



2nd International Conference
Management Skills and Growth Strategies in the
Post-Pandemic Period
JANUARY 21-22,2021

CONFERENCE REPORT



Inauguration Function

Date- January 21st, 2021 **Time:** 9:00am-10:45am



Master of Ceremony – Ms. Swar Kranti



Welcome Address– Dr. D. N. Murthy



Inaugural Address– Prof. Dr. Uday Salunkhe



Address by Advocate Shri. S. K. Jain



Chief Guest – Prof. V. Kumar
Marketing Legend



Vote of thanks – Prof. Bharath Rajan

Inauguration function on January 21st,2021

Invited Guest / Speakers

1. Dr D.N. Murthy

Dean (Marketing Area) and Dean (Research)

S.P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research

2. Prof Dr Uday Salunkhe

Group Director

S.P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research

3. Advocate Shri. S. K. Jain

Chairman, Managing Council- S. P. Mandali

Chairman –College Development Committee

4. Dr. V Kumar

Marketing Legend

5. Prof Bharat Ranjan

Associate Dean (Research)

S.P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research

Session Brief

The inauguration of the 2nd International Conference commenced with the holy lighting of the lamp and an emotional invoking speech by Ms. Swar Kranti on the importance of resilience in the pandemic world. The inauguration was taken forward with addresses by Dr. D.N. Murthy, Prof. Dr. Uday Salunkhe and Advocate Shri. S.K. Jain. The inauguration concluded with insights on CMO internationalization by Dr. V. Kumar and the launch of his newly released book- Intelligent Marketing

Key takeaways

1. **Dr D.N. Murthy** imparted his valuable insights on the world post pandemic and the need to be adept to adapt the changes new normal has to offer. Resilience is the key to survive, grow and thrive in this cut-throat competitive world. Managing and utilizing time saved on travel to upskill and reskill oneself is quintessential for today's age students
2. The conference was taken forward by **Prof Dr. Uday Salunkhe** for setting forth the importance of upskilling, reskilling, following new practices, leveraging technology and practising diversity & inclusion in the new workplaces in the ongoing pandemic. Socio-political scenarios are constantly evolving and organizations must strategize accordingly.

He also talked about collaboration in the virtual landscape. The importance of how business schools should be equipped with right tools to face the evolving workplaces. An emphasis was also laid on the upscaling and rescaling in the post-pandemic world.

3. A short address by **Shri S.K Jain** threw a positive light on the current situation of how Indian government's timely actions have protected the country from excessive damage. However, the questions on the government to be considered here should be: On one hand the government has to maintain the economic growth; on the second hand- protect the people and on the third hand they must make sure that that educational institutions are running smoothly and leveraging the technologies for

effective learning. He also talked about how effective deployment of virtual education has bridged the gap of physical classes on campus.

Furthermore, there was a brief discussion on Atmanirbhar Bharat and how various industries have adapted to the New Normal and managed remote working and how the pandemic has taught us how to minimize expenses and make judicious use of government schemes.

The much-awaited session on the “Power of CMO” was an informative session. **Dr V Kumar** spoke at length on the concept of internationalization and the roles of Chief Marketing Officers [CMO]. There is a decline in the internationalization of firms. Hence the CMO plays a critical role and acts as conduit of knowledge. A CMO possess three discretions:

- **Strategic discretion:** Suppose an organization wishes to grow at 10% and enter 2-3 markets every year. So, a CMO must integrate this in its objective and analyze the sales it will generate from different markets
- **Operational Discretion:** Predominantly into decision making latitude, digital marketing communication decisions
- **Financial discretion:** Allocating investments towards marketing activities.

Operational discretion positively affects the scope of internationalization- how many countries did an organization ventured and exited. However, strategic and financial affect the scale- foreign sales generated in proportion of total sales. In terms of efficiency: Operational is highest, followed by financial and strategic.

Prof Dr Uday Salunkhe took the privilege to launch Dr V Kumar’s new book- Intelligent Marketing. The book which predominantly focuses on the differences in the way automation and robotics are used in different countries and the book precisely captures and focus on differences and difficulties. The new age technologies in marketing can we exploit to achieve greater objectives along with a foreword by Philip Kotler.



