



AMITY UNIVERSITY
— UTTAR PRADESH —

9th Global Leadership Research Conference (GLRC-2024)

7th February 2024 - 9th February 2024

Theme: New Paradigms of Business Management in the Era of Analytics, Sustainability and Innovation

Inaugural Session & Sustainability Forum

Date: 7th- February-2024

Time: 14:15hrs - 17:10 hrs

The 9th Global Leadership Research Conference was organized by Amity Business School, Amity University, Noida from 7th -9th February 2024, on the theme “**New Paradigms of Business Management in the Era of Analytics, Sustainability and Innovation**”.

The Inaugural Session of the 9th Global Leadership Research Conference started at 2:15 PM on 7th February 2024. Dr Puja Sareen initiated the 9th Global Leadership Research Conference (GLRC-2024) by welcoming all the distinguished guests, speakers, participants including students, academicians, entrepreneurs from across the globe. It was followed by an introduction to Amity Universe, which described how the conference would witness galore of several luminaries and activities, including learned paper presentations. The Conference has a global perspective, and various speakers from industry, academia, and research researchers will share their ideas from all over the world. The session began with the lighting of the lamp and the Saraswati Vandana. This was followed by a video promoting Amity University and Amity Business School, which showcased Amity Universe.

Dr Priyanka Agarwal, Co-Chair GLRC’24, presented the outcome report of GLRC’23. Introduction to the Conference, GLRC’24 was given by Prof (Dr.) Vijit Chaturvedi, Co-Chair GLRC’24.

The session started with the Welcome Address by Prof. (Dr) Sanjeev Bansal, Dean FMS, Director ABS and Chairperson GLRC 2024. He presented his welcome address to the renowned speakers and attendees of the conference, as well as introduced GLRC 2024. He extended a heartfelt welcome on behalf of the Founder President Dr. Ashok Chauhan, Chancellor, Dr Atul Chauhan, and Vice Chancellor, Prof. (Dr) Balvinder Shukla, Amity University Uttar Pradesh. He shed light on the four purusharthras from where the ideas of sustainability can be seen. He congratulated all the speakers and expressed gratitude to esteemed guests who have taken out their time to attend the conference. He mentioned the importance of sustainability in everything we do as humans.



Following were the guests during Inaugural Session:

- Chief Guest: **Shri Arif Mohammad Khan**, Hon'ble Governor of Kerala (Video)
- Guest of Honour: **Mr. Christopher Greenwood**, CEO - Success Mpowered
- Keynote Address: **Mr. Avinash Pandey**, CEO- ABP Network, President- News Broadcasters & Digital Association and President, International Advertising Association (India Chapter) on “Leadership efforts to create synergy between Media & Sustainable Society”

Prof. (Dr) Balvinder Shukla, Vice Chancellor, Amity University Uttar Pradesh welcomed all the esteemed speakers, guests, and participants on behalf of Amity University Uttar Pradesh. She conveyed gratitude to the presenters and the GLRC organizing team for their invaluable contributions. She further emphasized the momentous accomplishments and results that emerged from the conference. During her speech, she emphasized the profound and far-reaching consequences of technological progress in the previous two years, highlighting the prospects that these developments afford entrepreneurs to foster innovation. Subsequent conversations centered on the culture of innovation and the societal advantages it brings about, using instances like BRAHMA VISHNU MAHESH to illustrate the provision of innovative services.



Shri Arif Mohammad Khan, in his video, congratulated Prof. (Dr.) Sanjeev Bansal for organizing the conference. He expressed his regards to Amity University, Uttar Pradesh, and Dr Ashok K Chauhan, under whose vision Amity has scaled heights. He expressed appreciation to the Amity Universe and wished the Amity Business School the very best for the success of the conference. He also expressed gratitude to the Founder President for providing value-based education to the students.



Mr. Christopher Greenwood, CEO - Success Mpowered inspired and motivated the audience during his address. The speaker underscored the significance of life's experiences in fostering individual development and deliberated on the capricious nature of existence, drawing attention to the challenges that may be encountered. Emphasizing the significance of innovative ideas and the distinctiveness of individuals, he emphasized the necessity of leadership that is both adaptable and sustainable. In addition, he discussed technological advancements, highlighting the potential societal benefits of technology. He concluded by extending motivation to the younger generation and wishing them prosperity.



Mr. Avinash Pandey presented his insights on “Leadership efforts to create synergy between Media & Sustainable society”. During his address, he conveyed his appreciation for the chance to impart his perspectives on leadership initiatives that seek to cultivate a harmonious relationship between the media and sustainable societal progress. As he reflected on a century-long voyage, he emphasized the significance of honesty, openness, and confidence in constructing a sustainable and equitable society. Furthermore, he elaborated on the operational framework of the media sector, specifically concerning TRP ratings, and reaffirmed his dedication to the advancement of the nation. By citing initiatives such as "Jage Raho" in 2023 and "#coronakodhoka," he demonstrated the capacity of ABP to raise consciousness and articulate a sustainable future for the general population.

