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SDMIMD-CII, MYSURU'S CONVERGENCE-3i

'Covid-19 changed the modern workplace culture, says Chandramouli



📍 CHAMUNDI HILL ROAD

Convergence 3i, the annual Industry-Academia Interface event was held online jointly by SDMIMD and CII here on Tuesday (March 16).

“COVID-19 has transformed the workplace culture. When we compare the traditional to modern cultures, we can see change from hierarchy to simple structures; authoritative to collaborative communication; strict to customised policy; inflexible to goal driven work arrangement; lifelong employment to lifelong employability; and from one chosen field to shift field of your interest.

These changes are hap-

pening with new models of working – Gig, Work from anywhere, distributed work model and fungible resources,” said S Chandramouli, CEO of Feedback Insights, Bengaluru, the keynote speaker of Convergence 3i (Industry-Institute Interface) event organised by Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD).

Speaking on the expectations from the corporate from digital native workforce, Chandramouli said ‘During the last 10 years the businesses changed in terms of product innovation, business models, getting customers, and digitalisation. “Positive

attitude, soft skills, hard skills, willingness to learn and information literacy are the core expectation from the corporate.”

The keynote address was followed by a panel discussion on “Expectations of the employers from job aspirants in the post-COVID era. The panel members Chandramouli, Kshitij Mathur and Jyothsna D from PGDM 2020-2022, SDMIMD; presented their views on the topic. The discussions were moderated by Dr Prasad S N, professor - Strategy, SDMIMD.

Just be spontaneous, sharpen your strengths, forget your weakness, be hon-

est, present yourself, do not search for a dream job or role, you must make the job a dream, was the collective outcome for the young Indians from the panel discussion.

Dr N R Parasuraman, director, SDMIMD, initiated the proceedings by sharing the changing paradigm in the modern workplace culture and Dr Prasad S N welcomed the keynote speaker, the panel members and the audience.

Prof Kannadas S, assistant professor, SDMIMD, proposed the vote of thanks. Invitees, faculty members, staff and CII members were present.

- NGB