



AMITY UNIVERSITY
UTTAR PRADESH

7th Global Leadership Research Conference-2022

Pre-Workshop Session

Theme: Using Mixed Research Methods in studying management phenomena

Date: 16th February, 2022, Wednesday

Time: 09:00hrs – 11:30hrs

The Global Leadership Research Conference was organized by Amity Business School, Noida on 16th –18th February 2022 (VirtualMode) on the theme Leading in the New Reality: Insights into Actions.

A Pre conference workshop on Using Mixed Research Methods in Studying Management Phenomena was organised by the ABS Centre for Research Publications and Centre for Management of Information Technology University of Nebraska, Omaha USA on 16th February 2022 at 9:30 a.m.

Link for the session: <https://virtualevents.amizone.net/glrc/>

The Workshop began with the lighting of lamp followed by Saraswati Vandana by Dean of Faculty of Management Studies and Director, ABS Dr.Sanjeev Bansal.

The introduction to the program was given by Dr. Vandana Ahuja and Dr. Sanjeev Bansal. She introduced the august gathering to the theme and objectives of the pre conference workshop which was followed welcome speech by Dr. Sanjeev Bansal, Dean FMS and Director of Amity Business School to the leaders from the industry and academicians.

Morning/Pre-Lunch Session

Session Chair: Dr. Sanjeev Bansal

Session Co-Chair: Dr. Vandana Ahuja

Session In-charge: Dr. Amit Kumar Pandey

Student Support Team: Prerna Arora

The speakers were welcomed with a virtual sapling before the commencement of the workshop.

Introductory Remarks by Session In-charge:

Dr. Vandana Ahuja introduced the objectives of the workshop to the audience. The objectives introduced are as follows: The primary objective of this pre- conference workshop is

- To promote the usage of Mixed Research Methods for enhancing the quality of research.
- To understand the usage of Mixed Research Methods in exploratory or new areas of research.
- To publish quality research.

The two speakers in the pre conference workshop were:

Speaker 1- Dr. Deepak khazanchi, Professor and Executive director, Centre for Management of IT (CMIT), University of Nebraska at Omaha.

Speaker 2- Dr. Dawn Owens Director, BS Information Technology and Systems, Clinical Associate Professor, Naveen Jindal School of Management. The University of Texas, Dallas.

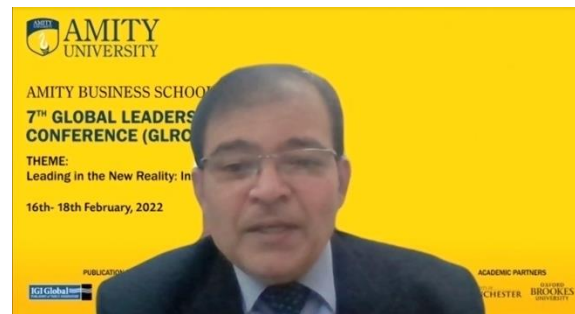
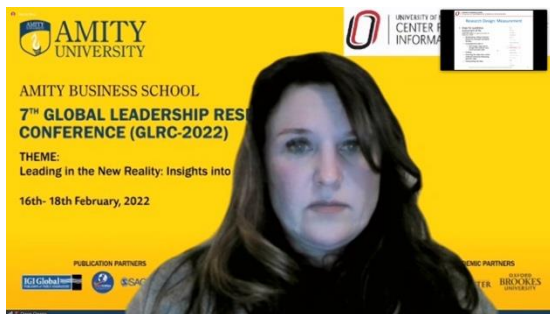
They spoke about using mixed methods in studying management phenomenon: some data collection and analysis approaches using examples from three research projects abstract: McGrath, Martin, and Kulka's (1982) book on judgment calls in research makes the following four assertions:

- 1) All research methods are seriously flawed.
 - 2) The nature of the theoretical problem should determine the choice of methodology.
 - 3) If research is conducted appropriately, any methodological choice should lead to the same set of theoretical conclusions.
 - 4) Results are the endpoint, not the starting point, of the research process.
- Drawing on a published research project and two completed doctoral dissertations in the management of IS/IT arena under Dr. Khazanchi's supervision, in this talk it is proposed that mixed method approaches to management research (research design, data collection, data fusion, and analysis) are very fruitful in studying the complexities and interactions inherent in studying management phenomenon. This becomes particularly relevant in instances where the phenomena under investigation is relatively new and "messy" in that

lots of opportunities for errors and omissions are possible. Mixed methods can also prove to be valuable in exploratory or new areas of research and provide empirical evidence from multiple sources of data that can be truly triangulated.

Vote of Thanks: The Vote of Thanks was given by Dr. Vandana Ahuja.

Glimpses of the session:





AMITY UNIVERSITY

UTTAR PRADESH

Inaugural Session

Theme: Leading into the new reality, Insights into reality

Date: Wednesday, 16th February 2022

Start Time: 16:00hrs

End Time: 18:45hrs

The 7th Global Leadership Research Conference was organized by Amity Business School, Noida on 16th –18th February 2022 (VirtualMode) based on the theme **Leading in the New Reality: Insights into Actions**. The Inaugural Session of the 7th Global Leadership Research Conference started at 04:00 p.m. on 16th February 2022. The session started with an impressive video on Amity University and Amity Business School that gave vital information on Amity Universe.

Dr. Puja Sareen introduced the theme for GLRC 22 to the august gathering and welcomed the speakers, academicians, research scholars, students and all the guests with the lighting of lamp followed by Saraswati Vandana and a presentation of virtual Tulsi Sapling to the Guests of Honour and Speakers by Dr.Sanjeev Bansal, Dean FMS and Director ABS.

The session started with the **Welcome Address and Introduction to Amity Universe and Amity Business School by Prof. (Dr.) Sanjeev Bansal, Dean FMS, Director ABS and Chairperson GLRC**. Dr. Sanjeev Bansal extended a warm welcome to the august gathering, eminent Chief Guest and Guest of Honour. Dr. Bansal, spoke about the changes caused due to pandemic and focused on three critical areas namely **Climate Sustainability, Digital Transformation, Resilience and Performance in times of turmoil**. He emphasized the significance of the theme of GLRC 2022 with the basic objective to explore issues pertaining to business growth after pandemic.

Dr. Jaya Yadav expressed her gratitude to Dr. Sanjeev Bansal for his welcome address and invited **Dr. Vinamra Jain, Organising Secretary GLRC to present the Outcome Report of GLRC 2021**.

The Session progressed with the **Introduction to GLRC 2022 by Prof. (Dr.) Vijit Chaturvedi**, Co-Chairperson GLRC.

Dr. Harminder Kaur Gujral introduced the Vice Chancellor of Amity Univeristy Uttar Pradesh, **Prof. (Dr.) Balwinder Shukla** and invited her to address the audience. Prof. (Dr.) Balvinder Shukla extended a heartiest welcome to the Chief Guest and Guests of Honour. Prof. (Dr.) Balvinder Shukla spoke about the impact of Covid-19 on businesses, individuals and countries. Dr. Shukla suggested that the theme of the conference was apt as the Covid pandemic made the businesses witness unprecedented times. No one was prepared for such an uncertain and unprecedented change and now there is a dire need to revive and restructure businesses. However, there were few businesses that saw remarkable growth in times of the pandemic.

Prof. (Dr.) Balvinder Shukla mentioned how education institutes prepared themselves, trained talent to accustom to the vision of our honourable Prime Minister Shri Narendra Modi, new skill set, competencies and nation building through research, education and innovation. She emphasized that Amity University is meticulously working for strong technical infrastructure, timely completion of academic calendar to ensure that there are no obstacles for students in their corporate career. Internships and training programs are enhancing the skills of the students. Human Value Quarter and NEP 2020 were already inculcated in students as a part of the vision of Amity University. She ended the address by congratulating Dr. Sanjeev Bansal for choosing an impressive theme and conducting the conference with great expertise.

Dr. Jaya Yadav thanked Vice Chancellor Prof. (Dr.) Balvinder Shukla for her address. Dr. Lakhwinder Kaur Dhillon introduced Mr. Sanjeev Sanyal to the audience and invited him to address the audience.

Address by Guest of Honour Mr. Sanjeev Sanyal, Principal Economic Advisor, Ministry of Finance (MoF), GoI

The main focus of the speech of **Mr. Sanjeev Sanyal** was on the process of decision making while dealing with a turbulent environment and an uncertain future. He gave insight into how decisions were made in the last two years during the pandemic and how since the second world war, Covid-19 came as a big shock to all. He gave interesting insights into Barbell Strategy – that combined two different strategies to deal with uncertain and unprecedented times. Mr. Sanjeev Sanyal shared his perspectives on the Indian economy. The GOI initiatives focused on ramping up the economy

and stimulate it towards 8-8.5% growth. A flexible approach for policy making is the need of the hour as it is beyond the ability for humans to forecast unprecedented challenges.

Dr. Puja Sareen thanked Mr. Sanjeev Sanyal for his address and welcomed Dr. Anupama Rajesh to introduce Dr. Karl Moore.

Address by Dr. Karl Moore, Associate Professor, Desautels Faculty of Management, McGill University, Canada & Associate, Green Templeton College, Oxford University, UK .

Dr. Karl Moore discussed how the world has reinvented and how people have managed to work their way out after the pandemic. He discussed the strategies of the past and how India led the world and economy during the pandemic. He discussed India is an exceptional country that even after the pandemic, it handled its economy and strategized moves according to the pandemic. He threw light on his book “OK Boomers” that has researched on Millennials and Generation Z and their emphasis on flexible working hours, working from a coffee shop or another remote location, having a voice in important decisions, reshaping the hierarchy, and more. He concluded his speech by suggesting how to turn ideas into actions and to ensure that the implementation of same. A question was put up by Dr. Ashok K Chauhan for Dr. Karl Moore, “What is the solution of the strike of truckers in Canada?” to which Dr. Karl Moore replied that the media is portraying the whole situation in a very different way. One cannot break the rules to calm down truckers.

Moving further, Dr. Jaya Yadav welcomed very charismatic Dr. Atul Chauhan for his address to the gathering.

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

Dr. Atul Chauhan, started his address by congratulating Dr. Sanjeev Bansal and his team for putting up such a successful conference. He expressed his gratitude towards the conference and that GLRC is the most prestigious conference of Amity Business School and Amity University and provides leadership insights to one and many. He talked about the growth of Amity University due to its leaders working relentlessly in the Amity Family. He discussed that such conferences have a huge impact on industry and academia and appreciated the presence of intellectual powerhouses like Dr. Karl Moore. He further discussed about adapting leadership style to the situation. He talked about how India has handled the pandemic along with the vaccination drive and Mr. Sanjeev Sanyal’s focus on barbell strategy and the need to be prepared for the worst. Organizations that

were not able to handle their clients or work for the growth of their company failed and companies that were agile were successful. He concluded his speech by throwing light on the growth of Amity University due to the visionary leadership of our very Respected Founder President Sir, Dr. Ashok K. Chauhan.

The Inaugural Session moved further with Dr. Vijit Chaturvedi introducing **Dr. Sasmit Patra**, Member of Parliament, Rajya Sabha for his address.

Address by Chief Guest: Dr. Sasmit Patra, Member of Parliament (Rajya Sabha)

Dr. Sasmit Patra thanked all the organizers and speakers for inviting him for the conference. He complimented the organisers for an interesting theme. He focused on the following points: the new reality we are looking at, part and parcels of life, steeper timelines and real time transformation needs. He mentioned that policies will change in real time, be it manufacturing sector or public sector enterprises. He further discussed what “The new normal would be” with an aspirational workforce, labor reforms, deregulation of sectors and foreign direct investment. Leadership would not be based on VUCA model or set models. Authentic leadership will encompass all the leadership style by looking at all the paradigms and work in an adaptive way. He emphasized that research should actually convert into action and the need to walk the talk. India spends only 0.7% of GDP on research and development according to 2018-2019. Austria spends 3.2% and Israel spends 4.5% of its GDP on research and development. He concluded his address by talking about leadership style and the important areas of investment. A question asked by Dr. Ashok K Chauhan to Dr. Sasmit Patra was “What is the difference between corporate leadership and political leadership” to which Dr. Sasmit Patra replied that in corporate leadership the primary leadership is stakeholder. True political leader is responsible to every single voter that has voted for them. True political leaders' goal congruence would be for the people and quoted a line “**Pehele maati fir party**” .

The Session moved further by presenting the Amity Excellence Awards to-

Dr. Karl Moore, Associate Professor, Desautels Faculty of Management, McGill University, Canada & Associate, Green Templeton College, Oxford University, UK

Mr. Nishant Govil, Managing Director (Head of India – Tech. & Ops), BlackRock

Ms. Arundhati Mukoo, Coffee Day Beverages

The awardees gave their acceptance speech and thanked Amity University for conferring them with

such prestigious award. The Session was honoured by the presence and address of our very Respected Founder President Sir **Dr. Ashok K. Chauhan**.

“Way Ahead & Road Map for the future” by: 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

Dr. Ashok K. Chauhan talked about our charismatic Chancellor Dr. Atul Chauhan as a great leader and thanked the Vice Chancellor Dr. (Mrs.) Balwinder Shukla for her immense contribution to the development of Amity University UP from the past 22 years in the most exceptional way. He further spoke about the various interesting aspects of leadership covered by the speakers in the session and how leadership qualities need to be combined with personal experiences to deal with difficult uncertain times. He extended a vote of thanks to the organizing committee of the conference and shared his plans on expanding the Amity network even further with his wish to open **GERI School of Leadership** soon where GERI stands for **Germany, Europe, Russia & India**. He was amazed with the growth of all Amitians and mentioned that all colleges can teach their students to learn innovation and creativity but what truly makes Amity University different is its sanskars and values. He motivated the audience by saying that with success, a lot of respect can be earned and we must all focus on earning the same. We all must try to learn how to handle new situations, deal with difficult times and become visionary leaders. The main focus of his address was on “Creating opportunities through innovative determination”.

Vote of thanks: The Vote of thanks was given by Dr. Vinamra Jain, Organising Secretary GLRC 2022.

Glimpses of the session:





AMITY UNIVERSITY
— UTTAR PRADESH —

7th Global Leadership Research Conference (GLRC-2022)

The Global Leadership Research Conference 2022 has been organised by Amity Business School, Noida from 16th to 18th February. It is the second day of this international level conference and there are a total of 7 tracks namely Operations and Quality Forum, Marketing Forum, Leadership Forum, General Management (Session 1), Marketing Management (Session 1), Human Resource Management (Session 1) and Finance Management (Session 1).

Operations & Quality Forum

Theme: Leading into the new reality, Insights into reality

Date: Thursday, 17th February 2022

Start Time: 10:00hrs

End Time: 12:00hrs

The Global Leadership Research Conference was organized by Amity Business School, Noida on 16th –18th February 2022 (Virtual Mode) on the theme Leading in the New Reality: Insights into Actions. The conference theme evoked: Leading into the new reality: Insights into reality.

The topics covered in the session included various sub-themes like: sustainability, supply chain, operations and quality management, customer delight, logistics and technological disruption.

The Operations and Quality Forum Track began with the lighting of lamp followed by Saraswati Vandana by Dean of Faculty of Management Studies and Director, ABS Dr. Sanjeev Bansal.

The introduction to the program was given by Prof (Dr.) Sanjeev Bansal session/track in-charge Dr. Sumeet Singh Jaiswal. He introduced the august gathering regarding the operations and quality track which was followed by a welcome speech by Dr. Sanjeev Bansal, Dean FMS and Director of Amity Business School to the leaders from the industry and academicians.

Morning/Pre- Lunch Session

Session Chair: Mr. Rajesh Maheshwari

Session In-charge: Dr. Sumeet Singh Jasial

Student Support Team: Operation Club, ABS

They were welcomed with a virtual sapling before the commencement of the first Technical Session on Operations and Quality Forum

Session In-Charge, Dr. Sumeet Singh Jasial gave the introductory remarks. Sir gave a brief idea about quality in operations and supply chain management.

Presenter 1: Mr. Munish Mishra, Director, Manav Energy Group, Noida

Topic: My Experience- Operations and Quality Management

He spoke about Quality Management, Contingency planning and Importance of maintenance. He also mentioned that words and commitment are extremely crucial and that the ultimate goal is customer satisfaction. Maintaining quality and operations in any organisation is vital.

Presenter 2: Mr. Amitabh Shergill, Director Operations, Delhivery, Delhi

Topic: What Delivery Does

Sir started the presentation by giving a brief evolution of logistics in India. He also mentioned that Indian E-commerce logistics sector will be worth \$365 billion by 2026. He further talked about life cycle of a shipment and a brief understanding of the fly wheel, logistics and technology which has become cost efficient and innovative using AI.

Presenter 3: Dr., R.S. Rai, Director RPSS and Head QAE, AUUP

Topic: Quality Initiatives by Amity University

He spoke about how Amity University has established internal quality assurance cell established in the year 2010 and fully functional in the year 2012.

The IQAC in the university is constituted at three levels:

- 1)University Level
- 2)Faculty /Domain Level
- 3)Institutional level

IQAC is the decision-making body and QAE executes the decisions made by the University IQAC

Presenter 4: Mr. Joyveer Dutt, Head ESH and EFG Taskforce, L&T Realty, Mumbai

Topic: Operational Excellence and safety- The Interrelation

Sir started the presentation by talking about importance of real estate market in future, sustainable development and employment opportunities. He also spoke about operational excellence which includes managing the emerging risks, ensuring to meet the customer expectations, all these to get a healthy business bottom line. Sir ended the presentation by talking about how safety at work creates efficiency.

Vote of thanks : Dr. Sumeet Singh Jasial gave the vote of thanks where he thanked session chair, speakers, student team, faculties and the IT team of Amity University.



A M I T Y U N I V E R S I T Y
— U T T A R P R A D E S H —

General Management: Technical Session 1

Date: 17th February 2022

Start Time: 10:00hrs

End Time:17:00hrs

The Global Leadership Research Conference was organized by Amity Business School, Noida on 16th –18th February 2022 (Virtual Mode) on the theme Leading in the New Reality: Insights into Actions.

Technical Session No 1

Link for the session: <https://teams.microsoft.com/l/meetup-join/19%3aSGz96zhA1-h41KNWCoA3DCAk0w6rZQWNf2xIVVrr7Qc1%40thread.tacv2/1644555855327?context=>

%7b%22Tid%22%3a%228d46a076-d093-416d-a57b-8692cde13bf8%22%2c%22Oid%22%3a%2291114c77-70c9-4ab3-95bf-34a8434072bc%22%7d

Day 2 began with the General Management track.

The main theme of the General Management track was 'Leading in the New Reality: Insights into Actions'.

The General Management Track began with the lighting of lamp followed by Saraswati Vandana by Dean of Faculty of Management Studies and Director, ABS Dr. Sanjeev Bansal.

A total of 12 paper presentations were made, out of which 8 were done pre-lunch and remaining were done post lunch. They are being reported in the order of presentation.

Morning/Pre-Lunch Session

Session Chair: Dr. Ganesh Khadanga

Session Co-Chair: Dr. (Prof.) Mila Emerald

Session In-charge: Dr. Anita Venaik

Session Moderator: Dr. Teena Bagga

Student Support Team: Mr. Sahil, Ms. Mehak

Mr. Sahil gave a brief introduction of the session in charge Dr Ganesh Khadaga, talked about few of his achievement and then he was virtually presented with sapling by Dr Sanjeev Bansal.

Introductory Remarks by Session charge:

Dr Ganesh Khandaga expressed his gratitude and welcomed everyone to the conference. He addressed the gathering by talking about the growing importance of Blockchain. He mentioned about the different types of blockchain available and how can they be used. Dr. Ganesh also discussed how the addition of blockchain will not affect the already existing applications but rather add to the value. He also introduced us with some new concepts in blockchain like Hash and Merkle root. The security of blockchain was also discussed. Block chain application or tool like Hyper Ledger explorer and how to run the programs were mentioned during the presentation. In the

conclusion he talked about the initiatives taken from government side for blockchain like national strategy on block chain Meity. Lastly, he talked about the services that can be integrated with unified blockchain framework like e-sign, e-praman and Digilocker.

Ms. Mehak thanked Dr Ganesh Khandaga and then gave a brief introduction of the session co-chair Dr Mila Emerald and talked about her achievements and tremendous work done by her and she was presented with Sapling virtually by Dr Sanjeev Bansal.

Introductory Remarks by Session co-charge:

Dr Emerald welcomed and expressed her gratitude to everyone. She expressed her love and appreciation for everyone and then talked about leadership. She shared with everyone her definition of leader and then talked about her journey of evolving as a leader. She talked about her professional orientation and talked about her teachers and mentors who helped her grow in neuroscience throughout her career path. She talked about her days in Ukraine, when she was a student there and then how she shifted to Canada and joined University Western Ontario. Later she started with her own company Phytoceuticals international in 1998 where she worked on formation of new drugs. She mentioned about the growth of her company over the years and what do they work on and what policies they incorporate in their company. She talked about her achievements, about how she helped people in starting their companies, about her participation in different conferences and neuroscience journals. In conclusion she discussed about the qualities one need to become a great leader like creativity, passion, motivation, invention etc.

