



ARMY INSTITUTE OF MANAGEMENT &  
TECHNOLOGY  
GREATER NOIDA

6<sup>th</sup> INTERNATIONAL CONFERENCE

ON

"Emerging Trends and Issues in Business Management and Social  
Innovation"

6th May, 2023 (SATURDAY)

## INAUGURAL SESSION (1000 - 1135 HRS)

Army Institute of Management and Technology G.NOIDA organized an International conference on the theme "Emerging Trends and Issues in Business Management and Social Innovation" on 6 May 2023. The conference was conducted in hybrid mode. The objective of this conference was to discuss, debate, deliberate and to bring more clarity and structure to the field of social innovation and inclusive development in the present contemporary scenario.

Ms. Ankita and Ms. Ishani from MBA 19 and BBA 03 respectively were the masters of ceremony for Inaugural session of the conference. Conference started with Air Cmde. (Dr.) JK Sahu, Director AIMT facilitating the dignitaries for the day viz., Lt Gen Dhiraj Seth, AVSM, GOC, Delhi Area & Patron - AIMT; Dr. Dipak Dasgupta, Distinguished Fellow The Energy & Resources Institute (TERI), Core Team, Sixth Assessment IPCC Synthesis Report 2023, United Nations Intergovernmental Panel on Climate Change (IPCC), Former Principal Economic Adviser, Government of India, Ministry of Finance - Online Mode from Washington D.C; Mr. Agniwesh Thakur Director - Human Capital Consulting, Deloitte; Prof. (Dr) Rajive Kumar, Member Secretary- AICTE and Prof. (Dr.) Ravindra Kumar Sinha VC, Gautam Buddha University, Greater NOIDA. The felicitation was followed by lamp lighting ceremony to seek the blessings of goddess Saraswati, marking the auspicious beginning of the event. Air Cmde. (Dr.) JK Sahu then invited the dignitaries to take their seats on dais. Air Cmde (Dr.) Sahu then welcomed the dignitaries and guests to the International conference detailing the structure of the conference. He briefed about the glorious history of the Institute and apprised the attendees of current rankings of AIMT. Air cmde (Dr.) Sahu outlined the structure of the conference and shared the overwhelming response and participation received for the conference. He shared that the conference will be having presentations of 36 research papers in 8 sub-themes covering areas such as Economics, Marketing, Management, Technology & Innovation Management, Law & Regulations, Finance, Banking & Accounting, Information Technology and Corporate Social Responsibility.

The Inaugural address was given by Lt Gen Dhiraj Seth, AVSM, GOC, Delhi Area & Patron - AIMT. He outlined the importance of staying abreast with the changes in the current business world wherein significant shifts are visible in the ways business operate.



The current business needs an amalgamation of ethics and new technology as business is evolving with latest technologies like AI, blockchain, ML, big data, Internet of Things etc. Social innovations are important in business scenarios and it has become a source of competitive advantage to come up with new and innovative solutions for societal issues. The need of the hour is sustainable business practices where environmental protection is the focal point . Lt. Gen. Seth Highlighted the new answers of the conference theme and reiterated the fact that navigating the landscape businesses are needed to stay informed, be adaptable and mindful of social and environmental changes.



## Thematic address by Dr. Dipak Dasgupta



Professor discussed the aspects of Global Business strength. He brought the attention of the august gathering towards the climate change and the impact on business scenario globally. Focused on the importance of the millennial generation in bringing the changes to the world. He talked about the spread of innovation and technology and the rapid growth in this sector. Evolution of mankind from steam days to today's ultra modern technologies where we have cheaper and more sustainable business practices. The technology is continuously advancing with computing and widespread telecom, remote working, genomics, AI giving wings to rapid economic growth. Mr Dasgupta reiterated that we need to avoid destruction and conflicts and focus on adapting and finding local solutions. Life expectancy has risen and poverty has fallen. The business world needs to look beyond and work on sustainability.

