



AMITY UNIVERSITY
UTTAR PRADESH

AMITY BUSINESS SCHOOL
Presents

5th DOCTORAL RESEARCH CONCLAVE
ON
“Building Knowledge Through Transformative Research for VIKSHIT BHARAT”

05 - 06 December, 2024 (Hybrid mode)

Amity Business School, the flagship institution of Amity University Uttar Pradesh organized the 5th edition of its Annual Doctoral Research Conclave from 5th to 6th December 2024 on the theme **“Building Knowledge through Transformative Research for VIKSIT BHARAT”** in Hybrid Mode.

ABS has successfully conducted four Research Conclaves in the past years and each of the conclave touched new heights due to the diverse USPs to deliver for its budding scholars & academicians. The Conclave was designed to deepen the understanding of current state of management research among doctoral scholars and business consultants. With the deep understanding of emerging challenges in academic research and businesses to showcase the transformative value of research in driving innovation, distinguished Speakers from Academia & Corporate world were invited for the two days Conclave.

The Doctoral Research Conclave was designed to deepen understanding and share insights on the current state of management research among doctoral scholars. It aimed towards to provide a platform for aspiring researchers so as to navigate the complexities of research work and publication. Additionally, the goal was to expand their perspectives and refine their skills in their specific research areas. Participants were engaged in meaningful and constructive communication about their research, exchanging ideas on their proposals. The sessions were thoughtfully organized to emphasize maximum understanding of contemporary research across various fields. It fostered diverse discussions on different research viewpoints and innovative management theories, promoting excellence through continuous learning and innovation.

Distinguished speakers and panellists focused upon the significant areas of research and its real-world applications, allowing research scholars to gain valuable insights through diverse discussions and deliberations during the carefully structured sessions.

The conclave aimed towards the following objectives:

- To build a platform where seasoned academicians & enriched corporates can discuss the research process and address research challenges.
- To create a stage where academics and researchers can collaborate and showcase the transformative value of research in driving innovation.
- To foster an understanding of ethical research practices and relevant methodologies.
- To facilitate networking and knowledge exchange among researchers, experts, organizational members, and consultants.

The conclave enabled the participants to gain Learning Outcomes:

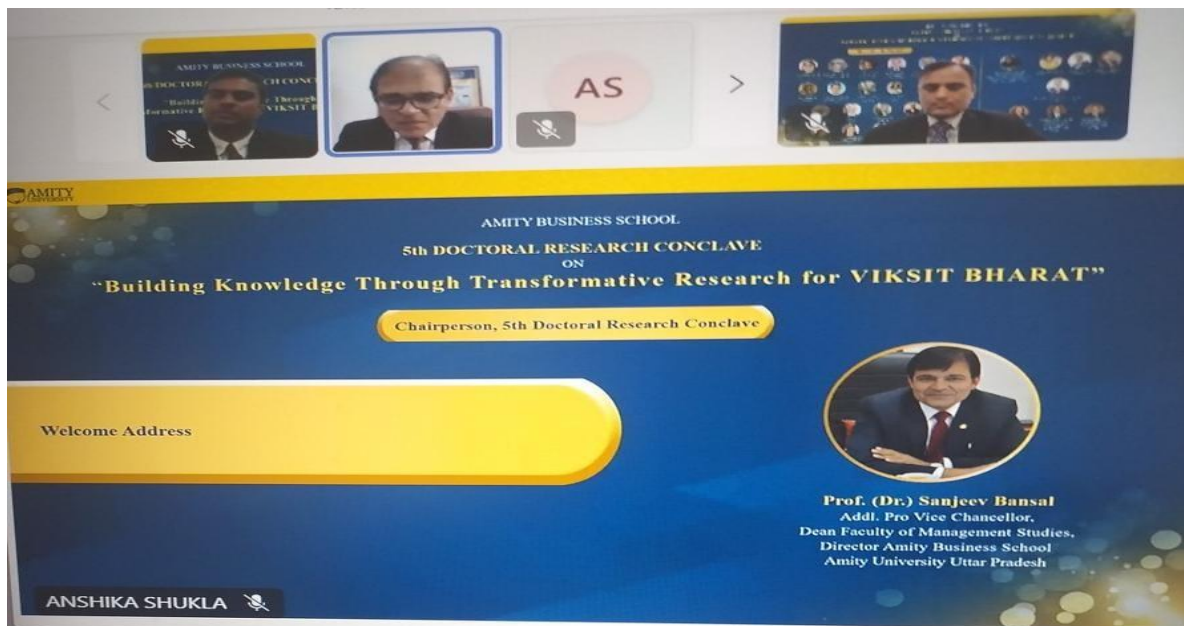
- To think diversely after gaining real time experience from Distinguish Speakers and Laureates.
- To create research models & Frameworks which will be useful to business and society at large.
- To create a dynamic forum and stage for the participants to inculcate collaborative – learning to motivate the Research Scholars to write Research Articles.
- To learn to publish their research work in high quality journals and publications.
- To incorporate constructive feedback received from the expert panel to enhance the quality of their research work.
- Gain an insight on how to use PLS (SEM) in their Research Analysis.

