CONFERENCE SUMMARY REPORT

Submitted by the NICOM Team
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Conference Background

Change is the only constant in the world but its pace has become unprecedented in the VUCA world. Rising competition, declining PLC, blurring geographical boundaries, growing attrition and demanding customers are few symptoms of the same.

University of Michigan Professor Mark J. Perry in a blog writes that out of Fortune 500 firms of year 1955, only 60 (less than 12%) remains in Fortune 500 list of year 2017. According to a 2016 report by Innosight, corporations in the S&P 500 Index in 1965 stayed in the index for an average of 33 years. By 1990, average tenure in the S&P 500 had narrowed to 20 years and is now forecast to shrink to 14 years by 2026. This turbulence can be seen among countries and societies too.

However, there are enough examples across countries, industries and companies that have witnessed transformation due to various strategic and technological innovations. Examples of Japan, Singapore, Israel, China, Dubai are often highlighted that have scaled new heights in last few decades. Companies like Google, Amazon, Uber, Facebook, Netflix, Tesla etc. were unheard of two decades ago, but have grown exponentially with their innovative business models. In this disruptive era, organizations that could not understand the change, either got bankrupt or their financials took a significant toll leading to acquisitions. Kodak, Yahoo and Nokia are few examples. German economist, Klaus Martin Schwab, best known as the founder of the World Economic Forum narrates this succinctly in following words – “New technologies and approaches are merging the physical, digital, and biological worlds in ways that will fundamentally transform humankind”. The extent to which that transformation is positive will depend on how we navigate the risks and opportunities that arise along the way.

In a recent HBR article How Aligned Is Your Organization? Trevor & Barry highlighted that most executives today know their enterprises should be aligned. They know their strategies, organizational capabilities, resources, and management systems should all be arranged to support the enterprise’s purpose. The challenge is that executives tend to focus on one of these areas to the exclusion of the others.

Successful organization cannot remain complacent and laggard cannot be discounted. While speed is important, there are enough examples to prove that Tortoise can also win race from Hare with consistent efforts. Organizational Leadership and its team’s passion and persistence can make all the difference. In this backdrop, 21st NICOM was organized on the theme ‘Societal and Organizational Transformation through Strategic and Technological Interventions’. We have received 211 abstracts and 115 full papers from India, USA, Ireland, S. Africa, Nigeria and Bangladesh. After double blind review, 75 papers have been published in two books by McGraw Hill Education Pvt. Ltd.
The book titled “Transformation through Strategic and Technological Interventions” encompasses the research into contemporary strategies and technologies that have the potential to transform society and business. The book has been divided into four parts namely: Strategic Management, Entrepreneurship, ICT for Business & Governance and Contemporary Issues in ICT. In the first section of the book, contemporary issues in strategic management have been explored. This section deliberates on the themes of corporate governance and corporate social responsibility in enterprises. It also expands on the role of government policies in social and economic growth. In the second section of the book, we explore issues related to entrepreneurship in the global setting. It also reflects on the impact of entrepreneurship in the rural environment. The section builds the discussion on entrepreneurship with case studies that explore the entrepreneurial communities in India. The third section is dedicated to discussing the role of information and communication technology in business and governance. The role of social media in connecting various stakeholders in business as well as government is also covered here. The present-day issues related to e-commerce and business intelligence are also discussed. The contemporary issues related to information and communication technology are debated in the last section. One of the focus areas of this section is the Blockchain technology that is establishing the global crypto economy. Also, we are deliberating the features of smart grids, smart cities and internet of things (IOT).

The edited book titled “Business Transformation through Functional Strategies” has thirty-seven papers contributed by academicians, industry professionals, researchers and students. These papers represent various industries, functional areas and geographies. Apart from empirical papers, book also contains few case studies. First section Marketing Strategy covers papers on the sub-themes like Branding, advertisements, consumer behavior, retailing, CRM, e-Commerce and visual merchandising. Second section is about Organizational Behavior and Human Resource Strategies. Papers in this section largely relate to employability, employee engagement, glass ceiling, appraisal & succession planning, learning, communications, performance management systems and cultural diversity. Third section relates to papers in the area of Financial Strategy. Papers broadly cover issues related to risk management, stock markets, bond market, P2P lending, demonetization and credit ratings. Last section encompasses papers in the area of general management.
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<th>January 11-13, 2018</th>
<th>9:00 AM to 5:00 PM</th>
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<td>Number of Students</td>
<td>1050 Approx.</td>
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<td>Conference Objective</td>
<td>To deliberate and exchange ideas on the theme “Societal and Organizational Transformation through Strategic and Technological Interventions”</td>
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<td>Venue</td>
<td>Institute of Management, Nirma University, Ahmedabad</td>
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<td>Conference Organized by</td>
<td>Institute of Management, Nirma University, Ahmedabad</td>
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<td>Vice President, Nirma University</td>
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<td>Director, IMNU, Nirma University</td>
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<td>Advisory Council</td>
<td>Mr. Thyagrajan K</td>
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<td>Chairman and Managing Director – Vasa Pharmachem Pvt Ltd, Ahmedabad</td>
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<td>Prof. Sanjay Verma</td>
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<td>Professor, Computer and Systems— IIM A</td>
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<td>Executive Director – Indian Oil Corporation Limited, Gujarat</td>
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<td>Senior Vice President, Infrastructure Leasing and Financial Services, Gujarat</td>
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# Speakers of the conference

