

Report – GLRC 2025

Amity Business School (ABS) organized 10th Global Leadership Research Conference (GLRC) on the theme “**Navigating the Future: Sustainable Business Management through Emerging Technologies and Intelligent Systems**” from 19th to 21st March 2025 at Amity University Campus, Sector 125, Noida.

Pre-Conference Workshop on ‘Next-Generation Business Intelligence with Cutting Edge Tools for Research Analytics’

Pre-Conference Workshop on the theme ‘**Next-Generation Business Intelligence with Cutting Edge Tools for Research Analytics**’ was organized by ABS in the morning of 19th March 2025 as part of 10th Global Leadership Research Conference (GLRC 2025). Prof. (Dr.) Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS, Director ABS and Chairperson of GLRC 2025 warmly welcomed the Speakers for the conference, **Dr. Sarabjeet Kaur Kochhar & Dr. Anamika Gupta** both from University of Delhi.

Dr. Kochhar delivered an engaging lecture emphasizing the importance of data and data collection in modern research analytics. She elaborated on how refining data collection processes is essential for achieving accurate and meaningful insights, thereby enhancing the overall quality of research and decision-making. The session provided valuable perspectives on leveraging advanced tools and methodologies for efficient data analysis.

The session moved forward with Dr. Anamika Gupta, who demonstrated practical applications of Python Notebook and Text Mining. Her presentation offered participants hands-on experience and a deeper understanding of utilizing these tools for effective research analytics.

The workshop concluded with a heartfelt thank-you note delivered by Dr. Pallavi Sharda Garg, who expressed sincere gratitude to the esteemed speakers for their valuable insights and contributions.



Student Competitions: Colors on Canvas & Sketch the Vibrant Strokes

A canvas painting and sketching competition was organized, providing participants with an opportunity to showcase their creativity and artistic skills through vivid and expressive artworks.

The student competitions, Colors on Canvas and Sketch the Vibrant Strokes were thoughtfully organized to inspire young artists to express their creativity and artistic skills through vibrant paintings and intricate sketches. Centered around the theme of Viksit Bharat, participants were evaluated on various criteria including creativity and originality, relevance to the theme, technical skill, presentation, and overall impact. The judging panel comprising of Dr. Varun Sahai and Dr. Ankita Raj carefully assessed each artwork, appreciating the participants' efforts to bring their imaginative visions to life.



Book Release: Uzbekistan's Cultural Canvas: Stories, Poems and Articles by Young Women

The book "Uzbekistan's Cultural Canvas: Stories, Poems and Articles by Young Women" by Ms. Shokhida Yusupova was released, showcasing the vibrant voices and creative expressions of young women from Uzbekistan.

The book release took place during the 10th Global Leadership Research Conference organized by Amity Business School. The event welcomed dignitaries from Uzbekistan and India for the launch of the book titled *"Uzbekistan's Cultural Canvas - Stories, Poems, and Articles by Young Women"*. The book highlights cultural narratives from Uzbekistan, showcasing the literary and artistic expressions of young women.

The surprise guest of this event was His Excellency Sardor Mirzayusupovich Rustambaev, Ambassador of Uzbekistan to India who came to attend this event without prior intimation.



Inaugural Session GLRC 2025 (I-2 Moot Court)

The Inaugural Session of 10th Global Leadership Research Conference (GLRC-2025) conducted in the afternoon of 19th March, 2025 at I-2 Moot Court. Dr. Puja Sareen warmly welcomed all the distinguished guests, speakers, and participants, including students, academicians, and entrepreneurs from across the globe. She then invited Dr. Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS & Director ABS along with the esteemed guests to proceed for the ceremonial lamp lighting marking the auspicious beginning of the conference.

Dr. Puja Sareen emphasized how intelligent systems can effectively contribute to resource conservation. She then highlighted the successful conduct of the pre-conference workshop and the launch of the book earlier in the day. This year's key highlights include the presentation of 500 research papers, a Business Expo, student engagement through competitions and the esteemed presence of the Ambassador of Uzbekistan to India, making it a remarkable event.

In her introduction to the Conference, Dr. Puja Sareen expressed gratitude to the leaders who have sent their blessings and congratulatory messages for the Souvenir. These include Her Excellency Smt. Anandiben Patel, Governor Uttar Pradesh; Shri Dharmendra Pradhan, Hon'ble Minister of Education Govt. of India; Dr. Laxmikant Bajpai, Member of Parliament (Rajya Sabha), National Vice President BJP; Dr. Sasmit Patra, Member of Parliament (Rajya Sabha); Mr. Girish Pati Tripathi, Mayor of Ayodhya; Mr. Manish Kumar Verma, District Magistrate, Gautam Budh Nagar; Mr. Neeraj Singh, Chair FICCI Young Leaders UP Chapter; Mr. Binod Kumar Jaiswal, Member of Legislative Council Bihar among others.

Outcome Report of GLRC 2024: Dr. Priyanka Agarwal warmly welcomed all attendees and highlighted the remarkable achievements of GLRC 2024. She acknowledged the presence of esteemed speakers who graced the conference last year and mentioned that 400 plus research papers were received, reflecting the conference's growing impact. Expressing her delight, she noted that this year, the number of research paper submissions had impressively increased to 500 plus, showcasing the expanding interest and participation in the conference.

Welcome Address : Dr. Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS, Director ABS and Chairperson GLRC 2025 welcomed all the renowned speakers and attendees of the conference and introduced GLRC 2025 to the audience. He extended a heartfelt welcome on behalf of the Hon'ble Founder President Dr. Ashok Chauhan, Chancellor, Dr. Atul Chauhan and Vice Chancellor Amity University, Prof. (Dr.) Balvinder Shukla.

Address by Prof. (Dr.) Balvinder Shukla, Vice Chancellor, AUUP: Dr. Shukla in her address reflected on India's journey from the era of License Raj to the age of globalization and the vision of Viksit Bharat. She emphasized how the Industrial Revolution has paved the way for Artificial Intelligence, which is advancing at an unprecedented pace. According to her, the prevailing mantra for businesses worldwide is the 'Survival of the Fittest,' as new enterprises continue to emerge and challenge well-established traditional business houses. She highlighted the significance of the Trimurti type of leadership, where innovation and understanding of customer needs are paramount.

Prof. Shukla stressed that gaining deep customer insights to design and develop new products at competitive prices is essential since acquiring new customers is a highly costly process. Moreover, she pointed out that value addition and speed are critical attributes that students must cultivate to remain competitive in today's dynamic environment. Dr. Shukla also expressed her gratitude to the GLRC Team for their remarkable achievements in the past and conveyed her delight at the ambitious targets set for this year's conference.

Visionary Voices: Video messages of following were displayed:

1. Shri Sasmit Patra, Member of Parliament (Rajya Sabha)

He emphasized the importance of global commitment, digital fluency, skill development, and empowering young Indians to drive domestic progress. He highlighted the need for equipping the youth with tools for sustainability to help them emerge as future leaders. Concluding his address, he expressed gratitude for the conference and extended his best wishes for its success.

2. Shri Mahesh Sharma, Member of Parliament (Lok Sabha)

Shri Mahesh Sharma spoke about the importance of a nation's development (Vikas) and how it paves the way for new opportunities and positive change for the youth. He emphasized fostering innovative ideas that can drive progress and growth. Concluding his remarks, he encouraged the youth to embrace new beginnings and contribute actively to nation-building.

Address by Chief Guest - Shri Dinesh Khatik, Minister of State for Jal Shakti, Government of Uttar Pradesh

He extended his heartfelt congratulations for the successful organization of the conference and expressed his gratitude for the warm welcome extended to him. He conveyed his appreciation to Dr. Ashok Chauhan, Dr. Balvinder Shukla and Dr. Sanjeev Bansal for their efforts in making the event possible.

In his address, he highlighted Prime Minister Narendra Modi's vision of building a Viksit Bharat (Developed India) by 2047, emphasizing the crucial role of youth in achieving this ambitious goal. He pointed out that prior to 2014, India's GDP ranked 10th globally. However, through relentless efforts and strategic planning, the nation has now attained the 5th position in 2025.

