



**SURANA EDUCATIONAL INSTITUTIONS**

HQ: No.16, SOUTH END ROAD, BENGALURU-560004

## **STUDENT RESEARCH CONFERENCE**

**Gig Economy and India: Prospects, Challenges and Way Forward  
Strategies**

**Organized by**

**RESEARCH AND CONSULTANCY CELL**

**9th May 2024, Thursday**

**Venue:** Ramanashree Richmond Hotel, Raja Ram Mohan Roy Road,  
Sampangi Rama Nagar, Bengaluru 560 025

**Our Sponsors**



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### Preamble:

India has emerged as a leader in the Fourth Industrial Revolution, strategically reshaping its business ecosystem through innovative initiatives. The government's forward-thinking policies have embraced technological advancements, driving a swift transformation in both labour and professional landscapes. This transformation is a response to the intensifying global competition, leading to a labour market characterised by segmentation, interconnectivity and a focus on short-term deliverables. One significant outcome is the rise of the Gig Economy.

This rapid evolution calls for a deep thought, research and analysis to prepare Gen-Z community for future dynamic leadership roles. The Surana Educational Institutions, Bangalore had taken a commendable step forward by organizing a one-day student research conference on the theme **“Gig Economy and India: Prospectus, Challenges and Way Forward Strategies”** scheduled on 9<sup>th</sup> May 2024. The aim of student research conference was to provide a platform for students (Undergraduates, Post-Graduates and Research Scholars), researchers, industry professionals, and policymakers to engage in meaningful discussions and exchange ideas on the growing prominence of the Gig economy in India.

With the gig economy rapidly transforming the landscape of work, it is imperative for us to delve deeper into its prospects, challenges, and potential strategies for navigating this evolving paradigm.

Conference Registration Desk started at 8:00 AM for registration of participants and guest arrival. All registered participants received their conference kit and other requisite information from Dr. Pooja and Mrs. Sachana assisted by Ms. Chaitanya and Mr. Sahil Chand. The arrival of chief guests, panel members, special invites and hospitality of the guests was taken care of by Mr. Muralidhar and Mrs. Mini K Abraham.



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Sampangi Rama Nagar, Bangalore- 560025

Co-Sponsors



### **Inaugural Ceremony:**

The conference was inaugurated with lighting of the lamp symbolizing enlightenment, and positivity by the distinguish guest Chief Guest – Prof. K V Nagaraju, Former Pro-Vice Chancellor Assam University, Silchar, Assam and Managing Trustee, Institute of Media Studies and Research, Mysore. Dr. Punitha Cariappa, Group Director, Surana Educational Institutions; Dr. Meenakumari J, Dean- Academics, Surana Educational Institutions; Dr. Veena K N, Principal, Surana College Autonomous, Dr. Vanishree M.R. Dean Research & Consultancy Cell, Surana Educational Institutions and Student Participants.

Blessings of the almighty was invoked through a song by Ms. Namratha. Mr. Rinku Modoor from Department of MBA and Mr. Vijay Narayan were MC for the entire event.



The conference received overwhelming support from the sponsors and management of Surana Educational Institutions (SEI). The conference had a total gathering of 120 + audience members, with 64 research papers presented by students from various institutions across India, to name a few Amrita Vishwa Vidyapeetham, Mysuru Campus; Madurai Kamaraj University; CHRIST (Deemed to be University), Bangalore; Darshan Degree College; Kristu Jayanti College Autonomous; Mangalore Institute of Management and Science, Ullal ; Dayananda Sagar University, St. Joseph's University; St. Claret College; AIMS Institute; BIMS College and many more.

Dr. Vanishree M.R, Dean – Research & Consultancy, welcomed the Chief Guest Prof. K V Nagaraj, Group Director, Deans, Director, Principals and all participants to the Student Research Conference. Dr. Punitha Cariappa, Group Director, Surana Educational Institutions gave a background on the relevance of the conference theme and students preparedness for dynamic workplace and culture. Following which setting of the context for the conference was

done by Dr. Veena K N, Principal, Surana College Autonomous gave an insight on the contemporary work dynamics.



