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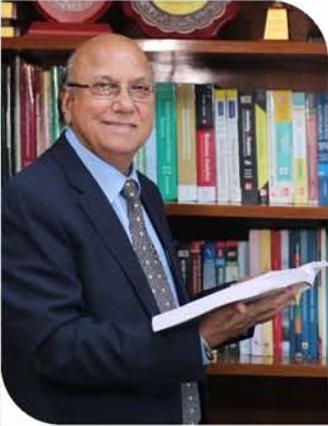
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Mr. Prashant Singh, Manager-Administration



Team Samvaad

FROM THE CHIEF EDITOR'S DESK



The present issue of Samvaad deals with the theme 'HR Transformation: Shaping the Future at Workplace'. HR transformation involves reinventing and redesigning human resources to make them more useful for the organizations. It includes the integration of technology, service provision and talent management to boost performance across the board.

As talent utilization is the principal driver of competitive advantage, HR transformation becomes the major plank for raising the performance of firms. Success in a world of rising cost pressures, hybrid work arrangements, and dynamic employee expectations depends on the successful enactment of HR

Transformation.

The right pace of Leadership is fundamental to guiding this transformation, setting the vision, and ensuring alignment with the broader business strategy. Strategic alignment, change management, talent development, defining corporate culture, enhancing the employee experience, and encouraging data-driven decision-making are a few examples where HR transformation and leadership interact. Effective HR leaders encourage and inspire their workers to innovate, accept change and contribute to the success of the firm.

While HR transformation and leadership bring numerous benefits, they are not without challenges, including resistance to change, technology implementation, skills gap and various other considerations. However, organizations that successfully navigate these challenges can achieve remarkable results.

HR transformation needs support from the Organizational Culture, which comprises of shared values, beliefs and practices that define an organization. The responsibility of building and molding the organizational culture to the changing needs of corporate world, rests with leaders working at higher echelons in the organization. They should be seen as the role model of the envisioned culture; setting expectations and implementing practices that promote it. This also includes diversity and inclusion efforts, ethical standards and fostering a positive work environment. The alignment of HR and leadership in shaping the culture is fundamental to HR transformation and organizational development success.

The conventional HR manager has to recognize that HR is not just an administrative function but a strategic partner in achieving organizational success. Successful HR transformation is at the root of improved efficiency, better talent management, enhanced employee satisfaction and ultimately, greater organizational performance.

This holistic approach to HR and leadership fosters a thriving, adaptable and successful organization in an ever-evolving business landscape. The future of work is being actively shaped by HR transformation and its future is full of promise and potential.

I wish the readers of Samvaad a Happy and Prosperous Diwali

Prof. S. C. Sharma
Senior Director, IBS Gurgaon



The present issue of Samvaad is based on the theme 'HR Transformation: Shaping the Future at the Workplace'.

HR transformation is the process of change, aimed at better aligning their jobs with the people, business goals and strategies, and technology they deal with. Many professionals seem to think that if they revolutionize their workforce and introduce new software and even AI technologies, they will have a smooth journey with talent acquisition, retention and their productivity will increase. Transforming the HR

function, nevertheless means more than simply introducing new technologies, it requires a complete shift in the methodology so that HR can have a more strategic approach to business. True transformation, the type that can help to reach organizational goals, only happens when human resources are treated like a business partner.

It is worthy to understand, that leaders play an important role in the process of Transformation, In the Bhagavad Gita, Shri Krishna defines that true renunciation can be seen as a call for leaders to act with selflessness, courage and ethical integrity. Such leaders prioritize their responsibilities, acknowledge the interconnectedness of their actions with the well-being of their teams and organizations, and are willing to take on any task, no matter how challenging it is. This approach not only leads to successful leadership but also contributes to a positive and productive organizational culture. This is a sign of true leadership renunciation according to Shri Krishna in the Bhagavad Gita. Therefore, transformation is the guiding force behind any organization and plays a pivotal role in shaping the workplace.

Lately, HR transformation sounds like a buzzword, but it is far from that, it is a necessity for any company that wants to remain competitive and successful. The last few years have brought unique changes to the workplace. The priorities are shifting and the relationship between employer and employee is also changing. Leaders are the ones who can drive positive change, help companies overcome labor shortage, create a skill-based approach to talent management. From the perspective of leaders, transformation means evolving so that their roles are better aligned with the workforce, business goals and strategies, and the technology with which they work. In conclusion, HR transformation is shaping a workplace that is not only more efficient but also more adaptable, engaging and inclusive.

This issue of Samvaad covers many academic and extracurricular events organized by IBS Gurgaon during July- Sept Quarter. My heartfelt thanks to all those who have contributed to this Issue. I am thankful to the Editorial team, Faculty Members, Alumni and Information Team for their valuable contribution. My special thanks to the Student team of Samvaad Cell, for the hard work they have put into bringing out this issue of Samvaad. Readers, I am sure you will find the theme informative.

***Happy Reading Samvaad !!
For any kind of feedback or suggestions,
Please contact at bhavna.chhabra@ibsindia.org***

Dr. Bhavna Chhabra
Managing Editor, Samvaad

FACULTY ARTICLES



Prof. Navneet Saxena
Associate Editor, Samvaad

According to Gartner, HR transformation is the evolution of HR to drive operational excellence and create greater business value.

Some of the changes that we see in HR because of Technology are digital onboarding, employee self-service portals, people analytics, AI-powered applicant tracking systems, HR chatbots, recruiting chatbots, digital adoption platforms. The pressure to optimise costs and maximise productivity is always there. The way we work began to evolve before the global pandemic, it accelerated the pace of change by necessity during the pandemic, and will

continue to evolve as the way we work and the places we work further change.

The best practices of human resources 20 years ago are almost unrecognizable today. It requires creating a holistic, optimized, and engaging learner experience across the organization. HR transformation help an organisation revamp its people function, accelerate digital implementation and support change management to deliver an exceptional employee experience. We have seen old public sector banks transform into digital leaders.

It's a new challenge for the HR team as they need to elevate the level of adaptability and responsibility amidst the fear of employee attrition. HR functions tend to be vertical. To build businesses, HR needs to work horizontally to partner, cede control and co-own the results with the various stakeholders.

Transforming HR: Shaping The Future At Workplace



Prof. Umesh Kalra
Faculty, IBS Gurgaon

'.....The term 'e-HR' describes the transformation of HR service delivery using web-based technology. Now HR professionals must not only master traditional HR skills and knowledge, but also have the ability to apply that knowledge via technology.....' Hal G. Gueutal

1. The above statement is extremely apt in the today's scenario and communicate a message to the HR leaders to keep themselves abreast of the latest technology that could be adopted by them with a view to make the organisational goals more achievable. Now adoption and adaptation are two important sides of the same

coin. Because, at present, global transformation is taking place with an amazing pace mainly on account of the fourth industrial revolution which is digital. Industry 4.0 refers to the current era of connectivity, advanced analytics, automation and advanced manufacturing technology that has been transforming global business for years. This wave of change in the manufacturing sector began in the mid-2010s and holds significant potential for operations and the future of production. If the core of the organisation, namely, HR does not adjust itself to the ongoing changes, its growth is virtually impossible then.

2. Interestingly, according to the recorded history, steam propelled the original industrial revolution whereas the electricity powered the second. Automation and machinery led the third and intelligent computers (artificial intelligence) are now shaping the present fourth one. Before 2014, the Google search term 'Industry 4.0' was practically non-existent, but by 2019, 68 percent of respondents to a McKinsey global survey regarded Industry 4.0 as a top strategic priority. Seventy percent said their companies were already deploying new technology. In the Indian scenario, HR transformation is the current buzz word being used by HR and business leadership striving to improve HR services and keep

pace with the developments in more mature market which is a good development. If the organisation has to grow, then it must keep itself trained/updated as per the global requirements. The HR department has a big responsibility for ensuring the achievement of the overall goals of the organisation.

3. Today, the rapid advancement in technology and its easy affordability are influencing the future of work and the way business is to be conducted today. In view of this, the enabling functions of an organisation have also come in the folds of this change through HR digital transformation. It is the most opportune time to re-evaluate its service delivery model and make changes that would not only make the delivery of HR services more effective; but also deliver the desired employee experiences through the use of HR technology. Even the government of India is not far behind. The Ministry of Personnel and Training has made it mandatory for the officials to undergo compulsory in-service training to make government's delivery more effective.

4. The worldwide pressure is forcing an HR to undergo digital transformation. Therefore, the organisations working hard to digitally transform HR will benefit from this remarkable shift in talent. Earlier the better. Traditional HR processes relied on face-to-face communications, filing cabinets, and lots of paperwork whereas HR digital transformation includes moving those processes to technology-based systems and that too, on time.