He stressed the government's unwavering commitment to elevating the GDP ranking to the 3rd position by 2047. He also lauded the efforts of the Government of Uttar Pradesh under Chief Minister Yogi Adityanath's visionary One District, One Product initiative, which aims to boost economic growth and transform Uttar Pradesh into Uttam Pradesh (Best State). He also acknowledged the contributions of esteemed industrialists like Ratan Tata in propelling the nation's growth and development. Encouraging the students present, he urged them to embrace entrepreneurship and innovation, as their contributions will be instrumental in realizing the dream of a prosperous and developed India. Concluding his address, he once again expressed his gratitude for being invited to the conference.

Address by Guest of Honor - Shri Neeraj Singh, Chairman FICCI, UP Chapter

Shri Neeraj Singh began his address by expressing his appreciation for the remarkable progress and innovative opportunities Amity University continues to provide its students. Recalling how his brother studied at Amity University, he acknowledged the institution's commitment to nurturing competent and efficient individuals ready to face modern-day challenges. He praised the conference for focusing on critical topics such as the Fourth Industrial Revolution, technological advancements, blockchain, quantum computing, and emerging trends that are shaping the future. Shri Neeraj Singh emphasized that Artificial Intelligence is at the forefront of these advancements and will significantly enhance skill sets, resource allocation, and decision-making processes. Quoting Albert Einstein, he remarked, "Education is not the learning of facts but the training of the mind to think," stressing the importance of creativity and innovation in learning. He urged that research should be encouraged to develop a holistic approach to education that aligns with the vision of Viksit Bharat.

Furthermore, Shri Neeraj Singh highlighted the importance of incorporating individual responsibilities along with social responsibilities, advocating for a compassionate approach towards the environment and society. He noted that materialistic concerns should be replaced by moral concerns for societal welfare, inspired by the principles of business ethics championed by Mahatma Gandhi. Concluding his address, he congratulated the conference organizers for their efforts in promoting sustainable business management growth through the event. He expressed his delight at participating in GLRC and extended his best wishes for its continued success in inspiring meaningful change.

Visionary Voices: Video messages of following were displayed:

1. Shri Girish Pati Tripathi, Hon'ble Mayor of Ayodhya

Shri Tripathi congratulated the organizers on the success of the 10th Global Leadership Research Conference (GLRC). He highlighted how the conference theme, "Navigating the Future: Sustainable Business Management through Emerging Technologies and Intelligent Systems," aligns with Prime Minister Narendra Modi's vision of Viksit Bharat (Developed India) by 2047. Emphasizing the role of AI, technology, and youth empowerment, he stressed their significance in driving the nation's economic growth and sustainable development.

2. **Shri Manish Kumar Verma, District Magistrate, Gautam Buddha Nagar, Uttar Pradesh**

He congratulated the organizers on the successful conduct of Global Leadership Research Conference (GLRC). He emphasized how the theme, "Navigating the Future: Sustainable Business Management through Emerging Technologies and Intelligent Systems," aligns with Prime Minister Narendra Modi's vision of Viksit Bharat (Developed India) by 2047. Highlighting the transformative role of AI, innovation, and youth empowerment, he stressed their importance in driving economic growth, sustainability, and national progress.

3. **Dr. Abhay Jere, Vice-Chairman, All India Council for Technical Education, New Delhi and Chief Innovation Officer, Ministry of Education's Innovation Cell**

Dr. Abhay Jere emphasized that each new generation of India is becoming smarter and more dynamic, fully committed to the vision of Viksit Bharat. He highlighted how institutions are closely collaborating with industries to foster idea generation and innovation. Dr. Jere appreciated these efforts, acknowledging their pivotal role in driving the nation's progress towards a developed and prosperous future.

4. **Mr. Mayur Toshniwal, Managing Director, Nippon Express**

Mr. Toshniwal acknowledged the conference as a remarkable platform providing immense opportunities for brainstorming ideas and fostering creativity. He appreciated the collaborative environment that encourages innovative thinking and contributes to meaningful discussions aimed at progress and development.

Dr. Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean of FMS, Director of ABS, and Chairperson of GLRC 2025 graciously facilitated the esteemed guests. He presented tokens of gratitude and appreciation to Shri Dinesh Khatik, Minister of State for Jal Shakti, Government of Uttar Pradesh, the Chief Guest, and Shri Neeraj Singh, Chairman of FICCI, UP Chapter, the Guest of Honor acknowledging their valuable presence and contributions to the conference.

Panel Discussion -Viksit Bharat @ 2047: The Road Ahead: Innovation, Influence & Industry for paving the path to a Global Powerhouse

Session with following Panelists was moderated by Dr Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS, Director ABS:

1. **Mr. Pradeep Nagar, Actor and Producer:** He motivated the students to pursue their dreams with unwavering dedication and persistence. He emphasized that success comes to those who refuse to give up and remain committed to their goals, no matter how challenging the journey may be. His inspiring words highlighted that hard work always pays off, and true achievement is earned through consistent effort and determination.
2. **Mr. Dhruv Singh, Founder & CEO, Chelvies Coffee:** He shared valuable entrepreneurial insights, emphasizing the unique advantages that developing nations present for business growth. He explained that while developed nations have fewer business gaps due to established markets, developing countries like India offer immense potential for innovative ideas, opportunities, and brainstorming. Mr. Singh encouraged aspiring entrepreneurs to leverage this potential, highlighting how emerging markets provide fertile ground for creativity, problem-solving, and impactful business ventures.
3. **Mr. Agendra Kumar, Managing Director, Esri India Technologies:** He acknowledged the powerful assertion that India is already a developed nation while also recognizing the challenges posed by global conflicts such as the Russia-Ukraine war. He praised Prime Minister Modi's diplomatic approach of maintaining balanced relations with both nations even amidst conflict, as well as his effective handling of complex issues like tariffs and illegal migration during discussions with the U.S. President. He emphasized that while India continues to maintain its global competitiveness, the vision of India @2047 is crucial to ensuring balanced regional development. While regions like NCR have progressed significantly, many villages are still awaiting growth. Mr. Kumar stressed that achieving India @2047 requires not only technological and economic advancements but also significant social change. Highlighting the importance of safety and security, he noted that despite progress, the safety of women

in India remains a pressing concern. Crimes committed by citizens highlight the need for societal transformation, emphasizing that true progress can only be achieved through a collective effort to foster moral values.

4. **Ms. Niyaatii Swami, General Manager Marketing, Product & Corporate Solutions, Mercer:** Ms. Niyaatii Swami shared her professional journey, illustrating how she transitioned from HR to Marketing by developing the right skill sets essential for productivity and growth. She emphasized her passion for skills development, stressing that mere degrees are inadequate if an individual's contribution to the economy is negligible.

Highlighting the increasing relevance of soft skills alongside AI, she noted that while organizations drive maximum contribution to development, the growing automation of human roles calls for enhancing and diversifying skills. According to Ms. Swami, the future lies in humans working hand in hand with AI to achieve the vision of Viksit Bharat. She encouraged the youth to embrace lifelong learning and adaptability to remain relevant and impactful in a rapidly evolving technological landscape.

Unveiling Voices: The Release of Uzbekistan's Cultural Canvas: Ms. Shokhida Yusupova, Founder-Shine Girls' Academy, Country Coordinator-Global Youth Parliament, Uzbekistan enthusiastically addressed the audience, expressing her excitement and gratitude for being a part of the 10th Global Leadership Research Conference (GLRC 2025). She highlighted the growing relationship between India and Uzbekistan, emphasizing the importance of cultural exchange and collaboration.

Icon of Influence: Leadership That Inspired Generations: Mr Gaurav Dhyan Chand, President Dhyan Chand Foundation was conferred with the Amity Sports Leadership Award. He delivered an inspiring acceptance speech highlighting India's legacy of excellence in sports, particularly in the Olympics. He emphasized the commitment to nurturing young talent and promoting Indian sports on a global scale. His address paid tribute to the iconic leadership of Major Dhyan Chand, whose dedication and achievements continue to inspire generations of aspiring athletes.

Felicitation & Group Photograph

Viksit Bharat: The Runway Opens: A cultural show was performed by the Students of ABS .