Moving forward, Mr. Dasgupta shed light on downside risks of global warming.. The rising temperature and greenhouse gasses followed by deforestation are considerably increasing the temperature to alarming levels resulting in global warming. The companies now have to become conscious about their CO2 emissions and collectivity needs to reduce the greenhouse effect, failing which the consequences will be catastrophic. Environmental negligence is resulting in economic and agricultural drought.

Science, technology and social innovations offer solutions to these concerns and reduction in greenhouse emissions. He brought attention to the fact that infrastructural advancements like e-vehicles, remote working, and modern irrigation systems are playing a vital role in environmental sustainability.

In his concluding remarks, Mr. Dasgupta outlined three major aspects viz;

- a. Speed of change is fast and we need to catch up with that by bringing social change accompanied with building of knowledge.
- b. There's need to very well articulate and manage the consequences with well developed public policy
- c. Gaps in social income are concerning; we need to work towards bringing in the social equity.

At the end he wish success to all.

### **Key Note Address**

**Mr. Agniwesh Thakur**

**Director - Human Capital Consulting, Deloitte**



Mister Thakur's focal point was to bring attention to the practical aspect of the topic wherein he outlined six major trends shaping the economy.

- a. Sustainability: Mr. Thakur started the discussion with the much relevant issue of sustainability. He talked about circular economy and net zero plan of Indian Government. Social innovation in personal consumption is the need of the hour. Simple and conscious acts can give great results and service in future.
- b. Digital Transformation: "Art of Possibility"; The new technology has to be learnt not by mastering but adapting and knowing how to use it for better results.



- c. Social Responsibility: Mr Thakur talked about the mega and meta trends in the digital world. Giving the example of “project paper Bridge” he reiterated the importance of small steps in making a big difference.
- d. “Work on purpose”: The business should no longer work for profit but for purpose, an important principle highlighted by management guru Peter Drucker.
- e. Building collaboration and meaningful alliances is the mantra for sustainable business practices.
- f. Diversity, Equity and Inclusion is quintessential for managing the human resources in any organization. The dimension of belonging is to be essentially added to the phrase of DEI which will make life easier and organizations agile.

Mr Thakur advised the students to have empathy and creative thinking which are the major trends in business. They need to build on core strengths and the concepts should be made very strong in the studies.

**Prof. (Dr) Rajive Kumar, Member Secretary- AICTE**



Mr Kumar shared the initiative taken by AICTE Towards implementing national education policy adding in technical education. Mr Kumar shared that AICTE has prepared a prospective plan of technical education and committee with industrial bodies proposing the long term plan for technical and functional training. He brought attention to the point that it is not possible to plan

for a long term. Modern technology like artificial Intelligence and machine learning are emerging technologies and we need to start courses in this area.

AICTE has prepared minor degree programs in the above areas it is exploring and trying to find the best possible ways to use emerging techniques by understanding the problems which will lead to solution generation. He advised the students to develop the potential and identify problems in the business areas. Mr Kumar emphasized on the necessity to study and focus on Indian cases. He shared That AICTE has reduced the number of credits to make sure that students explore the world outside the books. and roll mint into core engineering programs have increased.

AICTE is also working towards translating the technical books in 22 Vernacular languages in India. Mr Kumar brought the attention to Ecom portal where books in Indian languages are available for downloading. the institute needs to adopt a multi disciplinary approach in the importing of education. He Assured AIMT of any help from AICTE.

**Prof. (Dr.) Ravindra Kumar Sinha**

**Vice Chancellor, Gautam Buddha University, G.NOIDA**



Dr Sinha emphasized on the fact that “how we do business depends on technology and the technology keeps changing.” Sharing his working life experience is Mr Sinha talked about how Optical Fibre has penetrated the Indian landscape which is today the largest exporter of Optical Fibre. Technology will enable us to make every development in human life. ‘Jandhan, Aadhar and Mobile’ JAM is the base of today's optical fiber growth and infrastructure development due to which we are growing in industrial revolution 4.0.

