

Report – GLRC 2026

Amity Business School (ABS) organized 11th Global Leadership Research Conference (GLRC) on the theme “**Next Gen Technologies for Sustainable Business Innovation**” from 11th to 12th February 2026 at Amity University Campus, Sector 125, Noida.

Pre-Conference Workshop on “Text Analytics and Topic Modelling Using LDA in KNIME”

The Pre-Conference Workshop on the theme ‘**Text Analytics and Topic Modelling Using LDA in KNIME**’ was organized in the morning of 11th February 2026 as part of the 11th Global Leadership Research Conference (GLRC 2026). Dr. Nitendra Kumar, Assistant Professor, ABS; warmly welcomed the Speaker for the conference, Mr. Chetan Sharma, Director, Physicswallah Limited.

The event began with a welcome address by Dr. Nitendra Kumar who highlighted the importance of research-driven decision-making and the role of advanced analytics in addressing complex business and societal problems. The sessions provided a structured overview of research design, data handling, and analytical frameworks, emphasizing the relevance of technology-enabled research in the current academic and professional landscape. With the exponential growth of text-based data, organizations increasingly rely on automated text mining techniques to extract patterns, themes, and trends that support decision-making. One of the most widely used methods in text analytics is topic modelling, which helps uncover latent thematic structures within large text corpora. Among various topic modelling techniques, Latent Dirichlet Allocation (LDA) is a probabilistic generative model widely used for its interpretability and robustness.

Resource person, Mr. Chetan Sharma, shared insights on modern analytical techniques, research tools, and best practices, enabling participants to develop clarity on data interpretation, model building, and result validation.

The workshop concluded with an interactive discussion and Q&A session, where participants actively engaged with the resource person to clarify concepts and explore practical research challenges. Overall, the Pre-Conference Workshop successfully enriched participants’ research capabilities and prepared them for more effective scholarly and applied research outcomes.

The event was designed to enhance participants’ understanding of contemporary research practices and analytical approaches relevant to management and social science research. The workshop aimed to bridge the gap between academic research and industry expectations by focusing on practical tools, methodological rigor, and real-world applications.

Inaugural Session GLRC 2026 (F-2 Auditorium)

The Inaugural session of 11th Global Leadership Research Conference (GLRC-2026) conducted on 11th February, 2026 at F-2 Auditorium with distinguished participation from leaders across Academia, Government, Defence, and Industry. The conference theme, “**Next-Gen Technologies for Sustainable Business Innovation,**” set the tone for discussions on integrating technological advancement with sustainability and responsible growth.

The inaugural session began with the ceremonial Lighting of the Lamp and welcoming the dignitaries and participants, emphasizing the need for next-generation technologies to act as catalysts for resilience, innovation, and sustainable development. The Ceremony highlighted upon Amity University's global presence, serving over two lakh students across multiple campuses worldwide.

Welcoming the gathering, **Prof. (Dr.) Sanjeev Bansal, Additional Pro Vice-Chancellor, Dean FMS, Director ABS & Chairperson GLRC 2026**, highlighted the evolution of GLRC into a prestigious global research platform. He emphasized how AI, Blockchain, Big data, and renewable technologies are transforming sustainable business practices and enabling long-term value creation.

The Inaugural ceremony was graced by **Shri T. Roumuan Paite, Chairman & Managing Director, NSTFDC**, as Chief Guest, and **Air Marshal Awadhesh Kumar Bharti, SYSM, AVSM, VM, Deputy Chief of the Air Staff**, as Guest of Honour. The presence of **Lieutenant General Rakesh Kapoor, PVSM, AVSM, VSM, Hon'ble Founder President Dr. Ashok K. Chauhan, Founder President, Amity Education Group & Prof. (Dr.) Balvinder Shukla, Vice-Chancellor, Amity University Uttar Pradesh** further elevated the occasion.

Video messages from **General (Dr.) V.K. Singh (Retd.), Hon'ble Governor of Mizoram**, and **Shri Sunil Kumar Sharma, Hon'ble Minister of Electronics & IT, Government of Uttar Pradesh**, reinforced the importance of research-driven innovation aligned with the vision of *Viksit Bharat*. Video messages of Mr. Pulkit Trivedi, Managing Director, Snap Inc. India and Mr. Deepak Bagla, Mission Director, Atal Innovation Mission, NITI Aayog, Government of India were also shared to the audience.

Prof. (Dr.) Balvinder Shukla, Vice-Chancellor, Amity University Uttar Pradesh, reflected on India's aspiration to become a global knowledge leader and stressed the importance of ESG-aligned strategies, digital transformation, and responsible innovation in shaping future-ready leadership.

In his highly inspiring address, **Hon'ble Founder President Dr. Ashok K. Chauhan, Founder President, Amity Education Group**, shared his vision for building global networks in education, science, and technology to support India's journey toward *Viksit Bharat 2047*. He urged students to set clear goals, work with dedication and discipline, and ensure that conferences like GLRC provides meaningful "take-home" value that inspires purposeful action and leadership. He focused upon how youth are shaping the world and will be one of the major pillar to take into to the highest peak of *Viksit Bharat* status by 2047. He motivated students to think big to become successful in life and expressed that each student of Amity Universe has to become a successful story.

Guest of Honour Air Marshal Awadhesh Kumar Bharti, SYSM, AVSM, VM, Deputy Chief of the Air Staff underscored the strategic importance of emerging technologies in strengthening National security and comprehensive National power. **Chief Guest Shri T. Roumuan Paite, Chairman & Managing Director, NSTFDC** emphasized integrating indigenous knowledge systems with modern technological innovation for sustainable development.

The inauguration of GLRC 2026 set a visionary roadmap for collaborative research,

meaningful dialogue, and sustainable innovation, contributing to the National Vision of *Viksit Bharat 2047*.



A special segment titled ***“Innovate, Integrate, Sustain: The Next-Gen Technology Imperative”*** had various esteemed Leaders - Ms. Shyamala Venkataraman, Executive Director, Corporate Technology Management Department, Bharat Heavy Electricals Limited, Mr. Joy Sekhri, Vice President & Head- Security Solutions, South Asia, Mastercard and Mr. Prasun Kumar, Chief Marketing Officer & Business head, Magicbricks shared insights on technology-driven business transformation. The session concluded with felicitation of dignitaries and the National Anthem.

The Conference Comprises of Forums and functional area Tracks in Marketing, Leadership, Finance and HR.

Leadership Forum : F 2 Auditorium (13:30hrs -15:00hrs): 11.02.2026

Theme: Reimagining Leadership in the Age of Next Gen Technologies

Dr. Deepa V. Mukherjee, Convenor of the Forum, welcomed the distinguished guests, industry leaders, faculty, and students and expressed her privilege in hosting a session aligned

with the conference theme, “*Next-Gen Technologies for Sustainable Business Innovation.*” She observed that leadership today is being tested in unprecedented ways by artificial intelligence, rapid data flows, instant innovation cycles, and rising expectations of ethical, inclusive, and environmentally responsible practices. Modern leaders, she emphasized, must balance speed with responsibility, leverage technology without losing humanity, and create value for both shareholders and society. Urging students to reflect on the leaders they aspire to become, she noted that leadership is less about styles and success stories and more about cultivating the right mindset to convert next-generation technologies into sustainable outcomes. To energize the session, she introduced interactive elements such as a Treasure Hunt and the Leadership Dilemma Lab, encouraging full participation.

Prof. (Dr.) Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS & Director ABS, delivered the introductory speech. He highlighted the importance of direct interaction with accomplished leaders. He reminded students that such forums bridge experience and aspiration, and encouraged attentive listening and thoughtful engagement.

