

6th Global Leadership Research Conference

ABS organized the 6th Global Leadership Research Conference from 25th to 26th February, 2021 on the theme “**Responsiveness, Innovation and Resilience: Critical Factors for Future Growth in Changing Socio – Political Environment**”.

Inaugural Session – 25th February, 2021

The guests were welcomed by Dean FMS & Director ABS by giving a detailed overview about the successive developments on the conceptualization of GLRC, emphasized upon the theme of the conference and introduced Amity Universe and Amity Business School to the audience. He stated that the constant efforts are being made by ABS to bridge the gap between industry & academia. He added that invention & innovation play a major role in absence of past trends as seen during the covid times. The conference plans to deliberate and discuss life after COVID and the new normal.

Mr. Vinamra Jain, Organizing Secretary shared the Outcome Report of GLRC 2020 which was held on 25 – 27th February, 2020 on the theme “Digital transformation and disruptive innovation- Drivers of future business growth”. Around 99 research papers were presented out of which some were published in Scopus Indexed and UGC Care Journals like International Journal of Management Practice, International Journal of Electronic Business and Shodhsarita.

Dr. Jaya Yadav, Co-Chairperson introduced GLRC 2021 to the participants.

The following were the Speakers:

- Dr. Niranjan Hiranandani, Managing Director, Hiranandani Group of Companies – **Keynote Speaker**
- Prof. Naufel Vilcassim, Vice Dean - TRIUM Executive MBA Program, Head of Department, London School of Economics, UK
- Mr. Soubhagya Parija, Senior Vice President and Chief Risk Officer, New York Power Authority, New York, USA
- Dr. Krishnamurthy Subramanian, Chief Economic Adviser, Govt. of India - **Guest of Honour**

Dr Ashok K Chauhan, Founder President, Ritnand Balved Education Foundation reminisced the establishment and journey of Amity Business School. He asked students to learn, take inspiration and follow the examples of speakers present in the conference. He stated that all Amity students have the capability to attain great success and asked them to dream big.

Dr Atul Chauhan, Chancellor, Amity University Uttar Pradesh dwelt upon the importance of the quality of faculty that defines an institution. He averred that the theme of the conference resonated with the present times and needs to be imbibed by everyone to move ahead. He added that adaptability to the requirements of the future will determine the future of any organisation. He called for transformation to be the key for the efforts being undertaken by the students. He asked the students to work towards bringing a change in the world to make it a better place.

Guest of Honour, Dr Krishnamurthy Subramanian, Chief Economic Adviser, Govt. of India, in his address, talked about innovation and risk-taking ability. He emphasized on following integrity and ethics by students in whatever they do. He added that if India has to become great, then the focus must be on the merit of ideas & people must play the role of catalyst to bring change. He averred that cutting corners & working around the system should not drive or be a part of innovation. Innovation in the Indian context requires a long-term vision and basic research. Dr. Subramanian shared that organisations & institutions need to focus on research to create innovation for the future.

Dr Niranjan Hiranandani, Managing Director, Hiranandani Group of Companies shared how lot of thought has gone into research in the last couple of years especially at the university level in the form of sustainable development. He added that research needs to focus on social issues at the grassroots level. He called for a focus on simple thoughts, simple ideas, simple research with a focus on social welfare. Dr. Hiranandani also laid stress on performing research with the apolitical thought process which should be outcome based. He added that young people should be oriented and encouraged to participate in research activities & institutions should inculcate inquisitiveness in the students, teachers and professors. He also stressed on the need for developing analytical ability, innovativeness & adaptability in students,. He averred that all researches should focus on sustainability that will benefit society in a multi-fold manner.

Prof Naufel Vilcassim, Vice Dean - TRIUM Executive MBA Program, Head of Department, London School of Economics, UK averred that LSE believes in doing research that is rigorous and relevant to the society. He stated that teaching at LSE aims to bring social sciences to the classroom to have a significant impact on the society. Talking about his research areas, Prof Vilcassim added that growth in a country can come from micro-enterprises. He asked students to think out of the box to face the challenges in the future.

Mr Soubhagya Parija, Senior Vice President and Chief Risk Officer, New York Power Authority, New York, USA talked about how innovation is creating a new value and/or capturing value in a new way where value is the keyword. He stated that organizations should primarily do value creation and value capture. He also shared his views on risk management and how it also involves taking risks. Mr Parija added that an organization's risk appetite is a disciplined framework to encourage conscious risk-taking contributing in the achievement of its strategic objectives.