Dr Sinha elaborated on the Genesis of industrial revolution from 1.2 to 4.0 putting the concern on the depleting resources. He reiterated the fact that it's not development but sustainable development which should be our goal. Keeping this in mind the government has come up with 17 SDGs of which education is also a part and is following the sustainable practices. India is responsive to the stated SDGs and academic fraternity have created boundaries which are now aligned with new education policy.

He shared an interesting concept of 'T' type of personality. He stated that every student should have breath along with depth of knowledge. He very interestingly connected AIMT with T personality. The breath along with depth of knowledge will make every student more entrepreneurial and adopt Technology without any apprehensions. He suggested the students to increase their horizons and along with their niche areas to have broader general knowledge.

Dr. Sinha further brought attention to the sensitive issue of climate change and the technology advancements happening in the industries to reduce carbon emissions. Carrying forward the discussion, he talked about the rapidly changing mobile communication. He brought attention to the fact that upcoming businesses need to invest heavily into research and development and adapt to the technology ASAP which will lead to an advantageous position. He concluded with his request to the students to be socially responsible.

The inaugural session came to an end with Cmde (Dr.) JK Sahu facilitating the guests. Dr. Anubhav Varm, Academic Head AIMT proposed the vote of thanks eliciting the managerial learnings on advancements from Srimad Bhagavad Gita.

### **Plenary Session**

The session was hosted by Ms Eshani and Mr. Vineet from BBA 03.

**Mr. Jimut Kumar Basa, Vice President, Capgemini Financial Service, Europe  
(Online From Amsterdam, Netherland)**





Sharing his 23 years of experience, Mr Unni brought attention towards the evolution and change in technology. He emphasized that technology is impacting different kinds of jobs in our industry today. We have a lot of cloud architects, blockchain analysts, big data analysts in the industry and such kinds of jobs did not exist 10 years ago. from Industrial Revolution 1.0 to 4.0. We are moving from 4G to 5G devices. Blockchain in biotech technology and space technology are bringing significant impact in our society and in our lives. He took the examples of cars, smart watches and the changing face of Healthcare centers where AI is doing the diagnosis and suggesting medicine. The medicine is Being delivered with drones. The convergence of rapid technological advancement is having a profound impact on societal functions. Open AI platforms such as chat GPT is increasing the intervention of AI into our daily lives. Carrying the discussion to the Automotive industry and transportation industry which have witnessed the upskilling in major technology transformations. He underlined the fact that the service operating model will change which will further bring a significant opportunity for the digital transformation journey. The organizational leadership needs to consider these transformational changes on sustainability in the economy. With lots of software enabled by AI. Mr Sanjeev Unni concluded with his remark and suggestion to be agile and closely follow the trend to adopt ourselves ready for the coming future.

**Dr. Varinder M. Sharma, Professor, Department of Marketing,  
Indiana University of Pennsylvania, USA**



Dr. Sharma structured his discussion onto the the five major trends in Industry viz., Circular economy, Circular Global Supply Chain Management, Business Analytics, Social Innovation, Trustworthiness of unfamiliar websites.

Talking about the circular economy, Dr Sharma said the whole purpose of the circular economy is to reuse recycled data to minimize the pollution into the environment and also to minimize the greenhouse gases. there will be social equity to create jobs. Economic growth in India is a problem as we are the world's most populated country in the world. Dr Sharma proposed to capture the regenerative and the site level property for which he has done the simulation analysis. Dr Sharma advises that people are combining everything with AI and natural logic progression that understand machine language but we need to remember that we are the boss not the machine or the technology. emphasize that everybody can make a small contribution into the social innovation which has a long lasting impact only on the country's economy. He talked about the importance of creativity in business to solve big problems. taking the examples of Microsoft, Google and uber; Dr Sharma brought out the impact of AI in our lives.