The most looking forward Keynote Address by Chief Guest -**Prof. K V Nagaraj**. He enlightened us on the topic Communication as a catalyst for Gig Economy. Courtesy, Corporate Adwaita, effective listener, empathy, politeness, non-judgemental, impression management, cultural values are the few things shared by him.



Dr. Meenakumari, Dean – Academics, Surana Educational Institutions explored the theme of disruptive technologies and its impact on the future of work. She deliberated how do



technologies have a smooth flow of intervention among all the sectors and its nature of dynamics in competitive workspace.



The Student Research Papers abstract received was revealed as a Conference Proceeding by the distinguished guests and provided copy of the same to all the participants.



Mr. Vijay S Narayan provided a brief highlight on the upcoming program and technical sessions, ensuring the attendees are informed about the day's schedule.



Mr. Rinku Modoor concluded the inaugural ceremony, summarizing the key highlights and expressing gratitude to the participants.

### **Panel Discussion on the topic –“Navigating Gen Z’s Workspace Dynamics for Strategic Alignment”**



Moderator for this panel members: Dr. Sanjeev C, Dayananda Sagar Business Academy, Bangalore. Few focal points of panel discussion were-

Prof. Udaya Raghunath Birje highlighted on little access to technology in India. Hence the focus further should be on AI for all. He noted that despite many challenges, significant advancement is happening in the field of technology. Mr. Vinay Shindhe emphasized that youth need to come

forward align to the industry and proactively work in upskill for future readiness. He also stated future belongs to those youth who are constantly learning skills. Dr. Prathima focused more job opportunities under Gig economy is needed and highlighting on balance approach in managing multiple tasks at a given point of time. And insisted to get AI enabled especially generative AI for smoothing the workflow process management and execution at all levels.



Their expertise, dedication, and engaging contributions truly elevated the quality of the panels and added significant value to the overall program. The depth of knowledge and perspective you brought to the table greatly enriched the discussions and provided participants with invaluable insights into **"Navigating Gen Z's Workspace Dynamics for Strategic Alignment"**.





After high tea and snacks participants moved on to the respective allotted tracks at Golden Peral and Training Room.

### Research Paper Presentations:

Totally Five Technical Session (Parallel Tracks) was held between 11:30 AM – 4: 15 PM. Each track had 8 research papers presented by the students.



Dr. Pankaj Tiwari, St. Francis College, Bangalore and Dr. Halaswamy D, CHRIST (Deemed to be University) were invited as Session Chair to evaluate 58 student research paper presentations on parallel tracks and select the best papers for this conference.





The conference papers largely contributed in terms Impact of AI on Workspace; Health & Well, Gig Workers Empowerment & Challenges Foreseen; Intervention of Social Media & Networking; Global Vs India Workspace Dynamics.

### Special Thanks for Our Sponsor- CANARA BANK:



The Presence and Participation of the Canara Bank played a pivotal role as a major sponsor of the Student Research Conference. Their sponsorship was crucial in facilitating the event, providing necessary resources, and ensuring a platform for productive discussions and networking opportunities.

Special thanks to **Mr. Manish Kumar Srivatava**, Senior Manager and **Mr. Jayawant Phule**, Chief Manager for their presence at the Student Research Conference. We look forward further support from Canara Bank for such knowledge driven events.



The conference concluded with Valedictory Ceremony threw highlights on all the efforts by the done by papers presenters, organizing team and the success of this events.



Student Research Conference \_2024: After various levels of scrutiny of research paper presented by student - Best Paper Award was announced with cash prize of Rs. 8,000/- (First Place), Rs. 5,000/- (Second Place) and Rs. 3000/- (Third Place) along with Certificates for winners.

Best Paper Award (First Place): **Ms. Pavithra Rani. V**, Mangalore Institute of Management and Science, Ullal.



Best Paper Award (Second Place): **Ms. Pooja Kalbalia**, CHRIST (Deemed to be University), Bangalore



Best Paper Award (Third Place): **Ms. Kareen Kumar** and **Mr. Jayanth H**, Surana College Autonomous, Kengeri Campus.