The inauguration concluded with a vote of thanks by Prof Bharat Ranjan followed by a group photograph

Panel Discussion 1- Influence of New Age Technologies in Marketing

Date- 21st January, 2021

Time : 11:30am-1:00pm



Invited guest/ speakers

- Dr V Kumar:** Marketing Legend

Session Brief: A brief session on the 6 emerging technologies and its exploitation in the current marketing scenario coupled with industry examples to achieve greater marketing objectives. The focus was laid on the use of New Age Technologies in the Post Pandemic Business World with respect to Marketing.

The remarkable influence of technologies like Internet of Things (IoT), Artificial Intelligence (AI), Machine Learning (ML), Robotics, Drones and Blockchain was briefly discussed. Several managerial interviews were conducted and based on their inputs, the advantages and scope of these new age technologies was put into light in the book released during the Conference- Intelligent Marketing as well as in the panel discussion.

Key Takeaways: Introduction to 6 emerging technologies

1. Internet of things [IOT]- most aligned technology with data orientation
2. Artificial Intelligence [AI]- Companies like Amazon introduced an AI bot- Alexa which learns from its customers 5 times the similar order and then asks the customer for the “usual order” and place the order. Another such company is Nest. AI provides personalized engagement marketing. Even Branding and customer management is a AI driven environment
3. Drones- for home delivery of food and extensively used by E-commerce companies
4. Machine Learning [ML]- Uber uses ML to estimate arrival time for rides, Amazon to look into the quantity and products ordered by customer, time of the order and offers personalization
5. Robotics- Used in warehouses / retail showrooms
6. Blockchain- Ubiquity extensively uses blockchain technology to simplify the complications in the legal process of real estate
7. **Evo, PetNet, Hamburg Post Authority** are some of the revolutionary IoT oriented applications that offer ingenious solutions.
8. Various AI-powered applications like **Palo Alto Networks, Affectiva, Babylon Health** were also discussed.
9. How companies are using Machine Learning to leverage their offerings and better connect with their customers. For example, **Amazon** uses ML algorithms to automatically generate customized results for its users.
10. The innovative approach that various companies are taking of blockchain application in creating applications like **Transactivgrid** which allows users to locally produce and sell energy.
11. Artificial Intelligence can be used by firms for **personalized engagement marketing**, which means AI will use the customer database to understand and interpret their preferences and curate their company’s offerings to cater to them.

12. Dr V Kumar concluded his discussion with a beautiful statement on technology: “If I can’t leave you then I might as well try to love you”

Invited guest/speakers

2. **Ms. Shantha Maheswari**-Managing Director- Industry & Functions Networks - Accenture

Session Brief

In these unprecedented times, how a global crisis has shaped us to be resilient and thought leaders to be able to act responsibly was discussed. An emphasis was laid on how digital and technological advancements is not the only way ahead for businesses but the importance of health. There was a correlation established with the pandemic and post pandemic situation on economy and business performances through a survey conducted by Accenture. Imperatives like societal values, culture, were then linked with the technological aspect of the emerging business scenario.

Importance of Cloud for digital transformation, placing innovation in the driver’s seat and the coercion by Covid-19 to leverage technologies and societal values as the new norms for IT and architectural infrastructural and keeping people in at the centre.

Key Takeaways

- Importance of supply chain resiliency in times of crisis such as COVID-19 was addressed.
- The major takeaway is that for any business to survive and thrive, Innovation has to take the driver’s seat in the emerging times, irrespective of the industry.
- Integration of Societal Values should be the forefront of mankind. We should take an important lesson from the pandemic situation that only making profits in businesses should not be the goal. Rather, the focus should be, how do we come together and solve for the greater challenges faced in the society. Hence, Purpose over Profit should be the core of any business model.
- People pivoting and keeping people at the centre of the conversations around how the workforce transformations should happen would further help businesses to faster adapt to any unforeseen circumstances.