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<th>Session</th>
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<td>Inauguration</td>
<td>Mr. Gurmeet Singh Sethi, MD- Johnson Controls - Hitachi Ltd</td>
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| Plenary Session on Societal Transformation | Speakers  
1. Prof. Jagdeep Chhokar, Association for Democratic Reforms (ADR)  
2. Mr. Mukesh Kumar, Municipal Commissioner, Ahmedabad Municipal Corporation (AMC)  
3. Prof. Raphael Cohen-Almagor, Professor and Chair in Politics and the Founder and Director of the Middle East Study Group (MESG), University of Hull, UK  
Session Chair  
Mr. Sanjeev Jain  
Executive Director – Indian Oil Corporation Limited, Gujarat |
| Plenary Session on Technology and Transformation | Speakers  
1. Mr. Dhananjay Dwivedi, Secretary - DST, Govt of Gujarat  
2. Ms. Rajal Chattopadhyay, VP & Global Head, Global Portfolio & Knowledge Management, Atos International  
3. Dr. Abhishek Nayak, University of Amsterdam  
Session Chair  
Prof. Sanjay Verma  
Professor, Computer and Systems – IIM Ahmedabad |
| Plenary Session on The startup ecosystem | Speakers  
1. Mr. Deb Majumder, Partner and ED – Communication Sector, IBM  
2. Mr. Hasit Kaji Vice President & Head – Special Initiatives, TCS  
3. Prof. Dinesh Dave, John A. Walker College of Business, Appalachian State University  
Session Chair  
Mr. Thyagrajan K  
Founding Board Member, iCreate, Gujarat |
| Plenary Session on Technology, Security and Governance | Speakers  
1. Mr. Abhinav Johri, Global Digital Risk Operations Leader at Ernst and Young  
2. Mr. Parveen Sharma, National Director - Information Technology, Shardul Amarchand Mangaldas & Co  
3. Mr. Sanjeev Kumar, Director - Technical – MTNL  
Session Chair  
Mr. Pankaj Gupta, Senior Vice President, Infrastructure Leasing and Financial Services, Gujarat |
| Valedictory Session                    | Chief Guest  
Mr. Vighnesh Shahane, CEO & Whole time Director, IDBI Federal  
Guest of Honour  
Mr. Seshadri Rajaram, Managing Director, Erhardt + Leimer, A’Bad |
Summary of Day 1 - January 11, 2018

Inaugural Session

The 21st Nirma International Conference on Management (NICOM), organized by the Institute of Management, Nirma University (IMNU), commenced at 10:30 am on 11th January, 2018. NICOM has been an annual event at IMNU providing a platform for an interactive discussion between academicians and industry veterans on a plethora of topics under a common theme. The Conference had academicians and practitioners from all over India and abroad, presenting their research in as many as 60 sub themes viz, Strategic Management Process, Entrepreneurship and Regional Development, Functional Level Strategies, Functional Information Systems & DSS, Digital Ecosystem, etc., in four track sessions spread across the three days Conference. Four plenary sessions had also been arranged during which, the prominent personalities from the industry addressed the audience on various topics.

The Chief Guest for the inaugural session was Mr. Gurmeet Singh Sethi, Managing Director, Johnson Controls- Hitachi Ltd. The President of Nirma University, Dr. Karsanbhai Patel; Vice-President of Nirma University, Mr. K. K. Patel; Dr. Anup Singh, Director-General, Nirma University were also part of the function. Dr. M. Mallikarjun, Director - IMNU delivered the welcome address.

In his inaugural address, Mr. Gurmeet Singh said that the Digital India campaign started by the Government of India is extremely crucial for the nation. Given the rapid change in the business environment, organizations need to adopt technological changes going on in the society if they want to stay in competition. He stated that though people from different parts of the country want to shift to Tier 1 cities, the resources in these places are just on line. If the trend continues, these cities would be busted at their seams. The development of Smart Cities would help in reducing the burden from them and would also ensure optimum utilization of resources. He said that while people today are concerned that machines will replace human resources, according to him, the development of technologies such as Artificial Intelligence will enable humans to create more high level jobs. Addressing the students, Mr. Gurmeet said that youth is going to
be the teacher. The only thing they need to remember is that education does not end with the end of their tenure as students at college. Dr. Anup Singh, Director General, Nirma University also said that the use of technology is of utmost importance. The change in technology that the society accepts should be adapted by the organizations.
Track Session 1:

Track Session 1A:

This track was based on **Strategic Management** and was chaired by Prof. Sanjay Jain. Research papers presented in this session were on topics such as Corporate Governance – Growth and its Importance for Effective Business, Corporate Governance in India: Post Satyam, Corporate governance: CSR and MSEs issues and challenge and Corporate governance.