5. But what is the most important element in the HR transformation? No doubt, the talent has always been a critical driver of competitive advantage, but in today's knowledge-based economy, organisations that can attract and retain top talent are more likely to innovate, achieve higher levels of productivity, and show high-performance. One of the primary drivers of HR transformation is the need to keep up with the changing expectations of today's workforce which values work-life balance, career development opportunities and the organisations that can offer these benefits are more likely to attract and retain in top talent, making HR transformation, therefore, critical for success.

6. As already mentioned above, one important element driving the urgency of HR transformation is the increasing use of technology in the workplace. Digital transformation has changed the way we work, and HR must adapt to these changes to remain effective. From recruitment and onboarding to performance management, learning and development, technology is playing an ever-increasing role in HR processes. Companies that can leverage technology effectively to streamline these processes will be better positioned to attract and retain top talent. If implemented properly, these technological tools have the potential to significantly affect the working environment and the experience of employees that shall make them more efficient. HR transformation is becoming urgent for companies seeking to stay ahead of the crowd and be competitive.

7. A variety of technologies will be used in HR in the future. According to IBM research, the use of artificial intelligence in manufacturing and commerce will rise from 40% to 80% over the next three years. As a matter of fact, artificial intelligence-powered data analytics will be used to improve different aspects of human resource management in the upcoming years. A recent report by NITI Aayog estimates that the gig workforce in India will increase by nearly 200% by 2030. This will bring further opportunities for organisations and HR leaders to create unique models around workforce planning and HR operations.

8. Not only the job profiles of firms are changing, but alongside, the HR policies must also evolve to facilitate the new job profiles otherwise, the results would be similar to that faced by NOKIA.

The Evolution of the HR



Dr. Sangeeta Shahane
Faculty, IBS Gurgaon

Human Resources (HR) has come a long way from being primarily administrative support for businesses to becoming strategic partner that adds value to the overall business. This transformation is known as HR transformation.

One of the key drivers of HR transformation is the need for HR to align with the business goals and objectives. Traditionally, HR was focused on administrative tasks such as payroll, benefits, administration, and employee records management. However, with the rapid changes in the business environment, HR now plays a more strategic role in driving organizational success.

In the recent years the advent of technology has played a crucial role in shaping the HR function. Automation and digitalization have enabled HR to streamline various processes, such as employee onboarding, performance management, and talent acquisition. This has not only increased operational efficiency but has also freed up HR professionals to focus on more strategic initiatives. Additionally, HR transformation involves developing a talent management strategy and HR plays a vital role in identifying and nurturing talent, providing career development opportunities, and creating a culture of continuous learning and development.

Another aspect of HR transformation is the integration of analytics and data-driven insights into HR decision-making processes. With the abundance of data available, HR can now leverage analytics to identify trends, predict future workforce needs, and make informed decisions. This helps HR to contribute strategically to the overall business strategy. As businesses continue to evolve, HR will be at the forefront of driving organizational success by aligning with business goals, attracting, and retaining top talent, and leveraging data-driven insights to make informed decisions.

Transforming HR: Shaping the Future at Workplace - an Economist's Perspective



Dr. Reenu Kalani
Faculty, IBS Gurgaon

The transformation of Human Resources (HR) is not just a matter of organizational adaptation; it's a critical economic imperative. HR's transformation has far-reaching implications for a nation's economic health and competitiveness. Human resource refers to the people who are part of the workforce and workforce plays an important role in development. The human resource plays a significant role in the economy of a country by contributing to productivity. There are four factors of production, Land,

Labour, Capital and Entrepreneur. The other resource becomes useful because of the input by the human resource. Industry 4.0 also has three important aspects – data, technology and human capital.

Human Capital Development: Human capital is a cornerstone of economic development. HR's focus on employee development, upskilling, and lifelong learning aligns with economists' calls for

investing in human capital. A highly skilled workforce drives innovation, competitiveness, and sustained economic growth. India has ranked 115 out of 157 countries ranked in HCI with the HCI value at 0.44. Singapore has topped the list with an HCI of 0.88.

Labor Productivity and Efficiency: Efficient HR practices have a direct impact on labor productivity. Economists have long recognized the importance of matching the right talent with the right job. HR's role in optimizing talent allocation, skills development, and workforce planning contributes to improved productivity, which, in turn, bolsters a nation's economic growth. A more skilled workforce can contribute to economic growth by driving innovation and efficiency. India retains 40th rank out of 132 economies in the Global Innovation Index 2023 rankings published by the World Intellectual Property Organization.

Technology and Automation: The integration of technology in HR, including AI and automation, has the potential to revolutionize labor markets. While this may raise concerns about job displacement, economists suggest that, in the long run, automation can lead to productivity gains, cost savings, and the creation of new, higher-skilled roles. HR's ability to manage this transition will play a pivotal role in minimizing economic disruptions.

Labor Market Dynamics: HR practices have a profound impact on labor market dynamics. Effective recruitment and retention strategies influence the allocation of talent across industries and regions. A well-functioning HR ecosystem can address skills mismatches, reducing frictional unemployment and fostering economic resilience.

Inequality and Inclusivity: Economists emphasize the economic benefits of reducing income inequality and promoting inclusivity. HR's role in fostering diversity, equity, and inclusion contributes to a more inclusive labor market. Research suggests that diverse workforces can enhance innovation and problem-solving, ultimately benefiting economic growth.

Workplace Flexibility: Economists view workplace flexibility, including remote and hybrid work arrangements, as a tool for improving labor market efficiency. Flexible work options can help reduce labor market mismatches, such as geographic disparities in employment opportunities. HR's role in managing remote work policies can impact workforce participation rates and regional economic development. Labor Force Participation Rate in India increased to 48.50 percent in the first quarter of 2023 from 48.20 percent in the fourth quarter of 2022. (Source: MOSPI)

Data-Driven Decision-Making: By using data analytics, HR can make more informed decisions regarding talent acquisition, performance management, and resource allocation contributing to cost reductions and improved profitability for businesses.

Economists stress the importance of resilience in the face of economic shocks. The recent performance of the Indian economy showcases its resilience and ability to adapt to challenging circumstances. India has shown impressive growth rates and recovery, outpacing many other economies. HR's role in shaping labor market dynamics can influence unemployment rates, wage growth, and overall economic stability. Effective talent acquisition and retention strategies can help businesses thrive, contributing to local and national economic health. So, the future of HR is intertwined with broader economic trends.



Dr. Mohammad Shariq
Faculty, IBS Gurgaon

Challenges in Transforming HR in the Current Scenario

Current times are challenging times, adapting to it requires understanding and operating at multiple levels. The contemporary workplace is a dynamic ecosystem, shaped by the distinct sensibilities of different demographic cohorts, including the disappearing baby boomers, the prominent millennials, the emerging Gen Z, and the soon-to-arrive Gen Alpha. Each of these cohorts brings its unique life purposes, values, beliefs, and technological savviness to the table. Simultaneously, macro issues like climate change and disruptive technologies further complicate the landscape for Human Resources (HR) professionals. In this article, we will delve into some of the key challenges HR departments face in the current scenario.

Self-Care and Employee Well-being: One of the foremost challenges for HR today is ensuring the physical and mental well-being of employees. With the ongoing global health crisis and increasing awareness of mental health issues, employees are looking to their organizations for support. HR must implement comprehensive well-being programs that prioritize both mental and physical health. This includes offering access to counselling services, promoting a healthy work-life balance, and encouraging employees to take regular breaks.

Work-Life Balance: Work-life balance has been a buzzword for years, but many companies still struggle to provide a genuinely balanced work environment. It's not enough to pay lip service to this concept; organizations must rigorously review their policies and practices. Flexible work arrangements, clear boundaries between work and personal life, and support for family responsibilities are crucial aspects that HR should address to ensure a healthier work-life balance for employees.

Inclusivity and Diversity: Creating an inclusive and diverse workplace is not just a moral imperative; it's a business imperative. HR departments need to proactively champion inclusivity across genders, ethnicities, and backgrounds. This involves implementing fair recruitment practices, diversity training, and fostering a culture where every employee feels valued and respected. Diverse teams have been shown to be more innovative and better equipped to solve complex problems.

Technology and Digital Transformation: The different generational cohorts in the workforce have varying levels of technology adoption. HR professionals must navigate this digital divide and ensure that all employees, regardless of age, are comfortable with the technologies used in the workplace. This may require reverse mentoring programs where younger employees help older ones adapt to new digital tools and platforms.

Sustainability and Corporate Social Responsibility (CSR): Sustainability and CSR have become integral to an organization's reputation and success. HR can play a pivotal role in championing sustainability initiatives within the company. This includes promoting environmentally responsible practices, supporting community engagement, and aligning CSR efforts with the company's values and goals.