Groundbreaking Voices – Video Messages of following leaders were played

- Mr. Vijay Kumar, CTO, Esri India Technologies Pvt. Ltd., emphasized data-driven decision-making, open data sharing, AI-powered insights, cross-sector collaboration, and responsible governance as foundations for sustainable innovation.
- Ms. Kumud Iyer, Head – GCC, IT Convergence, stressed that technology alone does not create value; thoughtful, ethical leadership must guide adoption. She urged leaders to prioritize people alongside platforms.
- Mr. Puneet Sachdev, Principal Architect, Amazon, discussed generative and agentic AI as transformative forces. He called for leaders who combine technological capability with human judgment, ethics, and accountability to ensure responsible integration.

Together, the speakers reinforced a common message: technology enables transformation, but leadership determines direction and impact.

Panel Discussion was chaired by Dr. Bansal and moderated by Ms. Jayashree Kurup, the panel brought together diverse industry leaders to reflect on how leadership must evolve amid disruption.

Mr. P. Dwarkanath – Former Chairman, GlaxoSmithKline Consumer Healthcare India
He described leadership today as moving from the slow pace of Test cricket to the fast tempo of T20, demanding agility and constant adaptation. Leaders must embrace disruption rather than resist it. While technology drives efficiency, he emphasized integrating “high tech with high touch,” balancing innovation with empathy. His guiding principle, “*tough on issues, soft on people,*” illustrated that difficult decisions must be executed with dignity and compassion. Technology may optimize systems, he concluded, but leaders humanize consequences.

Mr. Ajay Poddar – Managing Director, Synergy Environics Ltd.

Mr. Poddar anchored leadership firmly in ethics. Technology, he said, is merely a tool; its impact depends on the intent and integrity of its users. Ethical leadership cannot be imposed by policy — it must stem from character. He urged young managers to prioritize mastery, honesty, and first-principles thinking over blind dependence on tools. Long-term credibility, he noted, outweighs short-term gains. Trust and integrity remain the most enduring assets in business.

Mr. Sameer Nigam – CEO & Founder, Stratbeans Learning Solutions

Addressing students directly, he focused on initiative and problem-solving. In today's ecosystem, access to technology is universal; strategic application differentiates leaders. He encouraged clarity of purpose, early experimentation, internships, and real-world validation of ideas. He also highlighted that valuation follows culture and trust. Organizations perceived as ethical and human-centric naturally attract talent, investors, and customers. Sustainable success requires balancing ambition with empathy and integrity.

Mr. Anshul Juneja – Executive Director, Cybersecurity, Deloitte

Mr. Juneja highlighted the often-overlooked risks of digital transformation. Cybersecurity, he said, is less about tools and more about human behavior. Systems must anticipate error and include fail-safe mechanisms. He stressed continuous learning, resilient system design, strong governance, and accountability. In an AI-driven world, trust is built not on intention but on secure architecture and responsible leadership.

Ms. Jayashree Kurup – Director, Wordmeister Editorial Services

She framed leadership as creating guardrails rather than rigid controls. Leaders define vision, values, and direction while empowering teams to innovate. Adaptability, experimentation, and ethical clarity are essential in rapidly changing environments. She also emphasized awareness of digital vulnerabilities and invited discussion on cybersecurity preparedness as a strategic leadership responsibility.

Audience Interaction & Leadership Dilemma Lab

The forum incorporated an interactive segment where participants responded to real-world dilemmas through collective choices. Across scenarios, monetizing customer data, adopting AI amid cost pressures, and automating parts of the workforce, students consistently favoured ethical and balanced solutions: transparent data use, phased adoption, and reskilling rather than layoffs.

The exercise revealed a strong preference among future leaders for responsible governance, human-centric decision-making, and sustainability over short-term gains.

During the Q&A, a student raised concerns about fear of being replaced by AI. Mr. Juneja responded that AI will augment, not replace, those who continuously upskill. Ethical grounding and lifelong learning, he emphasized, remain essential. Ms. Kurup reinforced that

innovation must always align with integrity and culture.

Concluding Reflections

In her closing remarks, Dr. Mukherjee invited participants to reflect on the cumulative wisdom shared. Though technologies such as AI, automation, and analytics are reshaping systems, leadership ultimately shapes lives. She reminded the audience that leadership is not defined by designation or hierarchy but by everyday choices guided by values. The future will test leaders with pressures of speed, cost, and disruption, yet decisions grounded in integrity and responsibility will determine sustainable success. Thanking the panellists and participants, she encouraged everyone to carry forward the learning beyond the forum and practice leadership that is ethical, conscious, and human-centered.

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

Felicitation of Guests & Group Photograph





Finance Forum : F 2 Auditorium (15:15hrs – 16:45hrs): 11.02.2026

Theme: Sustainable Fintech and Global Trade: Promoting Inclusive Growth and Climate Resilience

Dr. Alka Chaudhary welcomed everyone and spoke about the theme "Sustainable Fintech and Global Trade: Promoting Inclusive Growth and Climate Resilience." She talked about how the financial system is changing to create fair opportunities for people, businesses, and economies worldwide. She explained how sustainable fintech can help more people access digital financial services, especially those in underserved areas, while also supporting honest and open trade practices. She said that technology-based financial tools can make global trade stronger, reduce delays and costs in transactions, and encourage businesses to be more environmentally friendly. She also stressed that governments, banks, technology companies, and businesses must work together to make this happen. She concluded by saying that a fair and strong financial system is necessary to balance economic growth with climate responsibility and to prepare for the future.

Introductory address by Prof (Dr) Sanjeev Bansal, Addl., Pro Vice Chancellor, Dean FMS, Director ABS & Chairperson GLRC 2026

Dr. Sanjeev Bansal welcomed all the panellists and participants to the 11th Global Leadership Research Conference (GLRC). He spoke about Amity University's growth and how it has become a well-known center for education, research, and new ideas worldwide. On behalf of the Founder President, Chancellor, faculty, and students, he warmly welcomed all the guests. Prof. Bansal said that having such respected leaders on stage was a great honour for everyone. He mentioned that events like this give students rare chances to meet and learn from successful industry leaders. He thanked the Chancellor, Shri Ashok Chauhan, and Shri Atul Chauhan, for their leadership in building strong academic programs and creating opportunities for important discussions. He also thanked the panellists for sharing their knowledge on leadership in today's fast-changing technology world. He advised the audience to listen carefully because, while the panellists are experienced leaders, the audience members are future leaders. Such events connect experience with ambition.

Groundbreaking Voices:

Mr. Ravinder Maini IRS, Executive Director of Insolvency and Bankruptcy Board of India (IBBI)

Mr. Ravinder Maini, IRS, Executive Director congratulated the organizers for hosting the GLRC and for creating a platform where policymakers, academics, industry leaders, and researchers can come together. He praised how GLRC has always encouraged useful discussions on global issues. He talked about the Viksit Bharat vision and its role in shaping India's development over the past year, especially in strengthening the economy, institutions, and inclusive growth. He said the conference theme is very relevant today because countries worldwide are dealing with economic changes, digital transformation, and climate change. Mr. Maini explained the need to restructure the economy to make it stronger, more transparent, and efficient, especially in financial and regulatory systems. He also said that technology-driven changes are important for better governance and faster decision-making. On climate change, he stressed that sustainability must be included in policies and economic planning. He said that new technologies like artificial intelligence, data analytics, fintech, and

digital platforms help achieve these goals by encouraging innovation and sustainable practices. He concluded by saying that platforms like GLRC are important for connecting policy, technology, and leadership. He was confident that the conference discussions would help build a strong, digital, and environmentally responsible economy.