Track Session 1B:

The Chairperson for the session on **ICT for Business and Governance** was Prof. Amola Bhatt. The speakers for the session talked about Platform Model – A Paradigm shift in existing business, How Social Media affects Role of Governing Bodies in the Society and Citizen Participation, Survival of Brick-and-mortar Stores in the Age of Amazons and Flipkart, Amazon vs Flipkart – The Indian ecommerce from a seller's perspective and A study on problems faced by Indian handicraft industry & suggestions for growth with special focus on digital marketing.

Track Session 1C:

This session on **Contemporary Issues in ICT** was chaired by Prof. Gaurav Mishra. The presented papers were on topics such as Digital India: New way of Innovating India, Digitalization: Industrial Internet of Things, Internet of Things Transforming the Business and The Future and The IOT in the Cerebral Era.

Track Session 1D:

This session was on **Entrepreneurship** and was chaired by Prof. Niyati Dave. A total of five research papers were presented by researchers on topics ranging from Start Ups - Innovative and Agile, Impact of Entrepreneurship Awards on Entrepreneurial Ecosystem of A Region – A Descriptive Study to Decision to start a new form of business from taxation perspective.
Track Session 1E:

The chairperson of track-session on **Functional Level Strategies** was Professor Deepak Srivastava. The presenters of various colleges across India presented on diverse topics such as Effect of Demerger on Shareholder Wealth: Study of Select Cases from India, Adoption of E – Banking in Indian Society, Economic Moats and Technology and Economic Development in India.

Track Session 1F:

The chairperson of track-session on **Functional Level Strategies** was Prof. Parag Rijwani. This session included various presentation papers from presenters across different Indian colleges. The topics included – The Role of International Financial Services Centre (IFSC) in Changing the Landscape of International BFSI Business in India, Effect of Store Atmospherics on Consumer Buying Behaviour with respect to Vadodara Central Mall and Consumer trends in health and wellness industry.
Plenary Session on Societal Transformation

Mr Mukesh Kumar, Municipal Commissioner, Ahmedabad Municipal Corporation talked about Ahmedabad and the importance of its heritage. He quoted, ‘Ahmedabad has an elite heritage with a broken history.’ He talked about the importance of business and associated commercial activities in the heritage area of Ahmedabad. He also pressed on the importance of Planning while working on a Transformational Change, it is important to include the people who are interested in carrying out and contributing to change. Exemplifying Rajasthan, he talked about the importance of investment by private sector. At the end, he quoted, ‘Heritage may lead to development, it can co-exist but restrictions are imposed. They cannot go hand in hand.’

Prof Jagdeep Chhokar, Co-Founder, Association for Democratic Relations said for a society to grow, it has to find a suitable way of organizing itself. Reforms at civil as well as educational fronts are required. At a micro level, every single citizen can transform the society by deciding on what kind of societal transformation is needed which is a difficult decision. He quoted, ‘No job in the land is more important than that of being a citizen. What we forget is that before we can become anything, we must try to become a good citizen.’

The next guest speaker we had for the session was Prof. Raphael Cohen-Almagor, Professor and Chair in Politics and the Founder and Director of the Middle East Study Group (MESG), University of Hull, UK. He emphasized that Culture does matter and we cannot deny its utmost importance in our lives. He said, “You can hate anyone and be hated by anyone. We should expect organizations to adhere to norms and show responsibilities towards the domestic welfare because there is no organization above the law.” He exemplified, “To fight a company like Yahoo, is not an easy task. You need conviction for that. If you decide to do something, you will definitely be able to achieve it.”

The Session Chair Mr. Sanjeev Jain, Executive Director – Indian Oil Corporation Limited, Gujarat summed up the session with an insight that even smallest of ideas can create a significant impact on the society.
Track Session 2
Track Session 2A

This track on Entrepreneurship was chaired by Prof. Punit Saurabh. The various research topics were Handicrafts from Shantiniketan, ‘Micro Entrepreneurs and Their Cluster Bases Performance: Chokha Bazaar’, ‘Diminishing Entrepreneurial Spirit in Kutchi Community: A Concern and Complexity’ and Exploring the Structure and Functional Elements of the Dabgarwad Community Market.

