

**International Conference  
on  
Future of Work, Workplace and Workforce  
(Sponsored by AICTE)  
January 13-14,2020**

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The two-day international conference themed '**Future of Work, Workforce, and Workplace**' comprised of various interactive panel discussions, seminars, Research Paper Presentation Tracks and informative sessions. The conference as a whole revolved around significant changes which the work, workforce, and workplace will face in the coming years concerning technology, diversity, infrastructure, economy, etc.



**Lighting of Lamp**



**Video lecture by Prof Dr. Jagdish Sheth Emory University**

The inaugural session started with the video lecture of Prof. Dr. Jagdish Sheth of Emory University. He addressed the paradigm shift of the work, workforce, and workplace. The address touched upon critical drivers of changing work such as talent retention, digital transformation; public policies, social media were also discussed in detail.

Further, how these key factors impact an individual in an organization and how the organization needs to change their work environment were also dwelled upon at length. Prof. Dr. Jagdish Sheth also emphasized the shift of focus from the hierarchical structure of organizations to empowered employees. He emphatically put forth that Talent retention and social media are the most important factors that will revolutionize the work structure in an organization.

Change in the workplace is the biggest challenge faced by the organization. India needs to improve the quality of hygiene, safety, and atmosphere in the workplace. The generation of greater automation will lead humans to do higher-value work. Leaders are needed to be trained. Skill development in the working generation is very much needed, and it is the time where the organization needs to adapt to the employees.



**Address by Prof. Dr. Uday Salunkhe Director – S. P. Mandali’s Prin. L. N. Welingkar Institute of Management Development and Research, Dr.Dileep Malkhede Advisor-1, AICTE, Hon’ble Shri. Dilip Valse-Patilji -Minister of Excise and Labour department, Maharashtra, Adv. Shri S K Jain –Chairman - Managing Council Shikshana Prasarak Mandali**

In the inaugural address, Prof. Dr. Uday Salunkhe discussed the domination of three T's that is, Technology, Talent, and Transformation on the changing work environment all over the world. Adv. Shri. S K Jain shared his view on the technological advancements, its utilities, advantages, and its impact on human life. The Chief Guest for the event Shri. Dilip Valse-Patilji, Minister of Excise and Labour department, Maharashtra, shared the various new initiatives carried out by the government for online learning and talent acquisition. He emphasized on the skill development of students who are the future of India. He also stated that challenge is more on the organization part, to absorb the talent and provide new technology and develop skills. Dr.Dileep Malkhede, Advisor-1, AICTE, highlighted the various schemes and support extended by AICTE to promote research and faculty development.



**Group Photo of Participants with Dignitaries**

The inaugural session was followed by the panel discussion on **'Preparedness of Corporate India for Gig Economy.'** The session was initiated by panelist Mr. Unmesh Pawar, Head of People, KPMG. He discussed what "Gig" actually is and how it is being absorbed in the corporate sector. Hustling through the career is slowly becoming the norm of today's workforce. From being a supplement to the income, gigs have now become a way to escape from the corporate world and allow an individual to do what he likes on his own terms. People today are comfortable working from anywhere and at any time according to their convenience. Start-ups who cannot afford to have a high paying individual on a permanent basis, hire giggers. It helps them have point expertise. Almost all industries, such as automobile, finance, operations, logistics, media, are working on the gig workforce. The importance of Gig, at the base as well as top of the organization pyramid, was also discussed in detail. Constant changing and developing skill sets are needed for being relevant in this hookah world. The term 'Work tenure' has now become irrelevant, and with importance being placed on what people love to do. He also discussed the challenges faced by Gig workers in the current economy and what all policies need to be made in order to secure the environment for Gig.



**Panel discussion on 'Preparedness of Corporate India for Gig Economy.'**

The session was further addressed by Mr. Thimmaiah N. P, MD, and CEO of Meritor India. As being from the manufacturing industry, the Industry 4.0 transition, which is digitalization in the manufacturing industry, was addressed. He shared his view on how Gig fits into organizations and individual's careers. He spoke on how the gigs will be affected by the ups and downs in the economy. Today 70-80% of the gig workers are not specialists, but those who are, they are ready to do all kinds of jobs. They do not have social security and hence will be the most affected ones in case of distress in the economy. With Industry 4.0, manufacturing is moving from traditional to digital. The earlier core activities are becoming non-core with automation catching up. In such

cases, hiring is only on the basis of skills, and this is where giggers come into picture in the manufacturing industry.

