



# SANKSHETRA'24

THE 8<sup>th</sup> ANNUAL OPERATIONS & STRATEGY CONCLAVE



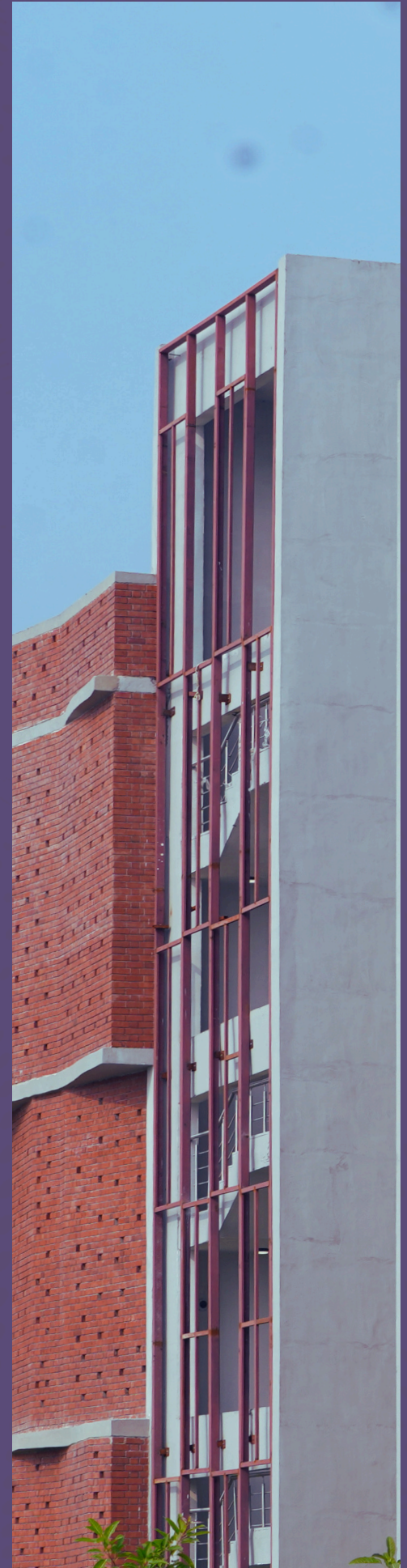
## IIM AMRITSAR

Established in 2015, the Indian Institute of Management Amritsar (IIM Amritsar) is one of the fastest-growing IIMs, expanding its batch size sevenfold since inception. This growth reflects the institute's strong potential and the confidence placed in it. Embracing diversity, IIM Amritsar hosts students from twenty-four states, fostering collaboration as a key component of its learning environment.

IIM Amritsar offers a range of programs including Master of Business Administration (MBA), Ph.D., and Certificate Programs in Data Analytics and Advanced Data Analytics. Since 2021, it has also introduced a full-time two-year residential Post-Doctoral program, MBA in Human Resources Management, MBA in Business Analytics, and a non-residential Executive MBA Program. These programs aim to deliver world-class management education, preparing professionals to meet the diverse needs of various industries.

The institute is dedicated to building strong educational foundations and instilling core values in future managers. IIM Amritsar has quickly become a leader in quality education, offering students the opportunity to learn from qualified faculty and industry leaders. Students engage in numerous clubs and committees, leading to victories in corporate and B-school competitions and securing promising career opportunities.

IIM Amritsar serves as a nurturing ground for dreams, personal growth, and impactful careers. The institute actively engages with the corporate world through workshops, conclaves, and guest lectures, conducting four annual conclaves on HR, Analytics, Marketing, Finance, Operations, and Strategy. Additionally, an Annual Leadership Summit broadens students' perspectives, ensuring they are well-prepared for future challenges.





## TIMELINE

Guests Welcome, Conclave + Operations theme, Keynote Speaker and Panel introduction	09:45 am to 09:53 am
The Lighting of the lamp and Inauguration ceremony by the Director and other Dignitaries	09:54 am to 09:59 am
Director's address to the audience	10:00 am to 10:14 am
Theme Presentation by the students of IIM Amritsar	10:15 am to 10:29 am
Keynote Speaker's address to the audience	10:30 am to 10:50 am
Operations Panel Discussion	10:51 am to 12:01 pm
Q&A session	12:02 pm to 12:32 pm
Vote of Thanks	12:33 pm to 12:39 pm
Lunch Break	12:40 pm to 01:59 pm
Guests Welcome, Strategy theme, Keynote Speaker, and Panel Introduction	2:00 pm to 2:05 pm
Theme Presentation by the students of IIM Amritsar	2:06 pm to 2:20 pm
Keynote Speaker's address to the audience	2:21 pm to 2:40 pm
Strategy Panel Discussion	2:41 pm to 3:50 pm
Q&A session	3:51 pm to 4:20 pm
Closing Remarks	4:21 pm to 4:25 pm
Vote of Thanks	4:25 pm to 4:30 pm



