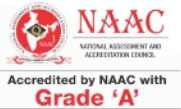**JAIPURIA INSTITUTE OF MANAGEMENT**

EMPOWER • ENTHUSE • EXCEL

INDIRAPURAM, GHAZIABAD

Affiliated to Dr APJ Abdul Kalam Technical University, Uttar Pradesh, Lucknow

Great Place To Work. Certified JUN 2021—JUN 2022 INDIA

INSTITUTION'S INNOVATION COUNCIL (Ministry of Education Initiative)

NAAC NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

Accredited by NAAC with **Grade 'A'**

7th Corporate Summit

BUILDING COMPETITIVENESS
THROUGH DIGITAL CULTURE

• BFSI • FMCG • IT

Saturday 15th January, 2022 | Timing : 9:00 AM onwards

Venue: Hotel Radisson Blu, Kaushambi, Ghaziabad

A digital culture describes how technology and the internet are shaping the way that we interact as humans. It is evident that technology has changed the organizational patterns in meaningful and enduring ways. A digital culture encourages employees to look outward and engage with customers and partners to create new solutions. The enormous technological challenges and opportunities which lead to digital culture has become a new success mantra for organizations today. The businesses use digital technology innovation in their workspace to improve processes and the customer experience. Few years ago, businesses that used desktop computers were technology forward. Later, companies had to integrate internet based processes and automation tools to stay competitive. Now, machine learning, artificial intelligence, and augmented / virtual reality determine high-tech companies. By establishing a digital culture in the workplace, organizations can continuously improve operations to promote efficiency, productivity, and competitiveness. Jaipuria Institute of Management, Indirapuram, Ghaziabad is organizing a **Corporate Summit on Building Competitiveness through Digital Culture on January 15, 2022, at Hotel Radisson Blu, Kaushambi, Ghaziabad,** to build competitiveness with the concept of Digital Culture by holding a discussion with eminent speakers.

This Summit targets to contemplate on the necessary aspects of digital culture specifically in sectors like BFSI, FMCG and IT bringing out more empowered organizations. The summit provides a forum for dialogue and information sharing on organizational competitiveness and appropriate Digital Culture. The corporate foremost strategists thought leaders and trendsetter deliver visionary keynote presentations, real life cases, and interactive sessions. The Corporate Summit encourage researchers, learners, practitioners, resource delegates or head of learning, Talent management and HR experts with numerous networking opportunities, participants discuss their business objectives face to face in a relaxed atmosphere.

Session-I
Panel Discussion - Digitalization in BFSI

- How should financial entities adapt to the new technologies like Cognitive Technologies, Artificial Intelligence, Cyber Security, Big Data, Blockchain?
- How can BFSI firms improve the employee experience by introducing digital culture in the organization?
- How technological advancements have led to innovative customer services and strengthening payments and settlement system of banks?
- How to support wealth and job creators and work proactively to improve nations' balance sheet?
- How to facilitate 'Startups Industry' in the fast-moving digital era?
- How to offer customized solutions to businesses and Micro and Small and Medium enterprises (MSMEs) and push ahead with adoption of Fintech?
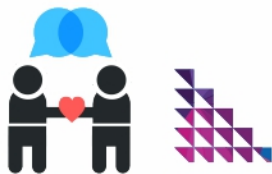
Session-II
Panel Discussion- Exploring new Business Models and Disruptive Technologies in FMCG sector

- From physical stores to online mediums - changes in customer needs and wants.
- Adopting digital strategies in sales, warehouse and inventory management.
- How the Pandemic has altered the pace and scale of adoption of digital platforms?
- What are the key factors that have led to accelerated growth across consumer goods industry?
- Key factors in choosing the appropriate data and technology infrastructures & investments to be aligned with the business goals.
- Will the ripple effect of pandemic continue to impact consumer good industry in the coming future?
- What will be the technological architecture and ecosystem, critical to the overall success of an FMCG organization (cloud, AI, analytics and cyber security).

