

# IIM Raipur successfully concludes its 3rd ICDE

## And 14th ISDSI Annual Conference 2020

### Central Chronicle News

Raipur, Dec 29: IIM Raipur successfully concluded the second day of its 3rd ICDE & 14th ISDSI Annual Conference 2020 on Tuesday, December 29, 2020. The three-day packed conference added weight in terms of knowledge and ideas to all the attendees. The day began with academic paper presentations across 14 parallel tracks by academicians hailing from various B-schools across the country.

An industry panel discussion initiated on the topic 'Building New Digital Ecosystem to Enhance Employee Engagement'. The moderator of the discussion, Professor Chandan Chowdhury, ISB Hyderabad, mentioned that concepts like the 4th industrial revolution were confined to large companies, and have now sparked interest in companies of various scales.

He went over a few market trends in the environment and highlighted the need for digital continuity for companies to survive in the next few years. Dr C Jayakumar, VP & Head - Corporate Human Resources, Larsen & Toubro Ltd., touched upon the concept of employee engagement. He emphasized that employees should strive to give their best, have a sense of ownership, and should have trust in the leadership and in the company. Furthermore, he iterated that digital technologies are revolutionising the talent acquisition process with technologies like AI and ML which can generate call letters personalized to the candidate and eventually helps in engaging employees.

K Vaitheeswaran, Entrepreneur & Author, discussed the effects of COVID-19 on startups by taking an example of his start-up named 'Again Drinks'. Adding to his examples, he said that constant supervision and engagement from employers are required for employees to be able to meet individual goals



and team goals. Avinash Arora, Director Transformation, brought to the table an interesting point that driving enterprises is the only way to alleviate the pressures originating due to unforeseen challenges. He emphasized that the organizations need to modify themselves to accommodate these changes. He concluded his discussion by touching upon the trends that will transform the business over the next five years. A special event of Directors Panel was conducted on

the topic 'Management Education in India'. The moderator of the discussion, Professor Ravi Kumar Jain, Director SIBM Hyderabad, set the tone for discussion by mentioning that crisis due to Covid has exacerbated the process of technology adoption in a few months and the world is marching towards industry 4.0. He further asked the panellists to share their thoughts on the future of management education in Indian context. Professor Bhimaraya Metri, Director IIM Nagpur, took forward the discus-

sion by mentioning that the future of education is extremely bright. He said that Online has become Mainline and Mainline has become offline in COVID-19 times along with highlighting the importance of capability in these testing times. Adding to his points, he iterated that situational and contextual based learning is the need of the hour. He concluded his discussion by mentioning that the interdisciplinary approach of NEP will be the future. Professor Bharat Bhasker, Director IIM Raipur, shared his thoughts on restructuring the model of education and mentioned that it will be dependent on the environment shaping around us. He pointed out that the whole infrastructure on which you build your business tends to get obsolete in a fast paced manner. Providing an interesting perspective, he mentioned that the models continue to evolve and emerge as technology in the backend evolves and emerges. He reiterated that understanding the change, living with

the change and coping with the change is something future managers should be prepared about.

Professor Mahadeo Jaiswal, Director IIM Sambalpur, started off his discussion by stating that more and more digitalisation is already happening in organizations. He further discussed three major industries - Agriculture, Manufacturing and Service industry. Discussing the future need he mentioned that the future of management will be more on collaboration, experimentation and innovation.

Professor Khedkar Eknath, Vice President DSI Asia Pacific Division, highlighted that data analytics along with negotiation and communication skills are important for future business schools. He further talked in detail about the four major issues related to the management in Tier 2 and Tier 3 colleges them being - faculty, branding & accreditations, research output and placements. He concluded his discussion by stating that quality of education is important.