Amity Excellence Awards were conferred upon following Organizations :

- **Oriflame India** : Mr. Frederic Widell, VP and Head of South Asia & MD India received the award.
- **EY GDS** : Mr. Sreekanth K. Arimanithaya, Partner received the award.

Sessions during GLRC 2021 on 25th & 26th February, 2021

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

- **Operations and Quality** : One Forum and one Paper Presentation Session
- **General Management** : Two Paper Presentation Sessions
- **Marketing** : One Forum and two Paper Presentation Sessions
- **Human Resource** : One Forum and two Paper Presentation Sessions
- **Finance** : One Forum and two Paper Presentation Sessions

Operations and Quality Forum (12:30hrs - 14:00hrs) : 25.02.2021

Dean FMS & Director ABS welcomed and introduced the Operations and Quality Forum to the guests:

Session Chair - Prof Vijay Kumar Gupta, Director, GIFT School of Information Technology and Knowledge Management

- Prof (Dr) Michael Henry, Dean of School of Business and Economics, Thompson River Pool University, Canada

- Dr Pooja Khosla, Vice President Client Development, Entelligent Longmon, USA
- Mr. Premanand Ramakrishnan, Director, Assurance BSI, India
- Mr N. Sukumar, Senior Vice President, Confederation of Indian Industries (CII)
- Dr V.J. Byra Reddy, Dean (Academics, Quality and Accreditation), AUUP

The distinguished guests were also felicitated by the undersigned.

Session - I : Track: Operations Management (11:30hrs – 13:30 hrs) 26.02.2021

Session Chair : Dr. Aditya Gupta, Chief Operating Officer (COO)- Supply Chain Management Centre, IIM Bangalore

Session Co-Chair : Dr. Alok Mittal, Director, Lal Bahadur Shastri Institute of Technology and Management, Indore.

Session In-charge : Dr. Rushina Singhi, Associate Professor, ABS

8 Research Papers were presented

Session – I : Track: General Management (14:45hrs-19:05hrs) 25.02.2021

Session Chair : Dr. S L Gupta, Dean Director (Dean & Professor), Birla Institute of Technology, Muscat, Sultanate of Oman

Session Co-Chair : Dr. Makhmoor Bashir, Assistant Professor, Qasim University, Saudi Arabia

Session Moderator : Dr. Swati Upveja, Asst. Professor, ABS

Session In-charge : Dr. Anita Venaik, Professor, ABS

20 Research Papers were presented.

Session – II : Track: General Management (15:00hrs - 17:05hrs) 26.02.2021

Session Chair : Dr. Diana Binti, Senior Lecturer, Faculty of Economics and Administration, University of Malaya

Session Co-Chair : Dr. Avanti Pinto, Lecturer in Economics at the Brighton Business School, University of Brighton, UK

Session Moderator : Dr. Anita Venaik, Professor, ABS

Session In-charge : Dr. Swati Upveja, Asst. Professor, ABS

12 Research Papers were presented

Marketing Forum: (09:30hrs - 11:30hrs) 26.02.2021

Dean FMS & Director ABS welcomed and introduced about the Marketing Forum to the guests:

- Mr. Mathew Jacobson, Founder, Dūcere Global Business School, USA
- Prof. Ivan Coste Maniere, Director and Professor of Marketing Skema Business School, France
- Prof. Phani Tej Adidam, Professor of Marketing, University of Nebraska, Omaha, USA
- Mr. Danny Abramovich, Marketing consultant, Marketing To Go Consulting & International Training (2000) Ltd, Israel
- Mr. Rohit Arora, Head of Marketing Operations & Analytics Martech & Strategy Orchestration, Prudential Financial, USA
- Dr. Nripendra Singh, Professor, Management and Marketing, Clarion University of Pennsylvania
- Mr. Ganish Bahl, Director Digital Marketing, Vivo India

Session Wrap – Up : Dr. Ramesh Kumar Bagla, Professor, ABS

Session – I : Track: Marketing Management (14:45hrs - 17:00hrs) 25.02.2021

Theme : ‘Changing scenario in 21st century : A technology – based innovations’

Session Chair : Jury 1: Dr. Sanjay Saproo, Director (Asia Pacific), Respiratory Motion USA

Session Co-Chair: Jury 2: Dr. Rajeev Sijaria, Professor, Atal Bihari Vajpayee School of Management & Entrepreneurship, JNU

Jury 3: Dr. Supriti Agarwal, Asst. Professor, ABS (Moderator)

Session In-charge : Dr. Amit Kumar Pandey, Associate Professor, ABS

18 Research Papers were presented.

Session – II : Track: Marketing Management (15:00hrs - 16:30hrs) 26.02.2021

Theme: Managing Challenges in 21st Century Marketing

Session Chair : Jury 1: Dr. Wendy Olsen, Professor of Socio Economics, University of Manchester, UK