Mr. Kanishk Gupta, MD, Liberty Trends

Mr. Kanishk Gupta, Managing Director of Liberty Trends, shared valuable insights on how a strong vision of resilience can transform businesses in today's dynamic and highly competitive environment. He emphasized that resilience is a critical driver of long-term success, enabling organizations to navigate uncertainty, adapt to changing market conditions, and emerge stronger from disruptions. Linking his address to the conference theme, he highlighted its importance in addressing contemporary business challenges and in guiding organizations toward sustainable and inclusive growth. Mr. Gupta spoke about the real and practical challenges involved in building businesses for the next generation. He stressed that future enterprises must be founded on ethical values, transparency, and responsible leadership. According to him, ethical business practices are no longer optional but essential for building trust among consumers, employees, and stakeholders. He pointed out that next-generation leaders must balance profitability with purpose, ensuring that growth does not come at the cost of social or environmental responsibility. He further elaborated on the role of innovation and sustainability as key pillars of resilient business models. Mr. Gupta noted that innovation drives competitiveness, while sustainability ensures long-term relevance and impact. He explained that integrating sustainable practices into operations, supply chains, and product design not only reduces environmental impact but also creates value for customers and society. He also emphasized the need for continuous innovation supported by technology, data, and creativity.

Panel Discussion was chaired by Prof. (Dr.) Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS, Director ABS & Chairperson GLRC 2026.

Panelists:

Dr. Charan Singh, CEO & Founder Director, EGROW Foundation spoke about three major developments that could transform India's growth over the coming decades. First, he said India is officially on the path toward Viksit Bharat by 2047, which requires around 9 percent annual economic growth. He compared this to South Korea's rapid development between 1989 and the early 2000s, when it achieved nearly 10 percent annual growth, and said India can follow a similar path.

The second development he discussed was the proposed India–European Union trade deal involving 27 countries. He explained that this agreement would open global markets for India, creating many opportunities in trade, investment, and jobs. This partnership could transform Indian industry, strengthen India's financial system, and connect India more deeply to global supply chains. The third development was the India–US trade agreement, which, along with the India–EU deal, could create new opportunities for innovation, technology sharing, and economic growth.

Dr. Singh noted that extreme poverty in India is decreasing, and visible changes are happening due to financial inclusion programs like Jan Dhan Yojana, which have brought millions into the formal banking system. He stated that the Indian economy must expand substantially over

the next 22 years to support a rising population and realize the goal of becoming a developed nation. He mentioned the recent Union Budget announcement about setting up a major banking committee to strengthen financial governance.

He congratulated Amity Business School for choosing a relevant conference theme and spoke about the importance of digital transformation in finance. Based on his experience at the International Monetary Fund (IMF), where he worked on financial accuracy and stability, he stressed the importance of transparency, discipline, and accountability in financial systems. He concluded by asking how the present generation can strengthen institutions and pass on a strong, inclusive, and digitally powered financial system to the next generation.

Mr. Atul Kaushik, Advisor, Research and Information System, Head Global Development Centre (Dakshin) thanked Amity Business School for inviting him and providing a platform to discuss global trade, technology, and sustainability. He talked about how digital trade has evolved, recalling that in 1998, a global agreement was made not to impose customs duties on electronic transmissions. This allowed digital transactions to grow and created an environment where people worldwide use similar technologies for daily transactions. He highlighted how digital platforms have made it possible to conduct almost every type of transaction easily, changing both domestic and international trade.

Mr. Kaushik stressed the importance of regulation, especially interoperability, to ensure digital systems work smoothly across platforms and borders. He spoke about national standard bodies that set benchmarks for quality and safety, and the growing need for international standards to support global trade. Such frameworks help ensure product quality, trust, and consistency in fast-changing markets driven by technology.

When asked how India's youth can generate energy for artificial intelligence and large data centers without harming the environment, he mentioned two announcements from the recent Union Budget. First, the government is providing tax incentives for cloud computing and data centers to strengthen digital infrastructure. Second, the government is focusing on sustainable business innovation with funding of nearly USD 20,000 million for carbon reduction and climate initiatives.

He noted that while trade and sustainability are connected, the World Trade Organization (WTO) may not be the best place to address sustainability issues. Instead, he pointed to the United Nations Environment Programme and other global forums that focus on climate and environmental concerns. He stressed the need for trade policies to align with sustainability goals.

Mr. Kaushik also mentioned initiatives from the Earth Summit, particularly the Montreal Protocol on ozone depletion. He explained that its success came from three measures: gradually reducing chlorofluorocarbons (CFCs), making alternatives available and affordable, and transferring technology to countries that needed it. He concluded by saying similar collaborative approaches are needed today to combine technology, trade, and sustainability for long-term global development.

Dr. Arpita Mukherjee, Professor & Economic Policy Researcher at Indian Council for Research on International Economic Relations answered a question about how trade policy can support fair participation in the global economy. She explained that trade policy today is closely connected to sustainability, finance, and technology, making it much more complex

than before. While countries want to promote growth, inclusion, and even make their currencies international, aligning these goals with global rules, domestic priorities, and technology is difficult.

Dr. Mukherjee highlighted India's leadership in digital public infrastructure, especially the Unified Payments Interface (UPI). She said India is working with other countries to enable cross-border UPI use, which could reduce transaction costs and improve financial inclusion. However, she warned that digitalization has both advantages and disadvantages. While digital platforms have helped farmers and small businesses access markets, payments, and information, they have also created new challenges related to interoperability, cybersecurity, and data protection.

She also discussed cross-border digital trade, noting that different regulations across countries often create confusion and barriers. Issues of trust, data localization, and platform compatibility make international digital transactions difficult. She mentioned policy challenges faced by countries like India, such as whether to allow cryptocurrencies, given concerns about financial stability and consumer protection.

When asked about Viksit Bharat and recent budget announcements, Dr. Mukherjee said the policy initiatives in the Union Budget show a forward-looking approach. The budget focuses on strengthening critical supply chains and promoting digital products as key drivers of economic strength and competitiveness. She said the budget was designed smartly, prioritizing sectors that can create long-term value while supporting inclusive growth. She concluded by saying consistent trade and digital policies are essential for fair global participation while protecting national interests.

Dr. Castro Jayaprakash, Joint Commissioner, Central Board of Direct Taxation, Department of Revenue, Government of India spoke about the complexities of global business, taxation, and climate-related trade rules in today's digital world. He said that in global business, financial data flows easily across borders, making technology essential for securing and managing such data. Technology has strengthened data security, ensuring confidentiality and accuracy while supporting global trade.

Dr. Jayaprakash explained the documentation processes in global trade and said that in India, technology has been adopted across multiple regulatory systems. He mentioned how financial data is integrated with customs systems, making compliance and transaction verification more efficient. However, he pointed out that differences between customs procedures of different countries create challenges. He explained that international taxation works within domestic tax laws and that effective tax planning is now crucial for businesses doing cross-border trade.

From a direct tax perspective, he said the government has taken a balanced approach to tax assessment and settlement. He highlighted the importance of Double Taxation Avoidance Agreements (DTAAs), which prevent the same income from being taxed in multiple countries and provide certainty to global investors. He also noted that governments face challenges in making customs and trade practices transparent and easy to understand. Given the current problems within the WTO, he said India is increasingly focusing on bilateral and multilateral Free Trade Agreements for stable trade relations.

Dr. Jayaprakash explained the Carbon Border Adjustment Mechanism (CBAM) and why it was introduced suddenly. CBAM ties into global climate pledges from UN treaties and adds costs to

imported goods based on their carbon emissions. He used Indian steel companies as an example: Products made with high-carbon processes will face extra charges. Starting January 1, 2026, Indian exporters of carbon-heavy goods to certain regions must pay fees matching the carbon content in those products. While shifting to green energy is vital, businesses still using carbon-based methods may suffer short-term losses. Indian companies must adapt by innovating, adopting cleaner tech, and planning strategically to meet these global climate trade rules.

Q&A Session : Mr. Kunal Saxena questioned the panelists on whether the disruption within the World Trade Organization (WTO) signaled that it was time for India to create its own trade bloc. In response, the panelists stated that despite current challenges, the WTO has shown strong resilience and continues to remain relevant even in changing global scenarios, including the phase often referred to as “Trump 2.0.” They emphasized that India’s vision of *Viksit Bharat* does not rely on isolation but on diversified pathways. Since 2021, India has actively pursued multiple strategies, including signing bilateral and regional trade agreements, strengthening partnerships, and adopting flexible trade pathways to safeguard national interests while remaining globally integrated.

