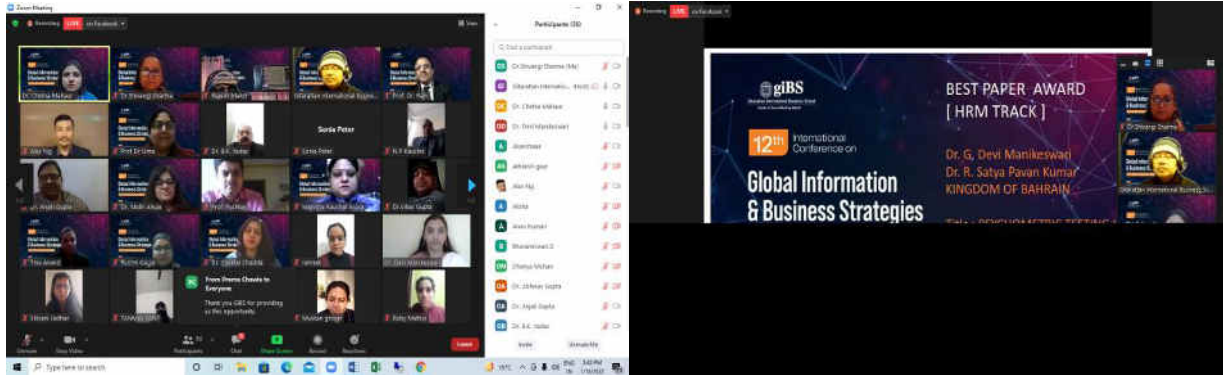


(INTERNATIONAL CONFERENCE ON “GLOBAL INFORMATION & BUSINESS STRATEGIES”

(15th & 16th JANUARY 2022)

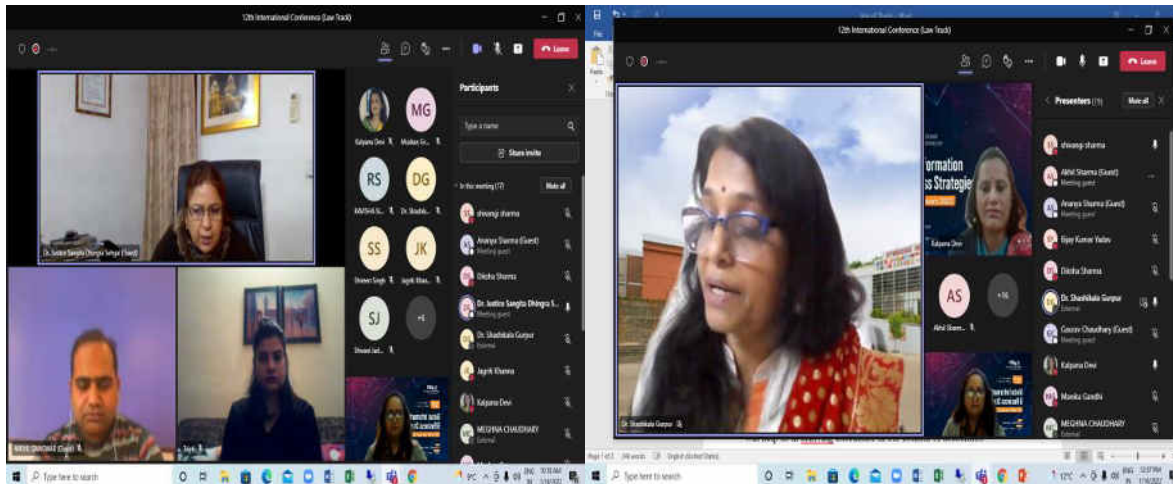
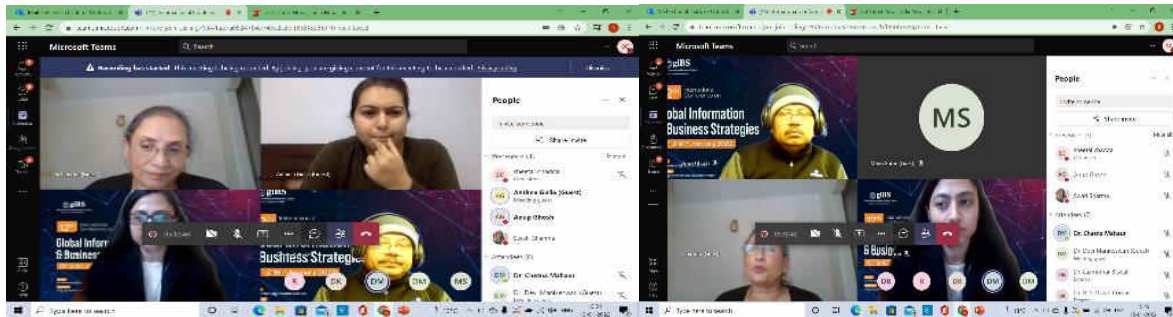


Gitarattan International Business School organized its 12th International Conference on Global Information and Business Strategies with an aim to bring new insights which has emerged post the spread of this pandemic across the world countries. The goal was to generate an insight on the strategies and policies to be adopted in both Business and Social environment to facilitate the coping mechanism.

