

## Conference on human resource management begins in Mysuru

SPECIAL CORRESPONDENT

**MYSURU:** The fifth international conference on 'Managing Human Resources at the Workplace' began at the Shri Dharmasthala Manjunatheshwara Institute for Management Development here on Friday.

Ashly Pinnington, Dean Research of British University in Dubai, delivered the keynote address. He spoke about globalisation and its effects on human resource management and business schools. He compared state-of-the-art business schools from 50 years ago to the present schools and predicted that business schools will become networked, stratified and segmented in future.

He also spoke on the work-life balance, big data analytics, industrial relations, talent management, ethical human resource management, employer branding, change management and corporate social responsibility.

N.R. Parasuraman, director of the SDM Institute for Management Development, welcomed the participants and guests. He outlined the significance of HRM in developing organisational competitiveness. Mousumi Sengupta, conference chair, spoke on the role of human resource management as a strategic business partner in developing and maintaining organisational sustainability.

Nilanjan Sengupta, conference co-chair was present. More than 250 participants from India and countries such as Bangladesh, Nigeria and the UAE are participating in the conference.