Dr Puja Sareen welcomed and requested Dr Atul Chauhan, Chancellor, Amity University Uttar Pradesh, President, Ritnand Balved Education Foundation & CEO, AKC Group of Companies to share his valuable address with the eminent speakers, dignitaries as well as participants.

Dr Atul Chauhan expressed his joy in welcoming the Guest of Honor, speakers, industry members, faculties, students, researchers, and other participants. During his address, he congratulated Prof. (Dr) Sanjeev Bansal for orchestrating the conference and emphasized the research-oriented environment at Amity, where distinguished scholars deliver their articles. In addition to extending his appreciation to the GLRC committee and the organizing team, he commended the student leaders on their successful coordination of the occasion. He motivated the students to forge their own paths to leadership and success in life.



Regarding the alumni's pride in their association with Amity, he applauded them for their contributions to the institution. As he reflected on the development of the Amity family throughout the years, he lauded Amity's reputation as one of the preeminent universities in the world.

Following the moving address by Dr Atul Chauhan, the session was carried forward by conferring of the prestigious Amity Excellence Awards for Alumni Achievers:

The award was presented to Mr. Rahul Shanker, CEO, Modicare Ltd. During his talk, he highlighted the pressing significance of sustainability in the current context, highlighting the growing awareness among

young individuals concerning the imperative for an environmentally sustainable future. He explained the commitment of his organization, Modicare, to environmental stewardship through the implementation of more sustainable practices.



The award was also presented to, Mr. Biswapriya Bhattacharjee, Director – B2B & Technology, KANTAR Insights Pvt. Ltd. Mr. Biswapriya Bhattacharjee extended his appreciation to Amity University. He expressed gratitude to Founder President Dr Ashok Chauhan, Chancellor Dr Atul Chauhan, and Vice Chancellor Prof. (Dr) Balvinder Shukla. He concluded his address by sharing his university's learnings about having the bravery and zeal to innovate on a global scale.

SUSTAINABILITY FORUM

Theme: “Towards a Sustainable Future”

A Panel Discussion on Special Segment: “Towards a Sustainable Future”. Following were the guests during the session:

- **Prof. (Dr) Ivan Coste-Manière**, Programme Director, Skema Business School, Lille, France
- **Dr Geeta Malhotra**, Country Director, READ INDIA
- **Dr Shimona Kapur**, MD, Radiodiagnosis, MAMC
- **Dr Sanjiv K Singh**, Medical Director, Amrita Hospital, Faridabad
- **Mr. Ravish Mehra**, Chairman, GEM Green Interior Ratin

The Panel Discussion started with welcoming all the guests and speakers by presenting them with saplings by Prof (Dr) Sanjeev Bansal, Dean FMS & Director ABS and Chairperson GLRC 2024.



Prof. (Dr) Ivan Coste-Manière, Programme Director, Skema Business School, Lille, France, recalled his professional trajectory in the field of sustainability during his address, emphasizing his steadfast dedication to advocating for environmentally conscious behaviours. The individual explored the notion of recycling and underscored the significance of perceiving existence as a sustainable cycle in which resources are regenerated and resupplied. In elaborating on the sustainable initiatives he has spearheaded, specifically in Taiwan, Dr Bansal showcased his unwavering commitment to the application of environmentally conscious practices across diverse domains.



Dr Shimona Kapur, MD, Radiodiagnosis, MAMC, expressed appreciation for the honour and proceeded to reflect on the profound importance of sustainability, highlighting its designation as the seventeenth sustainable development objective by the United Nations. The researchers provided additional details regarding the crucial contribution that healthcare can make to the larger sustainability agenda, highlighting its integral role in advancing sustainability efforts.



Dr Geeta Malhotra, Country Director, READ INDIA, engaged in a conversation about rural development within the framework of sustainability, citing her own experience of building a library using mud and stone in 2008 as part of the "One Village, One Woman" initiative. Transitioning to the topic of mental health, she addressed the profound impact of the pandemic on mental well-being. Delving into the subject of mental health disorders such as depression, she emphasized the importance of destigmatizing these conditions and normalizing seeking help and counselling as essential steps towards leading a productive life.

Dr Sanjiv K Singh, Medical Director, Amrita Hospital, Faridabad, thanked the audience for the opportunity and proceeded to share a narrative that elucidated the importance of sustainability within the realm of marketing. The authors emphasized the significance of the government's implementation of economic sustainability initiatives within the healthcare sector. The speaker underscored the significance of governance in the pursuit of sustainability, providing instances of businesses that have adopted corporate governance models to reduce waste. Additionally, they deliberated on the criticality of refuse reuse and recycling to improve the condition of the planet.

