



TECNIA INSTITUTE OF ADVANCED STUDIES

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Events

- Event Category** : 35th National Conference
- Topic** : 35th National Conference MCKINSEY 7s MODEL- Innovation, Growth, Sustainability and Scalability of Business”
- Date** : 2nd February 2019
- Time** : 10.00 AM to 6.00 PM
- Venue** : Tecnia Auditorium

Resource Person with Designation and Organization:

Chief Guest :

- i. Professor J. L. Gupta, Former Vice Chancellor GGU University, Bilaspur (a Central University) and Former Principal of Shri Ram College of Commerce, Delhi.

Guest of Honour

- ii. Mr Vijay Kumar Gupta, Joint Director General in Ministry of Defence,
- iii. Professor P V Khatri, Principal of Swami Shradhanand College of Delhi University
- iv. Prof. S. S. Handa Former Sr. Professor & Consultant of Quality Management Sciences, Indian Statistical Institute.

Beneficiaries : 100

Convener : Dr Ajay Kumar, Director, TIAS

Faculty Coordinator: Dr Sandeep Kumar

Learning Objectives:

“Mckinsey 7S Model for Innovation Growth, Sustainability and Scalability of Business” conference aimed at addressing the following objectives:

1. To invite invites researchers and practitioners and share their understandings on “Mckinsey 7S Model for Innovation Growth, Sustainability and Scalability of Business”
2. To explore the opportunities, issues and challenges in the domain of business strategy, service and system;
3. To explore ways and means by which businesses can innovate, sustain and progress in the ever-evolving 21st century business environment.

Report:

The 35th National Conference on “Mckinsey 7S Model: Innovation, Growth, Sustainability of Business” has been organized by Department of Management Sciences, by Tecnia Institute of Advanced Studies, Delhi on 2nd February 2019. The patron of this conference was Dr Ram Kailash Gupta, Chairman, Tecnia Group of Institutions. Dr Ajay Kumar Director, TIAS, was Convener of this Conference.



Lamp Lighting ceremony

The conference started with the worship of Maa Saraswati by lighting the lamp by all the dignitaries present on the dais.

The Chief Guest on this occasion was Professor J. L. Gupta, Former Vice Chancellor GGU University, Bilaspur (a Central University) and Former Principal of Shri Ram College of Commerce, Delhi. The Guest of Honour on this occasion were Mr Vijay Kumar Gupta, Joint Director General in Ministry of Defence, Professor P V Khatri, Principal of Swami Shradhanand College of Delhi University and Prof. S. S. Handa Former Sr. Professor & Consultant of Quality Management Sciences, Indian Statistical Institute.



Dignitaries on Dias

Delegates came from University of Kashmir (South Campus), J&K, , Delhi Maharaja Agrasen Institute of Management Studies , Delhi, Amity University Noida, and Institute of Technology & Sciences, Ghaziabad, Saraswathi Narayanan College, Madurai,, BIT Mesra Ranchi, JIIMS Jaipur, NIMS Rajasthan, Graphic Era University Dehradun , Mewar University, Chittorgarh, Rajasthan, New Delhi Institute of Management.



Felicitation of Prof. J. L. Gupta by Dr Ajay Kumar



Felicitation of Prof. P V Khatri by Prof Rajesh Bajaj



Felicitation of Prof. S. S. Handa by Dr Sandeep Kumar



Felicitation of Mr V K Gupta by by Dr A K Srivastava

The opening remarks of this conference was given by Dr Ajay Kumar Director TIAS and Convener of the Conference .He welcomed all the dignitaries and delegates. In his opening remarks he discusseed about the Hard & Soft elements of Mckinsey 7S Model. He discussed about ideas or ways in which business can innovate.



Opening remarks by Director & Convener

After the opening remarks by convener, Proceeding of the Conference was released by all the dignitaries on the dais.



Release of Conference Proceedings

The key note address was given by Prof. Rajesh Bajaj. In his address, he compared Mckinsey 7S model with TQM. He discussed and compared management Gurus Tom Peters and William Deming. He discussed about product life cycles in relation to Mckinsey 7s Strategic Model. Mckinsey, product life cycles are becoming very short. Strategic planning revised very frequently. It is a tool to ensure the impact of change. He addressed about the main points and limitations of various elements of Mckinsey 7s model like -Strategy, Structure, system, Skill, Staff, Style & shared value. He elaborated various parameters of TQM . In the end of his address he concluded that TQM is more superior than Mckinsey 7s Model.