Mr. Sahil Thanked Dr Emerald and then the paper presentations began.

Presenter 1: Ramneek Kelsang Bawa

Topic – Healthcare organizational culture: systematic literature review.

She started with giving an introduction about the SLR and research problem and how covid has changed the culture of healthcare organizations. Papers with more than 80 citations and published only in Scopus were used for literature review. She talked about the research gap and how qualitative studies are needed to be taken in healthcare organizations like grounded theory approach. She concluded by talking about the practical implications and the reference of papers used for SLR.

Suggestions given by panelist –

1. Put references in proper manner and use KYI in your study.
2. Socioeconomic data should be presented graphically.

Presenter 2: Punett Bhatnagar, Dr. Anupama R & Dr. Richa Sharma.

Topic – Impact of Online Reputation on Neobank Adoption during covid-19.

Started with introducing the concept of Neobank and how it's different from traditional banks. Neobanks are completely online without any physical branches, there are more than 20 Neo banks in India currently and yet their adoption is not much, and this paved the way for Dr. Puneet to carry out this research. He discussed about the importance of Neobank and how the Neobanks can be adopted throughout the country and presented a conceptual framework for the same. The methodology and analysis for the research were discussed. The practical and managerial implications of the study were also shared. He concluded by mentioning that there is high degree.

Suggestions –

1. Present LR in tabular form and in chronological order.
2. Don't use figures only, plot graphs also in ppt.

Questions asked by panelist- 1. Insights about green dots, are the same as Neobanks?

Answer given by participant - Green dot one financial product but in future they might merge into a bank.

Question asked by panelist- 2. Is Neobank just a buzz word or it is there to stay?

Answer given by participant- With govt support like RBI, it will be adopted in India. It's going to be a cultural shift for India.

Presenter 3: Utkarsh Venaik, Dr. Rinki Kumari & Dr. Anita Venaik.

Topic – Telemedicine and Healthcare Setting for remote care of patients: Current Status

Started with discussing how Covid 19 has caused difficulties for healthcare facilities and how it was difficult to save the lives of different people. Then she gave introduction about telemedicine like how it has both screening and diagnostic method and how it plays a vital role during post-operative care of patients. Brief evolution about the concept of tele medicine was presented and its presence in India was also discussed. Telemedicine took a flight in India after Covid 19. Efforts taken by Indian government in support of Telemedicine was also mentioned. She concluded by discussing about the Current application, challenges and future aspect of tele medicine technology.

Suggestions - Explore CSE which is also like Tele medicine.

Presenter 4: Preeti Sirohi & Sapna Tyagi.

Topic - A predictive model for heart disease progression based on Logistic regression algorithm.

Started with the brief introduction about the cardiac diseases and how it's difficult to predict in advance the cardiac problem in patients. Talked about the 4 major paper which were taken into consideration for literature review of the research paper. Logistic predictive model framework was used for the study and its results were presented and discussed with all. She concluded by saying that the model used has given an accuracy of 85% and thus can be used effectively.

Question asked by the panelist- 1. Sample size you used for the study UCI

Answer given by participant- Data set of 320 was used.

Question asked by the panelist - 2. Isn't the sample size less for such a crucial study?

Answer given by the participant – The research is still at initial stage and will be taking more sample in future.

Presenter 5: Sandeep Arora, Anupama Rajesh & Richa Mishra

Topic- Application of Artificial Intelligence in personal finance.

Started with defining the keywords like artificial intelligence and personal finance. The objective of his research was to find out how AI is currently being applied in personal finance applications such as saving, buying, borrowing and payments. Presenter Proceeded with mentioning the research methodology, literature review used for the study. Robo advisor, Algo trader, Online lending, P2P lending, UPI, E-wallet's concepts were introduced in brief. He finally concluded with discussing the results of his research which mentioned how AI helps individuals, firms and societies. The drawbacks of AI were also mentioned like high cost of implementation, lack creativity and risk unemployment.

Question asked by panelist -As a researcher are we taken into consideration the ethical challenges that we are going to face because of AI?

Answer given by participant- AI has to be trained, data will be fed manually, and thus better data would lead to better AI.

Presenter 6: Akash Tomar, Anupama Rajesh, Richa Mishra.

Topic – Webservices vaccination and Quality Upbringing.

Started with discussing the importance of Vaccine in the light of recent pandemic. And mentioned how just like we have identified the best vaccine we need to identify the best webservices vaccination also. Discussed the SLR done for the research paper. Introduced Devops practices.

Importance of webservice vaccine was also discussed by giving an example for Service level targets (SLT). The process to develop webservice vaccine which includes Unified backlog – one team, monitoring, alerting, security, continuous integration and retrospective was thoroughly discussed. In conclusion he mentioned how it's a continuous process to get one's hand on these web service vaccines and how important it will be in future.

Question asked by panelist 1. Did you use data centers for your research?

Answer given by participant- Yes, I did.

Presenter 7: Surbhi Jain & Dr. Teena Bagga

Topic – Cyber security: A corporate governance issue.

Started with mentioning about how Data security risk and data privacy risk has evolved to be the issue of corporate governance as a whole rather than a mere IT risk issue. Then the scholar gave the brief definitions of corporate governance and Information security. Literature review on cyber governance, management quality and shareholder value were presented. She also mentioned about the privacy risk in Corporate Governance like Malware, phishing, DDos, Cybersquatting. Factors leading to privacy risk and cause cyber breaches includes Insider threat, passwords, not updating software and BYOd practice were also mentioned. Principles and guidelines that can be adopted by the organization to secure their cyber data which include frame a cyber security policy, data backup plan, purchasing cyber security insurance were discussed. The Author also talked about the existing legal framework for cyber security which included various laws and rules set by GOI. She also threw light on how board's need to give attention to data protection and review the cyber risk like any other risk is reviewed.

Suggestions given by panelist-

1. Indicated IT act 2008 but new laws have also been introduced which were not mentioned, try to mention that in future.
2. Facts and figures are mentioned mostly which are already present. Put more of your own research work.

Presenter 8: Dr. Monika Saxena & Dr Anita Venaik

Topic - Central bank digital currency: An insight on adoption and technological risk.

She mentioned it's still a work in progress and began with introducing the digital currency like cryptocurrency, bitcoin etc. She mentioned how the digital currency is growing at such a rapid rate

and the changes caused in financial system because of this currency. She took us through the literature review done for the study. The main objective of the study included to discuss the various aspects of digital currency along with the risk associated with it. Methodology used was also presented. She concluded by mentioning the results found out so far.

Observations made by panelists -

1. You have indicated about the KW consumed by Bitcoin; Carbon emission should also be mentioned.
2. What is the status of cryptocurrency currently in India should also be mentioned?
3. What is the trust associated with digital currency can also be included?

Post Lunch Session

Session Chair: Dr Ganesh Khadanga

Session Co-Chair: Dr. (Prof.) Mila Emerald

Session In-charge: Dr. Anita Venaik

Session Moderator: Dr. Teena Bagga

Student Support Team: Mr. Sahil , Ms. Mehak

Presenter 1: Dr. Srinivasa Rao Gundu, Dr. Panem Charanarur

Topic- Leveraging Technological Management - Secured Cyber Intelligence based Healthcare Scenario with Self Driven Technology Set (SDTS)

Dr. Srinivasa Rao elaborated that need to focus on cybersecurity has been of importance specially in healthcare sector. There are Class 3 medical devices like pacemakers and hearing aids that are facing cyber security concerns. Research into Smart Health utilizing Artificial Intelligence (AI) could help identify people's health by analysing physiological data. AI could help overcome cyber security concerns in order to develop a reliable and safe Human-in-the-Loop solution for mental health disorders. Several recommendations with various scenarios were presented such as infrastructure, IOT, Emergency Response and hospital with the help of self-driven technology sets.

Question asked by the jury: Dr. Anita asked was there any data based on which all these problems of cyber security can be observed. Dr. Ganesh asked whether there is any quantitative data which can help support his research.

Response given by the presenter: He mentioned that he has observed cyber security concerns that there are several hospital and clinics that provide personal data such despite OTP. However, he could not give exact cases.

The speaker said that it is in process to create a tool to measure the said concerns.

Presenter 2: Sathiyapriya Arumugam and B Sumathi

Topic- Cellular Particle Swarm Optimization Based Optimized Canny Technique for Edge Detection in Sign Language Digital Images

The speaker Sathiyapriya Arumugam explained the purpose of the paper was to design a system that can understand the sign language and act as an interpreter to recognition the sign image. Sign Language is the only method which is used in communication between the hearing-impaired people and common people. She defined that each sign has three distinct parts namely the handshape, the position of the hands, and the movement of the hand. Canny, PSO and C-PSO was used to interpret the images for sign language. The performance showed that higher accuracy in terms of PSNR, SI, SNR, MSE.

Question asked by the jury: Dr. Ganesh enquired whether upper and lower values were calculated and if help of machine language going to be used in future.

Response given by the presenter: She affirmed that values were calculated and machine language will be used to better interpret sign language.

Presenter 3: Nidhi Jain, Teena Bagga and Meenakshi Gandhi

Topic- I-ERP: Opportunities and Challenges

The speaker Nishi Jain pointed the Enterprise resource planning (ERP) platforms are possibly the most significant applications in an organization's data centre. She focused to identify and explore cloud ERP and its benefits, challenges, and opportunities. This study will be useful to potential cloud ERP adopters and decision-makers as well as service providers was mentioned.

Question asked by the jury: What new types of ERP SAP databases are expected and problems they are facing currently in its implementation. ? How you PhD is going to be different and what will be the new contribution?

Response given by the presenter: She mentioned ERP- Hanna is going to be different and as she is in the same company which implement I-ERP it will bring out new unique outcomes. She aims to design a model and a tool which will bring a different outlook in the area.

Presenter 4: Sanya Verma and Priyanka Agarwal

Topic- Artificial Intelligence and Blockchain in Banking Sector: Challenges and Opportunities

The speaker Sanya Verma explained that relationship Banking sector and Artificial Intelligence hold together. Banking sector plays an identical vital role in the social and economic development of the country and it works as a helping hand to all the industries. Both Qualitative and Quantitative methodology was used. A case study of SBI, Axis Bank, ICICI was study the AI technology used.

Question asked by the jury: To elaborate on the need for AI and blockchain technology in banking sector. Whether any linguistic consideration has been taken due to variety in accents in India.

Remarks given by the Jury: To explain on more ripple blockchain and content in the blockchain in banking area in the future.

Response given by the presenter: Since there is a lot of paperwork in the banking sector and there maybe possibility of corruption due to third party dealers blockchain can helpful. She did not take into account any linguistics difference, she only focused on English.

Presenter 5: Kanwal Roop Kaur, Dr. Navjot Kaur and Dr. Rupinder Bir Kaur

Topic- Cognitive Flexibility and Entrepreneurial Intentions Among University Students of Northern India

The speaker explained the behavioural or cognitive factors which induce the intentions. This study intends to dimensionalize Cognitive flexibility and analyse the impact of cognitive flexibility and its dimensions on entrepreneurial intentions. Entrepreneurship is gaining importance day by day and it can be the solution to many economy related problems such as unemployment. This study also proposed a model for training of the students to adapt to the environment so that the level of entrepreneurship increases.

Remarks made by the jury: There may be start-up where entrepreneurs are given funding which can be helpful for further research.

Closing Remarks and Comments made by Chair and Panel Members

Vote of thanks: The Vote of thanks was given by Dr. Swati Upweja. She proposed her heartfelt gratitude to Chancellor, Vice Chancellor & Director ABS for their visionary ideas and motivation for organising such events. She also proposed her thanks to the session Chair Dr. Ganesh Khadanga

and session co-chair Mila Emerald. She also thanked all the panel members and participants, organising team and all supporting staff of the 7th Global Leadership Research Conference,2022.



AMITY UNIVERSITY
— UTTAR PRADESH —

Marketing Management: Technical Session 1

Theme: Leading into the new reality, Insights into reality

Date: Thursday, 17 February 2022

Start Time: 10:00hrs

End Time: 17:00hrs

The Global Leadership Research Conference was organized by Amity Business School, Noida on 16th –18th February 2022 (Virtual Mode) on the theme Leading in the New Reality: Insights into Actions.

Day1 began with the track on Leading in the New Reality: Insights into Actions

The track began with the lighting of lamp followed by Saraswati Vandana by Dean of Faculty of Management Studies and Director, ABS Dr.Sanjeev Bansal.

The gathering regarding the marketing track which was followed by welcome speech by Dr. Sanjeev Bansal, Dean FMS and Director of Amity Business School to the leaders from the industry and academicians.

A total of 19 paper presentations were made out of which 8 were done pre-lunch and remaining were done post lunch. They are being reported in the order of presentation.

Morning/Pre-Lunch Session

Session Chair: Prof. Ivan Coste Maniere

Session Co-Chair: Prof (Dr.) Raj K Kovid

Session In-charge: Dr. Pooja Sehgal Tabeck

They were welcomed with virtual sapling from Dr Sanjeev Bansal before the commencement of the first technical session on **Leading in the New Reality: Insights into Actions.**

Introductory Remarks by Session In-charge:

An introduction to the theme of the conference was given by Ms Anwesha Ray and Rhea. They introduced the Session chair – Prof Ivan and Prof Raj K Kovid. A brief introduction of the importance of this theme was given by Ms Pooja Sehgal Tabeck. Dr Vandana Ahuja invited the first participant to start with their presentation.

Presenter 1: Anjali Khurana

Topic- Proposing a Multiple Linear Regression Based Model for Estimating Passenger Vehicles Demand for the Indian Market

She spoke about how automobile markets have changes over time in terms of infrastructure availability and sales forecasting.

Question asked by the jury: Prof Ivan gave suggestions regarding taking the research forward and focusing on the framework. Prof Kovid suggested conducting of Focus group interviews for the purpose of the study.

Response given by the presenter: She thanked the chair and co-chair for the suggestions.

Presenter 2: Pooja Tripathi

Topic- Socio-Demographic Study of Sustainability Conscious Consumers of India

She spoke about sustainable consumption and its relation with age and gender.

Response given by Chair: Valuable suggestions given for gaining better knowledge about more relevant methods of data collection. Dr Kovid suggested to have a better theoretical underpinning to the hypothesis.

Presenter 3: Vartika Bisht

Topic- Overview and Future research agenda on B2C marketing approach: A Bibliometric Analysis

She spoke about evolution of B2C marketing in context of Asian and European countries. She shared the keyword searches and how the evolution is different in different countries.

Response and Suggestions: Dr. Kovid suggested to do a more detailed literature review and conduct a survey to substantiate the claims.

Presenter 4: Vaishali Kaushal

Topic- Exploring customer experience from customer touchpoints perspective : A Case of Online Travel Portals

She spoke about how touchpoints can be managed to deliver the maximum satisfaction to customers with the help of online portals. She used social media reviews of products and services to achieve satisfaction for customers.

Response and Suggestions: Dr Kovid suggested to do a more detailed literature review and conduct a survey to substantiate the claims.

Presenter 5: Silky Gaur, Dr. Rahul Gupta, Dr. Jaspreet Kaur

Topic- Review Paper on Service Quality to E-Service Quality: A Paradigm shift

Ms. Silky Gaur introduced about the E-Service quality, then further she explains about the service quality dimension and e-service quality dimension. She also explained about the various model through literature review. She concluded that with increasing customers experience there is an

immense pressure to understand the issues in the e-service quality and matchup to customer's expectation of online business.

Question asked by the jury: Professor Ivan Coste Maniere like the topic and give comment that this is cool presentation.

Dr. Vandana Ahuja asked the presenter about data collection technique and she suggested to work on the primary data for the same topic.

Response given by the presenter: Ms. Silky Gaur said getting little bit tricky to collect data in metropolitan cities is easy but not in other cities.

Presenter 6: Ms. Vartika Bisht, Dr. Nikhil Varghese

Topic- Dynamics of Social Media On Education During Covid-19 Pandemic

Ms. Vartika Bisht said about the impact of social media platforms on education during the Covid-19, and she also talked about the positive and negative impact on students and teachers of the online education. She finds that the students reflection on the impact of Covid-19 on the social and emotional aspects of their lives during the curfew times.

Question asked by the jury: Prof. Raj k kovid said you go deeper and more conscious about the topic like Covid. One suggestion by Dr. Amit Kumar given to the study that if present the topic on secondary data it should be clear about the research design.

Dr. Vandana also suggested her to use technical tools to justify the data.

Response given by the presenter: She will surely makes changes in the paper.

Presenter 7: Sonali P. Banerjee, Sunetra Saha, Ruchika Nayyar

Topic- Cloud Kitchen - A Success or Failure? - A Study of Post COVID Era

Ms Kriti Arora presented a paper on behalf of the authors, she explained that cloud kitchens are consolidated approved commercial food processing plants that rent space to prepare delivery-optimized menu items from one or two to hundreds of restaurants everywhere. She finds that's there is going to huge shift for cloud kitchens in the near future.

Question asked by the jury: Prof. Raj Kovid said topic is interested and explore more on the qualitative research.

Prof. Ivan said boost the approaches and also he suggested that Home delivery of food consider in India like France and China.

Response given by the presenter: She will not give any answer because she is a presenter not the author.

Presenter 8: Lawan Amdan, Lawan Sunil Kumar, Roy Ramat

Topic- Impact of Training on the Emergence of Entrepreneurship Intention: An Approach to Mediation Analysis

The speaker explained The speaker explained relationship between entrepreneurship training and emergence of entrepreneurial aspirations while focusing on the mediation effects of the components of the theory of planned behavior.

Question asked by the jury: Raj Kovid said education and its implementation.

Response given by the presenter: He explained it appropriately.

Presenter 9: Archi Garg, Sunil Roy

Topic- Two decades of research on the behavior of consumers towards organic food A systematic review and future research agenda

The speaker explained consumer behavior towards organic food. She also further explains about the barriers of organic food. She also further explain about the motivating factors towards the organic food.

Question asked by the jury: Dr. Vandana Ahuja asked how the consumer react on the organic food and she also asked about the reason to choose this topic for presentation.

Dr. Amit Pandey suggest that there is changes in the consumer behavior in last two decades, and also asked what variables are used and these variables are justify for the consumer behavior. How many research paper you study and also asked about the latest paper you used in the study

Response given by the presenter: She said her study is based on her thesis work and she personally take organic food and she included recent work from Mexico.

Post Lunch Session

Presenter 1: Tushar Prabhakar

Topic- Validating the Potency of Attitude in Predicting Intention to Purchase Non Deceptive

Counterfeit Branded Products

The speaker explained about the effect of attitude towards counterfeit branded products on purchase intention for such products with theory of reasoned action (TRA) in the context of consumer counterfeit purchase behavior.

Comments by Jury- Prof. Raj kovid said the theoretically contribution are needed and also try conceptual model to publish the paper.

Prof. Ivan said that different countries have different contribution to the products, so find the other countries attitude also.

Response given by the presenter: He justify that he finds in literature that's consumer attitude variables are present.

Presenter 2: Indrani Bhattacharya, Dr. Amit Kumar Pandey, Dr. Sanjay Saproo, Dr. Sanjeev Bansal

Topic- DiGi Savior – Survival of Medical Tourism

Ms. Indrani explained about the survival of medical tourism, she also recommended that big hospitals are provided the service of medical tourism to their patients.

Question asked by the jury: Raj said this is interested topic but you cannot get the measures of hospitals success.

Response given by the presenter: She tried to explain that she talk to various CEO of the different hospitals like Fortis and then justify the analysis.

Presenter 3: Rachita Ota, Supriti Agrawal, Sushree Sangita Ray

Topic- The role of marketing communication for the enhancement of the usage of maternal health services at the primary healthcare level among the masses of Odisha

Ms. Sushree presents the paper, she discussed about the mother health at time of delivery and also she explain about the important of mother health.

Question asked by the jury: Prof Ivan don't have any comment.

Raj said good topics you should be more aggressive and work more on methodology.

Response given by the presenter: She agreed with the feedback

Presenter 4: Ms. Deepti Sinha, MS. Suchi Agarwal

Topic- An Analysis of the Perception Of Higher Education Students Towards eLearning And Traditional Learning

Ms. Deepti Sinha said explained about the analysis of the perception of higher education students towards e learning.

Question asked by the jury: Raj said recommendation will rephrase

Response given by the presenter: Thanks to the feedback

Presenter 5: Yuvraj Ahluwalia, Prof. Nirupama Prakash, Prof. Poonam Bala and Prof. Ritesh Dwivedi
Yuvraj Ahluwalia, Prof. Nirupama Prakash, Prof. Poonam Bala and Prof. Ritesh Dwivedi

Topic- From Manholes to Roboholes: A Technology Based Solution for Sanitation Worker

Mr. Yuvraj Explained about the sanitation and how sanitation worker get solution by the technology.

