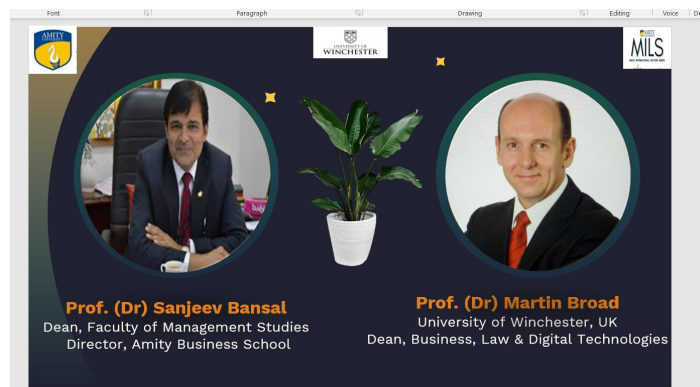


International Mega Lecture Series

The Inaugural lecture was conducted on 28th October 2021 from 02:30-03:15pm IST. **Prof. (Dr.) Martin Broad**, (Dean, Faculty of Business, Law and Digital Technologies, University of Winchester, United Kingdom) was welcomed by **Prof. (Dr.) Sanjeev Bansal** (Dean Faculty of Management Studies and Director and Head of Amity Business School and honored with a sapling.



A curtain raiser for the lecture series showcasing all the speaker was run

AMITY BUSINESS SCHOOL

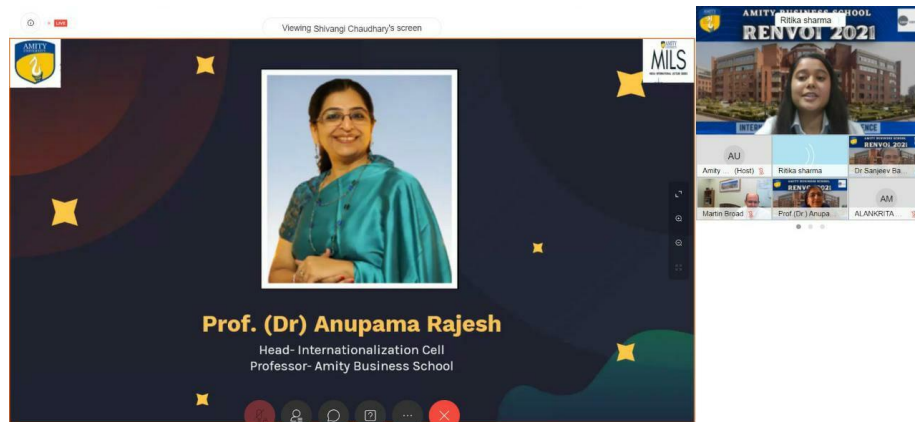
MEGA INTERNATIONAL LECTURE SERIES

 Prof. (Dr.) Martin Broad (28th Oct, 2021) University of Winchester Dean Business, Law and Digital Technologies	 Mr. Richard McCracken (29th Oct, 2021) The Case Centre, UK Head and Director
 Dr. Karen Cripps (11th Nov, 2021) University of Winchester, UK Principles of Responsible Management Education (PRME) Champion	 Prof. Ivan Coete Maniere (18th Nov, 2021) Skema Business School Director & Professor - Marketing Founder - MSc Luxury & Fashion Management SKEMA Business School, France
 Mr. Tom Lowe (2nd Dec, 2021) University of Winchester, UK Director Centre for Student Engagement	 Prof. (Dr.) Peter Stokes (20th Jan, 2022) Leicester Castle Business School, De Montfort University Professor Leadership & Professional Development
 Dr. Simon M Smith (13th Jan, 2022) Oxford Brookes University, UK Principal Lecturer Business, Management & Enterprises	 Prof. (Dr.) Leo Paul Dana Monpellier Business School Visiting Professor (INSEAD) Marie Curie Fellow at Princeton University
 Dr. Anupama Rajesh Head Internationalization Cell Professor Amity Business School	 Dr. Sanjeev Bansal Dean Management Studies Director & Head Amity Business School

7 Global Leadership Research Conference

Leading in the New Reality: Insights into Actions
16th - 18th February, 2022
Amity University Campus, Noida
For Further Details / Registration:
<https://www.amity.edu/college/2022>
glrc@amity.edu

Professor Broad was introduced to the audience by Prof. (Dr.) Anupama Rajesh (Head of Internationalization and Professor of Amity Business School)



Prof. (Dr.) Martin Broad addressed the audience by a “Namaste” and welcomed all. He educated the students **about Leadership and Reflections of Business Education. He taught about the management structures and Leadership, Innovation and Globalization.**

He stressed Leaders should be dynamic, have analytical and critical skills and should be able to assimilate Disruptive Technologies at Workplace.