In conclusion, HR faces a dual challenge in the current scenario. On one hand, it needs to address the fundamental needs and well-being of employees, recognizing the diverse sensibilities and values of different generational cohorts. On the other hand, it must navigate the disruptive forces of technology, sustainability, and social responsibility. Personalizing HR policies to accommodate the unique characteristics of each cohort while staying agile and adaptable to emerging trends is key to creating sustainable businesses in the ever-evolving world of work. HR professionals who successfully tackle these challenges will contribute not only to their organizations' success but also to the well-being and fulfilment of their employees.



Prof. Shalini Khandelwal
Faculty, IBS Gurgaon

HR is at Cross-Roads

There is a lot of debate in the industry on the future of HR. Whether HR function will be able to maintain its relevance will depend on how it demonstrates flexibility and agility in adapting to its new role in the changing business paradigm. The following major trends are shaping the world of work in the present times:- Hybrid & Remote Work, Gig Workforce, Automation & e-HR, Artificial Intelligence & Machine Learning, Outsourcing. In the post-covid world, hybrid workplace seems to be the best way to optimize productivity and minimize burnout. People are looking for more freedom and flexibility in the way they work and they are open to exploring possibilities outside of their current organizations. The workforce is becoming highly mobile while taking up freelance projects at different organizations. Job based pay structures are getting replaced by skill based structures which are more flexible and transparent. Most of the routine HR work of candidate screening & testing, orientation, employee database management, salary & benefits administration has been automated through the use of digital technologies and artificial intelligence. In many cases, it is more cost effective and efficient to outsource these functions to a third party.

In order to justify its role as a business partner, HR needs to realign itself with strategic business priorities and focus its efforts in the following directions:- Creating a Talent Pipeline, Maintaining Equity & Justice, Aligning Culture with Strategy, Building Leadership and Trust, Promoting Diversity & Ethics Safeguarding Employee Health & Wellbeing, Enhancing Employee Value Proposition, Employer Branding With the pace of technological developments and disruption in every industry, continuous up-skilling and re-skilling are inevitable to maintain a steady talent pipeline. HR needs to continuously anticipate the talent needs, develop skill inventories, analyze the demand supply gap and strategize for dealing with shortage and surplus of manpower in order to maintain a future ready workforce. The new age workforce views a diverse, equitable and inclusive work environment as an important factor when accepting job offers. Creating an equitable and inclusive workplace requires thorough planning starting from recruitment to providing equal opportunities for growth and ensuring distributive, procedural as well as relational justice. The physical and psychological safety of the diverse workforce needs to be guaranteed under all circumstances.

HR needs to align the shared values, beliefs and practices across the organization with the strategic imperatives of business. It should be able to communicate company policies, practices, and strategies in such ways that employees are able to identify with and trust the leadership. It also needs to continuously develop high-potential employees who possess the necessary competencies to succeed in key leadership roles.

An organization's culture plays a significant role in communicating the expected behaviors to employees. Inculcating right behaviors and attitudes among employees requires building positive employee experiences, which in turn promotes productivity and satisfaction. Further, employees need to be rewarded and recognized in innovative ways to enhance their employee value proposition and motivate them to be the brand ambassadors for attracting the best talent in the marketplace. With the availability of capital and technology in a globalized world, the one resource which still satisfies the criterions of Resource Based View (Valuable, Rare, Inimitable, Organized) of competitive advantage is the Knowledge Resource and HR is accountable for creating the right work environment where knowledgeable talent can thrive and contribute to sustainable business outcomes.

Felicitation Ceremony

Official Team from head office visited the new IBS Gurgaon Campus on September 13th & 14th, 2023. Dr. R.R. Reddy from Head Office congratulated and appreciated the hard work, dedication and teamwork of all members of Faculty and Staff under the leadership of Senior Director, Prof. S.C. Sharma for making the transition to the new campus building as smooth as possible for the students. He also emphasized on the commitment of IBS to preparing students to excel in the dynamic business world with the unwavering support of the faculty members who play a pivotal role in shaping the educational experience of our students. Dr. R.R. Reddy, honoured Prof. S.C. Sharma, Senior Director, IBS Gurgaon, Dr. Anupama D Raina, Director, Corporate Affairs, Dr. Prapti Paul, Dean, Academics at the IBS Gurgaon campus for ensuring smooth academic delivery, seamless administration and continuing placements during the seamless shifting of the Institute to the new campus at JMD Empire, Gurgaon. He congratulated all the faculty and staff for the new campus. He discussed the academic plans for the future. His speech left everyone motivated.



Students' Council Events**Roo-Ba-Roo 2023**

The Students' Council organized a sparkling freshers' party 'Roo-Ba-Roo 2023' on 14th July, 2023 with the theme of Masquerade. The event began with the welcome speech and lighting of the lamp, followed by the Ganesh Vandana and address by Senior Director Prof. S.C. Sharma. In talent rounds, various students displayed their performances followed by the Ramp Walk and question answer round, which was enjoyed thoroughly by the students as well as the faculty members, in between the results were to be announced there were performances by Senior and Junior council members following which titles like Mr. and Ms. Freshers, etc. were awarded. The night ended with a vote of thanks, then with dinner and students having fun with the DJ. The Event was well coordinated by Dr. Ranika Chaudhary and Prof. Rajesh Mishra.

**CLUBS @IBS GURGAON COORDINATED BY STUDENT'S COUNCIL****Financial Markets Club**

Financial Markets Club organized an event 'Alpha Finance' on 18th August, 2023. The guest speaker for the event was Mr. Nilabh Kapoor, Founder, CubeLearn, a platform that provides certifications in the field of finance. Mr. Nilabh educated the students on the scope of finance as a field and shared his experience and journey on how he cleared all three levels of CFA and what motivated him to start 'CubeLearn'. It was followed by a Q&A session. A quiz was conducted and the winners were announced. The event was well coordinated by Dr. Bhavna Chhabra and Prof. Navneet Saxena.



Brand Communication Club

Brand Communication Club organized an amazing event 'Brand Buzz Bash' on 18th August, 2023 which was about product pitches. There were two rounds in total, The first one was about knowledge testing wherein taglines of famous brands were asked. The 10 teams that answered the fastest progressed to the next round. In the second round, each team was assigned a product and was told to prepare a presentation within 10 minutes and 3 minutes were given to present the idea to the judges. At last, the results were announced and winners were facilitated. The event was well organized by Dr. Vibha Arora and Dr. Vineeta Jha.



Cyborg Club

Cyborg Club organized an exciting event on gaming 'Battle Fest' on 25th August, 2023. The event comprised of interesting multiplayer gaming competition where participants had to play Battlegrounds Mobile Game-BGMI, a multiplayer mode of gaming. The participants were divided into two groups. Each group had 10 teams of four participants. The top 10 teams from each group advanced to the second round. The Participants who survived till last by eliminating other opponents, won the competition. The event gathered huge participation from the students which was later concluded with a felicitation ceremony of winners. The event was well coordinated by Prof. Shweta Agarwal and Prof. Shweta Sharma.



Stock Market Club

Stock Market Club organized an event 'The Stock Master' on 1st September, 2023. The event started with the address by Senior Director, Prof. S.C. Sharma, where he explained students the importance of the stock market. The event consisted of 2 rounds. The quiz was conducted on 'Kahoot'. The first round, 'Fastest Finger First', where top 5 participants of this round moved to the next round. The final round was 'Buzzer Round', where participants raised their hands and got a chance to answer. The event was well coordinated by Prof. Rajesh Mishra and Dr. Vineeta Mishra.



E-Marketing Club

E-Marketing Club organized an event 'Digital Synergy' on 1st September, 2023 and the guest speakers were Mr. Himanshu Sharma, Account Director, Salesforce and Mr. Digvijay Singh, Category Head, DeHaat. The event started with Mr. Himanshu talking about digital intervention changing the face of the Indian Agri Ecosystem and gave his thoughtful insights on digital trends. Mr. Digvijay talked about DeHaat and gave his valuable thoughts and advices on digital trends in DeHaat. The event was very enlightening and wrapped up with a Q&A session. The event was well coordinated by Prof. Shweta Sharma.



Market Research Club

Market Research Club organized an event 'Insightopia' on 15th September, 2023. The event started with the address of Senior Director, Prof. S. C. Sharma. He told students that marketing is about creating experiences, integrating and understanding the market and finance as they go in synergy. The event consisted of two well-planned rounds. The first round was a quiz conducted on 'Hopscotch'. The top 5 participants of this round moved to the next round. The final round was 'Discovery Expo', where participants were assigned a product and were told to prepare a

presentation within 15 minutes and 5 minutes were given to present the idea to the judges. The results were announced and winners were given the prizes. The event was well organized by Dr Vikram Sharma and Dr Mohammad Shariq.