## OPERATIONS THEME

### AI-DRIVEN ROUTE OPTIMIZATION AND FLEET MANAGEMENT: ENHANCING REAL-TIME DELIVERY EFFICIENCY AND RESILIENCE

As companies face increasing demands for fast and efficient delivery services, they are turning to AI to improve route optimization, reduce operational costs, and build resilience against unexpected disruptions like traffic congestion, weather events, and supply chain interruptions.

AI-driven route optimization leverages real-time data, such as traffic patterns and demand forecasting, to continuously adjust delivery routes for maximum efficiency. This enhances fuel savings, minimizes idle time, and enables faster delivery times, especially in complex last-mile deliveries. Predictive analytics play a crucial role in scheduling and route planning.

We use AI to strengthen resilience by predicting potential disruptions and rerouting vehicles in real-time to avoid delays. Implementing AI in fleet management involves understanding the practical and financial implications, such as ROI timelines and strategies for adapting the technology as it evolves



## DISCUSSION POINTS

- How is AI being utilized to build and optimize Operations Research (OR) models for fleet management, and what improvements does this bring to decision-making, cost reduction, and efficiency?
- What role does AI play in optimizing fleet operations, and what factors have contributed to its widespread adoption in fleet management?
- In what ways do real-time route optimization algorithms leverage data such as traffic, weather, and road conditions to improve delivery efficiency and reduce fuel consumption?
- What key strategies help minimize idle time and increase asset productivity in fleet management, and what challenges do businesses face when implementing them?
- How are AI infused OR models tackling the challenges of last-mile delivery, particularly in managing congestion and route unpredictability to boost customer satisfaction?
- What metrics or Key Performance Indicators (KPIs) are used while measuring the performance AI driven OR model?
- What approaches do OR infused fleet systems take to manage sudden demand fluctuations, such as during holidays, without disrupting operations?
- What are the main challenges businesses face when adopting AI in fleet management, and how can they overcome these hurdles to maximize its benefits?
- What upcoming AI technologies are likely to influence fleet management in the near future, particularly in terms of operational cost, efficiency, and sustainability?
- How do AI driven models factor in reverse supply chain and circular economy and help in achieving environmental goals?



## STRATEGY THEME

### COMPETING ON AGILITY: STRATEGIC FLEXIBILITY IN FAST MOVING MARKETS

In today's fast-changing business environment, companies must embrace strategic agility to stay competitive. This goes beyond traditional adaptability, requiring strategic flexibility and dynamic capabilities to pivot quickly, realign business objectives, and make real-time adjustments. Effective knowledge management is essential, enabling organizations to capture market insights and anticipate shifts, fostering proactive innovation and decision-making.

Strategic agility also emphasizes scenario planning, allowing companies to prepare for multiple futures and allocate resources effectively. By focusing on high-growth opportunities and deprioritizing areas misaligned with market trends, businesses can act decisively while staying aligned with long-term goals. A culture of agility, open communication, and rapid learning further supports this adaptability, allowing companies to thrive even amid ambiguity. Competing on agility means embedding flexibility as a core element in an organization's DNA, ensuring it can respond robustly to the marketplace's dynamic demands.



## DISCUSSION POINTS

- Could you all explain why strategic agility capability has become essential for today's volatile business landscape and how it differs from traditional flexibility?
- Knowledge management is another key element in building strategic flexibility. How can organizations harness and manage knowledge effectively to anticipate and respond to market shifts?
- Resource allocation can be challenging in a fast-moving market. How do agile companies allocate resources effectively to ensure they're capitalizing on emerging opportunities without overextending?
- In a volatile market, decision-making speed is often a deciding factor in success. How can organizations streamline their decision-making processes without compromising the quality of those decisions?
- Let's talk about scenario planning. How can companies use this strategic tool to prepare for multiple potential market outcomes, and how does it contribute to overall agility?
- In the context of strategic agility, what role does leadership play in embedding a culture of agility across the organization?
- How can businesses integrate a proactive approach to innovation? And what strategies allow organizations to not only keep up with but also anticipate market changes?
- Strategic alignment is crucial, especially in larger organizations. How can companies ensure that their strategic objectives remain aligned with their agility goals as the market continues to evolve?
- Finally, what are the main obstacles organizations face when attempting to build and maintain strategic flexibility, and what advice would you offer to overcome them?



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