Presenter 6: Ajay Singh, Rahul Gupta

Topic- Impact Assessment of Covid-19 pandemic and Government Marketing Implications on MSME sector

The speaker explained about the government scheme during the covid-19 and its marketing implementation

Comments: Raj Kovid asked what government marketing. How you find the implementation

Prof. Ivan said implement in International level, inflations rate is different in different countries.

Response given by the presenter: He justify the government involvement helps to the peoples of India.

Presenter 7: Dr. Smitha Girija, Dr Devika Rani Sharma, Dr. Pratima Merugu Paper

Topic- Measuring the mediating role of Perceived Health Risk on Customer Experience and Customer Satisfaction: Evidence from the Airline Industry in India during COVID-19

The speaker explain about the customer experience of airlines during the covid-19.

Question asked by the jury: Prof. Raj kovid asked why you chose this topic

Response given by the presenter: She choose the topic because it helps in thesis work.

Presenter 8: Ivan Coste Maniere, Gerard Boyer, Carla Petrucelli, Camille Rico, Stella Lopez, Carol-Ann Georgel

Topic- The Environmental Impact of The Different Soap Manufacturing Processes, And The Sustainable Development Policies Implemented Around The World

The various speaker explained about the cosmetic industry.

Question asked by the jury: Prof. Vandana asked what impact of the Covid on the cosmetic world.

Prof Raj said interested topic and perspective.

Response given by the presenter: That's covid effect on all industries

Presenter 9: Ivan Coste Maniere, Gerard Boyer, Aurelie Putti, Noemie Rocca, Alice Monein, Loriana Honorin, Eloise Toitot

Topic- Steps ahead: going green as the ultimate stairway to heaven!

The speaker talks about the consumer going green effect

Question asked by the jury: No question

Response given by the presenter: None

Presenter 10: Thangaraja Arumugam, S. Shahul Hameed, M.A. Sanjeev

Topic- Buyer Behaviour Modelling and Online Purchase Prediction Using Logistic Regression

The speaker talks about the online purchase prediction

Question asked by the jury: No question

Response given by the presenter: None

Closing Remarks and Comments made by Chair and Panel Members

Vote of thanks: The Vote of thanks was given by Dr. Amit Pandey. He proposed his heartfelt gratitude to Chancellor, Vice Chancellor & Director ABS for their visionary ideas and motivation for organising such events. He also proposed his thanks to the session Chair Dr. Ganesh Khadanga and session co-chair Mila Emerald. He also thanked all the panel members and participants, organising team and all supporting staff of the 7th Global Leadership Research Conference,2022.



AMITY UNIVERSITY
— UTTAR PRADESH —

Human Resource Management: Technical session 1

Date: Thursday, 17 February 2022

Start Time: 10:00 hrs

End Time: 14:30hrs

The Global Leadership Research Conference was organized by Amity Business School, Noida on 16th –18th February 2022 (Virtual Mode) on the theme Leading in the New Reality: Insights into Actions.

HR Technical Session No 1

Day 1 began with the track on Human Resource Management

The main theme of the track was ‘**HR 5.0**’.

The introduction to the program was given by Dr. Anshu Yadav Session/track in-charge. She introduced the august gathering regarding the Human Resource Management track which followed a welcome speech by student Emcees who welcomed the session chair **Dr Suhas Shetgovekar**, Professor, Indira Gandhi National Open University, New Delhi

Morning/Pre-Lunch Session

Session Chair: Dr. Suhas Shetgovekar

Session Co-Chair: Dr. Mitu G. Matta

Session In-charge: Dr. Anshu Yadav

They were welcomed with a virtual sapling before the commencement of the first Technical Session on Human Resource Management by Dr. Sanjeev Bansal, Dean FMS and Director of Amity Business School.

Introductory Remarks by Emcees

Presenter 1: Ankita Shukla, Loveneet Mishra

Topic- Artificial Intelligence as a Means of Preserving Green Human Resource Management

Ankita Shukla presented the paper. She spoke about How organisations may use Artificial Intelligence for applicant selection, job involvement, employee re-engagement, and professional development while reducing their total environmental impact. It can be used to HR policies, practises, and initiatives to improve the efficacy of green HRM. The study further looked at the progress of artificial intelligence in green human resource management processes using secondary data. She also explained how technology can be used to transform effective HR into long-term HR.

Question asked by the jury: How do you think Artificial intelligence can be implemented in your sector?

Response given by the presenter: She explained Artificial intelligence can play its role in every step of HR right from the applicant screening to the engagement and retention of employee.

Presenter 2: Saurabh Chaturvedi, Dr. Sweta Srivastava Malla

Topic- An Employer's Perspective towards Persons with Disabilities in Hotel Industry,

Saurabh Chaturvedi was the presenter. He spoke about how Persons with Disabilities (PwD) have a greater unemployment rate than non-disabled people. The purpose of their study was to learn about employers' attitudes about PwD candidates and workers in the hotel industry. The study focused on four disabilities: movement, seeing, speech and hearing. He explained that their study tries to find out the most employable disability in the Hotel Industry.

Question asked by the jury:

- Did you consider socio-demographic variables for evaluation in your paper?
- Did you define any research framework for future studies?
- What are the implications of the study?

Response given by the presenter:

- He explained that in his study gender played a significant role in the perspective towards persons with disabilities.
- He discussed that this study can also be conducted in other industries such as textile or agriculture.
- He explained that his study pointed out the requirement of the skill matrix.

Presenter 3: Arindam Saha, Dr. Sangeeta Jain

Topic: A Review of Organizational Effectiveness Models: Perspectives for HR Analytics.

Arindam Saha presented the study. He discussed how Researchers from all across the world have been interested in organisational effectiveness. There are several models of organisational effectiveness, as well as criteria for measuring organisational effectiveness. The objective approach, the system resource approach, the process approach, and the strategic constituency approach are the four primary models of organisational effectiveness examined in this research. The introduction of HR Analytics has provided intriguing inputs for the concept of organisational effectiveness. Their

work in progress paper also examines the models in light of these recent developments and adds a fresh perspective in the study of organisational effectiveness.

Questions asked by the jury:

- Is this related to your PhD topic?
- Have you used systematic reviews or meta-analysis?
- Which HR analytics or tools are you integrating with the four HR models that you have included in the study?

Response given by the presenter:

- He explained that this topic is an extension to his PhD topic.
- He further explained that he is using systematic review for this research paper.
- He was grateful in the acceptance of his suggestions.

Presenter 4: Commander Siddharth

Topic: Impact of Regulatory Changes on Human Capital Development of Indian Defence Manufacturing MSMEs

Commander Siddharth Kher (Retd.) presented his study. The objective of his study was to establish and quantify the relationship between human capital, innovation capabilities and how significantly they are impacted by govt policies for MSME. He explained the challenges faced by the MSME. In his study, he concluded that there are plans run by the government for MSME but lack of knowledge is the real challenge. He explained the future scope of the study is the impact of FDI on MSME.

Questions asked by the jury:

- What were the tools for data collection?

Response given by the presenter:

- Two structured questionnaires were distributed to the entire value chain.

Presenter 5: Dr. Shruti Tewari

Topic: Neuro HR: Hope or Hype

Dr. Shruti Tewari presented their study. She elucidated that the academic community has been paying close attention to the application of neuroscientific research to human resource management, often known as Neuro HR. The importance of Neuro HR in HR practices is discussed in their study.

The myths and challenges of putting science into practice are discussed. Neuroscience, it is expected, it would give HR professionals insights not available through traditional leadership ideas. The use of neuroscientific ideas in the realm of HR has been examined using a logistic model.

Remarks given by the jury:

- It is very difficult to understand the Neuro HR topic in the Indian context.
- This is something that can revolutionise the area.

Response given by the presenter:

- It is a growing area and a lot of studies are being conducted in this area.
- It is very important to create a lot of awareness regarding this area.

Presenter 6: Saranya J, Dr. A. Anbu

Topic: The Role of Transformational Leadership to promote Organizational Citizenship Behaviour for the Environment with special reference to Manufacturing Industry, Chennai

Saranya J presented their study. In every organisation, the attitude of employees toward their work environment is critical. All employees, not just the company, are responsible for their sustainable work habits, but they fail to pay attention because these practices are not part of their job description. To improve OCBE, transformational leadership can support these approaches (Organizational Citizenship Behaviour for the Environment). The findings of their study show that the elements of transformational leadership are critical for improving OCBE practices in the company. Their study showed that organisations should use OCBE practices in the workplace, if they are inspired by their superiors, in order to encourage their employees to do so as well.

Questions asked by the jury:

- How have you defined OCB for the environment?
- Did you create your own questionnaire or is it adapted?
- Which practices have you considered for environmental practices in the organization?

Response given by the presenter:

- OCB has to be engaged for every employee in the organization for all the environment related practices.
- The questionnaire is a mixed one, the frame has been adapted from previous study and the questions are then formulated specific to our study.

- Sustainable and green practices (general) have been taken in the study.

Presenter 7: Rupali, Dr. Paritosh Mishra, Dr. Balvinder Shukla

Topic: A Study on Resilience among Students of Higher Education in Online Learning amidst COVID-19 Pandemic

Rupali presented their study. She started by explaining the purpose of their research was to look into the resilience of Indian higher education students during online learning in the midst of the epidemic. Dr. Mowbray's Resilience Assessment Questionnaire was used to assess resilience among 217 students in higher education. Statistical approaches such as descriptive statistics, t-tests, and correlation were used to analyse the data with IBM SPSS v26 software. The findings of their study demonstrate that resilience scores varied by gender, with males' scores indicating a higher level of resilience than females'. Resilience and online learning have a significant positive relationship. Finally, the outcomes of their study can assist educational institutions in focusing on improving resilience in order to improve learning during difficult situations.

Remarks given by the jury:

- There can be more variables that can play a role in online learning other than resilience.
- The validity of the questionnaire adopted should also be evaluated for an effective analysis.

Presenter 8: Divya Agarwal, Dr. Vijit Chaturvedi, Dr. Anandhi Ramachandran **Topic: Health Workforce Talent Management in Post-Covid Digital Age**

Divya Agarwal was the presenter among the authors. She began by describing how The pandemic has had an impact on how health care providers, workers, and professionals operate, their work-life balance, and their physical, financial, social, and mental health. While many health care employees have died, those who have survived have been so damaged emotionally that they have begun to seek employment in fields other than health care. With the country's current health workforce shortfall, talent management is needed to assure the availability of an adequate number of highly motivated and adequately qualified healthcare personnel. To assist human resource managers in developing a holistic approach to healthcare talent management in the coming years, their study draws on factors affecting retention of talented health workforce, the impact of pandemics in the changing healthcare paradigm, and increased adoption of digital technologies.

Questions asked by the jury:

- What is the research design of your study?
- Did you use any software for review analysis?

Response given by the presenter:

- Secondary data was used for conducting the data analysis.

Presenter 9: Dr. Indranil Mutsuddi, Dr. Neetu Bali Kamra, Dr. Ruchi, Dr. Chandranshu Sinha

Topic: Antecedents of Online Working Proficiency of Employees Using Work from Home: A Study

Dr. Indranil Mutsuddi presented the study. He began by emphasising that the goal of their research was to learn more about the antecedent elements that influence the online working proficiency of employees in North Indian consulting firms that use the Work from Home mode of operation. They used sequential mixed method approach in their study which the definition measures of the dependent variable online working proficiency were established in the first phase based on in-depth interaction (qualitative study) with Industry heads from leading consultancy firms and analysis of qualitative data, as well as the identification of antecedent factors such as Accommodation, Ambiguity Tolerance, Team Work, and Leadership Acumen.

Questions asked by the jury:

- What were the main antecedents that have been finally highlighted in your study?
- Did you look at socio demographic variables as well?

Response given by the presenter:

- There were two main antecedents that have been highlighted in the study: leadership acumen and team work.
- Yes, socio demographic variables have been analysed but because of the time constraint he could not explain every variable. The variables that were explained were: managerial support, technical support and training and development.

Presenter 10: Anushree Kabra, Dr Santhosh K R

Topic: Development of Employees Cognitive Flexibility Scale

Anushree Kabra was the presenter. She started by discussing the employees' cognitive abilities. Employees that are cognitively adaptive will maintain their attention, perception, and reception of social events (Cegala, 1981). There are currently no techniques available to test employees'

cognitive flexibility. Their research is an attempt to develop a method for evaluating cognitive flexibility. A total of 600 employees ranging in age from 20 to 60 years old were surveyed in two periods. Phase 1: item design and item analysis; phase 2: exploratory factor analysis to look for any dimensions or factors is how their current study seeks to develop an employee's cognitive flexibility scale. After item analysis, 25 items with a Cronbach's alpha of 0.91 were kept from the 36-item set.

Questions asked by the jury:

- What are the Variables for selection?
- What will be the mean takeaways after you have done the analysis?

Response given by the presenter:

- Only a test is developed for the same and will be doing the analysis in the further steps.

Presenter 11: Harish Chandra Singh Negi, Dr. Anamika Pandey

Topic: Job stress of Paramilitary Force Personnel during Pandemic Covid-19: A Study of Delhi-NCR

Harish Chandra Singh Negi presented their research. The purpose of their study was to look into the job stress experienced by paramilitary force members in Delhi-NCR as a result of Covid-19. Using an interview schedule of open-ended questions, data was collected from 26 officers of the Paramilitary Forces posted in India's Delhi-NCR. Long hours and demanding responsibilities, leave issues, and the danger of Covid-19 were all variables that increased paramilitary Force personnel's job stress levels, according to the study. Paramilitary forces used a variety of strategies and cures to reduce stress levels among paramilitary members. Future research is needed to discover alternative techniques/practices that can help to reduce the stress level of military people.

Remarks by the jury:

- Other variables could also be explored in this study
- Qualitative analysis could have improved the result of the research.

Presenter 12: Aanchal, Dr. Ajay Kumar Singh, Dr. Jaya Yadav

Topic: A Study of the Relationship between Organization Culture and Job Involvement

Aanchal was the presenter for their study. She started by explaining the involvement of the organization's employees in attaining the organization's "objective" and indirectly contributing to economic growth is critical, as the organization's growth leads to the economy's growth. Employees

feel empowered and satisfied in an interactive workplace, which encourages them to participate in the activities of the organisation. Their current research is to learn more about an organization's culture and how it affects job engagement, including the function of organisational culture in job involvement and how it affects employee involvement.

Because of some network connection issues, her presentation was cut short and the jury members could not ask the questions.

Presenter 13: Ms. Mitali Dohroo, Dr Taranjeet Duggal, Dr Amirul Hasan Ansari

Topic: Developing Ethical Leaders and Its Impact on Business Organization Improvement at the boundaries of Organization Behaviour and Turnover Intentions

Ms. Mitali Dohroo presented their study. She began by stating that their present research examines leadership skills for improving corporate organisations in terms of employee turnover intentions and organisational behaviour. Ethical leadership and leadership effectiveness are both heavily scrutinised. To reduce turnover intentions, additional organisational behaviour connected to work stress was investigated. They studied samples from diverse industries and discovered that leadership ethics and effectiveness had a negative impact on turnover intention, whereas job stress has a good impact on employee turnover. Thus, leadership skills play a significant influence in reducing work stress and lowering turnover intentions, resulting in improved organisational performance.

Questions asked by the jury:

- What were the challenges in conducting this study in the Indian context?
- What was your sample size?
- Did you conduct any comparative analysis in the study

Response given by the presenter:

- The ethical leadership does exist in Indian companies but the challenge lies with employee engagement.
- The sample size was 60 organizations
- No comparative analysis was done in the current study, but will conduct it in the future research study.

Presenter 14: Swati Yadav, Dr. Shikha Kapoor

Topic: The Impact of Digitalization on Onboarding Experience of Employees in the IT sector

Swati Yadav was the presenter. She started by explaining that Corporations are currently using digital technology to build and implement their digital onboarding procedures, much like they did in the technological era. In the previous year, several companies in the IT sector have shifted to digital onboarding, and the trend is expected to continue. she further mentioned that the current study used a descriptive research design. To collect the necessary data, a sample of 313 employees was chosen and requested to complete a standardised questionnaire. Multiple statistical tools were used to assess the data collected from the sample population. Their data revealed that digitalization has had a direct and significant impact on the employee onboarding experience.

Questions asked by the jury:

- How did you define your variables?
- Have you conducted validity testing of the questionnaire

Response given by the presenter:

- The main variables are digitalization and onboarding experience and other sub-variables are used such as the age of technology, the attitude of employees, self-efficacy etc.
- The content validity was checked by the subject experts before distribution.

Closing Remarks and Comments made by Chair and Panel Members

Dr Suhas Shetgovekar

She thanked all the organizers for conducting the conference. The varied areas of HR discussed by the presenters in the conference will add up to the existing literature on the subjects.

Dr Mitu G. Matta

She focused that the research should have a noble approach and should give a recommendation to others for their future research. She also explained that the framework of the research should be extensively worked on for a better research outcome

Vote of thanks: Dr. Anshu Yadav proposed her heartfelt gratitude to director ABS, Chancellor and Vice-chancellor for their visionary ideas and motivation for organizing such events. She also proposed vote of thanks to all the participants, organizing team, convener, co-convener, jury members and all the supporting staff of the 7th Global Leadership Research Conference, 2022.

Post Lunch Session

Link: https://teams.microsoft.com/l/meetup-join/19%3aPushAwqC84Jy9EkxU77t1v\FH2X_svM1h-5nIVxBlak1%40thread.tacv2/1644556045078?context=%7b%22Tid%22%3a%228d46a076-d093-416d-a57b-8692cde13bf8%22%2c%22Oid%22%3a%22005a70c1-4cec-46d4-8570-2ce43f2df860%22%7d

Session Moderator: Dr. Taranjeet Duggal, Professor Amity Business School, Amity University
Uttar Pradesh

Introductory Remarks:

Welcome note by the Emcee Sanjana Agarwal. She invited Dr. Taranjeet Duggal to address the gathering and welcome the guests. She welcomed the guests and started by elucidating on the ways in which people have been affected in pandemic has been enormous. she emphasised on the requirement to ponder and face the problems related to strategies and policies of employee experience.

All the speakers were welcomed with a virtual sapling before the commencement of the deliberation by Dr. Sanjeev Bansal, Dean FMS and Director of Amity Business School

Theme for deliberations by HR Professionals: Symbiotics, Synergy and Strategizing Through HR: Building Capacities, Capabilities and Competencies for the Future

Speaker 1: Mr. Vishwanath Raju, Head India Talent Acquisition-People Team- Human Resources, Dun & Bradstreet Information Services India Pvt Ltd.

Mr. Vishwanath Raju started by elucidating the importance of Human Resource in any organisation-
“In the same way that a human being is incomplete without his or her heart, an organisation is incomplete without its Human Resource.”

He further stated that Every technology has a connection to HR in some way.

He then went on and explained the history of Human Resource roles which can be said as a HR's progression from Welfare Officer to Personal Manager to Human Resource Manager and now to Human AI Resource Manager, the path has been long and winding.

He emphasised on Focusing first on the experience and then on the processes that surround it. He further explained that to deliver the value, Identify the value you wish to provide, Align the Human Resource and deliver the value.

He went on to explain the following topics for the audience:

- Models for talent acquisition
- Learning through business partnerships, leadership development, and organisational development
- System for managing human resources. strategy planning, risk management, labour relations, and so on.
- Efficiency, effectiveness, and experience in HR analytics
- Applications that use gamification
- Process excellence, performance management, strategy management, and high-performing teams are the building elements of HR.
- HR and blockchain

Dr. Taranjeet Duggal thanked **Mr. Vishwanath Raju** for such an interesting and updated session.

Speaker 2: Ms. Hemlata Goel, Director, Global Shared Services & HR Transformation, Axtria-Ingenious Insights

She started by stating the problems of the pandemic and how it was necessary to fully digitise the HR practises along with the other practices of the organisation. The main problem was to understand how employee can be productive throughout the move from the workplace to Work From Home and also to know how do we run our business at the right speed, with the right quality, and at the right price?

The main point is that people and their abilities are being given more attention.

She also provided the results of a McKinsey poll on the pre- and post-covid key aspects, qualities, and capabilities that are required from employees.

The poll helped in understanding the gaps between the present roles of CEOs in capability building and the roles that people want them to play.

She then shared a poll of PwC. The results of a PwC poll on the future of employment and skills were also made public. 1. cost pressures, 2. leadership competency, and 3. organisational culture

were the three most significant barriers to advancement. The three most significant workforce challenges identified by the leaders are: 1. technology; 2. the future as a result of technology. 3. AI and robotics.