Track Session 2B:

Based on Entrepreneurship, this track was chaired by Prof. Samik Shome. Various papers were presented in this track session on topics such as The Woman Who Styled Her Way To Success, Measuring Impact of Social Entrepreneurs on Heritage Management of Ahmedabad city and Use of Network theory for research in family businesses.
Track Session 2C:

Based on Functional Level Strategies, this track was chaired by Prof. P. K. Chugan. The papers presented in this track session on topics such as Impact of Fear of Missing Out (FOMO) on Consumer Behavior in context of TV Shows, Affordable loss principle and Internationalisation of SMEs, Efficiency Assessment of Indian Textile Industry using Data Envelopment Analysis and Fashion Knowledge And Consumer Channel Choice: A Perceptual Study.

Track Session 2D:

This track was based on Functional Level Strategies and was chaired by Prof. Naresh Poturaju. Numerous intriguing research papers were presented in this session on topics such as Corporate Bond Market: Introduction and new trends, Impact of Demonetization on Indian Stock Market: An Event Study Methodology and Stock Market Volatility in International Market and its Impact on volatility in Indian market.

Track Session 2E:

The chairperson of Strategic Management track-session was Prof. Sameer Pingle. Papers were presented that included topics like Sherpa Economy: Understanding the adventure tourism and its effect on Nepal’s Economy, Creativity and Innovation – an Outcome of Organisational Culture and Indian Inflation and Unemployment: An Empirical Investigation of Phillip’s Curve.

Track Session 2F:

The chairperson for track session ‘Strategic Management’ was Prof. Dhiren Jotwani. Numerous interesting research papers were presented which included topics such as Organizational Architecture: Knowing and Supporting Your Organization, Importance of Knowledge Workers for Organizational Ambidexterity and Emergence, Evolution And Future Of Public Relations.
Summary of Day 2 - January 12, 2018

Plenary Session on Technology and Transformation

The first plenary session of second day of the Conference was addressed by three speakers- Mr. Dhananjay Dwivedi, Secretary - DST, Govt of Gujarat; Ms. Rajal Chattopadhyay, VP & Global Head, Global Portfolio & Knowledge Management, Atos International and Dr. Abhishek Nayak, University of Amsterdam. The session chair was Prof. Sanjay Verma, Professor, Computer and Systems— IIM Ahmedabad.

Prof. Sanjay Verma, Professor, Computer and Systems – IIM Ahmedabad said that the theme for the session, “Technology and Transformation” was relevant to everybody.

Mr. Dhananjay Dwivedi, revealed the government’s view point on change in technology and how they have adapted to it. He also mentioned the fact that in the 18th century India contributed to 25% of the Global GDP, but due to lack of application of technology even after having the knowledge and expertise, the number has gone down to 0.7%. He emphasised on the three streams of science - Material Science, Personalised Science and Artificial Intelligence. He concluded by quoting, “There is a fine line between what is desirable and what is doable”.

Ms. Rajal Chattopadhyay, stressed that technology is driving business instead of business driving technology. She gave examples of companies like Facebook, Uber, Alibaba and Airbnb for their digital transformations and how they impact our lives. She stated the 5 dimensions of Digital Transformation – Product & Services, Marketing & Distribution Channels, Business Processes, Supply Chain and New Entrants Ecosystem. She concluded, “We are moving from Intelligent Connected Ecosystem to Intelligent Connected Living”.

Dr. Abhishek Nayak talked about Social Media Monitoring and its importance in today’s world. He said that Social Media Monitoring can be used to determine how many people are actively engaged, how many are passively engaged and how many people are talking about the brand.

Prof. Sanjay Verma concluded the session by stating examples of some technological transformations in the field of education, internet of things, block chains and IBM Watson—an example of artificial intelligence, which are driving the changes in society through their interventions.
Track Sessions 3

Track Session 3A:
This track on Strategic Management was chaired by Prof. Nirmal Soni. It included research papers on Blue Ocean Strategy, Critical Analysis of Blue Ocean Strategy, Firm Performance in the Indian General Insurance Industry Using Data Envelopment Analysis etc.

Track Session 3B:
The session on ICT for Business and Governance was chaired by Prof. Meeta Munshi. The speakers for the session talked about Digital India: Education Sector, Digital Marketing: A Phenomenon, Developments and Impact on e-Governance Services in Pune after Digital India Campaign etc.

Track Session 3C:
Prof. Nina Muncherji chaired the session on Functional Level Strategies. The presented papers were on topics such as Design Thinking- A 21st Century Tool To Empower Human Resources Of An Organization, Employability Challenges In Indian Service Sector – Present And Future, Potential Appraisal And Succession Planning Practices In Pharmaceutical Industry in Ahmedabad etc.
Track Session 3D:
This session on **Functional Level Strategies** was chaired by Prof. Nisarg Joshi. Five research papers were presented on topics ranging from Impact of Culture on HR practices: East and West, Performance Management System Process for a Hydro Power Sector Organization: Issues; Interventions, Employee Engagement as Part of Core HR Strategy in a Steel Manufacturing Plant in India etc.