The feedback from the participants shed light on the co-ordination, ambience of the venue and enriching experience of the conference. Conference report was read by Mr. Vijay S Narayan. Dr. Pradeep N E, HR Head, Surana Educational Institutions shared his concluding remarks.



Ms. Shivani proposed the Vote of thanks and extended gratitude to all the students' participants, invites and Management of the Surana Educational Institutions.

## ANNEXURES

### I. Brochure & Invites



**SURANA EDUCATIONAL INSTITUTIONS**



**STUDENT RESEARCH CONFERENCE**

**Gig Economy and India: Prospects, Challenges and the Way Forward**

**9<sup>th</sup> May, 2024 - Thursday**

Organised by  
**Research & Consultancy Cell**

Venue: Ramanashree Richmond Hotel, Raja Ram Mohan Roy Road,  
Sampangi Rama Nagar, Bangalore- 560025

#### BACKGROUND

India has emerged as a leader in the Fourth Industrial Revolution, strategically reshaping its business ecosystem through innovative initiatives. The government's forward-thinking policies have embraced technological advancements, driving a swift transformation in both labour and professional landscapes. This transformation is a response to the intensifying global competition, leading to a labour market characterised by segmentation, interconnectivity, and a focus on short-term deliverables. One significant outcome is the rise of the gig economy.

At the core of this shift is the gig-platform economy, where digital labour platforms offer innovative solutions in sectors such as transport, retail, personal care, and home services. The gig economy has shown remarkable resilience, especially during the pandemic challenges, with platform workers becoming indispensable in urban India.

This rapid evolution calls for deep thought, research, and analysis to prepare students for future leadership roles. The Surana Educational Institutions in Bengaluru have taken a commendable step by organising a one-day student research conference at the Ramanashree Richmond Hotel on May 9, 2024. Themed 'Gig Economy and India: Prospects, Challenges, and the Way Forward,' the conference will bring together policymakers, corporate leaders, scholars, and faculty members. It aims to explore the dynamics of the future workspace, addressing critical skill and knowledge gaps and offering valuable insights for the next generation of leaders in the gig economy.

#### OBJECTIVES

The main aim of this conference is to investigate the gig economy from the new era of economic and labour perspective, concentrating on its subset, platform work.

1. To observe talent and technology convergence in strengthening the global marketplace.
2. To investigate the inclusion, innovation and empowerment foreseen through the gig economy.
3. To examine ethical, legal, and regulatory norms for protecting the interests of gig workers and platforms.
4. To assess the benefits, issues and challenges gig workers face.
5. To exhibit prospects of the gig economy on economic development.



We invite original unpublished papers/case studies from the following disciplines, centred around the conference theme but not limited to the listed research areas.

1. AI and Future Workspace
2. Talent and Tech Convergence
3. Reskilling and Upskilling Business Platform
4. Gender and Empowerment
5. Ethical, Legal and Regulatory Consideration
6. Skill and Workplace Disruption
7. Informal and Information Infrastructure
8. Conventional Vs. Contemporary Work Environment
9. Mental Hygiene & Well-being as by-products of Gig Economy
10. Entrepreneurship, Innovation and Sustainability
11. Livelihood and Social Security
12. Wealth Creation and Inclusion
13. International Affairs
14. Media and Gig Economy

- The extended Abstract should contain 800-1200 words. All extended Abstracts must be uploaded in PDF format only,
- The Abstract must include the author's name (s), affiliation (s), full postal address, email ID (highlight the corresponding author) and contact number along with the title of the paper on the cover page,
- Once the Abstract is accepted, the full text of the original, unpublished paper should be submitted (no more than 2500-3000 words typed in MS Word using Times New Roman, font size 12 on A-4 size paper in 1.5 spacing, Reference APA 6th edition).
- The first author and the presenter should be a student. Papers with less than 15 per cent plagiarism will be accepted for conference presentation and further processing for publication.
- All the selected papers will adhere to the double-blind review process,
- Selected papers will be published in UGC Care Listed Journals. The authors should bear the publication charges. Paper acceptance for publication in a UGC Care Listed Journal will be based on the scrutiny of publishers,
- Extended Abstract (pdf only) must be submitted to [sairesearch2022@gmail.com](mailto:sairesearch2022@gmail.com) for further acceptance.
- Please use the below link for registration: <https://forms.gle/6CM7fzCo1mw2RvG7>

Extended Abstract Submission	30 March 2024
Acceptance Notification	02 April 2024
Full-Length Paper Submission	10 April 2024
Registration Deadline	10 April 2024
Conference Dates	09 May 2024

- A Certificate of Participation and Attendance will be provided to all participants.
- A Certificate of Merit and a cash reward will be awarded to the authors of the top three selected papers.
- All accepted paper abstracts will be published in the seminar proceedings, and soft copies will be distributed to all registered authors.

