



INTERNATIONAL CONFERENCE ON BUSINESS DIMENSIONS IN DIGITAL ERA: CHALLENGES AND PERSPECTIVES

Date: Feb 03, 2019(Saturday)

Venue: Seminar Hall, AIMT Campus, Greater Noida

The one day International Conference on “Business Dimension In Digital Era: Challenge & Perspectives” was successfully organized on 02nd February 2019 at Army Institute of Management and Technology, Greater Noida which witnessed an enthusiastic response and participation from students . The convener of the conference was Dr Monika Jain.

The conference started with lighting of the lamp by the honorable guests. Cmde (Dr) Vivek Chawla (Director, AIMT) welcomed the dignitaries. He emphasized on the theme of the Conference and how digital disruptions are creating opportunities for the millennial. He emphasized organizations will have to adapt to the disruptive mega trends shaping business, society, economics, cultures, and personal lives worldwide.

In his Opening address Lt. Gen Asit Mistry-AVSM, SM, VSM (GOC, Delhi Area & Patron AIMT) highlighted the importance of digital arena in employment and in fulfilling the needs of society by solving the existing problems. He substantiated this by quoting couple of examples like that of OODA Loop (Observe, Orient, Decide and Act) for adapting the digital changes in the industry. He concluded with “if you do not innovate then you will be left out”.

The conference continued with the video bite of Dr. Avinandan Mukherjee, Dean Lewis School of Business, Marshall University, who had visited the Institute on 7th January 2019 and had sent his best wishes for the conference. He highlighted the role of big data and AI in almost every field and the knowledge of which has become a norm of business. He stated that the digital disruptions will not challenge humans instead they will facilitate new opportunities.

Mr. Vivek Mehrotra, Head of learning & Development, Zomato highlighted that the pyramid of flow of ideas is now upside down and the best ideas are coming from the first level of management. He shared his life lessons learned through experience in various organizations depicting the various aspects of management and dealing with change.

Mr. Rocco Weglarz, Senior Executive Officer, Geneva Centre for Security Policy carried forward from where the previous speaker concluded by adding that the work culture is becoming more dynamic and there are no fixed working hours a manager is bound to work. He talked about the



role of Government in penetrating the technological advancements till the grass root level and in helping various sectors work more efficiently and in collaboration with each other.

Then, our Chief Guest, Dr Charan Singh, Non-Executive Chairman, Punjab & Sind Bank, shared his experiences of Harvard, RBI, IMF and IIM. He highlighted that the best strategies come from Army as it is not a matter of profit or loss, it is a matter of life and survival. He added that currently numerous Indians are CEOs of various top IT companies but very few are the founders and wished to see more Indians coming up with disruptive ideas. He concluded his talk with “technology is to assist the leader, not to replace the leader.”

The inaugural session ended with felicitation of dignitaries by Maj Gen Rajpal Punia, YSM, COS Delhi Area & Chairman AIMT. and with vote of thanks. He shared his views with the audience that an administrator is required in each & every field and technology does not always help the administrator.

The first session focused on “The Implication of Digital Technology”, Mr. Rajesh Shrivastava, Business Head, Swells MSX International was the moderator of the session. Mr. Shrivastava who is an alumnus of AIMT/FOMS welcomed the presenters and dignitaries and shared his experiences in the highly volatile era of technology. He gave a glimpse of changing work environment and taking learning from anything which happens around an individual.

The first presenters for the session were the students of AIMT, Mr. Sugam Kumar and Ms. Sapna Sharma. The topic of their research was “Impact of Disruptive Technologies on Marketing” .They talked about, Disruptive technologies and how it’s being used extensively utilized in for numerous business processes.

The seminar continued with second presentation by Mr. Durgesh Pattanayak, Senior Manager Tata Steel. Mr. Pattanayak shared his insights on how Mega construction projects have suffered considerable losses due to conflicts, budget overruns, claims and counter claims, which are mainly caused by supply delays and disruptions; these situations are intensified by the lack of precise information and poor communication between project actors and between project phrases.

To ignite the light of knowledge further Mr. Ashraf Alam, University of Delhi came on the podium and presented the third paper. He threw light on a very important topic, which focuses on the brand value of the Private international schools in India.

