

BUSINESS MANAGEMENT

SYMPOSIUM - 2021

"Redefining Businesses in the Era of Digitalization"

Nov 19, 2021

Track 1: Marketing Sector



Track 2: Finance Sector



DIGITAL DISRUPTIO

BMS - 2021 Chairpersons:

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PDEU PANDIT
DEENDAYAL
ENERGY
UNIVERSITY

Formerly Pandit Deendayal Petroleum University (PDPU)

SPM
SCHOOL OF
PETROLEUM
MANAGEMENT

परिवर्तनमेव स्थिरमास्ति



ABOUT BMS-2021

The COVID-19 pandemic caused nationwide lockdowns that made the economic growth come to a standstill. The pandemic not only saw the nations struggle to get a net positive growth, it also taught us the importance of resilience.

At School of Petroleum Management, Pandit Deendayal Energy University, we believe that there is no better time than this to delve further into the world of digitalization. And hence, the Business Management Symposium this year focused on the theme "Changing role of Marketing and Finance functions in the era of Digital Disruptions" wherein on the 19th of November 2021, eminent personalities from the domain of marketing and finance imparted the students with their know how and expertise on how the industry is embracing the digital revolution.



Symposium Insights



Dr. Pramod Paliwal
Chairperson, BMS-2021

The second Virtual Business Management Symposium organized at the School of Petroleum Management(SPM), Pandit Deendayal Energy University(PDEU) started with digital lamp lighting and an opening address from Dr. Pramod Paliwal (Chairperson, BMS-2021). Dr. Paliwal after declaring the event open invited Dr. S. Sundar Manoharan, Director General, PDPU to continue with the event.

The Director General of Pandit Deendayal Energy University(PDEU), Dr. S. Sundar Manoharan blessed the students with his presence and guided them further into the conclave..



Dr. S. Sundar Manoharan
Director General, PDEU



Dr. Narayan Baser
Chairperson, BMS - 2021

Dr. Narayan Baser addressed the conclave further by delving into the theme of the conclave "Reinventing Businesses in the Era of Digitalization", he also shared some insights into how SPM. PDEU is constantly reinventing itself to match industry standards.

Track 1: Changing Role of Marketing in the Era of Digital Disruptions

The biggest part of our digital transformation is changing the way we think.

Track 1 pirouetted around the Marketing Track: Changing role of Marketing in the era of Digital Disruptions. The day began with our first prolific speaker of the day Mr. Manish Sharma, Director PwC. He talked about how marketing has become important in this disruptive era of pandemic and various concepts that companies are taking up in order to cope-up with the changes. He further discussed how digital marketing has enhanced the customer experience and that marketing has become a pervasive concept today.

SPM, PDEU is sincerely grateful to him for sparing the time to share his insights and expertise on the topic.



Mr. Manish Sharma,
Director PwC.



Mr. Joydeep Ghosh,
Head of IPs and Created
Business,
Economic Times.

The session forged ahead with an enriching talk by Mr. Joydeep Ghosh, Head of IPs and Created Business - Economic Times. He discussed how digitalization has become an integral part of our lives for the smallest of tasks. Further, he talked about the boon and bane of the same and how we can leverage digital concepts to our advantage.

SPM, PDEU extends heart-felt gratitude to him for shedding light on the topic and providing his valuable insights.

Track 1: Changing Role of Marketing in the Era of Digital Disruptions



Our 3rd speaker of the day was Ms. Rituparna Bhattacharjee, Director of Growth and Business Development, Grant Thornton. She shared the key factors that work towards the success of marketing. She further discussed how customers have become change driven and digital marketing plays an important role in satisfying customer needs. She also shared how digital marketing revolution can be embraced by both - organizations as well as customers.

SPM, PDEU is sincerely thankful to her for all the knowledge and skills that she has imparted to us.

Ms. Rituparna Bhattacharjee,
Director of Growth and Business
Development,
Grant Thornton

Our 4th Speaker of the day was Mr. Sanjeev Balachandran, Global Marketing Director, NOVARTIS. He discussed about digitization in pharmaceutical industry and gave a broad overview about the top manufacturers in the industry. Further, he talked about the prescription triangle which includes; patients, payers and physicians. He also spoke about the latest industry trends in the pharma industry like personalized medicine and AI acceleration. It was an engaging session. SPM, PDEU extends heartfelt gratitude for his guidance which would definitely help the students brighten up their career.



Mr. Sanjeev Balachandran,
Global Marketing Director,
NOVARTIS

Track 1: Changing Role of Marketing in the Era of Digital Disruptions



Mr. Manish Bhatt, Founder,
Scarecrow Advertising Agency

Our 5th Speaker of the day was Mr. Manish Bhatt, Founder, Scarecrow Advertising Agency. His talk was based on his observations about the world of marketing along with the disruptions faced. He also shared a few disruptive yet creative ideas that companies can follow in order to create brand differentiation for themselves. He mentioned that from the customers you target to the endorsements you do and the engagement you create, everything can be disruptive depending on the way one rolls it out.

It was an enriching session. SPM, PDEU is truly grateful to him for putting in his time, acumen and motivation into his address which was very fruitful for the students.

Track 1 concluded with an eminent speech by Mr. Vibhore Garg, Co-founder, EMURON. His address was crisp and revolved around the history of innovation cycles. He mentions the importance of relationship building with consumers to retain them and create brand loyalty. Additionally, he emphasized on the significance of quick digital decision making to not lose customer base. He also sheds light on the concept of new digital platform.