- Keeping the value of inclusivity and diversity at the core of business is the road ahead. As this would enable the businesses to quickly change, innovate and adapt their products and services to the changing environments.
- Cloud plays a vital role in accelerating the digital transformation journey.
- A big shift in Artificial Intelligence which is the introduction of **Neuromorphic Computing** was discussed. It is an area where several neural networks connecting, sensing, comprehending and making decisions far more calculative and intelligent than humans.
- Importance of Sustainability Development Goals (SDGs) in the new normal was also addressed.
- Five technology levers were spoken about namely- **Robotics, Artificial Intelligence, Innovation DNA, Smart Devices, Experience; R-A-I-S-E.**
- **R:** Robotic ecosystem exploited by Amazon in warehousing and scout delivery. A small truck which brings autonomous delivery. Robotic arms so flexible that it can reach intricate parts of manufacturing.)
- **A:** Artificial Intelligence. Companies like NVIDIA offers a long range of different scenarios for autonomous car parking
- **I:** Innovative DNA- Patient safety in the ongoing pandemic along with the innovative design of a lot of clinical trials
- **S:** S-Smart tools and devices- be it fitbit and acceleration of new devices like Apple watch and wireless earphones
- **E:** Experiences: Dating apps like Tinder gives small conversation starters for people to start a conversation with strangers.

The session concluded throwing light on importance of these technology nuggets and achievement of sustainable development goals. Let there be change and let's play a bigger role in driving that change

Invited guest/speakers

- 3. Mr. Swami Swaminathan-** Senior VP global sales and Marketing Robert Bosch Engineering and Managing Director RBEB Germany

Session Brief: Digital trends in the industry and impact of COVID-19 on these digital trends was the area of focus. Segmentation of IoT market with respect to end users and different industries was discussed. How connecting everything to each other disrupts the market and improves digital maturity. Several use cases by Bosch company were briefly discussed. In-depth explanation of Bosch's Initiative- Connect Everything.

Key Takeaways

1. 4 Key trends on digital maturity namely, adapting to digital technology, customer focused initiatives on digital marketing, followed by transformations sponsored by CIOs/CTOs and lastly business's self-fund initiative.
2. **Connecting tyres:** Tyre damages are one of the major 3 reasons for truck downtime. Bosch is connecting the tyres with the sensors which then measures certain parameters like temperature, pressure, load, vibrations. This is further connected to the vehicle device and then to the Cloud. So, through the Cloud several use cases can be developed. Through this, one can set the tyre pressure according to the load which will help optimize fuel efficiency which therefore adds on to the profitability of the business. This way the tyre manufacturer will be in close-connect with the customer.
3. Another example on connected seals was presented. Here, these seals connect to the high- and low-pressure environments in large processing industries. This helps measure the status of the seal by measuring the temperature, material and other characteristics.
4. **Connected Beer-** Beer bottling process is complicated. Lot of foam is created and this foam has an issue in manufacturing process so they put a camera to understand the fluid dynamics as how the liquid behaves in the manufacturing process and developed algorithms around it reduce losses.
5. **Connected Cow-** Improving farmer' and customer's transparency into food. Based on the noise and other value stream of farmer, we were to maximize what was going on in the farm. Segregated into organic food

The discussion concluded on the importance of connecting anything with everything to leverage technologies to its best abilities and achieve bigger marketing objectives

Invited guest/speakers

4. Mr. Anindya Ghosh: Associate Partner – Cognitive Business Decision Services, IBM

Session Brief: COVID-19 has demonstrated several opportunities in the times of adversity. Ways how social and corporate trends will shape business models and societies at large. How the pandemic has accelerated the development of emerging digital technologies, especially true for the innovations that limit human to human contact and automate processes. The way how various industries in different domains are leveraging new-age technologies to adapt, thrive and evolve in the new normal was presented. Key movers and shakers amongst new-age technologies was the area of focus.

Key Takeaways

- In the fast-developing digital transforming space, the rapidly evolving approach is to move away from traditional ERP implementation to build more of end-to-end platforms which incorporates business profit elements like intelligent workflows.
- Decoupling the unstructured and semi-structured data enhances the insights through the use of Artificial Intelligence.
- Introduction to Hybrid Data Cloud.
- Cloud computing will define the post-pandemic world. H-Computing is another aspect of cloud which brings the data to our smart devices like Smartphone which takes the data performance to another level.
- The evolution of entertainment industry in terms of moving from cable TVs to proliferation into OTT platforms.
- The immersive experiences brought by Augmented Reality (AR) and Virtual Reality (VR) are fast replacing the concerts and events.
- 5G Networks are going to give the telecom industry a cutting-edge and India as a whole a better standpoint globally.
- The following trends have been doing the rounds in the current day pandemic.
- Crypto currency
- Cyber security
- Tech for e-governance

Flexible work sharing companies like WeWork will flourish. Digital collaboration and entertainment have seen a change in its revolution. Fear and the sense of uncertainty still prevails in cyber security hence it will see a sense of sophistication in the coming months.