Interactive Quiz for Students : At the end of the session, a quiz was conducted for the students to test their understanding of the topics discussed. A QR code was displayed on the screen, and students were asked to scan it using their smartphones to participate in the quiz. The quiz included questions related to sustainable fintech, global trade, climate resilience, and other themes covered during the panel discussion. Many students actively participated in the quiz. However, due to time constraints, the results of the quiz could not be announced during the session. It was informed that the quiz results would be declared later and communicated to the winners accordingly.

Felicitation of Guests & Group Photograph : At the conclusion of the session, Dr. Sanjeev Bansal expressed heartfelt gratitude to all the esteemed panelists for their valuable time, insightful perspectives, and meaningful contributions to the discussion. As a mark of appreciation, a token of gratitude was presented to each panelist, acknowledging their expertise and the depth they brought to the conference deliberations. Dr. Bansal thanked them for enriching the dialogue on global trade, technology, sustainability, and leadership, and for inspiring students, researchers, and participants with their knowledge and experience. He emphasized that their thoughtful insights greatly enhanced the academic and practical relevance of the session, making it both engaging and impactful for the audience.

Glimpses



Special Session on “Conscious Leadership”: F-3 Seminar Hall
(17:15hrs – 18:45hrs) : 11.02.2026

The Special Session on “Conscious Leadership” was conducted as part of the 11th Global Leadership Research Conference (GLRC 2026). The session was moderated by Prof. (Dr.) Sanjeev Bansal, Additional Pro Vice-Chancellor, Dean FMS & Director, Amity Business School, who thoughtfully guided the discussion and set the context by emphasizing that conscious leadership integrates ethics, empathy, purpose, and responsibility alongside innovation and strategic growth.

Yogi Balkrishna, Founder President, Vedantvidya Sansthan Trust in his address highlighted the spiritual foundations of leadership, stating that true leadership begins with self-awareness and inner discipline. He emphasized that sustainable innovation must be rooted in ethical values and harmony with nature. According to him, leaders who cultivate integrity, clarity of purpose, and service-oriented thinking contribute meaningfully to societal well-being and long-term progress.

Dr. Naushad Alam, Senior Vice President, Axis Bank Ltd. discussed conscious leadership from a corporate and financial governance perspective. He underscored the importance of transparency, ethical decision-making, and responsible digital transformation in today’s banking ecosystem. He emphasized that while emerging technologies such as AI and data analytics are reshaping financial services, leaders must ensure trust, compliance, and stakeholder value remain central to organizational strategy.

Dr. Mandeep Singh Chatwal, CEO & Co-Founder, Intellectual Punjabi Chamber of Commerce focused on entrepreneurship and community-driven leadership. He highlighted the role of conscious leaders in nurturing startups, promoting inclusive economic growth, and fostering innovation ecosystems. He stressed that business growth must be aligned with accountability, collaboration, and social impact.

Ms. Stella Miller, Lay Leader, Christ Church in her address emphasized compassion, inclusivity, and servant leadership as core attributes of conscious leadership. She noted that even in an increasingly technology-driven world, leaders must uphold human values, empathy, and ethical responsibility to build sustainable organizations and communities.

Book Launch Ceremony : The session also witnessed the **launch of the book “Raised by My Children” authored by Dr. Ritu Gupta**, Consultant Paediatrician and Adolescent Health Expert, Parent & Teen Coach, Founder Secretary, Adolescent Health Academy, Noida, Past President, Academy of Paediatrics, Noida. The book reflects on parenting, personal growth, and the reciprocal learning that emerges within family relationships. The launch added a reflective and human dimension to the session, reinforcing the theme of conscious leadership by highlighting emotional intelligence, humility, and lifelong learning.

Conclusion : In his concluding remarks, Prof. (Dr.) Sanjeev Bansal summarized the key insights shared by the speakers, reiterating that conscious leadership requires a harmonious blend of character, competence, compassion, and technological awareness. The session concluded with a renewed commitment to fostering ethical, purpose-driven leadership aligned with sustainable innovation and nation-building.





Report – Details of Research Papers presented on 11th & 12th February, 2026

Session – I : Track : Marketing : F-3 Room No.102 : 11.02.2026 (13:30 hrs - 17:10 hrs

Theme: Sustainable Marketing 4.0: Harnessing Next-Gen Technologies for Business Innovation

Session Chair :

Prof. Ivan Coste Maniere, Professor, Skema Business School, France

Session Co-Chair :

Prof. Rajan Yadav, Professor, Delhi School of Management, Delhi Technological University, formerly Delhi College of Engineering

Session In-charge : Dr. Rahul Gupta, Professor, ABS

14 (10 physical & 4 online) Research Papers presented.

Session – II & III : Track : Marketing : F-3 Room No.102 : 12.02.2026 (10:00 hrs - 15:00 hrs

(Morning Session)

Session Chair :

Prof. Saurav Kumar, ABES Business School, Ghaziabad

Session Co-Chair :

Dr. Arpita Srivastava, G.L. Bajaj Institute of Management and Research, Greater Noida

Session In-charge : Dr. Vinamra Jain, Associate Professor, ABS

9 Research Papers presented.

(Afternoon Session)

Session Chair :

Prof. (Dr.) Chand Prakash Saini, Professor & Associate Dean, SGT Global Business School, Gurugram

Session In-charge : Dr. Rahul Gupta, Professor, ABS

8 Research Papers presented.

Session – I : Track : Finance : F-2 Seminar Hall : 11.02.2026 (13:30 hrs - 17:10 hrs

Theme of Track: Sustainable Finance: Strengthening Financial Systems through Innovative Technologies

Session Chairs :

1)Mr. Aman Goyal, Associate Director, EY

2)Dr. Sakshi Varshney, Associate Head & Associate Professor, Jaypee Institute of Information Technology (JIIT), Noida

3)Dr. Satyendra Pratap Singh, Professor & Area Chair, Alliance School of Business, Alliance University, Bengaluru

Session In-charge : Dr. Tapas Bhattacharya and Dr. Ritu Wadhwa, ABS

31 Research Papers presented.

Session – II & III: Track : Finance : F-2 Seminar Hall : 12.02.2026 (10:00 hrs - 15:00 hrs

Session Chairs :

1) Mr. Amrit Goyal, Associate, Blackrock

2) Prof. Dr. Prashant Sharma, Professor & Vice Dean, Jindal School of Banking and Finance (JSBF), O. P. Jindal Global University, Sonipat

3) Dr. Anubha Srivastava, Associate Professor, CHRIST (Deemed to be University), Bengaluru, India

Session In-charge : Dr. Tapas Bhattacharya and Dr. Ritu Wadhwa, ABS

36 Research Papers presented.

Session – I : Track : Human Resources : F-1 MDP Hall : 11.02.2026 (13:30 hrs - 17:10 hrs)

Theme: Designing the Future Capabilities: Shaping Tomorrow's Workforce for Sustainable Innovation

Session Chair :

Prof. (Dr.) Nilam Panchal, Prof. & Head, Department of Public Policy and Governance
B.K. School of Business Management, Gujarat University , Ahmedabad

Session Co-Chair :

Dr. Belinda Mehra, Educator, Behavioral Trainer & Author

Session In-charge : Dr. Jaya Yadav and Dr. Anshu Singh

39 Research Papers presented.

Session – II & III : Track : Human Resources : F-3 MDP Hall : 12.02.2026 (10:00 hrs - 15:00 hrs)

(Morning Session)

Session Chair :

Dr. Shalini Sharma, Professor and Dean OSW and Business Communication GNIOT Institute of Management Studies (GIMS), Greater Noida

Session Co-Chair:

Dr. Swati Srivastava, Associate Professor - Digital Marketing Educator & Trainer School of Business Management, Noida International University