Mr. Ravish Mehra, Chairman, GEM Green Interior Rating, shared perspectives on the significance of sustainability and the shared accountability that it demands. Regarding energy consumption in the construction industry, the speaker emphasized that urban areas make a substantial contribution to carbon impacts, accounting for more than 80% of total emissions.

Dr Jaya Yadav, Co-Chair of GLRC 2024, extended a heartfelt vote of thanks to all attendees, esteemed panellists, and organizers for their valuable contributions and active participation in the event, expressing gratitude to Amity University and its administration for their support in hosting the conference.



Sessions during GLRC 2024

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

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

QUALITY AND OPERATIONS FORUM: (10:15hrs - 12:10hrs) 08.02.2024

Forum Theme: Leveraging Analytics, Sustainability, and Innovations in Operations & Quality

Dr Sandeep Mathur, Professor, Amity Business School, Convenor of Operations and Quality Forum welcomed all the distinguished guests to the forum. Prof. (Dr) Sanjeev Bansal, Dean FMS and Director ABS introduced the Operations and Quality Forum to the guests.

Following were the Guests during the session:

- **Dr A. Raj**, Chief Executive Officer, National Board for Quality Promotion (NBQP), Quality Council of India

- **Dr Rohan Pallewatta**, Executive President, Lanka Harness Pvt Ltd, Srilanka
- **Mr Anil Sharma**, Director, CCSL Consulting
- **Mr Dadimuni Chamath De Silva**, Chief Executive Officer, Nagananda International Institute of Buddhist Studies (NIIBS), Srilanka
- **Dr R S Rai**, Director RPSS & Head QAE, AUUP – Session Chair

Prof. (Dr) Sanjeev Bansal presented saplings to the honoured panellists. He welcomed the panellists and began by defining quality. He stated that quality is perceived differently by everyone. Our 9th GLRC focuses on innovation and sustainability. This forum must deliver results that integrate quality and sustainability.



Dr Rohan Palwatta suggested to take right leadership with right people, which is the need. He said that acculturation is the way to long term journey, trust culture eliminates hurdles, and an ecosystem that will encourage innovation is necessary. He concluded his speech by saying there will be always ups and downs, but perseverance is the key.

Dr A. Raj emphasized on continuous improvement. He explained this concept through an example of ‘5 second - count your clap’ technique. He stated that correct measurement is crucial parameter to quality, that’s a path to improvement and analysis of past performance.

Mr Anil Sharma talked about sustainability as day-to-day word in your life. He emphasized that good profit is Indian Culture and Shubh Laabh is the concept of our culture and Pratha of offering water and food to guest from million years ago which is out of habit and related it to quality. He talked about Athrava Veda shloka says “Mata Bhumi Pitaah Prithviah” and emphasized on ancestors who always ensured love and respect to mother nature. With the traditional background he related modern sustainability of business. He also talked about Net zero program that is coming up, which is aimed at cutting Greenhouse gas emission to zero, India is targeting net zero by 2070.



Mr Dadimuni Chamath De Silva emphasized on discipline in daily life to bring improvement in level of concentration and deeper insight to subject. Quality learning is part of quality teaching to learn in better way discipline and habit is key. He ended his speech with the note innovation led to growth and quality lead to sustainability.



Dr Raj wrapped the question-answer session and thanked everyone for attending this forum. At the end of the forum, Prof. (Dr) Sanjeev Bansal presented a token of gratitude to the esteemed panellists.

MARKETING FORUM: (12:15hrs – 14:10hrs) 08.02.24
Forum Theme: Role of Analytics in Contemporary Marketing

Session Chair: Prof. (Dr) Sanjeev Bansal, Dean FMS & Director ABS

The panel discussion started with welcoming all the distinguished speakers by felicitating them with saplings by Prof. (Dr) Sanjeev Bansal, Dean FMS & Director ABS and Chairperson GLRC 2024.

Prof. (Dr) Sanjeev Bansal, Chairperson of GLRC 2024 and Dean FMS & Director ABS, welcomed the esteemed dignitaries to the Forum. He emphasized the importance of analytics in modern marketing, offering insights and data-driven tactics to better engage with target audiences.



Prof. (Dr) Ramesh Bagla Convener of Marketing Forum, gave a brief outline of the Forum's main topic. He emphasized the need for secure communication between firms and customers in the micro-moment market. Effective communication is crucial in this industry since it allows for targeted outreach to clients who are actively seeking products.