Conclave Convenors: Dr. Sanjeev Bansal, Addl Pro Vice Chancellor, Dean FMS & Director ABS was the convenor. Dr Jaya Yadav & Dr Amit Kumar Pandey were the Co Convenors of the 5th Doctoral Research Conclave.

Participation : Research Scholars from Noida Campus and Dubai Campus were invited, a total of 91 scholars were registered.

Welcome Address and Introduction to Amity Universe and Amity Business School by Dr. Sanjeev Bansal, Addl Pro Vice Chancellor, Dean FMS, Director ABS.

Dr. Sanjeev Bansal, Additional Pro Vice Chancellor, Dean FMS, and Director of ABS, warmly welcomed & addressed the gathering during the 5th Doctoral Research Conclave on the theme “Building Knowledge Through Transformative Research for Viksit Bharat”. In his address he emphasized upon the transformative power of research in shaping a progressive and self-reliant India, highlighting its role in solving real-world challenges and driving sustainable development. He strongly mentioned that research is a continuous journey of inquiry and innovation, bridging knowledge gaps to build a stronger nation. Stressing the importance of aligning research efforts with national aspirations, he encouraged participants to harness creativity, critical thinking, and technology to contribute meaningfully to Viksit Bharat.



Guests / Panelists engaged in the deliberations across different sessions :

- Dr. B.C. Das, Chairman, University Research Council, AUUP
- Prof. H.S. Sharma, Vice Chancellor, Himalayan University, Arunachal Pradesh
- Dr. Sanjay Saproo, Director (UK & Asia Pacific) Siare Engineering, Italy
- Dr. Triveni Singh, Ex-IPS, FCRF- Future Crime
- Dr Geeta Malhotra, Country Director, READ INDIA

Address by Guest of Honour Dr. B.C. Das, Chairman, University Research Council, Amity University Noida

Dr. Bhudev Das, emphasized that academic research is a journey beginning with thoughtful inquiry, progressing through hypothesis formulation, rigorous exploration, and culminating in rethinking and innovation. He underlined that research ethics serve as the foundation of this journey, ensuring integrity and credibility in the pursuit of creating new knowledge. Dr. Das defined research as the systematic process of uncovering insights that contribute meaningfully to societal advancement. He stressed the importance of critical thinking, reliability, and validity as essential elements of high-quality research. Highlighting the need for high standards, he inspired scholars to produce work that not only meets academic rigor but also holds transformative potential for building a progressive and self-reliant India under the vision of Viksit Bharat.

