

# Management@DME

## COMMUNITY NEWSLETTER

OFFICIAL NEWS LETTER OF THE DME MANAGEMENT SCHOOL

**GSMC 2021 CONFERENCE SPECIAL NEWSLETTER**



### 2<sup>nd</sup> Global Strategic Management Conference [GSMC 2021] “Workplace Digitalisation: Challenges, Opportunities & Future Trends”

[13<sup>th</sup>-20<sup>th</sup> November, 2021]



#### Editorial

*“The thing that's transforming is not the technology  
- it's the technology that is transforming you.”*

Jeanne W. Ross

The legacy of GSMC percolated down another year with the inauguration hosted on 13th November 2021 by DMS on “Workplace Digitalisation: Challenges, Opportunities & Future Trends” This eight day long event endeavored to delineate intricacies of challenges posed by digitalization and provide pragmatic insights to curb the same.

The opening ceremony of the GSMC 2021 was dawned upon by the inaugural session as well as the HR Conclave wherein our Chief guest Mr. Rajeev Bhadauria, Ms. Gauri Das and Mr. Manoj Kumar Chaudhary spoke about the robustness required in the digitalization of workplace keeping in mind ethical HR policies, practices, and processes. They gave insights which were aligned with contemporary issues and valuable solutions to curb the challenges posed by the digitalization of workplace especially brought on by the pandemic.

Brief introduction of the vastness pertaining to the various tracks endeavored to be covered during this period was the highlight at the inauguration. The exciting eight days following the grand opening of the event were graced by eminent academicians like Prof. Nagalingam from SIIT, Sri Lanka for FINTECH, Dr. Shad Ahmad Khan from University of Buraimi, Oman for MARKTECH, Dr. Sean Watts from Keimyung University for HRTECH and Dr. Farah Naqvi from GCUE Kuwait for EDTECH who shared their resourceful insights regarding Workplace Digitalisation: Challenges, Opportunities & Future Trends. 50 papers were received out of which 30 papers were selected for the purpose of the respective tracks.

The final day of the conference concluded with IT Conclave which was graced by our Eminent Guests Mr. Hemant Sahal, Mr. Mukesh Dube & Mr. Bharath Vasudevan from & Valedictory Session was attended by all the Guests. It also facilitated the best paper awards to eminent and deserving research scholars in various tracks of the Conference.

GSMC 2021 was culminated on an enthusiastic note of carrying forward the spirit of innovation, research and adaptation in the sphere of management. We look forward to the annual fervent collaboration of industry and academia to foster contemporary research for developing global economy.

Dr. Seema Mam  
Conference Convener, GSMC 2021  
Associate Professor, DMS



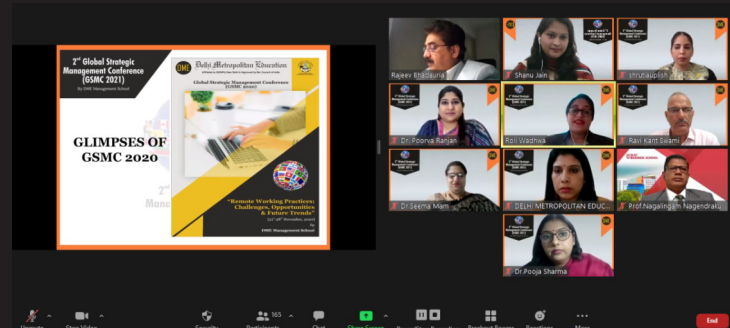
#### HR Conclave & Inaugural Ceremony

The Inaugural Ceremony of the 2<sup>nd</sup> Global Strategic Management Conference (GSMC) on 'Workplace Digitalisation: Challenges, Opportunities & Future Trends' was held by DME Management School on 13th November, 2021.

The session was commenced by Ms. Roli Wadhwa, Assistant Professor, DME Management School (DMS) with the lighting of the lamp. She then briefed the audience about the institute, Delhi Metropolitan Education and DMS followed by the display of GSMC 2020's glimpses. After introducing the Convenor, Dr. Seema Mam, Associate Professor, DMS and the Co-Convenor, Dr. Pooja Sharma, Assistant Professor, DMS, the session was handed over to Dr. Pooja Sharma to give a detailed view of GSMC 2021.

