



JAIN UNIVERSITY

Declared as Deemed-to-be University u/s 3 of the UGC Act, 1956

2018

February 28

A One-Day International Conference

Future of Work

The New Realities of Work

Organized by:
Department of Commerce
Jain University



Industry Partner

Venue:
School of Commerce Studies
JGI Knowledge Campus, District Fund Road,
Jayanagar 9th Block, Bengaluru-560069

ABOUT JAIN UNIVERSITY

Jain University was declared a deemed-to-be University in 2009 u/s 3 of the UGC Act, 1956, and was awarded a rating of 3.31, by NAAC during 2017 visit for reaccreditation. It offers UG and PG programs with innovative and creative curricula and has been enabling multi-disciplinary research opportunities through its Research programs. Founded in 1990 as SBMJC by Dr. Chenraj Roychand, an eminent entrepreneur and educationist with over 35 years of experience, it has a vision to foster human development through excellence in quality Education, Research and Entrepreneurial Development. It has been drawing students from more than 25 countries to Bengaluru.

Jain University is a certified ISO 9001:2008 for quality management by TUV Rheinland and is a member of Association of Universities of Asia and the Pacific (AUAP). It enjoys close collaborations with world's leading universities and organizations at national and international level.

Jain University has been empowering and enabling students to exceed expectations in the fields of their interest and grooms them to be professionally and ethically sound individuals. It has consistently ranked among the top universities in India by India Today Nielsen Best Universities Survey. With extensive infrastructure and faculty members of the highest caliber, the University emphasizes on nation-building education, incubates entrepreneurship and facilitates employment generation and advocates sports.

ABOUT INURTURE EDUCATION SOLUTIONS PVT. LTD.

Established in the year 2009, iNurture is the pioneering organization in enabling career-ready, formal higher education in India. It strives to strengthen 'employability quotient' across the complete spectrum of adult learning - from colleges to corporate.

On the formal higher education front, iNurture supports universities and autonomous institutions to 'intelligently nurture' students by offering new-age undergraduate and postgraduate programs. These programs help students to become career-ready upon graduation, land jobs in fast-growing new-age sectors and develop successful careers. Meanwhile, it's short-term corporate/certification programs, introduced recently, help busy professionals upskill themselves in various industry domains and accelerate their career progress.

ABOUT DEPARTMENT OF COMMERCE

The Department was set up in the year 1990 and has achieved significant growth by adding new dimensions in the domain of education in the commerce discipline. The constant innovations nurtured in its various spheres of functioning – teaching, extra-curricular, co-curricular, student centric ideology, continuous FDPs, National conferences, etc. – have added new feathers to its cap from time to time. The Department houses over 5,000 students at UG and PG levels and it is an abode to over 250 faculty members contributing towards its daily work and growth.

ABOUT THE CONFERENCE

“Work is the source of nearly all the misery in the world. Almost any evil you’d care to name comes from working or from living in a world designed for work. In order to stop suffering, we have to stop working.” – (Bob Black, 1986)

In 2009 Google began road testing one of their latest far-reaching projects: self-driving cars. In the years that followed, the company clearly demonstrated that computers can be better drivers than humans. After 1.8 million hours of test-driving, their cars have never been ticketed, and all accidents have been caused by humans.

Visible technological breakthroughs such as this have rekindled old fears about machines taking jobs and leaving humans with nothing productive to contribute. The latest wave of technological angst prompted articles in the Atlantic, Fortune, and the Guardian, among others. A central fear is that the next wave of technology might be the one that makes human capabilities obsolete, replaced by more efficient, less expensive, and more compliant machines.

Derek Thompson writes, ***“What may be looming is something different: an era of technological unemployment, in which computer scientists and software engineers essentially invent us out of work, and the total number of jobs declines steadily and permanently.”***

Fears of this kind are not new. The original Luddites were 19th-century textile workers who feared that the introduction of new looms would make their skills obsolete. Every generation since has seen this type of concern. As technology progresses and more tasks are automated, there is a visible loss in employment even as we collectively reap the benefits. Each new wave of technology produces earnest prophets of the demise of human labor.