**Mr. Sanjeev Unni**

**Head of Transformation, Cognizant, California, USA -Online from California, USA**



Mr Sanjeev Unni started the session by introducing Cognizant to the students. He outlined the contributions made by Cognizant during Covid 19 across the world. Mr Unni talked about the Pharmaceutical sector wherein the most technological advancements are happening to curb the major illnesses like diabetes. He added the example of the Insurance sector with the cutting edge Technology. emphasizing on the advancement in the Insurance sector, Mr Munni brought attention to how they have been created the fastest ways of claim settlement. He focused on the importance of feedback into doing the business. Mr. Mr Unni concluded with Cognizant efforts into building a sustainable business world.

**Prof A K Saini, Dean,**

**University School of Management Studies, GGSIPU**



Professor Saini highlighted the contributions of IP University in the sustainable development goals (SDGs). The SDGs were initiated by United Nations in 2015. We are currently working on agenda 2030. Popularizing the SDGs, we need to relook at our progress. We are Going beyond big data as industrial revolution 4.0 is in the last stage. The technology innovations follow the S curve. Professor Saini talked about addressing social innovations in industrial revolution 5.0. He said the attainment of Goals is not possible without exploding the technology. He substantiated the fact with the Swadeshi movement by the Indian government and robotics surgeries. The students need to understand that entrepreneurial spirit is to be nurtured and they need to develop skills for self employment. Technology can only give solutions but requires problem solving skills on the human part.

Professor Saini reiterated the fact that collaboration is very important. The students need to build on technology and social media skills. He concluded With the fact Technology is enabled to our lives

The lineary session came to an end with a vote of thanks given by Dr. S.Mohanty.

## TECHNICAL SESSION 1



1. “Information Disclosure in the IPO Prospectus and Firm’s Demographics” by Jugesh Chander, Research Scholar, Maharaja Agrasen Himalayan Garhwal University (MAHGU), Shiv Nagar, Block Pokhra, District Pauri Garhwal, Uttarakhand.

The researcher examined the relationship of information disclosure in the IPO (Initial Public Offering) prospectus by the companies going public with different firm level characteristics. Independent variables used in the study are age of the firm, industry type and promoters' holding as firm level characteristics and the dependent variable is information disclosed through prospectus of the selected companies. The secondary data for the period from January 2012 to December 2020 was downloaded from SEBI website. The paper adopted the thematic analysis qualitative approach to identify the information contents for the 139 firms from their IPO prospectus. Content analysis technique is used to quantify the secondary data collected. For analysis and interpretation of data collected, correlation and regression model and analysis of variance (ANOVA) technique are used. The post hoc technique (Tukey test) is used to examine the industry type differences for each type of information.

2. “An Empirical Testing of Entry Mode Choices from a Comprehensive Set of Foreign Market Entry Modes” presented by Varinder Mohan Sharma, Professor of Marketing, Eberly College of Business and Technology, Indiana University of Pennsylvania, Indiana, PA 15705, USA.

The research gave a comprehensive explanation of entry mode choices that have always been the goal of entry mode choice theories that explain managerial decision-making of those choices. The study subjects a resource-based framework of entry mode choices using a sample of 163 manufacturing firms. The results broadly supported the framework.

3. “Revisiting Financial Inclusion Models; Inclusive growth in the context of the North Eastern Region, India.” presented by Athikho Stephen K, Research Scholar, affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamil Nadu, India, Dr. S. Mariadoss & Lawrence Benadict, Asst. Prof., Department of Commerce, St. Xavier’s College (Autonomous), Palayamkottai.

The study looked into the extent of financial inclusion of some models globally and the disparity in financial inclusion among North-eastern states. It was done purely based on secondary data. The study found that Indian banking outreach in terms of credit penetration is still very uneven. The credit to deposit ratio in overall India is 72 percent as compared to the North-eastern region of 46.4 percent, the former has a much higher credit penetration rate as of March 2022. Between 2011 and 2019, commercial banks’ establishments in the region increased from 2460 to 4059. All the states have shown gradual growth in the offices of scheduled commercial banks. The result reveals that there are opportunities and also challenges in initiating collaborative learning strategies by the governments, private-public partnerships, research institutions, and civil society organisations to fulfill the intended ultimate inclusive growth.