Track Session 3E:
The chairperson of track-session on **Functional Level Strategies** was Professor Monali Chatterjee. The presenters of various colleges across India presented on diverse topics such as Effective Strategies of Persuasive Communication in Social Media—a Literature Review, Modern Retailing in Indian Market Place: Examining the Functional Level Strategies, Consumer Perception in Indian Ecommerce Industry etc.

Track Session 3F:
Prof. Darma Mahadea chaired the track-session on **Entrepreneurship**. This session included research papers on Entrepreneurship and Innovation, Social Entrepreneurship and Jugaad Innovation, Entrepreneurial Leadership: Exploring an Idea etc.

**Ideation workshop**
Dr. Harini S. Mittal from the Business and Information Systems Department of Bronx Community College of the City University of New York conducted a workshop on ideation. Selected students from all the programs were part of the workshop.
Plenary Session on the Startup Ecosystem

The second plenary session of the day was addressed by **Prof. Dinesh Dave**, John A. Walker College of Business, Appalachian State University; **Mr. Hasit Kaji** Vice President & Head – Special Initiatives, TCS and **Mr. Deb Majumder**, Partner and ED – Communication Sector, IBM. **Mr. Thyagrajan K**- Founding Board Member, iCreate, Gujarat, the session chair talked about the importance and the impact of the start-ups. He highlighted that the start-ups should focus on solving the problem and the methodology of solving them rather than looking for profits.

Mr. Hasit Kaji addressed the need for innovation and its impact. “All start-ups have their purpose. We have chosen to have innovation to impact the lives of the people” he quoted. He pointed that if innovations have to impact human lives then they must humanize technology to address concerns the way Uber and Ola have done it. Mr. Dinesh Dave stressed on the requirement on logistics cluster in all businesses. He also said “You should have the Talent to acquire the ‘Talent’”.

Mr. Deb Majumder, began his address by introducing an acronym DYE (Dynamic Youthful Energetic) emphasizing on the importance of youth and how the youth has a broad scope. Session chair Mr. Thyagrajan K summed up the session with a vote of thanks to all the speakers.
Track Sessions 4

Track Session 4A:
This track on **Strategic Management** was chaired by Prof. Ritesh Patel. Papers were themed on topics like Empirical Research on the Market: Rani No Hajiro, Negative Emotions and Interactions in Fictional Theme: Case of 12 Angry Men, Role Of Government Policies in Social And Economic Growth of India Through Solar Energy Technology etc.

Track Session 4B:
This track on **Functional Level Strategies** was chaired by Prof. T. S Joshi. Its research papers were on Working Capital Strategies of Indian ITES Industry and Financial Assessment of Banks Using Camel Model Islamic Finance: A Case for India etc.

Track Session 4C:
Based on **Functional Level Strategies**, this track was chaired by Prof. P. K. Yadav. The papers in this track session were presented on Financial Exclusion in India: Implications and Challenges, Shopping Motives, Store Attributes and Shopping Enjoyment: A Case Study of Delhi NCR, Green Retailing: An Innovative Business Perspective etc.

Track Session 4D:
Another track on **Functional Level Strategies** was chaired by Prof. Sapna Parashar. Research papers presented in this session were based on topics such as Conceptual Framework on Advertising Appeals and Their Effectiveness, Consumer Awareness and Satisfaction among Banking Services of Amreli District in Gujarat, An Analysis of Factors Affecting Selection of Mobile Banking Service etc.

Track Session 4E:
The chairperson of **Contemporary issues in ICT** track-session was Prof. Pritha Guha. Papers were presented that included topics like New Era of Databases, Big-Data a Backbone of Digi-World, Artificial Intelligence Enabling the Next Phase of Disruption in Recruiting, ‘Can Coca Cola Improve Its Customer Experience By Using Artificial Intelligence?’ etc.

Track Session 4F:
The chairperson for track session **Contemporary issues in ICT** was Prof. Harini Mittal. Numerous interesting research papers were presented which included topics such as Smart Cities, Artificial Neural Network – An Application for Forecasting Indian Stock Market Index Movement, Statistical Analysis and Prediction of Exchange Rate of Bitcoin etc.
Summary of Day 3- January 13, 2018

Plenary Session on Technology, Security and Governance

The plenary session of Day 3 was a panel discussion amongst Mr. Abhinav Johri, Global Digital Risk Operations Leader at Ernst and Young, Mr. Parveen Sharma, National Director - Information Technology, Shardul Amarchand Mangaldas & Co and Mr. Sanjeev Kumar, Director - Technical – MTNL. The session was chaired by Mr Pankaj Gupta, Senior Vice President, Infrastructure Leasing and Financial Services, Gujarat.

Mr. Pankaj Gupta, the Session Chair spoke about how people ignore the Terms & Conditions while downloading mobile apps. He added, “Technology can cause disasters” and said that, today mobile and telecom companies track people for their own profit. He shared the fact that Google earns $35 million only through advertisements. The four elements where trouble could be caused are Client, Media, Target Services & Impact on Human Resources. He added, “We should be aware and conscious of what we are doing.” There are also many issues with regards to the emerging technologies.