Dr. Puja Sareen expressed heartfelt gratitude to all esteemed guests and speakers for their engaging and inspiring address during the inaugural session.





Sessions during GLRC 2025

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

- Leadership Forum
- Marketing Forum and Two Paper Presentation Sessions
- Human Resource Forum and Two Paper Presentation Sessions
- Finance Forum and Two Paper Presentation Sessions
- General Management - Two Paper Presentation Sessions

Leadership Forum: I-2 Moot Court (10:15hrs – 12:15hrs): 20.03.2025

Theme: "Sustainable and Technology facilitated Leadership for Emergent Organisations"

The Leadership Forum, convened by Dr. Vijit Chaturvedi, welcomed distinguished guests to engage in insightful discussions on leadership, sustainability, artificial intelligence (AI), and emerging technologies.

The Leadership Forum commenced with a warm welcome by Dr. Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS & Director ABS who introduced the Leadership Forum and its objectives. The introduction set the tone for the

event, emphasizing the significance of leadership and innovation in today's dynamic world. A notable highlight was a reference to Sunita Williams' quote: "Promise made, promise kept," reinforcing the importance of commitment in leadership.

Visionary Voices: Video messages of following were displayed

1. Dr. Timi Olubiye, Professor, West Midland Open University

Dr. Timi Olubiye shared his views from an organizational development perspective. He emphasized that sustainable and technology-facilitated leadership serves as a cornerstone for long-term growth. According to him, it enables emergent organizations to align their business objectives with environmental and social responsibilities, while simultaneously leveraging innovation to gain a competitive advantage.

2. Dr. Mohammad Abdulrazq Alshekly, Chair of University Research Council, Gulf University, Sanad, Kingdom of Bahrain

Dr. Mohammad Abdulrazq Alshekly presented his insights from a leadership standpoint. He highlighted that integrating sustainability with advanced technologies is essential for fostering data-driven decision-making and promoting ethical governance. He asserted that such an approach empowers leaders to drive change responsibly, while maintaining operational efficiency and strengthening stakeholder trust.

3. Ms. Piyali Roy, Managing Partner, Sakshar Hum Foundation

Ms. Piyali Roy focused on the importance of technology-enabled sustainable leadership. She emphasized that this approach promotes transparency, inclusivity, and adaptability within organizations. She further stated that such leadership fosters a culture of continuous learning and resilience, which is crucial for navigating the dynamic challenges faced by emergent organizations.

Session with following Panellists was moderated by Dr. Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS & Director ABS

- 1. Dr. Vinod Bhatia, Divisional Railway Manager, Ambala Division :** Dr. Vinod Bhatia in his address provided valuable insights into the evolving economic landscape of India, emphasizing the integral connection between organizational development and societal transformation. He highlighted the Indian Railways as a pivotal example of technological advancement and sustainable development. Dr. Bhatia underscored the importance of maintaining environmental cleanliness and robust infrastructure to ensure long-term operational efficiency within the railway sector. He also discussed the transformative role of the Indian Railway Catering and Tourism Corporation (IRCTC) and explored the potential of Hyperloop technology as a futuristic mode of transportation, emphasizing the significance of digital transformation in enhancing service delivery. Furthermore, he elaborated on the integration of emerging technologies such as automation, artificial intelligence, and digital ticketing in improving the overall passenger experience. A notable aspect of his address was the emphasis on human capital in the context of 'Viksit Bharat', where he posed a critical question: "How do we raise the level of human stock for a developed India?" Dr. Bhatia asserted that while technological innovation is essential, holistic progress can only be achieved through substantial investment in human development.
- 2. Mr. Suresh Goyal, MD & CEO, NHAI, InvIT:** Mr. Suresh Goyal drawing from his extensive background in infrastructure, emphasized the critical role of leadership in nation-building, with a particular focus on the need for greater representation of women in leadership positions. He strongly advocated for gender equality in leadership and decision-making roles, highlighting its significance in fostering inclusive development. Additionally, he discussed the progress of infrastructure initiatives such as the National Land Bank, underlining its strategic importance in accelerating infrastructural growth across the country. Mr. Goyal also elaborated on the integration of AI and technological advancements in infrastructure, citing examples like geofencing and FASTag systems that have enhanced toll collection efficiency and significantly reduced traffic congestion. Concluding his address, he encouraged leaders to adopt a broader, visionary perspective, emphasizing that such an approach is essential for driving transformative and sustainable progress.

3. **Dr. Naveen Gupta, IT Architect, AON Consulting:** Dr. Naveen Gupta delivered a thought-provoking session, drawing a comparative analysis between the technological advancements of the 1920s and those of the contemporary era. He highlighted the significant rise of Artificial Intelligence (AI) and Machine Learning, noting their profound impact on various industries and everyday life. While acknowledging the productivity enhancements brought about by AI, Dr. Gupta also cautioned against excessive dependence on technology, emphasizing the continued importance of human critical thinking skills. Furthermore, he stressed the value of professional networking, particularly for students, as a key driver of career development and success. Responding to a student's query on the growing reliance on AI, he advocated for a balanced approach, recommending that AI be viewed as an enabling tool rather than a substitute for human intellect and judgment.
4. **Mr. Abhay Batra, Co-Founder & Chief Finance Officer, Clovia:** Mr. Batra shared valuable insights on the transformative impact of technology, particularly AI-driven automation, on modern business operations. He emphasized the growing relevance of automation in Human Resource Management, urging organizations to adopt AI tools to streamline various HR functions such as recruitment, employee engagement, and performance evaluation processes. He further addressed the role of AI in leadership, encouraging leaders to embrace technological advancements rather than view them as a threat, highlighting how AI can support and enhance informed decision-making. Additionally, Mr. Batra underlined the potential of AI-driven insights in fostering business growth by improving operational efficiency and strengthening customer engagement strategies.
5. **Mr. Dev Vrat Bhatt, Associate Director, Fidelity International:** Mr. Dev Vrat Bhatt delivered an insightful discourse on the integration of Artificial Intelligence in leadership and its growing capability to predict human behavior. He elaborated on how emerging organizations are leveraging AI to strengthen their leadership in specific domains through effective strategic planning. Highlighting the transformative role of AI in behavioral predictions, he emphasized that data-driven decision-making is reshaping the way leaders understand and anticipate both consumer and employee behavior. Reflecting on the developments over the past five years, he noted that AI has played a pivotal role in enhancing data collection, analytics, and leadership decision-making processes. Concluding his address, Mr. Bhatt underscored the importance of formulating a forward-looking leadership vision grounded in data-driven insights to navigate future challenges and opportunities effectively.
6. **Mr. Prashant Khandelwal, CEO, Hepo India Pvt Ltd:** Mr. Khandelwal offered a critical and thought-provoking perspective on the concept of sustainability, urging a shift from rhetoric to tangible action. He emphasized that sustainability should not merely remain a popular jargon but must be reflected through concrete and meaningful initiatives. Addressing the role of technology, he advocated for the integration of automation and AI in constructive ways, encouraging organizations to embrace technological advancements rather than resist them. Furthermore, he highlighted the importance of individuality in leadership, suggesting that leaders should foster creativity and unique perspectives instead of becoming overly dependent on AI-driven processes. In alignment with World Happiness Day, Mr. Khandelwal underscored the intrinsic connection between sustainability and well-being, asserting that genuine sustainability efforts should ultimately contribute to the collective happiness and holistic development of individuals and communities.
7. **Mr. Ankit Bahl, Associate Director, Fidelity International:** He presented a philosophical perspective on leadership and the evolving role of Artificial Intelligence, offering deep insights into the interplay between human values and technological advancement. He described leadership as an "order-cutting" role, emphasizing the responsibility of leaders to navigate complexities and simplify challenges for their teams. Stressing the significance of a long-term vision, he articulated the idea of "changing today for a better tomorrow" as a guiding principle for effective leadership. Mr. Bahl also illustrated the practical application of AI through the example of Netflix's personalized content recommendation model, which utilizes AI-driven algorithms to tailor user experiences. Furthermore, he initiated a critical discussion on sustainability and Environmental, Social, and Governance (ESG) factors. He elaborated on the importance of corporate social responsibility and examined the influence of AI-driven automation on sustainability efforts and ethical business practices.