Mr. Rajesh Shrivastava, who was moderating the session, highlighted the takeaways from the researches and thanked the Director & faculty members of AIMT for making this event a success.



The parallel track of the first session on “Digital transformation -Challenges & Opportunities” and the first paper was presented by Dr. A. Sajeevan Rao, Professor, Amity Business School, Noida along with Pratibha Goswami & Neha sharma, Associate Professor, Accurate Institute of Management on the topic –A Study on Green HRM Practices In ITES Industry in NCR India. The study focused on Green HRM Practices in Delhi NCR as compared to South India. From the study it was found that there is a significant interrelationship between satisfaction of the e-HRM systems and tenure, work experience, and age but there no significant interrelationship between satisfaction of the e-HRM systems and gender.

The Second paper of the session was presented by Dr. Yaseen khan, Assistant Professor, AIMT along with Meenakshi Joshi, student AIMT on the topic – Digitalization of HR trends and practices: challenges and opportunities to recruit new entrants

The Next paper of the session was presented by Dr. Brijesh Kumar from R.B.B Management Institute, on the topic- Forensic audit a new challenge for practicing accountants in India and initiative of ICAI. As in India, The forensic accountants are facing the challenge of gathering information against political compulsion, traditional and complex judicial system etc. that is admissible in the court of law.

The Next paper of the session was presented by Dr. Babita Bhati, Assistant Professor , Army Institute of Management & Technology, Greater Noida along with Mr. Devendra Singh, student AIMT on the topic –A Study of FMCG Market Distribution in the age of Digitalization. The study was based on The Modern distribution techniques that are being used to promote the sales in FMCG sector in the Western region of India

The last paper of the session was on the topic –A study on awareness for online Payment. The paper was Co-authored by Dr. Anubhav Verma, Assistant Professor, AIMT ,Ms. Sapna Sharma , & Mr Abhinav Vashistha Students AIMT. The paper showed that there is dependency of online purchase of customers on different parameters. Hence before starting digital marketing the companies should focus on these parameters. This will help organizations to get maximum customers by promoting the products to those target marketing.

The second session Post lunch focused on “The Implication of Digital Technology”, and the moderator of the session was Col. Krishna Kumar, **CEO C2DL**. Col. Kumar emphasized on the theme of the session and how implication of digital disruption is everywhere and how it is playing pivotal roles in the growth of the different business. .

The first presenters for the session were the students of AIMT, Mr. Prabhakar Mishra and Ms. Shivani Pandey. The topic of their research was “A Study of Need & Demand of Green



Marketing in India". Sharing their research with strong evidences, they provided some insights about the demand of green marketing in India.

The seminar continued with second presentation by Prof. PD Saini, Dayalbagh Institute and Ms. Komal Jaiswal. Ms. Jaiswal highlighted the role of cashless economy and various advancements in the field. She emphasised on Implication of cashless economy, which is a major step towards making India a developed nation. The researcher also suggested certain steps which can be taken to enhance e-filing and making India a cashless economy.

Col. Krishna Kumar, the moderator of the session highlighted the takeaways from the researches thanked the Director & faculty members of AIMT for making this event a success

Conference ended with the theme of Strategy and Disposal for Digital Interruptions, which included various speakers - Commodore (Dr.) Vivek Chawla, Director, gave the closing address .Followed by Guest of honor address by Capt. Akhilesh Saxena, VP, Tata Communications who brought out the lessons learnt during Kargil war.

Shri Mrityunjay Kumar, Head Marketing, TOI, enlightened the audience about the problems technology is bringing & conveyed his views on the theme of the session.

Mrs. Sabina Kamal, Founder and COO, MobiQuest Mobile Technologies encouraged viewers to see how the ideas of consumers are changing due to the digital revolution in the 21st century. She said that technology is getting more advanced and consumers are becoming more aware, they have access to information globally

Finally the chief guest of the valedictory session ,Dr. JD Agarwal, Founder and Director, IIF Greater Noida compared the growth trajectory between India & China and how technology has played a bvery important role for the same.

The ceremony was concluded by Dr. Monika Jain - Conference convener. She expressed gratitude to all the guests, students, faculty and staff from various institutes. And finally, the ceremony was concluded with the national anthem.



