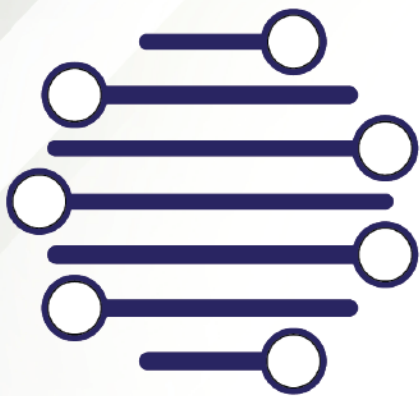




**IIM**  
**AMRITSAR**

भारतीय प्रबंध विद्यापीठ अमृतसर  
भारतीय प्रबंध संस्थान अमृतसर  
INDIAN INSTITUTE OF  
MANAGEMENT AMRITSAR



# VYAKRITI

THE INAUGURAL IT & ANALYTICS CONCLAVE

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**18th September 2021**





## IIM Amritsar

Established in 2015, the Indian Institute of Management Amritsar is one of the fastest-growing IIMs. The institute has been increasing its batch strength every year. The increase in the batch size by seven times from its inception year shows the immense confidence and potential of the institute's growth. Thriving on its diversity, IIM Amritsar is home to students from twenty-four states of the country, making it a place where collaboration holds a key perspective in the learning process.

IIM Amritsar offers Master of Business Administration, Ph.D., and Certificate Programs in Data Analytics and Advanced Data Analytics. In addition to these, IIM Amritsar has also launched a full-time two-year residential Post-Doctoral program, MBA in Human Resources Management, MBA in Business Analytics, and a non-residential Executive MBA Program from the year 2021. These programs have been designed to provide world-class management education to meet the requirements of enterprises across sectors by producing highly insightful management professionals. The institute is committed to impart strong educational foundations and values in the hearts, thoughts, and actions of future managers. Owing to its indefatigable allegiance to providing exemplary education, IIM Amritsar has established itself as the vanguard of quality education and learning in a short time.

Besides getting to learn from qualified faculties and industry leaders, the students here learn by involving themselves in activities of various clubs and committees. The tireless efforts of our students have resulted in them winning many corporate and B-school competitions and ultimately bagging promising career opportunities. In a true sense, IIM Amritsar is a playground for dreams to nurture, personalities to flourish, and careers to change the world. Each year the institute strives to engage with the corporate world to give the budding managers a glimpse of the nature of tasks they are about to undertake. This engagement takes the form of workshops, conclaves, and guest lectures. The institute conducts three conclaves each year, focusing on emerging topics in the domains of HR, Finance, Marketing, Strategy, and Operations. It will be inaugurating two more events this academic year which will be a Conclave in IT and Analytics Domain and a Leadership Summit.





## VYAKRITI

Vyakriti aims to provide a dais where the veterans from the industry will interact and reflect with the budding managers on the recent trends and developments in the domain of IT and Analytics. The Conclave aims to provide the student fraternity at IIM Amritsar with a holistic view of how a cohesive and competitive market responds dynamically to varying conditions. This year's panel discussions will be centred around the changing nature of the business landscape brought on by the current pandemic and will be conducted in an online mode.

The Conclave would focus on the critical aspect in the domain of IT and Analytics - **"Evolving to Adapt: Digital Transformation in the Era of Disruption"**. This theme will explore the right challenges and opportunities businesses face due to evolving digital technologies, which ultimately transforms how traditional firms operate. The theme aims to capture the changes required on all levels of the organization, including the workforce transformation and the corporate governance model itself.

### Timeline Of Events

18th September 2021

5.30 P.M. - 5.32 P.M.	Welcome Speech
5.32 P.M. - 5.35 P.M.	Opening remarks by Director, IIM Amritsar
5.35 P.M. - 6.35 P.M.	Panel Discussion
6.35 P.M. - 7.05 P.M.	Q&A Session
7.05 P.M. - 7.10 P.M.	Summary & Vote of Thanks





# VYAKRITI

Panel Theme

Date: 18th September 2021

## EVOLVING TO ADAPT: DIGITAL TRANSFORMATION IN THE ERA OF DISRUPTION

The Digital Era has left businesses at a significant turning point. The rapid growth in differentiating digital capabilities has forced companies to reconsider and rethink the value they create through their ecosystems. However, firms are still sceptical as they believe these digital technologies and business models pose an existential threat to their traditional way of doing business. Thus, they focus on digitizing only what they already do. And the firms that do invest to stay ahead and create differentiation have concerns about betting a ranch.

It presents a simple question:

**What digital transformation strategies should a firm adopt to futureproof itself against these accelerated disruptions?**

**Suggested points for discussion:**

### Industry Trends

1. Digital is a loaded word that means many things to many people. What is the perception of digital transformation across different industries?
2. Current trends and state of the art emerging technologies that are gaining prominence within industries enabling transformation
3. There have been talks of digital transformation being a 21st-century bubble by the IT industry. Views on this aspect.





### Transformation and People

1. What are the skillsets required in this era of digitalization to stay relevant? Impact of Industry-Academia relations and the long-term benefits.
2. Low-code and no-code platforms enable business analysts and office administrators who are not software developers to build and test. How does this contribute to attracting more people into analytics and help in digital transformation in general?
3. Implementing and adapting the massive changes in digital transformation finally lies with the people. How big a challenge is this cultural shift?

### Transformation and Corporate Governance

1. The efforts to protect information against cybersecurity breaches appear to be deficient among many companies. Can this problem be solved by making Data Protection a new CSR mandate?
2. Challenges and changes in financial governance and business valuations as digital transformation efforts are continuously evolving.





# VYAKRITI

Panel Theme

Date: 18th September 2021

EVOLVING TO ADAPT: DIGITAL TRANSFORMATION IN THE ERA OF DISRUPTION



**Mr. Bhaskar Roy**  
Vice President & Global  
Operating Leader  
Genpact, Analytics and Research  
Services



**Mr. Jitendra Kanojia**  
Head of Analytics  
Leading Fashion Retail Company



**Mr. Mehul Bhagadia**  
Head of Data & Analytics  
Commercial Banking - Wells  
Fargo



**Mr. Ritwik Rath**  
Chief General Manager  
IS Strategy, HPCL



**Ms. Ruchi Bubber**  
Head of Analytics - Sales  
Pernod Ricard



**Mr. Sunder Prabhu S**  
AVP Analytics Consulting  
Tiger Analytics





## Past Associations

 AXIS BANK	 strategy& Part of the PwC network	 IBM	 FROST & SULLIVAN The Growth Pipeline™ Company	 Jio	 SUTHERLAND
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