The session concluded on an engaging and cheerful note with an interactive activity, where participants were shown a set of company logos on the screen for 30 seconds and later asked to recall and write them down. The activity added a fun and student engagement element to the forum, encouraging attentiveness and participation. Mr. Mihir Deep, Mr. Aviral Agarwal, and Ms. Kamna Bisht were adjudged the first, second, and third prize winners respectively.

The distinguished guests were felicitated by Addl. Pro Vice Chancellor, Dean FMS & Director ABS. The forum left attendees with valuable insights into how AI, leadership, sustainability, and organizational growth are shaping the future. It emphasized the need for human adaptability, strategic thinking, and responsible AI usage for a better tomorrow.



Marketing Forum: F-2 Seminar Hall (12:30hrs - 14:30hrs): 20.03.2025
Theme: “Future of Marketing with Emerging Technologies”

Dr. Ramesh Kr. Bagla, Convener warmly welcomed all the distinguished guests to the Forum. He highlighted how marketing has evolved with technology, emphasizing that it is no longer confined to the traditional 4 Ps (Product, Price, Place, Promotion). Instead, it now encompasses the 4 Cs (Customer, Cost, Convenience, Communication), reflecting a more customer-centric approach. Prof. Bagla elaborated on how technology is driving this transformation, enabling marketers to leverage data, AI, and digital tools to create more personalized and impactful strategies. His insights set the tone for the session, underscoring the dynamic interplay between marketing and technology in today’s rapidly changing landscape.

Dr. Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS & Director ABS introduced the Marketing Forum to the guests, reflecting on the evolution of the GLRC since its inception in 2016, which has seen over 500 research papers.

He highlighted the transformative changes in marketing over the years, from traditional methods to technology-driven strategies. Citing examples like Colgate, which has consistently adapted to consumer needs, and Amul, which revolutionized marketing with its iconic campaigns, he illustrated how marketing impacts people's lives. He emphasized the shift from product-centric to customer-centric approaches, showcasing how brands have redefined their strategies to stay relevant in a dynamic marketplace.

Visionary Voices: Video messages of following were displayed

1. **Dr. Anurag Batra**, Chairman & Editor-in-Chief, BW Businessworld & exchange4media Group: He emphasized the evolving media landscape and the importance of staying ahead with innovative storytelling and digital transformation in marketing.
2. **Ms. Deepali Naair**, Group CMO, CK Birla Group: She discussed how generative AI is revolutionizing marketing, enabling personalized customer experiences and transforming traditional marketing strategies.
3. **Mr. Priyank Agarwal**, Head of Strategy, Umesh Modi Group & Partner - Tritium Advisors: He highlighted the rapid changes in marketing driven by AI and emerging technologies, particularly advancements in voice assistance and its growing impact.
4. **Mr. Manmohan Singh**, CMO & Group Executive President, Grasim Industries Ltd., Aditya Birla Group: He shared insights on leveraging technology to enhance brand value and customer engagement while maintaining a balance between innovation and tradition.

Session with following Panellists was moderated by Prof. (Dr.) Ramesh Bagla, ABS:

1. **Mr. Abhishek Pathak, Senior General Manager- Marketing & Communication Leader, Schneider Electric India:** Mr. Pathak discussed the importance of agility in marketing strategies. He highlighted how AI is revolutionizing marketing plans by enabling data-driven decisions and personalized customer experiences. Mr. Pathak emphasized the unique dynamics of B2B companies, where building trust and long-term relationships are crucial. He also introduced the concept of the 3 P's—People, Process, and Performance—as key pillars for successful marketing campaigns. Additionally, he shared insights on designing effective customer campaigns that resonate with target audiences, stressing the need for innovation, adaptability, and a customer-centric approach in today's competitive landscape.
2. **Ms. Rashmi Gupta, Head – Marketing & Customer Experience Esri India Technologies Private Limited:** Ms. Rashmi Gupta addressed the growing complexity of today's business environment and the evolving role of technology in shaping customer interactions. She elaborated on how technology has profoundly transformed marketing practices in recent years, particularly in the B2B (Business-to-Business) and B2G (Business-to-Government) sectors. Ms. Gupta emphasized the critical role of market segmentation and the need for consistent, meaningful communication with customers to build lasting relationships. She shared insights into how Esri India is leveraging advanced technologies to drive innovation and efficiency in B2B and B2G markets. Additionally, she highlighted the irreplaceable value of the human touch in fostering emotional connections, noting that while AI can enhance processes, it cannot fully replicate human empathy. Finally, she underscored the importance of strategic brand management in maintaining a competitive edge in B2B and B2G markets.
3. **Mr. Nilabh Banerji, Head – Marketing, Thea Kitchen Private Limited (Biryani Blues):** In his address Mr. Banerji emphasized the importance of *naam*, *namak*, *nishaan*—brand identity, trust, and loyalty. He highlighted the focus on customer satisfaction and delight, achieved through personalized engagement using AI. Biryani Blues leverages AI to analyse customer preferences, enabling tailored offers and enhancing experiences. Mr. Banerji noted that AI and digital marketing are cost-effective tools for driving growth. As one of the most loved and oldest brands, Biryani Blues prioritizes product differentiation to meet diverse customer needs. He underscored the role of technology in maintaining the brand's legacy while adapting to evolving consumer expectations.
4. **Dr. Mukul Jain, Digital Head – Strategy & Operations, HSAD (An LG Group Company):** Dr. Jain shared insights into LG's mission and vision, which are deeply rooted in innovation, personalization, and reputation. He emphasized that innovation in products is critical, while personalization and maintaining a strong reputation are equally vital for building customer trust. Dr. Jain elaborated on the significance

of LG's tagline, which reflects the brand's commitment to innovation. He noted that while the current trend is "digital-first," businesses must adopt a "customer-first" mindset, ensuring digital strategies align with customer needs. He also discussed the risks associated with AI, particularly in terms of consumer privacy, and stressed the importance of ethical AI use, transparency, and robust privacy measures to protect customers while leveraging technology for growth.

A question-and-answer session was also conducted, focusing on AI's role in marketing. The students were asked to pick a chit from the bowl and answer the questions written on the chit within 30 seconds. The top three winners were Anjali Singh, Amit Gaur, and Jayesh Aggarwal, MBA students specializing in Marketing and Sales. Anjali explained how AI analyses customer data to create precise audience segments for targeted campaigns. Amit highlighted AI's ability to personalize recommendations by analysing purchase history and browsing behaviour, boosting sales and satisfaction. Jayesh emphasized AI's predictive capabilities, using data to identify trends and help marketers stay ahead. Their insights showcased AI's power in enhancing targeting, personalization, and trend prediction, reflecting their expertise in leveraging technology for strategic marketing success.

Culmination of Insights –Path Ahead’ : Session Chair- Prof. (Dr.) Ramesh Bagla, Convenor-Marketing Forum, GLRC 2025 emphasized on the critical role of predictive analysis in shaping innovative products and services, while feedback mechanisms were highlighted as essential for refining and strategies. A key takeaway was the irreplaceable value of human input, ensuring creativity and emotional connection remain at the core of marketing. Ethical use of technology emerged as a recurring theme, stressing the need for responsible AI implementation. Prof. (Dr.) Ramesh Bagla concluded that businesses must strike a balance between leveraging AI-driven insights and maintaining human-centric, ethical practices to drive sustainable growth and deliver meaningful customer experiences in an increasingly digital world

Dr. Sonali Banerjee thanked the Session Chair, distinguished panellists, esteemed faculty members, and dear participants for making the Marketing Forum at GLRC 2025 a resounding success.