Dr. Shekhar from IIM Udaipur shared his insights on the preparedness of the organization for Gig. He spoke on the shifts in mindsets with respect to employment over the past years. Earlier people would stick to one organization for their entire lifetime. There was a time when people would change their organizations but stick to the same industry, and today people are ready to work across different industries. Earlier it was the business that determined the technology to be used, and today it's the technology that is driving the business. The society has evolved from generational belief in one organization to one industry, and now we are in the age where people are willing to work in different industries. The work has transformed completely; the transition of business-driven technology to technology-driven business was discussed in detail. The importance of the combination of skills in the current work culture is an undeniable fact. The work you do is either which you choose, or you learn. Panelist Ms. Suma Nair from Birlasoft touched upon the impact of Gig work in the department of marketing. She discussed the volatility of businesses and how the economy is growing. There are major changes in business models, the importance and relevance of Gig in the current world of change, the key factors: speed, flexibility, and agility are major elements contributing to the growing economy. She also spoke on how companies today are reinventing themselves to remain relevant to the disruption caused by technology. They are slowly replacing the old workforce with new skilled freelance workers. From a gigger's perspective, it is allowing him to follow his passion, be independent, and work on his terms. From the company's point of view, hiring, giggers are cost-efficient and is hassle-free as compared to permanent employees.

Ms. Harini Shreenivasan discussed the change of passion and a sense of purpose in the workforce and spoke on why the companies are not prepared for gigs in the C-Suite. The major concerns they have is how to measure the commitment and secrecy of information. She spoke of her own experience with Intelliswift, where she had to convince them to measure commitment with the milestones achieved and not by hours dedicated. Today it's the passion and a sense of purpose that drives employment rather than job security.

The panel was then open to questions from the audience end. It was later concluded that Gig is not the only solution for the organization; what is needed is a correct mix of the workforce. Corporate must brace up to this change and remain aware that the stickiness of a person to an organization may not last long.

In the second panel session held on '**Imagining the workplace in 2030**', Dr. S.S Mantha, Former Chairman, AICTE & Chairman NCT, NCSSS started off the session by stating important skills which will be needed in the workplace in the coming years. They include critical thinking and problem solving, high emotional intelligence, negotiation, people management, etc. There

was a discussion if students think that they will fit in the changing work environment; it turned out that 70% of them think that they will definitely fit in. He put a great emphasis on good future opportunities that will require not only technical skills but a combination of other components such as creativity and cognitive acceleration. He also touched upon the future of the workplace and workforce in 2030, which includes advancements such as augmented reality journey maker, earthquake forecaster, human-machine teaming manager, drone technology, and thrash engineering, etc. The future demands the co-existence of man and machine. While taking the discussion ahead, Mr. Vijay Bhimrao, Director, Android platform, Intel India, stated that coming changes would be extremely agile. The workplace will have the impact of AR, VR, AI, and globalization, reverse migration will be the drivers of change. He also stated the need for the workplace to be agile and adapt to the technological change that is taking place rapidly. The technological advancements in the field of IT, and pervasive development in the area of Artificial Intelligence (AI) and automation might also be the major reason for reverse migration in the near future.



**Panel session on 'Imagining the workplace in 2030'**

Mr.M.V.N Rao, Group Head of HR, L&T Hydrocarbon Engineering Limited, emphasized on the evolution of infrastructure in the workplace. Having 100% FDI in the infrastructure, there will be an increase in employment to some extent, and the investment in infrastructure will reach to 100 trillion. He gave his view on how work cannot be avoided and how machines have become a part of human's day to day life. The human force has to come together and try to adapt to the change and not resist. This technological change is important and will change the type of work, workforce, and workplace until 2030. Mr. Dinesh Pissurlenkar, Senior Vice President India Region, Worley gave emphasis on automation in the workplace, saying that there will be a higher interference of automation. Automation being of two types, i.e., full and partial, full automation will lead to unemployment. On the other hand, partial automation will create more jobs. The future workforce will be expected to be multi-skilled; there will be improved diversity

