



**INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY, AHMEDABAD**

Report on

**18th Nirma International Conference on Management**

**(NICOM-2015) "Transforming HR for Enhanced Organizational Capability"**

January 8-10, 2015



**INTRODUCTION:**

The 18<sup>th</sup> Nirma International Conference on Management (NICOM) organized by Institute of Management, Nirma University during January 8 – 10, 2015. Its central theme was **“Transforming HR for Enhanced Organizational Capability”** and it had five sub-themes namely Role of HR for Business Excellence, Innovative Processes for Managing Human Performance, Challenges in Developing Leaders for Future, Organizational Culture and Dynamics of Change and Linking HR with CSR.

In total, 225 abstracts were received and 107 full papers. We had paper from India and abroad, from countries like Sri Lanka, Kampala, Pakistan and Bangladesh. The papers were sent for two rounds of

blind review. Based on the feedback, select papers were published in three of books with ISBN number published Excel India Publications, New Delhi. A whopping 126 delegates registered, in addition to this 26 faculty members and 19 students were also registered since they presented papers in NICOM 2015. In total 111 papers were presented in 24 sessions organised in six tracks in three days.

In addition to the inauguration and valedictory sessions, there were four plenary sessions delivered by reputed national and international speakers.

## INAUGURATION:



The inaugural session was addressed by the Guest of Honour, Mr Maheshwar Sahu – Chairman, Gujarat State CSR Authority, Ahmedabad. He focused his discussion on how CSR is seen as a social responsibility by almost all the major organisations. He also spoke about the challenge of HR for balancing work with entertainment and delivery.

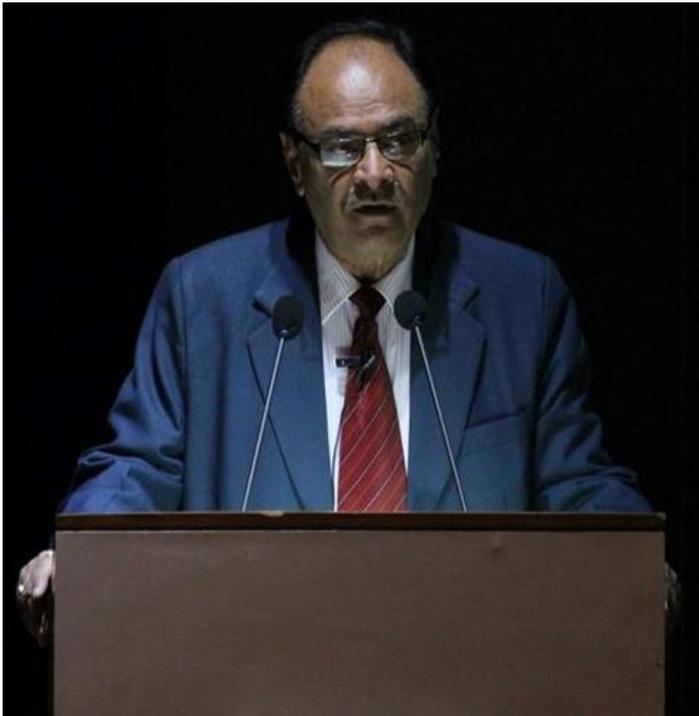
The Chief Guest of the inaugural session, Dr. S Chandrasekhar– President and Global Head- HR, Dr Reddy’s Laboratory, Hyderabad opened his session by discussing about the five trends for India, He enlightened the audience by discussing about the capabilities required to solve the skill problem of the country such as social investment, building global standards, just-in-time skill building and many more.

The inaugural function was also graced by Dr. Karsanbhai K. Patel, President, Nirma University.

## PLENARY SESSIONS:

There were **four Plenary Sessions** during these three days of conference – two on 8<sup>th</sup> of Jan, one on 9<sup>th</sup> Jan and one on 10<sup>th</sup> Jan 2015.

### First Plenary Session



The first speaker for the first plenary session, Mr. Sushant Vats, Advisor-HR, HAL, Dehradun, spoke on the theme “*Judgments on HR issues*”. Talking about the three pillars of any business i.e. Finance, Technology, Human Resource he emphasized that every manager, be it marketing or finance, has to rely on Human Resource and needs HR management capabilities. The next speaker of the first plenary session, Mr. M. Rama Krishna, Managing Director, ZCS consulting Ltd., Hyderabad spoke on the theme “*Succession Management and Career Planning*”. He spoke about top twelve challenges of business in current scenario. Urging the students not to

misunderstand HR as just a function, Mr. Rama Krishna specified how risk associated with operations can lead to problems by taking the example of Sahara.

### Second Plenary Session

In the second plenary session, the first speaker Mr. Siddhartha Naga, Chief People Officer & Business Development (New Markets), Cloud nine discussed the case of implementing Strategic HR in his company showing how the attrition in his company has come down by following a policy to retain and grow talent. The session was taken over by Mr G Girinarayan, Country Leader-HR Terex India Pvt. Ltd. He laid emphasis on right talent for the right job in order to bring value to oneself and organizations. He urged students to be aware



where they are heading in their careers and focus on their capabilities instead of succumbing to peer/parental pressures.

### Third Plenary Session

The third plenary session commenced with Mr Pankaj Sinha, Associate VP, Hindustan Coca-Cola beverages Pvt Ltd, Jaipur speaking on the theme “*Grooming Future Leaders*”. He proposed that future is now and one needs to groom himself first in order to groom the future generation. After specifying the four levels of leadership, he described the four stage model followed by Coca Cola to groom its employee using the situational leadership model. The session was carried forward by Mr Himank Priyadarshi, VP-HR, Adani on the theme “*Integrated Talent Management Process*”. He highlighted the importance of having quality along with quantity and employing right people for the right job. The third speaker in this



session, Che-Jen Su, Professor, Fu Jen University, Taipei, discussed the theme “*A change in value of life caused by Consumption*”. He specified that consumption pattern changes with change in lifestyles. He introduced to the students with the concept adopted by 7-11, an international chain of convenience stores and the way it initiates changes in lifestyle by redefining what brands mean to the customers.

### Fourth Plenary Session



The fourth plenary session started with H. N. Shrinivas, Retired Global Senior Vice President, Taj Hotels and his main theme was “*How HR practices blend with CSR*”. He enlightened the students by making them understand the task of a manager and that innovation in hiring the right people and training them can be the biggest point of differentiation of an organisation. The session was carried forward by Mr A. K Bhadhuri, Director, IFFCO, who described how IFFCO spends 5% of the profit towards the CSR activities by adopting villages, providing drinking water, helping the children of rural India in their education and schooling activities. The third speaker in this session was Mr. Pratap Ramdas, CSR Head, Tata Global Beverage Ltd, Bangalore. He correctly

mentioned that the CSR is not a function of HR but the function of organisation and should be more of a voluntary act.



### **VALEDICTORY:**

The first speaker for the valedictory session was Ms. Kanchana Manyam, additional General Manager - H.R., Shapoorji Pallonji & Co. Ltd., Mumbai. She started the session by talking about paradigmship and levels of transformation. She then enlightened the audience with a brief on the journey of HR over the past three decades particularly in the Indian context. The next speaker was, Mr Prashant Sharma, Group President- HR and Corporate Communications, Zydus Cadilla, Ahmedabad. He started with asking a question, that “What would happen if there is no HR department? “Thinking about the question itself made one realize the importance of HR. He then spoke about various HR practices.

These three days served as a cluster of knowledge and exposure for everyone who was a part of it. Everyone, be it the speakers, the practitioners, the academicians or the students, gained from the exposure and knowledge imparted via NICOM 2015.