The session proceeded with the valuable views shared by Professor (Dr.) Poorva Ranjan, Head, DME Management School. She expressed her views that as the workforce changes, HR must continue to discover modern paths to achieve industry results with greater simplicity and widespread relevance. Professor (Dr.) Ravi Kant Swami, Dean-DME Management School and Director-DME, also gave his valuable insights on the theme of the Conference. He shared his views on how the business world has changed after the pandemic, which ultimately affects digitalization.

Many notable guests also graced the HR Conclave and enriched the knowledge horizons of the participants. Firstly, we were joined by Mr. Rajeev Bhadauria, Managing Partner, Ebullient. He shared his familiarity and visions of HR in workplace Digitization. He opined that Digitalizing Human Resources (HR) will shift everything about the way we act, containing the essence of our work, employment structures, understanding, workers, workers' expectations, and the skills needed to do one's job. We were also joined by Ms. Gauri Das, Vice President, and Head- HR, India Factoring and



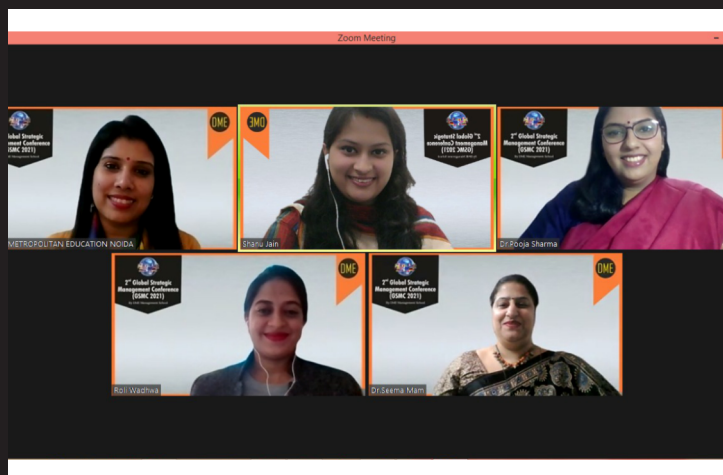
Finance Solutions Private Limited. She has 15+ years of experience in crafting and aligning HR strategy with business goals. She conversed about industry leaders and individuals with propelling performance and boosting capabilities in HR. We also had Mr. Manoj Kumar Chaudhary, Head- Human Resources, Edelweiss Asset Management, with us on this occasion. Sir shared his views on the new trends on workplace digitalisation. We were also joined by Prof. (Dr.) Nagendra Kumar Nagalingam, Associate Deam, SLIIT Business School, Sri Lanka.

This was followed by a Panel Discussion which was moderated by Dr. Pooja Sharma and Dr. Seema Mam. Mr. Rajeev Bhadauria Sir threw light on "Government Level Initiatives and Strategies in the context of Workplace Digitalization" wherein he shared that we should see the positive side of being digitalization rather criticizing it. He said that students should be vigilant while making their choices that whether they should take the advantages of the internet and learn new skills from it, which will help them in future. Then, Ms. Gauri Das Ma'am advised some important tips to the students by reciting a story of Arun who was very much into Digitalization and in 2014 people were not having that much of mind or skills to get digitalized.

Later, Mr. Manoj Kumar Chaudhry emphasize on the efforts of going digitalized. He concluded by mentioning that there is no big change as such, whether it is being offline or online we should start our day with a smile on our face and with positive attitude.

The panel discussion was followed by questions and answers round where the students clarified their doubts.

The inaugural session ended with Dr. Seema Mam thanking eminent guests for sparing their valuable time and enlightening the students as well as the audience and all those who provided their support for ensuring the smooth flow of the conference so far for .



