

PANEL DISCUSSION

On “IMPACT OF SOCIAL MEDIA ON TALENT ACQUISITION”

9th DECEMBER, 2022



Gitarattan International Business School organized a Panel Discussion on the topic ‘Impact of Social Media on Talent Acquisition’ organised on 9th December, 2022 in college auditorium. The Panel Discussion included three distinguished panels, Mr. Vivek Nanda, Ex- Senior Manager, Sharp & Ricoh, Mr. Saurabh Saxena, Co-Founder & Parter, Simply HR Solutions LLP and Dr. Uttam Sahay, Director at Moreish Foods Ltd. & the session was moderated by Dr. Chetna Mahaur, Assistant Professor, Gitarattan International Business School.

The event received valuable insights from all the panelists and support from Dr. Sheetal Chhadha and Prof. (Dr.) Vikas Gupta. It witnessed active participation from speakers and students of MBA (semester-3) and MBA-IB programme, BBA (semester -3).

The session started with a welcoming speech by Ms. Swati Sharma. Later on, sapling was presented by Director Sir – Prof. (Dr.) PM Johri to the renowned speakers.

The discussion was on the impact of social media on talent acquisition and how to use social media for your own benefit as a fresher.

The discussion started with Dr. Uttam Sahay, who gave his valuable insights into the topic, which was followed by next speaker of the day, Mr. Saurabh Saxena. Mr. Saxena engaged the students more into the topic and gave it another angle.

The third speaker of the day, Mr. Vivek Nanda shared his experience of hiring human resource these days. He shared many examples and motivated students to work more for their career building and guiding students on how to use social media for their own benefits.

The discussion's moderator, Dr. Chetna Mahaur, an assistant professor at GIBS, subsequently asked each panelist a series of questions about how students can prepare themselves for the growing competition and changing scenario of recruitment through social media platforms like- LinkedIn.

Students and attendees posed a variety of questions at the conclusion. The variety of questions they posed was indicative of the audience's interest and fervor. The event concluded with presenting a memento & vote of thanks by Prof. (Dr.) P M Johri, Director at GIBS.

Prepared by: Ms. Chandni Bisht, Assistant Professor, GIBS

Panel Discussion on
Impact of Social Media on Talent Acquisition


9th December, 2022
2:30 PM – 4:00 PM



Saurabh Saxena
 Co-Founder and Partner
 Simply HR Solutions LLP



Uttam Sahay
 Director
 Moreish Foods Ltd.



Vivek Nanda
 Ex- Senior Manager
 Sharp & Ricoh

TYPE OF EVENT <i>(PDW/Seminar/Jurist Day/Annual Event/ ALS/ PLS/Co-curricular etc.)</i>	Panel Discussion
VENUE	GIBS, Auditorium, Ground Floor
TIME & DURATION	2:30 pm to 4:00 pm 90 Minutes
CONDUCTED BY <i>(eg. CLS-GIBS, IIC, Club, IIPC etc.)</i>	IIC

ORGANISED FOR <i>(Course Name & Semester)</i>	BBA 3 rd Semester MBA and MBA IB
NAME OF THE COORDINATOR	Ms. Chandni Bisht Ms. Sheetal Bharti
ATTENDANCE <i>(Mention no. of students attended the event)</i>	120
RESOURCE PERSON <i>(Name of the Resource Person, Designation, Organization)</i>	Mr. Saurabh Saxena, Co- founder and partner, Simplu HR Solutions Ltd. Dr. Uttam Sahay, Director, Moreish Foods Ltd. Mr. Vivek Nanda, Ex- Senior Manager, Sharp & Ricoh
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To tell the students the impact and advantages of social media when it comes to recruitment. 2. To give a clear understanding to students of how talent acquisition has been affected by social media
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. Students learned how to Improve Advertisement and Data Analytics 2. Students were made understand how social media has made the world smaller 3. Students learned how social media makes sure that the Potential Talents Find Employers 4. Students learned how to best utilize the social media to uplift their professional career.
LINK OF YOUTUBE VIDEO	https://www.youtube.com/watch?v=rr_IcQWvC7s