The Distinguished Panel Members consisted of:

- **Prof. (Dr) Harsh Verma**, Professor of Marketing, Faculty of Management Studies, Delhi University (Moderator)
- **Mr. Abhishek Raj**, Chief Operating Officer, Lacoste India
- **Mr. Maneesh Rajkumar Pherwani**, Director – Key Account Management - India Hub, Boston Scientific
- **Ms. Tanvie Ahuja**, Group Senior VP – Strategy, Operations & Marketing, BW Businessworld
- **Ms. Deepti Prasad**, Co-Founder and Marketing Head, Spyne

Prof. (Dr) Harsh Verma, Professor of Marketing, Faculty of Management Studies, Delhi University, emphasized marketing dynamics, emphasizing the issues that customers present to the market. According to him, previously, limited data was available, but the emergence of programs like Excel made large data accessible. Customer transparency has improved marketing platforms, allowing larger organizations to

make more informed judgments. Additionally, phone profiles based on your phrases generate data every minute.



Mr. Abhishek Raj, Chief Operating Officer, Lacoste India, introduced Lacoste, an established brand, and emphasized the use of computable data for analytics. In the past five years, there has been tremendous digital growth, leading to a drastic change.

Mr. Maneesh Rajkumar Pherwani, Director – Key Account Management - India Hub, Boston Scientific, emphasized the importance of data in decision-making, citing the Netflix series "The Social Dilemma," claiming that a lack of data leads to negative results. The presentation emphasized the importance of analytics for product users and referenced themes from the TV series "Black Mirror".

Ms. Tanvie Ahuja, Group Senior VP – Strategy, Operations; Marketing, BW Businessworld, began by stating that their targeted audience is businesses, specifically focusing on identifying the persona, buyer, and influencer from a data perspective. Being an AI technology company, they acknowledged the general lack of awareness among people regarding the existing technologies in the market. Stressing the importance of businesses understanding their target audience, the speaker shared their learning journey, which primarily occurred through on-the-job experiences and LinkedIn and content marketing.

Ms. Deepti Prasad, Co-Founder and Marketing Head, Spyne, emphasized that the company comprises 23 brands, originally beginning as a magazine but transforming into a substantial digital platform. Emphasizing the role of analytics and data in understanding their customers, they conduct over 60 events annually, collecting diverse data points such as age and profession. This extensive data is then utilized to deliver customer-specific, customized problem solutions.



Prof (Dr) Sanjeev Bansal, Dean FMS & Director ABS, and Chairperson GLRC 2024, presented all prominent guests with mementoes as a vote of thanks.

The forum was concluded with a vote of gratitude from Dr Ramesh Bagla, Convener of the Marketing Forum.

LEADERSHIP FORUM: (14:45hrs – 17:00hrs) 08.02.24

Forum Theme: Demystifying Leadership: Unveiling the Business Success Sutras

Session Chair: Prof. (Dr) Sanjeev Bansal, Dean FMS & Director ABS

The panel discussion started with welcoming all the distinguished speakers by felicitating them with Sapling by Prof (Dr) Sanjeev Bansal, Dean FMS & Director ABS and Chairperson GLRC 2024. He observed the intrinsic connection between innovation and leadership, highlighting their synergistic impact on others. Emphasizing the significance of innovation in entrepreneurship, particularly amid the prevailing disruptive climate, he underscored the pivotal role of agile business leadership in driving organizational transformation, despite the challenging outset of the year.

The Distinguished Panel Members consisted of:

- **Mr. S.K. Bose**, CEO, Hydrocarbon Sector Skill Council
- **Mr. Rajiv Narang**, Founder & Managing Director, Erehwon Innovation Consulting
- **Mr. Rohit Arora**, Managing Director, Head of Performance Marketing, Strategy & Operations, JP Morgan Chase Marketing, USA
- **Mr. Balkishan Sharma**, Senior VP & Head HR Operations, Max Healthcare Institute Ltd
- **Mr. Alok Nigam**, Co-Founder, Evueme Technologies
- **Ms. Sonu Rathore**, Founder, S4R Consulting Services

Mr. S.K. Bose highlighted that leadership is not an innate trait but a cultivated skill, nurtured from childhood to adulthood. He underscored the historical significance of leadership, tracing its practice back to the earliest periods of human civilization. He advocated for the integration of leadership development into the

curriculum of management students, emphasizing the critical need for educational institutions to prioritize the cultivation of practical leadership skills.



