



Report on

**Guest Lecture on “Issue for Management & Organisations in Challenging Times”, University of York, UK**

**Date:** Monday, 4<sup>th</sup> March 2024

**Venue:** Multipurpose Hall, A Block, K.R. Mangalam University.

**Event Type:** Guest Lecture

**Mode of Activity:** Offline

**Target Group:** KRMU students across the schools

**Resource Person:** Prof. (Dr.) Bob Townley, Professor of Management & Director, Post-Graduate Studies, University of York, UK

**Coordinators:** Dr. Meenakshi Gujral, Director, KRMU International Relations

**Organized by:** KRMU International Relations

**Number of Participants:** 168

### **Introduction**

On March 4th, 2024, the International Relations Office at K.R. Mangalam University (KRMU) organized a guest lecture titled “Contemporary Issues for Management & organizations in Challenging Times”. The meeting sternen in-depth conversations on areas of mutual interest and collaborative initiatives for a formal agreement between KRMU and the University of York. The lecture examined the contemporary issues confronting management and organizations, highlighting the key challenges and providing insights into potential strategies for navigating these turbulent times. Prof. Townley along with Ms. Mahima & Ms. Nitu Bhattacharya, (Advisors, University of York, UK) shared their insights on the current research areas and projects.

### **Objectives**

The primary objectives of the session were –

1. To Identify Key Contemporary Issues: To explore the major challenges currently facing management and organizations.
2. To Analyze the Impact of These Challenges: To understand how these issues affect

organizational performance, employee well-being, and overall business sustainability.

3. To Highlight Adaptive Strategies: To present effective management strategies and practices that can help organizations thrive in challenging times.

## **Methodology**

1. The International Relations Office provided an introduction to the session and its aims.
2. A comprehensive presentation by the resource person Prof. (Dr.) Bob Townley.
3. An interactive Q&A session where students could ask specific questions and receive detailed responses.

## **Content**

### **Economic Uncertainty**

- Impact on Businesses: Discussion on how economic volatility, fluctuating markets, and financial instability affect business operations, planning, and sustainability.

### **Technological Disruption**

- Rapid Advancements: Examination of the pace at which technology is evolving and the risk of existing business models becoming obsolete.

### **Workforce Diversity and Inclusion**

- Diversity Imperatives: Importance of ensuring diversity and inclusion to foster innovation and address social expectations.

## **Outcome**

The session yielded several noteworthy outcomes, including –

### **1. Enhanced Understanding of Contemporary Challenges**

Participants gained a comprehensive understanding of the major challenges currently facing management and organizations.

### **2. Commitment to Sustainability and Corporate Social Responsibility**

There was a strong emphasis on sustainability and corporate social responsibility. Participants recognized the need to align business practices with environmental and social goals and to engage in responsible corporate behavior.

## **Conclusion**

The contemporary issues facing management and organizations in challenging times require a proactive and adaptive approach. By understanding the key challenges and implementing effective strategies, organizations can enhance their resilience and sustainability. Leaders must stay informed, embrace innovation, and foster a culture of agility and inclusivity.

## **Further Scope**

Future sessions could expand on this event by:

- Organizing follow-up sessions focused on Contemporary issues for Management & organizations in Challenging Times.
- Several areas for further research and development were identified, including advanced risk management techniques, integration of AI in management practices, and the development of sustainable business models. These areas will be the focus of future initiatives and studies.

## Glimpse of the Guest lecture



Photo 1: Resource person initiating the lecture with students



Photo 2: Resource person explaining the contemporary issues



Photo 3: Participants attending the lecture



Photo 4: Felicitating the resource person