Mr V. K. Gupta, Guest of Honour in his speech discussed about OLA, UBER, Airtel and ICICI in relation to . Mckinsey 7s Model. In his discussion he also covered the topics like Innovation, Scalability and Sustainability.



Prof. P.V. Khatri, Guest of Honour, discussed about application of SWOT model in our life.



Pro. S.S. Handa, Guest of Honour, in his address focused on strategy and structure system.



Prof S S Handa

Dr. A. K. Srivastava, Chief Executive discussed TQM and formation of Quality Management. He discussed about how to face challenges through Mckinsey 7S Model.



Dr A K Srivastava CE(A&D)

Prof. J.L. Gupta, Chief Guest in his address said learning is a never ending process. He elaborated that Shared values believes in culture because organization cannot be success without culture. He further added that structure changes after 5 years. He also discussed about certainty, changes, skills staffs and leadership style. He concluded that leadership style is most critical & important factor for the success. .



Prof. J.L. Gupta, Chief Guest

Dr Sandeep Kumar Co-Convener has given Vote of thanks.



Vote of Thanks by Dr Sandeep Kumar

Plenary Session 1

There were three plenary sessions. The first plenary session was presided by Prof. Rajesh Bajaj. He was felicitated by Dr Arun Bhatia- MBA HOD, Dr. Mir Shahid Satar, Asst. Prof, Department of Mgt, University of Kashmir (South Campus), J&K, Ms. Smita Bagai, Amity School of Fashion Technology, Noida, Mr. Ajeet Kumar Singh, Research, Amity University, Dr. Amarendra Kumar Choudhary, Director, Sant Hari Dass College of Higher Education, Delhi and Ms. Simran,, TIAS presented their papers.



Prof. Rajesh Bajaj as Session Chair in First session

1. **Dr. Mir Shahid Satar, Asst. Prof, Department of Mgt, University of Kashmir (South Campus), J&K presented a paper on “Exploring the Specificities of Human Resource Management in Higher Education Institutions”.** In his presentation he explored about HRM practices in Indian HEIs. In his study, he has taken a fundamental assumption that Human Resource Development (HRD) as a sub-function of HRM signifies a crucial component of achieving and maintaining the competitive advantage of HEIs in India.

His paper proposed that the universities need to create a dedicated HRD department which can exclusively cater to strategic management of their human resources.

This pioneering attempt will expectedly advance the overall literature of HRM in HEIs and may serve as the basis of future research in this direction.



Dr Mir Shahid presenting paper

- 2. MS. Smita Bagai, Amity School of Fashion Technology, Noida presented a paper on “Innovation by implementing CAD/CAM technology in fashion, apparel & textile industry”. In her presentation she elaborated that the Apparel industry has been a pioneer industry contributing 14% of Industrial output, 27 to 30% of the country’s total exports and providing direct employment to 38 million people (Robyn, Dutta & Tait, 2005). The structure of this Industry is as varied and deep rooted as its reforms are challenging and daunting. The objective of her presentation was to highlight use of Technology in Fashion, Apparel & Textile industry and to bring innovation through the application and use of CAD and CAM technology. Her presentation also included about the status of CAD and CAM technology adoption in readymade garment manufacturing units in India. Through this paper she investigated the hindrances and given suggestions to improve its smooth dispersion in Fashion, Apparel & Textile Industry.**



Smita Bagai presenting Paper

3. **Dr. A K Chaudhary, Director, Sant Hari Dass College of Higher Education** presented a paper on “**An Integrated Approach for Organizational Excellence and Sustainability**”. The main objective of his paper was to understand all seven elements in simple and descriptive manner. This research was focused on examining the impact on performance of the strategy, skills, and staff variables of the McKinsey 7S Model. The resulting strategy-staff-skills model intends us to focus shared values as a central to the development of all other six elements. This research also focused on examining the impact on performance of a subset of these variables, due to experimental constraints.



Dr A K Chaudhary presenting paper

4. **Mr. Ajeet Kumar Singh, Research Scholar, Amity University** has presented a paper on **“Mokshya Tourism: “A subset of Dark tourism,” Exploring the last stop before nirvana in Varanasi”**. His presentation included description and interpretation about cultural events related to cremation, Mokshya attainment as intangible cultural heritage, and suggestion with respect to promotion of such niche tourism without hampering the environment.



Mr Ajeet Kumar Singh Presenting paper

5. **Ms. Simran, Research Scholar, TIAS,** presented a paper on Artificial Intelligence and Innovation. She discussed about Waste sorting machine invented by Nigeria. She described that AI needs domain expertise and it reduces manpower.