## Technology Usage in Finance, Insurance and Accounts Workplace [FINTECH]

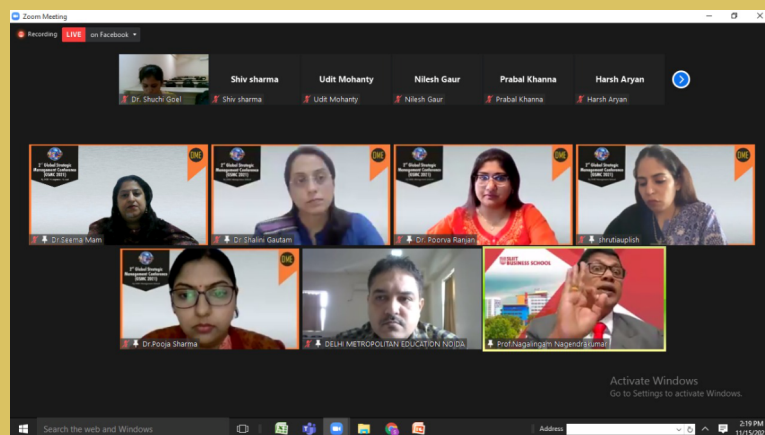


Global strategic Management Conference 2021 on 'Workplace Digitalisation: Challenges, Opportunities and Future Trends' was attended by around 162 attendees. The session was based on 'Technology Usage in Finance, Insurance and Accounts Workplace [FINTECH]' and was hosted by Dr. Shalini Gautam, Associate Professor, DMS.

The session started with a Master Class where the key note speaker for the session was Honorable Prof. (Dr.) Nagalingam Nagendrakumar, Sir holds a Ph.D., Master's, and bachelor's degrees in University of Sri Jayewardenepura, Colombo, Sri Lanka. He is a fellow member of Association of Public Finance Accountants of Sri Lanka, Chartered Public Finance Accountant (UK) and a member of Association of Accounting Technicians of Sri Lanka. He is presently heading the Department of Information Management at SLIIT Business School. He has served many positions in academic and professional education institutions. He holds 25 years of experience in teaching and research works in management and accounting.

The session theme for GSMC 2021 Day 2 was Technology Usage in Finance, Insurance and Accounts workplace [FINTECH]. The Masterclass Speaker, Professor (Dr.) Nagalingam Nagendrakumar provided us with information about Fintechs' role in bank insurance and other financial sectors..He mentioned about the use of Information technology to improve efficiency of operations in the field of Finance. Sir also stressed that newer strategies should inculcate tech as enablers in their business. He also focused on how everyone should be able to tackle fintech.

He further mentioned that fintech enables world to the latest trends and change, facilitate and enable transitions. One Must check the fintech environment and its effect on the organization's structure and market competition. All businesses after 2019 are incorporating Fintech. He also





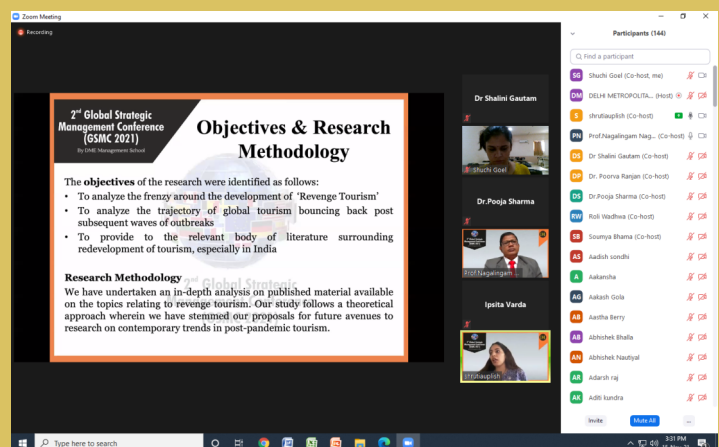
highlighted that accounting is becoming automated and the accountant profession is getting less important. He also stated that 90% CEO of banks are concerned with techno advancements and 70% CEO of insurance are concerned with internet of things.

This GSMC Track enabled the participants to understand, analyse and effectively leverage the emerging financial innovations and become a part of the new FinTech revolution.

Later the Master class was followed by Paper Presentations .The external chair for the session was Prof. (Dr.) Nagalingam Nagendrakumar and the internal chair, Dr. Shuchi Goel, Assistant Professor, DMS.