Session Co-Chair : Jury 2: Dr. Ashok Sharma, Professor & Director, JIMS Kalkaji

Jury 3: Dr. Garima Malik, Associate Professor, ABS (Moderator)

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

15 Research Papers were presented.

Human Resource Forum (11:45hrs – 13:50hrs) 26.02.2021

Dean FMS & Director ABS welcomed and introduced about the Human Resource Forum to the guests:

- Ms. Lucy Barkas, Director & Founder, 3WH – What When Why How Ltd. England, UK
- Mr. Anand R., Principal Consultant & Sr. Advisor-HR, HCL Tech.
- Dr. Audrey Tang, Business Author, Mental Health and Wellness Expert, United Kingdom
- Mr. Debashish Ghosh, VP and Country HR Head, Berkadia
- Dr. Michael S. Howarth, Dissertation Tutor, Researcher, School of Health & Education, Middlesex University, London, UK
- Cdr. Manan Sinha, Vice President, Manikaran Group
- Ms. Malvika Varma, Gr. HR Head, Prime HealthCare, Dubai
- Mr. Prashant Prakash Srivastava, VP & Head (HR, Admin & CSR), Greenlam Industries Ltd.

Session Wrap-Up by Dr. Jaya Yadav, Professor, ABS

Session – I : Track: Human Resource Management (14:45hrs - 18:30 hrs) 25.02.2021

Session Chair : Jury 1: Dr Ashok Chopra, Professor, Amity University, Dubai

Jury 2: Dr Jessy John, Professor HR and Director Indian Institute of Rural Management, Jaipur

Jury 3: Dr. Chandranshu Sinha, Professor, ABS

Session In-charge : Dr. Shikha Mishra, Associate Professor

Following were the Panelists :

- Mr. Shailesh Goyal, Country Head HR, Everest Group
- Dr. Sudhir Warier, General Manger, Reliance Jio Infocom Pvt Ltd.
- Mr. Naga Siddharth, Head-HR, Suprdaily Pvt Ltd.

14 Research Papers were presented.

Session – II : Track: Human Resource Management (14:45 hrs - 18:30hrs) 26.02.2021

Session Chair : Jury 1: Dr Parveen Gill, Faculty of Business Lakeshore Campus Humber College
ITAL, Canada
Jury 2: Dr. Puja Chhabra, Visiting Professor, Gurugram University
Jury 3: Dr. Sangeeta Gupta, Professor, MERI
Jury 4: Dr. Harminder K. Gujral, Professor, ABS

Session In-charge : Dr. Puja Sareen, Associate Professor, ABS

Following were the Panelists :

- Mr. Ravish Saily, Director HR Business Partner Mastercard
- Ms. Mausami Kakkar, VP Staffing, Nisum, USA
- Mr Atulaya Goswami, HR Head India Region UPL Limited
- Mr. Atul Tiwari, Head HR Spice Money
- Mr. Vineet Kumar Sinha, Head HR, Manlift India Pvt Ltd.

11 Research Papers were presented.

Finance Forum: (14:30hrs - 16:30hrs) 26.02.2021

Dean FMS & Director ABS welcomed and introduced about the Finance Forum to the guests:

- Prof. Heber Longhurst, ITESM-CCM, Mexico and Owner Elite Market Instruction, Mexico
- Dr. P. Malyadri, ICSSR senior fellow, Centre for Economic and Social Studies (CESS)
- Mr. Navjit Gill, Chief Commercial Officer, SB Energy
- Mr. Jasneet Singh Bindra, Country Head, The Chartered Institute for Securities and Investment
- Mr. Nidhish Singh, Vice President and Head of Transformation JP Morgan Chase & Co

Session Wrap-Up by Dr Lakhwinder Kaur Dhillon, Asst. Professor, ABS

Session – I : Track: Finance Management Session (11:00hrs - 13:30hrs) 26.02.2021

Session Chair: Jury 1: Mr. Nirav Sahni (Senior Analyst at BMO Capital Markets, Toronto, Canada)

Session Co-Chair: Jury 2: Dr. Anil Kumar Goyal (In-charge, R&D Board, Editor-in-Chief Effulgence: Bi-annual Management Journal, DMS, Rukmini Devi Institute of Advanced Studies)

Jury 3: Dr. T.V Raman, Professor, ABS (Moderator)

Session In-charge : Dr. Manjula Shastri, Associate Professor, ABS

13 Research Papers were presented.

Session – II : Track: Finance Management (15:00hrs - 16:30hrs) 26.02.2021

Session Chair : Jury 1: Dr. Dhanesh Kumar Khatri (Professor and Head, Department of Finance, Institute of Management Studies, Bikaner (Rajasthan))

Session Co-Chair : Jury 2: Mr. Mohit Kaul (Assistant General Manager, National Housing Bank)

Jury 3: Prof Satish Kumar Chhabra (Management Consultant, Chartered Accountancy Firm, M/s S.K. Chhabra & Co.)