Ms Simran Presenting a paper

Plenary Session II

The second plenary session was presided by Dr A K Srivastava CE(A&D).The presenters were Ms Shivani and Mr Mohit,, Ms Mahima and Mr Shubam, Ms Shweta Goyal of TIAS and Ms Isha Mittal of Delhi University.



Plenary session II presided by Dr A K Srivastava

1. Ms Shivani and Mr Mohit, Students, TIAS have presented a paper on “Usage of Technology in limit”.They discussed about critical thinking. They discussed that the technology have become an easier communication. Better quality education, brought the world to one common platform. In their view there have been great movement in technology from labour intensive to capital intensive. But Technology still depends on staff& their skill.



Ms Shivani and Mr Mohit, Students, TIAS Presenting paper

2. Ms Mahima and Mr Shubam, Students, TIAS have Presented a paper on “Innovation in Digital World” In their presentation they have given an equation which is Idea + Activity = Creativity and Creativity + Implementation = Innovation. They have given a suggestion to link digitalization with strategy. They have discussed about digital technology. They have concluded that “Innovation is Inevitable.”



Ms Mahima and Mr Shubam, Students, TIAS Presenting paper

3. Ms Shweta Goyal presented a paper on “Tourism”. In her presentation, she has highlighted the examples of make my trip, trivago, clear trip, Irctc etc. She compared Mckinsey 7S element - strategy with trivago , structure with make my trip, staff with the yatra , system with Red bus, style with cox and Kings, shared value with IRCTC and skills with airbus.



Ms Shweta Goyal Presenting paper

4. Ms Isha Mittal, of Delhi University presented a paper titled “Relevance of Blue ocean strategy for attaining higher Growth” in context of Patanjali. She compared Blue ocean strategy with red ocean strategy . She discussed about the effect of blue ocean strategy on growth of Patanjali.



Ms Isha Mittal, of Delhi University Presenting paper

5. Mr Anil Jharotia, Librarian TIAS presented a paper on “McKinsey’s 7S model for Academic Libraries. He discussed about how 7SMckinsey model play a vital role to manage the library. He also analyzed about Technology and 7S Framework.. He emphasized that in digital age, technology and technology-driven information systems both are game changer as far as meeting objective for organization is concerned. He added that now companies are moving towards automation, cloud computing, etc. This has led to technology as central nervous system of the organization.



Mr Anil Jharotia, Librarian TIAS Presenting paper

Plenary Session III



Plenary session II presided by Dr S Chinnathambi

1. Mr Anmol Goyal & Mr Park Gupta of BBA Presented a paper on “ Mckinsey 7S – A Case Study of Microsoft Corporation.” Their paper illustrated the application of the major analytical strategic frameworks in business studies such as SWOT, PESTEL, Porter’s Five Forces, Ansoff Matrix and Value Chain analysis on Microsoft. Moreover, they also analysed Microsoft leadership, business strategy organizational structure and organizational culture. The report also comprised the discussions of Microsoft marketing strategy, ecosystem and addresses issues of corporate social responsibility.



Mr Anmol Goyal & Mr Park Gupta Presenting paper

2. Mr Ankit Arora & Mr Anuj Mehra of BBA presented a paper on “Mckinsey 7S Model – Family Business Management”.They discussed that the firm’s organizational competency is the final factor in the assessment of the firm’s internal capabilities. They added that every family business needs to create an organization that optimizes its ability to generate, formulate and execute new strategies and to

implement effectively current strategies. Great ideas implemented by an ineffective organization will not create sustainable success. Assessing organizational capability requires the management team to explore a wide range of variables. The McKinsey 7-S Framework is a valuable tool for analyzing family business capabilities and their fit in support of the firm's overall strategy.



Mr Ankit Arora & Mr Anuj Mehra Presenting paper

3. Mr Ayush, Mr Arihant & Mr Aman of BBA presented a paper on “Mckinsey 7S Model and Flipkart”. They discussed about Strategy Segmentation, targeting, positioning in the Marketing strategy of Flipkart in relation to Mckinsey Model. They elaborated that Behavioural & Psychographic are the segmentation strategies used by Flipkart to segment the market to cater to the customers changing needs & wants. They added that Flipkart uses undifferentiated targeting strategy,

4. Ms Tripti, Mr Akshay, Ms Aparna & Ms Tanya of BBA presented a paper on “Mckinsey 7S Model and Coca Cola”. They discussed about Coca-Cola Market Penetration, Product Development, Market Development and Diversification. They elaborated that due to the incredible strength of Coca-Cola's brand, the company has been able to utilise market penetration on an annual basis by creating an association between Coca- Cola and Christmas .They discussed about the launch of Cherry Coke in 1985 – Coca- Cola's first extension beyond its original recipe. They also discussed the launch of Coke Zero in 2005– its concept being identical to Diet Coke; the great taste of Coca-Cola but with zero sugar and low calories.