Papers were presented in the field of Technology in Finance. The first paper was presented by Mr. Udit Mohanty wherein he talked about Distributes Ledger Technology (DLT) in shaping economy of things (EoT). It focused on various technologies that have become more useful in the current digital times. The seond paper was presented by Dr. Zain Mehdi. wherein he focused on explaining how digitalization has affected FDI in the retail sector of India. The third paper was presented by Ms. Shruti Auplish on an interesting topic of Impact of Revenge tourism. How decline in the severity of Covid has led to a surge in aggressive tourism in India. The 4th paper was presented by Ipsita Varda on Dark Side of Digitalisation. And the last paper was presented by Soumya Bhama on 'The Paradigm of AI in Social Media Marketing.

All the papers were very well presented. The session ended with the Vote of Thanks by Dr. Shalini Gautam.



Ms. Ayesha Khan  
(BBA 2020-23)

## Technology Usage in Marketing Workplace [MARKTECH]

Workplace Digitalization: Challenges, Opportunities & Future Trends' organized by DME Management School, was hosted by Ms. Shruti Auplish (Assistant Prof. at DME Management School). She started the session by welcoming the Key Speaker, Dr. Shad Ahmed Khan Assistant Professor, Buraimi, Oman, as well as the audience for the Master class on the topic 'Technology usage in marketing workplace [MARKTECH]'.

Dr. Shad started the session with a brief introduction of what is marketing and how it is not just marketing but global marketing. Dr. Shad explained the evolution of marketing on how it was earlier product focused but now its consumer focused and how the feedback concept has changed the way marketing works. The attendees were introduced to the E-Marketing concepts and different ways E-marketing is done.

As the insightful session came to an end sir concluded the session by mentioning the predicted trends emerging for Marketing. He talked about how the future of events will be hybrid and marketing companies will take more ownership and the ways AI would be helpful.

After the session was concluded it was time for the paper presentations that were lined up for the day and to judge the presentation two panelist were appointed, Dr. Shad as the External Chair and Dr. Shalini Gautam (Associate Professor at DME Management School) as the Internal Chair.

The presentations were intriguing and showed how the market and consumers are trying to connect more through technology and how important it is for the organizations to cope up with dynamic environment. The first paper was on the Study to Improve Suppliers Management Practice Through Technology, by Dr. Surajit Das. The second paper was presented by Dr. Priyanka Malik and Dr. Shalini Gautam on the impact of IOT on customer's Purchase Intention followed by a third presentation on Assessing Impact of Destination Brand Building Through on-screen media in India: A study on Sacred Games by Ms. Shruti Auplish and Professor. Dr. Kavita Chauhan. Fourth paper on Marktech Entrepreneurship and startup Case studies was presented by Ms. Charu Sukhija. 7 papers were presented in total.

With this, the session ended and Dr. Seema Mam expressed her gratitude on behalf of the whole DME Management School Faculty and thanked Dr. Shad for his presence.



Mr. Ayush Dube  
(BBA 2019-22)

# Technology Usage in Human Resource Workplace [HRTECH]

Global Strategic Management Conference 2021 on 'Technology Usage in Human Resource Workplace [HRTECH]' was attended by around 150 attendees and was hosted by Dr. Seema Mam, Associate Professor, DMS.

The session started with a Master Class by the key note speaker for the session Prof. (Dr.) Sean Watts who is a Professor at Keimyung University. He researches and teaches Cross-Cultural / International Management and Marketing with technologies including MOOCs, and has over 85 articles and books. Prior to academics, he had significant experiences as a corporate executive with Applied Materials, Samsung, and others including the UN, and in 128 countries. He holds a Ph.D. in International Management and an MBA from Yonsei University, and a BSc from Bishop's University, Canada.

The Master Class Speaker, Professor (Dr.) Sean Watts provided started the session by talking about the role of HRTECH in Human Resource industry. He emphasized on the use of Information technology to improve efficiency of operations in the field of Human Resource. Sir highlighted the set of tools and technologies used by Human Resource professionals to research, analyse, organize, manage and enable HR business performance through integration of people and technology.

