



GRADUATE SCHOOL OF MANAGEMENT STUDIES GUJARAT TECHNOLOGICAL UNIVERSITY

“2nd Multidisciplinary International Conference”
GTU ICON - 2022 (Management)
Date: 20th September, 2022



Graduate School of Management Studies
Gujarat Technological University



2nd Multi-Disciplinary International Conference
GTU-ICON-2022

Theme: Business Management in Turbulent Times
Date: 20th September 2022, 10:30 AM

CHIEF GUEST



Mr. Anup Mudgal
Former Indian High Commissioner to Mauritius

Guest of Honor



Dr. Prasad Kulkarni
Dean- Management, Savitribai Phule Pune University, Pune



Mr. Pankaj Singh
Senior Vice President and HR Head, Adani Group, Ahmedabad

Experts of Plenary session



Dr. Binosh Shukla
Professor - Department of Business Management, Saarathi University, Rajkot



Dr. Manjita Wadia
Professor & Dean, School of Creativity, Kishinor University, Dahanu, India

INVITEE

Chief Patron



Prof. (Dr.) Navaz Sheikh
Hon'ble Vice-Chancellor, GTU

Patron



Dr. K. N. Khur
Registrar, GTU

Dr. Pankaj Singh
Director, GMS and Convener for Management Theme

Dr. Rajendra Shrivastava
Associate Professor, GMS and Conference Coordinator

Dr. Smita Sarin
Assistant Professor, GMS and Conference Coordinator

Venue: GTU Chandkheda Campus, Ahmedabad, India

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The **'Second Multidisciplinary International Conference – GTU ICON 2022'** on **'Business Management in Turbulent Times'** theme was held on 20th September, 2022 at Gujarat Technological University, Ahmedabad. It brought together about **200** Delegates & Experts, Faculties, Reviewers, Authors, Technical Session Chairs, Research Scholars, and Students from India and many other countries. 60 authors contributed to more than 40 Abstracts and 28 research articles. Presented papers were published in the Conference Proceeding with ISBN 978-81-955306-1-8.

Themes for the Conference:

1. Finance and Economics
2. Marketing
3. HR and Governance Policy
4. IT and Operations
5. International Business, Strategy and Entrepreneurship
6. Risk to Turbulent Times

This was a one day Management International Conference organized by the **Graduate School of Management Studies (GSMS)**, department of Gujarat Technological University (GTU), Ahmedabad. The conference was sponsored by the industry partner **ES Healthcare Centre**.

The European Centre for Career Education, **Czech Republic**; Engineering Institute of Technology, **Australia**; and Varna University of Management, **Bulgaria** and University of Cape Coast, **Ghana** were the **international academic partners** of the GTU ICON 2022.

INAUGURAL SESSION

Lamp Lighting and Saraswati Vandana

The conference was inaugurated with lamp lighting by the guests and other dignitaries followed by Saraswati Vandana and GTU song.



GTU Song:





Felicitation of Guests:

The chief guest of the conference **Mr. Anup Mudgal**, Former Indian High Commissioner to Mauritius and guests of honor **Dr. Parag Kalkar**, Dean – Management, Savitribai Phule Pune University, Pune and **Mr. Pankaj Singh**, Senior Vice President and HR Head, Adani Group were welcomed with memento by the GTU dignitaries.



Mr. Anup Mudgal, Former Indian High Commissioner to Mauritius, New Delhi



Dr. Parag Kalkar, Dean – Management, Savitribai Phule Pune University, Pune



Mr. Pankaj Singh – Senior Vice President and HR Head, Adani Group, Ahmedabad



Dr. Manika Walia, Professor & Dean, School of Creativity, Rishihood University, Delhi



Dr. Hitesh Shukla, Professor – Department of Business Management, Saurashtra University, Rajkot



Dr. Ankit Katrodia, Senior Lecturer, Faculty of Economics and Management Sciences, North West University, South Africa



Mr. Tushar Panchal, Assistant Professor, GSMS felicitated the conference sponsor ES Healthcare Centre.