1 <sup>st</sup> Prize	2 <sup>nd</sup> Prize	3 <sup>rd</sup> Prize
₹ 8,000/-	₹ 5,000/-	₹ 3,000/-

Research Scholars	Academia	Students	Interested Participants
₹ 1,200/-	₹ 1500/-	₹ 1000/-	₹ 600/-

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SURANA COLLEGE Autonomous (est.1995) under GDA Foundation Trust is affiliated to Bangalore University (U/ 53/15), ( & under Karnataka State Universities Act 2000) and is also included under section 2(f) & 12(B) of the UGC Act 1956. The institution has been catering to all sections of society on quality education. Surana College Autonomous has clarity on students' future, both in their career and life. The Institution constantly strives to identify value-additions to the university stipulated curriculum, the college designs balanced inputs of curricular and cocurricular components into its practice.

The institution rigorously focuses on building strong research ecosystem with its publications, conference, seminar, patent, external research funded projects and grants, MDP and FDP, consultancy and training deliverables for various stakeholders.

**For any further enquiries, please contact our Conference Convenors**

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## II. Program Schedule



**SURANA EDUCATIONAL INSTITUTIONS**

**STUDENT RESEARCH CONFERENCE**

On

**“Gig Economy and India: Prospects, Challenges and Way Forward Strategies”**

**May 9, 2024**

**Venue: Ramanashree Richmond Hotel, Raja Ram Mohan Roy Road,  
Sampangi Rama Nagar, Bangalore- 560025**

### **PROGRAM SCHEDULE**

INAUGURAL CEREMONY	
8.00 – 9.00 AM	Registration & Guest Arrival - Golden Pearl
9:00 -9:10 AM	Lighting of the Lamp & Invocation Song
9:10 – 9:15 AM	SEI _ Prime Video Play
9:15-9:20 AM	Welcome Address by <b>Dr. Vanishree M R</b> , Dean – Research and Consultancy, Surana Educational Institutions.
9:20– 9:25 AM	Setting the context by <b>Dr. Veena K N</b> , Principal, Surana College Autonomous
9:30 – 10:00 AM	Keynote Address by: Chief Guest – <b>Prof. K V Nagaraj</b> Topic: <i>Communication as a Catalyst for Gig Economy</i>
10:00 -10:10 AM	Talk by <b>Dr. Meenakumari</b> , Dean – Academics, Surana Educational Institutions. Topic: <i>Disruptive Technology and Future of Work</i>
10:10 – 10:15 AM	Release of Student Research Conference Proceedings by the Guests.
10:15– 10:20 AM	Briefing of Program & Technical Session – Mr. Vijay S Narayan
10:20 -10:25 AM	Winding Up of Inaugural Ceremony – Mr. Rinku Modoor
10:25 – 10:30 AM	Network + Photo Session

MC – Mr. Rinku Modoor

Panel Discussion	
10:30 – 11:15	Topic: Navigating Gen Z's Workspace Dynamics for Strategic Alignment Our Esteemed Panel Members: Mr. Vinay Shinde, Founder & CEO, VIMOVE Foundation & Social Change Dr. Pratima Khandelwal Founder, Fly High and Visting Professor, M S Ramaiah University of Applied Science. Prof. Udaya Raghunath Birje, Co-Founder & Director, ThinkStreet Technologies, Professor of Practice, VIPS-TC. Moderator: Dr. Sanjeev C, Dayananda Sagar Business Academy, Bangalore.
11:15 – 11:30 AM	High Tea+ Network