Accounting & Taxation Club

Accounting & Taxation Club organized an Event 'Chat GPT- Are we Ready?' on 15th September, 2023. The event commenced with introductory words of Senior Director, Prof S. C. Sharma, where he welcomed the guest speaker CA. D.C. Jain where he also emphasised on about artificial intelligence and why is it important us and the world to align with it. The event then proceeded where the guest explained the importance of AI tools like Chat GPT and conducted an on screen demo of how Chat GPT actually works. The event concluded with an interesting game which revolved around versant skills, following which the winners were felicitated. The event was well coordinated by Prof. R.Venkataraman and Dr. Ranika Chaudhary.



10th Campus Corporate Meet

Placement Cell

IBS Gurgaon organized a Campus Corporate Meet on July 21, 2023 at The Crowne Plaza, Gurgaon. The event saw widespread participation from more than 181 corporates. The event was graced by the presence of Prof. S.C. Sharma, Senior Director and Dr. Anupama D. Raina, Director Corporate Relations welcomed the guests informally. Also, present with them were Prof. R. Venkataraman, Dean Examinations and Dr. Prapti Paul, Dean Academic Coordinator. The event saw overwhelming participation from well-known companies like Ernst & Young, Evalueserve, Blackrock, WNS, Protiviti, CARE Ratings, Oxane Partners, O2 Power, THB, RSPL Group, Roopya, ICICI Prudential, Volvo

car India, Indxx Capital, Kelloggs etc. The meet was enlivened by the participating corporate interactions with faculty and student groups. The event theme for the year was 'Carnival'. The Placement Cell Representatives engaged the esteemed gathering with many activities like Party Poppers where guests posed for a photograph with various fun Carnival theme props, Spin the wheel where guests were asked to spin the wheel and willingly undertook the fun tasks listed. Tongue twister and find your joker where random cards were hidden behind each chair and the last was carnival special which had an interactive quiz involving fun scribble to identify characters from movies & songs based on carnivals, Dialogues, clips etc. All the winning participants were felicitated by gifts prepared by the placement team. The event also saw a flash mob & a group dance performance and a musical performance by the students. The guests thoroughly enjoyed the engaging activities.



SOCIAL RESPONSIBILITY CELL

INDEPENDENCE DAY CELEBRATIONS

Social Responsibility Cell organized the annual Independence Day Event on 14th August, 2023 marking the auspicious 77th year of India's Independence. The event commenced with the unfurling of the National flag by Senior Director, Prof. S.C. Sharma which followed by the national anthem. The event proceeded with the words of wisdom of the Senior director, where he reminded the students about freedom struggle and India's Pre-Independence Era. He also appealed to the students to know more about historical struggle for freedom that shapes today's India and propels it towards a promising future. The event was then concluded with cultural performances by the students. The event filled everyone with a feeling of togetherness and patriotism. The event was well coordinated by Prof. Bhagat Singh.

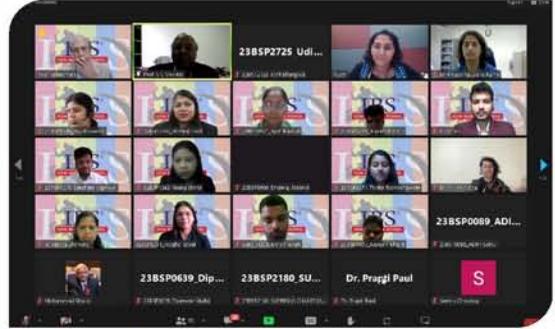


IBAC Cell Event

IBAC Cell organized an event under Eminent Indian series Campaign - Matters of Governance For Better Nation on 12th July, 2023. The guest speaker was Mr. Suresh Prabhu, Former Union Minister, Vice Chancellor of Rishhood University and visiting professor at London Business School of Economics. The event commenced with lighting of lamp followed by the valuable words of Senior Director, Prof. S.C. Sharma, where he welcomed the chief guest. The event then went ahead with Mr. Suresh Prabhu's where he interacted with the student's explaining importance of good governance in developing countries. Good governance is essential for developing countries to achieve economic development and social progress. Self-governance is the best form of governance and India has many examples of good governance within its own tribal communities. The event was concluded with an interactive Q&A session between student and the chief guest. The event was coordinated by Prof. R. Venkataraman



IBAC Cell organized an event under Leadership series Campaign – Trends in Strategy and Transactions on 28th August, 2023. The guest speaker was Ms. Kshama Dhir, Partner, Global Strategy & Transaction Leader at EY GDS. The event commenced with the lighting of lamp followed by the valuable words of Senior Director, Prof. S.C. Sharma, where he welcomed the honourable Chief Guest. The event then went ahead where Ms. Kshama Dhir discussed how digitization is disrupting strategy consulting and how the industry is talent-driven, with a focus on ESG, partner and director involvement and Generative AI. She also emphasized that the basics of strategy consulting remain the same despite changing trends. The event was concluded with an interactive Q&A session. The event was well coordinated by Prof. R. Venkataraman.



Internship Cell

Abhinandan 2.0

IBS Gurgaon organized 'Abhinandan 2.0 - The Summer Internship Guides Appreciation Meet' on 2nd September 2023 at The Leela Ambience Hotel and Residences Gurgaon. The event was organized to appreciate the efforts of The Summer Internship recruiters and mentors who have played a very important role in guiding and successful completion of the Summer Internship Program of ICFAI Business School.

The event started by welcoming all the guests who were present in the meet followed by the address by our esteemed Senior Director, Prof. S.C. Sharma. He shared with the august gathering the IBS journey of over 25 years of excellence in management education. He acknowledged the critical role played by the SIP company guides in grooming the students to become the leaders of tomorrow. He encouraged the SIP Company guides to help us build a broader industry network and invite more companies from across industries to hire students for Summer internships from IBS Gurgaon. He also motivated the corporate guests to come forward and partner with the institute in more initiatives such as practising managers, guest lectures and MDPs.

To showcase IBS Gurgaon and the Summer Internship Program initiatives planned for the year 2023-24 by the campus, audio-visuals were shown to the audience. This was followed by the felicitation ceremony of the Summer Internship Company Guides, to express our gratitude to all the SIP guides present from various companies such as Crowne Plaza, Reliance Digital, Evalueserve, Lite Bite Foods, Alpha Value Consulting, 7 Med, KKS Capital, Praedico Global Research, Profit Idea, Densat, Edergrise Global, Orion Realty, DigiFish 3, PVR Cinemas, Schneider, Oxane Partners, CBRE, Hair Originals etc.

To make the event more exciting, few networking games were also organised which were appreciated and well enjoyed by all present there. The event was attended by approximately 125 guests, including the SIP company guides, corporate guests, members of the faculty and students. Towards the end, vote of thanks was proposed by the Dean Academics and SIP Coordinator Dr. Prapti Paul.



Certificate Courses

IBS Gurgaon organised various Certification courses for the batch 2024 from 21st July, 2023 to 20th September, 2023. Students gained valuable insights into AI, talent management, and leadership, as well as the potential of AI in real-world scenarios. The aim of these certification courses is to equip students with the necessary skills and knowledge to excel in their careers and job prospects. The training was delivered by experienced professionals. Upon completion of the courses, students were awarded certificates. The training was successful, and the students found it informative and beneficial. They gained a deeper understanding of the topics covered, as well as the necessary skills and knowledge.





ALUMNI KNOWLEDGE SHARING SESSIONS



Mr. Ahmad Raheel, Area Manager at Ashok Leyland on 'The Significance of Case Studies emphasizing how they assist in comprehending real-life problems and business scenarios'.

Mr. Ankur Jain, Lead Product Manager at Bajaj FinServ on 'Product Management and Development, his significant contributions to the Bajaj FinServ organization and his own company named, Edtech'.



Mr. Arnab Lahiri, Business Development Manager at Boston Scientific commenced the session by recounting his journey at IBS and the distinctions between MBA and Non-MBA routes.

Mr. Asheesh Chaturvedi, Category Head at OfBusiness on 'Experience in the Sales and Marketing Sector and the Importance of Networking in B-schools'.



Mr. Ashutosh Saxena, Project Manager at 1Lattice on 'Experience in Project Management and Contributions in 1Lattice'.



Mr. Onkar Nath, Head of Strategy and Demand Generation at ICL Fertilizers India on 'Significance Of Cultivating Distinctive Skills And Adopting a Proactive Attitude to distinguish oneself'.

Mr. Varun Kumar Srivastav, Zonal Manager at Wonder chef Home Appliances Pvt Ltd. on 'Application of Theoretical Knowledge in the Dynamic World'.



Mr. Tarun Sharma, Associate Vice President at Paytm on 'Importance of Honing our Presentation Skills and establishing Professional Network'.

Ms. Jigyasa Laroiya, Founder and Chief Brand Strategist at 30th Feb on 'Journey at IBS and Adaptation of techniques learnt in Management Course'.