Moving forward, she made the audience understand the five critical factors in developing future talents, competences, and competencies: 1. Investing in the basics 2. establishing digital as the principal means of acquiring capabilities 3. Prioritizing from the top to the bottom. 4. Enforcing behavioural change rather than content evaluations. 5. Creating a change-oriented culture.

Dr. Taranjeet Duggal thanked **Ms. Hemlata Goel** for such an enlightening session.

Speaker 3: Mr. Narendra Singh Chandel, Director HR, Ingenuity Gaming Pvt. Ltd.

He focused on how the strategic HR will look in long term perspective. he further moved ahead by stating that how the situation will be if we need offices or places for people to socialise occasionally and work from anywhere to enhance the productivity. The challenge will lie with the questions: which place to recruit? what skillset to look for to recruit people to be in the office or for enhancement of the productivity?

Likewise, total rewards with the hybrid model are going to be a play in a decade or two decades from now. Leaders will have to work on sustainable model for future demands. The today's hyperactive generation requires instant gratification and reward. he discussed how this poses as a challenge for the HR to find a model for this generation. He also discussed that high-value recognition can act as a glue for the employees to stay in the company even if the monetary benefit is less.

He argued that the HR leaders should focus on learning culture for a successful future. Culture being the essence of the organization will help HR to be part of the core team and contribute to the organization in an effective way. He also said that although the digitalisation of HR is the new HR these days, it is time for de-digitisation now. he said that digitisation can help HR in managing scale but it is losing its essence. the essence of HR lies in the human touch which should be reinducted by de-digitalising which can be referred as re-humanisation of HR functions. In this globalised and new era it should be feed-forward now instead of feedback to strategize the HR.

Dr. Taranjeet Duggal thanked **Mr. Narendra Singh Chandel** for sharing his insightful thoughts and experience.

Speaker 4: Mr. Sameer Nagarajan, Global President, Human Resources, Cadila Pharmaceuticals Limited

Mr. Sameer started his speech by mentioning a book in 1970s focusing on three elements transit, impermanence and speed. He said that these three elements are still equally relevant after so many years. The HR was revolutionized by liberalisation creating an abundance of opportunities for the people. He said we all are leaders in some way or the other in our life and it is important to understand the concept of effective leadership.

For effective leadership, it is essential to understand two important aspects: how do you learn and how do you manage ambiguity. In the last two years, we have got deep into technology by digitalising every aspect of our life. The challenge in the technological environment is to create an integrated work environment and ensure enough employee engagement.

He said it is very important to know how you learn otherwise your responses will be subconscious. He also focused the relevance of determining where you are to explore your learning. He stated that ambiguity is real and it does exist in reality. He stated how earlier market used to determine the salary but now the things are different. Lastly, he concluded by stating that in the current scenario the expectation and the reality are different which impose a challenge on HR to ensure effective leadership.

Dr. Taranjeet Duggal thanked **Mr. Sameer Nagarajan** for enlightening us with his valuable thoughts.

Vote of Thanks: Mr. Mukundan extended his thanks to all the speakers for their valuable insights on the behalf of Amity family. He also thanked session moderator Dr. Taranjeet Duggal, session co-ordinator Dr. Chandranshu Sinha and all the participants and supporting staff for the successful commencement of the session.



AMITY UNIVERSITY
— UTTAR PRADESH —

Finance Management-Technical Session 1

Theme: Leading in the New Reality: Insights into Actions

Date: Thursday, 17th February 2022

Start Time: 10:00hrs

End Time:17:00hrs

Link:[https://teams.microsoft.com/l/meetup-](https://teams.microsoft.com/l/meetup-join/19%3aHihzptrc4HQntIbUJB2PHW7j2eFVJ_TDxdxP_iiLB1E1%40thread.tacv2/1644556783326?context=%7b%22id%22%3a%228d46a076-d093-416d-a57b-8692cde13bf8%22%2c%22Oid%22%3a%2202d7bf4d-c99a-45bc-853a-88350464a77a%22%7d)

[join/19%3aHihzptrc4HQntIbUJB2PHW7j2eFVJ_TDxdxP_iiLB1E1%40thread.tacv2/1644556783326?context=%7b%22id%22%3a%228d46a076-d093-416d-a57b-](https://teams.microsoft.com/l/meetup-join/19%3aHihzptrc4HQntIbUJB2PHW7j2eFVJ_TDxdxP_iiLB1E1%40thread.tacv2/1644556783326?context=%7b%22id%22%3a%228d46a076-d093-416d-a57b-8692cde13bf8%22%2c%22Oid%22%3a%2202d7bf4d-c99a-45bc-853a-88350464a77a%22%7d)

[8692cde13bf8%22%2c%22Oid%22%3a%2202d7bf4d-c99a-45bc-853a-88350464a77a%22%7d](https://teams.microsoft.com/l/meetup-join/19%3aHihzptrc4HQntIbUJB2PHW7j2eFVJ_TDxdxP_iiLB1E1%40thread.tacv2/1644556783326?context=%7b%22id%22%3a%228d46a076-d093-416d-a57b-8692cde13bf8%22%2c%22Oid%22%3a%2202d7bf4d-c99a-45bc-853a-88350464a77a%22%7d)

The second day began with the virtual plant facilitation to the distinguished guests by our honourable Dean FMS and Director ABS Dr. Sanjeev Bansal.

The main theme of the track was Leading in the new reality insights.

The session included various sub-themes like Behavioural Finance, Cryptocurrency, Technology in Finance, Risk and return analysis, Mutual Funds, Volatility estimation, Merger and Acquisition, FDI, Fintech and Microfinance and Green Bonds.

The Finance Track began with the introduction to the program which was given by Prof T V Raman Session of Amity Business School, Track in charge. This was followed with a speech by Session Chair, Mr. Mukesh Agarwal, Zonal Credit Head, PNB Housing Finance Ltd.

He expressed deep gratitude for being a part of such a substantial platform of knowledge sharing.

He further added that the researchers are also contributors to the progress of industries and that paper presentation shall not be the only motive of this GLRC but to evoke a feeling of learning new things among the present generation of this world.

After that, the Session's Co-Chair Dr. Ranajee, Associate Professor, IFHE, IBS-Hyderabad welcomed everyone to the conference and talked about the change which has come due to the pandemic into the entire management education especially Finance. He also emphasized on the transition which has taken place from traditional corporate finance to new innovative areas of behavioral finance. He showed deep interest towards the new age systems like block chain and cloud computing. At last, but not least, he congratulated the entire GLRC team for covering such a wide area of discussion in this finance track.

The Session Moderator, Dr. Urvashi Varma, Asst. Professor, Amity Business School, AUUP - expressed excitement towards the session and looked forward to knowing about various areas of finance.

Session Chair: Mr. Mukesh Agarwal

Session Co-Chair: Dr. Ranajee

Session Moderator: Dr. Urvashi Varma

Session In-charge: Dr. T. V. Raman

Introductory Remarks by Session In-charge:

Prof . Dr. TV Raman welcomed all participants and guests to the finance track of GLRC. A total of 25 papers were selected from all the functional areas of finance ranging from behavioural finance to cryptocurrency to mergers and acquisitions. The aim was to give a holistic view of the new world of stylized finance and the financial revolution.

Presenter 1: Khushboo Gupta, O.S. Deol and Kanishka Gupta

Topic : Environment, Social and Governance Performance and Firm Risk: Study of Indian Consumer Goods Sector.

The presenter presented on the impact of ESG performance on risk. The presenter concluded his presentation with the fact that The investors are more sensitive towards the new societal concept of marketing and the ESG parameters shall be strategically included in long term goals.

Presenter 2: Nikhil Khajuria and Ajay Salgotra

Topic: Impact of behavioural factors on investor's investment decisions in the cryptocurrency market.

The presenter presented on the impact of behavioural finance in the investment of cryptocurrency and how decision making is impacted due to demographic factor and concluded the presentation with the fact that the Demographic character influences cryptocurrency investment decisions.

Presenter 3: Nikhil Kanodia, Dipti Ranjan Mohapatra and Pratap Ranjan Jena

Topic: A Systematic Literature Review and Bibliometric Analysis on Determinants Of Foreign Direct Investment

The presenter presented the Objective of Bibliographic review of FDI determinants based on Scopus indexed journal and concluded with a bibliographic review that will help us to learn and analyse policy-making for FDI investments in India.

Presenter 4: Dr. Shalini Srivastav and Dr. Anubhuti Gupta

Topic: Psychological Biases in Financial Investment Behaviour.

The presenter presented the Objective of How the psychological thinking process leads to the decision in the financial market and concluded with the fact that Investors prefer stability and market movement of upward & downward trend leads to change of investors behaviour and perception towards investment

Presenter 5: Isha Gupta and Dr. Naliniprava Tripathy

Topic: Impact of Merger and Acquisition on Shareholder's Wealth: Evidence from India's Non-Financial Sector

The presenter presented the Objective of Impact of merger and acquisition on the manufacturing sector and concluded with the fact that the positive returns observed on the announcement day and during the pre-event window are consistent with Indian management expectations of synergies.

Presenter 6: Meenakshi Rathore and Dr. Urvashi Varma

Topic: A Comparative Study Of The Impact Of Cognitive Dissonance In The Investment Behaviour Of Generation Z And Millennials

The presenter presented the Objective of Learn cognitive biases in investment among millennials and gen Z and concluded with the fact that Information technology usage and being tech-savvy is being quite evident in financial decision making among generations.

Presenter 7: Mrs. Kavitha. H and Dr. J.K.Raju

Topic: Risk and Return Analysis of Small-Cap Funds in India

The presenter presented the Objective of To analyse performance and risk-return among selected small-cap funds in India and concluded with the fact that Mutual funds hold the highest proportion among investment choices in investors.

Presenter 8: Avinash Chauhan and Dr. Urvashi Varma

Topic: Bibliometric Analysis of Pair trading strategies in the markets.

The presenter presented the Objective of Bibliographic review on pair trading strategies and concluded with the fact that Such a bibliographic review will help us to analyse, draw inferences and pick opportunities in long and short-position strategies to mitigate risk.

Vote of thanks: Dr. Naginder Bhasin concluded the pre-lunch session with a vote of thanks to respected session chairs and shared about his research publications journey and suggested to all participants that the real journey of learning begins after Ph.D

Post Lunch Session

Session Chair: Mr. Ravi Parshuram, Director - Training, ACFE, India Chapter

Session Co-Chair: Dr. Upasana Diwan, Associate Professor, RDIAS, GGIP University, New De

Session In-charge: Dr. T. V. Raman, Professor, Amity Business School, AUUP, Noida

Student Support Team: Utsav and Rishika

Introductory Remarks:

Dr. T.V. Raman started the session with the introduction of the conference. The importance of the conference was mentioned by the speaker mentioning its role in academia and industry and how it will help people from academics and industry to interact and have a better know how to implement the results in a real-world scenario. He ended his speech by mentioning that here we are gathered to give better input and not to do demotivate researchers but to give them a better understanding of the concepts. Further Dr, Upasana took over and congratulated all the presenters and ended with a note to have maximum learning from the conference and implement it in future work.

Presenter 1: Bushra Khalid and Nisar Ahmad Khan

Topic- Market Timing and Investment Performance of Indian Equity Mutual Funds: An Empirical Analysis

The speaker explained the concept of Indian equity mutual funds and market timing and investment in the Indian context. A brief discussion was done by the speaker on the previous work done by various researchers. Speaker highlighted the models used in the previous studies in detail. Speaker concluded that research showed mixed results.

Question asked by the jury: How do the researcher use the data of the pandemic era and how did they normalize the data.

The response given: The presenter said that they have excluded the data of the pandemic era

Presenter 2: Syed Inamul Hasan and Md. Rashid Farooqi

Topic- A Case Study of Financial Management of Tesla Incorporated

The speaker started with a brief explanation of Tesla's founder and the automobile sector in the recent era. The speaker highlighted the objective of the study and mentioned that the study revolves around the strategy of managing finance in Tesla incorporation. Speaker in detail explained the

case of Tesla being the game-changer in the automobile sector. The speaker concluded the presentation by highlighting the observation and findings of the study.

Question asked by the jury: The jury asked why the speaker particularly opted for Tesla.

Response was given by a presenter: The speaker credited it to the popularity for his decision to choose this company.

Presenter 3: Velmurugan T, Kumar G, and Ravi Toddla T N

Topic- Operation Twist, Bond Equity yield Earnings Ratio (BEER) - A Comparative Analysis of Pre and Post Market Behaviour

Speaker started with a brief explanation of the relationship between yields and the equity market and the concept of BEER and made a comparison between the pre-covid and post-covid eras. Speaker also explained the interpretation of BEER in the market. Speaker explained the data collection methodology and included both the pre-covid and post-covid data to make the study more relevant in the current market scenario. Speaker concluded the presentation with a conclusion.

Presenter 4: Harshul Agarwal and Dr. Ashima Agarwal

Topic- To Study the Impact of Portfolio Performance Based on Market Capitalization

The speaker started the presentation with the concept of a portfolio and a brief explanation of the statement of the study was given as well. Speaker also explained the Markowitz model used in the study. Speaker concluded the presentation by stating that diversification in uncorrelated assets is highly desirable and reduces the risk efficiently.

Question asked by the jury: How can this study be made relevant to the common investors

Response given by the presenter: Speaker explained that the study was conducted from the perspective of portfolio managers and it will help them in explaining the common investors in giving better advice.

Presenter 5: Harpreet Kaur and Mahir Narang

Topic- Hedge Funds Herding: The Polemicist Manifestation

Speaker started the presentation with an explanation of the hedge fund and the objectives of the study. Speaker explained the strategies used by hedge funds commonly i.e, the momentum strategy

and value strategy. Speaker concluded the study by making remarks that all the hypotheses were supported and the hedge funds do have the herding trend and are good for the market.

Question asked by the jury: What strategy do you propose to overcome the herding trend of the investor

The response given by the presenter: Speaker explained that hedge funds follow a trend and it is good for market scenarios. Speaker advocated the patterns of hedge funds and the investors should follow and make profits out of it.

Presenter 6: Gurleen Kaur and Nazia Hasan

Topic- The Causative Impact of Liquidity Management on Profitability of Banks Providing Microfinance Services in India: An Empirical Investigation

Speaker detailed the whole concept of profitability in the Indian context. Speaker mentioned the study revolves around analysing the impact of liquidity of banks providing microfinance services in India. The data of the study was secondary and the speaker concluded the presentation by stating that effective liquidity management will enable an organization to derive maximum benefits at minimal costs. A clear policy of liquidity management is required as per the recommendation of the speaker.

Question asked by the jury: Suggestion of the researcher for MFSI sector.

The response given by the presenter: speaker explained the benefit of the policy and how it will impact the MFSI sector.

Presenter 7: Anjali Mandal, Ashish Saxena, Prashant Gupta, and Vinod Bagar

Topic- Financial literacy and investment behaviour of working individuals

Speaker detailed the concept of investment, decision-making, and finance literacy briefly. Speaker explained the components of financial literacy namely financial knowledge, financial behaviour, financial attitude, and their impact. Speaker concluded that financial knowledge and financial awareness have a strong association with investing awareness, whereas financial attitude and financial behaviour have a negative association.

Question asked by the jury: jury suggested a few more variables could be included in the study.

The response was given by the presenter: the speaker agreed to the suggestions.

Presenter 8: Sabia Tabassum and Dr. Miklesh Prasad Yadav

Topic- Capturing symmetrical and asymmetrical volatility in the energy market – Evidence of Covid outbreak tenure

Speaker started the presentation with the rationale behind the study. Speaker explained the concept of symmetrical and asymmetrical volatility. Speaker supported the reason for choosing countries for the study. Speaker concluded the results of the study by stating the best-suited model is GARCH for capturing volatility in the energy market.

Question asked by the jury: jury asked for the process of inference of the result of GARCH

The response was given by the presenter: the speaker explains the process of data interpretation.

Presenter 9: Richa Diwakar and Dr. T. V. Raman

Topic- Forensic Accounting: The crusader against financial frauds

Speaker detailed the whole concept of forensic accounting and its evolution and growth. Speaker further stated the need and scope of forensic accounting. Speaker also explained the approaches to forensic accounting. Speaker concluded the need for forensic accounting and how it focuses on fraudulent practices, employee frauds, etc. speaker stated that forensic accounting is still untapped and needs more attention and acceptance.

Question asked by the jury: Jury gave a few suggestions to incorporate in future work

Presenter 10: Satish Chandra Tiwari, T. Sitaramaiah and Mohammad Munawar Alam Sayyad

Topic- What determines the working capital behaviour of Indian-listed manufacturing firms?

Speaker started the presentation by highlighting the concept of working capital management. Speaker stated that the study revolves around finding the factors that impact the working capital management of Indian listed firms.

Question asked by the jury: The jury suggested the findings and conclusion should be given more attention while presenting. The jury also suggested the study could have included the challenges in managing working capital management.

Closing Remarks and Comments made by Chair and Panel Members

Vote of Thanks: The Vote of thanks was given by Dr. T.V Raman and he spoke about the value of research and how a researcher should carry on his/her work. He encouraged presenters to have an enthusiastic approach and researchers should take every possible opportunity to showcase their work and let people know the contribution made by you.



AMITY UNIVERSITY

UTTAR PRADESH

Marketing Forum

Date: Thursday, 17 February 2022

Start Time: 12:00hrs

End Time: 14:00hrs

The Global Leadership Research Conference was organized by Amity Business School, Noida on 16th –18th February 2022 (Virtual Mode) on the theme Leading in the New Reality: Insights into Actions.

Link: <https://virtualevents.amizone.net/glrc/>

The forum started with a video playback of introduction of Amity University stating Amity University, Noida was ranked 216 in Asia. It is ranked as 65 in the overall ranking for 2018, 58 among universities 25 in the pharmacy ranking and 48 in the management ranking. **Dr. Anurupa B Singh introduced Dean FMS & Director Dr. Sanjeev Bansal.** The session was started by an address by Dr. Sanjeev Bansal. Sir spoke about the differences caused due to Covid and the changing trends the world would witness in consumer behaviour.

Introduction of the speakers:

Speaker 1: Mr Ashish Kapoor: Sr. Vice President and Head Business Development, IDECK Limited.

Topic: The Global Trends changing the future amongst uncertainty:

Sir covered several topics spanning from globalisation, climate change, geopolitical change, social cultural and workplace shifts, shifting demographics and innovation. He emphasised that organisations will have to develop a culture in the workforce and leadership which is flexible and is long term in nature with focus on strategic needs on creating green organisation and investment in technology. He also stressed on the need to diversify supply chain and develop multiple alternatives for key raw materials. Agility and ability to adopt and implement changes will be critical for robust risk management and contingency plans would be critical for sustainability. Sir also said that migration of work force will lead to diverse multi-cultural teams and diverse

organisation culture will be needed expenditure will have to be increased. Larger firms will have to acquire and integrate with smaller firms for strategic technologies.

Speaker 2: Mr. Shirish Aggarwal: Head Marketing Communication & Brand Panasonic India

Topic: Marketing Trends and Role of marketing :

Sir spoke about the use of diverse languages to help understand the consumer approach. He quoted an example from Shark Tank and informed that 63% of future sales shall be digitally influenced. Digitally influenced shoppers researching, shopping and reviewing large appliances online will spur the demand. He ended his speech with focus on brand leadership, experience and leadership.

Speaker 3: Ms. Sanjana Pandian: Head Marketing, Forever 21 India ABFRL

Topic: Innovation of fashion players

The key takeaways from the presentation was :-

- Need shall replace Aspiration
- Comfort is the new style
- Altered Innovation Cycle
- Digital Lifestyle
- Digitalization of consumer
- Brands have become Physical

Speaker 4: Mr. Rajeev Kumar Singh: Head -Sales ZYDUS Cadilla Limited

Topic: Growth Mindset

Sir informed that the fastest company to reach 1 Billion dollar is Lazada. He shared his perspective on Growth mindset vs Fixed mindset by quoting an example of belief.

Speaker 5: Prof (Dr.) Uma Shankar Venkatesh (educational entrepreneur) (VC at ITM university)

Sir spoke about the absolute cross section of industry and business from B2B and B2C organisations. He spoke about companies adapting strategic things and contingencies plans for future. There is a gross need to reinvent ourselves as the consumer behaviour has changed completely. Sir gave examples of consumers shifting to online shopping for groceries .Fashion has absolutely changed as the user interface has changed.

Dr Harman Puri: Co- Founder of BlockTing

Sir is corda certified blockchain developer and has worked with various blockchains platforms such as Hyperledger and Ethereum and was awarded with Amity excellence award. Sir spoke about his firm as a blockchain and crypto start up by the India Block Chain forum.

Vote of Thanks: The session was wrapped by a vote of thanks by Dr Anurupa B Singh to the organising committee and participants of GLRC 2022.