Mr. Rajiv Narang drew attention to the transformative potential of leadership in shaping collective perspectives, noting the capacity to align diverse minds toward a shared vision within a condensed timeframe. He underscored a prevalent oversight among global banks regarding the assumption that all customers prioritize savings, advocating instead for leaders to embrace uniqueness and foster unconventional attitudes and mindsets. He cautioned against the stagnation of thought, urging leaders to embrace orbit-shifting innovations to navigate industry evolution, exemplified by the burgeoning startup landscape catering to personalized consumer needs. He highlighted a paradigm shift from Industry's emphasis on standardization to Industry's focus on personalization, delineating the distinguishing factors of orbit shifters as the absence of insurmountable dreams or challenges.

Mr. Rohit Arora in his address emphasized the imperative of delivering outcomes that meet evolving customer expectations, underscoring the pivotal role of leadership in this pursuit. He advocated a shift away from traditional sales-centric approaches towards prioritizing perceived value and fostering enriching customer experiences. Successful leaders, Mr. Arora posited, prioritize customer-centricity, adeptly steering teams towards shared goals and trajectories. He stressed the importance of equipping teams with comprehensive access to information from diverse sources, leveraging data for informed decision-making, and embracing calculated risks. He emphasized the need for leaders to inspire and empower motivated team members, fostering a culture of creativity and innovation aimed at acquiring new customers and products while driving industry-wide advancements.

Mr. Balkishan Sharma shared his experience of working in a hospital in emergencies such as COVID-19 and sharing his experience he highlighted the role of leadership in running any organization. Prepared for emergencies like COVID-19, leadership skills can be put to the test in emergencies presence of mind is required for effective communication with employees to motivate them to work so that employee engagement can be achieved, and real-time communication are more important resilience adaptability, and flexibility, building confidence, leadership in hospitals, building trust and confidence which is the by-product of effective leadership. Employees are involved in leadership so as not to make imposed decisions.



Mr. Alok Nigam addressed the intricacies surrounding leadership, emphasizing its complexity within the context of today's VUCA volatile, uncertain, complex, ambiguous world. He highlighted the essential role of leadership in navigating the dynamic business landscape, citing its influence on defining business success through factors such as customer popularity, profitability, and corporate prominence. Nigam underscored the significance of people-centred leadership, referencing insights from a McKinsey report that outlined key principles for leadership efficacy in turbulent environments. These principles encompassed clarity of thought, articulation of purpose and vision, empathy in actions, emotional intelligence, and mastery of communication skills, including both speaking and listening. Additionally, he stressed the importance of resilience and adaptability as essential attributes for effective leadership in the face of ongoing change and uncertainty.

Ms. Sonu Rathore emphasized the criticality of listening as a fundamental skill, underscoring the heightened importance of retention. Reflecting on her career journey, she shared insights into her transition from a passion for programming despite an artistic background, while also delving into the concept of disruptive innovation through the lens of the 5 V's — vision, purpose, and organizational empathy. She highlighted the significance of leaders embodying their words through actions, advocating for authenticity and accountability. Rathore elucidated the qualities requisite for leadership, focusing on the ability to energize

and empower individuals within the organization, fostering an environment conducive to experimentation and growth without fear of repercussions. Additionally, she delineated the characteristics of disruptive innovative company models, emphasizing adaptability and agility as core attributes for success.



Prof. (Dr) Sanjeev Bansal, Dean FMS & Director ABS, and Chairperson GLRC 2024, presented all prominent guests with mementoes as a token of gratitude.

The vote of thanks was presented by Ms. Kritika Dasgupta, Assistant Director, Corporate Resource Centre, Amity Business School.

FINANCE FORUM: (10:15hrs – 12:10hrs) 09.02.24

Forum Theme: New paradigms of Finance function in the era of analytics, innovation, and sustainability

The panel discussion started with welcoming all the distinguished speakers by felicitating them with saplings by Dr. Sanjeev Bansal, Dean FMS & Director ABS and Chairperson GLRC 2024.

The Distinguished Panel Members consisted of:

- **Mr. Sandeep Vempati**, Economist, BJP
- **Mr. Daniel J**, Senior Advisor, United Service Institution of India
- **Mr. Rai Mahimapat Ray**, Deputy Secretary (BC) & IMF, Ministry of Finance
- **Dr Narinder Kumar Bhasin**, Head- PDC, New Delhi, Indian Institute of Banking and Finance
- **Prof. Kanhaiya Singh**, Professor- Emeritus, GL Bajaj Institute of Technology & Management

Mr. Sandeep Vempati started the discussion by distinguishing between public finance and corporate finance. He focused on public finance, emphasizing India's transition to a paperless budget and the implementation of Direct Benefit Transfer (DBT), which has saved the government significant funds. Government departments now operate on digital platforms, such as the GEM portal, reducing costs. Mr.

Vempati illustrated revenue and capital expenditure with real-life examples, highlighting the crucial role of MSMEs in the Indian economy. The BJP's initiative to create an MSME repository aims to reduce lending costs, while the use of UPI as an enabling mechanism has promoted small business innovation and boosted revenue.

