



Maharaja Agrasen Institute of Management Studies
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Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi – 110086, INDIA www.maims.ac.in



Webinar on ‘Industry Digital Transformation’

Academic Year: 2024- 25

Name of Event: Power Seminar on Industry Digital Transformation

Collaborating Unit: ICT Academy

Resource Person: Mr. Anurag Mohan, Learning Portfolio Manager, Nokia

Date of the Event: 19th September, 2024

Time of the Event: 2:00 PM

Number of Students participated: 80

The Department of Business Administration, MAIMS organized a Webinar on Industry Digital Transformation in association with ICT Academy aimed at educating students about the transformative changes in industries due to technological advancements. This event was part of our initiative to foster awareness and understanding of significant global trends.

The resource person, Mr. Anurag Mohan, Learning Portfolio Manager, Nokia, specializes in Learning and Development, and Pre sales, excelling in areas such as strategic planning, curriculum design, and stakeholder engagement. His expertise lies in creating impactful learning programs that align with organizational goals and drive continuous improvement.

He introduced the concept of the digital transformation as the integration of digital technology into all areas of a business, fundamentally changing how it operates and delivers value to customers. He shared insights into how industries such as healthcare, finance, and manufacturing are adapting to these technologies. He discussed the common challenges organizations face, such as resistance to change, cybersecurity threats, highlighted opportunities for innovation and enhanced customer experiences as organizations embrace digital tools and the need for employee retraining.

The session concluded with an interactive Q&A where students posed questions about specific technologies and their implications for various careers. The webinar provided valuable insights

into the evolving landscape of business and technology. This inspired students to embrace digital change and consider the broader implications of technology in their future careers. Feedback was collected at the end of the webinar. Feedback from students was overwhelmingly positive, with many expressing interests in exploring the topics discussed further.

Event Coordinators:

Dr. Sushila Gupta, Convener, Assistant Professor, MAIMS

Dr. Nisha Jindal, Co-Convener, Assistant Professor, MAIMS