It was a vividly painted session and proved to be a fruitful experience for the future managers.

SPM, PDEU is sincerely thankful to him for shedding light on the topic by giving his valuable inputs.



Mr. Vibhore Garg, Co-founder,
EMURON.

Track 2: Changing Role of Finance in the Era of Digital Disruptions

Track 2 was themed on Changing role of Finance in the era of Digital Disruptions. The day forged ahead with our next eminent speaker, Dr. Jasmine Gupta, National President - Financial Inclusion Council, Women's India chamber of commerce and industry. She spoke about the journey of banking process and the digital disruption faced in the banking industry.

Further, she highlighted upon the concept of neo banks and the contribution of fintech companies to overcome the disruptions faced in the industry. The session brought a lot of insights to students about the world of finance. SPM, PDEU is extremely grateful to Dr. Jasmine for her invaluable guidance.



Dr. Jasmine Gupta, National President - Financial Inclusion Council, Women's India chamber of commerce and industry.

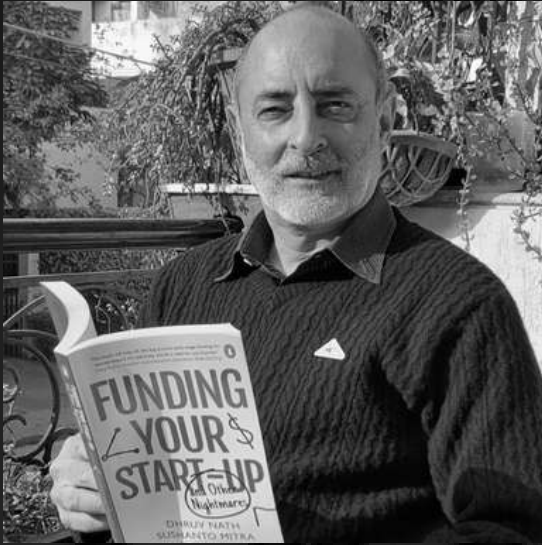


Mr. Nanda Kumar Das, Director,
GENPACT

The session made swift progress with our next guest Mr. Nanda Kumar Das, Director, GENPACT. His address was significant for students as he began the discussion by providing insights about his personal life and the achievements made. It gave an understanding to students as to how one should deal with problems and come out victorious by sharing his experiences during the years of his service through simulation of problems that servicemen face underwater in submarines. He also connected the leadership qualities to the concepts of finance in order to make the session impactful.

SPM, PDEU extends a heartfelt gratitude to him for his words of wisdom.

Track 2: Changing Role of Finance in the Era of Digital Disruptions



The track progressed with our next speaker Mr. Dhruv Nath, Angel Investor, Start-up Mentor, and Director at LEADS ANGEL. He talked about a start-up he has been closely associated with in order to impart knowledge about how start-ups begin and how the ideas for the same are cultivated. He further discussed the framework for a successful start-up and the funding for the same. It was our privilege to have him amongst us as our speaker.

SPM, PDEU sincerely extends a heartfelt gratitude to him for his words of wisdom.

Mr. Dhruv Nath, Angel Investor,
Start-up Mentor, and Director at
LEADS ANGEL

Our next speaker for the finance track was Mr. Abhay Goel, Supply Chain Transformation, SHELL. He discussed about the scope of finance and related it to the concepts of supply chain. Further, he mentioned that there exists an ability to increase the amount of analysis and information made available in the industry.

It was an insightful discussion with a lot of learning involved for students.

SPM, PDEU is grateful to have Mr. Goel on board and share his expertise about the field.



Mr. Abhay Goel, Supply Chain
Transformation, SHELL

Track 2: Changing Role of Finance in the Era of Digital Disruptions



Mr. Sachin Malkan, Director,
KPMG-Bahrain

The day moved ahead with our next speaker of the day Mr. Sachin Malkan, Director, KPMG-Bahrain. He commenced the session with a brief overview of his career journey. Further, he put his thought forward about how the word 'disruption' should be interchanged with 'transformation' as the evolution in digital technology has brought about more convenience in people's life. He firmly believes that digitalization offers automation in finance and reduces the manual labour involved. It was a very fruitful session for students.

SPM, PDEU is truly grateful to him for putting in his time, acumen and motivation into his address which was very fruitful for the students.

Track 2 came to an end with our final speaker Ms. Deepti Sharma, Partner - Finncare India Consulting. Her thoughts on finance and the changes taking place due to digital transformation were impeccable and something that provided a lot of perspective to students. She shared how finance is no longer limited to preparing financial statements but has evolved and become dynamic immensely.

The session proved to be a prolific one where students learned and gained a different perspective altogether about finance.

SPM, PDEU is grateful to Ms. Sharma to take out time and share her invaluable experience and thoughts with the students.



Ms. Deepti Sharma, Partner -
Finncare India Consulting

Winding Down



Making a vote of thanks to all of the exceptional speakers, fellows and students, Dr. Kaushal Kishore gave the closing address to the Business Management Symposium - 2021

Marking the Business Management Symposium complete, and inspiring us all to achieve further heights in our careers.

Dr. Kaushal Kishore
Chairperson, BMS - 2021



Team BMS - 2021

Business Management Symposium

Chairpersons: 2021

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