The distinguished guests were felicitated by Addl. Pro Vice Chancellor, Dean FMS & Director ABS





Session - I: Track: Finance: F-1 MDP Room (09:30hrs - 17:10hrs): 20.03.2025
Theme: “Next-Gen Finance: Leveraging Intelligent Systems for Financial Transformation”

(Morning Session)

Session Chair:

- Prof. (Dr.) Soma Dey, Professor, Faculty of Management Studies, University of Delhi
- Dr. Alok Kashyap, Founder and CEO, Yatiken Software Solutions, Captain Calling

Session In-charge: Dr. Alka Chaudhary

(Afternoon Session)

Session Chair:

- Prof. (Dr.) Shalini Singh Sharma, Professor & Expert in Economics and Head of Banking Research EGROW Foundation
- Dr. Shashank Vikram Pratap Singh, Assistant Professor, Shri Ram College of Commerce, University of Delhi
- Dr. Shikha Gupta, Associate Professor, Management Education and Research Institute

Session - I: Track: Marketing: F-3 Room No. 103 (09:30hrs - 17:10hrs): 20.03.2025

Theme: “Marketing 5.0: Intelligent Systems AI, IOT and Its Application in Marketing Practices”

(Morning Session)

Session Chair:

- Prof. (Dr.) Vaishali Agarwal, Dean Academics and Professor of Marketing Institute of Management Studies (IMS), Ghaziabad

Session Co-Chair:

- Dr. Johnny Lowery, Interim Department Chair, Assistant Professor of Management Claflin University
- Prof. (Dr.) Tanushri Purohit, Professor Faculty of Commerce & Management SGT University Gurugram
- Dr. Nicholas John Hill, Dean of School of Business, Professor of Economics Claflin University

Session In-charge: Dr. Priyanka N. Agarwal

(Afternoon Session)

Session Chair:

- Dr. Nicholas John Hill Dean of School of Business, Professor of Economics Claflin University

Session Co-Chair:

- Prof. (Dr.) Arpita Srivastava Professor, Area Chair - Marketing GL Bajaj Institute of Management and Research
- Dr. Johnny Lowery Interim Department Chair, Assistant Professor of Management Claflin University

Session - I: Track: General Management: F-3 MDP Room (09:30hrs - 17:10hrs): 20.03.2025

Theme: “Intelligent systems in General Management: Strategies for the future”

(Morning Session)

Session Chair:

- Dr. Abhinav P. Tripathi, Associate Professor Christ University, Ghaziabad
- Dr. Sadhana Tiwari, Associate Professor GNIOT Inst. of Management Studies, Greater Noida

Session In-charge: Dr Nitendra Kumar

(Afternoon Session)

Session Chair:

- Dr. Venkataiah Chittipaka, Associate Professor IGNOU, New Delhi
- Dr. Ramji Nagariya, Assistant Professor Christ University, Ghaziabad

Session - I: Track: Human Resource: F-3 Room No. 102 (09:30hrs - 17:10hrs): 20.03.2025

Theme: “Intelligent systems in HR: Transforming the future of workforce”

(Morning Session)

Session Chair:

- Dr. Ruchi Rayat Executive Director, GNIOT Institute of Management Studies, Ghaziabad India
- Dr. Sharon Richards Assistant Professor, Claflin University, USA

Session In-charge: Dr. Anshu Yadav

(Afternoon Session)

Session Chair:

- Dr. Babita Bhati Associate Professor, Army Institute of Management and Technology, Greater Noida
- Dr. Abdul Qadir Associate Professor, Jaipuria Institute of Management, Noida

Human Resource Forum: I-2 Moot Court (10:15hrs-12:15hrs): 21.03.2025

Theme: “From Insight to Impact: Catalysing Sustainable HR Transformation”

The Human Resource Forum commenced with a warm welcome by **Dr. Anshu Singh, Convener** who extended heartfelt greetings to all the distinguished guests, speakers, and participants. She set the tone for the forum by introducing the central theme, “*From Insight to Impact: Catalysing Sustainable HR Transformation*,” emphasizing the importance of aligning HR practices with strategic business goals to drive long-term value and growth.

Dr. Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS & Director ABS formally introduced the **Human Resource Forum**, outlining its vision to bring together thought leaders, practitioners, and academicians to explore contemporary HR challenges and innovations. He emphasized the importance of such collaborative platforms in shaping the future of HR and fostering sustainable transformation across organizations.

Visionary Voices: Video Messages of following Corporates were displayed:

1. Mr. Nilesh Thakkar, President, Zinnov

Mr. Nilesh Thakkar emphasized the evolving role of HR in driving organizational success through real-time people analytics, citing Microsoft’s example of leveraging data for strategic decision-making. He highlighted the need for HR to shift from a reactive approach to a more proactive and predictive role. Stressing the importance of technology and data-driven insights, he underlined that HR must lead the transformation to shape the future of work. His address echoed the forum’s theme by advocating for impactful, insight-led, and future-ready HR practices.

2. Mr. Aashish Singh, Senior Program Director, HCL Tech

Mr. Aashish Singh emphasized the importance of building sustainable HR policies that support long-term organizational well-being. He highlighted the need to prioritize mental health and emotional well-being as core elements of HR strategy. Stressing the value of inclusivity, he advocated for creating a culture of belonging where every individual feels valued and supported. His insights aligned seamlessly with the forum’s theme, showcasing how empathetic and sustainable practices can drive impactful HR transformation.

3. Ms. Anita Pratap, Sr. Manager, Global Talent and Learning COE, McCormick & Company

Ms. Anita Pratap highlighted that HR today is all about strategic alignment with organizational goals and creating value through people. She emphasized that insights play a crucial role in shaping decisions and driving impactful outcomes. She spoke about the importance of building an ecosystem where talent is nurtured, empowered, and allowed to thrive. Her address reinforced the idea that sustainable HR transformation is about enabling growth through a people-first, insight-driven approach.

4. Mr. Jai Shankar, Director- Service Delivery, Kyndryl Solutions Pvt Ltd.

Mr. Jai Shankar emphasized that HR is much more than just payroll management—it's about driving meaningful concepts and strategic impact. He elaborated on the true essence of HR as a catalyst for transformation and organizational growth. Highlighting the forum’s theme, he stressed the need to move *from insight to impact* by aligning HR functions with business value. His address inspired a forward-thinking approach to reimagining HR as a key enabler of sustainable success.

Post the display of video messages, a panel discussion took place which was highly stimulating and inspiring.

Session Chair / Moderator : Dr. Aquil Busrai, CEO, Aquil Busrai Consulting

Dr. Aquil Busrai opened the session with a thought-provoking reflection on the evolution of the HR profession, emphasizing that transformation is not new to HR—it has always been a dynamic and adaptive function. Tracing its journey through the decades, he highlighted how HR has transitioned from welfare-oriented roles in the 1960s, to industrial relations in the 70s and 80s, and then to becoming a strategic business partner by the late 80s and 90s. He stressed that in today's fast-changing environment, HR professionals must not only adapt to new technologies but also adopt them proactively. Dr. Busrai underlined the importance of maintaining the 'Human' in Human Resources, reminding that empathy should remain central in all HR interactions. He also noted that in the current scenario, techno managerial competencies often outweigh years of experience, reinforcing the need for continuous learning and upskilling. His address set the tone for the forum, aligning well with the theme of driving sustainable HR transformation from insight to impact.

Panellists:

