



The Distinguished 11th ISDSI International Conference Concludes at IIM Trichy

The grand 11th ISDSI International Conference concluded on 30th December 2017, with a valedictory function at IIM Trichy campus. This marked the successful completion of the momentous Indian Subcontinent Decision Sciences Institute (ISDSI) International Conference. Mr. S. Ganesh Mani, Senior Vice President, Hyundai Motor India Limited, Chennai and Mr. Kewyn George, Executive Partner, Gartner India, Chennai were the Chief Guest and Guest of Honour, respectively. The function was presided over by Dr. Bhimaraya Metri, Director, IIM Trichy; present at the event were academicians, research scholars, students, faculty members and other dignitaries.

In the introductory speech, Prof. Godwin Tennyson, Co-Chair of ISDSI 2017 presented the report of the conference. He mentioned that the 11th ISDSI International Conference commenced on 27th December 2017, at the state-of-the-art permanent campus of IIM Trichy. This conference brought together eminent academicians, business and industry heads, research scholars from across the world, to discuss, deliberate and share their insights on making efficient decisions and achieving performance excellence - the most sought-after arenas in today's competitive world. Of the 800 submissions received, around 650 research papers were selected and presented by authors from 18 different countries. These papers were presented in 104 technical sessions, spread across 4 days. In addition to this, 7 different workshops headed by distinguished guests having expertise in different domains of management, were conducted.

In his address, Mr. Kewyn George, Executive Partner of Gartner India and the Guest of Honour, ISDSI 2017, predicted that Companies having a sound base of products and platforms will be able to displace service based companies and might go on to breach the market capitalization of \$1 Trillion. He also mentioned that despite the buzz of job losses due to disruptive technologies like Artificial Intelligence, Block Chain and Cloud Computing, about 2.3 Million jobs are going to be generated by these three technology trends by 2020. However, technology professionals need to upgrade their skills to be relevant in this competitive market. Artificial Intelligence also has the ability to detect and remove falsified digital information, which can be a big menace in 2022, said Mr. Kewyn. He also emphasized that key to success in the digital world of transformations is not just digital technologies, but the people who will learn the relevant skills and drive the digital transformation.

Speaking on the occasion, the Chief Guest, Mr. S. Ganesh Mani said that all research should be aimed towards benefitting and giving back to the society at large. He also acquainted the members on Industry 4.0, which is a transformation occurring across industries, leveraging on increased efficiency, adaptability and productivity by making use of artificial intelligence. He mentioned that Digital transformation is one of the key areas of study for research scholars, and exemplified digital transformation through the increased penetration of electronics in automobiles. Mr. Mani emphasized about 7 key sought after skill sets to be used in this world

of disruptions, and summed up by saying that life being an accessible diary filled with empty pages, should be fill up with lots of success stories, on occasion of the New Year 2018.

The Doctoral Consortium acted as a platform for the doctoral students, to interact with experts from multiple domains (Marketing, Human Resources, Strategy etc.) and gain valuable insights on enhancing the quality of their research work. The International Week, a first-of-its-kind initiative by IIM Trichy to provide its students, alongwith the visiting MBA students from a few other IIMs, a global perspective of the various management disciplines, placed IIM Trichy ahead on the trajectory to achieve its mission - developing socially responsible leaders by integrating global standards in the process. A total of 10 elective courses were offered by 10 distinguished guest faculties from various reputed foreign Universities.

The Arts exhibition, organized by Elixir (the CSR club of IIM Trichy) enthralled the audience with some exquisite works of rural artisans of Tamil Nadu which included coconut shell & grass crafts, bronze statues, wooden carvings, Tanjore paintings, and Kalamkari purses. The most outstanding feature of the expo was the display of eco-friendly products made by rural women and special children, which garnered the most attention.

With the grand success of this event, IIM Trichy has successfully passed another milestone in its journey of establishing itself as one of the top B-schools of India. The dignitaries present acclaimed IIM Trichy fraternity for being such graceful hosts and living up to their brand, by organizing the conference with class and style. The 12th ISDSI would be held in SP Jain Institute of Management and Research in Mumbai, as mentioned by Prof. Abhijit Digalwar, President of ISDSI, in his vote of thanks.