35 Research Papers presented.

(Afternoon Session)

Session Chair :

Dr. Seema Wadhawan, Associate Professor, JIMS, Vasant Kunj

Session Co-Chair :

Mr. Sandeep Chaudhary, HR Leader, Talent Development Professional, Coach and Public Speaker

Session In-charge : Dr. Jaya Yadav, Professor ABS & Dr. Anshu Singh

8 Research Papers presented.

SESSION-I: TRACK: General Management: F-3 MDP Room (13:30hrs – 17:30hrs): 11/02/2026

THEME: “Leveraging Big Data and Analytics for Sustainability-Driven Business Models”

Session Chair:

Dr. Anju Tripathi, Associate Professor, Jaipuria School of Business, Ghaziabad
Dr. Kishore Kumar, Faculty of Sustainability Management and Area Chair (General Management) School of Management, Bennett University, Greater Noida

Session In-charge: Dr. Nitendra Kumar, Dr. Pallavi Sharda Garg

32 Research Papers were presented.

SESSION-II & III: TRACKs: General Management: F-3 MDP Room (10:00hrs – 15:30 hrs): 12/02/2026

(Morning Session)

Session Chair:

Dr. Jayanta Chakraborti, Dean, Kirloskar Institute of Management, Pune

Dr. Sushil Kumar Maurya, Professor, Head of Department (IMBA) & Head – IQAC, GNIOT MBA Institute, Greater Noida

Dr. Padmesh Tripathi, Professor, Delhi Technical Campus, Greater Noida

Dr. Ashutosh Gaur, Associate Professor, NIET Business School, Greater Noida

Session In-charge: Dr. Nitendra Kumar, Dr. Pallavi Sharda Garg

23 (14 physical & 9 online) Research Papers were presented.

(Afternoon Session)

Session Chair:

Dr. Anshul Sharma, Director, GNIOT, Greater Noida

Dr. Abhinav Priyadarshi Tripathi, Associate Professor, Christ University Delhi NCR

Session In-charge: Dr. Nitendra Kumar, Dr. Pallavi Sharda Garg

8 Research Papers were presented.

Human Resource Forum: Seminar Hall, F2 (10:15 – 11:45 AM): 12.02.2026

Theme: Smart HR Strategies: Driving Sustainable Innovation Through People and Technology

Dr. Paritosh Mishra, welcomed the distinguished guests, speakers and participants and introduced the Forum theme, emphasizing the evolving role of Human Resources in changing times. He highlighted that smart HR strategies integrate advanced technologies with people-centric practices to align talent development with sustainable Business goals.

Prof. (Dr.) Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS, Director ABS & Chairperson GLRC 2026, welcomed the panellists and participants, highlighting Amity University's growth as a global centre for academic excellence and innovation. He emphasized the importance of industry-academia collaboration and highlighted that such interactions serve as an important bridge between experience and aspiration.

Groundbreaking Voices : The video messages of Mr. Uttam Lal, Director (Personnel), NHPC), Mr. Rajeev Bhadauria, CEO, My Transform, and Mr. N. Suresh Kumar, CHRO, JSW Infrastructure were displayed before the audience, in which they congratulated Amity Business School, Amity University Noida for organising the Global Leadership Research

Conference and the HR Forum and highlighted importance of smart HR in blending the human element with technological advancements to create a resilient and agile workforce.

Panel Discussion

Moderator: Mr. Alvin David, Head (HR), Newgen Software Technologies : Mr. Alvin David initiated the discussion by defining sustainability as a comprehensive organizational philosophy encompassing ecological, people, and platform sustainability. He noted that organizations are transitioning into AI-driven enterprises, where Artificial Intelligence is becoming an operational layer influencing decision-making and workflows. He emphasized that HR must redesign people strategies and processes around AI integration, not to replace human capability but to enhance it. The future, he asserted, belongs to AI-powered yet people-centric organizations where innovation extends beyond products to organizational design and talent management.

Panellists:

Mr. Dev Chander Jha, CHRO, India Glycols Ltd : Mr. Jha presented a balanced perspective on technological transformation. He highlighted that the key challenge is not whether technology replaces people, but whether organizations can integrate technology and human capability sustainably. Using the example of computerization in Indian public sector banks during the 1990s, he illustrated how initial resistance eventually gave way to improved efficiency without workforce displacement. He stressed that while AI can generate analytics, interpreting human behaviour requires empathy and contextual understanding.

Mr. Arun Prasad Keshri, Vice President HR, EXL Services : Mr. Keshri emphasized that AI will not replace humans; rather, individuals who leverage AI effectively will surpass those who do not. He encouraged students to embrace AI as an enabler and cultivate technological fluency and adaptability.

He also highlighted the importance of design thinking - identifying the right problem before building solutions. Using examples from global technology leaders, he illustrated how bold, user-centric innovation reshapes industries. He urged students to align academic projects with industry goals and develop a proactive, solution-oriented mindset.

Mr. Rohan Sahni, Director (HR), Jubilant Biosys : Mr. Sahni discussed the strategic role of HR analytics in hiring, retention, and workforce planning. He emphasized that analytics must address clearly defined and meaningful organizational challenges. He noted that retention strategies require more than financial incentives; job enrichment, engagement, and understanding individual motivations are equally critical and predictive analytics can transform talent HR endeavour in this area . Drawing from his experience managing diverse employee groups, he stressed the importance of context-specific HR strategies. He concluded that analytics is an enabler, but effectiveness depends on clarity, stakeholder alignment, and thoughtful people management.

Mr. Harsh Raj Jain, India Campus Lead, BIC Inc. : Mr. Jain focused on employability and digital visibility. He introduced the “fail fast, fix fast” approach, encouraging experimentation and learning agility. He stressed the strategic use of LinkedIn and professional networking platforms for enhancing career opportunities. He highlighted prompt engineering as a key AI-age skill and emphasized combining Artificial Intelligence (AI) with

Human Intelligence (HI). While AI optimizes processes, human insight and emotional intelligence remain essential. He also discussed innovative recruitment strategies using social media platforms, reflecting the growing convergence of branding and talent acquisition.

Felicitation and Vote of Thanks

The session concluded with felicitation of the speakers by Dr. Lakhwinder Kaur Dhillon and Dr. Vijit Chaturvedi. Tokens of appreciation were presented to all Forum Speakers in recognition of their invaluable in enriching the audience.



Marketing Forum : F 2 Auditorium (15:15hrs – 16:45hrs): 12.02.2026

Theme: Evolution of Martech: Driving the Future of Marketing

Prof. (Dr.) Ramesh Bagla, Convenor of the Marketing Forum warmly welcomed all participants to the panel discussion. He introduced the session under the forum theme, **“Evolution of Martech: Driving the Future of Marketing”** emphasizing its critical relevance in revolutionizing marketing practices in today’s dynamic business environment. Dr. Bagla highlighted that the discussion would provide a platform to explore how marketing technology, or Martech, is reshaping the way organizations connect with consumers, leverage data, and drive business growth.

He elaborated on the concept of Martech, tracing its evolution from basic automation tools to the sophisticated, integrated platforms in use today. He explained that the story of Martech is one of continuous innovation, driven by technological advancements and the increasing availability of consumer data. Dr. Bagla emphasized the pivotal role of artificial intelligence (AI) in Martech, noting that AI-driven analytics enables data-driven decision-making, predictive insights, and hyper-targeted marketing strategies. He stressed that in the modern economy, data has become the new currency, powering business decisions, customer engagement, and competitive advantage across industries.

Dr. Bagla further explained that Martech is no longer limited to marketing departments alone; it has now become deeply embedded across sales, customer experience, product development, and several other organizational functions. He highlighted the importance of balancing personalization with privacy, ensuring that technological innovation enhances customer interactions without compromising trust. He noted that Martech and human experience are not mutually exclusive but must work hand-in-hand to create meaningful, seamless, and engaging experiences for consumers.

