

International Conference on Students' Progression (ICSP'2021)

Theme: Reengineering Higher Education for Students' Progression : Skillsets that will Dominate in the Knowledge & Digital Economy

SESSIONS DESCRIPTION

Track 1: Business Management, Commerce, Insurance, Hospitality, Travel, Tourism, Media & Mass Communication

Session 1.1: Theme: The Future of WorkForce: Changing Expectations from Management Graduates - Skill Sets Required in the Post Covid Era

Overview:

Grappling with the unending catastrophe caused by the dreaded Covid-19 virus has brought into focus the need to figure out the changing face of the future workforce with skill sets that will enable the future managers to cope- up with fast-changing business and work environment. The fact that there seems to be no definite end to this crisis makes the future of business very uncertain. Perhaps no other time would have demonstrated what the VUCA world is since this concept and the acronym were introduced in 1987. Everything around us seems to be Volatile, Complex, Uncertain, and Ambiguous. Therefore, we have to live with this crisis. This poses a formidable challenge for managers to transform their working styles and processes according to the needs of a fluid business environment. The term "New Normal" is going to be evolved continuously because the new normal applicable today may not be good enough for tomorrow. While a plethora of literature research is being carried out has been developed by researchers and business analysts on the new skill sets and emerging leadership styles to handle this crisis, their universal application across diverse businesses and geographies may not bring in the desired results. Nevertheless, w We need to look at the key skill sets required to succeed in the post-Covid era.

Ability to operate in a fully digital environment - Building technical awareness and operating skills have become necessary to enable managers to confidently operate in a remote world and be productive within the company's ecosystem (clients, partners, suppliers, public authorities). For moving to a more tech- and data-enabled model, a basic understanding of critical tech and data concepts and processes will be essential, including data visualization, applied machine learning, and advanced analytics. In commercial services industries, such as banking, companies are likely to widen the scope of those who have received digital upskilling.

Cognitive skills to ensure that critical players can respond to the need for redesign and innovation - Critical thinking and sound project management are needed in an atmosphere of increased autonomy brought in by remote work. Problem-solving, creativity, and innovation are required to take on the challenges of a rapidly changing environment and business models. For example, to relocate production strategically, companies will have to rethink critical components of their supply chains, including sourcing and logistics, which will typically require enhanced creativity, innovation, problem-solving, and project-management skills.

Social and emotional skills to ensure effective collaboration - Advanced interpersonal skills are needed to ensure that professional ties are kept strong despite the distance. These skills will also be crucial for leaders trying to drive change and support their employees remotely.

Adaptability and resilience skills to thrive during an evolving business situation –

It is important to build self-awareness, self-confidence, and self-reliance in the workforce so that they can use new experiences as a source of learning. In addition, we need to develop their skills to manage time, boundaries, and mental wellness to reinforce resilience.

While the above skillsets will generally stand the managers in good stead to succeed in the post-Covid business world, each manager will be required to develop his or her toolkit to address the issues and challenges faced by him or her on an ongoing basis.

Session Objectives:

- To provide a platform to the Industry and Academia to brainstorm on the changing face of the workforce to meet the challenges of the rapidly evolving business environment in the wake of Covid Pandemic.
- To discuss and debate changing job roles and skillsets required to effectively fulfill the requirements of the new job roles.

Session 1.2: Theme: Industry 4.0: Implications for Higher Management Education Institutions

Overview:

Industry 4.0 is characterized by the advent of Robotics, Artificial Intelligence, the Internet of Things, Augmented Reality, Big Data, Cloud Computing, and Systems Integration. As digital infrastructure, digital identity, virtual delivery of services, digital payments and online inter-activity become components of the new normal, Management Institutions will need to revisit the focus of their educational programs. They will need to impart managerial capabilities to students to enable them to lead teams to enhance organizational productivity through better decision making in fast-paced, technological environments. Management Education will need to prepare students to have the emotional intelligence to become leaders, managers and entrepreneurs, with suitable technical skills to work towards more digitally organized corporates and a more digitally competent society. They will need to emphasize disruptive business models in the wake of the digital surge which is increasing industrial output, saving costs and time, breaking geographical boundaries, reducing fraud, and syncing the demand and supply, across diverse industry sectors.

