

PERSONALITY DEVELOPMENT WORKSHOP

STRATEGY –INNOVATION-DISRUPTION-FUTURE OF INDIAN BUSINESS

IIPC CELL –GIBS

9th APRIL, 2022



Gitarattan International Business School organized a Personality Development Workshop on 9 April, 2022. The title of the workshop was: Strategy –Innovation-Disruption: Future of Indian Business. The workshop received an overwhelming response. More than hundred students from BBA sixth semester and MBA fourth semester participated in the workshop. The workshop aimed at developing an understanding that **Technological innovation** is the arena which helps a company to grow & **Disruptive innovation** is an innovation that simplifies and makes more affordable products and services to undesirable or ignored markets.

The speaker for the workshop was Mr Ashutosh Sinha IIM Alumni, IESEG. School of Management FRANCE (Industry Analyst). He gave a brief introduction about subscription of Business Model& Strategy of Trading Model. He discussed in detail the strategy tripod. Students got to know about the modus operandi of MNCs and budding companies. All the queries of the students were resolved by Mr. Sinha. The session ended with vote of thanks proposed by Prof. H. Sharma, Director, GIBS. The workshop was immersive and informative.

Prepared by: Dr. Swati Srivastava, Assistant Professor, GIBS