Mr. Abhinav Johri said, "Societies of the future will be largely dependent on data and evolved forms of data is knowledge." He added that more data is always more desirable and coming to the issue of Security, he emphasized on the point that the more vulnerable one is, the more he/she can be exploited. He also stated that, according to a survey by E & Y, the weakest link lies within the organization. He said that Data is today more valuable and can be used immediately for profitable purposes.

Mr. Sanjeev Kumar spoke about how connectivity has improved technology. However, there have been many challenges with respect to it and therefore, many security checks have been put in place. He said that the Right Connectivity, the Right Software need the backing of strong Governance to ensure that the technology is reliable and affordable. He added that Care and Precaution are required to minimize the risks.

Mr. Parveen Sharma said that we are all a part of the digital world. He compared the servers behind firewalls and the people, with respect to the question, “What need security more?” The weakest link are the people who have a lack of knowledge and...
they unintentionally leave data vulnerable. There exist three dimensions in an organization i.e. Technology, Security and Governance. They are all growing at their own pace and there is a gap existing between the three. It is the responsibility of the people in the organization to bridge the existing gap. He also pointed out that Organizations must know everything and be 100% accurate.
Valedictory Session

The Valedictory Session had Mr. Vighnesh Shahane, CEO & Whole time Director, IDBI Federal as the Chief Guest, Mr. Seshadri Rajaram, Managing Director, Erhardt + Leimer, Ahmedabad as the Guest of Honour. Prof. Balakrishnan Unny of the Institute of Management, Nirma University began the session by giving a brief report of the Conference.

The chief guest, Mr. Vighnesh Shahane, CEO and Whole Time Director, IDBI Federal, spoke about the Growth drivers in India and how technology and digitisation have contributed in the growth. He said that Financial Inclusion is of utmost importance. Quoting Jack Welch, a renowned American Executive “If the rate of change on the outside is more than the rate of change on the inside, then end is near” he stressed that change is not only necessary but also fundamental to any growth. He gave the examples of Rahul Dravid and Amitabh Bacchhan to show that ‘reinventing one-self’ is required to succeed. Mr. Seshadri Rajaram, shed light on the facts pertaining to the industry today and how it is changing for the manufacturing sector. He said “The point is not that we are not adapting technology, but that we are not implementing and maintaining it to its full potential”.

The awards for the best paper were then announced. The First Prize in the Faculty Category was awarded to Prof. Rahul Sharma and Prof. Amit Kakkar. The Second Prize in this category was awarded to Prof. Darma Mahadea. The First Prize in the Student Category was awarded to Akhil Gupta, Sparsh Srivastava and Rucha Kulkarni. The Second Prize was a tie between Garima Chandnani and Manasi Akre.

The session ended with the distribution of certificates and a Vote of Thanks to all the committee members who were instrumental in the proper functioning of the conference.
## Best Paper Award Winners

<table>
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<th>#</th>
<th>Title</th>
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<td></td>
<td><strong>Academician and Industry Category</strong></td>
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<tr>
<td>1</td>
<td>“Does CSR build Brand Loyalty”</td>
<td>Rahul Sharma, Mittal School of Business, Punjab</td>
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<td></td>
<td></td>
<td>Amit Kakkar, Mittal School of Business, Punjab</td>
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<tr>
<td>2</td>
<td>Unemployment, Income and Entrepreneurship in Post-apartheid South</td>
<td>Darma Mahadea, School of Economics and Finance, University of Kwazulu-Natal, South Africa</td>
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<tr>
<td></td>
<td>Africa: Is there a connecting or missing link?</td>
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<td><strong>Student Category</strong></td>
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<tr>
<td>1</td>
<td>A Study on Impact of DII and FII Investments on NIFTY 50</td>
<td>Akhil Gupta, Institute of Management, Nirma University, Ahmedabad</td>
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<td></td>
<td></td>
<td>Rucha Kulkarni, Institute of Management, Nirma University, Ahmedabad</td>
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<td>Sparsh Srivastava, Institute of Management, Nirma University, Ahmedabad</td>
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<tr>
<td>2</td>
<td>How Social Media affects Role of Governing Bodies in the Society and</td>
<td>Manasi Akre, Gujarat National Law University, Gandhinagar</td>
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<td></td>
<td>Citizen Participation</td>
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<td>2</td>
<td>Micro entrepreneurs and their cluster bases performance: chokha</td>
<td>Garima Chandnani, Amrut Mody School of Management, Ahmedabad</td>
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Conference in Numbers

Summary

- Abstracts Received: 217
- Full Papers Received: 115
- Full Papers Selected for Publications: 75
- Paid Registration: 94
- Foreign Participants: 6

