

DEPARTMENT OF COMMERCE AND INTERNATIONAL BUSINESS

CENTRAL UNIVERSITY OF KERALA, PERIYE

ONE DAY WORKSHOP,

August 5th 2019

Venue: seminar hall, Narmada block, Central University of Kerala

Department of Commerce and International Business has conducted one day workshop on 5th August 2019, Monday at Seminar Hall, Narmada Block. Students and faculty members from Department of Management Studies (General and Travel and Tourism) and Department of Commerce and International Business participated in the workshop handled by the Chief guest Prof. Amitabh Anand.

Workshop started on 10 AM with the introduction by Akshaya Sankar (I MCom) who took the position of Master of Ceremony. Prayer to praise God delivered by Sajini K, Semnil T M, Sruthi P and Aiswarya K, students from Department of Commerce and International Business. The prayer was about the almighty and the inevitable presence of God on Education. Mrs. Arunima, Faculty member of Management Studies made welcome speech by welcoming the Resource Person Prof. Amitabh Anand, Prof. T. Mallikarjunappa (academic coordinator, Department of Commerce and International Business) and all students and faculty members of Department of Management Studies, Travel and Tourism and Commerce and International Business. She made simple pre consumption about the workshop in the minds of whole audience as well as mentioned that Prof. Amitabh Anand is also an excellent motivator apart from being a professor and Researcher.

MC invited Muhammad Thasleem to introduce the Resource Person by describing his all achievements and accomplishments.

In order to bring a clear idea about the whole sections that were going to be handled by Prof. Amitabh Anand, Prof. T. Mallikarjunappa made an introductory speech. During his speech he finalised the audience about the three sessions of the workshop. They were,

- Case to understand management concepts.

- The role of digitalisation and its impacts on careers.
- The power of motivation and determination in having success.

On 11 AM Prof. Amitabh Anand officially started his first session. He diverted the audience's mind towards the world of knowledge. He is basically from Karnataka. Now he is working as an Assistant Professor in Academy of Digitalisation at SKEMA Business School. He is researcher at GREDEG Laboratory at University of Coted'Azur, France. He won several awards in research. He is the only one from Europe chosen as the Top 50 world's most outstanding Professors among 400 nominations world-wide. He is the member of the European Academy of Management. He is an invited speaker, professor and one among the Board of examiners for PhD students in India & abroad, and he is also part of editorial board and guest editor for peer reviewed journals.

He started first session of workshop 'Case study' with a simple example of 'toilet paper' by giving an incident of solving the problem of 'decreased consumption of toilet paper' faced by Brazilian toilet paper manufacturing company with the appointment of a new market researcher from India. Through that story he passed the message of being capable for taking all challenges / critical ways for obtaining a better solution for the problems caught to the business entity. Actually he showed the reasons and results of a problem faced by that industry. The students became well aware about the importance of case study in problem solving. That case study created much more interest in students mind. They eagerly waited for the next session.

After 5 minutes break on 12 o'clock he enacted the next session 'Digitalization and its impacts on careers'. He started this session with 'Globalisation'-the connectivity among world economy. He explained the growing globalisation is the best result of digitalisation. He mentioned about the importance, benefits and numerous opportunities opened in front of us due to globalization. He said story of his friend who gained big success from his business and that was a big motivation for all students who are interested in starting new venture.

He created a digitalised world in the mind of Students with the help of several graphs which is based on different statistics. He mentioned about a European country called 'Estonia' where there is a fundamental right to access Internet. He explained how the different activities of the country carried out by using digitalised technologies such as

elections, e-poling, e-health etc. He also suggested the audience to visit Estonia ones in life to explore that digitalised world.

He mentioned about the countries which have completely taken the advantage of globalization such as New Zealand, Denmark etc. He also introduced the Global Competitive Index graph which shows how competitive a country in terms of business, health care, Education etc. He also showed several other graphs like 10 most happiest country in the world, logistics index, talent competitive index, Role of digitalisation (pictorial representation) and statistics regarding heavy metal industry. He gave most valuable information through very fine and brief graphical representation to the students. Actually he was injecting a lot of information little by little in to students mind. At 1 PM he wound up the session 'Digitalisation 'and gave one hour as lunch break. Pupils went to their respective Departments and came back on 2 o'clock without losing the previous strength.

