

CONFLUX-2018

**MEET ON REDEFINING BUSINESS
IN EMERGING MARKETS HELD**

OUR BUREAU

Visakhapatnam: A business conclave “Conflux 2018” with the theme “Innovation Redefining Business in Emerging Markets” was held by IIM Visakhapatnam here on Sunday in the city.

Students from various institutes and universities from Visakhapatnam took part in the conclave. Various leaders from multiple industries and various domains discussed interesting insights innovation and thought leadership skills. Addressing the students from this platform, Ashuthosh Chadha, Group Director, Government Affairs and Public policy, Microsoft India, said that how leadership style has changed from industrial age to social age. He also explained about fundamental leadership principles and emphasised on why



Ashuthosh Chadha, Group Director, Government Affairs and Public policy, Microsoft India interacting with management students at Conflux-2018 held in Visakhapatnam on Sunday

empathy is an integral part of thought leadership. He differentiated between incremental and disruptive leaders with real-world examples.

Ghana Shyam Hegde, Director and General Counsel, Indian Sub-Continent, Proctor and Gamble, delivered insights on servant leadership, the art of

putting one’s team ahead of themselves. He talked about the importance of creating culture receptive of change and innovation. He focused on aspects of identifying unmet needs and delivering better value to the consumer in the FMCG industry through innovation.

Rachit Batham, Head of Block-chain CEO, Tech Mahindra, explained the disruption caused by application of block-chain on various fronts like manufacturing, retail, banking, government and health.

Sunay Bhasin, Chief Marketing Officer, MTR Foods, explained about the importance of marketing and how great brands differentiate themselves through a continuously evolving journey of embark ability. He also encouraged students to be bold and take more risks to think out of the box.