Jury 4: Dr. Ritu Wadhwa, Asst. Professor, ABS (Moderator)

Session In-charge : Dr. Manjula Shastri, Associate Professor, ABS

16 Research Papers were presented.

Valedictory Session 26.02.2021

The valedictory session started with a warm welcome to the distinguished guests by Prof. (Dr.) Sanjeev Bansal, Dean FMS, Director ABS and Chairperson GLRC 2021. He started his address by quoting C Joybell “Ends are not bad things; they just mean something else is about to begin.”. He spoke about how research and education are important for the world. He presented ABS Vision 2030 - Road Ahead. He then, expressed his gratitude towards all the esteemed speakers and Hon’ble Founder President and Hon’ble Chancellor Dr. Atul Chauhan for their guidance and presence during the GLRC 2021. He welcomed all the esteemed guests present in the valedictory session with the virtual delivery of Tulsi saplings.

After that a video was presented showing Glimpses of the proceedings of GLRC 2021.

Mr. Nitin Mahajan, President – Service Excellence Sales and Assets, Yes Bank started his speech by showing the relation of “responsiveness”, “innovation” and “resilience” with growth in the industry. He stated that strategy embodies innovation. In order to keep up with the fundamental changes in the industry today, there must be fundamental changes in the business models that we use . He quoted the example of GE; how they have changed the ECG machine with time. They have disrupted the change in the best way. He also emphasized on the digital disruption by quoting the example of Netflix which was a DVD rental in its initial years and today it has millions of subscribers online. Netflix was one of the companies which has profited immensely during the time of COVID-19. He averred that many of the top 500 fortune companies today will not last in the next decade. He concluded by stating that the challenge we are facing today is which disruption is coming next.

The outcome report of GLRC 2021 was presented by Prof. (Dr.) Jaya Yadav. She stated that the theme of GLRC 2021 “Responsiveness, Innovation and Resilience: Critical Factors for future growth in changing socio-political environment” was deliberated in various forum, tracks and research paper presentations. There were many distinguished speakers present from India and abroad who enlightened the audience with their multifaceted knowledge and experience. There were four forums namely Operations & Quality Forum, Marketing Forum, Human Resource Forum and the Finance Forum. Simultaneously, five parallel tracks namely General management, Human Resource, Marketing, Finance and Operations. were organised where research scholars, professors and other esteemed delegates presented their research papers.

The session continued with the address by Hon’ble Vice Chancellor Amity University Uttar Pradesh **Prof. (Dr.) Balvinder Shukla**. She welcomed the guests, Hon’ble Founder President and the Chancellor, faculty members and students. In her address, she shared the perspective on how the vision of Amity University is to align the research activities with national needs and making India “atmanirbhar”. She further shed light on how with the guidance of Hon’ble Chancellor Amity University ensured no loss of education and learning of the students during the pandemic. She stated

that online activities were organized successfully for Amity students . She added that more than 25000 webinars in all disciplines were organized to benefit the students and researchers. There were 30 online conferences within past 11 months organized in Amity University. She also spoke the contributions that Amity University made to PM relief fund and the help extended by the Amity foundation in feeding the needy and migrant workers during the pandemic. She concluded her address by thanking everyone for their presence and congratulating Amity Business School for organizing a successful Global conference.

Later Mr. Ashim Das Mathur, Sr. Regional Director South Asia, Dolby Laboratories Singapore addressed the audience. Mr. Ashim Das Mathur is from the very first alumni batch (1995-1997) of Amity Business School. He spoke about the basic dilemma a student faces after the post-graduation and how he found his light with the help of supportive faculty at Amity Business School. He still considers his two years at the Amity campus as his best years. He stated that he owes a lot to Amity University as this is the place that nurtured and helped him to become what he is today.

Mr. Sandeep Tiwari, President - Usha International the next guest was also an alumni from the very first batch (1995-1997) of ABS. He shared his experience with Amity Business School and the guidance of Hon'ble Founder President himself. He spoke about how proud he is to be a torch bearer of Amity. He commended the job that Hon'ble Founder President and whole Amity University has done in past 25 years to grow a family of more than 1,75,000 students which started with a family of 120 students only. He showed his gratitude to all faculty members and Amity University family and saluted Amity university for its excellence and brilliance growing over the years.