Welcome Address & Overview of the Conference by Dr. Pankajray Patel, Director, GSMS, GTU

Dr. Pankajray Patel, Director, GSMS welcomed all the guests, participants, industry experts, delegates, faculty members, students and staff to the GTU ICON 2022. He briefed about the 'Business Management in Turbulent Times' theme of the conference.



Address by Guest of Honour Dr. Parag Kalkar, Dean- Management, Savitribai Phule Pune University, Pune

The guest of honor **Dr. Parag Kalkar** talked about the responses to turbulent times in his speech.

Address by Guest of Honour Mr. Pankaj Singh, Senior Vice President and HR Head, Adani Group, Ahmedabad

The other guest of honor **Mr. Pankaj Singh** discussed about the factors which needs to be considered during turbulent times such as adaptability, agility, creating and anticipating changes with innovative leadership style.





Address by Mr. Anup Mudgal, Chief Guest - Former Indian High Commissioner to Mauritius

The chief guest of the conference **Mr. Anup Mudgal** explained about the risk and opportunities offered by turbulent times to the businesses.

Presidential Address by Prof. (Dr.) Navin Sheth, Hon'ble Vice Chancellor, GTU



Dr. Navin Sheth, Vice Chancellor, GTU appreciated the efforts of GSMS in organizing the conference and thanked all the guest speakers for their valuable inputs in the conference.

Launching of Conference Proceeding:

All the dignitaries launched the conference proceeding having ISBN number.



**Gujarat
Technological
University**



International Innovative University

**2nd Multi-Disciplinary
International Conference**

**GTU
ICON**

2022

International Conference



**Business Management
in Turbulent Times**

<https://www.gtuicon.gtu.ac.in/>

ISBN : 978-81-955306-1-8

Vote of Thanks

The inaugural session of the conference ended with vote of thanks by **Dr. Sarika Srivastava, Assistant Professor, GSMS & Conference Coordinator.**



The whole inaugural session was hosted by **Dr. Krishnaba Vaghela, Assistant Professor, GSMS.**

GSMS Team, Officers, Faculty Members with All Dignitaries



PLENARY SESSIONS

For the plenary session **Dr. Hitesh Shukla**, Professor – Department of Business Management, Saurashtra University, Rajkot and **Dr. Manika Walia**, Professor and Dean, School of Creativity, Rishihood University, Delhi NCR were invited as experts.



Dr. Hitesh Shukla discussed about the Family Business Continuity: A Way Forward.



Dr. Manika Walia talked about Innovation and Creativity during turbulent times.

TECHNICAL SESSIONS

After lunch break, technical sessions were organized where about 30 selected papers were presented by the authors.



The technical session's sub-themes were Finance and Economics, Marketing, HR and Governance Policy, and International Business Strategy and Entrepreneurship. From each category, the best research paper was selected.

VALEDICTORY SESSION

At the end of the day, valedictory session of GTU ICON – 2022 (Management) was conducted.

Dr. Pankajray Patel, Director, GSMS summarized the conference.



Best Paper Award Distribution:

The best papers of four tracks awarded with rupees 5000 cash prize and certificate.



Vote of Thanks

Dr. Kaushal Bhatt, Associate Professor, GSMS presented a vote of thanks to all the attendees. He congratulated all the winners and thanked the organizing committee, student volunteers, and everyone who were directly or indirectly associated in making the GTU ICON 2022 (Management) a great success.



GTU ICON 2022 Presentators with Organizing Committee and Experts



GTU ICON 2022 Student Volunteers with Staff

Few Glimpse of GTU ICON 2022 (Management)



Report Prepared by –
Dr. Neela Multani
Assistant Professor, GSMS, GTU

Report Edited by -
Dr. Sarika Srivastava
Assistant Professor, GSMS, GTU