MC – Mr. Vijay S Narayan

Paper Presentation – I	
11:30 – 1:00	Track 1: Paper Presentation (No. 8) – Golden Pearl Session Chair <b>Dr. Pankaj Tiwari</b> , St. Francis College, Bangalore Faculty Member – Dr. Lasya R Student Coordinator- Chaitanya & Hemanth
	Track 2: Paper Presentation (No. 8) – Training Room Session Chair: <b>Dr. Halaswamy D</b> , CHRIST (Deemed to be University) Faculty Member – Dr. Sathesh Kumar Student Coordinator- Vishrutha & Darshan
1:00 – 1:45	Lunch Break

Coordination – Mr. Edwin Joney & Ms. Bhargavi T R

Paper Presentation – II	
1:45– 3:00	Track 3: Paper Presentation (No. 8) – Golden Pearl Session Chair <b>Dr. Pankaj Tiwari</b> , St. Francis College, Bangalore Faculty Member – Mrs. Sachana Student Coordinator - Chaitanya & Hemanth
	Track 4: Paper Presentation (No. 8) – Training Room Session Chair <b>Dr. Halaswamy D</b> , CHRIST (Deemed to be University) Faculty Member – Dr. Lakshmi B G Student Coordinator- Vishrutha & Darshan
3:00 – 3:15	High Tea + Networking

Coordination – Mr. Edwin Joney & Ms. Bhargavi T R

Paper Presentation -III	
3:15 – 4:15 PM	Track 5: Paper Presentation (No. 8) -Training Room Session Chair <b>Dr. Halaswamy D</b> , CHRIST (Deemed to be University) Faculty Member – Dr. Sathesh Kumar Student Coordinator- Lakshitha & Sahil Chand
4:15 – 4:30 PM	Break + Networking

Coordination – Mr. Edwin Joney & Ms. Bhargavi T R

VALEDICTORY SESSION (Golden Pearl)	
4:30 – 4:35 PM	Feedback by the Participants
4:35 -4:40 PM	Conference report by Mr. Vijay S Narayan
4:40 – 4:45 PM	Concluding Remarks by <b>Dr. Pradeep N E</b> , HR Head, Surana Educational Institutions.
4:45 – 5:05PM	Announcement of Best Paper Awards & Issue of Certificates
5:05 – 5:10 PM	Vote of Thanks
5:10 – 5:30 PM	Networking + Photo Session

MC-Rinku Modoor

**Special Thanks**

### III. Certificate of Participation (Sample)



**SURANA EDUCATIONAL INSTITUTIONS**  
HQ: No.16, SOUTH END ROAD, BENGALURU-560004

**STUDENT RESEARCH CONFERENCE**

**Certificate Of Participation**

This is to certify that Mr/Ms .....  
from ..... has presented a research paper  
titled .....  
..... in the Student Research Conference on  
"Gig Economy and India: Prospects, Challenges, and Strategies" on 9th May 2024.  
Your contribution to the conference through research paper presentation is greatly appreciated.

\_\_\_\_\_  
Dean-Research and Consultancy Cell  
Surana Educational Institutions

\_\_\_\_\_  
Dean-Academics  
Surana Educational Institutions

\_\_\_\_\_  
Principal  
Surana College Autonomous

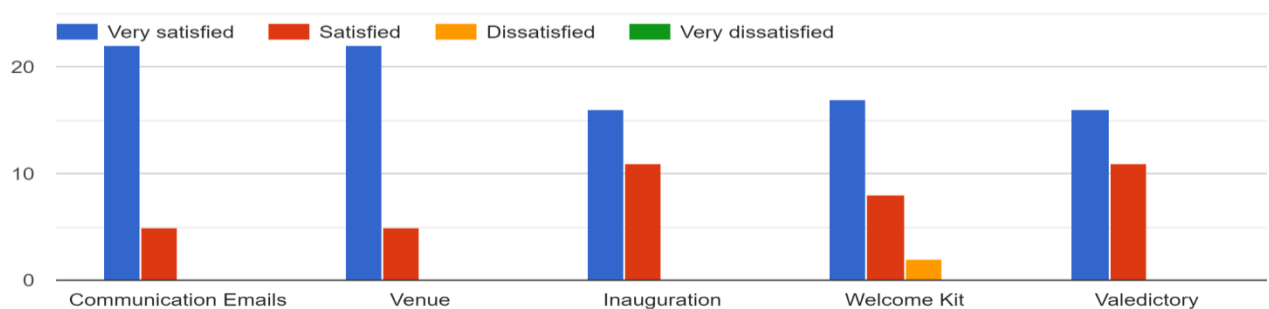
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#### IV. Feedback (from participants)