Getting your digital solutions right has never been more important - especially when it comes to managing your people. Effective HR tech can be the difference between an engaged and a disaffected workforce. Managing the move towards new tech is just as important. As business looks at new and innovative ways of solving problems through digital, an integral part of your leadership role is making sure your employees are along for the ride. He shared his suggestions to improve one's odd by improving keywords, keywords in context, applying early and using free tools. With his tips and suggestions to make most of the technology, he also enlightened the audience about less talked disadvantages of Internet Recruitment. This GSMC Track enabled the participants to understand, analyze and effectively leverage the emerging HR innovations and

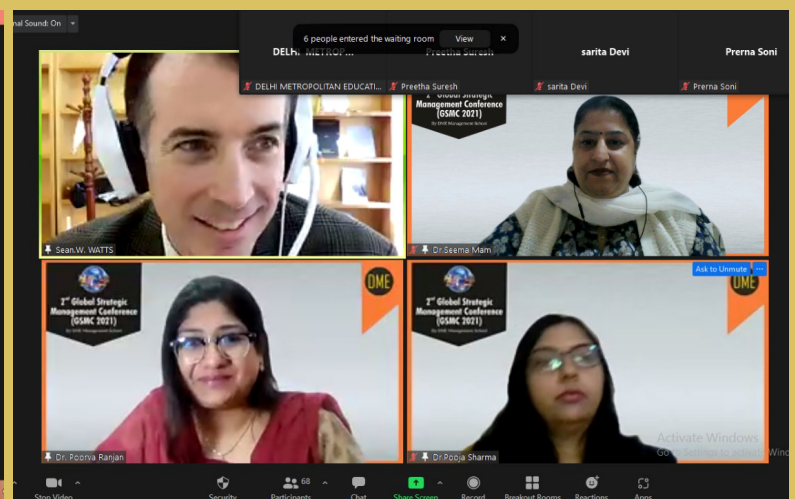
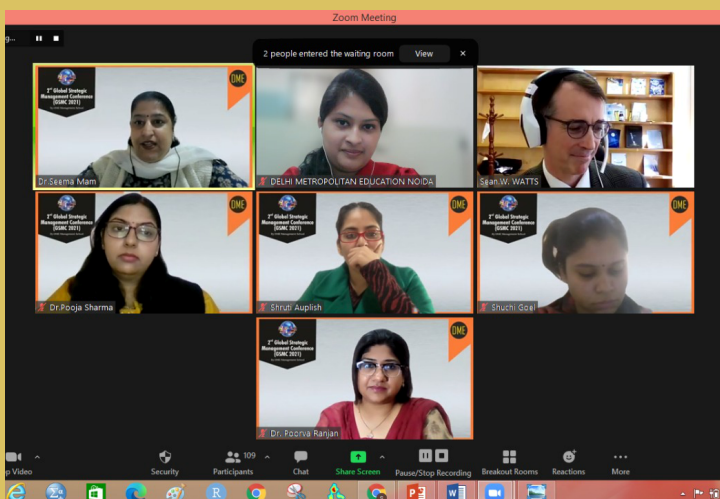
become a part of the new HR revolution.

Later the Master class was followed by Paper Presentations. The external chair for the session was Prof. (Dr.) Sean Watts and the internal chair, Dr. Pooja Sharma, Assistant Professor, DMS.

Papers were presented in the field of Technology in HR. The first paper was presented by Ms. Preetha Suresh on Synchronization of Technology and Human Resource Practices for Sustained Competitive Advantage. She highlighted the importance of adapting to the changes in the industry. The second paper was presented by Ms. Vandana Dubey on Exploring the Dynamics of Human Resource Analytics. Her research paper identified the changing business dynamics, challenges faced by the HR in developing highly competitive and agile workforce. The third paper was presented by Mr. Shadab Mohd. Khan on an intriguing topic of E-learning Experiences of the Entrepreneurial Education Students: A Thematic Analysis. The fourth paper was presented by Ms. Sukanya Dutta on Legalities in HR Technological Integrations. She talked about the types of HR technologies used by companies, their special features and how they can violate the rights of the employees. The fifth paper was presented by Ms. Shanu Jain and Ms. Sarita Devi on the topic Past, Present and Future of Work from Home: A Bibliometric Analysis, highlighting the progress of the concept of remote working. Sixth paper was presented by Dr. D.K. Shukla on Effective Leadership in Organization through Information and Communication Technology (ICT) and the last paper was presented by Mr. Anan Bhavit Sadh and Ms. Khushi Chaudhary on Effectiveness of Online Mentoring Tools.