Mr. Kanik Yadav, Associate Business Director at Group M on 'Reasons to pursue MBA and discovering one's Specialization with an overview of the Placement Process'.

Mr. Manomay Singh, Area Sales Director at NEC Corporation India Pvt. Ltd. On 'How to Approach an Interview and Importance of Career Development'.



Mr. Prakhar Kushwaha, Senior Product Manager at Pidge on 'MBA Imparts the Art of Connecting with People and Bridges us to the Corporate World'.

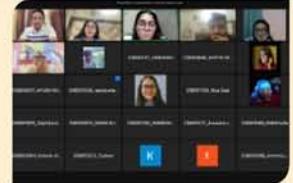
Mr. Pratyush Rohit, Manager at Accenture Strategy & Consulting on 'Importance of Consulting Spanning Various Sectors and its Applicability that Transcends Boundaries'.





Mr. Vaibhav Mediratta, Regional Director L&D at Byju's on 'Experience in the field of Finance and the Significance of Networking'.

Mr. Vinay Chaudhary, Senior Principal at Accenture on 'His Personal Journey and Recounting his Memories at IBS'.



GUEST LECTURES @ IBS GURGAON



Mr. Manoj Yadav, Co-Founder at Blazing minds Edu serve Pvt. Ltd. (Skoolfi) on 'Database Management System in IT Industry' on 1st July, 2023 organized by Ms. Jyoti Yadav.

Mr. Vishal Kapoor, Chief Product Manager at JK Tyre on 'Territory Management' on 5th July, 2023 organized by Dr. Vinod Kumar.



Mr. Amit Kumar Shroti, Service Delivery Manager at Agilent Technologies on 'Technology Disruption' on 5th July, 2023 organized by Prof. Shweta Sharma.

Mr. Ravindra Nath, Former Chairman and Managing Director at National Small Industries Corporation, Ministry of Commerce and Industry on 'Impact of PLI on MSME Sector' on 6th July, 2023 organized by Prof. Umesh Kalra & Dr. Vibha Arora.



Mr. Jasmeet Arora, Vice President at Paytm on 'Paylater Business' on 10th July, 2023 organized by Prof. Ranjani Matta.



Mr. Saurabh Goyal, Manager at Acquisory on 'Leadership' on 10th July, 2023 organized by Dr. Shubhangini Bhalla.

Mr. Prabhat Ummat, Co-Founder & Chief Revenue Officer at BuyNxt Pvt Ltd 'Motivation' on 10th July, 2023 organized by Prof. Neeta Mathur.



Mr. Rohit Agarwal, Sr. Vice President & Business Head (South Asia) at THB on 'CRM' on 11th July, 2023 organized by Prof. Shweta Sharma.

Mr. Pankaj Chatrath, Director Treasury at InterGlobe Aviation Limited (IndiGo) on 'Insights into Corporate Banking and Corporate Treasury' on 13th July, 2023 organized by Prof. Reenu Kalani.



Astha Chauhan, GM at Accenture on 'Role of Business Communication' on 18th July, 2023 organized by Prof. Ritwika Marar.

Pankaj Patel, Founder at Anantadrishti Consultancy Services on 'Communication for Sales' on 20th July, 2023 organized by Prof. Ritwika Marar.



Mr. Ramneek Kundra, Fund Manager at Taurus Mutual Fund on 'Fundamental Analysis' on 21st July, 2023 organized by Prof. Shweta Agarwal.



Mr. Aman Bandvi, Co-founder India Blockchain Alliance at Blockchain Alliance on 'Blockchain - Real world use cases and applications' on 16th August, 2023 organized by Prof. Prapti Paul.

Shaveta Kapoor, Global Applies Data Science Head of Media products at Dunnhumby on 'Segmentation in Practice' on 21st August, 2023 organized by Dr. Vibha Arora.



Mr. Deepesh Goel, Sr. Vice President at Lendingkart on 'Use of AI &ML in lending' on 23rd August, 2023 organized by Prof. Prapti Paul.

Ms Seema Anand, Head of Record to Report at British Telecom on 'Flying high: focussing on attitude and values' on 24th August, 2023 organized by Prof. Jean Saldanha.



Ms Priyanka Pandey, HR- Business Operations at Accenture on 'People Analytics as a tool of Human Resource Planning' on 25th August, 2023 organized by Dr. Anupama Raina.

Ms Sandhya Rana, Group HR Head at DSS Imagetech Pvt Ltd on 'Industry Expectations from Management Graduates' on 29th August, 2023 organized by Dr. Shalini Khandelwal.

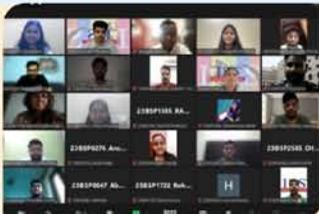
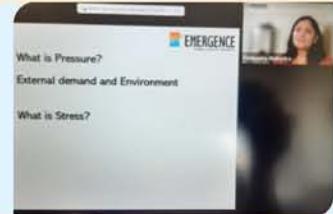


Mr. Rajinder, SAP Trainer Consultant on 'SAP Module' on 29th August, 2023 organized by Prof. Shweta Agrawal.



Manish Chordia, Managing Partner at Rescon Partner on 'Application of Balanced Score Card for a marketing company' on 29th August, 2023 organized by Dr. Mohammad Shariq.

Ms Perineeta Malhotra, Director and Co-Founder at Emergence Learning on 'Performing under pressure' on 31st August, 2023 organized by Prof. Jean Saldanha.



Mr. Himanshu Sharma, Account Director at Salesforce on 'Emerging Trends in Technology and its impact on Business' on 8th September, 2023 organized by Prof. Shweta Sharma.

Ms Jayeeta Sutradhar, Manager - HR at Leena AI on 'Competency Mapping' on 9th September, 2023 organized by Dr. Shalini Khandelwal.



Mr. Manohar Garikapati, Principal - Organization Development at Infosys BPM Ltd on 'AI & Automation in HR' on 9th September, 2023 organized by Dr. Shalini Khandelwal.

Ms Neeti Kumar, VP, People Enablers (Head of HR) at Adda247 on 'Gearing Up for Changing Job Market' on 11th September, 2023 organized by Prof. Seema Chaubey.



Ms Nidhi Bhatele, Senior Analyst at Cimpres Solutions on 'Data Visualisation using PowerBI' on 11th September, 2023 organized by Dr. Gaurav Nagpal.



Ms Pritha Pandey, HR & Training Consultant, Corporate Trainer on 'Employability Communication' on 12 September, 2023 organized by Prof. Ritwika Marar.

NEWLY ARRIVED BOOKS IN THE LIBRARY

N. J. Yasaswy Memorial Library of IBS Gurgaon has recently announced the arrival of new collection of books, it comprises of various categories like Motivational Books and Non-Fiction Books, for Students Faculty and Staff Members.



FACULTY KNOWLEDGE SHARING PROGRAMS



Dr. Shalini Khandelwal on 'Paradigm Shift in Research and Development' at National PG, Lucknow on 22nd July, 2023.

Dr. Shalini Khandelwal on 'Rethinking Student Development: Strategy and New Paradigm' at Bansal Institute of Engineering & Technology, Lucknow on 22nd July, 2023.



Dr. Shalini Khandelwal on 'Rethinking Student Development: Strategy and New Paradigm' at Hotel Dayal Paradise on 23rd July, 2023.

Dr. Shalini Khandelwal on 'Paradigm Shift in Research and Development' at Kanpur Institute of Technology on 24th July, 2023.



Dr. Shalini Khandelwal on 'Designing Effective Course Plans, Assessments and Rubrics' at AllenHouse Business on 24th July, 2023.

Dr. Vipin Khurana on 'How to Write Research Papers' at Noida on 31st July, 2023 via Zoom.



Prof. Arun Kumar Agarwal on 'Preparing the Students in the Art of Computing the Income Tax Return' at IIMT College of Management, Greater Noida on 2nd August, 2023.



Prof. R.K. Anand on 'Rethinking Student Development: Strategy and New Paradigm' at Rajarshi School of Management & Technology, Varanasi on 5th August, 2023.

Prof. R.K. Anand on 'Advantages of the Traditional Teaching Mythology' at Sunbeam College for Women, Varanasi on 5th August, 2023.



Dr. Mohammad Shariq on 'Group Discussion and Personal Interview' at Dr. Ambedkar Institute of Technology for Handicapped, Kanpur on 5th August, 2023.

Dr. Mohammad Shariq on 'Campus to Corporate' at Dr. Virendra Swaroop College of Management Studies, Kanpur on 5th August, 2023.



Dr. Mohammad Shariq on 'Rethinking Student Development: Strategy and New Paradigm' at Hotel DNG The Grand, Kanpur on 6th August, 2023.