Dr. W. Selvamurthy, President, Amity Science, Technology & Innovation Foundation (ASTIF) congratulated team Amity Business School for successful organisation of GLRC 2021. Further, he spoke about the importance of Science & Research, New Education Policy and Atmanirbhar initiative. He introduced "Amity Brilliant Research Thunder Group" to the audience.

Then the visionary thoughts were shared by **Hon'ble Founder President Dr. Ashok K. Chauhan**. He started on the note that in spite of his very busy schedule, he came to the valedictory session because of his love for students and his star alumni. He narrated his life journey from nothing to establishing the biggest Education Group of India. He shared his vision of strengthening the roots and culture of Amity University. He also shared his journey from his first part time job where he worked as a cleaner, cook, and bags loader (all at the same time) to establishing a big industrial empire in Germany. He inspired the students by saying that getting a job was in their own hands with a strong will and dedication. He stated that when a person like him who was all by himself in Germany can come so far, then anybody can achieve what they want. He concluded on the thought that "problem gives you courage". He thanked the Guests and the Awardee Professors for their presence. He also advised the Dean to arrange conferral of Honorary Professorship in Amity University to all the Awardee Professors.

The event moved on to giving **Amity Excellence Awards** to the following distinguished academicians. Their award citations were read and they invited to deliver their acceptance speeches.

Prof. Naufel Vilcassim from London School of Economics thanked Hon'ble Founder President and all the faculty members of Amity University. He then commented on the world crisis other than pandemic that is "inequality between the rich and the poor". He believes being educated is highly important for removing the gap and inequality and bringing a level playing field for all. He congratulated Amity University for promoting education.

Prof. (Dr.) Martin Broad from University of Winchester expressed his gratitude for receiving the prestigious Amity Excellence Award. He spoke about the situation of pandemic and how the theme of

our conference matches with the current situation. He also focused on the importance and need of sustainable business in the current scenario. He thanked and greeted everyone.

Dr. Simon Smith from University of Winchester expressed his gratitude for receiving the Amity Excellence Award. He stated that Amity University and University of Winchester have been in touch for many years. He looked forward to collaborating with Amity University for various projects in the future.

Prof. (Dr.) Pierre Chandon from INSEAD, France thanked everyone for the award and also regretted for his absence in the conference. He also talked about the current situation of pandemic and how various countries are researching and making a significant change. He showed his interest in visiting Delhi and want to attend the future conferences in offline mode so that he can interact with the people.

Prof. Ivan Coste Maniere from Skema Business School, France appreciated the family like environment of Amity University. He showed his appreciation towards the faculty who are more like friends He thanked Amity University for the prestigious Amity Excellence Award.

Mr. Richard McCracken, Director, The Case Centre, UK, wholeheartedly accepted the Amity Excellence Award. He appreciated the efforts of Amity University. He was very glad with his association with Amity University. He talked about the case centers of the Amity University and once again thanked for the award.

Prof. (Dr.) Peter Stokes from LCBS, De Montfort University, UK, greeted everyone for inviting him and he was delighted to share his time with Amity University. He talked about his 15 years of collaboration with Amity University. He shared his research experiences and recent developments. He thanked for the Amity Excellence Awards.

Prof. (Dr.) Leo Paul Dana, Professor, Montpellier Business School had sent a message in which he thanked Amity University for the Prestigious Amity Excellence Award. He also mentioned that India has his heart since his youth. According to him we learn through experiences and grasping knowledge.

Amity Excellence Awards were also given to **Greenlam Industries Ltd,** Mr. Saurabh Mittal, Managing Director & CEO and **Prospecta Software,** Mr. Romit Mukerji, Managing Director.

The event came to an end with a Vote of Thanks proposed by Ms. Kritika Dasgupta, Sr. General Manager and Head-Corporate Resource Center, Amity Business School (AUUP). Ms. Kritika Dasgupta expressed her sincere gratitude on behalf of the organizing team to the Hon'ble Visionary Founder President Dr. Ashok K Chauhan, for providing such a mega platform called Amity, respected Chancellor Sir for his guidance and respected Vice Chancellor Dr. Balvinder Shukla Ma'am for her inspiring mentorship. She thanked all the distinguished speakers, panelists who attended the conference in various forums, Academicians and research scholars who presented their research work in various tracks.

A good number of Research Papers were presented during the conference in various areas. The sessions were well-attended by students, staff and faculty members of ABS.