He said that a lot of leadership qualities are not always taught but caught. Effective leaders should be responsible, compassionate, communicative and comforting.

He said Knowing is not the same as becoming.

To become a leader, you need to smell the environment, understand the external environment, but also focus on the innovations accordingly.

He further discussed innovations that took place to tackle all the challenges of this pandemic, massive disruptions in global supply, and impact on different countries.

He also explained about the trend in business education and society.

He concluded the session by stressing the importance of being a good leader, and also asked all to prepare to be the leaders for future not just mere people who are ready to work for the jobs and not focus on innovation.

Overall, it was a very informative and knowledgeable session.

Participant Event Help

RENVOI 2021

Prof(Dr) Berhela Prata


ALANBERTA MADLER

Ashwini Dubale

AMITY BUSINESS SCHOOL

DR. MARTIN BROAD

28 Oct 2021
University of Winchester, UK
Dean
Business, Law & Digital Technologies



RENVOI 2021

Prof(Dr) Anupama Rajesh

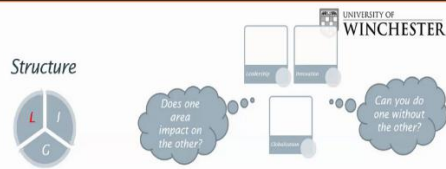
Ritika Sharma

ALANBERTA MADLER

Aashni Jain

UNIVERSITY OF WINCHESTER

Structure



Does one area impact on the other?

Can you do one without the other?

- What is Leadership?
- What are the Innovations that create the greatest challenges in a Global environment?
- Perspective from a Global Higher Education Institution...

RENVOI 2021

Ritika Sharma

Dr Sanjeev Bansal

ALANBERTA MADLER

Aashni Jain

Martin Broad

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Engaging Leader

- Atypical characteristics
 - Authentic
 - Integrity
 - Drive
 - Self Belief
 - Self Awareness
- Empathetic, Confident → Believable



RENVOI 2021

Prof(Dr) Anupama Rajesh

Ritika Sharma

ALANBERTA MADLER

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Will a Robot take your Job?



- James Burke, Science Historian

Shivangi Chaudhary


RENVOI 2021

Martin Broad

Ritika Sharma

UNIVERSITY OF WINCHESTER

Is business education for the future?



The growth of business education over the past 60 years has been phenomenal, with more than 16,000 business schools operating worldwide, according to an estimate by AACSB (Association to Advance Collegiate Schools of Business).

- Yet a growing range of challenges will mean that in 25 years' time, many of our business schools will not exist, and none will exist in their current form.

RENVOI 2021

Shivangi Chaudhary

Martin Broad


Ritika Sharma

Dr Sanjeev Bansal

UNIVERSITY OF WINCHESTER

Key Global Trends

- Knowledge creation and dissemination
 - anytime, anywhere, anywhere
 - 60/60 [instantaneous] rather than 24/7
- Disruptive forces on jobs and employment
 - Radio 4 podcast: 10 years low skilled jobs, 20 years Accountants and Lawyers, IBM Watsons Programme
- Globalisation of markets and changing elements of competition
 - E.g. Demonetisation and changing disruptive forces



Shivangi Chaudhary

RENVOI 2021

Martin Broad

Ritika Sharma

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Perspectives for Business Education

- Global Education Leaders prepare students for a Global Workplace
 - Challenge is that we are now preparing students for jobs that don't exist in industries that don't exist.
- Our responsibility is to educate the skill set that is necessary
 - Ability to apply theory to practice
 - Be analytical / creative
 - Be articulate
 - Be critical thinkers

Employable Students → Leaders/ Managers



Shivangi Chaudhary

RENVOI 2021

Martin Broad

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Leadership and Reflections for Business Education

Thank you for listening

Professor Martin Broad

Dean, Faculty of Business, Law & Digital Technologies
University of Winchester, United Kingdom

Honorary Professor Amity University