

## Business Leadership Summit 2022

The fourth edition of the coveted flagship event of IIM Shillong - the annual Business Leadership Summit, commenced on February 12, 2022. The event, conducted in a virtual capacity, spanned over two days, and consisted of enlightening sessions delivered by a total of 29 speakers belonging to various panels, namely, Consulting, Operations, System and Analytics, Finance and Investment, Marketing, and Human Resource. It began with an inauguration ceremony on February 12, which witnessed the presence of Dr. D. P. Goyal, the Director of IIM Shillong, Prof. Sanjeeb Kakoty, Prof. Sanjoy Mukherjee, and the student fraternity of the institute.

The proceedings began with the Director - Dr. D. P. Goyal's formal welcome address, followed by Prof. Sanjeeb Kakoty's views on the topic "Leadership in Challenging Times." The inauguration ceremony was concluded by the vote of thanks delivered by Prof. Sanjoy Mukherjee.

The first session of Day 1, delivered by the Consulting and Strategy panel, witnessed industry stalwarts like Mrs. Banupriya Sudharkar, Director at Nielsen IQ; Mr. Gunjan Kumar, Senior Director – Corporate Strategy at Thomson Reuters; Mr Harsh Parikh, Founder and Director at Driefcase Health Tech Private Limited; Mr. Jitendra Dwivedi, Project Manager at Vector Consulting; and Mr. Ram Panda, Senior Director at Alvarez & Marsal. Based on the topic "How has strategic planning and consulting evolved from being the brain to the backbone of the businesses?", the session revolved around how the essence of strategy and consulting has shifted entirely to its implementation and touched upon the skills required by consultants to keep up with the changes in consumer needs.

The Operations Panel Discussion of the Summit was held around the topic, "Modernizing operations through disruptive technology and resilience." The panelists -Amol Nagar (GE Aviation), Rajesh K Sharma (Whirlpool), Dr. Ravi Prakash Mathur (Dr. Reddy's Laboratories), Ravi Kumar (Johnson & Johnson), and Sachin Puneekar (Reliance Industries), actively discussed disruptive technology and how the pandemic has changed the approach, mindset, and decision-making processes in Operations.

Day 1 ended with an exciting session by the Systems and Analytics Panel consisting of Mr. Krishan Meghani, Director of Software development, Hexagon Capability Center, Mr. Tarun Goel, Director at Tiger Analytics, Mr. Rewin Koul, Head of Analytics-Acquisitions at Airtel and Mr. Abhishek Trigunait, Global CxO & Managing Partner, ZS Associates. These industry stalwarts spoke on the topic "Data-driven evolution of the business world over the decade and the future scenario of business analytics". The insights shared on the relevance and evolution of data across domains, end-to-end analytics, and the challenges and opportunities in this sector made for a thought-provoking session.

The silence in the sanctum was broken by the divine bells of the Finance Panel on Day 2 of the Business Leadership Summit. The panel consisted of industry stalwarts like Mr. Vineeth Narasimhan, Mr. Raj Khosla, Dr. Bhaskar Dasgupta, and Mr. Sanjay Guglani. Revolving around the theme "Changing contours of Digital India in the new normal: A panoramic view of financial services and investing strategies amidst its

mammoth evolution.", the discussion emphasized the critical role technology is playing in transforming people's perception of finance and also deliberated on the importance of fostering the traditional solutions to the problems, especially related to financial inclusion.

The Marketing Panel consisted of stalwarts such as Ajay Dang, President, Head-Marketing, with UltraTech Cements; Hitesh Malhotra, Vice President of Marketing, Reliance Industries; Karan Kumar, CMO of DLF Limited; Pallavi Singh, Marketing Brand and Strategy Advisor, Giri Foundation; Rahul Dutta, Director Marketing, Microsoft and Vivek Sharma, CMO of Pidilite Industries, and was focused on the topic "How businesses are entering the era of digital disruption by mastering the 'Art of Personalization'". The marketing experts spoke about their views on plotting the customer journey, gathering consumer insights, customizing the organization's message as per the insights, and lastly, using Analytics as a tool for enhancing the consumer experience.

The Business Leadership Summit 2022 was concluded with the session delivered by the Human Resources Panel, namely Mr. Santanu Ghoshal, the CHRO for Schaeffler India, Dr. Ankita Singh, the Senior Vice President and Global Head of HR at CIGNEX and Founder: HR ASSOCIATION OF INDIA, Dr. Manoj K. Prasad, the Vice President-Talent Development & Digital Transformations at Reliance Industries Limited, and Mr. Sumit Sabharwal, the Vice President-HR at Fujitsu Global Delivery Centres. The HR panel had an in-depth discussion on the "Role of HR in finding the uniquely Human Place in this data and AI-driven world." Under this topic, our esteemed speakers put forward their thoughts about how AI has changed the role of HR from collecting the data to using it for making strategic decisions.

IIM Shillong is proud to have hosted such eminent speakers for BLS 2022 and wishes to conduct many more sessions to help build the business leaders of the future.