

"Nakshatra"- the First Management Conclave of IIM Jammu

30th January 2021, IIM Jammu: Indian Institute of Management Jammu launched its first-ever Management Conclave – "Nakshatra" that hosted corporate trailblazers across different management domains. The event kick started with an inauguration ceremony where Prof. B.S Sahay, Director, IIM Jammu, gave the welcome address in which he also talked about the opening of IIM Jammu Off-Campus and the launch of a new academic program- IPM. Prof. Jabir Ali, Chairperson, Placements, IIM Jammu, gave a brief introduction of the Institute and thanked the industry for its support to IIM Jammu.

The conclave comprised of two panel discussions where the first panel consisted of marketing veterans from various reputed organizations. The theme for marketing panel discussion was, "Change in consumer preferences and evolving business model in post covid world". The session was moderated by Mr. Rajib Choudhury, General Manager, Emami Ltd., who started the discussion by talking about how people's spending has gone down, which is why brand purpose and a product that offers good value has become more crucial than ever. Adding to this, Mr. Shardul Bist, CMO, Modi Naturals, stated that people gravitate towards trusted brands which is why brand purpose-driven marketing is vital. Mr. Amit Sethiya, Head of Marketing, Syska Group, added a new direction to the discussion by talking about the brand diversification to cater to consumers' changing preferences. Mr. Abhishek Shetty, Chief Marketing Officer & Head - Ecommerce & Omni-channel Sales, Celio India, mentioned how pandemic has changed consumer preferences at an unimagined pace. Subsequently, Mr. Rajesh Sharma, Territory Manager, BPCL, spoke about the Oil and Gas industry's changing marketing dynamics. Ms. Riddhi Adlakha, Head of Digital Marketing, TCS, highlighted how covid fastracked digitalization among the Indian consumers. Mr. Jatin Malhotra, Program Lead, JioDevelopers, talked about how online merchandise has gained a lot of traction during and after the pandemic. Adding a new dimension to the discussion, Mr. Sudhir P, Senior Manager- Global Capability Center, AbInBev, talked about how supply chain played a major role in meeting the demand. The first panel discussion was followed by an interactive Q&A session where students raised questions before the panel.

In the second panel, which comprised leaders from HR domain the discussion revolved around the topic, "HR analytics: changing dynamic of classic HR MANAGEMENT". The session was moderated by Mr. Shailesh Goyal, VP - HR, Everest Group, who initiated the discussion by raising the question, "What is the current state of HR analytics in different industries?". Mr. Ritesh Joshi, Labour Relation Director - Human Resources, Cummins India, first answered this by highlighting HR analytics's role and how it helps solve day-to-day workforce-related problems. Adding to this, Mr. Satish Rajarathnam, SVP HR, Mphasis, spoke about different areas of analytics viz. Descriptive, Predictive, and Prescriptive Analytics. This was followed by Mr. Nitin Kumar, Business partner HR, CSG, who talked about importance of HR analytics in building the company culture. Mr. Yash Pal Singh, HR Head, Ebro India Pvt. Ltd., talked about how HR analytics has significantly improved employee engagement. Lastly, Mr. Kunjvihari Jandhyala, Head- Special Projects (Office of MD) and Head-Talent Management, Tata Power, spoke about onus on HR managers to maintain good data and streamlining the

whole process. The session was followed by a Q&A round where the students of IIM Jammu asked their doubts about HR analytics's nuances.

The session was concluded with a vote of thanks to the panelists for taking out their valuable time and sharing their insights with the students of IIM Jammu.

