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The renowned academician, Dr AVINANDAN MUKHERJEE, visited Army Institute of Management & Technology Greater Noida on Jan. 07, 2019. He addressed the students and faculty and shared his thoughts on the topic "Future of the Work".

Dr. Mukherjee has a uniquely international academic and professional background, having taught as full-time or visiting faculty in as many as 16 countries. Dr. Mukherjee has been a full-time faculty member in the United States (Marshall, Clayton State, Montclair State, Penn State), United Kingdom (Bradford), Singapore (NTU) and India (IIM). He has been a visiting faculty at Rutgers Business School, NJIT, INSEAD, Copenhagen Business School, ESC Toulouse, and Kathmandu University, among others. Mukherjee earned his Ph.D. in Marketing at the Indian Institute of Management in Ahmedabad, India.

He said that the future of work is being shaped by two powerful forces: The growing adoption of artificial intelligence in the workplace, and the expansion of the workforce to include both on- and off-balance-sheet talent. What changes could be in store for the workplace, the workforce, and the nature of work itself. The trend of job has drastically changed where the Gig economy has individual with 5 different careers and as many as 17 different jobs in life.

The world of work is undergoing a major process of change. In order to understand and to respond effectively to these new challenges the organisation has to work on Deca Trends of the industry like Gig Economy, the virtual Economy the Co-creation Economy, the self Benefit Economy the On-Demand Sharing Economy the Ubiquitous Connected Economy the Sustainable Economy the innovation Economy the Diverse Economy and the AI Economy. He focused on the point that with constant working would come the constant inventing. For doing the same things differently, a managed disemption with chaos control must be foreseen. The biggest highlight for students who were wondering of their future jobs was taken into consideration by him and he said the job we shall be doing are the jobs that haven't been discovered yet. He also four threats in the way of competing theses facets of Economy- De-globalisation, Demonetization, De-leveraging and De-democratization. Everyone in the organisation must play the role of intra-entrepreneur and embraced the changes for development-personal and organizational as well. It will be a self beneficial economy in coming days with most

things being contractual. India is the third largest economy and in coming decade the millennials will be driving the economy. Innovation as told by him in time again will be the constant key to success at work. This is a generation of “me,me,me”, so one has to sustain and be well versed with change in technology.

It was a rare opportunity that a person of such an eminence came to Institute and graced with valuable thoughts on the topic. It was a great experience and learning from the session.