About JIMS

Jagannath International Management School (JIMS) Kalkaji, New Delhi, functions under the aegis of the Jagannath Gupta Memorial Educational Society, a non-profit registered organization, which has been imparting high quality professional education since 1993. The Society runs six higher education institutes in Delhi-NCR, two in Jaipur, Rajasthan and two private State Universities, one each in Haryana and Rajasthan. Our campus at Kalkaji, has over time developed into a reputed center of excellence for conduct of research and consultancy services for the private and public sector organizations. A sustained focus on improving the quality of our academic system and procedure has resulted in our institute being the awarded prestigious NBA, NAAC accreditations and the ISO :9001:2015 international quality certification.

Our institute has been honoured with the following coveted ranking/awards during the year 2018-19:

- NBA and NAAC Accredited
- 34th Best Pvt B-School in India and 5th Best in Delhi-NCR (Education World Survey, May 2019)
- 30th Best B-School in India (TOI Survey, Mar 2019)
- Top B-School of Super Excellence (GHRDC-CSR Survey, Oct 2018)
- 39th Best B-School in India (NHRDN - Cinque Survey, Mar 2018)

About PHDCCI

PHD Chamber of Commerce and Industry, established in 1905, is a proactive and dynamic multi-State apex organization working at the grass-root level and with strong national and international linkages. PHD Chamber acts as a catalyst in the promotion of industry, trade and entrepreneurship. PHD Chamber, through its research based policy advocacy role, positively impacts the economic growth and development of the nation. PHD Chamber is more than an organisation of the business community, as it lives by the chosen motto "Skilling India for Global Competitiveness" and contributes significantly to socioeconomic development and capacity building in several fields.

About KAS

The Konrad-Adenauer-Stiftung (KAS) is a political foundation. It is committed to fostering democracy and the rule of law, to implementing social and market-economic structures and to promoting human rights. With its worldwide networks of political and social leaderships and with its long-term partner structures, it participates in shaping policy in developing and emerging countries. The foundations headquarters are situated in Sankt Augustin near Bonn and in Berlin/Germany. Currently the KAS hosts more than 200 projects in around 120 countries on four continents with 81 field offices.

About AMDISA

AMDISA - Association of Management Development Institutions in South Asia - is a SAARC Recognised Body. It is a network of Management Education and Management Development Institutions in South Asia. It has 256 members from the SAARC region AMDISA launched the global benchmark quality assurance and accreditation system for Business Schools – SAQS SAQS is the quality assurance scheme run by AMDISA as a service to the management education profession worldwide. SAQS emerged in an EFMD – AMDISA cooperation through a European Union funded Asia- Link project in 2003-04 and it is inspired by EFMD's EQUIS criteria guidelines. AMDISA publishes a Newsletter three times a year and the South Asian Journal of Management quarterly.

Communication and Contact

Communication may be addressed to Dr. (Cdr.) Satish Seth, Director-General at directorgeneral.kj@jagannath.org or to Coordinators (Academic), Dr. Preeti Singh at hod.pgdmib@jagannath.org, Dr. Neelam Tandon at neelam.tandon@jagannath.org

Registration Fees

Corporate: Rs. 3000 Academicians : Rs. 2000, SMEs Delegates : Rs. 1500, Research Scholars : Rs. 1000, *Foreign Delegates : US$: 1250

*Includes airfare and accommodation

jims
Kalkaji & Vasant Kunj
New Delhi

KONRAD ADENAUER STIFTUNG

AMDISA
SUPPORTED PROGRAMME

PHD CHAMBER
NATIONAL APEX CHAMBER

XVth International Conference on

Revisiting HR in the Digital Era

Impact of Critical Shifts in Technology, Operations and Culture

15th February 2020 | **Venue: PHD Chamber Auditorium**

25 years of academic leadership

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Overview

The scale of the change in the HR function has been staggering and has witnessed an exceptional surge over the last few years. Global companies who have established a presence in India over the last decade have brought with them different perspectives and some new HR practices as well. Technology has significantly influenced the HR function. It has led to new business models coming into existence, allowing technology platform companies to make a significant impact. The velocity of change has posed unique challenges for the HR function and HR professionals have seized the challenges and are equipping themselves to meet the needs.

