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# BUSINESS MANAGEMENT SYMPOSIUM-2018

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REPORT



School of Petroleum Management (SPM), Pandit Deendayal Petroleum University, Gandhinagar had organized Business Management Symposium on 28-29 Sept'2018 (BMS 2018) in its 5th edition with a vision and path to discuss the key issues related to managing business with reference to the emerging role of digitisation. The core theme of the event was - "Digital World: Transforming Potentiality into Reality".

Day 1 started with the inaugural ceremony of new Business Analytics Lab Inaugurated by Dr. Vivek Gupta, Partner, Advisory at Ernst and Young. Later, the inaugural ceremony was followed by a keynote address by Dr. Gupta on how big data and business analytics are transforming the business environment. Also, he discussed the importance of coding and programming with inclination to managerial perspectives.

The event was divided in four sessions of which two were scheduled on Day 1 i.e. on 28<sup>th</sup> September and the other two on 29<sup>th</sup> September. The theme of the session 1 was "Digitisation: Exploring Horizons for Finance". The session discussion started with valuable insights by Mr. Jay Shah, from NCDEX on the commodity market. Also, he interacted about Spot Market, Market Derivatives and Hedging funds. Further, the session was followed by Mr. Asit Selarka, Dy. General Manager at Adani Solar. He shared his vast experience on infrastructure, agrochemicals and renewables.



The post lunch session resumed with the talk of Mr. Prasanna Lohar, Head Innovation and Architecture at DCB Bank Ltd. Mr. Lohar talked about usage of innovation and revolutionizing brands by using 5 pillars i.e. People, Process, Technology, External forces and Customers efficiently. He also added his knowledge about blockchain and its future in management. Fourth speaker of the session was Ms. Krishna Gangopadhyay, Head strategy & International Relations at India INX. Ms. Gangopadhyay enlighten the students about different capital markets and transformation of markets over the years.

The theme of session 2 was “Embracing Technology, Revolutionizing Brands”. The session discussion started with talk by Mr. Nishant Munshi, Co-founder at Ecademia. Mr. Munshi discussed about parallelism between technology and different generations. The session was further carried on by Mr. Mitul Dadhania, Founder & CEO at Webchanakya. Mr. Mitul addressed acute difference between USP & SOV in context with digital marketing and targeting pinpoint audience to attract potential customers. Third, talk was delivered by Mr. Subodh Kumar, Dy. Chief Manager at Times group. The main theme of the talk was based on Branding. Mr. Kumar touched upon the flow of marketing with all-around statistics of growth in print media based on demography and other related factors. The last talk was by Mr. Hemant Chadda, Marketing Head-West at Future Retail. Mr. Chadda educated on the topic of brand, brand building and its differential effect in the minds of consumer.

Day 2 started with initiation of Session 3: " Explore the crossroads of Consumer,

Creativity and Business Intelligence. The first speaker of the session was Mr. Mukti Sadhan Nath, Co-founder at Azkka Pharmaceuticals. Mr. Nath talked about the process of launching a brand where definition, design, delivery and drive get inclined with business intelligence, creativity and consumer. The second speaker was Mr. Lavanya Bakshi, Associate Director-Retail Measurement Service at Nielsen. Mr. Bakshi enlightened the students about Market Analysis and the trends impacting the same. The session was then continued by Mr. Diptendu Chakraborty who mainly focused on Modern Retail Market. He touched upon how the needs of people change the dynamics of business and how service sector is selling convenience. The fourth speaker for the session was Mr. Ajay Rawal, General Manager-Marketing at Raymond. Mr. Rawal spoke about how branding determines the magnitude of success and how maximized distribution can be achieved.

Post lunch, the event went on for session 4: "Delivering Operational Excellence through Analytics". The session was initiated by Mr. Mitesh Patel, Assistant Practice Manager at Evosys. Mr. Patel explained about Big Data and data related cyclical turn-around. The second speaker of the session was Mr. Chetan Dixit, Head Business Intelligence and Building data products at Ola. Mr. Dixit started the conversation with the parameters of big data i.e. Volume, Variety and Velocity. He also interacted on data pyramid and data at Ola and its functioning. The third speaker was Mr. Ajay Saraswat, CEO at iWare. Mr. Saraswat educated the students about digital technology reshaping SCM using IOT, AI, Cloud Computing, Automation etc. The fourth speaker of the session was Mr. Saurabh Jain, Senior Manager at Cognizant. Mr. Jain focused on about the journey from Data Creation to Value Addition and Blockchain technology.



Business Management Symposium-2018 Chapter came on an end with innumerable learnings for the students. The two-day event was an opportunity for the students to interact with the industry experts and learn from their experiences.