- 1. Mr. Neeraj Narang, Global HCM Strategy Director, Oracle India:** Mr. Narang delivered an engaging talk centered around the core theme *"From Insight to Impact: Catalysing Sustainable HR Transformation."* He began by redefining the concept of transformation in today's fast-paced world, drawing a powerful analogy by highlighting how long it took for the telephone to reach one lakh customers—underscoring the urgency and inevitability of transformation in the current era. He emphasized the importance of connecting HR with technology and preparing future professionals to not only adapt but thrive amidst technological advancements. Mr. Narang encouraged individuals to embrace unique personalities and see that as a form of transformation in itself. He stressed the need for sustainability, continuous upskilling, and cultural adaptability, including embracing hybrid work models. Concluding his address, he urged the audience to invest in their roots—building a strong foundation of values and competencies—to remain resilient and future-ready in the evolving world of work.
- 2. Ms. Parul Priyadarshan, AVP Talent Acquisition, InfoEdge:** Ms. Priyadarshan shared insightful perspectives on the growing apprehension in the HR field due to the rise of AI and automation. She highlighted that while fear is natural, continuous learning, improvement, and adaptability are key to overcoming it. Citing the example of Naukri.com and the effective use of AI in talent acquisition, she emphasized the importance of upskilling to make the workforce future-ready. Ms. Priyadarshan also shed light on the role of HR as a catalyst in driving data-backed decisions and fostering transformation. She cautioned against blindly adopting foreign HR practices in the Indian context without considering local market dynamics, which often leads to challenges such as layoffs and organizational disruptions. Her address reinforced the need for contextual HR strategies that blend technology with human sensitivity to drive sustainable transformation.
- 3. Mr. Rajeev Ranjan Singh, General Manager-HRD, RMSI Pvt. Ltd:** He emphasized the evolving and strategic role of HR in contributing directly to business outcomes. He highlighted that HR is no longer confined to administrative functions but has emerged as a critical driver of organizational success and sustainability. He spoke about how organizations today increasingly recognize the need for strong HR leadership to navigate complex challenges and ensure long-term growth. Aligning with the forum's theme *"From Insight to Impact: Catalysing Sustainable HR Transformation,"* he reiterated that HR must move beyond traditional roles and become a catalyst for meaningful change by harnessing data-driven insights, fostering employee engagement, and shaping future-ready talent. He further emphasized that sustainable HR transformation is about creating agile, resilient, and people-centered systems that empower organizations to thrive in an ever-evolving environment. His insights reinforced the message that impactful HR practices can shape not only workforce experiences but also drive competitive advantage for the organization.
- 4. Mr. Abhishek Kumar, Head of People GSCs & EGI, Ericsson Global Services :** Mr. Kumar shared his enriching journey, drawing from his challenging experiences in the Navy and linking them to the evolving role of HR in the corporate world. Reflecting on the early days of SAP HR, he emphasized the importance of understanding what the organization truly needs from its people function. He reinforced

that while technology continues to evolve, the human element in HR remains irreplaceable. Highlighting the real-world relevance of HR, Mr. Kumar stressed that sustainable HR transformation lies in balancing systems and structure with empathy and people-centric approaches, echoing the forum's theme of moving *from insight to impact*. He emphasized that HR leaders must stay grounded, understand business needs deeply, and continue to foster meaningful employee engagement. His address reminded that while tools may change, the heart of HR remains its connection with people.

The session concluded on an engaging and cheerful note with an interactive activity, where participants were shown a set of words on the screen for 30 seconds and later asked to recall and write them down. The activity added a fun and student engagement element to the forum, encouraging attentiveness and participation. Winners of the activity — Gauri Tyagi, Khushi Sharma, and Tanya Dwivedi — were announced and awarded special prizes for their quick observation and recall.

All distinguished guests were felicitated with a token of appreciation by Dr. Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS & Director ABS marking a graceful end to an insightful and enriching Forum.





Finance Forum: F-2 Seminar Hall (12:30hrs - 2:30hrs): 21.03.2025

Theme: “Augmenting Financial Growth: Harnessing Evolving Technologies for Sustainable Business Practices”.

Dr. Ritu Wadhwa, Convener of Finance Forum extended a warm welcome to the distinguished guests and Panelists at the Finance Forum. She emphasized the transformative shift in today’s business landscape, where the focus extends beyond profit to encompass sustainability and ethics. The theme, “Augmenting Financial Growth: Harnessing Evolving Technologies for Sustainable Business Practices,” highlighted the critical role of innovation in driving economic progress while ensuring environmental and social responsibility. She highlighted that Forum aimed to explore how cutting-edge technologies can be leveraged to achieve financial growth, foster sustainable practices, and uphold ethical standards, aligning with the global demand for a balanced and forward-thinking approach to business.

Dr. Sanjeev Bansal Addl. Pro Vice Chancellor, Dean of FMS, and Director of ABS introduced the Finance Forum to the guests, extending a warm welcome to all Panelists. He reflected on Amity’s remarkable evolution over the years and its collaboration with Walton Business School. Emphasizing the dual nature of technology, he cautioned that if misused, it can be harmful. He highlighted the growing significance of Artificial Intelligence (AI) in today’s world, noting its transformative role in shaping industries and driving innovation. His insights underscored the importance of leveraging technology responsibly to achieve sustainable and ethical business growth. He highlighted upon the strong emphasis that “technology is an enabler” and it can be judiciously leveraged for enhancing Business Education.

Visionary Voices: Video Messages of following Corporate Professionals were displayed:

1. **Mr. Amit Roy, Board Advisor & Ex-CFO, NIIT Ltd**
He discussed the evolution of technology and its transformative role in enhancing finance and business operations. Mr. Roy emphasized how technological advancements streamline processes, improve efficiency, and drive innovation in the financial sector.
2. **Dr. Jitendra Mohan Bhardwaj, Chief Information Security Officer & Business Head – Cyber Security, TATA Advanced Systems Limited**
He highlighted the significance of blockchain technology, ethical practices, and operational resilience. Dr. Bhardwaj stressed the importance of innovation in benefiting society while ensuring security and sustainability in business operations.
3. **Dr. Anu Sayal, Faculty, School of Finance & Accounting, Taylor’s Business School, Taylor's University, Malaysia**

She emphasized the critical role of leadership in driving transformation and fostering critical thinking. Dr. Sayal underscored how effective leadership can inspire change, encourage innovation, and build a culture of adaptability in organizations.

Post the display of video messages, a Panel discussion took place which was extremely engaging and worthwhile.

Session Chair: Mr. B. N. Mishra, Senior Advisor, Indian Bank Association.

Mr. Mishra opened the session by highlighting the rapid transformation in the finance sector. He posed thought-provoking questions to the panelists, starting with, “what key sustainable practices can companies adopt to improve their financial performance?” He then addressed renewable energy challenges, asking, “How can NTPC manage the high capital costs associated with renewable energy projects?” Further, he explored the role of innovation, questioning, “How is innovative technology driving change in the industry?” and “How can technology and AI reshape academia?” With these questions, he set the stage for an engaging and insightful discussion.

Panellists:

- 1. Ms. Suparna Bhattacharyya, CFO, Schneider Electric Infrastructure Ltd.:** Ms. Bhattacharyya highlighted the significance of academia-corporate partnerships and long-term training programs in preparing students for the future by bridging the gap between academic learning and practical application. Such initiatives, she noted, provide organizations with ready-to-deploy talent, making the process cost-effective while ensuring students are well-equipped for industry demands. She emphasized the role of academia in keeping students aware of market trends and developments, enabling them to stay aligned with industry needs. Ms. Bhattacharyya also discussed how technology aids decision-making and urged students to focus on the value they can add to organizations through technological expertise. She stressed the importance of reskilling to keep pace with rapidly evolving technologies, advising students to master tools like Excel and stay tech-savvy before entering the corporate world. Additionally, she recommended having a mentor from the industry to guide students in navigating their careers effectively. Her insights underscored the importance of continuous learning, adaptability, and industry-aligned skill development for long-term success.
- 2. Mr. Pushpendra Tyagi, CFO & General Manager (Finance), NTPC Renewable Energy Ltd:** Mr. Tyagi emphasized that a basic understanding of finance is essential in today’s world, particularly in the booming energy sector, which includes thermal energy (coal, gas, nuclear) and renewable energy (solar, wind, and hydrogen). He highlighted the instability in funding within these sectors and stressed the importance of understanding the processes and systems involved. Mr. Tyagi explained that time periods are critical in funding, and pre-investment activities play a significant role in ensuring successful projects. He discussed the growing focus on green energy, green hydrogen, and green funding, emphasizing that their viability depends on how they are produced and utilized. His insights underscored the need for strategic financial planning and a deep understanding of the renewable energy landscape to drive sustainable growth.
- 3. Mr. Mayank Holani, Chief Financial Officer, Indian Synthetic Rubber Pvt. Ltd. (AJV of Indian Oil & TSRC Taiwan):** Mr. Holani emphasized that sustainability has become a critical topic in recent years, particularly in finance. Mr. Holani discussed how companies are integrating sustainability into their operations, focusing on product sustainability, social sustainability, and transparency in public disclosures. He highlighted the importance of sustainable practices across the supply chain and explained how sustainability will have a long-term impact on both companies and society. Mr. Holani also noted that sustainability will redefine the way we work in the future. He touched on the role of technology, such as cloud computing and data analytics, in transforming finance and audit processes. He explained how data analytics is revolutionizing decision-making and how cloud computing helps manage large datasets efficiently. Additionally, he mentioned the significance of GST databases in streamlining financial operations. His insights underscored the intersection of sustainability and technology in shaping the future of finance.
- 4. Mr. Umesh Sahdev, Executive Chairman, Hydrogenium Resources Pvt Ltd.:** He discussed the evolution of industries, highlighting the advancements in mass production, electricity development, and

Industry 4.0. Mr. Sahdev emphasized the importance of maintaining a human aspect in technology, ensuring that machines do not overshadow human values and stakeholder interests. He explored emerging technologies like AR, VR, and blockchain, explaining how they have transformed industries. Mr. Sahdev also stressed the role of AI and the need for Sustainable CFOs, stating, “*Sustainability is not in the book; it’s in the mind.*” He underscored the centrality of data in today’s technological landscape, discussing cloud computing and the management of structured and unstructured data. His insights highlighted the balance between technological progress and sustainable, human-centric practices.