Prof. R.K. Anand on 'Rethinking Student Development: Strategy and New Paradigm' at The Westinn, Varanasi on 6th August, 2023.



Prof. R.K. Anand on 'Designing Resume & Curriculum Vitae' at Motilal Nehru Institute of Research and Business Administration, Prayagraj on 7th August, 2023.



Prof. R.K. Anand on 'Current Economic Scenario' at S.S. Khanna Girls Degree College, Prayagraj on 7th August, 2023.

Prof. Jean Saldanha on 'Taking Charge of Your Career: Developing Effective Communication Skills' at Meerut on 8th August, 2023 via Zoom.



Dr. Sangeeta Shahane on 'Enhancing Experimental Learning Through Innovative Teaching Methods' at Post Graduate College, Chandigarh on 10th August, 2023.

Dr. Sangeeta Shahane on 'Effective Soft Skills for a Successful Career' at Post Graduate College, Chandigarh on 11th August, 2023.

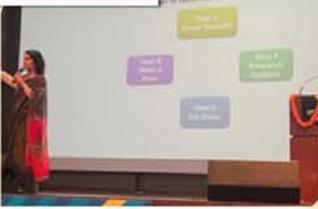


Prof. Umesh Kumar Kalra on 'How to Effectively Build Your Career Skills' at Noida on 12th August, 2023 via Zoom.

Dr. Vipin Khurana on 'Data Analytics' at Institute of Management Studies and at Yogananda College of Engineering & Technology, Jammu on 17th August, 2023.



Dr. Vipin Khurana on 'Data Analysis by Using Excel Sass Software' at Dogra Degree College, Jammu on 18th August, 2023.



Dr. Anupama D. Raina on 'Career Planning for Success' at Uttaranchal University, Dehradun on 18th August, 2023.

Dr. Anupama D. Raina on 'GEN-Z in Your Classroom: Designing Effective Course Plan, Assessment, Rethinking, Teaching, and Learning Teaching' at Hotel Pacific on 20th August, 2023.



Dr. Vikram Sharma on 'Effective Soft Skills for a Successful Career' at Dev Samaj College for Women, Chandigarh on 23rd August, 2023.

Dr. Vikram Sharma on 'Enhancing Employability Skill' at Post-Graduate Govt. College, Chandigarh, on 23rd August, 2023.



Prof. Shweta Agarwal on 'Career in Digital Era' at Bon Maharaj Institute of Management & Technology, Vrindavan, Mathura on 25th August, 2023 via Zoom.

Prof. S.C. Sharma on 'Leadership for Transforming Higher Education in the Dynamic Global Perspective' at New Delhi on 25th August, 2023.



Prof. Arun K Kaul on 'Leadership: The Balance Between Competence & Character' at DAV Institute of Management, Faridabad on 26th August, 2023.

Prof. Ekta Rani Chauhan on 'Career Opportunities after Graduation' at DAV College for Women, Karnal on 28th August, 2023.



Prof. Ekta Rani Chauhan on 'Career Opportunities after Graduation' at Dyal Singh College, Karnal on 28th August, 2023.

Dr. Shalini Khandelwal on 'Academic Leadership- The Keystone for Excellence in Professional Education' at Meerut on 29th August, 2023 via Zoom.



Dr. Sangeeta Shahane on 'Career Guidance Session, Stress Management' at Chandigarh Group of College Landran, Mohali on 1st September, 2023.

Dr. Sangeeta Shahane on 'Enhancing Experiential Learning Through Innovation Teaching Methods' at Khalsa College Mohali of Technology & Business Studies, Mohali on 2nd September, 2023.



Prof. Ekta Rani Chauhan on 'The Right Attitude for a Great Career' on 2nd September, 2023 via Zoom.

Dr. Shalini Khandelwal on 'The 360-Degree Academician-Scope and Challenge' at St John's College, Agra on 12th September, 2023.



Prof. Shweta Sharma on 'Chat GPT' at University of Computer Centre, Institute of Basic Science, Dr. Bhimrao Ambedkar University on 12th September, 2023.



Dr. Shalini Khandelwal on 'How to Choose the Right MBA Stream & Brief about the Streams Sector Wise Scope' at IMS Institute, Agra on 12th September, 2023.

Prof. Shweta Sharma on 'Cyber Security' at Bon Maharaj Institute of Management & Technology, Mathura on 13th September, 2023.



Prof. Vineeta Mishra on 'Impact of Digitization' at Dr. Akhilesh Das Gupta Institute of Technology & Management, East Delhi on 13th September, 2023.

Dr. Shalini Khandelwal on 'How to Create Online Classes' at Bon Maharaj Institute of Management & Technology on 13th September, 2023.



Dr. Shalini Khandelwal on 'Stress Management' at Agra Public Group of Institution on 14th September, 2023.

Dr. Shweta Sharma on 'Stress Management' at Agra Public Group of Institution on 14th September, 2023.



Prof. Reenu Kalani on 'Effective Public Speaking and Corporate Expectations' at GNIOT Institution of Professional Studies, Greater Noida on 14th September, 2023.



Prof. Reenu Kalani on 'Corporate expectations: From Campus to cubicles' at GNIOT Institution of Professional Studies, Greater Noida on 14th September, 2023.

Dr. Shalini Khandelwal on 'Entrepreneurship Skills' at JS University, Shikohabad on 15th September, 2023.



Dr. Shalini Khandelwal on 'Paradigm Shift in Research and Development' at JS University, Shikohabad on 15th September, 2023.

Prof. Shweta Agrawal on 'Role of Learning Approaches in Transformation of Digital India' at GNIOT Institution of Professional Studies, Greater Noida on 15th September, 2023.



Prof. Vineeta Mishra on 'Introduction to Share Market and How to Trade Efficiently' at Bhai Parmanand Shakurpur Campus -II, East Delhi on 15th September, 2023.

Dr. Prapti Paul on 'Leadership in Higher Education' at Regional Principals, Chandigarh on 15th September, 2023.



Prof. Umesh Kalra on 'Current Economic Situation/Crisis: WAY OUT' at Dr. Virendra Swaroop Institute of Computer Studies, Kanpur on 15th September, 2023.



Prof. Umesh Kalra on 'Understanding the Indian Economy' at IMS Institute, Kanpur on 15th September, 2023.

Prof. Seema Choubey on 'Leadership and Change Management' on 16th September, 2023 via Zoom.



Dr. Vikram Sharma on 'GEN Z in your Classroom: Designing Effective Course Plan, Assessment Rethinking Teaching and Learning Teaching' at Dr. Virendra Swaroop Institute of Computer Studies, Kanpur on 16th September, 2023.

Prof. Shweta Agrawal on 'Role of Learning Approaches in Transformation of Digital India' at GNIOT Institution of Professional Studies, Greater Noida on 15th September, 2023.



Dr. Vikram Sharma on 'Entrepreneurship skills' at Career Launcher, Kanpur on 16th September, 2023.

Prof. Abdul Aziz Seyid on 'Importance of Soft Skills for Employability' at Meerut Institute of Engineering and Technology, Haldwani on 16th September, 2023.



Prof. Abdul Aziz Seyid on 'Improving Communication Skills and Personality Development' at Pal College of Technology and Management, Haldwani on 16th September, 2023.



Dr. Prapti Paul on 'Embracing the Digital Age of Learning' at Bloomberg Edtech Forum, New Delhi on 16th September, 2023.

Prof. Abdul Aziz Seyid on 'GEN Z in your Classroom: Designing Effective Course Plan, Assessment, Rethinking Teaching, and Learning Teaching' at Hotel Blue Sapphire Countryside, Haldwani on 17th September, 2023.



Dr. Vikram Sharma on 'GEN Z in your Classroom: Designing Effective Course Plan, Assessment, Rethinking Teaching, and Learning Teaching' at Hotel Vijay Intercontinental on 17th September, 2023.

Prof. Abdul Aziz Seyid on 'Improving Communication Skills and Personality Development' at Apex Group of Institutions on 18th September, 2023.



Prof. Abdul Aziz Seyid on 'Importance of Soft Skills for Employability' at Devsthal College, Haldwani on 18th September, 2023.

Prof. Pravash Ghosh on 'Big Data Analytic' at RD Engineering College, Ghaziabad on 19th September, 2023.



Prof R. K Anand on 'Bridging the Skill Gap in Academy and Industry' at Dr. Akhilesh Das Gupta Institute of Technology & Management on 20th September, 2023.



Dr. Vipin Khurana on 'Artificial Intelligence' at RD Engineering College, Ghaziabad on 20th September, 2023.

Prof. Shweta Agarwal on 'Corporate Valuation Method – Discounted Cash Flow valuation- FCFF, NOPLAT, FCFE, EVA- Traditional techniques of evaluating value- ROI, EBIT, EBIDTA, ROCE' at Christ University, Ghaziabad on 20th September, 2023.