Key trends

1. Online teaching and edutech
2. Intelligent workflows like touchless insurance leveraging content intelligence
3. Evolution of home delivery models
4. Companies demonstrating social responsibility to gain an edge

The discussion concluded on the importance and acceptance of these key trends and effectively leveraging the same for thriving in the post-pandemic period.

Corporate Reflection Value Management

Date – 22nd January 2021

Time – 11:30 am to 1:00 pm



Dr. Anil Kumar P
 Director-Human Resources, Asia Pacific
 Mentor: Commercial Vehicles Systems India Pvt. Ltd



Dr. Pradeep Kumar V
 Director
 HewlettPackard Enterprise



Mr. Loysan Paes
 Author, 'Parental Bloopers'
 Senior Learning Partner Danske IT, India



Mr. Praveen Kumar
 General Manager - Sales & Marketing
 EotomotivePowerdrives India Ltd



Mr. Swami Krishnan
 VP & Head - Marketing & Communication
 Sasken Technologies Limited.



Mr. Sathish K
 Managing Director – Technology
 Leading IT Company



Dr. Ashish Chandra
 Professor
 University of Houston, USA



Mr. Shankar Rao
 Chief Digital Officer
 Robert Bosch Engineering and Business Solutions



Mr. Vijay Ehimarao
 Director
 Intel Corporation



Mr. Shiba Kumar Sathy
 CEO and MD
 Skulla Tech Ventures Pvt Ltd
 MD and Co founder
 Livgress Food and Beverages Pvt. Ltd



Dr. Sumanth Nayak
 Manager- Continuous Improvement
 TF Connectivity



Dr. Y. Shekar
 Head- Centre for Digital Enterprises
 TTM, Hubballi

Session Brief

Corporate executives gave views on Value Management in the pre and post pandemic periods - 1. What is value management? 2. In light of the COVID-19 pandemic, has your approach to value management changed? If yes, how has it changed? 3. From a value management standpoint, how do you foresee the post-pandemic business environment to be? What business functions and personnel roles, in your opinion, will see the most changes?

Key Takeaways

1. Value in a large sense has been driven by the flat old model the flat. Sorry the Flat Earth model So where you are able to create value is primarily where a benefit accrues
2. Value management has tangible side which is expressed in terms of numbers the growth the market penetration and intangible side which is perception of the organization rises in the eyes of its stakeholders. therefore top management and the leadership team would always focus on the intangible side of value Management in covid
3. Trust your instinct trust your environment trust your employees your partners and your ecosystem
4. Distributed development model – WFX (Work From Expert)
5. Sophisticated technologies that can disrupt business practices and challenge the kind of work that human beings have been doing so far
6. To win in the market organizations need an affordable and safe approach to harness technology at scale for business change
7. Business Value Management has gained even more prominence in light of covid
8. Talent transformation is key for most businesses to transform their Workforce to be relevant in the new technology world.
9. Leverage emerging Technologies to improve speed to Market as well as support business agility

Panel Discussion 2 : Customer Engagement Challenges and Strategies in the Post – Covid Business

Date – 22nd January 2021

Time – 11:30 am to 1:00 pm



Invited guest/speakers-

1. **Dr. Giuseppe Stigliano** - CEO, Wunderman Thompson, Italy

Session Brief

Discussion laid importance on how the pandemic has brought a halt to following old trends of going backward, getting knowledge, and making a decision, as we need to pave a new way. Digital transformation was already an acceleration for our world and the pandemic added to it, forcing companies to accept and adapt.

Putting focus on the two important words – Challenges & Strategies, the former one has to come up as we are not equipped to face the coming normal, whereas the latter one is all about a successful plan and the best way to execute it. There is no denying that we are in the middle of the storm, and to get through it, we need to experiment, explore and adopt an anti-fragile way out of this.

Key takeaways

- Companies will face challenges as they haven't been trained for a post-pandemic digitally accelerated world. Digital is like electricity; it is an invisible enabler for change, helps to acquire new skills.