A total of 7 papers were presented. All the papers were very engrossing and well presented. The session ended with the Vote of Thanks by Dr. Seema Mam.

Ms. Khushi Bora  
(BBA 2019-22)





# Technology usage in the Academic workplace (EDTECH)

Global Strategic Management Conference 2021 on Technology Usage in the Academic Workplace (EDTECH) was attended by around 120 attendees and was hosted by Ms. Shruti Auplish, Assistant professor, DMS.

The meeting began with the Master Class by Dr. Farah Naqvi, academician, Corporate Trainer, and HRD consultant. Currently, she is associated with GCUE Kuwait as Management Faculty. Also, she is engaged in rendering training and consulting services to many organizations across the globe. In her academic & training career, she has worked with premier institutions like the Indian Institute of Management Ahmedabad (IIMA), IBA Bangalore, Centre for Organization Development, Hyderabad (COD), ICFAI Hyderabad, and NSRIC Canada. Dr. Farah has conducted consulting & management development programs for a diverse clientele throughout her career including the Ministry of Finance Govt. of Afghanistan, Oriental bank of commerce, Power Grid Corporation Ltd., Bharat Electronics Ltd., National Mineral Development Corporation Ltd., Bharat Sanchar Nigam Ltd., College of Defense Management, Hyderabad, Officials of Indian Administrative Services (IAS, IFS) to name a few.

Dr. Farah Naqvi started the session with the wonderful quote, "The future will be about pairing the artificial intelligence of computers with the cognitive, social and emotional capabilities of humans, so that we educate first-class humans, not second-class robots." Then she pointed out the technological optimism in the teaching profession post COVID. Then she explained the difference between the Traditional Teaching and Flipped focus by giving some of the advantages of Flipping like- increases student Engagement and learning is more collaborative. Later she explained about Chatbots for education; how chatbots simplify the interaction between students and computer, providing wide range of benefits. She also focused on some major advantages of implementing ERP at educational institutions. She also shared some types of Online Proctoring Systems and Artificial Intelligence Proctoring Systems.

Later the Master Class was followed by Paper Presentations. The external session chair for the session was Dr. Farah Naqvi and the internal session chair, Dr. Seema Mam,

Associate Professor, DMS.

Papers were presented in the field of Technology usage in the Workplace. The first paper was presented by Mr. Ashok Sen Gupta on Challenges faced by Primary teachers in Implementation of Innovative Teaching Pedagogy during Pandemic. The objective of this Presentation was to understand issues and challenges related to online teaching faced by Primary teachers. The second paper was presented by Ms. Priyanka Yadav and Ms. Kavita on the topic Role of E-governance In Education Sector Of India During The National Lockdown 2020. Their paper identified that technology based learning has benefitted the students immensely in this unprecedented time. The third Paper was presented by Dr. Tanuja Yadav and Dr. Yashoda Verma on the topic; Cognitive and Social Constructivism in Teaching and Learning through ICT Tools. The fourth paper was presented by Ms. Prerna Soni and Ms. Pooja Tripathi on the topic Digital Literacy: Changes after COVID-19, which concluded that academicians will now have transparent knowledge available to them, and the material in this study paper will assist them in proving themselves as a valuable asset to an organization. The fifth paper was presented by Ms. Srilakshmi Karampudi on the topic, The Sensation that EDTECH has created. EDTECH has changed the education delivery system all over the world and K-12 system has a major role in this development. The sixth paper was presented by Ms. Shruti Singh and Dr. Shuchi Goel on the topic of Digitalization in Education; it focused on the impact of digital teaching on the teachers and the students. The seventh paper was presented by Mr. Ayush Dube, Dr. Pooja Sharma and Ms. Shanu Jain on the topic, Are Webinars an effective tool for knowledge dissemination in COVID Era? A survey based study in Higher Educational Institutions. The Eighth paper was presented by Dr. Pooja Sharma and Ms. Shanu Jain on the topic, Motivation and Perception towards Online Learning: Growing interplay in the Topical COVID-19. The Ninth Paper was presented by Mr. Ravi Prakash on the topic, Data mining for contextual intervention to enhance e-learning.

Eleven papers were presented in total. The session finished with the vote of thanks by Ms. Shruti Auplish.