Dr. H.S. Sharma, Vice Chancellor, Himalayan University, Arunachal Pradesh : Research on Sustainable Development: Utilizing Technology for Knowledge-Based Decision-Making for Viksit Bharat- 2047

Dr. H.S. Sharma, emphasized Sustainable Development Inclusivity with Sustainability and he envisioned India's future, 100 years post-independence, powered by technologies like robotic armies and drones, ensuring progress and security. Highlighting the integration of ancient wisdom from the Vedas, Yog Nidra, and the Big Bang Theory with modern science, he stressed the importance of working at four levels—physical, mental, causal, and super-causal. Linking the cosmic sound “Om” to universal harmony, Dr. Sharma underscored the need for inclusive, forward-thinking research to drive sustainable development and effective decision-making for a progressive and self-reliant India

Dr. Sanjay Saproo, (UK & Asia Pacific) Siare Engineering, Italy: Research for a better world - “Transforming Healthcare Delivery in Viksit Bharat-2047: Leveraging Innovation and Technology for Accessible and Sustainable Health Services”

Dr. Sanjay Saproo, shared his insights on leveraging research to create a better world, particularly through advancements in medical devices and treatments. He emphasized the journey of Bharat to modern India and the vision of Viksit Bharat 2047, urging the nation to learn from past experiences by identifying what went wrong and using technology to address these gaps. Highlighting critical issues in India's healthcare system—such as the lack of understanding of basics, inadequate training, absence of SOPs, insufficient transparency, and the lack of preventive and error detection mechanisms—he called for a culture of safety akin to the aviation industry, which achieved near-zero mortality in 2023 despite its complexities.

Citing statistics that 1 in 10 people in India suffer from medical errors and referencing the movie Runway 34, he stressed the importance of trust in both aviation and healthcare. Dr. Saproo underscored the dangers of overly complex medicines compared to simple medicines, advocating for affordable, region-specific innovations and enhanced training for healthcare professionals to bridge the accessibility gap. He concluded with a call to action to align healthcare advancements with aviation's reliability, ensuring trust remains the cornerstone of both industries in the journey toward Viksit Bharat.

Dr. Geeta Malhotra, CEO of Rural Education and Development (READ) India : Empowering Rural Communities for Viksit Bharat-2047: Strategies for Sustainable Development and Economic Growth”

Dr. Geeta Malhotra emphasizes the role of research, technology, and community-driven initiatives in fostering transformation. Highlighting READ India’s 60 community-owned libraries as models of empowerment, she stressed the importance of fostering inclusivity, nurturing leaders, and building resilient communities. Through conceptual models linking knowledge management to SDGs, Dr. Malhotra advocated for empowering rural women entrepreneurs and ensuring ethical considerations in all initiatives.

She outlined the objectives of the Viksit Bharat Young Leaders Dialogue, aiming to nurture leadership, connect youth with decision-makers, and drive demographic and social transformation. Concluding with the importance of impact assessment through data-driven methods and social impact reports, she reinforced the need for sustainable, inclusive strategies to realize the vision of Viksit Bharat 2047.

Designing Innovation in Research and Research Dilemmas Harnessing Curiosity: Developing an Inquiry-Driven Research :

- Dr. Rushikesh Khire, Providence University, Taiwan .
- Dr. Shailja Sinha, IBM Executive Project Manager from Kyndryl Inc .
- Dr. Sorabh Puri, Sr Manager Network Services Implementation, Orange Business Services India Pvt Ltd.

Dr. Rushikesh Khire, Providence University Taiwan : He highlighted the crucial role of innovative and impactful research in driving India’s development across social, economic, technological, and scientific domains. He emphasized harnessing curiosity through inquiry-driven research, where transformative research challenges current understandings, creates new fields, and addresses pressing societal needs.

Dr. Khire stressed the importance of both basic and applied research for Viksit Bharat, urging researchers to design innovation through critical inquiry, opportunity perspectives, and holistic exploration. He outlined key elements for meaningful research, including relevance, feasibility, novelty, and identifying gaps in previous literature. By leveraging diverse perspectives and utilizing advanced tools like Scopus AI, Dr. Khire called for designing innovation in academic research to produce actionable knowledge that fosters sustainable progress and contributes to India’s vision of Viksit Bharat.