Prof. Anuj Bhatt on 'College That Offer the Best Quality of Education-How They Do It?' at Rajshree Institute of Management and Technology, Bareilly on 21st September, 2023.

Prof. Anuj Bhatt on 'Startup to Start/Entrepreneurship' at Moradabad Institute of Technology on 22nd September, 2023.



Prof. Anuj Bhat on 'The Effect of Social Media on Education in B-Schools and Colleges' at Teerthankar Mahaveer Institute of Management & Technology, Moradabad on 22nd September, 2023.

Dr. Sangeeta Shahane on 'Effective Soft Skills for Successful Career' at St. Andrews' College, Gorakhpur on 23rd September, 2023.



Dr. Sangeeta Shahane on 'Effective Soft Skills for Successful Career' at Islamia College of Commerce, Gorakhpur on 23rd September, 2023.



Dr. Sangeeta Shahane on 'Effective Soft Skills for Successful Career' at IMS Institute, Gorakhpur on 23rd September, 2023.

Prof. Anuj Bhatt on 'Startup to Start/Entrepreneurship' at Teerthankar Mahaveer Institute of Management & Technology, Moradabad on 23rd September, 2023.



Prof. Anuj Bhatt on 'Start up to Start/Entrepreneurship' at Moradabad Institute of Technology on 23rd September, 2023.

Dr. Sangeeta Shahane on 'Academic Leadership-The Keystone for Excellence in Professional Education' at Hotel Clarks Grand, Gorakhpur on 24th September, 2023.



STUDENTS' ARTICLES



Dinesh Kumar
23BSP0637

Transforming HR: Shaping The Future At Workplace

Human Resource is going through the significant changes becoming more strategic. HR was typically seen as a support for the recruitment and training of the employees. Nowadays strategic initiatives are focused by HR department. Now they identify talent gaps, develop succession plans, and implement effective recruitment and retention strategies. Prioritizing employee experience. with the emergence of technology and evolving working ways, it is crucial to transform HR practices to shape the future of the workplace. Business needs to use technology to streamline routine tasks and collect data on employee performance to transform HR. Another important aspect of transformation in HR is focus on employee experience. Understanding importance of creating a positive work environment that encourage commitment, and productivity, of employees, driving initiatives like unconscious bias training, creating strong company culture, by embracing changes like this HR attract and retain top talent. HR remains at the forefront of shaping the future of work.

HR Transformation: Creating A Significant Workplace For The Future



Shivang Srivastava
23BSP1979

Human resources are arguably one of the most pivotal aspects for firms. Be it the recruitment team, generalist, or analyst, you ought to admit and admire that these brains never stop thinking. A degree of urgency to hire the most suitable candidate or channel the policies for equal opportunities amongst individuals has been a key ingredient for a firm's success. Providing key inputs to your other functions like what Steve Jobs did by hiring Tim Cook as a supply chain manager stated that HR functioning is not limited up to here, but expanding an individual's horizon to lead a group to success is indeed an opportunity to self-nourish. After all failure and success are subjective however, HR enthusiasts are not to be mistaken as the back end of a firm but rather the backbone.

Human Resources- The Backbone of Training & Development



Muskan Jain
23BSP1266

HR plays a crucial role in defining and supporting a company's values and goals, ensuring talent is chosen and retained. HR plays a vital role in aligning the company's beliefs and goals with its core principles and objectives, using strategies like behavioural interview questions and pre-employment tests. HR also plays a critical role in improving and training employees, focusing on the core principles and objectives of the business. Training initiatives should be offered by human resources with a focus on the core principles and objectives of the business. This will make it easier for employees to understand what is expected of them and connect what they do to the values and objectives of the business. Performance management is essential for supporting the company's beliefs and purpose, enabling employees to understand objectives and relate their work to the organization's goals. HR should create performance metrics to evaluate employee alignment with the organization's goals and values, enabling feedback and growth plans.

HRs: Shaping an Agile and Creative Workforces



Ishika Suneja
23BSP0872

In current landscape of work environments, the role of HR has undergone a significant evolution from its traditional function. The HR in current scenario has adopted agile methodologies to ensure faster changes according to the organization requirements. It now plays a vital role in shaping organizations by nurturing creativity, technology integration and on mental and physical well-being of employees. Adopting such methodologies at workplace ensures continuous learning at workplace and equip the employees with skills for future success. Such corporate customs will create highly skilled individuals and talented workforce. This will nurture positive work experience and will lead to satisfaction and productivity of the employee. The modern HR practices should involve training, upskilling and reskilling the employee's strengths and assets. In conclusion, the job role of modern HR surpass the traditional job role and it is absolute necessary to adapt to changing circumstances representing a forward thinking approach to accept challenges and grab opportunities.

HR Transformation: Constructing Workplaces For The Power Source Future



Seerat Bansal
23BSP1921

Yes, believe it or not, it's the new possible. The landscape of HR is revalorizing as the time is changing and so are the practices at the workplace. Transforming HR is all about unlocking potential and inculcating flexible work schedules, creating an inclusive environment, focusing on employee engagement and cultivating a culture of ongoing learning and development. By staying ahead of the curve, HR professionals create an empowering atmosphere where everyone can flourish. They endeavour to create a healthy work environment where employees can feel inspired and valuable by giving them freedom to think out of the box, embracing new ideas and letting them fly high in the world of innovation and growth. In Addition, HR professionals give rise to the culture of free communication and collaboration. HR Professionals are indeed the stepping stones of any organisation who contributes to the overall success of the organisation.

HRs: Revolutionising and Shaping the Future



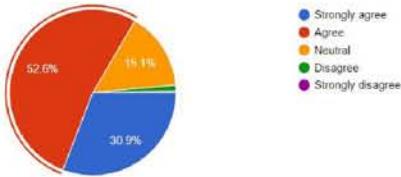
Arunima
23BSP0346

Get ready to revolutionize your HR department and shape the future of your workplace! In today's fast-paced business world, HR is no longer just a support function but has evolved into a strategic partner, plays a crucial role in driving organizational success. The key area where HR can make a significant impact is in retaining top talent. By implementing effective employee engagement strategies, HR can create a positive and productive work environment that keeps employees motivated and committed. But it doesn't stop there! HR also has the power to transform workplace through innovative training programs and company policies. By investing in continuous learning opportunities, HR can empower employees to develop new skills, stay ahead of industry trends and contribute to the organization. Moreover, by embracing diversity and inclusion. HR can foster an environment where different perspectives are valued, leading to increased innovation. The future starts now – let's shape it together!

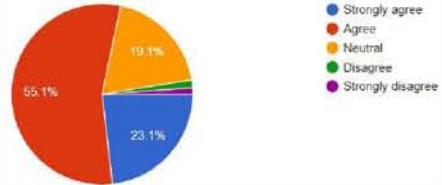
VOX POPULI

Findings of Opinion Survey from a sample of students of class 2024 and 2025 at IBS Gurgaon

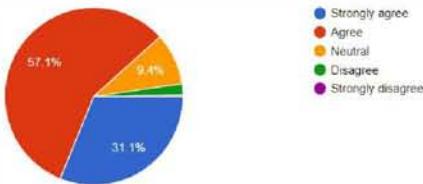
Q-1 Initiatives to increase cultural diversity in the workplace are promoted by HRM.



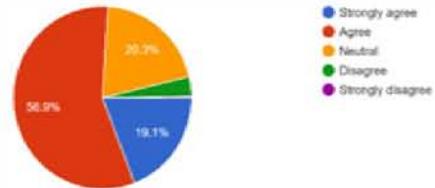
Q-5 Utilising data analytics in HRM processes enhances decision-making.



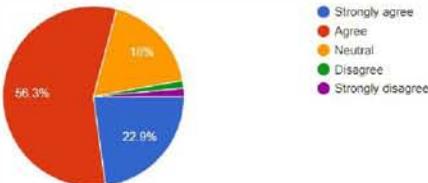
Q-2 Investing in employee development and continuous learning is crucial for the growth of the organization.



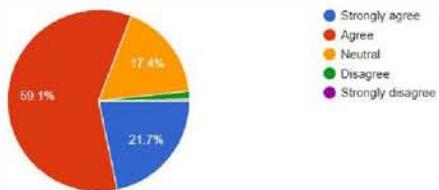
Q-6 Adopting flexible HRM strategies enables quicker responses.



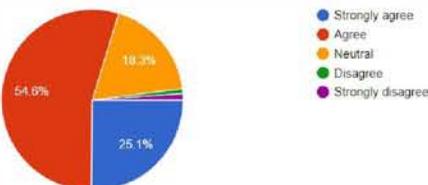
Q-3 Offering flexible work arrangements positively impacts the employee satisfaction and productivity



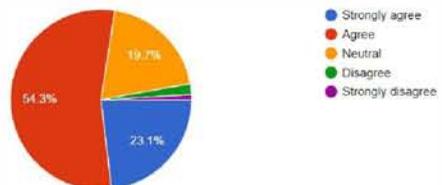
Q-7 By Collaborating with cross-functional teams, HRM contributes to a more comprehensive problem-solving approach.