Ms Tripti, Mr Akshay, Ms Aparna & Ms Tanya Presenting paper

5. Ms Ruchika of MBA presented a paper on “Mckinsey 7S Model – Starbucks”. She discussed that Starbucks business strategy is based on product differentiation with the focus on the quality of products and services. Moreover, the coffee chain giant effectively positions Starbucks stores as a ‘third place’ away from home and work, where customers can meet friends, relatives or spent time alone. She elaborated that Technological innovations and intensive integration of technology into various business processes in general and ordering process in particular represent another important aspect of Starbucks business strategy.



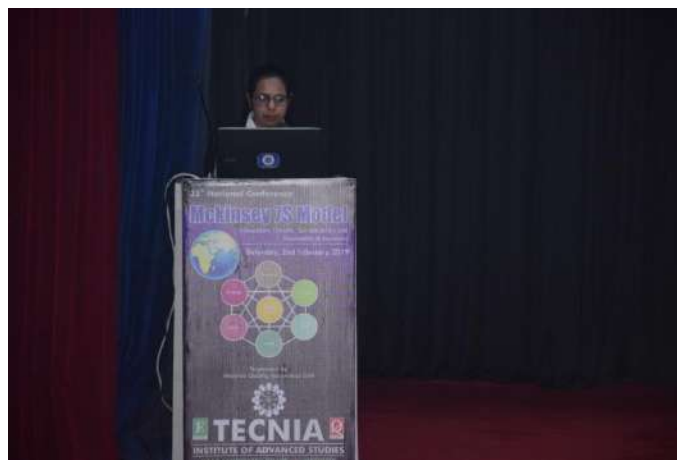
Ms Ruchika Presenting paper

6. Ms Shivam Verma of MBA presented a paper on “Mckinsey 7S Model – NETFLIX”. He discussed about Netflix innovative strategies using McKinsey's 7S framework.



Ms Shivam Verma Presenting paper

7. Ms Rupanshi of MBA presented a paper on “Mckinsey 7S Model – applicable to Make in India”. She discussed how various public and private organizations to have implemented Mckinsey 7S Model for Make in India campaign. She elaborated that he McKinsey 7S framework has been chosen to suggest an implementation model as it combines rational and hard elements with soft and emotional elements.



Ms Rupanshi Presenting paper

8. Ms Priyanka of MBA presented a paper on “A Study of Employee Engagement Strategies”. She discussed about Employee engagement as emotional, physical and cognitive aspect of work. She elaborated that it should not be regarded just another HR strategy. It is a long term ongoing process, which is a linked to the core values of the organization. She concluded that high levels of employee engagement will lead to the improved employee commitment and involvement towards jobs and thus creating a motivated workforce that will work together to achieve the common goals of the organization.



Ms Priyanka Presenting paper

In Valedictory Session Dr Arun Bhatia, HoD – MBA has given thanks to all delegates, Faculties & Students for their contributions in this conference. The best present award has also been given to external as well as internal delegates. The best Paper award has been given as follows

External

1. Dr Mir Sahid ,Assistant Professor, Srinagar University , Jammu & Kashmir
2. Ms Isha Mittal, Student , Delhi University

Internal

1. Ms Shweta Goel, MBA, IV Semester
2. Ms Simran & Mr Shivam Verma, MBA II Semester
3. Ms Priyanka ,MBA IV Semester &
Mr Ayush, Mr Arihant and Mr Aman, BBA, IV Semester



Dr Mir Sahid ,Assistant Professor, Srinagar University , Jammu & Kashmir receiving best paper presenter award from Director Dr Ajay Kumar



Ms Shweta Goel, MBA, IV Semester receiving First best paper presenter award from Director Dr Ajay Kumar



Ms Simran & Mr Shivam Verma, MBA II Semester receiving 2nd best paper presenter award from Director Dr Ajay Kumar



Dr Namita Mishra, Dr Vandana Raghav, Dr A K Srivatava and Dr Ajay Kumar with the winners

Learning Outcome:

1. Students have learnt about Innovation, Growth, Sustainability and Scalability of Business through McKinsey 7S Model.
2. Students have learnt how to explore the opportunities, issues and challenges in the domain of business strategy, service and system;

3. Students have learnt to explore the ways and means by which businesses can innovate, sustain and progress in the ever-evolving 21st century business environment.