Culmination of Insights: Mr. B.N. Mishra expressed his gratitude and appreciation for all participants, panelists, and attendees. He spoke about *Viksit Bharat* (Developed India), reflecting on the nation’s remarkable journey and the significant growth in GDP over the years. He highlighted India’s economic evolution and the collective efforts driving this progress. Concluding his address, he thanked everyone for their contributions to the session, emphasizing the importance of collaboration and innovation in shaping a sustainable and prosperous future for India.

Question/ Answer Session: A fun and engaging quiz was conducted for the students, where movie-based clues were displayed, and participants had to guess the answers within 15 seconds. Three students from the MBA (Finance) program emerged as winners for correctly guessing the answers: Kanishk Satti, Pooja Jain and Vishakha Singh. They were awarded prizes for their quick thinking and impressive knowledge. The activity added an entertaining and interactive element to the event, showcasing the students' enthusiasm and creativity.

Dr. Ritu Wadhwa expressed her heartfelt gratitude to all participants, panelists, and attendees for their valuable contributions to the discussion on sustainability, social governance, and the evolving role of finance. She highlighted how finance is shaping a sustainable future and thanked Mr. B. N. Mishra for skilfully leading the session. Dr. Wadhwa concluded by acknowledging the collective efforts of everyone involved in making the forum a success, emphasizing the importance of continued collaboration for sustainable and ethical business practices.

The distinguished guests were felicitated by Dr. Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS & Director ABS and expressed his gratitude to all the Panelists for their insightful contributions.





Session - II: Track: Finance: F-1 MDP Room (09:30hrs - 15:10hrs) : 21.03.2025

Theme: “Next-Gen Finance: Leveraging Intelligent Systems for Financial Transformation”

Session Chair:

- Prof. (Dr.) Shweta Anand, Professor and Dean Gautam Buddha University
- Ms. Promila Bhardwaj, Certified Retirement Advisor (NISM Series XVII), National Institute of Securities Market (NISM)

Session In-charge: Dr. Alka Chaudhary

Session - II: Track: Marketing: F-3 Room No. 103 (10:55hrs -15:10hrs) : 21.03.2025

Theme: “Marketing 5.0: Intelligent Systems AI, IOT and Its Application in Marketing Practices”

Session Chair:

- Dr. Chand Prakash Saini Professor and Associate Dean, of Commerce & Management SGT University, Gurugram

Session Co-Chair:

- Dr. Nicholas John Hill Dean of School of Business, Professor of Economics Claflin University
- Dr. Johnny Lowery Interim Department Chair, Assistant Professor of Management Claflin University

Session In-charge: Dr. Priyanka N. Agarwal

Session - II: Track: General Management: F-3 MDP Room (09:30hrs - 15:30hrs): 21.03.2025

Theme: “Intelligent systems in General Management: Strategies for the future”

Session Chair (Morning Session):

- Dr. Teena Bagga, Professor JMI, New Delhi
- Dr. Padmesh Tripathi, Professor DTU, Greater Noida
- Dr. Kishore Kumar, Assistant Professor Bennet University, Greater Noida

Session Chair (Afternoon Session):

- Dr. Surya Kant Pal, Assistant Professor, SSBR, Sharda University, Greater Noida
- Dr. Laxmi Ahuja, Professor, AIIT, AUUP

Session In-charge: Dr. Nitendra Kumar

Session - II: Track: Human Resource: F-3 Room No. 102 (09:30hrs - 15:10hrs): 21.03.2025

Theme: “Intelligent systems in HR: Transforming the future of workforce”

Session Chair:

- Dr. Sona Vikas Professor and Dean Management, Asian School of Business
- Dr. Chiradip Bandopadhyay Associate Professor, Fore School of Management

Session In-charge: Dr. Anshu Yadav

Valedictory Session: I-2 Moot Court (15:10hrs – 17:30hrs): 21.03.2025

Dr. Puja Sareen extended a warm welcome to Guests of Honor, distinguished guests, speakers, panel members, and participants of Valedictory Session of GLRC 2025. She eloquently highlighted the importance of the lamp-lighting ceremony, which symbolizes the awakening of knowledge and the dispelling of darkness

Glimpses of GLRC 2025 & Outcomes : Dr. Sanjeev Bansal, Additional Pro Vice Chancellor, Dean FMS, Director ABS, and Chairperson of GLRC 2025 shared the highlights and outcomes of GLRC 2025, providing valuable insights into the conference's achievements and impactful discussions.

Dr. Sanjeev Bansal delivered an inspiring address, emphasizing that technology, including AI, holds true value only when guided by human leadership. He dedicated the session to societal contributions, recognizing Ms. Seema Devi and Ms. Suman Hooda from the Anti-Human Trafficking Unit, Delhi Police for their remarkable efforts in reuniting 136 children with their families. Dr. Bansal also appreciated the vibrant participation in the Business Expo, competitions, workshops, and technical sessions across Marketing, Finance, HR, General Management, and Leadership. He praised the GLRC 2025 Forums for fostering knowledge exchange and innovative solutions, underscoring the importance of human-centric progress for a sustainable future. He thanked Guest of Honour, Dr. Suvrokamal Dutta for gracing the occasion, making the Valedictory Session truly special.

Guest of Honour : Dr. Suvrokamal Dutta, Political Economic and Foreign Policy Expert

Dr. Suvrokamal Dutta, a distinguished Political Economic and Foreign Policy Expert, delivered a thought-provoking address, recalling his previous visit with Mr. Arnab Goswami as a Session Chair at the International IT Conference. He highlighted his experience of assisting Prime Minister Narendra Modi in media relations and commended the students of the institution as 'brand ambassadors' of Mission 2027, emphasizing their unique opportunity to pursue a business degree with an international dimension, paving the way for entrepreneurship and Atmanirbhar Bharat.

Dr. Dutta outlined five key pillars essential for India's progress: Gyan (Knowledge), Women Empowerment, Youth Empowerment, Kisan Shakti (Farmer Empowerment), and the revival of India's ancient wisdom. He referenced India's rich heritage as a guiding force in ancient times, supported by the accounts of foreign travellers and recent carbon dating evidence from Harappan civilization, the Ram Setu, and Dwarka Dheesh, which illustrate the greatness of Indian civilization.

He emphasized that despite past degradation, the youth must strive to restore India's global prominence. Dr. Dutta highlighted that national progress leads to societal and familial growth, ultimately contributing to individual success. He also underscored the significance of cultural and historical sites like Kumbh, Sarnath, Ujjain, and Kashi as vital symbols of ancient knowledge and civilization.

Furthermore, he noted the fascination of global leaders like Elon Musk and Hillary Clinton with India's rich heritage and praised Prime Minister Narendra Modi as the most dynamic leader worldwide, who has envisioned the ambitious goal of Viksit Bharat 2047.

Research Insights: AI & Leadership : Mr. Sumit Harjani, Managing Director, Harvard Business Publishing.