4. “Role of Electric Payment Systems in Digital Eon With reference to Polygonal Users” presented by Ms. Anitha A, Mrs. Rashmi Madhva Umarji, Sudarshan Subbanna Savanoor, Asst. Prof., Dayananda Sagar College of Arts, Science and Commerce, Bengaluru, India.

This secondary-based research is an attempt to comprehend the function of online payment systems in India, which aids in the facilitation of payment modes as well as the simplicity of cashless and occasionally cash-free access while dealing with multilateral user transactions. The research will help in understanding lawful methods and forms of payment, which will aid in determining the direction of the economy and measures to combat illegal and unethical practices in cash payment systems.



5. “Awareness and Usage of E-Wallets among people in Tiruvarur District” by Dr. M. Elampirai, Asst. Prof of Management, Centre for Distance and Online Education, Bharathidasan University, Tiruchirappalli, Tamil Nadu.

The study helped in finding out the awareness and usage of e-wallets among people in Tiruvarur District. The research conclusion was that people in Tiruvarur district will definitely recommend the e-wallets to other people if they are given attractive cash offers.

6. “Study On Profitability And Growth Of Companies In Consumer Durable Industry In India” research by Sehajpreet Singh, Student, and Dr. Arun Krishnan P, Asst. Prof, School of Business and Management, Christ (Deemed to be University), Bangalore.

The aim of the study is to empirically investigate the relationship of profitability and growth of 8 listed companies under “S&P BSE Consumer Durables” from the time period of 2000-2021. The research uses (pooled, fixed and random effect) models. The study's findings suggest that an increase in debt leads to an increase in ROE, implying that companies can improve their ROE (Return on Equity) by taking on more debt. However, this relationship may not hold true for all companies, and there may be limits to the amount of debt that a company can take on before it becomes too risky. On the other hand, an increase in equity leads to an increase in ROA (Return on Assets). This implies that companies can improve their ROA by increasing their equity. The study's findings suggest that equity is a more effective way of improving ROA than debt.

7. “Impact of Microfinance on Women Empowerment” presented by Kumari Anuja and Dr. Ashish Ranjan Sinha, Associate Prof., HSS Dept., NIT Patna.

This paper explores the impact of microfinance on women's empowerment through a review of existing literature. The findings suggest that microfinance can have a positive impact on women's economic, social, and political empowerment. The researchers concluded that women who participate in microfinance programs are more likely to have control over their income, increase their income-generating activities, and improve their household's standard of living.

8. “Behavioural Economics in Defence Sector: Implementing Nudge Theory to Improve Military Decision Making” by Dr. Satpal (Associate Prof.) and Ms. Reetu (Research Scholar), Department Of Management Studies, DCRUST, Murthal (Sonipat).

This paper presents an outline of behavioural economics' roots, essential concepts, and how behavioural economics research translates into practical behavioural economics. Change, as well as the growth of behavioural economics teams in governments throughout the world. The present paper aims to describe how nudge theory of behavioural economics is utilized in the military sector and demonstrate that how nudge theory applies to military behavioural sciences.

9. "The Relationship between Financial Inclusion and Sustainable Growth in India: An Empirical Analysis" by Dr. B.Padmapriya, Prof., Alliance University, Bangalore and Prof. Dharini Raje Sisodia, Ass. Prof., AIMT, Greater Noida.

This paper examines the relationship between financial inclusion and sustainable growth in India. Using secondary data from official government statistics, research papers, and databases, we conduct a regression analysis to investigate the impact of financial inclusion on sustainable growth. Our findings suggest that financial inclusion has a significant positive impact on economic growth, poverty reduction, and agricultural productivity in India, thereby contributing to sustainable growth.

10. “Techniques for effective social media management to increase customer engagement” by Swarnika Singh, Research Scholar, and Dr. Poonam Puri, Professor, Bundelkhand University Jhansi.

