

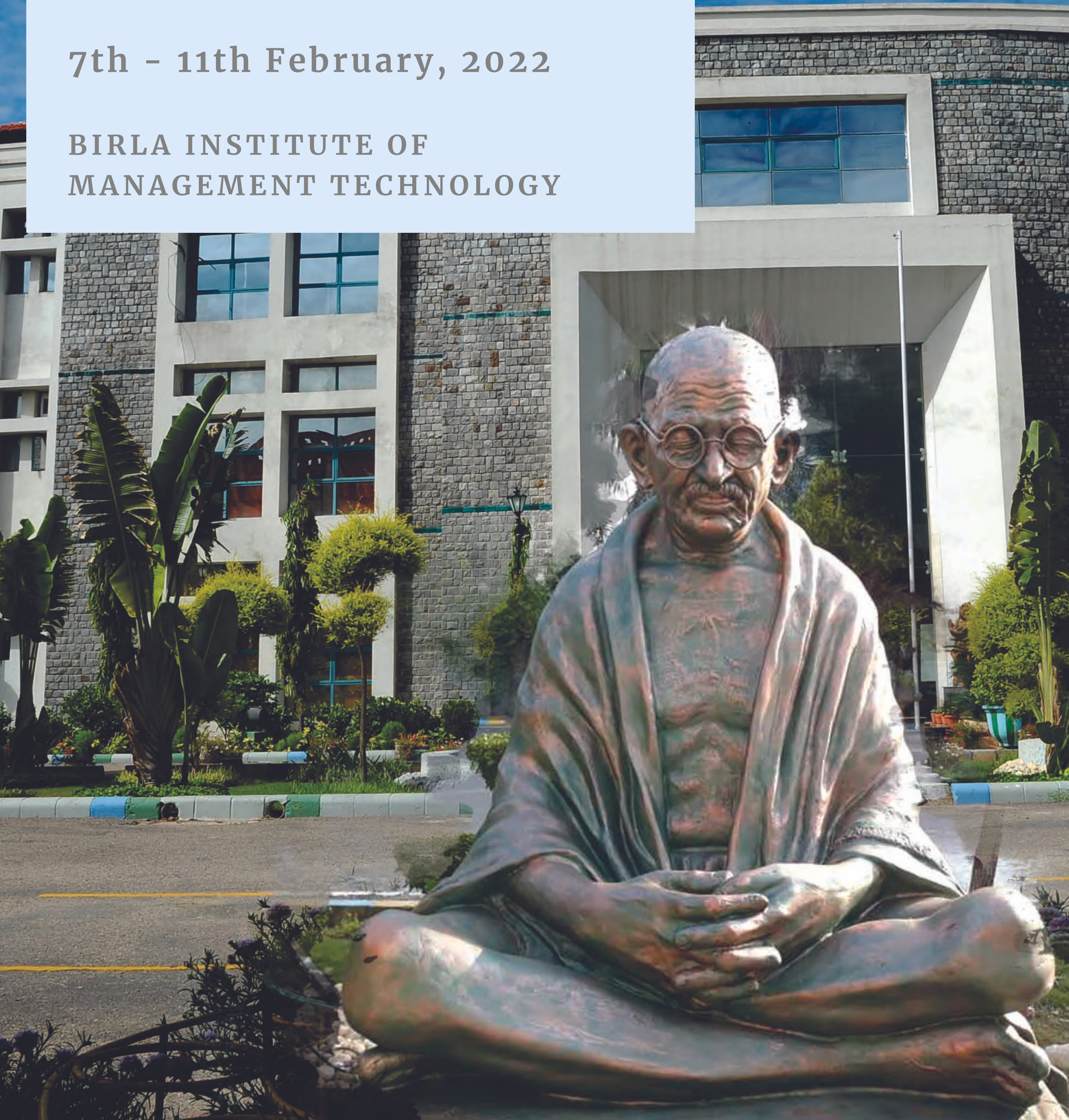
BIMTECH INTERNATIONAL WEEK 2022

7th - 11th February, 2022

BIRLA INSTITUTE OF
MANAGEMENT TECHNOLOGY



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We are pleased to announce the first BIMTECH International Week that will take place from 7th – 11th February, 2022 in virtual mode.

The theme of the International Week is

**IMPACT OF COVID-19
ON
GLOBAL BUSINESS SCENARIO**

Webinar sessions by international academicians / industry experts on varied, cross-disciplinary & contemporary topics aligned with the theme will be offered to the students.

Birla Institute of Management Technology (BIMTECH) was established in 1988 under the aegis of the Birla Academy of Art and Culture. Late Basant Kumar Birla, Ex-Chairperson of the Basant Kumar Birla Group of Companies and Late Sarala Birla, were the founders of BIMTECH.

BIMTECH with an energetic journey of 34 years, has built itself as an Institute of Excellence, on par with global standards. It gives key priority to internationalization in its global strategy and is one of the foremost Business Schools to offer experiential learning. Amidst the uncertainty caused by COVID-19, it strives to achieve internationalization at home and provide an international learning experience for its students.

INDUSTRY 4.0

**MOTIVATING YOUNG
MINDS TO EMBRACE
CHANGE**

PROPOSED AREAS

The impact of the current disruption is being sensed by all businesses around the world. Business leaders are juggling a broad range of interrelated issues that include safety of their employees and customers, shoring-up cash and liquidity, reorienting operations and navigating complex government support programs. Experts from the field are requested to share their insights with the students on various aspects of global business and how organizations are preparing for the next normal.