And yet, contrary to these fears, even in the midst of extraordinary technological progress, the total amount of work available for people has continued to increase. The Luddites, old and new, have been consistently wrong.

The long pedigree of this category of fears, sometimes called the 'Luddite fallacy', is the result of a common error in economic thinking. While the benefactors of technological improvements are diffuse, those who are hurt are concentrated and visible. This makes it far easier to count the costs than the benefits, even if the benefits of a technological improvement far outweigh the costs.

Some evidence of this comes from a recent study of 140 years of census data from England and Wales. When technological advancement diminished employment opportunities in agriculture and manufacturing, this freed up resources for growth in other sectors, especially in services. While it is possible to focus on only the paucity of jobs available for aspiring farmers, the growth in other sectors is closely connected.

The declining prices of manufactured goods and food items and the increasing productivity of workers created growing demand for services that were deemed luxuries to previous generations. The result is more accountants, more bartenders, and more hairdressers per 1,000 people in England and Wales, precisely because the population is now wealthy enough to afford their services. It is impossible to predict where new jobs will open up if truck drivers are all replaced with self-driving semi-trucks, but both history and economic theory point toward continued opportunities for workers.

Because most technological changes are gradual, they alter the employment landscape indirectly, by changing economic incentives. People constantly adjust to these changes by investing in new skills, moving to different jobs, and adopting new tools. The mass unemployment envisioned by today's Luddites is unlikely to occur as long as people are free to move to those occupations with better opportunities.

THE NEW REALITIES OF WORK

The future of work is a subject as fascinating as it is disquieting. Work plays a central role in our lives and in our social identity and will continue to do so. Work not only represents a means to achieve economic independence; it is also a source of personal fulfillment and social inclusion. Therefore, everyone is very concerned with the structural shifts that are

currently reshaping the world of work: technology, demographics, globalisation, new production patterns, the rise of the on-demand economy but also people's new expectations regarding job and career.

As a matter of fact, the future of work is already here! We are at the heart of a paradigm shift. Today's labor markets are undergoing fundamental change: we are facing less a job crisis than a work revolution. Production methods have changed and attitudes to work have evolved significantly. Lifelong employment is a thing of the past, 9 to 5 workdays are over, the concept of command and control relationship has become obsolete: individuals want to thrive at work, be on equal terms with their superiors, organize their working time according to their own desires and constraints and negotiate tailor-made working conditions. For many people, gone are the days of getting a free tertiary education, landing a good job and moving up the corporate ladder at the same company until retirement.

This new reality of work can be pictured by the following patterns:

- ✓ A wide variety of employment situations
- ✓ The rise of new forms of work outside the employment relationship
- ✓ Growing individual expectations and diverse working conditions
- ✓ The end of unified workplaces, times and activities
- ✓ The emergence of multifaceted and discontinuous career paths
- ✓ Increasing interconnections between work and private life
- ✓ The end of static and predictable labor markets
- ✓ Fading boundaries between national labor markets

Key Trends impacting Work

- **The workforce has never been so diverse and educated**
- **The world of labor has become flat and globalized**
- **An overall ageing global working population**
- **Towards an urban working population**
- **A hyper-connected workforce**
- **Labor markets have become multiple**
- **Employment is not the key issue when it comes to the future of work, it is unemployment**

Implications and challenges

Despite all these fundamental shifts taking place in the labour markets, it should be kept in mind that there is no fundamental recasting of the place of work in society for millions of workers as they are still struggling to make a living or are engaged in subsistence production.

Due to the diversity of the workforce, one has to recognize that the one-size-fits-all approach is not relevant when it comes to the world of work: There is an increased variety of employment contracts, going beyond the traditional so-called “non-standard forms of work” (fixed-term, agency work, part-time contracts or seasonal work) to cover a wider range of situations including on demand, on-call, casual or intermittent, project contracts, job-sharing, voucher-based work, pooling of workers or crowdsourcing.

The diversification of working conditions and the rise of new forms of work provide for new solutions to the labour market, increasing labour market participation and satisfaction at work.

The development of new forms of work outside the employment relationship and the rise of portfolio workers result in a decoupling of job and work: in the future, more and more people might be jobless but not workless.