Session-III
IT as a Driving Force for Transformation

- How digital culture impacts the working of industries across all the sectors in coming years?
- What expectations the companies have from the academia to ensure the industry ready talent?
- How the digital innovations and interventions are changing the business world in near future?
- What is the need and scope of next generation data strategies?
- How the organizational decision making can be improved with advanced data analytics tools?
- What set of best practices is going to be used to ingest and manage IT services in future?

WHY ATTEND

BE INSPIRED

To tailor your own Comprehensive digital culture.

GAIN

New ways of thinking about digital culture and other areas.

WHY ATTEND

MEET :
Peers from the Corporate-those Responsible for digital culture of some of the world's most successful companies.

LEARN

Building competitiveness through digital culture especially in the sector of BFSI, FMCG, and Data Analytics.

JOIN THE DISCUSSION

We will deliberate on the way CEOs Build Digital Culture.

DISCOVER

How to build competitive through digital culture

INSPIRING SPEAKERS

Focused panel sessions from practitioners and thought leaders from the Industry

INTERACTIVE FORMATS

Inspiring case studies, HR and Digital strategies, presentations and networking opportunities.

ORGANIZATIONS IN ATTENDANCE LAST YEAR INCLUDE

- TCS
- HCL
- ALSTOM India Ltd.
- Angel Broking
- Apex TG India Pvt. Ltd.
- AXIS Bank

- Barclays
- CITJ
- Columbia Asia Hospital
- Crompton Greaves
- Danilk Jagran
- Ennovative Softwares

- Eureka Forbes
- FNS
- Freescale
- GAIL
- Ginni Filament
- GKB RX Lens Pvt.

- Global Logic
- Godrej
- IBM
- Flip Kart
- India News
- IRIS Group

- Just Dial Ltd.
- Jabong
- Kapgrow Corporate Pvt. Ltd.
- Kent RO Systems
- LB Associates Pvt. Ltd.
- Litchi Knowledge Pvt. Ltd.

WHOM WILL YOU MEET

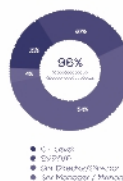**x 150+** Senior Level Attendees

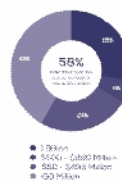**x 50+** Leading Industry Speakers

80 : 20 Industry Vendor **Ratio**

Company Size of Attendees — 81%

Job Title of Attendees — 96%

Attendee Company Annual Turnover — 58%

PATRON

Mr. Shishir Jaipuria
Chairman, Jaipuria Group of Educational Institutions

ORGANIZING COMMITTEE

Prof.(Dr) Daviender Narang
Director
Jaipuria Institute of Management

Dr. Ashwani Varshney	**Dr. Ajay Tripathi**	**Ms. Sanandi Sachdeva**
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Jaipuria Institute of Management	Jaipuria Institute of Management	Jaipuria Institute of Management

For Registration, Please contact : Dr. Ashwani Varshney - 9958077088 | E-mail: summit@jaipuria.edu.in

ABOUT THE INSTITUTE

Jaipuria Institute of Management, Indirapuram, Ghaziabad is accredited by **NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL (NAAC) with Grade A.** It was set up by Seth Anandram Jaipuria Education Society in 2001. During this short span of 20 years. JIM has been acclaimed as a leading business school in Northern India. Jaipuria Institute of Management, Ghaziabad, was established by fulfilling all the norms regarding academic, financial and social aspects set by concerned statutory bodies. The Institute started a full time 2 years master degree program in Business Administration (MBA), in the year 2001. In the year 2020, after understanding the changing paradigm of the business market, the Institute decided to offer MBA in Business Analytics to the students, preparing them for the job market for the subsequent years. Both these programs are duly approved by **AICTE, Ministry of HRD (Govt. of India) and affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow (U.P). Jaipuria Institute of Management, Indirapuram, Ghaziabad,** aims to provide quality management education to transform individuals into Business leaders, Skilled Managers & Entrepreneurs. Jaipuria Institute of Management intends to provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment. In pursuit of excellence, the institute provides training and development programmes, fosters research and disseminates knowledge through publication of books, journals and magazines for the development of society at large.

www.jaipuria.edu.in/jim/summit

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