Cross-functional, interdisciplinary and contemporary topics of interests include but are not limited to the following areas are welcome.

Impact of COVID-19 on International Business

International trade/business is a key source of economic prosperity. The COVID-19 crisis, as well as the Suez Canal blockage, add to a series of troubling events that have contributed to new discussions about the shortening of supply chains and building up resilience. It is therefore important for managers to understand the dynamics of International Trade/Business in the context of current business and geo-political environment so that they can devise strategies for success.

- Global supply chains rebalance and shift in a post-pandemic world
- Challenges and opportunities posed by the changing geopolitical dynamics
- Strategies that fit emerging markets
- Impact of Taliban takeover in Afghanistan on international trade

Organisational Behaviour / Human Resources

With 2020 HR trends shifting so quickly, from COVID issues to racial disparity concerns to return-to-work policy infractions, there have been many changes. Business leaders are understandably anxious about how their organisations will be affected and what they must do next in the face of certain hurdles and an unknown set of hazards.

- Work from anywhere in multicultural hybrid environments
- Workforce resilience
- Leadership in a digital world
- Getting virtual teams right
- Diversity, equity and inclusion
- Performance management in a hybrid workplace
- e-Behavioural and security policies
- Workforce pivoting

Marketing in post- pandemic turbulent times

Under the impact of the turbulence, businesses are trying to figure out what the future holds.

- How do you keep your brand alive as markets and industries change?
- Whether or not to create new products that are in line with the "new reality"?
- How to navigate the competitive landscape when customer buying patterns have fundamentally changed?
- What can brands do to meet consumer concerns about health, wellness, community, and personal fulfilment?
- How can incorporating technology such as AI, Block chain and digitization in the business model impact marketing activities?

Finance, Insurance and Risk Management

The current disruption has created some structural changes which may have a long lasting impact on the financial services industry. It includes in a broader sense migration of more and more processes and services to digital platforms. Topics of interest will include but not limited to Workforce political ideology in mergers and acquisitions, asset management, cryptocurrencies, debt refinancing, credit risk models in the banking sector and pricing effect of reinsurance contracts in the insurance sector.

Operations and Decision Sciences

Modelling uncertainty in Operations and Supply Chain Management, as well as in Portfolio Management, and Revenue Management, has long been the endeavour of both scholars and practitioners. Generally, statistical models with the assumption of some underlying probability distribution(s) are used to do this. Model validation/training normally uses historical data or classical estimation methods, which assume the uncertainty to be stationary. However, in the absence of representative data or non-stationary uncertainty, the policies derived from such models may go "unpredictably" wrong. This is especially true when we have disruptions such as the present pandemic. In this context:

- How do we model uncertainty in the real world – with case examples?
- What are the different models that can be handy in the arsenal? Under what conditions/assumptions are they useful?
- What kind of policies/decisions do these models support?
- Under what conditions do these models fail (produce unacceptable errors)? Do these conditions warrant a completely different approach and model, or can the existing model be suitably "improved" to accommodate these exceptional situations?

Information Technology

There are umpteen examples for Information Technology as an enabler and a disruptor for businesses today, the success and failure of digital transformation. While connecting extensive and varied data sources increases convenience, it also increases potential attack points and the risk of losing personal data. Sheer volume and concentration of personal data, use of artificial intelligence raise concerns about bias, mis and disinformation, violation of privacy and many more ethical concerns. What should leaders do for a successful digital transformation? How can companies evolve their business models to operate more securely, responsibly, and ethically?

Strategy and Innovation

Pandemic has accelerated digital transformation as never before on a global scale modulating technological innovations, networking infrastructure and business models. This disruption has significantly impacted business structures and models, consumption patterns, production strategies and innovative techniques. Companies are reworking on their strategies to market and models, innovations are changing the canvas of doing business. It is in this context we need students to prepare themselves for contexts, assumptions and tools and instruments of assessment for better decision making through strategy and appreciate business versions through innovations.

Social security, Sustainability and Corporate Social Responsibility

All business activities impact society and the ecosystem in multiple ways, and, vice versa also get impacted by them. Trusted business models are in dire stress; disruption has considerably eroded social cohesion. Most countries including India have started reorienting their economic and social policies to meet the new challenges with vigor. It is in this backdrop; business school students need to align and prepare themselves about economic, social, political, and cultural impacts with the changing contexts with a view to making their presence relevant to society at large.

CALL FOR INTEREST

BIMTECH invites proposals from international academicians on varied, cross-disciplinary and contemporary topics aligned with the theme. The sessions will be offered virtually to students pursuing Masters of Business Administration in the following courses:

- General Management
- International Business
- Retail Management
- Insurance Business Management

Prospective guest faculty is requested to design a 4-hour course or module that will be delivered in 2 sessions of 2 hours each. The lecture will be delivered to different groups of 60 students during the week. The total teaching hours will either be 4 hours or 8 hours depending on the number of students that select the course.

The audience will be 1st year students of the 2-year Master in Business Administration program. These students would have finished two trimesters (2 terms of 3 months each) of the program.

REMUNERATION

The faculty will be given an honorarium of Euro 120 per hour (Tax Deduction at Source applicable as per Indian Income Tax Act).

HOW TO APPLY

To participate in the International Week, please send the completed application form attached to the email to pragyan.patnaik@bimtech.ac.in latest by 20th November, 2021.

CONTACT US

For any queries, please contact:

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