Mr. Daniel J discussed sustainability as the accomplishment of purpose by individuals and institutions within varying time frames. He identified family and marriage, religion, education, economy, and politics as the five major institutions in society, emphasizing that as long as the family and marriage structure remains intact, the enabling institution will persist. He further noted three major economies: capitalist, socialist, and Shariah, highlighting the world's polarization between the East and West. Indian leaders, from Indira to Vajpayee to Modi, have consistently prioritized strengthening the economy, positioning India favourably on the global stage.

Mr. Rai Mahimapat Ray focused on the role of the IMF and World Bank in the Indian economy and India's position in the global economy. India last borrowed from the IMF and World Bank in 2001. Keynes, one of the proponents of the integration among world economies, played a crucial role in establishing the World Bank and IMF. He emphasized that India's outlook in front of the IMF, World Bank, and at the global level is quite promising.



Dr Narinder Kumar Bhasin highlighted the growth of the Indian banking and financial system over the past four decades, attributing much of this progress to analytics innovation. He noted the achievement of financial inclusion through initiatives like the Jan Dhan Yojana, emphasizing the role of technology adaptation in revolutionizing banking nationwide. Dr Bhasin also acknowledged the transformative effects of events like the COVID-19 pandemic and demonetization, which led to increased innovation and the adoption of technologies such as UPI and AI in banking. However, he cautioned against overlooking compliance and legal frameworks, citing examples like Paytm Bank to underscore the importance of careful management of technological advancements in banking.

Professor Kanhaiya Singh delved into green finance, explaining its two components: green equity and green bonds. He described green finance as investing in sustainable projects that create a positive impact for future generations. Green bonds, which offer tax benefits and eligibility for SLR loans, can be traded on the market. Additionally, Professor Singh highlighted the significance of taking ownership through green equity investments in sustainable projects.



Prof (Dr) Sanjeev Bansal, Dean FMS & Director ABS, and Chairperson GLRC 2024, presented all prominent guests with mementoes as a token of gratitude.

The vote of thanks was presented by Dr Lakhwinder Kaur Dhillon, Convenor of Finance Forum.

HUMAN RESOURCE FORUM: (12:15hrs – 14:10hrs) 09.02.24

Forum Theme: Leveraging Analytics – Innovation across HR Value Chain

The panel discussion started with welcoming all the distinguished speakers by felicitating them with saplings by Dr. Sanjeev Bansal, Dean FMS & Director ABS and Chairperson GLRC 2024.

Dr Sanjeev Bansal welcomed the panelists with a strong emphasis on the theme of innovation with sustainability, stating that it is the key focus of the 9th GLRC. He encouraged all participants to listen attentively and actively engage in this golden opportunity that has been presented to them.



The Distinguished Panel Members consisted of:

- **Mr. Uttam Lal**, Director (Personnel), NHPC.
- **Mr. Sujan Mukherjee**, Head (HR), Group Software, Stellantis (Video)
- **Mr. Satish Mohapatra**, VP & Head Central HR, Maruti Suzuki India Ltd.
- **Mr. Santi Mersado Jr.**, Assistant Vice President (HR, IMS & Project Administration), DDT Konstract Inc., Metro Manila (Online)
- **Mr. Rajeev Bhadauria**, Advisor, Reliance ADAG

Mr. Uttam Lal provided insight into the unique challenges faced by his company due to the environmental conditions, emphasizing the difficulty in ensuring the happiness and well-being of employees. He highlighted NHPC as a core company where a deep understanding of labor laws is essential for effective

management. Mr. Lal then turned to the theme of the discussion, stressing the relevance of understanding AI in today's context. He discussed various software and tools utilized in the power sector, such as Delphi and PMS, which leverage AI technology to enhance operations. He also raised awareness about the Indian scenario, where AI has the potential to replace staff due to a shortage of knowledgeable individuals. He emphasized the importance of continuous learning, urging students to draw insights from Indian case studies to adapt to the evolving landscape of AI integration.

Mr. Satish Mohapatra highlighted the significance of people within organizations, emphasizing the diverse needs and wants across five generations of employees. He advocated for a shift towards a listening culture within companies, emphasizing the importance of HR professionals actively listening to employees. Mr. Mohapatra then outlined various methods employed by Maruti, such as conducting stay interviews/surveys and establishing regular opportunities for employees to voice their concerns, demonstrating the company's commitment to actively engaging with its workforce.



