducing the theme to the audience observed how many companies in the Fortune 500 list from 1955, have since become extinct. He narrated that in this Company-



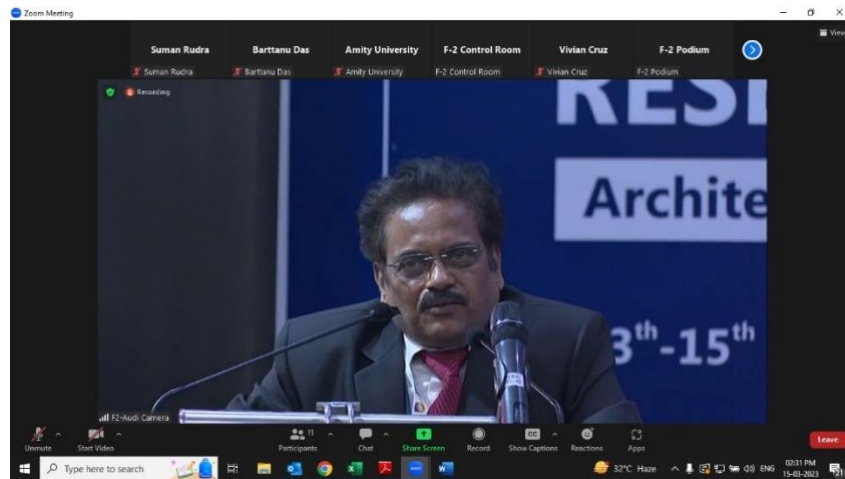
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eat-Company world, if organisations don't change, they might as well perish, dying of changes in their environment. But then change is a difficult process and it is fraught with fear, pain and suffering. Taking forward Dean's observations on Technology, he narrated the Moore's Law and explained how the speed and efficiency of technology doubles itself every 12 months or so. In essence, this implies that innovation in today's world gives only a six-monthly advantage.



Mr. Ajaya Kumar Sahoo, Head (HR), NTPC GE Power Services Limited began with complimenting the management of ABS for choosing this theme for the session. The term moving goalpost was focused upon. He explained that it would be very difficult to score a goal if the goalpost is moving. He mentioned 3 important lessons he has learned that we need to identify our target, target alignment and ambition. He asked the various panellists to share their views over the theme of the session. He allocated subthemes about which the other panelists would be speaking. He shared that many corporates are following diversity and inclusion with an example of Lemon Tree Hotels, which has dumb and deaf employees. The speaker mentioned the need of the digital transformation in business, along with the ways in which organizations are utilizing the digitalization.





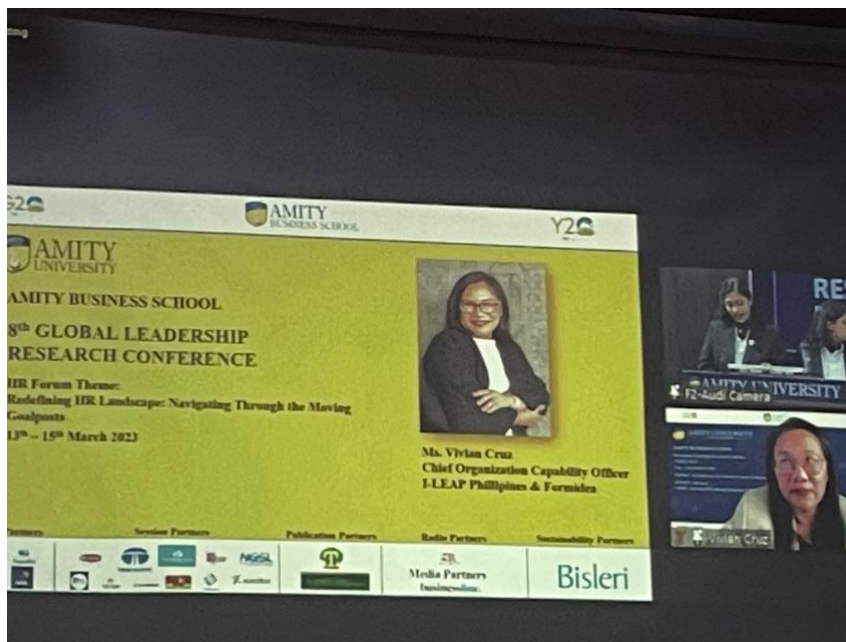
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Ms. Vivian Cruz, Chief Organization Capability Officer, I-LEAP PHILIPPINES FORMIDEA spoke on the theme of diversity and inclusion. She started by highlighting the example of CEO Action for Diversity and Inclusion. She discussed about the business need of diversity and inclusion in the organization. She explained Diversity as bringing people together who have different beliefs, racial and ethnical backgrounds or different identities and Inclusion as the achievement of a work environment in which all individuals are treated fairly and respectfully, have equal access to opportunities and resources, and can contribute fully toward an organization's success. She explained the benefits of diversity from various perspectives. She observed that there is a significant relationship between having a more diverse leadership team and better financial performance. Much of this is due to receiving broader perspectives on product innovation and in serving diverse customers, and to identifying creative ways to solving business challenges. She further observed that D&I practices help build strong employer brand that attracts top talents and also help in company's ability to retain top talents. She focused on steps to attain organization maturity, with some personal experiences at various companies such as AES, Lamoian Corporation, etc. Then, the best practices for an inclusive organization have been highlighted by the speaker.