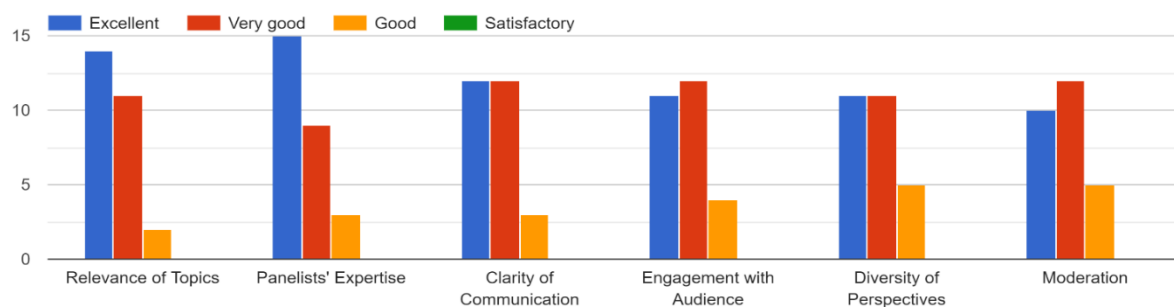
The feedback received from the participants highlighted on the co-ordination, immense learning from the panel discussion and keynote speaker. Some suggested to conduct the upcoming events in the blended mode.

How satisfied are you with ?



Majority of the participants are satisfied with communication and follow-up mails sent to the participants, followed with venue and overall program communications.

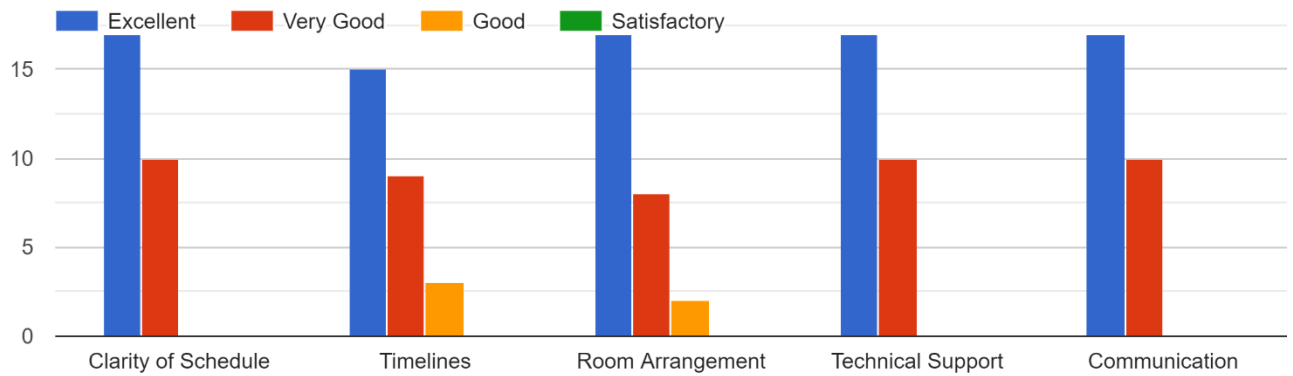
Please rate the following aspects of the panel discussion.



Panel discussion and relevancy received overwhelming feedback from the participants, panel members gave a lot of insights and preparedness required by the Gen Z towards Workspace Dynamics.



Please rate the organizing of paper presentations



Participants were communicated well on the schedule of the programme, timelines, room arrangements and all other technical support required for smooth flow of entire presentations.

Around 90 percent of the participants were highly satisfied and appreciated with the overall deliverables provided by the student research conference.

## V. SRC \_2024\_ Cherishing Moments



**THANK YOU ALL**