

## [Great Lakes Institute of Management hosts a conference on role of technology](#)

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**From Left to Right: Mr. Rajeev Dubey, President – Group HR, Corporate Service, and Aftermarket Sector, Mahindra & Mahindra, Prof Bala V Balachandran, Founder and Dean, Great Lakes Institute of Management, Mr. Samir Kumar, Managing Director, DBOI Global Services Pvt. Ltd., India, Deutsche Bank Group, Mr. Kumar Vembu, Founder & CEO, Go Frugal Technologies and Mr.Shreenath, Director Corporate & Career Services, Great Lakes Institute of Management.**

*Great Lakes Institute of Management hosts a conference on the role of technology in Human Capital Management*

**Chennai, August 18, 2014:** Great Lakes Institute of Management, one of the leading B Schools in India hosted a conference on the ‘Impact of technology on HCM’ today at its campus at East Coast Road, Manamai. The key note address was given by Mr. Samir Kumar, Managing Director, DBOI Global Services Pvt. Ltd., India, Deutsche Bank Group and the Presidential Address was given by Mr. Kumar Vembu, Founder & CEO, Go Frugal Technologies.

Mr. Rajeev Dubey, President – Group HR, Corporate Services, and Aftermarket Sector, Mahindra & Mahindra was the Chief Guest for the session. Delivering the welcome address, Prof Bala V Balachandran, Founder and Dean, Great Lakes Institute of Management said “The function of HR is evolving and has taken a role of high importance in any organization.

Today HR is proactively working to create conducive environment for people from diverse background and geographies to work in synchronization as well as inspire the talent for high performance.” The discussion during the session emphasised on the newer trends in the Human

Capital Management and how the role of HCM is today changing from a supporting role to a strategic one.

The persistent need for skilled talent and the rapid foray of technology has fundamentally transformed the way HR works in any organization today. The session emphasized on the need for the companies to come out with new strategies to fast-track and modernize their recruitment, talent development, and workforce management competencies.

Speaking at the event Mr. Rajeev Dubey, President – Group HR, Corporate Service, and Aftermarket Sector, Mahindra & Mahindra said, “I’m deeply honoured, humbled to be here along with other delegates. Human Capital Management is all about creating culture and culture is nothing but our behaviour in our everyday lives.

To increase the talent in our country we need to blend the art of leadership and the science of management. Today, technology plays an important role in HR functions; however we shouldn’t be controlled by them and give due importance to human aspects.

Mr. Samir Kumar, Managing Director, DBOI Global Services Pvt. Ltd., India, Deutsche Bank Group said, “There is stiff competition in current market, organization’s which will provide better services to their consumers will stand more gain as compared to their counterparts. Technology is bringing new dimensions to how things work in the business in which we are working.”

Mr. Kumar Vembu, Founder & CEO, Go Frugal Technologies said, “The world has changed over the past five years; people have concentrated their lives with technology. Today, we are so dependent on the evolving technology that we forget to think rationally. The most important aspect in Human Capital Management is resources; and resourcefulness comes with skills and our focus on goals and direction.“

The other guests of honour who participated in the panel discussion were Balaji Govindarajan, Vice President-Talent Development, Fidelity Business Services (Moderator), Gopalan Uppiliappan, Director – Strategy and Business, Improvement Kenafic Industries, Gayathri Ramamurthy, Lead – Leadership Development and D&I, India, CapGemini, Kamna Prasad, Director HR, CRISIL and Pranesh George, Talent Acquisition India Lead-Asia Pacific, Groupon.