The aim of the research article is to find the customer engagement levels with the implementation of different innovative social media management strategies that can help to improve the engagement of the customers. The researchers used primary quantitative methods. Researchers were capable of collecting statistical data with the support of demographic analysis.

11. “Factors driving consumers to purchase an electric vehicle in Telangana State, India: An Explanatory study” research by Dr. Shathaboina Raju1 and Dr. Y. Bhasker Rao, Associate

Prof., Dept. of Business Management, Vaagdevi Institute of Management Sciences, Warangal, India.

The study examines various factors that influence consumers to look for electric vehicles. The primary data is gathered from a sample of 300 electric vehicle owners and potential buyers based on cluster sampling in Telangana. Regression method is employed to figure out the significant factors which influence consumers to buy an EV. The study finds that environmental concern, cost savings, availability of charging infrastructure, driving range, government incentives and brand image are the significant factors driving consumers to buy electric vehicles in Telangana State. The study offers implications for policy and strategy development to promote electric vehicles in the Telangana State.



## TECHNICAL SESSION 2



1. “Transforming HRM with Modern Technology: The Future of Talent Management” by Divya Sinha, Research Scholar, and A.R. Sinha, Associate Prof., Department of HSS, NIT Patna.

The purpose of the paper was to examine how technology has affected HRM (HUMAN Resource Management) and to discuss the impact of AI and Big Data Science in Background Verification, Performance Assessment and Selection process and Decision making.

2. “Mediating Facial Recognition AI for Developing Emotional Intelligence: Enhancing Organizational Development through Improved Self-Awareness, Empathy, and Social Skills of IT Employees” presented by D. Edwin Joshua Jone and S.M. Soundria, Research Scholar, Department of Management Studies, Bishop Heber College, Tiruchirappalli.

Facial recognition algorithms can help develop emotional intelligence in IT employees by identifying and analyzing emotions, leading to better communication and productivity. Qualitative analysis is used typically involves small sample sizes, and researcher to collect data such as indepth interviews, focus groups, participant observation, content analysis and integrating skills learned. Major findings include improved self-awareness, empathy, social skills, and organizational performance. Mediating facial recognition algorithms in developing emotional intelligence can also enhance workplace culture. However, ethical considerations around privacy, data protection, and bias must be considered. Overall, facial recognition algorithms can be a valuable tool in developing emotional intelligence, improving workplace relationships and productivity.

3. “Impact of Climate Change on Future Business Prospects” presented by Dr. J.K. Sahu, Director, Army Institute of Management and Technology, Greater Noida.

The research concluded how climate change threatens future company prospects by posing physical, transitional, reputational, and legal concerns. How they will have enormous future consequences on the economic sector, and how firms that fail to plan for these changes will face considerable risks. The policy guidelines of Sustainable Development

Goals will have to be followed by the business establishments and to do so there is an urgent requirement to make macro and micro-level strategies. These organisations may limit these risks by establishing adaptation and mitigation measures involving stakeholders, and adhering to legislation.

4. “Emotional Intelligence Teaching Competency and Professional Development of Faculty of Higher Educational Institutions of Delhi NCR”, presented by Dr. Nilambara Shrivastav, Asst. Prof., Dr. Priyanka Shrivastav, Asst. Prof., and Gaurav Kumar, Student, Army Institute of Management and Technology, Greater Noida.

It is believed that education is a strong force that can help the nation achieve their target and goals for its socio-cultural existence. The human personality known as the faculty, which is essential to every educational institution, shapes and molds the entire educational process. In the modern setting, education may be the most crucial tool for people to enhance their endowments, increase their levels of competence, overcome obstacles, and, in the procedure, increase the chances and options open to them for a sustainable improvement in welfare. Learning any other subject is just as vital as developing emotional intelligence. The foundation of character is emotional intelligence, which is the capacity to withstand emotional impulsiveness and control it. Character is represented by Emotional Intelligence. The faculty members have a crucial responsibility in fostering good character by instilling qualities such as self-discipline and empathy.