Bifurcation of Abstracts

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<td>International</td>
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<tr>
<td>Student</td>
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<td>Academics and Industry</td>
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Total Number of Abstracts
Theme-wise categorization of Abstracts

- **Strategic Management**: 43
- **Entrepreneurship**: 36
- **Functional Level Strategies**: 87
- **Enterprise Applications**: 3
- **ICT for Business & Governance**: 19
- **Contemporary Issues in ICT**: 29

Full Paper Details

- **Book 2- Transformation Through Strategic and Technological Interventions**: 38
- **Book 1- Business Transformation Through Functional Strategies**: 37
- **Papers Published**: 75
- **Full-papers received**: 115

Number of Papers
Theme-wise categorization of Papers

- **Academics and Industry**: 53 papers
- **Student**: 22 papers
- **External**: 39 papers
- **Internal**: 36 papers

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<td>ICT for Business &amp; Governance</td>
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<td>Enterprise Applications</td>
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<td>Functional Level Strategies</td>
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<td>Entrepreneurship</td>
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<tr>
<td>Strategic Management</td>
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## International Speakers/ Participants during NICOM-2018

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<th>#</th>
<th>Name</th>
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<tbody>
<tr>
<td>1</td>
<td>Prof. Raphael Cohen-Almagor</td>
<td>Professor and Chair in Politics and the Founder and Director of the Middle East Study Group (MESG), University of Hull, UK</td>
</tr>
<tr>
<td>2</td>
<td>Dr. Abhishek Nayak</td>
<td>University of Amsterdam</td>
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<tr>
<td>3</td>
<td>Prof. Dinesh Dave</td>
<td>John A. Walker College of Business, Appalachian State University</td>
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<tr>
<td>4</td>
<td>Ms. Harini Mittal</td>
<td>Faculty Member, Bronx Community College, City University of New York</td>
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<tr>
<td>5</td>
<td>Prof. Darma Mahadea</td>
<td>School of Economics and Finance University of Kwazulu-Natal South Africa</td>
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<td>6</td>
<td>Evaltino Ricardo Alejandro Limame</td>
<td>GFSU- Student from Mozambique</td>
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<tr>
<td>7</td>
<td>Jeronimo Lourence Manjaye</td>
<td>GFSU- Student from Mozambique</td>
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<tr>
<td>8</td>
<td>Dauda Kuyateh</td>
<td>BK School of Management- Student from South Africa</td>
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## Details of Reviewers

<table>
<thead>
<tr>
<th>Prof. Nityesh Bhatt – Coordinator</th>
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<tbody>
<tr>
<td>Prof. Amola Bhatt</td>
<td>Prof. P.K. Yadav</td>
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<td>Prof. Anand Deo</td>
<td>Prof. Parag Rijwani</td>
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<td>Prof. Ashwini Awasthi</td>
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<td>Prof. Balakrishnan Unny</td>
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<td>Prof. Bhajanlal Kardam</td>
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<td>Prof. Bindi Mehta</td>
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<td>Prof. Deepak Srivastava</td>
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<td>Prof. Dhyani Mehta</td>
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<td>Prof. Gaurav Mishra</td>
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<td>Prof. Hardik Shah</td>
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<td>Prof. Harismita Trivedi</td>
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<td>Prof. Jayesh Agjya</td>
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<td>Prof. Mahesh KC</td>
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<td>Prof. Meeta Munshi</td>
<td>Prof. Sunita Guru</td>
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<td>Prof. Nikunj Patel</td>
<td>Prof. Tejas Shah</td>
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<td>Prof. Nina Muncherji</td>
<td>Prof. Tripurasundari Joshi</td>
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<td>Prof. Niyati Dave</td>
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</table>
### Core-Committee and Students’ Committee Members

#### 1) Core Committee
- Aayushi Tomar
- Gunjan Sood
- Kaushal Kotak
- Manushi Sharma
- Pragya Thakur
- Rashi Pokharna
- Riya Shah
- Sayan Si
- Shreya Goel
- Vardhan Shah
- Vivek Duvani

#### 2) Accommodation
- Abhinav Chauhan
- Arpit Jain
- Harsh Khariwal
- K V Anant
- Lalita Tadikonda
- Saurabh Dangayach
- Sharon Benedict Varghese
- Shivangi Bhansali
- Tanvi Mayekar
- Utkarsh Shah

#### 3) Audience Management
- Ayush Agarwal
- Chandan Sarkar
- Denish Mehta
- Dhavan Vardhani
- Gaurav Dave
- Harsh Patel
- Kartikey Jain
- Kartikey Tiwari
- Kaustubh Rege
- Kriti Rathi
- Manchana Sinha
- Meet Shah

#### 4) Editorial
- Akriti Singi
- Bhavya jha
- Dhruvin Shah
- Goutham J
- Harshit Maheshwari
- Manchana Sinha
- Megha Agrawal
- Neeraj Parikh
- Raj Butani
- Saloni Lodha
- Satadeep Ghosh
- Shantanu Gup te
- Shivani Bajaj
- Shreeja Shetty
- Shubh Gupta
- Tanya Kumar