He expressed his deep gratitude to Dr. Sanjeev Bansal and shared his honor in being part of the event. Reflecting on his experience at Harvard Business School, he delved into the intersection of Leadership and AI, acknowledging that while AI has become a prevalent topic, its true value lies in enhancing human capabilities rather than replacing them. He emphasized the crucial role of faculty in grooming future leaders, highlighting that technology cannot render educators obsolete, as human connection and mentorship remain irreplaceable.

Citing research by Maulik, he noted that while AI can enhance persuasion by 87%, human-led persuasion remains more impactful. Additionally, Generative AI users have demonstrated an 80% improvement in task efficiency. He pointed to studies indicating that AI-driven assistance in primary healthcare has led to a 32% shift in human involvement, reflecting the evolving impact of AI on various industries.

Discussing workforce trends, he highlighted early patterns of AI adoption, acceleration in workplace transformations, and the increasing competition faced by traditional companies against leaner, tech-driven organizations. He reinforced that AI should be seen as a tool for augmenting human potential rather than replacing it, citing McKinsey's findings that nearly 50% of tasks can be automated. He stressed the importance of emotional intelligence, self-management skills, and adaptability, urging companies to function as incubators for talent development.

From an HR perspective, he noted that leaders now prioritize potential and a willingness to learn over formal education and experience. He shared insights from Genpact, a Harvard client, which manages a skill inventory of over 100,000 professionals, underscoring the transformative power of skill development in shaping the future workforce. He emphasized the need for the education system to equip students with AI literacy, ensuring they remain competitive in an AI-driven world.

Quoting Karim Lakhani, a leading AI thinker, he stated, "AI will not replace humans, but humans with AI will replace those without AI." He underscored the pivotal role of leadership in navigating this transformation, asserting that in today's rapidly changing world, leaders must act as a North Star to guide progress. He concluded by outlining ten critical capabilities for 21st-century leaders, including honesty, team-building, data-driven decision-making, inclusivity, resilience, agility, integrity, empathy, kindness, and curiosity, noting that while technical skills can be taught, core human values and leadership qualities remain innate and invaluable.

The Walkman of India: Cultivating a Sustainable Tomorrow : Mr. Raju M. Thakkar, The Walkman of India & Brand Ambassador-Natural Farming, Gujarat Natural Farming Science University

He delivered an inspiring address, drawing wisdom from Swami Vivekananda on the power of kindness and selflessness in shaping a better world. He emphasized the importance of motivation and purpose, urging individuals to reflect on their actions and ensure they align with the values of Mother Earth. He spoke about the need to respect and preserve the 'Panch Tatva'—the five elements of nature, highlighting that a pollution-free universe would lead to a harmonious and prosperous life.

Describing the human heart as the greatest university, he stressed that true wisdom lies in working with purity and sincerity. He called upon the youth to recognize India's unique heritage, its rich spiritual legacy, and their privilege in shaping its future. Reiterating Dr. A.P.J. Abdul Kalam's words, "*To think small is a crime,*" he encouraged everyone to dream big and contribute to India's progress. Reflecting on his experiences from Kashmir to Kanyakumari, he underscored the importance of pure food, free from pesticides, to nourish both body and mind.

He concluded by reminding the audience of the International Day of Happiness, emphasizing that a balanced life—nurturing the body, mind, and soul—is the key to true health, wealth, and well-being.

Prof. (Dr.) Sanjeev Bansal, Addl Pro Vice Chancellor, Dean FMS, Director ABS & Chairperson GLRC 2025, presented the prestigious **Sustainable Impact Leadership Award to Mr. Raju M. Thakkar**, fondly known as The Walkman of India, in recognition of his unwavering commitment to promoting natural farming and fostering a sustainable future.

Sound of Silence: Blending Technology with Resilience: Mr Shrenik Shah, 5x TeDx Speaker

Mr. Shrenik Shah shared his inspiring journey of overcoming adversity as a vocal cord cancer survivor who lost his voice yet emerged as a powerful public speaker, driven by divine blessings from Lord Krishna. Describing the human voice as “the most beautiful instrument of all, but the most difficult to play,” he emphasized resilience, courage, and confidence as essential qualities for success. His motivational quotes, “Watching is believing, listening is innovating, and speaking is leadership,” and “If you can’t change the mindset, you can’t change the world,” resonated deeply with the audience. Encouraging students to adopt a “no complain box” approach to life, he urged them to see challenges as opportunities, concentrate on performance, and remain unstoppable in their pursuit of excellence, echoing William Ernest Henley’s powerful line, “I am the master of my fate.”

Prof. (Dr.) Sanjeev Bansal, Addl Pro Vice Chancellor, Dean FMS, Director ABS & Chairperson GLRC 2025, gracefully presented the prestigious **Icon of Resilience Award to Mr. Shrenik Shah**, the remarkable 5x TEDx Speaker, honouring his extraordinary journey of courage, determination, and unwavering spirit in the face of adversity.

The Vedic Visionary: Weaving Ancient Scriptures, Intelligent Systems and Sustainable Practice : Dr. Meena Mahajan, Founder, Siddhi Philanthropic Foundation

Dr. Mahajan delivered a captivating address on India’s rich cultural heritage, emphasizing the profound connection between Vedic wisdom, intelligent systems, and sustainable practices. She articulated that sustainability transcends superficial actions like reducing plastic use or planting trees; instead, it embodies deeper principles rooted in the Vedas. Drawing parallels with modern SDG goals, she highlighted how ancient temples functioned as mini-forests supporting biodiversity and how kunds were constructed for rain harvesting. Dr. Mahajan stressed that true leadership and sustainability should be aligned with health, wealth, peace, joy, and harmonious relationships. She emphasized the need to transform education, focusing on the worship of the five elements of life rather than mere idol worship, thus paving the way for a more sustainable and enlightened future.

Spotlight on Hidden gems: Celebrating Unsung Heroes :

During the function also honoured the courage of **Head Constables, Ms. Seema Devi and Ms. Suman Hooda of the Anti-Human Trafficking Unit (AHTU), Outer North District in Delhi** who rescued 104 trafficked children as part of Operation Milap.

Prof. (Dr.) Sanjeev Bansal, Addl Pro Vice Chancellor, Dean FMS, Director ABS & Chairperson GLRC 2025, presented the **Social Impact Leader Award to Head Constables Ms. Seema Devi and Ms. Suman Hooda of the Anti-Human Trafficking Unit (AHTU), Outer North District, Delhi**, in recognition of their exemplary efforts under Operation Milap, which successfully rescued 104 trafficked children, demonstrating exceptional courage, dedication, and compassion.

Ms. Seema Devi from the Anti-Human Trafficking Unit, Delhi Police, emphasized the importance of living in the present and not dwelling on past regrets. She encouraged everyone to pursue their own dreams with determination rather than solely focusing on pleasing others, highlighting the power of self-belief and personal fulfilment.

Award Distribution for Best Paper from each Technical Session

General Management Track

- 1 Ms. Pooja Singh, GL Bajaj Institute
- 2 Ms. Latha Joseph, Symbiosis

Finance Track

- 1 Ms. Preity, GBU
- 2 Mr. Hiten Chadda, ABS

Marketing Track

- 1 Dr. Punya Thakur, Delhi School of Economics
- 2 Ms. Shreya Arora, Symbiosis

Human Resource Track

- 1 Dr. Tavishi Tiwari, Fore School of Management
- 2 Ms. Hemry, ABS

Echoes of Amity Excellence: Crafting a Timeless Legacy : During the Valedictory function following Alumnus of ABS were honoured with Amity Excellence Award:

Mr. Harmandeep Singh Walia, Managing Director, Nissan Renault Financial Services India Ltd. (PGDM 1998-2000 Batch)

Ms. Roli Agarwal, India Head, Strategic Partnerships, Google (PGDM 2000-2002 Batch)

Ms. Shirin Sehgal, Chief People Officer, PWC India (PGDM 2001-2003 Batch)

Mr. Saurabh Baishakhia, Senior Director, Samsung SWA (PGDM 1995-1997 Batch -he could not join due to some emergency).

Glimpses of the journey of three days of the conference were shared.

Dr. Puja Sareen delivered the Vote of Thanks, expressing heartfelt gratitude to all dignitaries, speakers, panelists, and participants for their valuable contributions and enthusiastic participation, which made GLRC 2025 a resounding success.