5. “ChatGPT: Creating Opportunities and Challenges for E-Commerce Industry” by Dr. Pawan Kumar, Asst. Prof., and Ms. Laxmi, MBA-2021-23, Army Institute of Management & Technology, Greater Noida. .

The emergence of ChatGPT has provided businesses with a promising opportunity to enhance their customer interactions and satisfaction. With its ability to understand natural language and context, ChatGPT enables businesses to offer personalized and effective responses to customer queries, provide recommendations, and complete transactions seamlessly. However, the implementation of ChatGPT also brings with it several challenges.

6. “Application of Data Mining Techniques for Business Growth Prediction with Reference to Market Basket Analysis” by Dr. Pawan Kumar, Asst. Prof., Mr. Abhinav Padman and Mr. Sany Konai, MBA-2022-24, Army Institute of Management & Technology, Greater Noida..

Data Mining is the way of finding unknown patterns in the data set. Many companies are struggling hard to figure out useful meaning in the available data sets. For companies to effectively manage their operations and take decisions. In a way to find patterns, connections, and insights that can be used to enhance business results and growth prediction. It entails analyzing huge datasets. Data mining is now a crucial tool for organizations to stay competitive and be successful in today's dynamic business environment because of the ever-increasing amount of data that is produced.

7. “Enhancing Data Security in Businesses using Blockchain” by Dr. Pawan Kumar, Asst. Prof., Mr. Srinu Gontia and Mr. Sanjeev Kumar Das, MBA-2022-24, Army Institute of Management & Technology, Greater Noida.

The research emphasised the use of Blockchain in Data Security. The researchers say that Blockchain is a decentralized and distributed ledger which uses cryptography and security algorithms to secure data. It provides several key features that can continuously improve data security in businesses. The research conclusion was that with more study and required development the causes of blockchain in data security in enterprises can boost.

8. “Analyzing Concerns about the Growth of Artificial Intelligence, Regulations and Cyber Security” research by Anup Chand, Student, and Dr. Shilpa Tandon, Asst. Prof, AIMT, Department of Management.

Through a literature review and case studies, this paper assesses the worries regarding the development of AI that have been voiced by experts, policymakers, and the general public. The need for more regulation and ethical standards is highlighted by the fact that unregulated AI development can lead to serious ethical problems. The report advises policymakers to give potential hazards and ethical issues related to the development of AI top priority.



9. “Digital Innovation: A Comprehensive Guide to Implementing Advanced Technologies for Business Growth”, research by Amit Kumar Kushwaha, Student and Prof. Subhanshu Mohanty, Assistant Professor, Army Institute of Management & Technology, Greater Noida.

The paper focuses on three main areas of digital innovation strategy: customer engagement, product and service innovation, and internal systems processing. It highlights the importance of each of these areas in achieving successful digital innovation. Overall, it provides a valuable guide for businesses seeking to implement digital innovation strategies to drive growth and sustainability.

10. “Conceptualising Returns to Sanitation Interventions: A Case Study on 3 States of India” Santwana Sneha, Lead, MEAL, Finish Society and Shankhajit Sen, Research Analyst, MEAL, Finish Society.

In the study, the data came from three different states of India, the researches tried and estimated the economic benefits of households due to availability (and use) of toilets. Using a generic framework, it was estimated that the returns that can be expected from the investment in sanitation infrastructure and related interventions. To gauge the implicit benefits from toilet availability in terms of improved health outcome (a) calculated using diarrhoea treatment costs and (b) productive time saved from not travelling too far to open defecation spots. It was found that toilet availability leads to a total positive savings from these two criteria; it was also identified that the nudges can be used to improve the implicit benefits and returns in terms of the possibility of owning a toilet. The study would help to generate credibility, efficiency and evidence for the involvements, particularly in WASH sector.