New career paths are emerging: With people moving more often from one job to another one and companies reducing the number of hierarchy levels, the concept of a career is changing, moving from corporate ladder to lattice ladder, from linear career to protean one.

CONFERENCE OBJECTIVES:

- To deliberate on jobs and industries which are likely to see the greatest changes, and what are the implications of this for different economies around the globe.
- To discuss about what skills will future workers require.
- To identify where are the greatest skills gaps and its significance for education and training priorities across different economies, for both individuals and policy-makers, as means of encouraging job growth.
- Elaborate on the resulting challenges for defining employer/employee relationships, and predict the most effective regulatory regimes for managing this shift.
- To determine how the technological trends are changing the way labour markets work and what are the drivers and policy implications of the emerging economies.
- To predict the management challenges faced due to the changing work trends across the globe.
- To explore technological trends and how they are reshaping the future of work, forecasting key areas of job disruption and evaluating ways in which policy and business leaders can adapt regulatory and economic frameworks in response.

CONFERENCE THEME: *Future of Work – The New Realities*

CONFERENCE SUB THEMES:

- Technology and its impact on the different roles/jobs in the functional areas of Management - Marketing, Finance, Human Resources, Accounting, Taxation, etc.
- Changing jobs and its impact on various segments of society.
- New realities of work & its impact on the regional & global economy.
- Key trends impacting work – Its managerial challenges and implications.
- Alternative work arrangements
- Technological innovation and skill divide
- Initiatives in bridging skill gaps – Perspectives at National and regional level
- Communication trends at organization level – Challenges and implications
- Technological innovation and job disruption
- Trends that are changing work – and the role educators play in shaping them
- Business in the 'next machine age'
- Staying safe in an interconnected future
- Adopted, adapted and abandoned work practices in the future
- Working anytime, anywhere: The effects on the world of work
- Preparing business for the future of jobs at risk of automation
- Next: A jobless future or golden age of job creation?
- Rise of the just-in-time workforce
- The emotional toll on being replaced by artificial intelligence
- Social trends impact on leadership at workplaces
- The “dark side” of digitization in the future of work
- The Shift in HR Practices in planning for a blended workforce
- Agile Approach To Recruit And Develop Employees
- Applying a Consumer Marketing Lens to HR
- AI, Augmentation and Bots in HR
- Gig economy and the future of work

AUDIENCES WHO WILL BENEFIT:

- o Academicians
- o Research Scholars
- o Students
- o Entrepreneurs
- o Industry Practitioners
- o Policy makers
- o Consultants

CALL FOR PAPERS:

- Original contributions based on applications/research/ surveys/ practices related to the theme and sub themes mentioned, are invited
- Conceptual papers, research papers, case studies, poster presentations and the like may be presented
- At the time of submission, submitted papers must not have been previously presented/ published or scheduled for presentation/ accepted for publication
- A maximum of three co-authors may be part of one research paper
- Shortlisted research papers by the Selection Committee will be published in the Conference proceedings with ISBN (CD)

Cash prizes will be awarded to:

- Three Best Research Papers along with certificate of merit.

Paper Format:

- Author's/ Co-Author's name, Institution affiliation; mobile number and email ID
- The maximum length of the paper is 12 A4 sheets and should contain an abstract of not more than 200 – 300, along with 3-5 key words.
 - o Font Style: Times New Roman
 - o Font size: heading 14 (Bold), sub heading 12(bold), 12 for rest of the text
 - o Spacing: 1.5 spacing, margins 1.5' left side and 1' on top, right and bottom side (Formatted in APA style 6th Edition – apastyle.org)

IMPORTANT DATES:

• Abstract submission	30 December 2017
• Abstract approval	5 January 2018
• Full paper submission	25 January 2018
• Full paper approval	30 January 2018

REGISTRATION FEES:

Sl. No.	Delegate fees	
1.	General/ Industry Professionals	Rs. 1000
2.	Academicians & Research Scholars	Rs. 500
3.	Students	Rs. 300

Registration fees include Conference volume, kit, lunch, and coffee/ tea/ snacks

Registration fees should be paid by the way of Demand Draft in favour of “Jain University” payable at Bengaluru, Karnataka State, India.

