



**ICSSR-ERC Sponsored National Conference**  
on  
**“Challenges of Management of 21<sup>st</sup> Century: Technology, Environment and Gender”**  
**29<sup>th</sup> & 30<sup>th</sup> March 2019**  
**Organised by**  
**Heritage Business School- Kolkata and Department of Economics, Durgapur Women’s College**

Heritage Business School and Department of Economics, Durgapur Women’s College are jointly organising a two-day National conference on **“Challenges of Management of 21<sup>st</sup> Century :Technology, Environment and Gender”** to be held on 29<sup>th</sup> and 30<sup>th</sup> March, 2019 at Heritage Business School -Kolkata

**THEME OF THE CONFERENCE**

The twenty-first century is often described as an age of volatility, uncertainty, complexity and ambiguity (VUCA). These characteristics of the contemporary world have important implications for policy-makers, business managers and households. How do they take decisions that will bear results in the future? **Technology** is arguably, the driving force of change in the economic and social environment in which we live. There are two important aspects of technological change that call for more in-depth research and comprehension. The first is the sheer pace of disruptive change that affects the way we work and live. Human beings (and society) require some time to adjust to changes that are quite substantial and pervasive. If the rate of change of technology is faster than the time required absorbing and assimilating the changes, then, according to many sociologists a kind of social neurosis sets in. Nervous disorders, metabolic changes, even cognitive dissonance become common. Individuals tend to become impatient, intolerant and self-centred. On the other hand, the kind of technological change happening at a rapid rate is the merging of information technology and biotechnology. This union has led to astonishing developments in the fields of artificial intelligence, machine learning and robotics. At the initial stages there is a great lure of the new ways in which machines can act and even think, and as is being argued, can be taught to emote too. However, as

society begins to innovate along these lines, future jobs are going to become more scarce, with many occupations becoming totally redundant. Many analysts are suggesting that in the first industrial revolution, machines took away many manual jobs. This time the mental cognitive skills are being replaced. What then will humans do? Would there be a sharp growth in the useless class with nothing to do? Are we going to move to a new world of universal basic income for all, where a tiny few have high-skilled jobs? Obviously, economic policy, business organizations would all change, necessarily in the next couple of decades, in a fundamental way.

The second challenge is of course what the story of the human enterprise is doing to our planet and the **natural environment**. Global warming and climate change is now accepted by the scientific community. There are issues too about destroying nature by killing species and destroying habitats. We are also worried about using up non-renewable resources like oil and other mineral ores. The business as usual model of organizing society will lead to possible disastrous outcomes in the not too distant future. Technology, social preferences, and public policy have to change. Indeed, our concept of the 'good life' will have to be less materialistic and more socially oriented with an eye to the welfare of future generations. This will require a much more nuanced understanding of how to alter social preferences and how to incentivize a different kind of technological change.

The third big challenge facing human society is bringing gender parity in work and at home. There are a number of features of discrimination against **women**. Women's participation in the labour force in the world has to go up. Having more education and health facilities for women would have significantly positive demographic effects. Gender equality would help reduce crime against women. Women are often deemed to be better managers with greater skills for dealing with a diversity of people. This is the most important aspect of inclusive growth the world has to deal with.

## **ORGANISING COMMITTEE**

**Chairperson: Prof. Anup K Sinha, Director- Heritage Business School**  
**Email- [director@hbs.edu.in](mailto:director@hbs.edu.in)**

### **Conveners**

Dr. Rimu Chaudhuri  
Associate Professor  
Heritage Business School  
Kolkata-107  
[rimu.chaudhuri@hbs.edu.in](mailto:rimu.chaudhuri@hbs.edu.in)  
Mob- 09051255884

Dr. Krishanu Sarkar  
Assistant Professor  
Durgapur Women's College  
Durgapur  
[Krishsarkar7@rediffmail.com](mailto:Krishsarkar7@rediffmail.com)  
Mob- 9434651940

### Members of Advisory Committee:

Prof. Madhumita Jajodia- [mjm\\_dwc@yahoo.co.in](mailto:mjm_dwc@yahoo.co.in) Mob- 9679830853

Prof. Swagata Sengupta- [swagata.sengupta@hbs.edu.in](mailto:swagata.sengupta@hbs.edu.in), Mob-9830740255

Dr. Amitayu Chakraborty- [amitayuc@yahoo.com](mailto:amitayuc@yahoo.com)- Mob- 9732375433

Dr. Debalina Gupta-: [0302debalina@gmail.com](mailto:0302debalina@gmail.com), Mob-9475172400

### National Conference on “Challenges of Management of 21<sup>st</sup> Century: Technology, Environment & Gender”

29<sup>th</sup>-30<sup>th</sup> March 2019, Durgapur Women’s College & Heritage Business School

Venue- Heritage Business School, ‘A’ Building, Seminar Hall

994 Madurdaha, Chowbaga Road, Anandapur, PO- East Kolkata Township, Kol-700107