Business Schools will need to train students to successfully drive digital transformation across organizations. They will need to prepare executives who can anticipate the digital forces, invest in digital infrastructure, work with data, and use analytical capabilities. This is required to capture the gains from evolving business environments for better product and service development as well as delivery and financial models meeting the changing customer demands. In times to come, technology will dominate the emerging job market and there will be an increased demand for talent that is responsible for growing the business by utilizing digital technologies. *Technology management specialists, customer success specialists, lead generation digital specialists, growth managers, digital marketing specialists, relationship management consultants, blockchain experts, artificial intelligence specialists, online sales specialists, change-management specialists, and data analysts* will become the jobs-of-the-times. As high idea mortality rates pose challenges for the industry, students will have to be prepared to accept failure and retain motivation to begin afresh.

Interactivity, Personalisation, Learning flexibility, Project-based learning, Creative thinking and Analytics are the pillars of future. Business Schools will need to further enhance their curricula by including courses on cross-cultural communication enabling the students to collaborate virtually and enhance productivity; add courses on innovation, design thinking, and decision-making to shape a design mindset; enhance the social intelligence of students; add concepts of digital business & strategy, business science, and business economics to aid adaptive thinking. They will need to initiate courses on business tools and integrative courses in business strategy, involve students in institutional projects, social immersion endeavors, industry internship programs, global immersion projects, and supplement classrooms with Artificial Intelligence-enhanced assessments, Virtual Reality powered simulations, digital notes, and digital lectures, etc.

B-School Philosophies in Higher Education will need to center around embracing change, training for disruptive thinking, challenging the existing status quo, and adapting to newer business ecosystems.

Session Objectives:

- To examine how digitization is changing the way the industry functions
- To identify the job roles that will aid corporate growth and sustenance in the future
- To evaluate skills sets required for the new job roles
- To outline the transformational philosophies and curriculum enhancements that will enable Management Institutions to train the requisite manpower for the future

Session 1.3 : Theme: Digital Transformation for Making Students Instantly Employable - 5G, AI, Big Data, Online Commerce and Service Delivery

Overview:

The pandemic crisis indeed brought the whole world to a near shutdown, the importance of the Digital Industry was though never undermined, today, it became the real gizmo for business continuity. Moreover, in the era of Industry 4.0, Digital Transformation is fundamentally changing the way businesses operate and deliver value to their customers. Its stance in enabling businesses to sustain and expand despite the various operational challenges is making it inevitable. Several emerging technologies are aiding this transformation. The process has several challenges along with tremendous opportunities. One of the key challenges during and post digitalization is the requirement of a skilled workforce.

This event is focused on bringing key executives from across the world who have the expertise in digital transformation or have strategically led the digital transformation in their organization, and are willing to share their experiences, latest innovations, technologies, and best practices with the audience. The discussions shall also be postulating various skills required by the employees during and post-Digital Transformation in the organizations.

Session Objectives:

1. To establish new networks.
2. To gain updates from industry experts on how to prepare for Digital Transformation and the next industrial revolution.
3. To understand the role of various disruptive and emerging technologies in Digital Transformation and the impact of digitalization across the enterprise.
4. To learn about the required skillset for instant employability in the era of Digital Transformation.

Session 1.4: Theme: The COVID-19 world and its impact on the future careers in Tourism & Hospitality

Overview:

The tourism industry is one of the most impacted by the coronavirus epidemic, and the future of the sector is still bleak. International tourism dropped by up to 80% in 2020, according to the OECD. Domestic tourism, however, has resumed, and in certain places, it is assisting in mitigating the impact on employment. Proper recovery, on the other hand, will be achievable only when foreign tourism returns. There is a lot of thought process going on sustaining the career prospects of tourism and hospitality students in the current and post-pandemic times.

The Industry leaders have been discussing various skill sets that shall be required from the future graduates. Some of the skills that shall be necessary include multi-skilling whereby the employees can work in multiple departments depending upon need, flexible with work location, highly trained to work with new technologies, innovative in work, and flexible. The hospitality schools are expected to instill such skills among graduates so that by the time they join the industry- they already are future-ready.

Session objectives:

- To identify changes that have taken place in the Tourism and Hospitality industry because of the Covid-19 crisis.
- To identify the skills that shall be required from the tourism and hospitality graduates post covid-19 crisis in the Industry.
- To identify the best practices that the tourism and hospitality schools need to adopt for skilling students.

Session 1.5 : Theme: Building Successful business enterprises in Tourism & Hospitality post-COVID-19 era

Overview:

Information technology has transformed every sector, including the tourism and hospitality sector leading to increased operational efficiency and productivity. However, the COVID-19 crisis proved to be an inflection point forcing the tourism and hospitality industry to take a giant leap which otherwise would have been unthinkable even a few months before the arrival of a pandemic. There is a noticeable change in consumer behavior, forcing the tourism and hospitality industry to reorganize the traditional operational approach. Technology is seen as a panacea to COVID-19 driven-needs and offering solutions for re-opening tourism and triggering the economy. It is a well-known fact that competition in the world of business is no longer based on new products, services, or technologies alone- but enterprises are competing through innovative business models.