Dr. Shailja Sinha, IBM Executive Project Manager, Kyndryl Inc : She shared her approach to innovative thinking in research. She outlined a five-step process for tackling unsolved problems: understanding what is known and unknown, defining goals, making hypotheses, conducting small experiments, and tracking progress. Dr. Sinha emphasized the importance of cultivating a culture of innovation, balancing curiosity with practicality, and addressing ethical and methodological challenges. She concluded by stressing the need to harness curiosity for transformative impact, driving research that contributes to the vision of Viksit Bharat.

Dr. Sorabh Puri, Sr Manager Network Services Implementation, Orange Business Services India Pvt Ltd. : He discussed the emerging challenges in academic and business research, including limited funding, ethical concerns, data privacy, publication pressure, and barriers to interdisciplinary collaboration. He highlighted the transformative value of research through case studies such as 5G, satellite connectivity, AI-driven solutions in business and healthcare, and the global collaboration in

developing the COVID-19 vaccine. Sorabh emphasized the potential of AI in healthcare and concluded by urging the need for overcoming challenges, fostering collaboration, and ensuring ethical considerations to drive innovation and progress toward Viksit Bharat.

Dr. Amit Kumar Pandey, Associate Professor, ABS delivered the vote of thanks, emphasizing the core purpose of research to develop, innovate, and drive progress. He acknowledged the valuable insights shared by all the speakers during the Doctoral Research Conclave. Dr. Pandey expressed gratitude to the participants for their contributions and ideas, reinforcing the collective commitment to advancing research that shapes a sustainable, innovative, and self-reliant India, aligning with the vision of Viksit Bharat.



Following were the Speakers for various Sessions on 6th December, 2024 (Day 2)

Unfolding the darker side: Cyber Security Challenges:

- Mr. Naveen Garg, Sr. Site Reliability Engineer Lead (Security Engineering), Akamai Technologies, San Jose, California
- Dr Anuj Tripathi, Head Sales & Customer Success, Extreme Labs, Global Professor of Practice, Global Gate University, USA

Mr. Garg addressed the agenda of bots and fraud/abuse attacks, highlighting their business impact and the need for robust security tools. He explained the types of bots—good bots, bad bots, and their distinction from human traffic—and shared insights from 2022 trends. Dr. Garg discussed the efficiency of cybersecurity tools, comparing traditional bot prevention with advanced AI-driven solutions like user behaviour analysis and machine learning pipelines. He emphasized the importance of data collection, behaviour baseline creation, and leveraging AI to enhance cybersecurity, ensuring resilience in a rapidly evolving digital landscape.

Dr. Tripathi explored the darker side of technology through the lens of cybersecurity challenges. He highlighted threats like cyberattacks, data breaches, and ransomware, emphasizing the critical need for business continuity planning. Sharing a 2020 Twitter social engineering attack that compromised high-profile accounts, including Elon Musk's, Dr. Tripathi underscored the human factor in cyber vulnerabilities. He discussed the rise of AI in cybercrime, including deepfakes and the dark web,

positioning cybersecurity as a strategic business priority to safeguard against evolving threats in a connected world.

From Questions to Insights: Building a Research-First Culture through leveraging AI:

- **Mr. Shashank, Research Lead, 13 D Research USA** - He explored the pervasive nature of technological disruption and its potential to usher in an unprecedented productivity boom. He highlighted generative AI as the biggest leap in modern history, poised to contribute \$2.6 to \$4.4 trillion in economic value by automating work, transforming workforce structures, and driving innovation through advancements like digital twins and AlphaFold.

While factors such as declining computation costs, open-source development, and 5G adoption propel AI's growth, challenges like high energy and water consumption could derail progress. Dr. Shashank emphasized that industries like construction are ripe for disruption, heralding a transformative era for the future of work.