Mr. Suman Rudra, Vice President Human Resources, BYJU'S, Bangalore began his session on the theme Millennials and GenZ, that is, the multi-generational workforce. The millennials are retiring earlier not just because of age but choice as well. He discussed about the GenZ first with some aspects such as individuality, experience, inclusivity and equity, and flexibility.

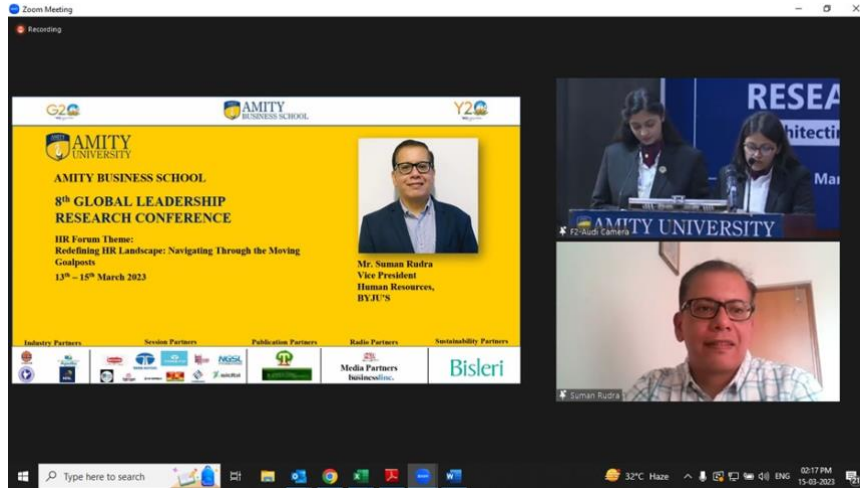


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The kind of the employees at the organization make a lot of change. He discussed about the life beyond work and mentioned that the rules have changed and can be defined by the workforce rather than the employer. Now, work is no longer the priority but a part of life. Hiring on jobs is a big challenge and it is moving from being employer centric to employee centric now. When it comes to higher skilled employees or employees in organised sector, the standardisation of work was the need; but nowadays, customization has impacted organisations in every sphere of life. Customised experience surpasses the standardised experiences for which technology should be used and thus deliver the requirements of individual experiences. The prospects of career and life satisfaction have changed over the years, individual ambitions have come to play. Organisations need to provide people with the right options to attract and thus, create a holistic atmosphere. The way in which the employee is being treated and employee engagement ways have changed accordingly.



Mr. Rajiv Kumar, Vice President & Head – HR, ElectrifiAi, Noida started his session with the theme of digital transformation, where he began with Industry revolution including the versions 1.0, 2.0, 3.0 and 4.0. Then, he represented the evolution of digitization through a diagram showing different stages of digitalization. The difference between analog and digital impact of digitization has been shared by the speaker. He spoke about



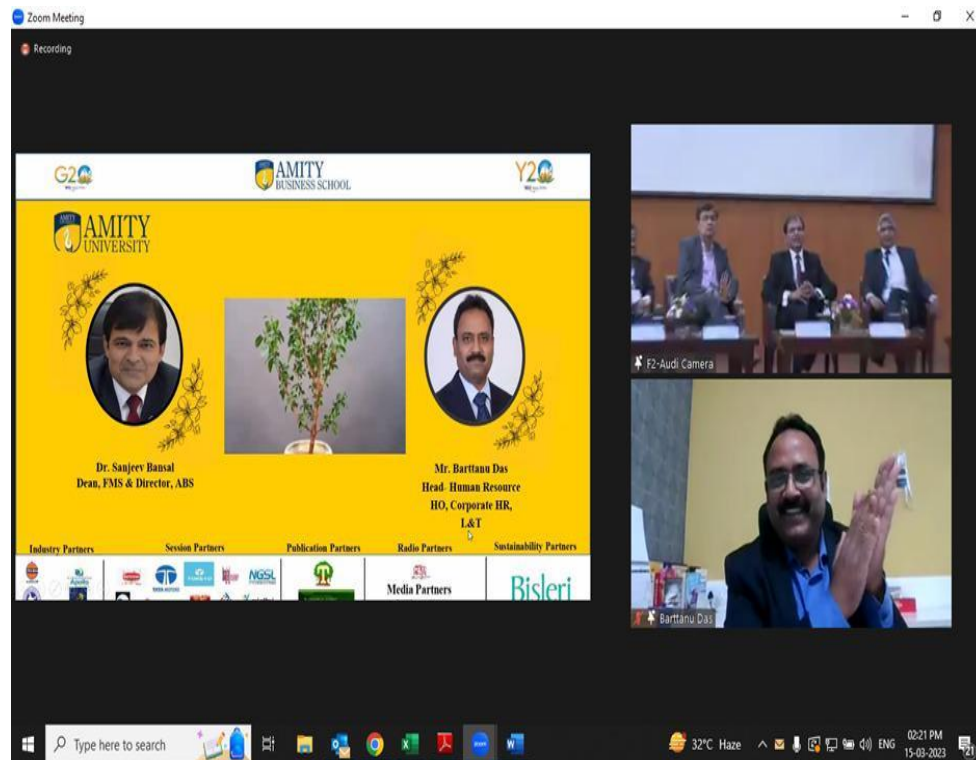
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Digital HR strategy where we can digitize the HR processes from Hire to Retire. The Employee Life Cycle is also becoming digital driven involving technology, data platform, vendor and social media. He discussed about the key benefits of Digital which included factors such as saving of time & money, productivity, enhanced employee experience, greater business agility, productivity and retention etc. He concluded with the observation that “Digital is the future”.