Q-4 Diversity initiatives contribute to a more effective and creative workplace.



Q-8 Implementation of collaborative digital tools is essential for teamwork.



CELEBRITY INTERVIEW



Vibhor Bhargava
Manager,
HR Business Partner,
CVENT

Q1. What are some distinct HR policies in your system or that you follow as an HR manager and you think have worked really well for you?

As the industry is evolving the role of HR is getting more aligned with the employee experience. At our organization, we strive hard to ensure that employee concerns are prioritized and for every grievance, there is a well-defined resolution machinery. We are in a world driven by tech and people need quick responses; a system has been defined which not only measures HR productivity but also empowers the employee in their day-to-day Q&A when it comes to policy clarification.

Q2. What are the advantages and opportunities of being in this field?

You get to work with the most important resource in the company- the people. People are the very DNA of any organization's success. Understanding them, their aspirations and aligning their personal goals with the future organization's vision makes the HR be closely knit with the overall organization's vision.

Q3. In this era of workplace transformation, how do you see the role of HR in supporting overall organizational performance and coordinating with business objectives, ultimately playing a pivotal role in driving the overall success of an organization?

Every sub dept in HR needs to be aligned with the business and act as a equal business partner. Understanding business needs and driving a high-performance culture is the need of the hour for any HR professional. In case any HR professional, is not aligned with the organization's vision can never succeed. The contribution from HR is needed not in terms of just another support function but also 'on the table'.

Q4. Why there are more number of females compared to males in the field of HR?

This is an extremely incorrect statement to make. No job role is gender specific. In the world of diversity and inclusion, it is very important for any organization to strike the right ratio in this aspect.

Q5. According to Business Today reports current attrition rate is 16.3 per cent. So what do you think are the reasons for such rising attrition rate and do the companies have a concern regarding this?

Attrition and turnover have been part and parcel of any organization's growth. Focus should be on ensuring that organization is able to retain top talent. It is extremely important to understand the reason as to why people are leaving. In today's world, the new generation that is coming up has a lot of options and are driven by quality of life. This bunch is being managed by leaders whose idea of doing job was to earn quality of living. This I feel is the primary reason as to why there is at times mismatch in the vision. There are cons to this as well. Too many options results in fickle mindedness and instability. Hence it is also important for the organizations to counsel the employees and help them understand the larger picture. Treat your employees well, so that they want to stick around for a bit longer.

Q6. What are the challenges faced by recruiters in talent acquisition?

Find the right talent who is focused on long term goal rather than short terms gains. Corporate careers are marathons and not sprint. With abundant options and distractions and every second unicorn offering twice the hikes makes candidates go for offer shopping. But anyways, as an HR we have learnt to live with this challenge. It's fine if today's generation is looking for quick gains. It only ensures that when the organization design is being created, there will be limited promotions and those who believe in running this marathon are the ones who will move up the ladder and lead business transformations.

Q7. In an organization, people from diverse cultures are recruited, as a result there are high chances of

disputes so what all initiatives are taken in a company in order to familiarise the employees with each other in order to create a cordial environment?

Having a diverse workforce is always the cornerstone of any organization's growth and success. It is job of any organization to ensure that inclusivity is honoured and environment is created to ensure that people from diverse backgrounds have the feeling of 'being wanted'. Employee communities, special forum, gender neutral rest rooms etc are some of the new initiatives that organizations are taking.

Q8. We have been seeing the emergence of AI lately, how do you think that this advent of automation will have an impact on the jobs of the employees keeping in mind the recent layoffs that happened; can this have an impact on the future layoffs?

AI was never the reason behind layoffs. We need to understand that robots are not taking over humans. This is an unnecessary fear that is being instilled in young minds and that is baffling to an extent. AI will never replace humans, however, if you don't know how to use AI, someone who knows will definitely replace you. But, definitely, learning AI tools is going to be an added advantage and will give people a cut over the competition.

ALUMNI SUCCESS STORY



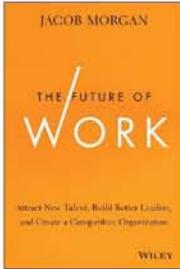
Prerna Mahendru

IBS Gurgaon Batch (2008-10)

Director - Marketing & Business Initiatives
Times Internet

As I embark on the captivating journey of sharing my experiences here at IBS, I find myself nostalgically transported back to that summer of 2008. Fresh out of Delhi University, where I had triumphed in the realm of Economics Honors at DCAC, I timidly stepped into the halls of IBS. Taking refuge in the second-to-last row, I fervently hoped to evade the dreaded intro speech that awaited us amidst a sea of 100 fellow students. The overwhelming crowd, their piercing gaze, and the weight of their judgment set my heart racing. Would my story captivate them? Would it earn their admiration? Little did I know then, that destiny had remarkable plans in store for me—a journey that would lead me to the helm of the largest digital media powerhouse in the nation, Times Internet, as Director of Marketing & Business Initiatives for cherished news brands like TOI, NBT, and other regional gems.

I stand proudly as a testament to the transformative power of education. By the time 2010 arrived, bidding adieu to my internship at the prestigious Ogilvy & Mather, I had blossomed into a passionate marketing maestro with an unwavering commitment to the burgeoning 'sunrise' industry we now call digital. Despite securing a comfortable and lucrative position at ICICI Bank through campus placements, I chose a divergent path—one that beckoned me to unravel the mysteries of the digital realm. Yatra, a renowned online travel agency, welcomed me as a management trainee, offering a unique vantage point to explore the intricate workings of this ever-evolving landscape. From Yatra, my journey meandered through the captivating corridors of Jabong, an Indian startup that set ablaze the entrepreneurial scene, I delved into every facet of marketing—from brand stewardship and strategic alliances to media planning, events, and the enigmatic world of digital marketing. The invaluable teachings and exposure bestowed upon me by IBS and its illustrious faculty continue to illuminate my path to this day. My career has taught me to be fearless, to experiment, and to stay calm during challenging times. As Charles Bukowski wisely said, 'How well you walk through fire is all that matters.' So, keep doing what you love, pursue your dreams relentlessly, and repeat until you achieve success.



BOOK REVIEW

'The Future of Work: Attract New Talent, Build Better Leaders, and Create a Competitive Organization'

Author: Jacob Morgan

Publisher: Wiley

'The Future of Work' is a forward-looking exploration of how work is evolving in the 21st century. It addresses the challenges and opportunities organizations face in attracting talent, developing leaders, and maintaining competitiveness. Morgan emphasizes the importance of technology and flexibility in talent attraction, highlighting the need for organizations to adapt to the preferences of a changing workforce. He also delves into the qualities of effective leaders in the modern era, emphasizing adaptability and empathy in leading diverse and often remote teams. Moreover, Morgan stresses the significance of a culture that fosters innovation and continual learning to keep organizations competitive. He illustrates his insights with real-world examples and case studies, making his book a practical guide for businesses seeking to navigate the dynamic landscape of work successfully. 'The Future of Work' is a roadmap for organizations aiming to thrive in an era marked by rapid technological advances and shifting employee expectations.

CELEBRITY WATCH



Mr. Ajoyendra Mukherjee

A vibrant business leader with more than 40 years of extensive expertise in the IT sector, Mr. Ajoyendra Mukherjee. He is essential in ensuring that the 300,000 experts at TCS are able to meet the daily difficulties of the sector and work continually. He was a major contributor to TCS winning several awards for Talent Management. He graduated from Birla Institute of Technology and Science (BITS), Pilani, with a bachelor's degree in electrical and electronics engineering. Following his graduation, he started working for Tata Consultancy Services Limited, a well-known global provider of IT services and consulting.

Mr. Mukherjee has worked at TCS for almost four decades. He served in a number of executive roles, including those of centre head of business operations in Eastern India, geography head of the Middle East and Africa and many more roles. In 2008, he was appointed TCS's global head of human resources. He was instrumental in the company's expansion to more than 400,000 employees working in 50 different countries. His main goal was to create diverse global workforce that will continue to learn across many cycles of technological progress. He was also in charge of TCS's CSR department, which included planning and execution of significant CSR engagements. He retired from TCS in April 2019 after serving as the company's Executive Vice President and Global Head Of Human Resources. His zeal and dedication at TCS as a recruiter are remarkable and is very inspiring for the youth.

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IBS Gurgaon

JMD Empire, Tower B
Golf Course Extension Road,
Sector 62, Gurgaon-122102
Haryana
Tel. : 0124 6748600

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