in the workplace and greater use of RPA (Robotic process automation) and AI (Artificial intelligence). He shared insights on how the world has changed its pattern of work from a single job, such as agriculture, to now changing different jobs. He discussed his views on how an organization needs to adapt to the idea of the Business-Social life industry and how changes are taking place slowly and how the world is moving towards a brighter future. Discussion conducted by Ms. Rita Reinboth Ghorpade (Leadership Development Initiative- Larsen and Toubro Ltd) was highly interactive, which revolved around EQ of an employee. She also stated that how human emotions will play an important role in the future workforce. Artificial Intelligence (AI) and Virtual Reality (VR) are making human life easier and will move the workforce towards higher-value work. A minority will become the majority in 2030. The 'You' factor will play an important role in an organization and its decisions.

Dr. Varsha Jain, Professor in Integrated Marketing Communications and the Co-chair, FPM (Doctoral Level Program) at the MICA (India), held a session on research writing and publication on Day 2.



**Session on research writing and publication by Prof. Dr. Varsha Jain Professor in Integrated Marketing Communications and the Co-chair, FPM (Doctoral Level Program) at the MICA (India),**

The session largely revolved around the domain of marketing. As stated by her, there are various marketing models that can be utilized while writing a research paper. One of them is the LCD model. Giving the example of music in advertisements, she elaborated on the model of learning, co-relation, and dissemination. Along with this research of publications and scholars, the global knowledge system and information about editors, authors, and reviewers stand a significant role while writing a paper. A research paper should have 7I's which are independent, interesting, interactive, integrated, interdisciplinary, and interconnected and should have an impact. When it comes to impact, one should follow the RITS model impacting research, then the industry, then

the teaching, and ultimately society as a whole. She also stated some of the questions which can help a research scholar to analyze its objective like, 'How can I help?', 'How can I contribute globally?', 'how will the research be different?'. The discussion was further headed with a case study of 'what if the internet goes off for a week?' Some of the responses received from the audience were that there would be an increase in social bonding, a sense of audience, but the things would be less streamlined. Emphasizing on the future of research in the marketing area, it was stated that, there would be a greater importance of digital marketing, the writing will be people-oriented, possible merge of IT and marketing, consultancy from editors to pick right reviewers and working on isolation won't work as the integration will stand a greater significance.

The research paper tracks gave a macroscopic view of the changing scenario of work, workforce, and workplace. It discussed the details of how technology is invading processes, influencing outcomes, and impacting people. The changing equation of employer-employees in companies and change in management role was thrown light upon. The interactions were based on the fact that there will be a higher need for soft skills rather than hard-core skills such as tech, big data, sales, and marketing, etc. Man, machine, and middle management are the key factors of work. It was concluded that soft skills, like time management, multitasking, problem-solving, etc. will be more impactful in the workplace in the coming years.



**Research Paper Presentations by the Authors**

The two days of the Conference witnessed tremendous response in terms of 225 Author registrations from various Higher Educational Institutes across India. Author registration saw a good registration of 93 number (41%) from female participants from a total of 225 participations. The southern state of Karnataka topped the tally in terms of accounting for maximum registrations -participation followed by Maharashtra. There was participation from International delegates in terms of registration as well as presentation what with one delegate coming from as far as the University of Texas presenting her research work. Research Paper presentations in 5 Concurrent Track Sessions -on both the days -covered the entire spectrum of management domains such as - Technology/ Operations & IT, Marketing, HR, Finance, General Management & Economics

The Valedictory Function on Day-two marked the final closure of the two-day International Conference closed. The Valedictory function was presided over by Mr. Ross Pearo, Senior Director- Strategic Alliances and Initiatives, Harvard Business School Online and the Guest of Honour of the function was Dr. Rajan Welukar, Former Vice-Chancellor University of Mumbai, Mumbai. The report of the two-day conference was presented by the Convener of the session, Dr. D N Murthy