Innovation Office: Workshop on Parametric Test:

- **Dr. Mukesh Srivastav, Government Polytechnic, Department of Technical Education, Somaiyya Nagar, Barabanki** - He emphasized the importance of data analysis in driving informed decision-making. He introduced the concepts of qualitative and quantitative data and discussed the purpose and formulation of research questions. Highlighting the difference between parametric and non-parametric tests, Dr. Srivastava demonstrated the use of SPSS for normality checks, t-tests (one-sample, two-sample, and paired), one-way ANOVA, correlation, and linear regression. His insights showcased the role of statistical tools in enhancing research precision and outcomes.

Innovative Research Evaluation: Bridging Theory and Practice in Business Development (Corporate Perspective) :

- Dr. Himani Singh, Account Quality Consultant IBM India Ltd.
- Dr. Rajaram, Sr. Vice President Quality, Laurus lab, Hyderabad
- Dr Rohit Mohan, DGM, Reliance Jio Infocom.

Dr. Himani Singh explored the theme of innovative research evaluation and its role in bridging theories and practice in business development from a corporate perspective. She emphasized the importance of strategic decision-making, collaboration with research institutes, and understanding consumer behavior. Dr. Singh highlighted the need for sustainable research and active participation in environmental sustainability and CSR initiatives. She stressed creating solutions that foster loyalty and the potential of research to establish new ecosystems that drive progress and innovation.

Dr. Rajaram highlighted the critical role of academic research in addressing healthcare challenges. He cited examples such as collaboration with IIT Bombay to develop affordable treatments for liquid cancer, enabling the launch of cost-effective medicines in India through GMP manufacturing and clinical trials. Another example involved partnering with IIT Kanpur to advance gene therapy for monogenic disorders. Dr. Rajaram emphasized the transformative potential of research-driven academia-industry partnerships in addressing India's healthcare needs and fostering innovation.

Not restrict research into the paper but make it used in the real world to solve problems.

Dr. Rohit Mohan shared the challenges in the corporate world, emphasizing the over-reliance on data points for decision-making, often leading to illogical outcomes. He advocated for greater use of

statistical tools and highlighted the gap in corporate learning from academia. Dr. Rohit Mohan stressed that innovation requires openness to failure and pointed out shortcomings in academics, such as a lack of corporate experience and seasoned educators with industry insights, as key areas needing improvement to bridge the academia-corporate divide.

The Art of Inquiry: Fostering Critical Thinking in Research (Academic Perspective):

- Dr. Ashok Chopra, AUD Campus.
- Dr. Naleeni Ramawat, Associate Professor (Agronomy) & OSD, Faculty of Management (Agriculture University Jodhpur)
- Dr. Rushina Singhi, School of Mathematics, Applied Statistics, NMIMS University, Mumbai.

Dr. Ashok Chopra speaking on "The Art of Inquiry: Fostering Critical Thinking in Research" from an academic perspective, emphasized that critical thinking is the foundation of impactful research. He highlighted the need to cultivate a mindset that embraces diverse perspectives, asks better questions, and challenges conclusions. Dr. Chopra underlined that fostering critical thinking requires intentionality and outlined strategies to achieve this, including leveraging the power of inquiry. By transforming questions into meaningful progress, researchers can drive innovation and contribute to transformative advancements in their fields.

Dr. Naleeni Ramawat emphasized that the foundation of research lies in critical thinking, supported by four key pillars: analytical thinking, statistical design, skepticism, and evidence-based decision-making. She discussed fostering critical thinking through intellectual humility, collaboration, and encouraging diverse perspectives and brainstorming. Highlighting challenges such as confirmation bias, publication pressures, and limited interdisciplinary exposure, Dr. Ramawat called for strategies like targeted training, open dialogue, and inclusive practices to overcome barriers and enhance the research process, especially in today's complex economic scenario.