#### 5) Food & Beverages
- Anshuk Paliwal
- Apekshit Osatwal
- Brahjot Singh Lamba
- Dipali Attarde
- Gautam Begwani
- Preet Shah
- Saurabh Gupta
- Shekhar Tejwani

#### 6) Logistics
- Akriti Singh
- Deepak Unnikrishnan
- Ehsan Ahmed
- Harshil Vora
- Harshita Badyal
- Harshita Patwari
- Kaustav Vatsyayan
- Kosha Patel
- Mihir Bansal
- Nishant Pranav Rao
- Rahul Bhatti
- Ronak Thakkar
- Sriya Katam
- Swayam Makhija
- Syed Ali Abbas
- Tanya Sinha

#### 7) Press, Publicity & Social Media
- Abhishek Punwani
- Aisha Kumar
- Ankur Birla
- Ayush Dadhania
- Bhargav Pandya
- Dylan Quadros
- Gunit Sahni
- Harsh Dubey
- Heena Rajpal
- Iffat Shaikh
- Meenakshi Pandey
- Prakriti Dutta
- Prasoon Mishra
- Riya Shah
8) Registration & Reception
   a) Ananya Shah
   b) Ankit Jhunjhunwala
   c) Ankita Vaswani
   d) Darshil Shah
   e) Heeral Kamdar
   f) Hiral Parekh
   g) Hiral Shah
   h) Krishna Thakkar
   i) Manali Niyati
   j) Nancy Rastogi
   k) Ruchita Shah
   l) Rushi Raval
   m) Shivani Bajaj
   n) Shubhi Gupta
   o) Simran Gupta
   p) Utkarsh Jain
   q) Vineet George
   r) Vivek Ahuja

9) Sponsorship
   a) Abhik Das
   b) Ashish Rana
   c) Devanshi Thakkar
   d) Kumar Mulani
   e) Kutub Jhabuawala
   f) Pooja Kella
   g) Soumya Bakshi
   h) Vatsal Desai
   i) Yash Kunpura

10) Stage Management
    a) Abhishek Jiyani
   b) Aditya Jakhotia
   c) Akshay Jain
   d) Amratansh Sharma
   e) Ayush Saxena
   f) Devarsh Sanghvi
   g) Hetal Shah
   h) Himani Audichya
   i) Hitesh Prithiani
   j) Janvi Vishanwani
   k) Kriti Sharma
   l) Kritika Sharma
   m) Miti Shah
   n) Mugdha Joshi
   o) Parth Patel
   p) Riya K. Shah
   q) Sakar Potdar
   r) Sanskriti Choudhary
   s) Shashank Khandelwal
   t) Sumiran Rathi
   u) Urja Gupta
   v) Vaibhav Gala

11) Track Management
    a) Aashish Agarwal
   b) Aayushi Pandya
   c) Ankita Gupta
   d) Ankith Jhawar
   e) Bhavya Desai
   f) Brijeshkumar Viradiya
   g) Chirag Pungalia
   h) Garima Jain
   i) Harsh Vijaywargiya
   j) Hinal Virani
   k) Ishita Sahu
   l) Raheen Taj
   m) Rishi Jain
   n) Ruchika Choudhary
   o) Saloni Agarwal
   p) Samkit Mutta
   q) Satya Swarup Dwibedia
   r) Shantanu Gupte
   s) Shivani Rana
   t) Shristi Bhuvania
   u) Tanmay Khandal
   v) Tanya Kumar
   w) Yesha Jain
   x) Zeel Shah
## NICOM 2018 Programme

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<tr>
<th>Date</th>
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<tr>
<td><strong>Thursday, January 11, 2018</strong></td>
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<tr>
<td></td>
<td>09:00 AM – 10:15 AM</td>
<td>Registration &amp; Breakfast</td>
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<td>10:30 AM – 11:45 AM</td>
<td>Inauguration</td>
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<td>12:00 AM – 01:15 PM</td>
<td>Track I</td>
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<td>2:00 PM – 03:30 PM</td>
<td><em>Plenary Session 1</em></td>
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<td>03:45 PM – 05:00 PM</td>
<td>Track II</td>
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<td><strong>Friday, January 12, 2018</strong></td>
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<td>09:00 AM – 10:00 AM</td>
<td>Breakfast</td>
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<td>11:45 PM – 01:00 PM</td>
<td>Track III / Ideation workshop</td>
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SOCIETAL AND ORGANISATIONAL TRANSFORMATION THROUGH STRATEGIC AND TECHNOLOGICAL INTERVENTIONS

NICOM - 2018 | 21st Nirma International Conference on Management
Transformation Through Strategic and Technological Interventions

BALAKRISHNAN UNNY R | DR. NITYESH BHATT | DR. SHAHIR BHATT