## **VALEDICTORY SESSION**

### **Mr. Fergus Balfour, Director and Board Mentor Brand Thinktank Group**



Mr Balfour talked about inspirational leadership, where and how do you find it. the front edge of the organizations should be empowered to make decisions and not be forced. This front age should be the one telling what is to be achieved in alignment with their personal goals, they must be able to see the impact of their work at Marketplace and be empowered to express their opinions. Mr Balfour brought the attention to three vital things:

I. All organizations have the ability to generate work. 50% of business given by top management has not been related to growth.

Ii. Many departments in businesses but successful Aaj those businesses which have the business agent as generated by customers and outside stakeholders.

iii. If a business is not attracting talent, it is bound to fail. It is of Paramount importance what kind of image is the business having with internal and external stakeholders with defines a brand.

**Mr. Pankaj Kumar Dewan**

**V P- SCM & HR, Daikin Manufacturing India**



Mr Diwan brought attention to the gap between industry and academia. He said the institute gives exposure to only a certain degree but it is the real life which opens up many opportunities and the subjects from books of life. on learning new. our responsibilities broaden as we grow and acquire the skills of learning. organizations prefer continuous improvements. Mr. Dewan emphasized on unlearning and relearning. He said that teams involve working with synergizing the attainment of goals and targets. business processes should have discipline and decision making should be based on data analysis.

**Mr. Sandeep Tyagi**

**Sr. Vice President, UFlex Ltd**



Mr Tyagi brought the attention to the fact that sustainable development is deeply ingrained in all the organizations. Environment and social laws is accompanied by moral loss. the current chaos requires the growth on moral aspects. he highlighted the chemical free manufacturing at Uflex Limited is for safeguarding the health of customers. Mr Tyagi on sustainability impact on global survival. he shared the examples of Sustainable practices observed by you flex Limited.

Mr Tyagi Highlighted 3 relevant SDGs of UN to the HR practices.

- i.. Capability development: Uflex has a stringent process of identifying and analyzing skill gaps and filling those gaps majorly by online development. ‘ online’ is the buzzword today and keeping employees abreast of changes in the world.
- ii. Gender diversity: Uflex takes Continuous and gradual steps for increasing the diverse workforce developing ecosystem is emphasized at Uflex such as social welfare.
- iii. Social compliances: Uflex Limited works towards preventing the environmental loss and developing people from the bottom of Pyramid.

**Prof Ajay Rana**

**Director General, Amity University, NOIDA**



Professor Ajay Rana brought a spiritual angle to the conference. He enlightened the audience with the fact from Vedas, human life is very very important as we get this after 86 lakh 'Yonies'. Professor Rana ethics values and *Sanskar* in building the management professionals personalities. He advised the student to grow their network. Companies spend 3-4 years in nurturing the raw talent. Professor Rana brought out very interesting concepts and guidelines for students to follow:

IOE: Interest of everything

IOV: Interest of values

Following the above two will lead to betterment of society.

Prof Rana gave the 3A: Academics, Accreditation, Affiliation for institutes to follow to grow and develop. He further extended this to 3 P: Patent, Publication and Projects for surmountable growth of faculty members. He concluded the address with mantra of 'BHAAG' to adopt changes in a meticulous manner; expanded as, behavior, aim, hard work, aim, attitude, God.

**Maj Gen Bhavnish Kumar, VSM,**

**Chief of Staff, HQ Delhi Area & Chairman AIMT**





Maj Gen Bhavnish Kumar, VSM, Chief of Staff, HQ Delhi Area & Chairman AIMT congratulated AIMT for a wide spectrum of papers in the international conference. He reiterated that disruptive Technology is going to change our lives at an exponential pace. Everything is making growth at a rapid pace and we need to be prepared for facing and adapting to this Rapid change. He suggested the students to read more and more books to stay updated. He also talks about the importance of climate change.

COS concluded with the quote “step away and move miles ahead”.





The International conference concluded with Vote of Thanks by Col Rajendra Pandey (Retd), Registrar- AIMT and felicitation of guests & best paper award.