Dr. Rushina Singhi highlighted the vital role of critical thinkers in research, emphasizing their ability to challenge established theories, design rigorous studies, interpret complex data, address ethical implications, adapt to new evidence, integrate multidisciplinary insights, and communicate findings effectively. She outlined pathways to develop critical thinking skills, including leveraging tools like PubMed, Mendeley, Power BI, Domo, Qlik Sense, and Tableau. Dr. Singhi also stressed the importance of adopting AI and machine learning tools such as PyTorch, Keras, and IBM Watson Studio to enhance research quality and innovation.

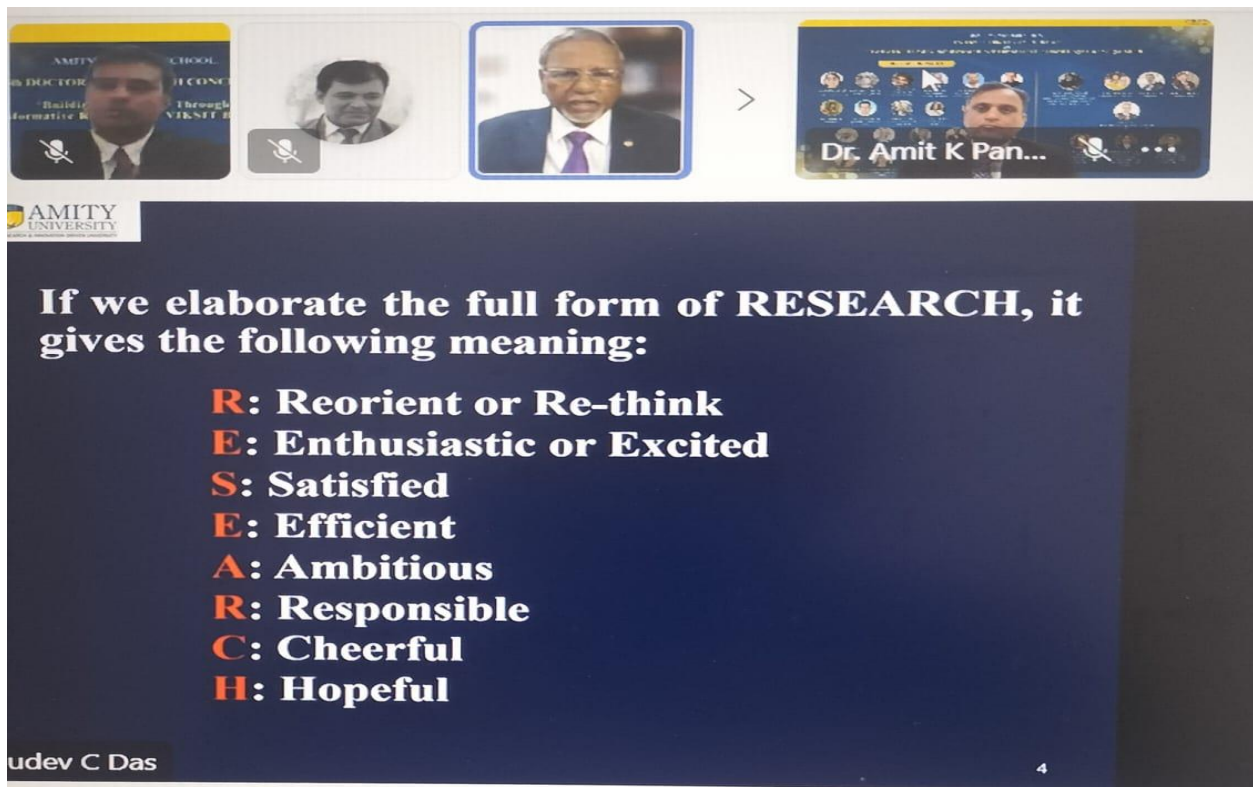
Valedictory Ceremony - Following were the Speakers

Word of Wisdom: Sri Shashank Mani Tripathi, Member of Parliament Govt. of Bharat : He emphasized the importance of transformation through integration, urging collaboration and unity to drive meaningful change. He highlighted the role of transformative research in addressing pressing challenges and fostering a collective effort to achieve progress and innovation for Viksit Bharat. Teamwork is the most important and do things to make India better and achieve our Vision.