Mr. Santi Mersado Jr. began by expressing gratitude to the conveners and the organizing committee for arranging such insightful talks. He then reflected on his experience as an HR professional, emphasizing the dual importance of "puso" (heart) and "pera" (money) in HR endeavours. He proceeded to delve into the concept of HR analytics, explaining its role in both attracting and retaining employees effectively. He stressed the significance of considering exit data from all departments as a valuable source of learning for those aspiring to pursue a career in HR. He also shared insights into the aspirations of tenured employees within his company, highlighting the importance of retaining key talent. He emphasized the company's

commitment to retaining as much valuable talent as possible, underscoring the strategic importance of employee retention efforts.

Mr. Rajeev Bhadauria, Advisor, Reliance ADAG, emphasized the importance of recognizing employees as human beings rather than mere resources, highlighting the irreplaceable nature of their work compared to job roles. He advocated for modernizing terminology in HR, suggesting the shift from "human resource management" to "people processes," reflecting a more inclusive approach where individuals are not managed but empowered. He underscored the significance of HR analytics in understanding organizational dynamics but stressed the importance of adopting a bottoms-up approach and fostering inclusivity in decision-making processes. Additionally, he highlighted the importance of cultivating various intelligences, including IQ, EQ, SQ, Socratic intelligence, and ecological awareness, as essential attributes for transitioning from being perceived as human resources to genuine human beings.

During the Q&A session, the audience raised questions regarding the role of stay interviews and chief listening officers in employee engagement, to which Mr. Rajeev emphasized the importance of understanding the differing perspectives of employers and employees. He suggested that true engagement cannot be achieved solely through stay interviews but rather requires a redefinition of work to bridge the gap between these perspectives. Mr. Mohapatra added to the discussion by noting that despite a leader's position in the organizational hierarchy, true leadership involves effecting change across all levels of the organization to foster engagement and growth.



Prof. (Dr) Sanjeev Bansal, Dean FMS & Director ABS, and Chairperson GLRC 2024, presented all prominent guests with mementoes as a vote of thanks.

The forum was concluded with a vote of gratitude from Dr Shikha Mishra, Convener of the Human Resource Forum.

TECHNICAL SESSIONS

Name of Track: General Management

Theme: 'Navigating the Uncharted Horizons of Innovation and Sustainable Practices'

Session Chairs: Dr. Anita Venaik, Professor

Amity Business School, Amity University

Dr. Sadhana Tiwari, Assistant Professor

SSBS, Sharda University

Dr. Kishore Kumar, Assistant Professor

School of Business and Management, Christ University, Ghaziabad

Dr. Ramji Nagaria, Assistant Professor

School of Business and Management, Christ University, Ghaziabad

Dr. Padmesh Tripathi, Professor

Delhi Technical Campus, Greater Noida



Name of Track: Entrepreneurship & Growth

Theme: 'Entrepreneurship & Growth: Leveraging Innovation, Network & Policy for Sustainability Time'

Session Chairs: Dr Ruchi Tyagi, Adjunct Faculty,

School of Management, Asian Institute, of Technology, Pathumthani, Thailand

Dr Nidhi Mathur, Associate Professor

Centre of Distance Learning, Ghaziabad



Name of Track: Marketing Track

Theme: 'Role of Contemporary Marketing: New Paradigms of Business Management in the Era of Analytics'

Session Chair: **Prof. (Dr) Ivan Coste Maniere**, Programme Director
Skema Business School, France
Dr. Aseervatham Achary, Associate Professor
Department of Business Studies, Aksheyaa College of Arts and Science,
Chengalpattu, Tamil Nadu
Dr. Shashank, Research Lead
13D's India team, Greater Noida
Dr. Rajeev Sijaria, Dean
Atal Bihari Vajpayee School of Management and Entrepreneurship,
Jawaharlal Nehru University, New Delhi
Dr. Vivekanand Shukla
Joint commissioner GST, Ghaziabad
Dr. Chand P. Saini, Assistant Professor
School of Management and Liberal Studies, The Northcap University



Name of Track: Human Resource Paradigm

Theme of Track: Re-Imagining Human Resources: Unlocking the Innovation Paradox

Session Chair: **Dr Shalini Srivastava**, Professor (OB & HR)
Jaipuria Institute of Management, Noida
Dr Shinu Vig, Associate Professor
Symbiosis Centre for Management Studies, Noida
Dr Harminder K Gujral, Professor
Amity Business School, Amity University, Noida
Dr Parul Yadav, Area Chair & Professor- OB & HR
Area Chair Executive Education and Consultancy Program, IMS
GHAZIABAD
Dr Shweta Awasthi, Associate Professor
Amity Business School, Amity University, Noida



Name of Track: Finance Track

Theme of Track: Financial Horizons: Navigating Through the Ever-changing Landscape