Concluding his welcome address, Dr. Bagla expressed his appreciation for the esteemed panelists, acknowledging the depth of knowledge, practical experience, and strategic insights they bring to the discussion. He emphasized that participants would gain a comprehensive understanding of how Martech is transforming marketing practices, enabling businesses to respond effectively to evolving consumer expectations, and shaping the future of the marketing profession. By setting the stage for a rich and engaging dialogue, Dr. Bagla highlighted the value of this session in bridging theory and practice, innovation and experience, and technology and human creativity.

Prof. (Dr.) Sanjeev Bansal, Additional Pro Vice Chancellor, Dean FMS, Director ABS and Chairperson of GLRC 2026, delivered the introductory address, warmly welcoming all the distinguished panelists to the conference. He expressed gratitude to the experts for taking the time to share their knowledge and insights with students, faculty, and participants. He highlighted the consistent success of Amity University over the years, emphasizing how its focus on academic excellence, innovation, and global collaboration has established it as a leading institution in management education and research.

Dr. Bansal acknowledged the evolving nature of marketing, noting that traditional approaches have undergone a significant transformation with the advent of technology. He highlighted the growing role of artificial intelligence (AI) in marketing, explaining how predictive analytics and data-driven decision-making are enabling organizations to anticipate customer needs, optimize strategies, and enhance engagement. He emphasized that AI-powered tools are now central to modern marketing, allowing businesses to create more targeted, personalized, and effective campaigns.

Alongside technology, Dr. Bansal underscored the importance of ethics in today's marketing landscape. He stressed that while technological advancements provide powerful tools for influencing consumer behavior, marketers must balance innovation with ethical responsibility, ensuring transparency, fairness, and respect for consumer privacy. He noted that ethical marketing practices not only protect brand reputation but also build long-term trust and loyalty among customers.

He further highlighted that marketing today is no longer limited to promotion or sales but is integrated across all organizational functions, requiring collaboration between strategy, technology, analytics, and human creativity. By setting this context, Prof. Bansal emphasized that the conference provides a unique opportunity to explore the intersection of technology, ethics, and strategy in marketing. Concluding his address, he expressed confidence that the panellists' expertise and perspectives would enrich the discussions, inspire innovative thinking, and provide participants with actionable insights to navigate the rapidly changing marketing landscape. He encouraged the audience to actively engage, learn, and take advantage of the knowledge shared during the conference, making the session both meaningful and impactful for all attendees.

Groundbreaking Voices:

1. Mr. Paritosh Gupta, India head: Sales operations, Haleon : He expressed his gratitude to Amity Business School for providing him the opportunity to share his insights on the evolving landscape of marketing. He began by highlighting the significance of Martech in transforming how businesses connect with consumers, emphasizing that technology is now central to every marketing strategy. He explained how mass communication, when combined with data-driven approaches, can create more targeted and impactful campaigns.

Mr. Gupta stressed the power of emotional storytelling in marketing, noting that narratives that resonate with consumers on a personal level remain one of the most effective ways to build brand loyalty. He highlighted that today's technology, especially advanced data analytics, enables marketers to understand consumer preferences, behavior patterns, and engagement trends with unprecedented precision. He explained that the future of marketing lies in integrating multiple data signals, analyzing them deeply, and uncovering insights that drive smarter, personalized strategies.

He also emphasized the critical importance of data security, both for consumers and marketers, underscoring that responsible handling of information is essential to maintain trust and credibility. Concluding his remarks, Mr. Gupta noted that the synergy of technology, storytelling, and ethical data usage will define the next generation of marketing, create meaningful experiences while drive business growth.

2. Ms. Rama Paul, Sr. Vice President, Marketing & Strategy ABP Network : She shared her insights on the rapid transformation of marketing in the age of technology. She highlighted how artificial intelligence (AI) is revolutionizing marketing practices, enabling businesses to understand consumer behavior better, predict trends, and deliver highly personalized experiences. She described AI as a boom in marketing, providing marketers with powerful tools to enhance engagement, optimize campaigns, and improve decision-making.

Ms. Paul also discussed the emergence of new marketing tools and platforms, which are

helping organizations stay competitive in an ever-changing landscape. She emphasized that these tools, when combined with strategic creativity, allow marketers to reach their audience more effectively and measure outcomes with greater precision.

She further highlighted that learning has become the new way for marketers to stay updated. Continuous upskilling and adopting innovative technologies are crucial for marketers to remain relevant and effective in today's dynamic environment. Ms. Paul stressed that embracing AI, leveraging advanced marketing tools, and fostering a culture of learning are essential for shaping the future of marketing. She concluded by encouraging marketers to adopt these technologies thoughtfully, ensuring that innovation enhances consumer engagement while maintaining ethical and responsible practices.

Panel Discussion was conducted with the following Guests:

Session Chair : Dr. Kamaljit Anand, Managing Director & Chief Data Scientist, KiE Square Analytics : He delivered an insightful address on the transformative role of technology and algorithms in modern marketing. He began by highlighting that algorithms are now at the core of almost every aspect of marketing, from analysing consumer behavior to optimizing campaigns and automating decision-making. According to him, the evolution of marketing is intrinsically linked with technological advancements, which are reshaping not only strategies but also the way marketers think and operate. He emphasized that as technology evolves, marketers must also evolve generationally, continuously adapting to new tools, platforms, and approaches.

Dr. Anand spoke about the concept of unlearning as a part of learning, stressing that in a rapidly changing technological landscape, marketers must let go of outdated methods and embrace new ways of thinking. He highlighted that the pace of change in marketing today requires agility and adaptability, as strategies that worked in the past may no longer be relevant. He also underlined the importance of the ethical aspect of technology, reminding participants that while technology enables efficiency and personalization, it must be applied responsibly to maintain consumer trust and integrity in marketing practices.

He discussed how the data perspective in marketing has dramatically shifted over time. Previously, data was refreshed daily or monthly, limiting the speed and accuracy of decisions. Today, data is updated in real time—every minute and every second—allowing marketers to make action-oriented decisions quickly. Dr. Anand emphasized that this speed and immediacy are critical for the success of Martech initiatives, as timely insights drive more effective campaigns, better customer engagement, and measurable business outcomes.

Dr. Anand also highlighted that while technology enables unprecedented efficiency, it should complement the traditional 4 Ps of marketing—Product, Price, Place, and Promotion. He stressed that these foundational principles remain relevant but must now be integrated with data-driven insights and automation to maximize impact. By combining the 4 Ps with advanced analytics, AI, and real-time decision-making, marketers can create strategies that are both human-centric and technologically empowered.

Concluding his address, Dr. Anand reiterated that the success of Martech lies in balancing speed, innovation, and ethics, while continuously evolving with technology and consumer expectations. He encouraged marketers to embrace change proactively, harness the power of real-time data, and leverage algorithms responsibly to drive meaningful and sustainable

outcomes in the ever-evolving marketing landscape.

Panelists:

1. **Mr. Ashish Thapliyal**, Marketing Head, Havells India Ltd. : Mr. Thapliyal shared his perspectives on the rapid evolution of marketing technology and the transformative role it plays in today's business landscape. He began by highlighting the importance of ethical AI, emphasizing that while artificial intelligence enables efficiency, automation, and personalized marketing, it must be implemented responsibly to ensure consumer trust and fairness. He noted that five years ago, marketing data was scattered across multiple platforms, making it difficult to consolidate insights. Today, data is integrated into single, unified platform, allowing marketers to access real-time analytics, streamline processes, and make more informed decisions.

He reflected on the rise of e-commerce, citing platforms like Amazon as examples of how technology has reshaped consumer behavior, sales strategies, and supply chains. Mr. Thapliyal explained that the reliance on manual human intervention has reduced significantly, as automation and AI now handle many operational and analytical tasks. Despite this, he emphasized that the “man behind the machine”—the marketer, strategist, and decision-maker—remains crucial in interpreting data, making strategic choices, and driving meaningful engagement.