Dr. Balvinder Shukla, Vice Chancellor, AUUP in her address highlighted the critical role of research in entrepreneurship to drive progress towards Viksit Bharat. She emphasized contributions in key areas such as environmental sustainability, space science, defence, and technology advancements. Also affirmed Amity University's commitment to pioneering transformative research for national development, underlining India's emergence as the 4th largest global economy and its growing significance on the world stage.

Ethical Research: Dilemmas and challenges : Dr. Aseervatham Achary, National Coordinator, Digital Library, Library and Documentation BJP Head Quarter New Delhi.

Dr. Aseervatham shared the importance of ethical research while highlighting its dilemmas and challenges. He emphasized the role of transformative and responsible research in shaping **Viksit Bharat**, aligning with Prime Minister Narendra Modi's vision for a progressive and self-reliant India. Dr. Achary underlined the critical need for integrity, transparency, and inclusivity in research to tackle contemporary issues and drive sustainable development.

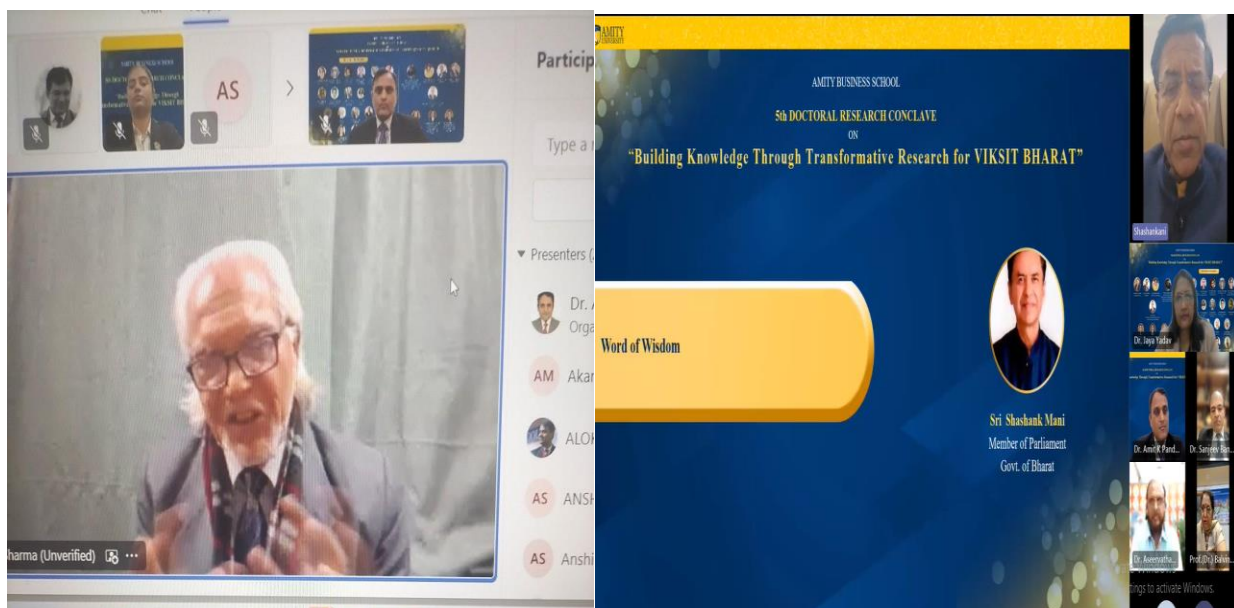


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If we elaborate the full form of RESEARCH, it gives the following meaning:

- R: Reorient or Re-think**
- E: Enthusiastic or Excited**
- S: Satisfied**
- E: Efficient**
- A: Ambitious**
- R: Responsible**
- C: Cheerful**
- H: Hopeful**

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OR
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Word of Wisdom

Sri Shashank Mani
Member of Parliament
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