## IT Conclave & Valedictory GSMC-2021

GSMC-2021, “Workplace Digitalisation: Challenges, Opportunities and Future Trends” organized by DME Management School came to an end in the afternoon of November 20th, 2021. 150 participants from various countries participated in this mega-event of which few delegates were from outside India countries viz., Oman, South Korea, Kuwait, and Sri Lanka. During the 8 days long (from Nov 13 to 20, 2021) conference, 4 technical sessions on different themes were conducted including over 30 paper presentation and 4 Master Class Session. Conference was graced with the presence of around 14 keynote Speakers, all coming from different culture, community, background, profession and country.

The Chief Guest of the valedictory function were Mr. Justice Bhanwar Singh (Director General, DME), Mr. Aman Sahni (Vice Chairman, DME), Dr. Ravikant Swami (Director, DME), Prof (Dr.) Poorva Ranjan (Head, DME Management School), Mr. Hemant Sahal (Founder and CEO CollPoll), Mr. Mukesh Dube (General Manager and Global Head Cyber Security Operations Netsurion Technologies, Florida), Mr. Bharath Vasudevan (Senior Vice- President Head Of capability BPS Tech Mahindra) along with three Master Class Speakers Dr. Farah Naqvi (Faculty - HR and OB, GCUE Kuwait), Dr. Shah Ahmad Khan ( Asst. Prof College Of Business, University of Buraimi, Oman) and Prof. (Dr.) Nagalingam Nagendrakumar (Associate Dean SLIT Business School). Session started with the words of wisdom and blessing by Hon. Justice Bhanwar Singh, then Mr. Aman Sahni, who shared his own experience and gave us insight into the theme. Guest Speaker Mr. Mukesh Dube in his address emphasized talked about importance of cyber Security in workplace digitalization whereas Mr. Hemant Sahal expressed his concern about the current Scenario and future trend of digit campus, mentioning that it is now the need of an hour. Mr. Bharath Vasudevan threw light upon the strategies to successful implantation of workplace digitalization.

A panel discussion was moderated by Dr. Seema Mam (Convenor GSMC 2021) and Dr. Pooja Sharma (Co- Convenor GSMC 2021) with the panelists. The discussion began with Mr. Mukesh Dube giving a brief overview about the issues concerning cyber- securities at workplace and what are the

obligations of platforms to tackle such issues and violence. Further, Mr. Aman Sahni discussed about all the positive outcome that educational sector has achieved due to workplace digitalization. Sir mentioned that “As a readily accessible digital environment, it goes without question that digital campuses also support round-the-clock connectivity. It connects the different clusters of students, teachers and stakeholders in the same way that they affect each other. Mr. Hemant Sahal revealed that productivity and accountability are the two most important skill sets required for digital transformation at workspace. Mr. Bharath Vasudevan explained that In the case of digitization and digitalization, two letters make all the difference. This is not merely a matter of wordplay — it's a matter of scope and potential value to your business. Adding to the discussion Prof (Dr.) Poorva Ranjan talked about the culture that must be adopted by the organization for successful implementation of digital workspace. She familiarized us with some background about the policies and situation in our college itself.

All the speakers in their respective talked made it very clear that digital workspace connects people beyond the boundaries of their geographies or departments. It empowers people to direct their efforts from the bottom up, build communities of interest, drives knowledge management and collaborates in the way that make sense and delivers measurable business and society value but as we know every coin has two sides, so even digital workspace comes with its own pros and cons. Session Chairs also came up with the variety of ideas and theme for the upcoming GSMC 2022.

The Best Paper were announced by Dr. Pooja Sharma, for FINTECH -Mr. Udit Mohanty & Ms. Anindita Bhattacharjee. MARKTECH-Dr. Priyanka Malik & Dr. Shalini Gautam. HRTECH-Ms. Shanu Jain & Ms. Sarita Devi, EDTECH-Dr. Pooja Sharma & Ms. Shanu Jain.

Lastly, Dr. Seema Mam, proposed Vote of thanks. She also expressed her gratitude towards all the Keynote Speakers and Guests for their respective wonderful session. Ma'am also talked about the all the paper presenters and the audience. The conference was well organized as was appreciated by the professionals.