AMITY UNIVERSITY
UTTAR PRADESH

Leadership Forum

Theme: Leading into the new reality: Insights into reality

Date: Thursday, 17 February 2022

Start Time: 15:00hrs

End Time: 17:00hrs

The Global Leadership Research Conference was organized by Amity Business School, Noida on 16th –18th February 2022 (Virtual Mode) on the theme Leading in the New Reality: Insights into Actions. The conference theme evoked: Leading into the new reality: Insights into reality

The topics covered in the session included various sub-themes like: Leadership roles and responsibilities ; Consumer Centric Leadership ; Virtual reality ; Post-Covid Leadership Challenges.

The Leadership Forum Track began with the Amity presentation video and an inspirational welcome speech by Dr. Sanjeev Bansal, Dean FMS and Director of Amity Business School to the leaders from the industry and academicians.

Post- Lunch Session

Forum Chair : Dr. Sanjeev Bansal

Forum Co Chair : Dr. Puja Sareen, Dr. Kritika Dasgupta

All the Guest speakers were welcomed with a virtual sapling before the commencement of the first Technical Session on Leadership Forum

Speaker 1: Ms. Sharmila Sahai, Managing Director, TIMEX Group

Topic: Leading in the new reality- Redefining the leadership role

She spoke about the insight on the new reality- which is it is constantly going to change. She discussed about the role of leadership in uncertain times with :

- Visioning and Scenario Planning- Clearly define the core value proposition of the organization.
- Flexibility and Adaptability- The success of the organization depends on our ability to be adaptive
- Bias for Action and Decision making- Good decision can help foster a collaborative work environment.
- Empathetic and Authentic- Leader of the new normal will need leader that are kind and understanding of other situation and feeling- empathetic.
- Consumer Centric- Companies must have speed, customer attention and align their business with the new reality.

With that insight she ended with a quote “The role of leadership today is to bring clarity in uncertain times, Today’s leaders need to thrive in the face of this uncertainty.”-Satya Nadella

Speaker 2: Dr Paul Brown, Professor of Organisational Neuroscience, Monarch Business School, Switzerland

Topic: Knowing about the brain makes for better leaders

Dr Paul Brown started the presentation by giving a brief on the 3 part brain and 5 senses sight sound smell taste and touch how it work bottom upwards. He elaborated that brain has capacity to adapt and is the organ which value relationship. He further said there are more research work that needed to be done like fascinating differences between female and male brains- which looks as if they work differently and organisations need to get maximum value from both. He spoke about becoming a Limbic Leader and the redesigning of HR as HR has the opportunity to become the knowledge base of the organisation.

Speaker 3: Mr. Shivendra Mohan, CEO Proficient Logistix Services

Topic: Leading in the New Reality- Insights to Action

He spoke about how covid-19 is affection companies around the world and everyone had to follow to work together and define the way new strategies need to work. He told leaders need to follow

proper communications. Entrepreneurs are creators of systems in today's world.

Speaker 4: Mr. Manas Sinha, Founder, CEO & Managing Director, Intelli Vectra Technology

Topic: Leading in the New Reality- Insights to Action

He spoke on the rapid acceleration of new ways of working and technology is widening the gap between winning and losing organizations; those unable to adapt to the new reality will be left behind. He also told us how education has changed dramatically with the distinctive rise e learning where by teaching is undertaken remotely and on digital platforms. He concluded by saying we need to remember when we develop the ability to anticipate the future and we will distinguish ourself from other leaders. We need to have plan of action in order to sustain in the phase of transformation we must adapt and improve. He ended with a beautiful quote "Virtual reality is going to be an important technology. I am pretty confident about this."- Mark Zuckerberg

Speaker 5: Ms. Shelly Kalra, Sr. VP Operational Risk Daily Pay Inc. New York

Topic: Adaptive Leadership

She elaborated on mobilizing people to tackle challenges and do the adaptive work necessary to achieve progress and thrive. She told us how to recognize the challenge such as Technical Challenges and Adaptive Challenge. We need to gain perspective in the midst of action and the ability to view the situation from the mental balcony. As a result we can design effective interventions by :

- Determining the ripeness of the issue in the system.
- Hold Steady.
- Analyse the factions that begin to emerge.

Vote of Thanks: The Amity Excellence Award was given to Dr Paul Brown for his outstanding contribution in the field of clinical and psychology by Prof.(Dr). Anupama. With this vote of thanks was proposed by Ms. Kritika Dasgupta with a key take away of each speaker in the session

The second day of conference was a highly enriching experience for one and all. The research

scholars presented a set of highly thought provoking papers and evoked a sense of intellectual thinking amongst the audience.



AMITY UNIVERSITY

UTTAR PRADESH

FINANCE FORUM

Date: 18th February, 2022

**Start Time: 10:00hrs
12:00hrs**

End Time:

The Global Leadership Research Conference was organized by Amity Business School, Noida on 16th –18th February 2022 (Virtual Mode) on the theme Leading in the New Reality: Insights into Actions.

Link for the session: <https://amityuni.live/88913680981>

Day 3 began with the Finance Forum on 18th of February 2022.

The main theme of the forum was ‘Leading in the New Reality: Insights into Actions.

The Finance forum began with a welcome speech by Dr. Sanjeev Bansal, Dean FMS and Director of Amity Business School to the leaders from the industry and academicians and also introduced the august gathering regarding the finance forum . All the Speakers were welcomed by sapling.

A total of 7 speakers graced the event and they shared there valuable knowledge. Two speakers were awarded with amity excellence awards.

Morning Session

Session Convener: Dr. Ritu Wadhwa

Session Co- convener: Dr. Ashima Aggarwal

They were welcomed with a virtual sapling before the commencement of the first Session.

Introductory Remarks by Session In-charge: Dr. Ritu Wadhwa

Speaker 1: Mr. Jaikrishnan G, Partner and Head Financial Services Consulting, Grant Thornton Bharat LLP

Mr. Jaikrishnan started by speaking about the changing dynamics of education due to covid. Banking has gone through a lot of challenges through the last 24 months . The ways of working , targets of reaching customers , customer inclusion , digital penetration and everything has changed. There has been some positive impacts as well like digital transaction for processes which earlier needed manual interpretation. Along with that, digital infrastructure has also changed. There have been new business models in financial sector , where the access of finance has changed as there is no physical office desk for cash collection or documents approval. He further explained how e-commerce has revolutionised.

He said that knowing about what is happening outside the campus is very important .There were different ways in which identification and authentication of transaction was done physically but not now with KYC, Digital footprints and Maps etc, it flawlessly prove the authentication of the transactions. Later he talked about how credit is becoming a utility. As earlier, there was collateral required but now it can be done just by verifiable documents. He said that the new innovations are directed towards that and one should look to financial services, read, understand and learn about new things in financial services, through different government and fintech players. He further talked about how blockchain and crypto are going to boom in future and innovations should be done by taking rural sector in mind. He concluded by saying that value chain opportunity is very important in our country.

First Amity Excellence Award Given To Mr. Jaikrishnan G ,The Citation Was Given By Dr. Ashima Agarwal , And It Was Conferred By Prof.(Dr).Sanjeev Sir .

Second Amity Excellence Award Was Given To South Indian Bank , Mr.Murly Ramakrishan Was There On Behalf Of Them , The Citation Was Done By Ms.Kritika Das Gupta And It Was Conferred By Prof.(Dr).Sanjeev Sir.

Speaker 2: Ms. GURVINDER KAUR, Dy. Director, Economics Division, Dept. of Economic Affairs, Ministry of Finance

The speaker spoke about India's fiscal policy. It is an enabler and plays an important role for industries, enterprises, and government to run in a smooth manner. She started with the explanation

of Counter cyclical Fiscal policy that has been adopted by the GOI since the last few years (from the beginning of Covid-19). She highlighted that the budget sessions have become more transparent. The speaker gave a brief introduction about the barbell strategy while taking the Fiscal decisions. According to the Barbell Strategy, the Government prepares for the worst outcomes first and then update information with time and finally adapt and response as the situations evolves.

She also spoke about the Pandemic period and how Government applied the Barbell Strategy. The approach of the GOI was “Agile” whereas the “waterfall approach” was taken by the Government of USA. During the pandemic, high frequency data was used by the GOI. Some of these include GST collection, data on progression of economy. Process reaffirms were introduced for work and consultancy side procurements. After the Economy boosted in India from September/October 2020, Investment and Consumption boosting took place. With demand boosting and demand revival, the agility in Fiscal response was very much required.

The Biggest Food program in the world took place in India (PM Food Yajna). With that, the PM Housing for all, Improvement in the drinking water resources (Tap water connections), Building Safety Nets also improved from 2019 to 2021.

The speaker concluded by saying that once the income comes up, the tax revenue comes up and eventually the Central Government Capital increases. This presentation helped us to understand the thoughts of the Government while making a Budget.

Speaker 3: Mr. ATUL KUMAR CHATURVEDI, Executive Director- Chief Commercial & Head Treasury, ONGC Delhi

The speaker started by quoting a statement, “Global business reality is multidimensional and constantly evolving, adding to the volatility, uncertainty and complexity of business operations”. Sir also highlighted the fact that people see reality as per their own perspectives and explained with an example as to how the same set of actions are interpreted differently by two different organizations. The main focus of the presentation was divided into three parts namely, how ONGC dealt with the Black Swan Event, followed by how the violent gas industry is looking globally, and ultimately ended with the key action points to deal with this emerging reality.

During the Black Swan event, ONGC had to prioritize people and stakeholders because they couldn't stop their operations and before lockdown they set up Quarantine facilities. The perception

was that they were doing it to prepare themselves for the pandemic that was coming in front of them. The ONGC firms moved to online training and also moved the decision making to the digital platforms before the pandemic so as to ensure that the decisions were taken from the executive residences in order to ensure efficiency in the operations and quick decision making. Also they separated the critical and non-critical operations so that they can focus on the critical ones beforehand. After this he put some light on the data about the oil industry and stated that there is enough oil to last 50 years and also highlighted that oil will become irrelevant over a period of time. Sir also indicated the crude oil prices in India and US.

According to the studies, India is the third largest consumer of primary energy and there is huge increase in per capita energy consumption of India. Approximately 8 to 8.5 % increase in GDP is expected this year. Supply of the crude oil and gasses will be available but prices will be unrealistic and this is the reason that all the power projects cannot produce because of the high prices and the fluctuations in them. In the end, he highlighted that technology has now become a differentiator on a company's growth and companies are demonstrating sustainable projects in order to attract investors. He also recommended strong disclosure and compliance requirements.

Speaker 4: NIRAV SAHNI, Management Consultant, Kearney

The speaker talked about the future issues which will be faced by the big CFO's like digital transformation, analytics and these, in turn, also lead to the main theme of the conference. According to the speaker, key things which they explore while taking an opportunity to get insights into data doesn't only cover basic but multiple layers which has 3 main buckets . The first one is Data Analytics which talks about core fundamental action of how to implement these actions. We need to get deep analytical tools and check whether they suit the organisation or not. The next is data visuazation which tells about the ways to consolidate the data collected and then it talks about people. All this leads to fundamental change in overall process. When all these pieces come together, they provide insights into data which makes the action and completes the process. This is what is expected to be done. He then shared his few experiences with the audience which included three main aspects which are MNA , where they learned the importance of the historical data over assumptions and how accurate they are . Another was related to banking, retail and commercial site which are used on day to day basis. Lastly, he talked about FinTech companies which are transforming and improving at a rapid rate , like there are new platforms and payment gateways innovations every other day . He concluded by saying that in next 5-6 years, India will be at par

with developing countries.

Speaker 5: Mr. VIVEK WADHERA, CFO & Head – Lending Business, Orix India

The speaker addresses the changes happening around the globe. He stated that the quantum of changes is going to be bigger like change happened from ordinary banking to digital banking and substantially, Contemporary era with cryptocurrency. The reason for all these was inertia to change. For example, there was no global currency so cryptocurrency came into the picture. Proceeding further, Sir talked about the changes that have already taken place like numerous of startup were launched. He introduced the case study of Kodak which didn't felicitate change and consequently lost the hold in the market. With this case study, he explained how change can be the only chance to grow. He concluded by saying "Change is Chance".

Speaker 6: Mrs. SANDYA SHARMA, CFO – INDIA & South Asia, Schindler India Pvt. Ltd, Mumbai

She is a die-hard optimist and had a belief that finance people have to be binary. She suggested that one has to work on his aptitude to survive in any economy or changes in the world and also highlighted the fact that we must not try to change others but try to change ourselves instead. After that she focused on three words: learn, unlearn and relearn. Unlearning is equally important because scenarios will rapidly change and it is also important to tackle any situation. Next she focused on the abundance mindset which is essential to survive corporate competence. She then gave an example how an abundant mindset helped her to be better by herself. She recommended that we meditate every day and accept ourselves first before accepting anything else in the world. She put forward to sync with ourselves because the world is very competitive. Then she evicted that things will not work as per our expectations and we need to be dynamic in order to appreciate things around us. With digitalisation phone has become smarter, but we have become dumber. There are a lot of self-help books but no books are available to help others. At the end she encouraged to keep our attitude and aptitude.

Speaker 7: Mr. JOYDEEP DUTTA, Director Finance, Sapient Corporation

The speaker spoke about "Analytics And Business Intelligence In Finance". He started his session with the history of the word "Analytics" and for that he gave refernce of two books: Moneyball- The art of winning on unfair game published in 2004 and another book Compacting on analytics published in 2007. Proceeding further, he said that an analytics is an integral part of the digital

transformation strategy. The word analytics give the advantage of the competitive challenges.

Proceeding with benefits of being Analytical

-**Steer:** Help Manage & steer the business through turbulent times.

-**Know:** Know what is really working, Rigorous analytical testing can establish whether your intervention is causing desired changes in your business, or whether it's simply the result of random statistical fluctuations.

-**Efficient:** Cut costs and improve efficiency. Optimization techniques can minimize asset requirements, and predictive models can anticipate market shifts and enable companies to move quickly to slash costs and eliminate waste.

- **Mange:** Manage risk Greater regulatory oversight will require more precise metrics and risk management models.

-**Anticipate:** Anticipate changes in market conditions You can detect patterns vast amount of customer and market data coming your way.

Further discussion was on Gartner Magic Quadrant for Analytics & Business Intelligence Platforms – 2021. He ended his session with a quote written by - Peter F. Drucker “**Analytics has become the key economic resource and the dominant, if not the only, source of competitive advantage.**”

Closing Remarks and Comments made by Chair and Panel Members

Vote of thanks: Vote of thanks was given by Dr.Ritu Wadhwa and she thanked all the esteemed guests, faculty and organising team including audience. She ended by quoting time is money and people presented over there have spent million us with this session was ended.



AMITY UNIVERSITY

UTTAR PRADESH

General Management: Technical Session 2

Date: 18th February, 2022

**Start Time: 10:00hrs
16:00hrs**

End Time:

The Global Leadership Research Conference was organized by Amity Business School, Noida on 16th –18th February 2022 (Virtual Mode) on the theme Leading in the New Reality: Insights into Actions. The conference theme evoked Leading in the New Reality: Insights into Actions.

Link for the session: <https://teams.microsoft.com/l/meetup-join/19%3aSGz96zhA1-h41KNWCoA3DCAk0w6rZQWNf2xIVVrr7Qc1%40thread.tacv2/1644555907220?context=%7b%22Tid%22%3a%228d46a076-d093-416d-a57b-8692cde13bf8%22%2c%22Oid%22%3a%2291114c77-70c9-4ab3-95bf-34a8434072bc%22%7d>

Day 3 began with the General Management track.

The main theme of the General Management track was ‘Leading in the New Reality: Insights into Actions’.

The General Management Track began with Mr Manav and Ms. Bhajneet extending their gratitude to Hon’ble founder president Dr. Ashok K. Chauhan and Hon’ble Vice Chancellor De. Balvinder Shukla ma’am for this great opportunity and started the track with introducing the theme for the track.

Dr. Swati Upveja ma’am honoured and extended her thanks to Hon’ble founder president Dr. Ashok K. Chauhan, visionary Chancellor Dr. Atul Chauhan, Hon’ble Vice Chancellor Dr. Balvinder Shukla and Director ABS and Dean FMS Dr. Sanjeev Bansal.

A total of 13 paper presentations were made out of which 9 were done pre-lunch and remaining were done post lunch. They are being reported in the order of presentation.

Morning/Pre-Lunch Session

Session Chair: Dr Naresh Bodhkhe

Session Co-Chair: Dr Karen Cripps

Session In-charge: Dr. Swati Upveja

Session Moderator: Dr. Anupama Rajesh

Student Support Team: Mr. Manav Preet, Ms. Bhajneet Kaur

Mr. Manav gave a brief introduction of the session in charge Dr Naresh Bodhkhe Director, Economics Competition Commission of India, Gokhale Institute of Politics and Economics, Pune, Maharashtra, Govt of India, talked about few of his achievement such as several research articles in highly ranked journals and his contribution in CCI. He was then virtually presented with sapling by Dr Sanjeev Bansal sir.

Introductory Remarks by Session charge:

Dr Naresh Bodhkhe expressed his gratitude and welcomed everyone to the conference. He expressed his gratitude to attend this online conference which allows people to connect even when they are worlds apart and share their knowledge.

Ms. Bhajneet and Mr. Manav gave a brief introduction and thanked Dr Karen Cripps, Lecturer, Winchester, England, United Kingdom and then gave a brief introduction of the session co-chair Dr Karen Cripps and talked about her achievements and tremendous work done by her and she was presented with Sapling virtually by Dr Sanjeev Bansal.

Introductory Remarks by Session co-charge:

Dr Karen Cripps welcomed and expressed her gratitude to everyone. She expressed her pleasure and appreciation for everyone and then talked about her eagerness to see more about the research articles which will be presented.

Ms. Mehak thanked Dr Karen Cripps and then the paper presentations began.

Presenter 1: Anjali Singh and Azra Ishrat

Topic – Role of Online Learning on General Well-being of Students during Covid 19 Pandemic.

Ms. Anjali Singh introduced her topic and presented her topic. She discussed on how the pandemic has brought about schools closing all around the globe and shifting from traditional classrooms to online platforms. This pressure can be unfavourable to the student's well-being. She talked about how the study centres around the impact of online learning on students' general well-being of class

11- 12 during pandemic. Results showed that there was increase in tension, shortfall of communication and online learning effects well-being.

Suggestions given by panelist – Dr. Naresh suggested that the objective is too broad and there should be focus on research gap also sample should be expanded to all level of education.

Questions asked by panelist – Dr. Karen asked about the implication on this moving forward for education and how it will influence people mindset.

Answer given by participant – There should mentors going forward to guide the students.

Presenter 2: K. Kalidasu and S Prasad

Topic – Significance of Selected Macroeconomic Variables Hit in Gold's Substandard Ness

The speaker Mr. K. Kalidasu started with introducing the topic. Since gold is an effective saving and investment tool in India. Conservation of gold can secure increase in oil demand, depicts increased imports, and stronger inflation. Factors that affect gold price were listed - Common macroeconomic fundamentals like GDP, Exchange Rate, Interest Rate, Inflation, Oil price. He explained how selected macroeconomic variables performance can effectively accelerate gold and gold price relativity with macroeconomic trends.

Suggestions given by panelist – Dr. Naresh suggested that it should be precise and a brief about review of literature, methodology and data that was used should be presented. Dr. Karen suggested to expand a little bit more information on black economy.

Questions asked by panelist- Dr. Naresh enquired what is the significance of the paper.

Answer given by participant – He answered that this was a conceptual paper which can help in understanding what and how macro eco factors effect gold prices.

Presenter 3: Angana Parashar Sarma and Neha Jain

Topic – Determinants of Participation in GVCS: A Global Evidence

Ms. Angana began with emphasizing the Global Value Chains (GVCs) are becoming increasingly important today, as evidence of how countries can gain from the conception, production, and export of a specific commodity through such trade liberalization. She explained the purpose of the study

to look into the determinants of GVC participation from 1997 to 2018 in a sample of 22 countries. She then disclosed the findings which showed Economic Policy Uncertainty (EPU) and Financial Market Depth (FMD) as factors influencing the participation of countries in GVCs. The FMD positively influences whereas the EPU negatively impacts the participation of countries in GVCs.

Suggestions given by panelist – Dr. Naresh asked to take another look at EPU as an index can be used as a variable and recheck the model. Dr. Karen suggested to look at LR and how all those papers have extracted the variable and how the findings of the current study can be compared with those.

Answer given by participant – She agreed with the suggestions and will focus on those in the future.

Presenter 4: Dr. Priyanka Chadha and Dr. Rajat Gera

Topic – Reasons for Gender Gaps in Women Entrepreneurship: A Systematic Literature Review Study

Dr. Priyanka introduced the purpose of the study and which methodology was used for the accomplishment of the research. There is a need for an integrated approach towards reducing the gender gap in women entrepreneurship which includes Macro level environmental, Meso level normative and social and individual level demographic and psychological factors. A systematic review of literature on reasons for gender gap in entrepreneurship from 2000-2020 was done. 129 papers were selected through a PRISM approach.