Mr. Thapliyal also spoke about the growing significance of performance marketing and digital marketing, highlighting how measurable outcomes, real-time tracking, and data-driven strategies are now central to business success. He emphasized that while technology accelerates efficiency, the market continues to evolve rapidly, requiring marketers to continuously adapt, innovate, and align strategies with emerging trends.

Concluding his address, he reinforced that the future of marketing lies in the synergy between technology and human insight. While AI and data platforms enable precision and scale, it is the creativity, strategic thinking, and ethical judgment of marketers that will ultimately make the difference in achieving sustainable growth and meaningful customer connections in an evolving marketplace.

2. **Dr. Ivan Costa Manière**, Professor - Program Director (MSc Luxury & Fashion Management), Skema business School, France : He delivered an insightful address on the transformative nature of modern marketing and management practices. He began by emphasizing that the tools and methods used in the past are now largely obsolete, as technology and consumer behavior are evolving every minute, requiring marketers and managers to remain agile and adaptable. He highlighted the importance of not sticking to stereotypes, noting that today's market is highly dynamic, with each generation displaying unique, unpredictable preferences and behaviours.

Dr. Manière elaborated on the rapid growth of artificial intelligence (AI) and its increasing role in decision-making and strategy. He stressed that AI is not just a tool but a partner in combining critical thinking with analytical insights, enabling businesses to respond effectively to changing market demands. According to him, the integration of AI with human judgment allows for better forecasting, personalized strategies, and more innovative approaches to marketing and management.

He also highlighted that innovation is key to staying relevant in a constantly shifting landscape. Organizations that embrace new ideas, technologies, and creative problem-solving are better positioned to address complex challenges, anticipate trends, and deliver value to customers. Dr. Manière emphasized that innovation is not only technological but also cultural, requiring businesses to foster a mindset of experimentation, adaptability, and continuous learning across all levels.

Concluding his address, Dr. Manière urged participants to recognize the evolving nature of markets, generations, and technology. He emphasized that success today depends on the ability to integrate AI, critical thinking, and innovation while remaining flexible to unpredictable changes. By embracing these principles, businesses can not only survive but thrive, creating meaningful experiences for consumers and maintaining a competitive edge in the rapidly evolving global marketplace.

3. **Mr. Ankur Handa**, Senior Vice President, Regional Head- Banks & National Distribution, UTI Mutual Fund : Mr. Handa shared his insights on the evolving role of technology in understanding consumer behavior and enhancing decision-making. He began by emphasizing that while consumer behavior remains relatively consistent, the focus has shifted toward reducing delivery time and increasing efficiency through technology. He reflected on how, in the past, decision-making relied heavily on physical data sheets and manual processes, whereas today, smart technology integrates historical data in one centralized platform, enabling faster and more informed decisions.

Mr. Handa highlighted three key aspects of modern data utilization. First, he spoke about the segregation and categorization of data, allowing organizations to analyze information across different segments effectively. Second, he emphasized goal-based investing, where technology enables financial advisors and institutions to align strategies with individual customer objectives. Third, he discussed the analysis of behavioral patterns, noting that today's data allows for predictive insights, making consumer behavior more understandable and enabling more precise decision-making.

He further noted that data is now refreshed hourly, providing near real-time insights for organizations to act promptly and optimize outcomes. Highlighting technological advancements, Mr. Handa mentioned the capabilities of supercomputers, such as IBM's systems, which demonstrate how far analytical and predictive technologies have advanced in supporting complex problem-solving.

Concluding his address, he reflected on the immense potential of technology to connect with consumers more deeply, enhance engagement, and drive operational efficiency. By integrating data, predictive analytics, and smart platforms, businesses can create personalized experiences, optimize strategies, and respond proactively to changing consumer needs. He emphasized that leveraging technology effectively is key to understanding consumer behavior, improving decision-making, and building stronger, more efficient, and responsive financial and marketing systems.

Q&A Session : During the Q&A session from the audience, questions from the students reflected a deep understanding of the conference topics and prompted meaningful discussions among the panelists. The panelists appreciated their curiosity and the relevance of their questions, which added value to the session and encouraged active participation from the audience. Their contributions were acknowledged as exemplary, highlighting their ability to

think critically and engage effectively with the experts.

MarTech Mindshift Quiz : Students enthusiastically participated in the quiz. Sanidhya and Harshit were recognized as winners for their correct answers within the specified time frame of 30 seconds.

Felicitation of Guests & Group Photograph : Prof. (Dr.) Sanjeev Bansal, Additional Pro Vice Chancellor, Dean FMS, Director ABS and Chairperson of GLRC 2026 along with Prof. (Dr.) Ramesh Bagla and Dr. Sonali Banerjee, Convenors of the Marketing Forum felicitated the Panelists with shawls, saplings and mementos. The session ended on a positive note with a group photograph of the panelists and organizers.





Valedictory Session: F 2 Auditorium (15:15hrs -17:15hrs): 12.02.2026

Dr. Puja Sareen extended a warm welcome to the distinguished Guests and participants of the Valedictory ceremony of GLRC 2026.

Prof. (Dr.) Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS, Director ABS and Chairperson GLRC 2026 shared the highlights and outcomes of GLRC 2026, providing valuable insights into the conference's achievement and impactful discussions.

Dr. Sanjeev Bansal also acknowledged that this conference is more than a gathering; it is a demonstration of how collaboration, shared purpose, and commitment can lead to meaningful outcomes and transformative experiences. He said that the discussions, insights, and connections emerging from this event are expected to inspire new ideas, strengthen leadership capabilities, and contribute to the growth of both the academic and professional community. Reflecting on the broader significance, he observed that leadership today requires adaptability, continuous learning, and the ability to embrace change, particularly in a world where innovation, technology, and societal expectations are evolving rapidly. He encouraged participants to focus not only on professional growth but also on sustainability in its broader sense, including work-life balance, emotional well-being, and the ability to differentiate between needs and wants. Dr. Bansal concluded by expressing his heartfelt gratitude to all faculty, staff, and students for their dedication and contribution to GLRC 2026, noting that the success of this conference is a testament to what a committed, collaborative community can achieve, and he urged everyone to carry forward this spirit of excellence, learning, and collaboration into the future.

Guest of Honour : Shri. Sandeep Jain, Deputy Secretary, Ministry of Education, Department of Higher Education, Govt. of India highlighted that the theme of the conference is both captivating in addressing the present and visionary in shaping the future. He expressed his appreciation for the organizers of this meaningful conference and conveyed his pleasure at meeting other respected leaders from various reputed institutions.

He noted that the world is undergoing rapid and accelerating changes. Advancements in digital technologies, shifting consumer demands, economic uncertainties, and increasing environmental and social responsibilities are fundamentally transforming how organizations operate and compete. Modern businesses are expected to be more innovative than ever, while maintaining growth models that are sustainable, ethical, and inclusive.

Shri Jain emphasized the transformative impact of technology on higher education. It has expanded access, enhanced teaching and learning, and aligned education with the evolving needs of society. Digital platforms, online and blended learning models, and learning management systems have increased flexibility and inclusivity, allowing students to learn across geographies and demographics. Emerging technologies, including virtual labs, simulations, and multimedia content, have enriched classroom experiences, while AI-enabled analytics support personalized, learner-centric education. Technology has also strengthened research and academic collaboration through digital platforms, undergoing qualitative changes that reduce geographical limitations and enhance connectivity, thereby promoting inclusive development and empowerment. He reflected that the conference theme, Next-Gen

Technology for Sustainable Business Innovation, is highly relevant to the times.

Words of wisdom: Dr. Atul Chauhan, Chancellor, Amity University Uttar Pradesh, President, Ritnand Balved Education Foundation & CEO, AKC Group of Companies addressed the august gathering virtually and thanked all the Guests present during the ceremony. He strongly recommended that all the august gathering needs to truly imbibe the learning gained by listening to each of the speakers and how each one of them is truly patriotic and believes in making the nation proud and taking India to become one of the most developed nation of the country.

