



PPG

BUSINESS SCHOOL

"We believe you can"



PPG BS
CONFERENCE
"Empower-Inspire-Transform"

INTERNATIONAL CONFERENCE

"Designing People:
Innovations in HR Through
Design Thinking"

Organised by:

PPG BUSINESS SCHOOL

Coimbatore, Tamil Nadu, India.



03 April 2024



9:00 AM

PPG BUSINESS SCHOOL

ABOUT THE PPG BUSINESS SCHOOL

The PPG Group of Institutions, founded in 1992 led by Chairman Dr.L.P. Thangavelu, a distinguished laparoscopic surgeon in Coimbatore, embodies a commitment to delivering value-based education. Dr. Thangavelu's visionary leadership, coupled with the steadfast support of Correspondent Mrs. Shanthi Thangavelu, has propelled the institutions under the PPG banner to prominence. Vice Chairman Mr.Akshay Thangavel brings invaluable insights and leadership to the group, supporting the Chairman and Correspondent in their endeavors. Among these establishments, PPG Business School, established in 2009, stands out as a beacon of excellence in management education. Renowned for its state-of-the-art infrastructure and exceptional faculty, PPG Business School has earned recognition as one of the premier MBA colleges not only in Coimbatore but also in Tamil Nadu. Its sterling reputation is further bolstered by an outstanding track record in placements.

CONFERENCE THEME

“ DESIGNING PEOPLE: INNOVATIONS IN HR THROUGH DESIGN THINKING ”

ABOUT THE CONFERENCE

Designing People: Innovations in HR Through Design Thinking explores the application of design thinking principles in the realm of Human Resources (HR). By leveraging design thinking methodologies, HR professionals can reimagine traditional HR processes and practices to better meet the needs of employees and the organization as a whole.

This approach emphasizes understanding employees' needs and experiences to create more engaging HR policies and practices. Key steps include empathy, defining challenges, brainstorming solutions, prototyping and testing. By applying design thinking in HR, organizations can enhance talent management, employee engagement, and productivity, leading to greater success in the marketplace.

In summary, "Designing People: Innovations in HR Through Design Thinking" advocates for the integration of design thinking principles into HR strategies to drive positive organizational outcomes and create a more fulfilling work experience for employees.

THE CONFERENCE AIMS TO ACHIEVE THE FOLLOWING OBJECTIVES

- (i) Introduce design thinking principles in HR: Educate participants on design thinking and its relevance to HR, highlighting its potential to innovate HR processes.
- (ii) Incorporate empathy into HR: Demonstrate how empathy can be utilized to understand employees' needs and experiences, facilitating the development of more effective HR strategies.
- (iii) Address common HR challenges innovatively: Identify typical HR challenges and brainstorm innovative solutions using design thinking methodologies.
- (iv) Prototype and test HR innovations: Encourage participants to prototype and test new HR policies and practices, ensuring they align with organizational goals and effectively address employee needs.

(v) Share success stories and practical implementation tools: Showcase case studies where design thinking improved talent management, engagement, and productivity, while providing practical tools and techniques for implementing design thinking in HR strategies within participants' own organizations.

These points aim to streamline the objectives of the conference while retaining the core elements of introducing, applying, and advocating for design thinking in HR.

THEME AND SUB THEMES

Contributors are encouraged to develop manuscripts in the form of conceptual, empirical and case studies. They can be focused on subthemes given below which are representative and can include areas of interest related to the main theme of the conference. Contributions within the realms of Economics, Commerce and Management are greatly solicited

SUB THEMES

- Human-Centered Design for HR: Transforming Employee Experiences
- Empathy-Driven Recruitment: Redefining Talent Acquisition with Design Thinking
- Designing Inclusive Workplaces: Applying Design Thinking to Diversity and Belonging
- Reimagining Performance Management: Co-Creating Feedback Systems through Design Thinking
- Employee Journey Mapping: Enhancing Engagement with Design Thinking
- Designing Agile HR Processes: Innovating Talent Management with Human-Centered Design
- Design Thinking for HR Analytics: Uncovering Insights for Strategic Decision-Making
- Building a Culture of Innovation: Harnessing Design Thinking in HR Practices
- Designing Employee Well-being Programs: Integrating Mental Health and Wellness Initiatives
- Designing Future-Ready Learning Experiences: Personalized Development Paths with Design Thinking
- AI-based recruitment and selection Strategies

SUBMISSION OF PAPER

The abstract should be in Times New Roman Format with 12 font size in 1.5 line spacing, The abstract shall be scrutinized by the peer review committee for confirmation. Selected abstracts will be informed to submit the full paper for presentation. All the selected papers will be published in the international conference proceeding. Send papers to conference @ppg.edu.in.

IMPORTANT DATES

Last date for Registration/ Fee payment	: 15.03.2024
Last date for Submitting the Abstract	: 15.03.2024
Last date for Submitting Full Paper	: 18.03.2024
Date of Conference	: 03.04.2024, 9.00 am.
e-mail Id	: conference@ppg.edu.in
Payment Details	: Acc. No.: 933275851, Indian Bank, IFSC Code: IDIB000S179

REGISTRATION DETAILS

Categories of Participants	Fee for conference
Academics	- - - INR 500 (Per author)
Research Scholars	- - - INR 300 (Per author)
UG & PG Students	- - - INR 200 (Per author)
Corporate Delegates	- - - INR 750 (Per author)
Foreign Research Scholars / Delegates	- - - \$10 (Per author)

Selected Papers will be Published in UGC Care journals with publication fee.

FOR REGISTRATION

<https://bit.ly/3IAOW8t>



(i) Further, upon the agreement of the author(s), selected papers resulting from the double-blind review process and meeting submission criteria will be published as UGC Care List refereed with a publication fee.

(ii) Authors whose submissions have been accepted and who have successfully completed the registration process will see their Full Papers featured in an Edited Book with an ISBN. This is subject to approval from the Review Committee. Interested authors have the option to pay Rs. 500 to obtain their copy.

(iii) Papers are accepted in absentia and will be published on payment of registration fee.

(iv) Fee includes refreshments and Lunch and Conference kit.

CONFERENCE COMMITTEE

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LOCATION