Mr. Barttanu Das, Head- Human Resource – HO, Corporate HR, L&T began with complimenting the theme of the session and started with the sub theme of great resignation. The process of layoffs has also been discussed. There are very less chances of changing the minds of the people once they decide for leaving the organisation. The main reason why employees leave is that they want to do something different. Certain things are important. The job has to be meaningful. What kind of skillsets are being built at the specific job place is also significant. Overall workforce is mostly looking for new jobs in various sectors. It is very difficult to retain the businesses. There is a need to reinvent the HR policies in the organisations. There is a responsibility of HR leaders to create harmony amongst the employees. Technology and digitalization are also needed to be considered. The continuous communication with the workforce is one important factor irrespective of the workplace model that is adopted.

Session Wrap-Up by Session Chair: The session was concluded by Mr. Ajaya with his comments on new ways to find the battle with HR technologies and concepts and the need of agility and knowledge management.

Dr. Sanjeev Bansal felicitated Mr. Ajaya and Mr. Rajiv with a token of gratitude.



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Vote of thanks: Dr. Shweta Awasthi, Asst. Professor, ABS gave the vote of thanks.





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Valedictory Session – 15th March, 2023

The Valedictory Session of the 8th Global Leadership Research Conference started with a warm welcome to the guests by Dr. Sanjeev Bansal, Dean FMS & Director ABS. A video was presented showing Glimpses of GLRC 2023.



Following were the Guests during Valedictory Function :

- Padmashri Shovana Narayan, Kathak Guru and IA & AS (Retd.)
- Dr. Harpreet A. De Singh, Executive Director, Air India Limited (online)
- Ms Shilpi Kapoor, CMO, Airtel Payments Bank (ABS Alumni)
- Ms. Neha Sharma, Reserve Bank of India (online) (ABS Alumni)

Padmashri Shovana Narayan, Kathak Guru and IA & AS (Retd.) addressed the audience and showed her confidence on young students, and appreciated the TRINITY Philosophy, prevalent in India. She mentioned that life has a different meaning for all. She added, the individual aspirations, observations, and perspective in various aspects of life. The conception of life has been continuously evolving and added the changes which mankind has undergone over the years. She discussed on human resistance to change when it's inevitable. She inspired the students to introspect and create their own niche and be enthusiastic enough to learn through their journey of life.



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Dr. Harpreet A. De Singh, Executive Director, Air India Limited mentioned that the focus should be learning from self, which is possible by being in conversation with self in a calm atmosphere. She suggested the students to use their time judiciously. She concluded her speech by encouraging everyone to meditate and enjoy peace in life.



Dr. Gurinder Singh, Group Vice Chancellor, Amity Universities in his address inspired the audience through a recap of his interaction with Steffen, as 34 year millionaire he met at a conference. He mentioned that Amity aspires for its students to be the exemplary leaders of the future, who have overcome all the hurdles of life.





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Amity Excellence Award : BIG FM honored with Amity Excellence Award and Ms Neha Kapoor, Lead-Talent Acquisition & HR Business Partner- North received Award online on behalf of Big FM.



Ms Shilpi Kapoor, CMO, Airtel Payments Bank (ABS Alumni) spoke to the audience to learn to say “Yes” to every opportunity which can lead you ahead in life from where are you today. She further encouraged students Be courageous, Be ready to take criticism, Be able to convince and Don’t lose yourself.



Ms. Neha Sharma, Reserve Bank of India advised students to dream big, work hard mentioning that there is no shortcut to success, invest in self and be acquainted with spirituality. She further, suggested students to enjoy their golden period while being attentive for future.



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The distinguished guests were also felicitated by Dean FMS & Director ABS. The event came to an end with a Vote of Thanks proposed by Ms. Kritika Dasgupta, Asst. Director, CRC, ABS.