Prof. Amitabh Anand continued the session 'Digitalisation' with the concept of data economy and changes that took place in our digital life over a period of time. He introduced several products like digital pen recorder, Flash drive, USB and described it's uses as well. He introduced the digital history and the concept of digital class room in that session. Apart from the above he also introduced some of the search engines which are used in several countries like Yandex – Russia, By do- China, Naver – South Korea etc. The impact of digitalisation is also introduced there by making students aware about the concept of 'Shared Economy'. The self-driving truck, Eye contact lenses, Self driving plane, BOEING's, Automatic Restaurant in San Francisco, Cyberspace, digital technology etc. were also described to explain how far we reached in the field of digitalisation. He explained about the innovation of Robots for doing various activities with the best examples like Robot taking the eye surgery without human doctor, Robot taking care of people in old age homes etc,with the support of various clippings. Students interacted with Prof. Amitabh Anand by asking their doubts and clearing them. He showed the picture of 'Sofia'(lady robot) and pupil could identify that with fraction of seconds.

Being the part of digitalisation he went through Netflix (online streaming company through data scientists) which makes their own entertainment programmes and produced purely by itself, various consumer credit reporting agencies like Equifax, Experian, Nielsen, Acxiom, core logic etc. which helps the business in finding customers and making investment. And he made the students familiar with some of the feedback collecting

companies like streamr, datum, bit box, secalot, Gxchain, etc. As to the end of this session he discussed various impacts of globalization (mainly positive impacts - one of the important among them is digitalisation) and advised all students for making themselves capable for becoming occupied with the fastest changing digitalized world for securing our jobs in future. The session of 'Digitalisation' ended at 3.20 PM.

The last and the final session of workshop was "The power of motivation and determination in having success". This session began with a question that, "Whose life story that he was going to tell?". It created little bit confusion in students mind. Many of them made some guess works with regarding this. No one expected that he would tell his own story. He started his life story right from his school days. He was an average guy for study. He faced some failures during his college days but he was not ready to give up. When he faced unemployment, the urge to become something in life stroked in his head. He also had tremendous desire to fight against the caste discrimination in the society which surged him to enrol for Civil service examination but that was unfortunate. Later he got scholarship for doing MBA in Stockholm University. Once due to lack of adequate presentation skills and proficiency in the English language caused him to get insulted by his professor by addressing him as 'Indian student'. This incident injured his patriotic mind that fired him up to give one of the best presentations and also to enrol as an MBA graduate with rank. Later he had the desire of doing PhD in France. After three consecutive failures, he got a scholarship worth INR 40 lacs for doing PhD. Though he faced a lot of failures in his life, his strong determination and motivation made him to struggle for success and also to reach such an enviable position. He learned many lessons from his own life.

Later, during the session he called for the audience to come up to the stage and express their opinion with regards to his sessions. He also added that if they are reluctant to come out now they won't make it up during their entire life. This motivated the students to come forward and express their opinions and views without any hesitation. Aysha Shafeena (MBA), Nayana C K (Mcom), Sneha Mathew (MBA), Ullas (MBA), Ajeesh (M.com), Anaswara (Mcom.), Sujith. S (M.com.) shared their opinions regarding the sessions. They expressed their gratitude towards the H. O. D. of Commerce and International business and also towards the resource person for conducting such an informative and motivating workshop.

Later, by 4.45 pm. Mr. Mohammed Ashraf (faculty member of Tourism studies) made the summing up of the entire workshop. Rahul. P. (Student, Department of Commerce and International Business) delivered the vote of thanks by expressing his sincere gratitude towards Prof. T. Mallikarjunappa (H.O.D. of Commerce and International Business), Dr. Amitabh Anand, faculty members and all the students present there during the workshop. The workshop got dispersed by 5.00pm.