Suggestions given by panelist – The factor of fear is major factor that hold down women entrepreneur which can also be looked at. Dr. Karen suggested to also list cultural factors of countries across the categories.

Questions asked by panelist- Do you see any role of culture that can bridge the gap between number of women and male entrepreneur.

Answer given by participant – Yes there is a clear difference due to generational gap which encourages the new generation to take new actions without fear.

Presenter 5: Ganesh Valiachi and Muthusamy A

Topic – Export Resilience of Indian Leather Footwear – Post Covid19 Context

The speaker Mr. Ganesh explained the purpose of the study which is to identify the factors affecting the Indian leather footwear exports during the crisis period and prioritize the major challenges faced by them. The method adopted to rank the challenges was Analytic Hierarchy Process (AHP). He has collected the data from the major stakeholders of Indian leather and products exports. He then elaborated the results of the study that export revenue, supply chain disruption and export operations & Incentives have been severely affected during the Covid19 outbreak.

Suggestions given by panelist – Dr. Naresh suggested to look into some export data and real comparative advantage (RCA) to add to the knowledge.

Questions asked by panelist- Dr. Karen enquired the Italian factors that are affecting Indian markets.

Answer given by participant – There are research articles which list the Italian factors and how they impact Indian markets due to their close relation in export market.

Presenter 6: Diksha Madan and Dr. A.K Sharan

Topic - Efficacy of Gender Budgeting: Critical Analysis of Gender Equality in India Vis-A-Vis South Asian Countries

Ms. Diksha spoke about Gender Responsive Budgeting (GRB) as a tool for mainstreaming gender perspective at various stages of planning, budgeting, implementation, impact assessment, and revisiting of policy/program objectives and allocations. She then proceeded to list the purpose of the study which is to introduce the framework of gender-responsive budgeting approaches of the South Asian region and comparing the Indian framework with the other countries in the region and assessing gender equality using various macroeconomic parameters.

Suggestions given by panelist – Dr. Karen suggested to look at how covid has slowed down reporting on gender pay gaps.

Presenter 7: Sonal Raina Tikku, Prof Anjani K. Singh and Prof Ashok Sharma

Topic- Adoption Of E-Wallet Among Micro Entrepreneurs in NCR of India

Ms. Sonal introduced her topic of study emphasizing the impact of this pandemic has far-fetched implications on the sustenance of industries. She stated the purpose of her study is to investigate

the influence of various endogenous and exogenous factors affecting E-wallet adoption among micro entrepreneurs in India. She stated that the factors including social influence and perceived convenience do not affect E-wallet adoption.

Suggestions given by panelist – You may also include the covid scenario in your research and study the effect of it.

Presenter 8: Anushree Saxena and Ritu Wadhwa

Topic - Project Management: The Delhi Metro Project Case Study

The speaker Ms. Anushree explained how the role of project management techniques has helped to implement these projects successfully and has been widely established in areas such as planning and control of time, cost, and quality. The success ability of projects can be traced to good planning, clear responsibilities, accountability, and adhering to schedules strictly. She listed the purpose of the study which is to project as useful strategic weapons, which creates economic value along with competitive advantage.

Questions asked by panelist- what is your contribution in this work as the models are already present in books.

Answer given by participant – The research is still in the Preliminary stage and a lot of work is still to be done.

Presenter 9: Disha Aggarwal & Ritu Wadhwa

Topic – Impact of Covid- 19 on key performance indicators (KPI) of information technology sector in India.

She started with talking about the objectives of her study which included the financial impact of covid 19 on it companies and comparing the performances on different financial of IT companies during pre-covid and during covid era. She then took us to the literature review, research methodology which included her data collection and data analysis done for the paper. She had taken a comparison between covid and pre covid year. Talking about revenue, total expense and profit before tax for the covid and pre covid years. She then further talked about differences in ratios including debt equity ratio, current ratio and return on capital employed ratio for 3 major companies tata consultancy services, Infosys and Wipro. She concluded by mentioning the stock price analysis for which she had used T test. Ended her presentation by talking about the final findings of the study

which included that there was some impact on revenue of Indian IT Industry on account of covid 19. IT industries generated a revenue of US \$ 191 billion in FY.IT sector has one the major sector in which the impact was minimal

Question asked by panelist – 1. Almost every sector has got effected by covid, why wasn't the IT much effected?

Answer given by participant- Because it was the most performing sector because everything was running online only during covid 19. That is why their finances were not hampered.

Question asked by panelist- 2. What was the most surprising finding from your study and the main implication?

Answer given by participant- The most surprising finding I would say was that the companies showing extreme revenue were also showing the extreme expenses which I wasn't expecting.

Post Lunch Session

Session Chair: Dr Naresh Bodhkhe

Session Co-Chair: Dr Karen Cripps

Session In-charge: Dr Swati Upveja

Session Moderator: : Dr Anupama Rajesh

Student Support Team : Mr. Manav Preet, Ms. Bhajneet Kaur

Presenter 1: Santosh Kumar, Ritesh Dubey, Urvashi Varma, Anubhav Tiwari and Sarath Babu.

Topic- Digital Entrepreneurship: Impact Study as Factor of Widening Rural and Urban Gap.

He started with giving an example from an article published in the Hindu for reducing the gap between urban and rural India, govt has also taken steps but it's not happening still. He talked about the research gap and research objectives for the study. A detailed literature review including more than 100 papers were used. 31 factors were found out due to which there is a gap between rural and urban areas after literature review which were later grouped into 7 broad factors including demographic factors, business correspondence etc. The DMTOP model was used for the study.

Question asked by panelist – 1. What you consider the key recommendation for policy makers?

Answer given by participant- Govt should think about demographic factors, they should educate people from rural areas. Work on fundamentals first rather than working on higher implications in rural areas.

Question asked by panelist – 2. Would you use Delphi effect in future?

Answer given by participant- It is important to use Delphi data because of the more population here.

Presenter 2: Ezhil Maran KP and Dr. Jeevarathinam M.

Topic- Recent development and performance of micro and small enterprises in India.

He started with introduction to the research problem in which he mentioned what even after contributing majorly in the economy of India there are a lot of challenges faced by micro and small enterprises in India. He took us from the literature review done for the study in which he had reviewed literature on performance of MSME's and problems of MSME's. The main objectives of his study were to explore the status of MSME's in India and to analyze the performance of MSME's in India. Dr also discussed in details the results of his study and finally concluded his presentation by mentioning how in past 5 years the growth of MSME's was tremendous and impact of MSME's sector is highly remarkable.

Question asked by panelist - What do you consider as a priority for action?

Answer given by participant- The GOI should release more schemes for raising funding in MSME's sector.

Presenter 3: Dr. Manisha Singh.

Topic- youth unemployment and labour force participation rate in India- An Empirical study.

The researcher started her presentation by explaining the meaning of youth and unemployment and the importance of youth for any country. She then explained the relationship between youth unemployment and LFPR. Dr Manisha mentioned that there is a direct relation between LFPR and economy of country and thus the employment as well. The nature of relationship and the factors affecting the relationship between youth unemployment and LFPR. Empirical analysis was conducted for the study. While concluding her presentation she mentioned how her study proved that there is a negative relationship between youth unemployment and LFPR and without labour reforms, it is not possible to achieve inclusive and accelerated economic growth and reap demographic dividend.

Question asked by the panelist- 1. How many observations do you have, is it enough to use the

techniques that you have used? I think it's better to use panel data to get better results.

Answer given by participant - I have taken 20 years data annually and I will try to use other methods as well in future.

Question asked by the panelist- 2. Have you segregated it based on gender or not?

Answer given by the participant- No, ma'am I have not. I have taken the youths in general.

Presenter 4: Sweksha Khobragade and Prof. Rekha Acharya.

Topic- A comparative study of India and China- Economic Growth and Ecological Polarization.

She began with the definition of polarization and how its definition has been evolved over the past years. The relationship between economic growth and ecological polarization was discussed. The various effects were discussed including scale effect, composition effect and technical effect on ecology. The major objectives of the studies included to study the economic growth of India and china in terms of GDP, to explore and understand the sectoral contribution of India and china. Literature review, research gap and research methodology were also presented by Dr Sweksha. She further explained the results of her study with the help graphical representation of the data. In the end she explained the policy implication of her study.

Remarks given by the Jury: Exporting pollution is a concept used by west and should be adopted here as well. Creating more jobs will indeed cause more pollution.

At the end Dr Karen Cripps expressed her gratitude. She introduced everyone to "The principles for responsible management education" (PRME) which is largest organized relationship between the United Nations and management related higher education institutions founded in 2007. She then mentioned the 6 principles of PRME which were purpose, values, methods, research, partnership and dialogue. She talked about the chapters included and working groups involved in the PRME. Dr Karen also talked about the 12 sustainability mindset principles. She concluded her presentation with thanking everyone for such an enriching experience. She said it was a very learning experience for her.

Closing Remarks and Comments made by Chair and Panel Members

Vote of thanks: Dr. Anita venaik gave the vote of thanks. She proposed her heartfelt gratitude to

Director ABS, Chancellor and Vice Chancellor for their visionary ideas and motivation for organising such events. She also proposed her thanks to the session Chair Dr Naresh Bodhke and session co-chair Dr Karen Cripps. She also thanked all the panel members and participants, organising team and all supporting staff of the 7th Global Leadership Research Conference,2022. Dr Anupama Rajesh and Dr Swati Upveja also thanked everyone for making it a successful event.



AMITY UNIVERSITY
UTTAR PRADESH

Marketing Management Technical Session II

Theme: Leading into the new reality, Insights into reality

Date: Friday, 18th February 2022

Start Time: 10:00hrs

End Time: 16:00hrs

The Global Leadership Research Conference was organized by Amity Business School, Noida on 16th –18th February 2022 (Virtual Mode) on the theme Leading in the New Reality: Insights into Actions. .

Technical Session No - Marketing management session-2

A total of 16 paper presentations were made out of which 8 were done pre-lunch and remaining were done post lunch. They are being reported in the order of presentation.

Pre- Lunch Session

Session Chair: Dr. Rajat Gera, Professor

Session Co-Chair: Dr. Sachin Sinha, Associate Professor

Session Moderator: Dr. Rahul Gupta

Session In-charge: Dr. Amit Kumar Pandey

Student Support Team: Rhea Sabharwal

Introductory Remarks: Dr. Amit kumar Pandey started the session with the introduction of the conference. The importance of the conference was mentioned by speaker mentioning its role in academia and industry and how it will help people from academics and industry to interact and interpret for real world scenario. Further Dr, Rajat Gera took over and congratulated all the presenters and ended with a note to have maximum learning from the conference and implement it in future work.

Presenter 1: Sonali Singh, Sumit Singh Jaisal.

Topic- Role of Service Quality in achieving Customer Satisfaction: Evidence from Indian Online Retail Industry.

Participant introduced the concept of the growth of the online retail industry in India. She highlighted the models used in the previous studies in detail. She concluded that if customer have security about their personal and account related information and also be confident of no misuse of their personal information, customers will remain satisfied and use that online retail store with no worries.

Question asked by the jury: Dr. Rajat Gera asked why researcher doesn't include the Hierarchical mode, Emotional Experience and theoretical outcome. Dr.Sachin Sinha suggest on the basis for the study, find the idea of truth as it is more applicable to online learning.

Response given by the presenter: She stated that this would be included in future studies, but the current study is simply used to determine consumer satisfaction.

Presenter 2: Ana Bermeo and Danna Rivas.

Topic- Business to Business Marketing: The Impact of Fast Fashion Brands Marketing Strategies on Social Media.

Participant began with a brief overview of how society consumes fast fashion as a tool for expressing the newest fancy trends promoted by social media, and Fast Fashion is affordable clothing made by mass market retailers. She concluded that the fashion industry is quite complex and that the clothing produced by this sector is quite expensive.

Question asked by the jury: Dr. Sachin Sinha suggests doing a more methodological part research rather than a qualitative and quantitative study since it analyzes the data. Dr. Rajat Gera asked whether fast fashion is a global phenomenon or in a specific country.

Response given by the presenter: She answered that course fast fashion is the global phenomenon and will doing more methodological research.

Presenter 3: Bari, Sandip Solanki

Topic- What Indian Customer's looks While Purchasing Online: Post COVID Qualitative Study.

Participant started with the basic explanations about everyday online purchases. He also highlighted previous research conducted by researchers. He further added about the factors that consumers consider while purchasing online. He concluded that price difference, ease of comparison, and brand effect all had an impact on positive purchasing intention. For high price products such as laptops, refrigerator etc. people first check the product in shop and prefer to purchase same model.

Question asked by the jury: Dr. Rajat asked why you used the semi-structured tool for the Questionnaire.

Response given by the presenter: He answers that because it is very flexible to use & respondent oriented.

Presenter 4: Girish Sharma, Soumya Kaushik, Akhil Srivatsa, Harsh Bhardwaj And Varun Miglani

Topic- Consumer Behaviour towards Sustainable Fashion: A Comparison of Pre-and Post-Covid-19 Pandemic in India

Participant introduced the concept of fast fashion, sustainable fashion, the covid-19 outbreak and discuss about the hypothesis to find the relation between knowledge and support of sustainable fashion. He concluded that fashion consumption saw a significant decrease due to pandemic and quality/durability oriented purchase help inculcating sustainability into lives.

Question asked by the jury- Dr. Sachin Sinha asked why researcher used k test for the study.

Response given by the presenter: He responded that it is used for non-parametric test and data was not normally distributed in the study.

Presenter 5: Priyadarsini Patnaik

Topic- Impact of online review credibility on purchase intention, with reference to source credibility Theory

The presenter discussed the importance of online product reviews in influencing customer purchase decisions. She concluded that consumers' intention to purchase can be influenced by credible online reviews, the quality and perceived value of those reviews and customers serves positive and credible product review in terms of benefits, while negative or fake reviews serve as a denial to purchase.

Question asked by the jury: Dr. Rajat Gera asked what research design do you have use in this study. Dr.Sachin Sinha appreciated the work.

Response given by the presenter: She said that she use descriptive research design for the study.

Presenter 6: Linson K.c., Dr. Suresh V

Topic- A study on Influence of digital marketing techniques in making purchase decision of passenger vehicle cars in south India.

The presenter talked about digital marketing, social media marketing and content marketing in Indian context with reference to passenger car vehicles market in South India. He concluded that showroom, websites, social media platforms and newspaper are the preferred mode of collecting information on car purchase decision.

Question asked by the jury: Dr. Rajat Gera asked how audience influenced for car purchase.

Response given by the presenter: He answered that audience are influenced by advertisement strategies.

Presenter 7: Shweta Dabas and Dr. Garima Malik

Topic- The Effect of green product knowledge on green purchasing intention

Presenter explained the concept of the green product knowledge, & green purchasing intention in context to environmental qualities and environmental implication. She concluded that the green product knowledge effect the green purchasing intention and the role of green trust, perceived price and consumer effectiveness in boosting green purchase intent.

Question asked by the jury: Jury asked that in the past 2 years public perspective have changed or not what is your observation.

Response given by the presenter: She answered that yes, it is changed a.s awareness is increasing.

Presenter 8: Dr. Priyanka Dalmia, Dr. Vaishali Goel, Dr. Ajay Singh

Topic- Branded Spices VS Local & Homemade spices in India-Which is preferred more and why

The presenter started with brief introduction of spice or Masala used by Indians. She also discusses the factors that play important role in the spice purchase behaviour of the consumer. She concluded because of taste, Indians prefers home and local made spices in India.

Presenter 9: Mariyappan N, Dr. Sangeetha G

Topic- Usage of Digital Marketing and Medical Mobile Application in Online Medical Consulting Services during Pandemic with reference to consumers in Chennai city.

The presenter started the presentation with an introduction of the impact of Covid-19 on online purchase of medical goods and services. He also discuss that the students prefer social media websites such as YouTube, Instagram to find out about online medical consultancy services. He concluded that the makers of app use digital marketing to reach the target customer.

Question asked by jury – Dr.Sachin Sinha asked why you think mobile applications is not that useful in case of critical illness.

Response given by the presenter: – He answered that in case of critical illness, people might opt for nearby medical services.

Presenter 10: Arunabh Chakraborty, Jaideep Kaur

Topic – The impact of electronic word of mouth on the application of online consumer communities

The presenter introduced the objectives of finding out the cause and effect relationship between electronic word of mouth and the decision to join online consumer community. He concluded that found out the relationship to be positive between electronic word of mouth and the decision to join online consumer community.

Comments by the Jury – Dr.Sachin Sinha pointed out that there is a lack of theoretical framework to the study.Dr.Rajat Gera suggest to explore the study in detail.

Response given by the presenter – Presenter accepted that more extensive review of available literature had to be incorporated.

Presenter 11: Lohit Dubey, Dr. Preeti Srivastava

Topic - Indian Consumer Purchasing Behaviour of Jeans between Indian Versus Foreign Brand: A Comparative Study With Reference To M.P. Region

Presenter introduced about the consumer perception on Indian brands of jeans and foreigner jeans. He further discusses the comparison of consumer perception on Indian brands and foreigner brand jeans. He concluded the findings that Indian population with not a considerable income are still inclined towards the Indian brands of jeans.

Comments by the Jury –Dr.Sachin Sinha recommended expanding the sample size, i.e. to include respondents from international level. Dr.Rajat Gera satisfied with presentation.

Response by the presenter: Presenter accepted the suggestion.

Presenter 12: Shweta Manchanda

Topic – Brand Resilience : the only choice for survival

Presenter introduced the importance of brand resilience especially in the time of covid. She also emphasised on the relationship between brand resilience and social media. The findings of the study stated that the brands need to act in a proactive manner to overcome any changes in the environment.

Questions from the jury – Dr. Sachin Sinha asked to what contexts the meaning of brand resilience apply? Dr.Rajat Gera asked to resilience is applicable only to dying brands or also for brands in temporary state of crisis?

Response by the presenter – She answered these queries with an example of brand Nokia.

Presenter 13: Virtika Singhal, Vandana Ahuja, Rajat Gera

Topic - The Fashion Industry, Social Media and The Consumer: An Empirical Study

The presenter introduced the topic with emphasizing on the relationship between social media and how people connect with brands. She concluded with the model of consumer brand relationship that studied the factors related to brand perception.

Questions by the Jury – Dr.Sachin Sinha asked have you conducted scale validity tests for the questionnaire.

Response by the participant –She agreed to include it in future studies.

Presenter 14: Pushpa Hongal, Dr.N. Ramanjaneyalu, Gururaj Phatak

Topic -Entrepreneurial Marketing and MSME Sustainability

Presenter presented that entrepreneurs must unlearn old marketing ideas and replace them with fresh, innovative thinking and actions, such as entrepreneurial marketing, when traditional marketing approaches are inadequate for small and medium businesses (EM). She also discuss the Conceptual Framework is developed based on EM dimensions on Micro, Small and Medium-sized firms (MSMEs), highlighting their sustainability in this research related to Indian Context.

Questions by the jury – Dr.Sachin Sinha asked how do you compare the culture of entrepreneurship before and after LPG?

Response by the participant – She answered that the entrepreneurs today have a lot of technology and government support and opportunities to scale up.

Presenter 15: Jyoti Sindhu, Lokesh Jasrai

Topic - Customers Brand Experience for Fashion Apparel Brands Through Social Media

Marketing

Presenter presented the impact of social media marketing on perception of potential customers towards various apparel brands. She concluded that the study examines the brand experience in context of social media which had not been examined in the past.

Comments by the Jury – Dr.Rajat Gera asked about the target audience of the study, is it brand experience or customer experience?

Response by the participant –She answered that the focus of this study is on both category of consumers.

Presenter 16: Dr. P. Adi Lakshmi, Dr. Rajesh C. Jampala , Dr. Srinivasa Rao Dokku

Topic - A Study on Impact of Covid19 on Street Vendors in India: With Reference to Vijayawada City, Andhra Pradesh, India,

Presenter presented about the implications of COVID-19 on street vendors, and he concluded that street vendors have emerges loses due to the covid-19.

Closing Remarks and Comments made by Chair and Panel Members

Vote of thanks: The vote of thanks was given by Dr. Amit Kumar Pandey and Dr. Pooja S. Tabeck. He started by saying that “it’s our honour and gratitude to become the member of this session and thanked Dr. Sanjeev Bansal Sir and the entire eminent speaker on behalf of amity business school. He again offered his deepest gratitude to Dr. Sanjeev Bansal Sir and Founder sir, Vice chancellor ma’am, experts of the session. He appreciated all jury member and students for the support. Dr. Pooja S.Tabeck thanks Dr. Amit Kumar Pandey and all the jury members.