#### Valedictory Function

**Dr. Vaishali Patil –Associate Dean - Research & Publications & Information Technology. Prof. Dr. Uday Salunkhe- Group Director- S.P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research, Address by Mr. Ross Pearo, Senior Director- Strategic Alliances and Initiatives Harvard Business School Online, Prof. Dr. Rajan Welukar - Former vice-chancellor, University of Mumbai, Dean (Marketing Area) and Dr. D N Murthy Dean (Research) Prin. Welingkar Institute of Management Development and Research (Dignitaries from Left on the Dais)**

Prof. Dr. Uday Salunkhe- Group Director- S.P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research in his opening remarks touched upon diverse points such as the possibility of WeSchool getting in Gig mode, emergence of Gig Faculty concept. Co-creation of future, co-production of future. The Group Director implored all participants from diverse Colleges to ‘leverage on each other strengths.’



**Address by Prof. Dr. Rajan Welukar - Former vice-chancellor, University of Mumbai**

Prof. Dr. Rajan Welukar - Former vice-chancellor, University of Mumbai Vaedictory speech peppered with personal experiences and anecdotes at once regaled and informed the gathering. He opined that Gig Learners already exist. He underscored that it is important to think about Gig economy from multiple perspectives- Sociological, psychological, economical and so forth. Further he mentioned that - In India “Knowing what to do isn’t a problem, not doing is a problem. More than that not allowing it to do is a problem”. Other aphorisms he shared were “Change is Mandatory, Survival is optional.” He concluded by saying that “We must Learn. We must think about the future. The moment you think about the future inclusively and exclusively...things will fall in line.. We need to work together. “



**Address by Mr. Ross Pearo, Senior Director- Strategic Alliances and Initiatives  
Harvard Business School Online**

Mr. Ross Pearo, Senior Director- Strategic Alliances and Initiatives, Harvard Business School Online in his speech spoke about why the topic is incredibly important. There are major changes being wrought in courses of work in demographics, technology, globalization, sociology at a very fast pace. Leaders need to anticipate about the future of workforce.



### **Certificate Distribution**

The Valedictory function was also marked by an elaborate certificate distribution ceremony for all participating researchers and delegates. The conference concluded with the vote of thanks by coordinator Dr. Vaishali Patil , Associate Dean - Research & Publications & Information Technology.

## Key Conference Takeaways for stakeholders

- The current trends indicate that a large chunk of employment is moving towards the Gig format, perhaps due to the flexibility of work time and, therefore, leading to a better work-life balance as well as an improved ability to maximize their returns on their skills through good negotiations.
- The Gig will become a new form of engagement, although it may have its own variations across industries. However, Gig will not be the only form of engagement. Full-time employment shall also coexist in the future.
- The Gig is more suitable for non-manufacturing sectors. The manufacturing industry has its own challenges to have a workforce that is largely Gig.
- One question which remains is whether the Gig concept could be applied to senior management roles? In the future, can the CFO and CEO be Gig employees?
- Certain consequential challenges of Gig economy were also brought to light –
  - Need for an industrial framework to recognize gig employees by authorities and governments.
  - The disparity in income for the same skills between Gig and Fulltime employees may be a major concern.
  - Will the gig employee undercut the salary of a full-time employee? Inequitable compensations for the same task between two gig employees – the one who is able to negotiate better gets a higher rate.
  - Also, issues pertaining to trade secrecy, dealing with proprietary information, belonging and sense of ownership, the confidentiality of strategic and business-critical information.
- Workplace in 2030 will be highly automated – deep neural networks, algorithms, and the ability of robots to perform tasks that currently human beings are doing.
- The use of technology for jobs that are complicated, cumbersome, unhealthy, or hazardous will increase the scope of work but also reduce the use of human beings in doing such tasks. Thus heavy engineering companies will experience a lot of robots as co-workers.
- With the use of VR and AR, jobs in oil rigs, maintenance work, etc. would be done by human beings sitting in AC rooms, sipping their coffee!
- People will also be working a lot more from remote locations.
- Communication and emotions will have a greater role to play in the future as human to human communication, empathy and compassion will be the central force for human beings to connect with one another and wean them from being addicted to devices.
- Deep skillsets would be more valuable than mere educational qualifications.
- The individual employee would be responsible for remaining skill-relevant.