The objective of the conference was to use the technology to bring together various stakeholders academicians, Industry Professionals, researchers and students to deliberate on the topic. This time the Conference was in online mode. Number of participants have shown their interest and participated to present their paper.

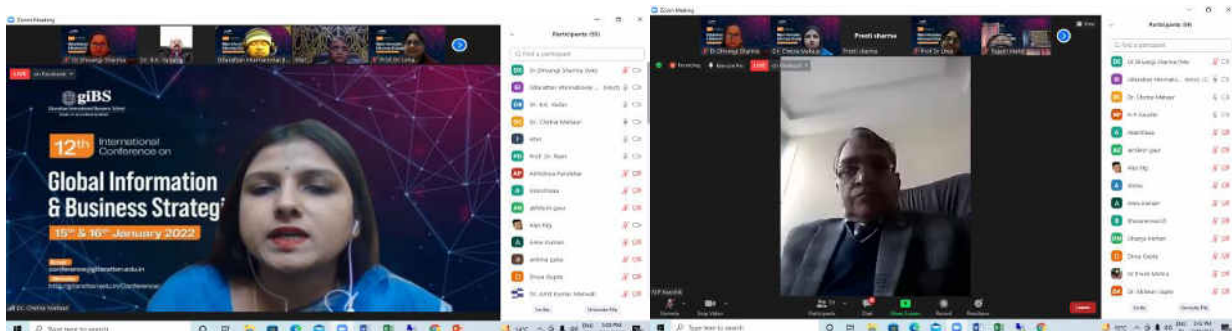
Inauguration of the conference had witnessed inspiring speech from Prof. Dr. Sandeep Poddar, Deputy Vice Chancellor (Research and Development), LinconIn University College, Malaysia and Mr. Ashish Chandra, Managing Director & CEO, Bharti Airtel (Lanka) Pvt. Ltd. There were more than 100 papers submitted for the conference by the researchers from various states of India and outside world countries. The Conference had organized six functional tracks HR, Marketing, Finance, GM, IB & Law. Where we had deep insights into several issues related to Global Information and Business Strategies.

In Marketing Prof IC Gupta, Educational Consultant, Former Dean, Faculty of Business Administration, Devi Ahilya University, Indore, India and Prof Uma Gulati, Professor & HOD, GIBS, Delhi were Session Chair and Prof. Gurmeet Singh, Professor and Head, School of Business and Management, University of South Pacific, Fiji a very learned & resourceful person as the Key Note Speaker for the session. In HR Track, the session was chaired by Prof V. Chandra and Prof. Anup Ghosh. Prof. Chandra is a Professor with International Management Institute (IMI) Delhi. The keynote address was delivered by Mr. Rajiv Naithani, Corporate Vice President and Chief People Officer with Infogain. In Finance Track, We had Prof. Dr. M.L. Aggarwal, President Indo Gulf Management Association, Sultan of Oman, Dubai and the session was chaired by Dr. Ravinder Kumar, Professor and HOD Department of Commerce & Business Studies, JMI and Prof. Dr. Vikas Gupta, GIBS.



On 16th January, General Management, IB and Law Track ran parallel and had Prof. Adnan ul Haque, Professor of Business Yorkville university of Ontario, Canada, as key note speaker & Prof. Anil Vashistha, Dy Pro-VC, Director Amity Business School, Amity University, Gwalior, with Dr. Monika Trakru, was session chair in General Management Track, In IB, we were honored to have Prof. Dr. G. Tantirigama,

Principal Economist, Dean & Consultant, WTO, WHO, World Bank, New Zealand as our Keynote speaker and Dr. B. Nimalathasan, Professor, University of Jaffna, Srilanka and Prof. Dr. A.S. Ramnarayanan, GIBS, were the session chair. We were also fortunate have Dr. Justice (Retd.) Sangita Dhingra Sehgal, President at Delhi State Consumer Dispute Redressal Commission as a keynote speaker for the session and privilege to have session chair Prof. Dr. Shashikala Gurpur, Director-SLS, Pune, Dean Faculty of Law Symbiosis, and Dr. Shivangi Sharma, GIBS.



The Two Day International Conference came to a point of valedictory celebration on 16th Jan 2022. Guest of Honor for the Valedictory Ceremony was Prof. N. P Kaushik, Vice Chancellor, OM Sterling Global, Hisar, and Dr. Alex Ng, Chair, University Research Committee, INTI University, Malaysia. Their words of wisdom encouraged all the participants for progressive and developing echelons to excel in their professional life.

Prepared by: Dr. Shivangi Sharma, Associate Professor, GIBS