Session Chair: **Dr Sakshi Varhsney**, Associate Professor and Coordinator
Jaypee Institute of Information Technology
Dr Shikha Gupta, Associate Professor
Management Education and Research Institute, New Delhi
Dr Vikas Tripathi, Professor & Head
GL Bajaj Institute of Technology & Management, Greater Noida
Dr Urvashi Varma, Academic Researcher
Dr Gireesh Chandra Tripathi, Deputy Director General (Academics)
NTPC School of Business
Mr. Aman Goyal, Associate Director, Consulting - Internal Transformation Services
Ernst and Young



Valedictory Session

Date: 9th February, 2024

Time: 15:15hrs - 17:00 hrs

Following were the guests for the Valedictory Session:

- Chief Guest: **Shri Anand Kumar**, Founder – SUPER 30
- Guest of Honour: **Dr Rajeev Lala**, Director Commodity Insights Division, S&P Global
- **Mr. Anjan Chakraborty**, PwC Partner-Management Consulting
- **Ms. Aparajita Singh**, Associate Editor, Springer Nature, India

Dr. Puja Sareen initiated the Valedictory Session by extending a warm welcome to all the Chief Guests of Honor, guests, speakers, panel members, and participants to the final session of GLRC 2024. Prof. (Dr) Sanjeev Bansal, Dean FMS & Director ABS presented saplings to the Chief Guest - Shri Anand Kumar, Founder -SUPER 30, Guest of Honour - Dr Rajeev Lala, Director Commodity Insights Division, S&P Global, Mr. Anjan Chakraborty, PwC Partner-Management Consulting, and Ms. Aparajita Singh, Associate Editor, Springer Nature, India.

Moving forward, Dr Puja Sareen invited the esteemed guests and eminent speakers of the inaugural session of the 9th GLRC 2024 for the lamp lighting ceremony. The lighting of the lamp alongside Saraswati Vandana was carried out for the acknowledgement of the almighty's blessings.

Prof. (Dr) Sanjeev Bansal, Dean FMS, Director ABS and Chairperson GLRC 2024 started his address by showing a video of glimpses of GLRC 2024. Moving forward, Dr. Sanjeev Bansal then welcomed the Chief Guest Shri Anand Kumar, Founder -SUPER 30 to address the august gathering and motivate them with their insightful thoughts.

Address by Chief Guest Shri Anand Kumar, Founder, SUPER 30

Shri Anand Kumar began his speech by thanking Amity University and Prof. (Dr) Sanjeev Bansal for welcoming him. He narrated a story about his successful friend balancing education and experience. He stressed the need of clarity, goal setting, and passion. Shri Anand Kumar then offered stories with many lessons, including the need to study, develop, and improve society. He closed with Swami Vivekanand's "You will Become, what you Think." Humans can do anything you imagine. He also announced his plans to launch Super 30 online soon.



Address by Guest of Honour Dr. Rajeev Lala, Director Commodity Insights Division, S&P Global

Dr. Rajeev Lala began by emphasizing that “your story will be defined by you.” Continuing, he said we write our own story with every choice, achievement, and defeat. Despite external influences and cultural expectations, we write our own stories. Our choices, beliefs, and resilience shape our story, whether we face adversity or succeed. He finally inspired the students to embrace this inspiring idea and write a story with sincerity, purpose, and unflinching drive. Let us shape our fates by writing stories that elevate and leave an indelible mark on time.



After the impactful discussion by **Dr Rajeev Lala**, Director, Commodity Insights Division, S&P Global, the session was carried forward by conferring of the prestigious **Amity Excellence Awards for Alumni Achiever** to **Mr. Anjan Chakraborty**, PwC Partner-Management Consulting.

Release of Special issues of Conference papers and insights by Ms. Aparajita Singh, Associate Editor, Springer Nature, India

Ms. Aparajita Singh said speaking with Shri Anand Kumar is a wonderful moment. She then emphasized the Bhagavad Gita's ageless insight on life's interconnectivity. It teaches us that sustainability is ingrained in existence. She also stressed the necessity of research and how AI is useful but insufficient. Starting with reading is crucial. She concluded that one should carefully consider your choices because they affect you and others.



A vote of thanks was presented by Ms. Kritika Dasgupta, Assistant Director, Corporate Resource Centre, Amity Business School.

Prof. (Dr) Sanjeev Bansal felicitated the **Guest of Honor: Shri Anand Kumar**, Founder -SUPER 30, **Dr. Rajeev Lala**, Director Commodity Insights Division, S&P Global, Skema Business School, Lille, France, **Mr. Anjan Chakraborty**, PwC Partner-Management Consulting, and **Ms. Aparajita Singh**, Associate Editor, Springer Nature, India. The Valedictory session was then concluded by taking a group photograph with all the esteemed guests and reciting the National Anthem.