

# 'Conflux-2018' redefines role of innovation in emerging markets

Experts deliberate on facets of leaderships at IIM, Visakhapatnam

SPECIAL CORRESPONDENT  
VISAKHAPATNAM

With the advent of globalisation and disruptive era, the leadership style has changed from industrial age to social age, Microsoft India Group Director (government affairs and public policy) Ashuthosh Chadha has said.

Speaking at the day-long business conclave 'Conflux 2018' organised by the Indian Institute of Management, Visakhapatnam here on Sunday, Mr. Chadha deliberated on the principles of fundamental leadership while emphasising that empathy was an integral part of leadership. He also differentiated between incremental and disruptive leaders, citing examples.



**Brainstorming session:** Participants at Conflux-2018 organised at IIM, Visakhapatnam, on Sunday.

The theme of the conclave was 'innovation, redefining business in emerging markets'. The event saw a huge participation from students from various institutes from Visakhapatnam. Speakers from multiple industries and domains threw insights on innovation and 'thought leadership'.

IIM-V Director M. Chandrasekhar said emerging markets contributes 23% to all innovation in the world. He thanked speakers for supporting students in this knowledge-seeking endeavour by sharing their experiences and learning.

Proctor & Gamble Director and General Counsel (In-

dian sub-continent) Ghanshyam Hegde spoke on the 'servant leadership' and the art of putting one's team ahead of themselves. He focused on aspects of identifying the unmet needs and delivering better value to the consumers of FMCG industry through innovation.

### Out-of-the box thinking

MTR Foods chief marketing officer Sunay Bhasin explained about how great brands had differentiated themselves through exclusiveness. He also encouraged students to be bold and take more risks to think out-of-the box.

Goldman Sachs vice-president Gaurav Sangtani was present.