**T&C Apply*

HOSPITALITY PARTNERS



CHIEF PATRONS:

Dr. Chenraj Roychand, President, Jain University and Founder Chairman, JGI Group

Dr. C.G. Krishnadas Nair, Chancellor, Jain University

PATRONS:

Prof. K.S. Shantamani, Chief Mentor, JGI

Dr. N. Sundararajan, Vice Chancellor, Jain University

Dr. Sandeep Shastri, Pro- Vice Chancellor, Jain University

Dr. Mithileshwar Jha, Pro- Vice Chancellor, Jain University

Prof. N. V. H. Krishnan, Registrar, Jain University

Mr. M.S. Santhosh, Joint Registrar, Jain University

Dr. Jayagopal Uchil, Director, Academics and Planning, Jain University

Prof. Dinesh Nilkant, Director, CMS Business School, Jain University

Ms. Aparna Prasad, Director, Corporate Strategy, Communications and Human Resources

Mr. M. S. Parswanath, Director, International Relations

ADVISORY COMMITTEE:

Dr. B.T. Venkatesh, Advisor – Examinations; Jain University

Mr. Ashwin Ajila, Founder and Managing Director, iNurture Education Solutions Pvt. Ltd.

Prof. N. S. Manjunath, Controller of Examinations, Jain University

CONFERENCE DIRECTOR:

Dr. Easwaran Iyer, Dean – Commerce and Director – Placements & Industry Interface, Jain University

ORGANIZING COMMITTEE:

Dr. B. A. Vasu, Director, School of Commerce, Jain University

Prof. R. Lakshminarayanan, Chief Learning Officer and Co-Founder, iNurture Education Solutions Pvt. Ltd.

Dr. Vinod Kumar Murti, Academic Head, Financial Services and Business Analytics, iNurture Education Solutions Pvt. Ltd.

Prof. Mathew Anthony, Academic Head, Marketing, Leadership & Innovation, iNurture Education Solutions Pvt. Ltd.

Dr. Rajdeep K. Manwani, Coordinator, Department of Commerce, Jain University

Dr. Geetha Madhusudhan, Head, Department of Samskrita

Dr. Suresh C. K., Coordinator, Department of Commerce – PG Studies, Jain University

Asst. Prof. M. Neelima, Coordinator, Department of Commerce, Jain University

Asst. Prof. Nasreen Sayyed, Coordinator, Department of Commerce, Jain University

Asst. Prof. Srinivas G, Coordinator, Department of Commerce, Jain University

ORGANIZING SECRETARIES:

Dr. Madhavi R
Department of Commerce
PG Studies
Jain University
9986593254; madhu4ratna@gmail.com

Prof. Punith Raj K.N.
Mentor,
Department of Management Studies
iNurture Education Solutions Pvt. Ltd.
9845537663; punith@inurture.co.in

Asst. Prof. Sheetal V.H
Co-Ordinator,
Department of Commerce
Jain University
9945256755; sheetal.hukkeri@gmail.com

Prof. Kiran R.K
Senior Faculty,
Department of Management Studies
iNurture Education Solutions Pvt. Ltd.
kiran.r@inurture.co.in

The address for all correspondence:

JGI Knowledge Campus

#44/4, District Fund Road

Jayanagar 9 Block, Bengaluru – 560069

Ph: 0804343100

Website: www.jainuniversity.ac.in

For further details/submissions: scmsconferences@gmail.com

Glimpses from the previous International Conference held on 29th & 30th January, 2016.

Demographics: Dividend or Disaster? An International Conference (29th & 30th Jan, 2016); “Winning with VUCA-Innovations & Strategies” (Mar 2015); Opportunities and Challenges for Businesses under Climate Change Scenario (Mar 2017)



Dignitaries during Inauguration



Dr. Sandeep Shastri giving expert comments



Panel Discussion



Plenary Session at the National Conference on Climate Change during Mar 2017



Panel Discussion on “Cross-Industry Perspective on VUCA” (Mar 2015)



Dr. B.A. Vasu, Centre Head interacting during the Plenary session (Mar 2015)



Prof. Mathew Anthony conducting the Plenary session



Keynote address by Dr. Sudarshan, Founder & Director, Sylvan Advisors Pvt. Ltd.