- The saying is that Execution is the only Strategy, but in this scenario, all we need is to make plans and strategies with some flexibility and accept some ambiguity to make mistakes.
- The companies react in three ways to a problem – can't function because of fragility; prove resilience by working hard; and anti-fragility i.e., not only overcome but also develop new skills.
- We need to adopt a strategy of continuous improvement approach, in which trial-and-error and iteration is the key of success. Change is the only constant and so we need to learn how to dance in the rain.

Invited guest/speakers

2. Prof. Dr.Shaphali Gupta - Strategic Marketing, MICA, India

Session Brief

Using Innovation to Engaging with Customers in the time of Crisis

The discussion began with the interpretation of how customer expectations have been affected by transformational shifts at Micro and Macro levels and how firms need to adopt customer-centric approaches while creating, delivering, and communicating value to address customer-centric innovations. The top 5 marketing strategies included Customer Experience and loyalty, Product Development/innovation, New Marketing opportunities- new market sectors, etc to name a few which were discovered taking, the Global, American, European, and APAC markets into consideration. Not just Global firms but Indians firms have also increased their priority on the innovation factor. It was seen that Indian Businesses Executives have recognized the use of technology like IoT, AI, 3D printing, bronze, blockchain, AR, Cloud, and ML to be far more important in the post-Covid era.

We notice a change in the way people connect and how they adapt to the evolution in technology. The pandemic shows us that social media networks have formulated new strategies to articulate their customer satisfaction and started focusing on potential client building by engaging their existing clients. During the Great Depression of 2008-2009, Hyundai did not sell better cars, it sold cars better by catering to the customer problems and finding a solution in that manner. Innovation is used in either a top-down approach

(Tesla) or a bottom-up approach (Google). The Grassroot Innovation technology explains the critical role of the technology readiness index of the users, the importance of community engagement, the imperativeness of marketing support, the role of the country's infrastructure, and the user's willingness to adopt the innovation to achieve the positive outcome at the firm level, customer level, and community level.

Key takeaways

- Having a customer-centric approach encourages firms to innovate new upstream and downstream activities that in turn create the value chain of the firm to create more customer-based innovations.
- Among the top 5 marketing strategies anticipated in 2021, Customer experience emerges at the top in America and Europe
- Heightened importance and priority placed on innovation across the globe.
- Indian Businesses have aligned with the global sentiment on the crucial role of innovation in the public health sectors.
- After the 2010's the Evolution of Technology has reached adulthood as it is fully integrated into our lives.
- The Competitive Advantage has had a shifted source from What else can we make to What else can we do for our customers.
- Innovation in technology doesn't just focus on upstream activities i.e. building the products in a better way but downstream activities as well which includes marketplace tools and activities.
- During the crisis, the innovative customer-centric offering, deliberating on the customer access and constraints is expected to have a higher diffusion and engagement level.
- Innovation can be broadly classified as Radical innovation: creating a new system and Incremental innovation: changing the existing system. A top-down and bottom-up approach both broad well for funds.
- Grassroots innovations provide solutions to the challenges an innovator faces in the process of diffusion and adoption of such innovation offerings.
- 3 C's strategy for technological innovation: Collaboration, Concurrence, and Competence.

Invited guest/speakers

Mr. Prasad Shejale, Founder & CEO, LogicServe Digital, India

Session Brief

The discussion began with looking over the agenda of the session followed by how due to the pandemic our ways have changed in terms of the way we do things, behave, we perceive things around us. changes in the way of our learning, shopping, entertainment, etc. These changes that were expected in the next 5 years have suddenly accelerated and as we changed as individuals we also evolved as customers.

The focus was on strategies to increase and cater to the upcoming consumer base by increasing brand loyalty and brand love by putting in more effort to understand the wants of the customer, their likes and dislikes, identify alterations in their choices, their feelings at various consumer journey and try to make it as frictionless as possible because there is going to be a change in the way the customer connects with the market, analyze the functioning and efficiency of similar kinds of customers, constant adaptation can play a major role in customer satisfaction as well as create new ones.