In this digital era, an organization's competitiveness will depend on its talent readiness, skill-sets and how it will bring in diversity of thought and perspectives for organizational excellence. Rapidly changing requirements for novel skill-sets in fields such as data science, AI, cloud, blockchain, security etc. signal a need for flexible recruiting practices that allow organizations to reach out to these fresh talent pools. How skills can be deployed in an agile manner within the organization or with its clients has become important. In other words Skill will become the new currency and skill based wage differentiation will increase. This will also require a fundamental compensation redesign by HR.

It has become quintessential to re-imagine the way that we work. There is an important shift in the expectations of the workforce as employees demand work experiences that are more personal, engaging and authentic. HR must act as a catalyst to leverage and deploy technology to enhance the overall employee experience. HR professionals will also have to focus on reducing costs, increase the quality and accuracy of HR services and provide talent insights for business impact by deploying analytical platforms to discover new workforce insights. A key area of focus however will be to develop leadership skills that can succeed in the new cognitive era!

Objectives:

The Conference aims to fulfill the following key objectives:

- Provide perspectives on the role and impact of digitalisation in HRM
- Gain insights into how HR leaders are playing a critical role in driving digital transformation by revisiting employee roles, supporting business agility and fostering .a culture of innovation
- Enhance awareness of new HR Technologies and how these are being leveraged to create powerful employee experiences.

Sub -Themes:

- Role of Technology in Human Resource Management
- HR Strategies for the Digital Era
- Digital Transformation's Impact on Business Models
- HR Analytics and Business Performance
- Effect of digitalization on Cross-Cultural Communication and Research
- Sustainable HR in an Age of Disruption
- Impact of Digitalisation on Economy and Jobs.
- Job automation and its impact on HR Operations
- Organisational Culture in the Digital Age.
- Impact of Social Media on Organisation Culture.
- Managing New Workforce of Millennials

Organising Committee

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President, Cosmos Group

Dr. D.K.Aggarwal
President, PHD Chamber
Chairman & Managing Director
SMC Investments and Advisors

Chairman
Dr. Amit Gupta
Chairman, JIMS

Conference Chair
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Director General, JIMS

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Mr. Deepak Mehra
Head (T & D)
Videocon Industries

Dr. J K Batra
Director, JIMS

Mr. Rajeev Gupta
Business Head – PCS
Reliance Retail Ltd

Target Participants

The seminar is intended for Faculty of AICTE/UGC affiliated institutions, Corporate Executives and Research Scholars seeking to enhance their knowledge and understanding of the impact of new technologies in the HR field and how the HR functions is evolving and aligning itself with overall business strategy

Conference Proceedings

All submitted research papers will be blind peer reviewed by three competent reviewers. The selected papers will be published in Scopus indexed journals.

Best Research Paper Award

The Best Research Paper Presentation Competition will be held in the last Conference session. The Best Research paper will be awarded a trophy and cash prize of Rs.10,000/-. The second Best Paper will carry cash prize of Rs.5,000/- along with trophy.

Past International Conferences

The institute has organized fourteen International Conferences in the past, with participation from industry and academia in India and abroad: The last eight conferences were held in partnership with the PHD Chamber of Commerce and Industry (PHDCCI), New Delhi. Details of last five conferences are as follows:

Conf.	Date	Theme
X	Feb 14, 2015	"Building Tomorrow's Organisations – Leadership, Management and Diversity" (Venue: PHD House, New Delhi)
XI	Feb 13, 2016	"Entrepreneurship in the 21st Century: Navigating Future Paths in Business Social and Green Technologies" (Venue: PHD House, New Delhi)
XII	Feb 4, 2017	"Leveraging Big Data Analytics For Global Business Excellence" (Venue: PHD House, New Delhi)
XIII	Feb 10, 2018	"Business 2025: Driving Growth through Strategic Innovation, Entrepreneurship and Digitisation". (Venue: PHD House, New Delhi)
XIV	Feb 23, 2019	Business Sustainability in the 21st Century MANAGING PEOPLE, PLANET AND PROFIT. (Venue: PHD House, New Delhi)