

JIMS Conclave 2016

DIGITALIZATION OF BUSINESSES: PROMISES AND PERILS

Saturday, December 10, 2016



About JIMS

Jagan Institute of Management Studies (JIMS, Rohini) was started in the year 1993 under the aegis of Jagan Nath Gupta Memorial Educational Society and is currently among the top management institutes of Delhi-NCR. We impart professional education both at post graduate and undergraduate levels in the fields of management and information technology. Our PGDM program is approved by the AICTE and is accredited from NBA for excellence in quality education. It has also been granted equivalence to MBA degree by the AIU. We offer two sector specific two-year, full time programmes namely PGDM (International Business) and PGDM (Retail Management). Both these programmes are approved by AICTE. JIMS, Rohini, also offers technical programs viz BBA, BCA & MCA affiliated to GGSIPU. Established in 1993, JIMS completed its 20 years of Excellence in 2013. JIMS offers excellent academic infrastructure and has a distinction of being preferred by the top recruiters for their campus placements, consistently. Our alumni have excelled in their professions, both as entrepreneurs as well as corporate leaders in different industries. JIMS has been recently ranked 43rd among top 50 management institutions all over India, by NIRF, Ministry of HRD, Govt. of India.



Registration

There is no registration fee. However participants are required to register for the conclave at sumesh.raizada@jimsindia.org; conclave@jimsindia.org

Patron

Mr. Manish Gupta
Chairman,
JIMS, Rohini

Advisor

Dr. J.K.Goyal
Director
JIMS, Rohini

Coordinator

Dr. Sumesh Raizada
Dean-PGDM programme
JIMS, Rohini



JAGAN INSTITUTE OF MANAGEMENT STUDIES

3, Institutional Area, Sector - 5, Rohini, Delhi - 110085
Tel.: (M) 9650758671, 45184000, 01, 02, 45184039
sumesh.raizada@jimsindia.org, conclave@jimsindia.org

Venue:

Lakshmipat Singhanian Auditorium

PHD House, 4/2, Siri Institutional Area, August Kranti Marg, New Delhi, 110016

Jagan Institute of Management Studies, Rohini, Delhi is pleased to invite you to the JIMS Conclave 2016 on Saturday, December 10, 2016 at the PHD House, New Delhi. The above seminar is on the contemporary and highly relevant theme of 'Digitalization of Businesses: Promises and Perils'. It shall cover various sub-themes to be deliberated in the conclave sessions.

Introduction

Digitalization refers to the use of digital technologies for changing the existing business models and for providing new revenue & value-producing opportunities. It is the process of shifting from conventional to digital mode of business and involves integration of digital technologies into everyday life. It has opened up vast opportunities for organizations in simplifying their business operations, boosting their profitability and most important, in making their customers delighted through innovative offerings.



Last couple of years have witnessed a huge transformation in the digital space, globally. Not only corporate but government has also placed lot of emphasis on Digitalization in various industry sectors. Considering its immense utility in governance, a Digital India programme has been launched by the government to transform the country into a digitally empowered society and a knowledge economy. It is expected to promote inclusive growth across electronic services, products, devices, manufacturing and job opportunities. The government, through this programme has broadly focused on key areas related to all three sectors of economy. These are (a) Creating Broadband Highways (b) Ensuring Universal Access to Mobile connectivity (c) Expand coverage of public Internet access (d) To integrate services with UIDAI, payment gateway and mobile platform (e) e-Kranti with focus on electronic delivery of services in education, health, agriculture, etc. (f) Global Information for engagement through social media and web based platforms (g) Electronics Manufacturing to focus on mobile, consumer electronics, medical electronics, smart energy meters, smart cards and micro ATMs (h) IT Training for Jobs (i) Early Harvest Programmes to deploy Aadhaar Enabled Biometric Attendance System.

Digitalization and fast pace of innovation have however posed serious challenges for the entrepreneurs as well as for the established organizations. On one hand they have to be proactive in coming out with technology intensive products and on the other hand, they need to keep themselves cost competitive, for survival and growth. Though IT tools and services such as cloud computing, social media, mobile banking, e-commerce and analytics are assisting the companies, they pose security risk for the data and of intellectual property.

Digital technologies nowadays have become completely indispensable at the workplace. As a result, work practices and procedures are changing and the way businesses have to be managed are getting altered. This has put a lot of challenge in talent acquisition, retention, training and motivation and also on skilling the employees as per the latest technologies. To have adequate infrastructure as per the futuristic outlook is another issue for the organizations

The present conclave aims at sharing knowledge on contemporary field of Digital Transformation. It would delve on the above or related issues and strive to find out the best possible strategies for the corporate and government to deal with them. Various pros and cons of digitalization in businesses shall also be deliberated. Speakers shall include the experts and senior professionals from various industry sectors. Participants would be the executives, academicians and students.

Session Topics

- Digitalization-Stakeholders perspective : Inaugural
- Insights into Digital Markets : Session - I
- Digital Transformation at Workplace : Session - II

Inaugural Session: Digitalization-Stakeholders perspective

Initiatives being taken in the field of digitalization and their outcome from the perspective of government, industry and consumers shall be discussed. Future scenario of the Digital India programme and its significance to various industries, may also be deliberated



Session –I: Insights into Digital Markets

There has been a transformation from traditional to digital market place such as Flipkart, Ola, Lenskart and Yatra. Smart home devices and gadgets such as Apple watch, Fitbit and Smart phones are fast expanding their reach to different consumer segments. Cloud computing, Social media, Analytics, etc. are accelerating the pace of innovation, growth and competitiveness among the organizations. Apart from IT, Telecom and E-commerce, there has been a massive digital transformation in the financial sector too. Customers, nowadays, don't require to visit banks and prefer to make money transactions through cards instead of cash. Services such as internet banking, mobile banking, mobile wallets and Bitcoins are fast getting integrated into the businesses. Digital technologies have completely revolutionized the way businesses are conducted and managed in the organizations.

Speakers shall discuss the process of digitalization in their organizations and in industry. They shall also deliberate on the present and future prospects and benefits to be accrued and also the likely challenges and consequences that companies might face because of digitalization

Session –II: Digital Transformation at Workplace

Globally, traditional manufacturing industry is fast getting transformed due to new technologies such as 3D printing, intelligent robots, autonomous drones, etc. The organizations which are fast adapting themselves to this phase of digitalization shall definitely stay ahead in this competition, in terms of growth and profitability. The current phase of industrialization which is now popularly named as Industry 4.0 has led to totally different approaches to R&D, manufacturing, supply chain and Human Resource Management. It relates to not only the Internet of Things (IoT) but also the Internet of services, people and data that together shall transform the future of manufacturing. There are challenges also of cyber security, inadequate trained manpower and lack of appropriate infrastructure.

In the broad perspective of main theme of the conclave, speakers are expected to discuss on the above or related issues during the session.

Programme Schedule

9.30 - 10.00 am	:	Registration & Tea
10.00 - 11.30 am	:	Inaugural Session
11.30 - 12.00 noon	:	Networking Tea
12.00 - 1.30 pm	:	Session - I
1.30 - 2.30 pm	:	Lunch
2.30 - 4.00 pm	:	Session - II
4.00 - 4.15 pm	:	Valedictory
4.15 - 5.00 pm	:	Networking Tea