Key takeaways

- Changes instigated by the pandemic: Strict social distancing, confinement to our houses, our work (remote working), the education system (e-learning mode), telemedicine or online doctor consultation services, the difference in changes in terms of spending free time at home.
- Key changes in Consumer Behaviour: Buying strategies as a consumer have changed (mostly online)
- Focus area for connecting and engaging well with the evolved customers in the post-Covid era: Understand your customers, especially the changed ones, understand consumer journey from awareness to advocacy, understand and plan the customer touchpoints, create not just engagements but experiences, personalization with limits, agility

Invited guest/speakers

3. Mr. Swami Krishnan VP & Head - Marketing & Communication Sasken Technologies Limited

Session Brief

Customer Intimacy in the Social Distancing Era

Giving an in-depth view of change, the discussion focused on the importance of continuity of the change, as something that does not change in the human dimensions is our need for service, customer intimacy, and interaction. What might change is the mechanics of these things.

Although until the value is delivered, people will accept the change of interface. There are some services which need a high-level of customization and the current virtual world will find a way to change and be safe and allow that. Whereas most other services can offer low-level interaction, it also offers you enormous scope to expand between the levels of customization which provides a higher degree of interaction and premium experience, without changing the paradigm of the service.

Key takeaways

- Change is inevitable; there are two ways we can look at it - either participate in it and follow it or be the one who sparks the process of change.
- Adoption is the key; It is important how to adopt from getting stuck into an obsession with what is normal and new normal to how quickly we can conceptualize space and time in both pre and post-Covid eras.
- For every meeting, there is a place and an ambiance, which give a clue of how to conduct ourselves and accordingly there's an appropriateness in terms of the modicum of behaviour where the artifacts of culture show up.
- The continuity of customer interaction has not changed because human evolution has not jumped the clock, it has only shifted from physical space to virtual space.
- Service-Intensity Matrix teaches that it can fit into almost anything – can have a high-level as well as low-level interaction depending on what the situation permits and the sophistication of the interchange happening between customer and providers.

Valedictory Function

Date – 22nd Jan 2021

Time – 4:15 pm to 5:00 pm



Brief report on conference – Dr D. N. Murthy



Address by – Dr Swapna Pradhan



Chief Guest - Mr Sudip Mazumder
Vice President, Global Chief Digital & Information
Officer (CDIO) Piramal Glass



Vote of thanks – Dr Vaishali Patil

On the commencement of the valedictory function, Ms. Swar Kranti, Assistant professor of our Institute, welcomed all to the ceremony. She also shared her thoughts, stating about as we are moving towards the current normalcy, how we prepare ourselves, where we have to have a balance between being cautious and stay prepared for the future and also keep creating and grabbing opportunities.

Further, Ms. Swar Kranti invited the Dean of marketing and research of WeSchool, and also the conference convener, Dr. D.N. Murthy to give a brief report of the 2nd International Conference.

Dr. D.N. Murthy started with acknowledging the two-day process of learning and sharing information among such a humongous group of people. He stated, with full pride, the success of the conference by achieving their two visions set since day one. The very first being, to conduct the conference in complete virtual mode and the second one, to pull off a high-quality conference that leaves an imprint, and be remembered for long. Talking about the insights, there were 100 research papers submitted from which 40% of them were handpicked that matched the quality of the conference and presented. On behalf of Welingkar Institute and our Group Director, Prof. Dr. Uday Salunkhe, he proposed an open invite to all, for joining hand with the institute in conducting any kind of research

program or scholarly related work. Lastly, he thanked all to be a part of the conference and requested to continue the support for future events too, and declared the 2nd International Conference as closed.

Moving forward, Ms. Swar Kranti invited Prof. Dr. Swapna Pradhan, dean of academics for the full-time program at WeSchool, to her views on this occasion.