AMITY UNIVERSITY
— UTTAR PRADESH —

Human Resource Technical Session II

Theme: Leading into the new reality, Insights into reality

Date: Friday, 18th February 2022

Start Time: 10:00hrs

End Time: 16:00hrs

The Global Leadership Research Conference was organized by Amity Business School, Noida on 16th –18th February 2022 (Virtual Mode) on the theme “Leading in the New Reality: Insights into Actions”.

The conference theme evoked “Leading in the New Reality: Insights into Actions”

Link for the session: [2ce43f2df860%22%7d](#)

Day3 began with the track - 2 on Human Resource Management

Introduction to the Technical Session by Dr. Shweta Awasthi

The main theme of the track was ‘**Leading in the New Reality: Insights into Actions**’. The introduction to the program was given by Dr. Shweta Awasthi Session/track in-charge. She introduced the august gathering regarding the Human Resource Management track which followed a welcome speech by student Emcees who welcomed the session chair **Dr. Rahela Faruqi**, Professor, Centre for Management Studies, Jamia Millia Islamia and session Co-Chair:**Dr. Pranav S. Kayande**, Associate Professor, IMERT Pune affiliated to Savitri Bai Phule University, Pune University, Pune.

Morning/Pre-Lunch Session

Session Chair: Dr. Rahela Faruqi

Session Co-Chair: Dr. Pranav S. Kayande

Session In-charge: Dr. Shweta Awasthi

They were welcomed with a virtual sapling before the commencement of the third Technical Session on Human Resource Management by Dr. Sanjeev Bansal, Dean FMS and Director of Amity Business School

Presenter 1: Dr. G. Kumar, Dr. T. Velmurugan and R. Vijay Raja

Topic: A Study on the Factors of HRM Practices Influencing the Employee Well- Being during Covid-19 Pandemic with Respect to it Sector in Chennai

The presenter explained the objective of the research paper is to assess the HRM practices and its factors which influence the employee well-being, especially during the Covid- 19 pandemic with respect to the employees in the Information Technology sector in and around Chennai. Employee motivation and productivity is directly proportional to employee well-being, which in turn will increase organizational performance.

Question asked by the jury:

- What instruments did you use for data collection?
- How did you choose your respondents?
- What was your sample size?
- What is the usefulness of your study for other researchers?
- How many firms did you contact for data collection?

Response given by the presenter:

- The instruments used are standard questionnaires used for research.
- The sample collection was done by snowball sampling.
- The sample size of my study was 253 employees.
- He explained that because of pandemic and technological issues, the organizations need change and this study will help them in implementing those changes.
- The top 10 firms from in and out of Chennai were considered.

Presenter 2: Govind Singh

Topic: Job Satisfaction, Organizational Commitment and Organizational Productivity: An

Empirical Study on Employees of Manufacturing Company

The presenter explained that the study aimed to examine the relationship between job satisfaction, organizational commitment, and organizational productivity. Further, the objective of study was to investigate organizational commitment as a mediator between job satisfaction and organizational productivity.

Question asked by the jury:

- What is the novelty in your study?
- Which sector did you choose for your study?
- The scale which you used for Job satisfaction is from 1984, do you think this scale is still reliable and valid in today's time ?
- Which sampling method did you use?
- Did your sample population include both employees and supervisors?

Response given by the presenter:

- There are many studies but I tried to explore the topic in depth.
- There was no specific sector restriction in sample population.
- I checked the reliability and validity of the scale in my study.
- I used convenience sampling for data collection
- Yes, I considered both employees and supervisors.

Presenter 3: Dr Neetu Bali Kamra, Vibhor Bansal and Anupriya

Topic: Text Analytics: Unlocking the Value of Human Sentiments at Work

The presenter explained that the study aimed to examine the employees' behavior for productive contribution. The presenter tried to explore text and sentiment analysis in being able to understand the employees for a productive employee contribution.

Question asked by the jury:

- Could you please elaborate your topic.
- What is the methodology you used for your study?
- Which tool did you choose for the analysis?

Response given by the presenter:

- She explained that this covid-19 pandemic has created many challenges to the society and this study has attempted to study the sentiments of the employees associated with such disruptive situations.
- It is a qualitative analysis including both primary and secondary data collection. For primary data telephonic interviews were used and for secondary websites such as Glassdoor were referred.
- Classification model tool by IBM was used to analyse the qualitative data.

Presenter 4: Simran Sethi and Dr. Vijit Chaturvedi

Topic: Innovative HR Practices for Best Working Conditions in 2022

The presenter explained that now, the HR professional's priority is to respond to issues, keep employees busy, and provide the right communication channels and tools for remote work. In addition to their impact on individuals, psychological misbehaviour can have serious consequences that affect the productivity, morale, and engagement of the company and its employees.

Question asked by the jury:

- What type of data did you collect for calculations in your secondary data research?
- According to you, what are types of skills do you need for upskilling during Covid-19?
- How AI can affect in small, medium and large scale Organization?

Response given by the presenter:

- She said that she collected data from newspapers, articles, websites, etc., for analysis
- She explained she has not selected any one sector but every sector has to acquire some skill to upgrade for the current situation.
- She agreed that it will be little difficult to imply AI for small scale organizations, but for medium and large scale organizations have already started using AI for their operations.

Presenter 5: Sabiya Ruhee and Dr.Vaneeta Aggarwal

Topic: A Conceptual Study on Antecedents of Green Human Resource Management Leading to Sustainability

The presenter began by explaining Green Human Resources Management (GHRM) a recent trend which is gaining wide popularity since this millennium. GHRM comprises of factors such as green performance and appraisal, green training and development, green compensation and reward, and it is an initiative of organizations to improve environmental efficiency. The study aims to examine research done on the factors impacting green human resources that lead to sustainability.

Remarks given by the jury:

The jury suggested that a systematic review or bibliometric analysis paper can be written in future on the topic.

Presenter 6: Parveen Kumari and Dr. Richa Sharma

Topic: Usage of Artificial Intelligence for Talent Acquisition

The presenter explained the purpose of this paper is to understand the usage of different artificial intelligence tools and observe the challenges in using these tools for the acquisition of talent in the organization.

Question asked by the jury:

- How data scarcity is a challenge in your study?
- Did you study any models for your study?
- Did your secondary research paper gave you any direction for your study?

Response given by the presenter:

- My study needs data for AI usage which is difficult to collect because it requires personal data of the individuals.
- She said that she has studied many models for her study.
- She agreed that her paper has helped her for her future studies which can be conducted in IT sector.

Presenter 7: Smita Barik and Dr. Jaya Yadav

Topic: Impact of Trust on Employee Psychological Disconnect: An Empirical Study on Private IT and Educational Sectors in India

The presenter explained how employee psychological disconnect is a threat to an organization as it can lead to employee disengagement and hence lesser productivity and gradual departure from organization. To retain the talent pool, organization should not only give them the required facilities but also to gain their trust by not imposing unfair practices in the workplace with people.

Question asked by the jury:

- Since, you have used convenience sampling, did you fulfil the requirement of using these tests which you used.
- Your research include two different sectors which are completely different from each other. Did you use different questionnaires for them.
- Did you ask questions from supervisor's as well?

Response given by the presenter:

- She explained that she did not do any normality test but she checked the reliability and validity in her paper.
- She explained that she used same standard questionnaires for both the sectors. She said that she did not asked questions from the supervisor's in this study. But, she will definitely take it into account in her future studies.

Presenter 8: Aman Kapoor and Dr Shikha Kapoor

Topic: Nurturing inclusivity around LGBTQ+ Community in Indian education system

The presenter focused on how Pride inclusion does not receive enough airtime in India. In the growing economy like India, this is unfortunate, given every part of our history talks about this community. Neither our education system nor our workspaces provide us enough effluence to know this community.

Question asked by the jury:

- Why did you pick this research idea? How will you collect your primary data?
- It should be taken into consideration that respondents should be directly related to the community.

Response given by the presenter:

- He explained that since the awareness about this is very less, he decided to select this topic. The data was collected from both qualitative and quantitative methods.

Presenter 9: Aakansha Singh and Dr. Harminder Kaur Gujral

Topic: Emotional Intelligence and Perceived stress: Mediating role of Coping styles

The presenter focused on how the Covid-19 pandemic has created stress in both the personal and professional life of individuals. The study explores the relationship between emotional intelligence and perceived stress. It also aims to identify the mediating role of adaptive coping and maladaptive coping in the relationship of EI and perceived stress.

Remarks by the jury: The presenter was suggested considering a comparison between private and public sector banks for future study.

Presenter 10: Akhilesh Bisht, Deepanshu Shukla and Dr. Neetu Kamra

Topic: Study to explore the Socio materiality of Online Learning through Design Thinking

The presenter started by explaining that the paper explores the understanding through the socio-material umbrella as described by Orłowski (2010). The paper would develop through the design thinking approach the framework of exploration and identification of learning opportunities in the new digital era which characterizes learning through new dimensions.

Question asked by the jury:

- What is the method of data collection in your study?
- What is the use of design thinking for this research?
- Did you focus on the impact of online learning?

Response given by the presenter:

- He said that both techniques were used to collect data. The data was collected from different B-schools.
- He explained that they used design thinking for the secondary data analysis with the help of Power VI tool by Microsoft.

The presenter emphasized the main purpose of the study was to investigate the types of Human Resource (HR) Practices which are being followed in various Indian Entrepreneurial Organizations. HR Practices provide a common understanding and order within the system. It's also a very important part of an organizations business strategy

Question asked by the jury:

- How did you collect data for succession planning?
- How did you choose your population?
- Have you come across any SOP's ?

Response given by the presenter:

- He specified that he designed the questionnaire for HR, successors and entrepreneurs to collect data.
- He explained that the data was collected from the entrepreneurs who are in business for more than 10 years.
- He also focused that, the SOP's do exist in the organization for conceptual mapping, short term and long term succession planning, etc.

Closing Remarks

Dr. Rahela Faruqi thanked organizing committee for conducting the conference. The papers presented were mix of empirical and conceptual papers which provides a varied view to the conference. **Dr. Pranav S. Kayande** expressed his gratitude to everyone associated with the organization of the conference. The topics discussed in the session were very relevant to the current scenario and will definitely add to the existing literature.

Vote of Thanks: Dr. Awasthi presented vote of thanks to the august gathering. She expressed her heartfelt gratitude to all the speakers and the organizing committee for the conference. She also thanked the supporting staff and the participants for making the session a success.

Post Lunch Session

Session Moderator: Dr. Taranjeet Duggal

Link of the session: https://teams.microsoft.com/l/meetup-join/19%3aPushAwqC84Jy9EkxU77t1vIFH2X_svM1h-5nIVxBlak1%40thread.tacv2/1644556128051?context=%7b%22Tid%22%3a%228d46a076-d093-416d-a57b-8692cde13bf8%22%2c%22Oid%22%3a%22005a70c1-4cec-46d4-8570-2ce43f2df860%22%7d

Theme for Deliberations by HR Professionals: Human Resource Track Theme: Symbiotics, Synergy and Strategizing Through HR: Building Capacities, Capabilities and Competencies for the Future. They were welcomed with a virtual sapling before the commencement of the Session by Dr. Sanjeev Bansal, Dean FMS and Director of Amity Business School

Introductory Remarks:

Welcome Note by Dr. Taranjeet Duggal, Professor Amity Business School, Amity University Uttar Pradesh. She started by focusing on how the role of HR is changing in the market today. She emphasized that it is the time for HR transformation. She welcomed all the speakers for the session.

Speaker 1: Mr. Debashish Ghosh, VP and Country HR Head, Berkadia Services India Private Limited

Mr. Debashish Dhosh shared about three stories to get better insights on attaining competencies. One of the individuals he talked about was Sachin Tendulkar and talked about his bad times. He shared the story of a test match held against England in Chennai in which he got an unexpected insight about how to improve his batting record.

The next person the speaker shared the story of was PC Mustafa who is an entrepreneur. ID food company He starts realising even though his product is great yet it is not selling as much. He got an insight that such foods are cooked by females of the household who felt the brand lacked trust. He then found a solution that led to instilling trust in the hearts of customers.

The speaker then talked about the story of Mr. E Shreedharan when he was working on the Danbam bridge in Tamil Nadu. Mr Shreedharan got very valuable insights from fishermen which helped in the speedy construction of the bridge.

He also talked about three competencies -curiosity, growth mindset and empathy to build insights like leaders.

Speaker 2: Ms. Shirin Sehgal, VP HR Regional Partner, India, Moody's Corporation

Ms. Shirin Sehgal emphasised on the capabilities that an organisation should have for enhanced productivity which includes leadership and adaptable to regional needs and costs; including culture and making the case for change; engagement and charter for resilience in innovative ways; performance and rewards and re-thinking the plans through times of crisis and finally the recruitment which includes talent pipeline. She further explained capacities and competencies of the organisation and the employees in order to survive in the uncertain environment which included: developing the right tools to optimize HR service delivery, balancing the elements of the total rewards model for better cost optimization, structuring the workforce to align short-term business needs with long term value and many more. She ended her speech by quoting “ Life is too complicated not to be orderly”

Speaker 3: Mr. Khalid Raza, Talent Acquisition Leader, PeopleStrong, Gurgaon

Mr. Khalid Raza started by congratulating the previous speakers for setting the grounds and for such an enlightening session. He then referenced Ex IBM Chief, saying that "growth and comfort do not coexist," and emphasized the need of four things for surviving and increasing productivity. To develop a career, the first step is to hustle, learn, and be versatile. The second step is to gather information. Information is essential in today's environment, and it is abundant. The third step is to accept responsibility for the truth. Students should be aware of and responsible for their own truths. When a student graduates, they begin their formal education. The goals should be defined, and others should be able to tell you what attributes you lack, gain criticism, and offer critical suggestions. Nobody wants to hire someone who is incapable of solving a problem. The third point is communication, which is the heart of what you're trying to say. Are you able to communicate your opinions to others at the end of the day? the fourth aspect is Integrity: it is less talked about but is the most vital aspect; it makes no difference where you end up if you don't have any values or ethics on which to build your life.

He then went on to advise the students to seek out mentors for themselves locate someone who can advise them on how to improve their skills. In today's world, a student / any employee should focus

on these three points in order to be focused: 1. where you need to go. 2. Focus on yourself and the larger ecosystem. He then ended his session by elucidating the importance of solving the problem even at the smallest of levels and creating value.

Speaker 4: Ms. Praveen Chauhan, Country Head HR & Admin, Fast Despatch Logistics India Pvt. Limited.

Ms. Praveen Chauhan began when BSNL was first introduced in India in the 1990s, when she and her team attended training sessions where the technology, capacity, and capabilities were vastly different from what they are today. She emphasized the importance of having a positive attitude when entering the field. Freshmen should be willing to learn, multitask, and be mentored within the company. The epidemic has accelerated the transition process that was required in the near future. Individual and organizational stability are dependent on their ability to adapt. Empathy is critical in reducing the pandemic's influence on the virtual workplace. The elder generation is hesitant to embrace technology, which makes it difficult for HR to implement new technology. Because of remote working, the connection is broken, which has an impact on the company's culture. This chasm has necessitated greater engagement initiatives in order to mitigate the situation's consequences. She also emphasised the importance of being psychologically prepared and trained so that newcomers can contribute value to the organisation and society as a whole. She then concluded her speech by stating that each person has a significant function to play, and that each person should fulfil their position diligently in order to contribute to a larger picture.

Speaker 5: Mr. Dhruv Chadha, Vice President-APAC- Talent Acquisition, Blackrock

Mr. Dhruv Chadha began by stating how the bigger picture is of the business in today's era. The epidemic has changed the working for a better and brighter future. He discussed the current trends in organizations in terms of technological advances, virtual workplace, creating workforce diversity & flexible working arrangement.

The role of HR has fundamentally changed post-pandemic. HR has a very important role in bringing the change in the organization- shifting to the employee-centric from money-centric. the flexibility in the working methods is required with the restructuring of the organizational structures to deal with the impact of pandemics. The companies have also started focusing on the health and safety of the employees in the new normal era. He also agreed with Mr. Debashish and Khalid on the

importance of the emotions and sentiments of the employees and how caring for the sentiments of the employees can create value addition for the organization.

Observations by the Session Moderator Dr. Taranjeet Duggal, Professor Amity Business School, Amity University Uttar Pradesh

Dr. Duggal agreed with the speakers on the need of the current market of technological advancement, flexible working and upskilling for the upcoming challenges post pandemic. She focused on the skills and capabilities the new generation need to learn and develop before entering the industries. She expressed her thankful gratitude to all the speakers for their insightful thoughts on the topic.

Vote of Thanks: Ms. Kritika Dasgupta, Sr. GM & Head - CRC, Amity Business School, Amity University Uttar Pradesh gave the vote of thanks. **Ms. Kritika Dasgupta** proposed her heartfelt gratitude to director ABS, Chancellor and Vice-chancellor for their visionary ideas and motivation for organizing such events. She also proposed her vote of thanks to all the participants, organizing team, convener, co-convener, jury members and all the supporting staff of the 7th Global Leadership Research Conference, 2022.



Human Resource Technical Session III

Theme: Leading into the new reality, Insights into reality

Date: Friday, 18th February 2022

Start Time: 10:00hrs

End Time: 12:00hrs

Link of the Session:

<https://teams.microsoft.com/l/meetupjoin/19%3aQn62oOMei8NfJtTtLB2OZvRIzMphgyLi928dE-DDpko1%40thread.tacv2/1644556291180?context=%7b%22Tid%22%3a%228d46a076-d093-416d-a57b-8692cde13bf8%22%2c%22Oid%22%3a%22005a70c1-4cec-46d4-8570-2ce43f2df860%22%7d>

10:00hrs - 10:05hrs: Welcome of the Session Chair, Dr Ritu Gandhi Arora and Session Co-Chair Dr. Rincku Sanjeev

Introduction to the Technical Session by Dr. Jaideep Kaur

Day 3 began with the track on Human Resource Management technical session 3

The main theme of the track was '**Leading in the New Reality: Insights into Actions**'.

The introduction to the program was given by Dr. Jaideep Kaur Session/track in-charge. She introduced the august gathering regarding the Human Resource Management track which followed a welcome speech by student Emcees who welcomed the session chair **Dr Ritu Gandhi Arora**, Professor, DAV Institute of Management, Faridabad and **Dr. Rincku Sanjeev**, Associate Professor, Symbiosis Centre for Management Studies- Noida.

Morning/Pre-Lunch Session

Session Chair: Dr. Ritu Gandhi Arora

Session Co-chair: Dr. Rincku Sanjeev

Session In-charge: Dr. Jaideep Kaur

They were welcomed with a virtual sapling before the commencement of the third Technical Session on Human Resource Management by Dr. Sanjeev Bansal, Dean FMS and Director of Amity Business School.

Introductory Remarks were given by Emcees

Presenter 1: Dr Akanksha Singh, Pranveer Singh, Dr. Rekha Khosla

Topic: Impact of Disruptive HRM Practices: A Future Approach & Challenges

The report examines HRM's disruptive difficulties as well as the influence of the crisis on HRM. It looks into the impact of two global trends—flexible workforces and business model digitization—on the area of human resource management (HRM) in general and HRM 4.0 in particular. Disruptive technology in the integration of advanced, organizations, and technology had an impact on human strategy planning (HRM) methodologies.

Questions asked by the jury:

- Don't you think these practices were the demand of the company and not disruptive changes?
- How this agile workforce is relevant to industry 2.0?

Response given by the presenter:

- Yes, absolutely!
- The organisation is only working for completing a particular task. If the ways in which an organisation works are outdated then how can the company cope up with the uncertainty and newness in the environment. That is why agile workforce is needed.

Presenter 2: Shalini Singh, Dr Jaya Yadav

Topic: Impact of the Covid-19 pandemic on Working Women

The paper highlighted the impact of the pandemic on working women in particular in Deloitte Global Survey on 'Understanding the pandemic's impact on working women.' It states that nearly seven out of 10 women experienced negative shifts in their routine as a result of the COVID-19 pandemic, and they believe their career progression will slow down.

Suggestions by the jury:

You are talking about the women and the data that you have taken is for both men and women, so you have to be specific. You should have the implications as how you are going to help the society and about how women are mentally and physically affected during the pandemic.

Presenter 3: Natasha Sharma, Dr. Paritosh Mishra

Topic: Emotional Intelligence and Subjective Well-Being: An Empirical Study Among Undergraduate Students

The purpose of their study was to examine the relationship between emotional intelligence and subjective well-being among undergraduate students. Data has been collected from a sample of 90 students, using a questionnaire-based survey method. The findings reveal a substantial positive relationship (0.7) between emotional intelligence and subjective wellbeing among undergraduate students.

Questions asked by the jury:

- You have taken the data of 91 students only. Don't you think this is a very less number for conclusion?
- You have taken 4 subsets for subjective well-being what are those?
- What scale you referred for subjective well-being and EI and which model?
- How is self-control connected to subjective well-being?