The rise of new and better business models disrupts existing ones by adding more value to the products and services. The COVID-19 crisis also acted as a catalyst to speed up the hospitality industry's adoption of such technologies. The tourism and hotel industry has started live-stream promotion and conferencing, using 5G network, Wi-Fi 6, event facial check-in services with AI temperature checks, Robots for F&B room services, and housekeeping deliveries as survival strategies of the Hotel Industry during the Covid 19 pandemic. Further, to enhance service quality and safety, AI and Robots are integrated into daily operations. In short, building successful business enterprises in the Tourism & Hospitality post-COVID-19 era shall be possible using technology primarily coupled with other factors like new business models, etc.

Session objectives:

- To identify changes that have taken place in the Tourism and Hospitality industry because of the Covid-19 crisis.
- To identify the changes that take place in the business models of tourism and hospitality businesses due to the Covid-19 crisis.
- To explore the role of technology in building successful business enterprises in the Tourism & Hospitality post-COVID-19 era.
- To identify the skillset required from employees for building successful business enterprises in Tourism & Hospitality post-COVID-19 era.

Session 1.6 : Theme: Automation: The accelerator to move ahead of cross-roads in Tourism & Hospitality**Overview:**

The scope of automation technology has enhanced the operations in the hotels and tourism business. It can provide enhanced environments for their guests. From purified air to thermally controlled and balanced environments, automation offers solutions for maximum comfort coupled with healthcare. Hotels have been roped in as alternatives to current healthcare infrastructure reducing the mental stress and trauma experienced by patients. Through Automation and machine learning intuitive environments can be created to ensure safety along with comfort. Hotel rooms could also be equipped to connect to healthcare practitioners remotely to offer holistic wellbeing. With large conferences and events as well, we have seen hotels creating a bio bubble to ensure safety and regulation within their premises, providing maximum comfort. To take the applications of automation a step further, hotels could soon employ the use of robots to ensure minimum contact and maximum efficacy in day-to-day tasks such as serving, checking in, cleaning, etc.

Session objectives:

- To understand the developments in conventional business houses, post covid-19
- To explore the upcoming trends in the Hospitality and Travel sector concerning automation?
- To identify ways to adopt paperless and sustainable business practices.

Session 1.7: Experiential Learning through Academia-Industry interface**Overview:**

In higher education institutions, teaching serves an important vehicle for achieving institutional goals of increased effectiveness, efficiency, and the enhancement of student learning. Hospitality and Tourism education is an ever-emerging field in higher education in terms of both the increase in the number of programs and student enrolment. Numerous studies in hospitality and tourism education explore and provide suggestions for effective teaching through the use of a variety of instructional methods in the classroom. Effective teaching calls for the realization that different people have different styles of learning based on their past experiences.

Several studies suggest that the key to successful instruction is to recognize the varying learning styles of students and offer experiential learning techniques to enhance the learning environment for students.

Teachers serve as knowledge-based-decision-makers for choosing the optimal instructional methods that meet students' learning needs.

Session objectives:

- To explore the role of Industry and Faculty mentors in shaping the minds of students in meeting their current needs.
- To identify industry interventions required to collaborate the Theory with Practical concepts.
- To explore the opportunities in developing incubations centers to promote learning.
- To explore ways to bridge the gap in hospitality and tourism education.

Session 1.9: The Role and Function of AI and blockchain technology in the Media & Entertainment Industry

Overview:

Artificial Intelligence (AI) and Blockchain technology are majorly running the Media and the Entertainment industry. Jobs like Social Media Marketing and managing is growing at a fast pace, thus it is important to know about the utility of these two technologies for upgrading the knowledge of our students. It is essential to understand the role and importance of AI and Blockchain technology and apply the same in the newsroom of the current times.

With the introduction of democracy of Media, the “participatory culture” which involves users, audiences, consumers, and fans in the creation of culture and content, is emerging. Besides people are now themselves content creators unlike before, when online activity was restricted to only consumption of content. Apart from that students of Mass communications are also embracing the “Influencer Culture” for which success lies greatly in devising social media marketing. Thus an attempt will also be made to understand how one can benefit from content creation by using these two technologies.