Guest of Honour : Mr. Sanjay Sindwani, CEO, Indian Express Online Media Pvt Ltd. highlighted the importance of understanding the evolving behaviours of readers and audiences. He observed that people today do not engage with content the way they did two, five, or even fifteen years ago, and this continuous change requires organizations to stay attentive and adaptable. For him, every interaction is a learning opportunity, and he dedicates time within his organization to analyze audience behavior—what they consume, where, and how—to ensure that the business remains relevant to future consumers. He emphasized that authentic engagement cannot come from simply reading prepared notes. Instead, professionals must embrace the ability to learn, unlearn, and relearn, particularly in a world where the pace of change is unprecedented. Mr. Sindwani reflected on how AI models evolve every few months, with each iteration surpassing the previous one, demonstrating that knowledge that is relevant today may be obsolete tomorrow. The critical skill in such an environment is adaptability—the ability to change, grow, and stay updated.

He highlighted that while knowledge acquisition is important, the ability to learn how to learn is far more valuable in a fast-changing world, as the content learned today may quickly become outdated. Mr. Sindwani also spoke about sustainability in a broader sense, emphasizing the importance of work-life balance, mental and emotional health, and mindful engagement with technology. He pointed out that distinguishing between wants and needs is essential for sustainable living, noting that fulfilment often comes from sufficiency rather than excess. Concluding his address, he advised the audience to understand where to draw boundaries, adapt continuously, and focus on personal and professional growth.

Guest of Honour : Dr. Rajkumar Vishwakarma, Chief Information Commissioner, Uttar Pradesh delivered an inspiring address emphasizing India's historical legacy, technological future, and the potential of its youth. He began by introducing the Erythraean Sea, an ancient term used by Indian sailors for the waters east of the Red Sea leading to India. Highlighting the trade routes between Alexandria (modern-day Cairo) and Indian ports, he explained how India exported an abundance of goods—gems, textiles, spices, and silk making enormous profits for traders, despite challenges like piracy. He also noted India's strategic trade links with China under the Han dynasty, where raw silk was imported, processed, and exported worldwide.

Dr. Vishwakarma reminded the audience of India's intellectual heritage, citing Nalanda and Taxila, where scholars like Chanakya taught and shaped knowledge that reached across Asia via the Silk Road. He emphasized that India historically served as a global production hub, exporting goods and skills long before modern industrialization, and encouraged young people to revive this tradition of innovation and production.

Drawing from his extensive career, Dr. Vishwakarma shared experiences working with international agencies, including the NYPD, FBI, Japanese and Israeli police, the UN, and military organizations across Europe. He encouraged youth to aspire beyond being employees and embrace entrepreneurship, innovation, and leadership.

He highlighted the transformative impact of technology, stressing the rise of robots, AI, and human-like machines in daily life, defence, and space exploration. Citing recent developments in energy and defence technology, including diamond batteries, advanced AI, and satellites, he urged students to focus on high-level skills beyond routine tasks. He recommended learning Python and at least one foreign language Chinese, Russian, or Japanese to enhance global opportunities and participate in emerging industries.

Dr. Vishwakarma concluded with a motivational message: India's greatest wealth is its youth. By continuously learning, innovating, and producing—from media and mobile technology to space science—students can lead India into a future of global leadership. He encouraged them to honour their heritage, embrace technological advancements, and ensure India remains a hub of knowledge, production, and innovation, inspiring pride in their forefathers and the nation's limitless potential.

Keynote Address : Ms. Ruby Phogat Yadav, Public Leader, International Vice President, ICP USA expressed deep honour in addressing the gathering and highlighted that speaking before young minds meant speaking about the future of the nation. Addressing students and scholars, the speaker emphasized that discussions on mixed-generation technologies and sustainable business innovation naturally include artificial intelligence, digitalisation, and green technologies. However, the future, the speaker noted, extends further into the domain of Quantum AI, a technology poised to simplify human life at an unprecedented scale.

It was emphasized that every technological advancement first originates in human thought and reaches its highest potential only when it benefits society, safeguards the environment, and enhances the quality of life. Citing recent global advancements, the speaker observed that tasks once requiring enormous computational time can now be completed within minutes, underscoring the transformative potential of emerging technologies across healthcare, climate solutions, manufacturing, and research. India, therefore, must not merely adopt technology but must strive to lead in its creation.

Drawing upon India's rich heritage, she recalled that India was once known as the "Golden Bird", not merely for its wealth but for its self-reliance and advanced systems of education. Ancient institutions such as Takshashila and Nalanda were cited as examples of India's long-standing tradition of excellence in science, medicine, metallurgy, philosophy, and governance. These historical foundations reinforced the belief that true leadership belongs to nations that create knowledge rather than replicate it.

Ms. Yadav further emphasized the importance of research, innovation, and the protection of intellectual property through proper documentation and patenting. Future global breakthroughs, it was asserted, must emerge from Indian minds. While acknowledging that a single individual cannot transform a nation, the speaker concluded that a determined generation can. The youth present were described as the catalysts of change, entrusted with the responsibility of shaping India's global leadership.

The address concluded with a reaffirmation that the nation belongs collectively to its people and that collaborative effort is essential to restoring India's position as a respected global leader.

Release of Conference Souvenir : The Conference Souvenir was formally released during this session, marking a significant milestone of the event. The souvenir encapsulated scholarly contributions, institutional insights, and the overarching theme of the conference. Its release symbolized collective academic effort and served as a lasting record of the conference proceedings and deliberations.

Echoes of Amity Excellence: Crafting a Timeless Legacy

Mr. Ritesh Jain, Vice President, Reliance Retail Ltd. reflected on his journey as part of Amity's first batch (1995–97), acknowledging the strong foundation laid under Dr. Chauhan's guidance. He attributed his professional success to the values and resilience developed during those formative years, especially while navigating India's post-liberalization era marked by growth and setbacks. Emphasizing the inevitability of AI, he stressed that leadership remains the true differentiator for individuals and organizations. Drawing from his learning at MIT, he highlighted the ASK principle—Attitude, Skill, and Knowledge—as essential for building effective leadership.

Mr. Vivek Singh, President, Talboros Group shared his reflections as an alumnus from the evening senior part-time batch, recalling impactful lessons from Professor Guri, particularly the case on traditional retail versus mall culture, which remains relevant today. He agreed that AI will shape the future but emphasized the importance of core business principles. He highlighted the **four pillars of success**—investors, customers, employees, and suppliers—and stressed becoming a **problem solver** by taking ownership across industries. Drawing from diverse experience, he encouraged developing teams, leveraging one's capabilities, continuous self-challenge, and staying rooted in values, echoing Amity's ethos of blending modernity with tradition.

Ms. Shweta Narang Arora, Director, Microsoft Corporation, reflected on her return to campus as an alumnus of the evening senior part-time batch, noting how stepping back into Amity rekindles a student's mindset. She recalled Professor Guri's 1998–99 case on traditional retail versus mall culture, highlighting its relevance today. Acknowledging the growing impact of AI, she emphasized enduring fundamentals: balancing the interests of investors, customers, employees, and suppliers, becoming a problem solver by taking ownership across industries, and developing teams. Drawing from diverse professional experiences, she urged students to use their capabilities, challenge self-imposed limits, believe in their uniqueness, and stay rooted in values—echoing Amity's ethos of blending modernity with tradition.

Vibrant India: The students of Amity Business School gave an energetic Cultural Performance showcasing various cultures of India.

Felicitation, Group Photograph & National Anthem : The program concluded with a warm felicitation ceremony, honoring the distinguished guests and speakers for their valuable contributions and continued association with the institution. This was followed by a group photograph, capturing the memorable moments of togetherness and shared pride. The event

formally came to an end with the National Anthem, instilling a sense of unity, gratitude, and patriotism among all present.