Response given by the presenter:

- College connectedness, joy of learning, emotional intelligence
- Likert scale was used for subjective well-being. It's a general questionnaire which was adapted from the previous study.
- If Tendency to control his/her emotions is high then automatically subjective well-being will be high.

Presenter 4: Shaan Gulhar, Dr Anshu Singh, Dr Priyanka Agarwal

Topic: Impact assessment of Eco-Spirituality on Organizational Commitment and Employee Engagement among female academicians in higher educational institutions

The purpose of their study was to look at the link between eco-spirituality, organizational commitment, and employee engagement among female academicians in higher education institutions. The outcomes reveal that the connection model between employee engagement, commitment, and eco-spirituality happened both directly and indirectly, although such a link between employee engagement and eco-spirituality had never been assessed in prior studies.

Questions asked by the jury:

- You have applied confirmatory analysis. What were the factors?
- As far as the practical implementation. Do you think this concept is being practically implemented in the colleges now?

Suggestions: Establish difference between green HRM and eco spirituality. Do the justification with this. While you are studying go through the models for green HRM and eco spirituality and organisational commitment.

Response given by the presenter:

- Three categories were taken under which environmental factors were studied such as natural sunlight, green zone, garbage reduction, recycling, feeling connected to nature.
- If the colleges have fund, they are organising FDPs and putting in efforts.

Presenter 5: Priyanshi Sharma, Dr. Azra Ishrat

Topic: Role of HR In Sustaining Employee Motivation in Challenging Times with Special Reference to Pandemic

Their paper is based on secondary data and was descriptive in nature. It first established the relationship between motivation and employee engagement supported by past studies and then focused on the ways to keep the employees motivated during pandemic in work from situation.

Questions asked by the jury:

- Respondents size is very less.
- Analysis that you have shown, is very different from review of literature.

Response given by the presenter:

- Study is to be extended and analytical part is also to be done in the future. This paper is still a work in progress.

Presenter 6: Taruna Tokas, Dr. Harminder Kaur Gujral

Topic: The Millennialization of Indian Workplaces

Their paper reviewed existing literature to capture the three major components of change – Use of technology in work, communication within the organisation and the nature of work that millennials prefer and provide implications to HR managers for enhancing professional excellence of employees and growth and development of organisations.

Questions asked by the jury:

- You have presented that millennials have a tendency to Quit? Did you read this in papers or were this your observation ?
- Suggestion: You can compare the previous workforce with the millennial workforce.

Response given by the presenter:

- Yes, the word being used is “job-hopping” and this is based on the review that has been done of the research papers that millennials have a tendency to quit.

Presenter 7: Alok Pratap Singh

Topic: Role of Personal Resources in Work Engagement

The study aimed to explore the association between psychological capital and work engagement in the light of the Job Demand-Resource (JD-R) model. According to their JD-R model, even if employees work in a tough working situation they can feel less stress if they have ample amount of job resources to help them. Data was collected using a convenient sampling method from 110 white-collar employees working in private sectors. Correlation and Stepwise regression methods were used for the statistical analysis using R version 4.1.2.

Questions asked by the jury:

- Results of your study will be different in the pre covid era and post covid era?
- When you conduct final study on the basis of your pilot study, don't you think the results will be different?

Response given by the presenter:

- Yes the results will be different pre covid and post covid.
- The basis was to understand that the scales that we have made should be valid in the Indian context.

- If the critical reviews will be done, the best variables will be taken, and the results will vary in the future.

Presenter 8: Swati Chawla, Dr. Puja Sareen, Dr. Sangeeta Gupta

Topic: An Empirical Analysis of factors influencing Employee Engagement in IT Sector during COVID 19

Their study was conducted to extract all the employee engagement factors that have actually improved the employee's performance during the pandemic. Factor Analysis and Regression had been applied on a sample of 330 respondents, and the factors significantly influencing the engagement of employees are the organization's commitment, job safety and security, employee satisfaction, opinions and stability and set goals and objectives. They have tried to lay a foundation for investigating employee engagement amid pandemic and post-pandemic mainly in the IT sector.

Questions asked by the jury:

- Do you feel there is a difference in employee engagement practices before and after covid?
Suggestions: This is not a new topic so you can do a comparative study on employee engagement practices pre and post pandemic.

Response given by the presenter:

- Yes! During pandemic employees were facing burnouts and struggling during pandemic, if any other pandemic struck us, we should care about the employees and make them happy. If they are coming back to office there should be ice breaking for making the transition seamless.

Presenter 9: Mansi Dudeja, Dr. Somesh Shukla

Topic: A Critical Review of Technology and its relationship with Employee performance and Organization culture

The purpose of their review was to understand the relationship between technology, employee performance and work culture. It also takes into account the latest workplace challenges that emerged from the global pandemic. The conclusion was that technological tools are better for employees' performance and technology is the key to transform the service sector. The implication

is that it will provide incremental insights into the existing body of knowledge and provide future directions for research.

Questions asked by the jury:

- Were there any findings related to the demographic variables?
- Suggestions: You need to review more papers and do the systematic review.

Which scale are you going to follow in the technology, performance and culture? And what models will you be using? You should have a clear vision about which variables should be moderating and which should be mediating.

Response given by the presenter:

- No, there were no finding related to the demographic variables.

Presenter 10: Garima Vijh, Dr. Richa Sharma, Swati Agrawal

Topic: Blockchain Technology Benefits in Human Resource Management

Their paper explores the recent opportunities where the deployment and use of blockchain technology is likely to transform, in particular, the HRM domain. It also present the various application areas of the blockchain- enabled HRM sector. Their findings enabled blockchain and HRM experts to gather the important factors required to measure the perceived benefits of blockchain technology in HRM as a future development agenda and strive to mitigate the projected adoption hurdles in the service industry.

Questions asked by the jury:

- When you collected the responses, did you discuss with them the challenges that they are facing while implementing the block chain technology?
- Were there any barriers from employee side?

Suggestions: You are limiting yourself, why have you not talked about overall acquisition of the HR, you have only considered one factor. You should add some more factors from the HR functions.

Response given by the presenter:

- Yes , few of the challenges were: Lack of investment, particular training is required, funds that the employers have to put in training the employees.

- Yes, on the part of employees, one of the challenges were that blockchain technology is a complicated technology to understand, it includes complexities also.

Presenter 11: Mr. S. M. Kaunain Abidi, Dr. Azra Ishrat

Topic: Challenges in Online Training During the Covid-19 Pandemic

Their paper attempted to study the challenges faced in online training during Covid-19 Pandemic. Imparting online training during the covid-19 pandemic was a bigger challenge for the employers and trainers. Since it was and still continues to be mandatory to follow the norms and safety protocols of the pandemic for the employees and with that fulfilling the tasks of the organization remains a bigger challenge which is compulsory for the personal and professional growth of the employees and the organization.

Questions asked by the jury:

- Have you studied the impact of online training on performance?

Suggestions: The way that you have presented the presentations, it is not the way to give objectives and methodology. You have to frame research questions first and then you have to mention with the help of your research objectives these objectives are made.

You have to talk about people's observation and percentage of respondent for what? You need to have more clarity and focus for this study to be complete.

Response given by the presenter:

- The main focus of the study was online training during covid. Many organisations make their employees to train after every three months, and thus it was difficult to conduct such trainings in an online mode as compared to the offline mode that was being carried before pandemic.

Presenter 12: Ms Urvashi Mukim, Dr Jaideep Kaur

Topic: A Study of the Impact of Emotional Intelligence on Academic Achievement of Management Students

Their study aimed at assessing the influence of each of the six elements that is self-awareness, self-motivation, self-control management, interpersonal skills, conflict management and empathy on overall academic performance of the management students. Results of their study showed that the emotional intelligence has an impact on academic achievements of management students. It also

showed that the elements of emotional intelligence present a great potential among management students in their academic achievements.

Questions asked by the jury:

- Have you done the analysis of demographic on the basis of course wise and UG or PG?
- You have not talked about emotional intelligence in the results even though you have mentioned this variable in objectives.
- From where did you get the factors of emotional intelligence?
- Why did you consider gender as a variable to study these things?
- Suggestions: You can study other variables also other than gender for basing the parameters.

Response given by the presenter:

- No, Overall study is done on the whole and one of the parameter is gender but the bifurcation is not done regarding UG or PG courses.
- The factors of emotional intelligence were extracted on the basis of review of literature.
- Gender is taken as one of the parameters and the whole study is not based on this particular parameter.

Presenter 13: Istadeva Mishra, Dr. Anshu Yadav, Dr. Shakti Prakash

Topic: A comparative study on perceived stress during the work-from-home and after

Their study aims at finding out the effect of virtual offices on employees' perceived stress. They have used the perceived stress scale to calculate stress levels in frontline staff and the managerial workforce in their study. It also finds contrasting observation that the managerial staff was more stressed during the work from home setting whereas the frontline staff felt relaxed during the same time and vice versa.

Questions asked by the jury:

- Which t-test you have applied?
- Did you follow any research design?

Response given by the presenter:

- Yes, Paired sampling t-test have been applied.
- Detailed study is to be done and then a research design will be applied.

Concluding Remarks by Dr. Ritu Gandhi Arora and Dr. Rincku Sanjeev

Dr Ritu Gandhi Arora

She congratulated all the participants and emphasised that the participants were thorough with their study. Pandemic has changed the face of HR completely, but these were the demand of the day. The conference was HR 5.0 is the demand for the day, practically implementation will be done and help employee and employer and help in enhancing the productivity and emotional intelligence.

Dr. Rincku Sanjeev

She congratulated the organising team for successfully organising such an opportunity for researchers. Wonderful interactions during the session. Thanked Dr. Chandranshu Sinha and Dr. Jaideep Kaur. She also Thanked the organising team for inviting and also the Emcees. She then emphasised her key takeaways from the conference that paradigm of researchers and students is very wide; majority of researchers made a mistake because they focus more on the LR and introduction, the researchers should be more focused on the results, implications and scope for the papers.

Vote of thanks: Dr. Chandranshu Sinha gave a vote of thanks to both the jury members. Dr. Jaideep Kaur proposed her heartfelt gratitude to director ABS, Chancellor and Vice-chancellor for their visionary ideas and motivation for organizing such events. She also proposed her vote of thanks to all the participants , organizing team, convener, co-convener, jury members and all the supporting staff of the 7th Global Leadership Research Conference.



AMITY UNIVERSITY

UTTAR PRADESH

HR Forum

Theme: HR 5.0 for Managing Business Transitions: Agenda for the new normal

Date: Friday, 18th February 2022

Start Time: 14:00hrs

End Time: 16:00hrs

The Global Leadership Research Conference was organized by Amity Business School, Noida on 16th –18th February 2022 (Virtual Mode) on the theme Leading in the New Reality: Insights into Actions.

Link for the session: <https://youtu.be/4qV8b3-yEWw>

The post-lunch session of Day 3 began with the Human Resources Forum on Managing Business Transitions

The main theme of the Human Resources track was ‘HR 5.0 for Managing Business Transitions: Agenda for the new normal’. The topics covered in the session included various sub-themes like:

- Impact of covid-19 on people as well as organizaions,
- How to adapt to the new technological trends emerging today in the corporate world,
- Challenges of leadership in 2022, etc.

The Human Resources Forum began with giving the virtual sapling to all the dignitaries by Dean of Faculty of Management Studies and Director, ABS Dr. Sanjeev Bansal.

Introduction of the speakers:

Dr. Paritosh Mishra and Dr Shikha Mishra introduced the speakers to audience gathering regarding the human resource forum which was followed by welcome speech by Dr. Sanjeev Bansal, Dean FMS and Director of Amity Business School to the leaders from the industry and academicians.

The session was facilitated by Dr. Paritosh Mishra with honoured panelists from all over the corporate industry which included: Dr. Tanaya Mishra, Mr. Debabrata Mohapatra, Ms. Nandini das Ghoshal, Ms. Jaishree Sharma & Mr. Rajeev Bhadauria. Dr. Paritosh Mishra introduced the theme of the topic and mentioned about several momentous challenges affecting the world during recent times.

The industry leaders were invited to provide their valuable opinions on the subject ‘Managing Business Transitions: Agenda for the new normal’

Speaker 1- Dr. Tanaya Mishra, Global CHRO of Strides

She talked about working virtually, how to make oneself agile and about the 2 emerging themes these days which are artificial intelligence IoT (Internet of Things) and how we should draw up strategies corresponding to global diversity and cultural ethics. She also talked about how to build and learn from the virtual and real work environment, how not to let failures pull one down and how to keep oneself determined in demanding situations

Speaker 2- Mr. Debabrata Mohapatra, Vice President & Head (HR) of Schneider Electric India Pvt. Ltd.

He shared his insights on how covid has changed the working population, culture & atmosphere, how covid-19 has forced people as well as organizations to rethink and re-evaluate their strengths. He also gave remarks on how can one manage his/her team effectively as a leader and about the traits of extraversion & introversion of people. He also mentioned how to manage the transition into new normal by keeping the well-being & happiness of the employees in the middle and build capabilities, competencies & capacities for the emerging roles & technologies

Speaker 3- Ms. Nandini Das Ghoshal, Executive Director of ION consulting & Co-founder of the story of me Program

She talked about “The art of leadership in the new normal”. She also shared her insights on the challenges of leadership in 2022, some of which she discussed were – The great resignation, absence of physical sense of organisation, and the burnout problem. She also talked about how the brain

functions as an organ for adaptation but also for relationships. She then went on to providing a few suggestions regarding how a leader can hone his art. Some of these suggestions included, to claim your fear, to understand the integrated system that you are, connect with self, etc. She also mentioned how leaders have revisited & realigned their strategies to the emerging business scenario so that organisations are able to manage these transitions

Speaker 4- Ms. Jaishree Sharma, Sr. Director & head – Talent Acquisition at Jubliant Pharova Ltd. She shared her view points on how to work in hybrid model, how to juggle work from home vice work for home, and how the interface between humans & technology has further been accelerated during the pandemic. She also spoke regarding how employees now will have difficulty coming back to offline work mode and how they are craving flexibility more now. She also enlightened the audience on maintaining the human-to-human relationship in hybrid mode, as during covid-19, manager has been the sole point of contact between the employee and the organisation, how digital tools have now started to come into play with the help of which employees are able to know their teams, managers, and organisation better.

Speaker 5- Mr. Rajeev Bhadauria, the co-founder of My Transform, Ex-group Director (HR), JSPL & President (HR), ADAG

He enlightened the audience with his view points on how transitions in the new normal are taking place and what transitions need to take place, how transitioning from HR to Human being is now a necessary step these days. He also talked about the 5 sectoral foundations of the industry that are being disrupted and because of which non-linear accelerating changes are taking place. He also talked about how digital globalization is now taking the world and especially the tools of technology like IoT, machine learning etc. He also summed up the discourses given by previous speakers.

Vote of thanks: The vote of thanks was given by Dr. Shikha Mishra and she spoke about how the guests' inspiring words will be of immense importance in shaping young minds of the students and the panel members' enlightening view points on leadership in the new normal and how to convert the possibility of impossible into everything is possible. She also thanked the honorable Dean of Faculty of Management Studies and Director, ABS Dr. Sanjeev Bansal Sir and all others.



AMITY UNIVERSITY

UTTAR PRADESH

VALEDICTORY SESSION

Theme: Leading in the New Reality: Insights into Action

Date: Friday, 18th February 2022

Start Time: 16:15hrs

End Time: 18:00hrs

The Global Leadership Research Conference was organized by Amity Business School, Noida on 16th –18th February 2022 (Virtual Mode) on the theme ‘Leading in the New Reality: Insights into Actions’. The valedictory session of the same was conducted on 18th February 2022 at 4:15 p.m. to make the audience aware with the outcomes of the GLRC 2022 and the ABS Vision 2030 - Road Ahead.

Link for the session: <https://virtualevents.amizone.net/glrc/>

The session started with the introduction to Amity Business School and welcoming all to the Valedictory Session by Dr. Puja Sareen and Dr. Jaya Yadav followed by glimpses of GLRC 2022 & Outcomes and the ABS Vision 2030 - Road Ahead by Prof. (Dr.) Sanjeev Bansal, Dean FMS and Director ABS & Chairperson - GLRC 2022.

Glimpses of GLRC 2022 & Outcomes and the ABS Vision 2030 - Road Ahead by Prof. (Dr.) Sanjeev Bansal, Dean FMS and Director ABS & Chairperson - GLRC 2022

Dr. Sanjeev Bansal started his deliberation with a quote by Rumi, “A wise man does not say every single thing he thinks, but thinks every single thing he says”. He talked about how research is an integral part of the education system and focused on the importance of it for the survival of all. He then showcased the glimpses of the tracks and forums of GLRC 2022.

Dr. Puja Sareen then introduced Professor Martin Broad, Dean, Faculty of Business, Law and Digital Technologies, Director of the University of Winchester Business School, University of Winchester and played the video sent by him thanking Amity University for conferring Amity Excellence Award on him in GLRC 2021 and gave his best wishes. The session moved further with

the presentation of virtual sapling to all the guests and speakers of the session by Dr. Sanjeev Bansal and the introduction of Prof. (Dr.) Yong Wang for his deliberation by Dr. Vandana Ahuja.

Address by Prof. (Dr.) Yong Wang: Professor of Family Business and Entrepreneurship FoSS, University of Wolverhampton, United Kingdom.

Prof. (Dr.) Yong Wang gave his deliberation on “Feeding the Fire of Entrepreneurship: Examining continuity of Family Business”. Professor Wang talked about the key challenges against family businesses, some of which were conflict and governance, technology and digitization, and access to finance. He further discussed about the continuity of family business and its crucial role in the development of capitalism and gave key insights into further development and reorientation of family businesses.

Thereafter, Dr. Harminder Kaur Gujral introduces the Vice Chancellor of Amity University, Prof. (Dr.) Balwinder Shukla for her address.

Address by Prof. (Dr.) Balwinder Shukla: Vice Chancellor of Amity University

Dr. Shukla elaborated on the changes pandemic has brought upon the society and the industry now demands new skills and competencies. She further mentioned how business leaders found innovative ways to sustain in these difficult times and found new opportunities for their businesses. The businesses have also grown by restructuring, organizing, changing policies, new collaborations and integrating technology to the highest level. In the end, she mentioned that all this is necessary as the needs and demands of customers have changed.

Moving further with the session, Dr. Puja Sareen introduces Prof. Sandeep Verma for his speech.

Address by Prof. Sandeep Verma, Secretary of Science & Engineering Research Board (SERB)

He advocated the use of science and technology for the humankind and also in times of unknown calamities. Along with this, he also mentioned the use of sensors, cyber security, IoT and Blockchain, India is catapulting into a nation where the right kind of heed is being placed on research and development. In his opinion, 2047 would be momentous for India because of unicorn startups and the schemes of the government to support these startups. He concluded his speech by giving information on the launching of centers in energy transformation and storage by the Government of India.

Thereafter, Mr. TN Mukundan introduces Mr. Ritesh Jain for sharing his thoughts with the audience.

Address by Mr. Ritesh Jain, Vice President & Head of Corporate Strategy & Planning,

Reliance Retail Ltd. (Class of 1997)

Being alumni of Amity Business School, Mr. Jain extended his gratitude towards ABS for providing this opportunity to him. He further shared his thoughts on the importance of data and as a researcher, how important it is to get into the insights of data. He recollected his contributions towards the society when he went on to make a no battery radio in collaboration with Philips and named it “Jawaan”. He emphasized on the need of a strong headed attitude to act and react in tough situations and concluded by thanking Dr. Ashok K Chauhan for all the learning he received during his MBA days.

The session moved towards conferring **Amity Excellence Awards** to the following:

- **Prof. (Dr.) Yong Wang**, Professor of Family Business and Entrepreneurship FoSS, University of Wolverhampton, UK
- **Professor Marwan Izzeldin**, Associate Dean and Professor, Lancaster University Management School, University of Lancaster, UK
- **Mr. Tom Lowe**, Director, Centre for Student Engagement, University of Winchester, UK
- **Mr. Priyank Agarwal**, Vice President - Strategy & Business Development Exicom Tele-Systems Ltd.
- **TRB Group**

All the awardees thanked Amity University and gave their acceptance speech.

Towards the end of the session, Dr. Sanjeev Bansal introduces the Founder President Dr. Ashok K Chauhan for his words of wisdom.

Visionary Thoughts by 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

Dr. Chauhan shared his journey of developing a keen interest in research and development. Further, he emphasized on the issues researched by Prof. Yong Wang that are focused on sustainability, entrepreneurship and family business. In his view, India would be a great innovator power as every crisis brings with it some unbelievable opportunities. Concluding his remarks, he encouraged students to dream and be ambitious and create opportunities through innovative and creative mindsets.

Vote of thanks: Lastly, to conclude the session, the vote of thanks was given by the Sr. GM & CRC Head, Dr. Kritika Dasgupta.