Session objectives:

- Understanding what is AI
- Understanding Blockchain technology
- The history and growth of these 2 technologies
- Contribution of these 2 technologies in mass communication and in content creation
- Use of AI & Blockchain technology in today's newsroom
- Use of these 2 technologies in Social media marketing
- Role of this in Influencer marketing
- Exploring possibilities of Blockchain Journalism

Session 1.10: Prospects of Growth and Innovation: Data & Emerging Media

Overview:

The year 2020 was all about digital technology and this led to the rise of various media technologies. From Artificial Intelligence to Cloud Computing to Robotics, the Media industry is one such industry to encounter and successfully navigate the spate of digital disruption. Another booming industry is Gaming Industry which was around 90 billion Indian rupees in 2020 and offers tremendous growth in online gaming professionals. In addition, the Data Analytics is an area that is becoming indispensable the world

over; different companies belonging to different sectors need to utilize their data in a better way. Professionals not only analyze the data but they use the analyses to also help their clients in strategizing the marketing plan and determining the growth. Hence, Competition in media is intensifying. Fast-changing trends and advancements in technology are creating opportunities for various experts and professionals.

Session objectives :

- To discuss various skillsets and upcoming opportunities in Emerging Media Technology
- To explore various aspects of the Online Gaming Industry and gaming as a profession.
- To explore various aspects of Big Data & Data Mining along with its utilization.
- To discuss the various skillsets under Data Handling, Data Mining, and Data Utilization.

Session 1.11: Theme: Future Skill Sets and Job Roles in Media and Communication Sector

Overview:

The Media & Communication Industry is currently going through a major transformation. Advancements in digital technology have changed how information is produced, distributed, and consumed. Communication has become more diverse than ever. It is important for media professionals, educators & learners to explore and understand the scope of these emerging media technologies. With Artificial Intelligence and augmented reality, companies are finding new ways to reach their target audience with personalized and adaptive media content. The industries are evolving and hence the job roles and opportunities are also changing. From being a mobile journalist, a content creator, an influencer to a mobile application developer among many other new job profiles, the industry has created space for creative and innovative individuals to pursue their interests.

Session objectives:

- To identify future skill set required for budding media professionals to excel in the industry.
- To understand how job roles have changed and what kind of new opportunities have emerged.

Session 1.12: Theme: “Building a Future-Ready Communicator: Changing Trends of On-Demand Content in COVID Times”

Overview:

Media consumption globally is shifting to digital formats. The rise in the number of devices capable of supporting digital media coupled with increasing internet access & bandwidth has provided customers with an opportunity to access the media content anytime, anywhere. Media consumption in India as well has shown a tremendous increase and has seen a significant jump from traditional media to new (digital) media. The rise of digital media players namely Netflix, Hulu, Amazon, Apple TV, etc. are perplexing the traditionally maintained supremacy of television as the main entertainment hub, creating space for on-demand content. Thus, the primary question arises how to create effective on-demand content and being an effective communicator for the same.

Session objectives:

- To understand the development and trends of on-demand content.

- To deliberate on the creation of tailored content for the consumer.
- To define the market requirements for nurturing skills of students

Session 1.13: Theme: Embracing Change & Transformation – Breakthrough Innovation

Overview:

Transformation is a process of bringing radical change to the context that sets a new direction and takes the organization to an entirely different level of effectiveness with little to no resemblance to the past. There is always a need for positive change and for transforming people's lives regardless of what has been achieved so far by the organization or the society. There is always room for people to dream big, think big, make a difference, and make an impact to bring about transformative change.

Transformation is required in virtually any field, whether it is business, technology, education, health care, banking, agriculture, politics, entertainment, transportation, cities, or manufacturing. Transforming an organization or the lives of people within a society is purely a leadership-based mission that requires a creative and innovative mindset. The aspects of the transformation process include purpose-driven vision, creativity, innovation, design thinking, agile transformation, cultural transformation, digital capabilities, human experience transformation, and business model transformation. Creativity and innovations are indispensable for the growth of business and the success of the organization. It is an important factor that helps traditional companies and educational institutions in foreseeing the potential threats and rising competition.

Breakthrough innovation is not something everyone can accomplish. You must systematically develop the capability to execute it successfully, and that is something you do not achieve overnight.

Successful reengineering in higher education must begin with teaching and learning, rather than administrative processes. If higher education institutions aspire to be more competitive, they need to apply the reengineering principles to redesign their processes. It is time for higher education organizations to learn from their business counterparts.

At the end of the day, it must be remembered that transformation is not limited to the periphery of business and technology; it scales deep across people (culture, beliefs, society), process (system, methods, procedure), and strategy (plan, policy, rules)- hence, all aspects of making business happen.

Session Objectives:

- To understand how the higher education institutions have embraced the change?
- To transform through breakthrough innovation, and adopt new product offerings.
- To explore the new ways of sustenance.