Prof. Dr. Swapna Pradhan started herspeech by congratulating the team to put up the conference on a complete virtual mode and mentioned the joy and learnings of experiencing the virtual world. She mentioned various esteemed people who shared their words and excellently started the inaugural ceremony and motivated all for the coming two days, the chairman managing council of S.P. Mandali, Sri S.K.Jain, who inaugurated the conference and inspired all with his thought-provoking inaugural speech; The address by the chief guest of the ceremony, President and Managing Director of the Volvo Group India, Mr. Kamal Bali, was an eye-opener on how organizations function and navigate change; The Keynote address by Dr. V Kumar, the marketing legend on the power of CMOS was highly impactful. Further mentioning about the two panel discussions and the corporate reflection which witnessed the presence of great speakers who allowed us to have a glimpse of how academicians and practitioners view the impact of the ongoing pandemic on the industry. She also thanked the research scholars for their insightful presentations and efforts on the concurrent tracks. Three important observations during this conference were brought to notice, firstly the degree of knowledge creation and sharing; second the impetus towards academic research is very heart-warming; third the dependence on technology was reiterated by industry speakers and also the research scholars. The virtual format of this conference served as a good example to convince all about the integral role of technology in today's time. This conference proved to speak of WeSchool's endeavor and spirit of innovation and creativity. She also welcomed the chief guest of the day, Mr. Sudip Mazumdar, the Global Chief Digital and Information Officer at Piramal Glass.

Ms. Swar Kranti introduced and welcomed the chief guest of the ceremony, Mr. Sudip Mazumdar, the Global Chief Digital and Information Officer at Piramal Glass, by

mentioning his past academic and corporate experience. She requested him to share his view and impart his knowledge to all the students.

Mr. Sudip Mazumdar started his speech by sharing his concerns and experience about the covid scenario where he warned about the vaccine being released but the constantly recurring instances are troublesome. Although, even this post-covid era has opened up many opportunities in many sectors like health-care, manufacturing, hospitality, leisure, theatre, etc., and the people have not failed not to grasp them all. Speaking of the virtual world, the digital revolution has provided immense ways to grow and rise. Companies running in the digital sector are not only running but ruling too, like Microsoft, apple, amazon, etc. The services provided by the digital world have kept people together and functioning. The governments and different companies are also emphasizing digital opportunities to keep the economy well oiled. With this, even people became resilient and came up with new skills and ways to keep up with the economy. The Digital revolution is proving to be fastest than any other revolution. There are many digital components like AR, VR, IoT, etc being adopted worldwide. It has tough to behave in a touchless world. Post-pandemic, the mindset to do something for others and society has prospered amongst people and companies. Most of the industries that have been affected have bounced back in some or the other way. Some of the innovations are also failing because failure is important too. What is important in this scenario, is to develop new skills, adapt to changes and also work safely.

Lastly, he thanked me for giving him the opportunity and congratulated all the research, and expressed his interest in reading some of the published and unpublished research papers. As we proceeded to the final league of the out two-day conference, Dr, D.N.Murthy along with Prof. Ashish Chandra, Head of the review committee, moved towards the most awaited session of declaring best paper awards. These awards are sponsored by Haier Appliances India Pvt. Ltd. And have been reviewed by Prof. Ashish Chandra and his two other teammates. Out of all the papers reviewed, 30% of the papers will make it to the Scopus Indexed Journals.

Prof. Ashish Chandra expressed his excitement to declared the results and thanked Prof. Dr. Uday Salunkhe to provide him with this opportunity. Further, he gave insights about

the process used by him for award selection, and how it was a complete blind review for him. Finally, they revealed the awards which consisted 4 major awards:

- Overall Best paper – Paper 07 – Asymmetry export volatility shock behavior of lower-middle-income countries in South East Asia during Covid Pandemic – An empirical Investigation (Author: Dr. Rohit Malhotra, Assistant professor center of excellence in analytics and data science, NMIMS Mumbai)
- Runner Up Paper
 1. Paper 10 – Consumer in crisis emerging marketing challenges (Author: Vijay Kumar B, practicing executive at Intel)
 2. Paper 35 – Measuring the effectiveness of social media in a B2B scenario – An Indian Scenario (Author: Krishanu Bhattacharya, Research Scholar, Dept of management, CMS Business School, Jain University of Bangalore)
- Best Paper in Student Category – Paper 89 – Workforce Analytics – A data-driven machine learning approach to predict job change of data scientist (Author: Sohini Sengupta, PGDM in Research & Business Analytics, Welingkar Institute Mumbai, batch 1921)

Lastly, Dr. Vaishali Patil, Associate Dean of Research & Publications & Information Technology, gave the vote of thanks to Chief Guests, Group Director, Conference Chair, Dean of Academics, Dean of Program's head, Faculty colleagues, researchers, participants, and the students. She acknowledged the contribution of all who worked hard to make this a grand success.