

**IIHMR UNIVERSITY, JAIPUR**  
**EVENT OUTCOME REPORT**  
**Master Class Episode 55**

“Master Class Episode 55”
<b>Topic:</b> - “Importance of Human Element in Business”.
<b>Date:</b> - 9 <sup>th</sup> September 2022 from 05.00 PM to 06:00 PM
<b>Venue:</b> - Offline, IIHMR University, Jaipur
<b>Speaker:</b> - Ms. Neha Bhatt Desai, Manager Human Resource, Glenmark Pharmaceutical Ltd, Mumbai
<b>Number of participants:</b> - 50
<b>Introduction:</b> - This session featured: Ms. Neha Bhatt Desai, Manager Human Resource, Glenmark Pharmaceutical Ltd, Mumbai. The event was moderated by Dr. Saurabh Kumar, Associate Professor & Dean – SPM IIHMR University and the Student coordinator is Ms. Kinnari Kishor Rathod.
<p><b>Objective:</b> The <b>objective</b> of emphasizing the <b>importance of the human element in business</b> is to recognize and maximize the crucial role that people — employees, customers, partners, and other stakeholders — play in the success and sustainability of a business. Specifically, it aims to:</p> <ul style="list-style-type: none"><li>• <b>Build strong relationships:</b> Trust, loyalty, and cooperation among employees, customers, and partners come from genuine human interactions.</li><li>• <b>Enhance customer experience:</b> Personal attention, empathy, and service quality directly impact customer satisfaction and retention.</li><li>• <b>Foster innovation and creativity:</b> Human talents, ideas, and collaboration drive new solutions, products, and improvements.</li><li>• <b>Improve organizational culture:</b> A focus on people helps create a positive, ethical, and motivating work environment.</li><li>• <b>Support leadership and communication:</b> Effective leadership depends heavily on emotional intelligence, empathy, and understanding people.</li><li>• <b>Drive employee engagement and productivity:</b> Valued and respected employees are more committed, motivated, and productive.</li><li>• <b>Ensure ethical and sustainable practices:</b> Human-centered businesses are more likely to operate responsibly and sustainably.</li></ul> <p>In short, the objective is to ensure businesses are not just profit-driven, but also <b>people-driven</b>, which ultimately leads to long-term growth and success.</p>

### **Salient Novel Points Covered:**

salient novel points (fresh, important highlights) about the Importance of the Human Element in Business:

**Emotional Intelligence Drives Success:** Businesses increasingly rely on emotional intelligence (EQ) — not just IQ — to lead teams, resolve conflicts, and build stronger client relationships.

**Personalization as a Competitive Edge:** Human understanding allows businesses to tailor products, services, and experiences uniquely to each customer, making personalization a key differentiator.

**Adaptability and Resilience:** In a fast-changing market, human traits like adaptability, creativity, and resilience are more valuable than rigid systems.

**Culture as a Strategic Asset:** A strong, people-centered culture improves retention, productivity, and innovation, giving companies a durable advantage.

**Ethical Decision-Making:** Machines and systems can't replace human judgment when it comes to making ethical and socially responsible business choices.

**Employee Experience = Customer Experience:** There's a direct link between how a business treats its employees and how its employees treat customers — happy employees create happy customers.

**Authenticity and Trust Building:** In an era of skepticism and information overload, genuine human communication fosters trust far better than automated systems.

**Learning and Development for Future Readiness:** Human learning, critical thinking, and continuous upskilling are essential to keep pace with technological and market changes.

**Community and Social Responsibility:** Businesses driven by human values contribute more effectively to communities, building goodwill and long-term brand loyalty.

**Innovation Through Collaboration:** True innovation emerges when diverse human minds collaborate, bringing different perspectives, ideas, and solutions.

**Role:** Ms. Neha Bhatt Desai, Manager Human Resource, Glenmark Pharmaceutical Ltd, Mumbai highlighted the Importance of Human Element in Business — not just processes, technology, or profits — remain at the center of all business activities.

Driving Organizational Success  
Enhancing Customer Relationships  
Building a Strong Workplace Culture  
Supporting Change and Innovation  
Ensuring Ethical and Sustainable Practices  
Strengthening Communication

### **Challenges and Opportunities:**

Challenges and Opportunities related to the Importance of the Human Element in Business:

Managing Diversity & Maintaining Motivation  
Resistance to Change & Balancing Technology and Human Touch  
Emotional and Mental Well-being & Leadership Gaps

**Opportunity:**

Stronger Customer Loyalty  
Innovation and Creativity  
Improved Employee Retention  
Competitive Advantage

**Q &A and Interactive Discussion:****The Speaker says:**

"Today we're discussing something very simple but very powerful — *people* in business. Products can be copied. Technology can change. But the human element — emotions, trust, creativity — stays at the heart of every successful business."

**Starter Question:**

*Can anyone share an example where good human interaction made your experience with a business memorable?"*

**Group Activity**

Focused Discussion Topics (Lead with Open Questions)  
Human Connection  
Trust and Loyalty  
Workplace Culture

**Future Scope:**

Human-Centric Leadership Will Be Essential  
Personalization Will Become Deeper  
Workplace Culture Will Define Business Success  
Rise of Emotional Branding  
Balancing Automation and Humanity  
Focus on Employee Well-being

## Importance of Human Element in Business

 **Friday, Sep 09, 2022**

 **5:00 PM to 6:00 PM (INDIA)** 



**SPEAKER**

**Neha Bhatt Desai**  
Manager Human Resource  
Glenmark Pharmaceuticals Limited  
Mumbai



**MODERATOR**

**Dr. Saurabh Kumar**  
Associate Professor and Dean SPM  
IIHMR University, Jaipur



**STUDENT  
COORDINATOR**

**Ms. Kinnari Kishor Rathod**  
MBA - PM, Batch 10  
IIHMR University, Jaipur

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# Master Class Episode No. 55

Date: 09/09/2022 (05:00 PM to 06:00 PM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Aakash Mahajan	Batch 13 (2021-23)	Aakash
2	Aditi Gaikwad	Batch 13 (2021-23)	Aditi
3	Amarjit Bera	Batch 13 (2021-23)	A.Bera
4	Amitabh Sinha	Batch 13 (2021-23)	Amitabh
5	Amol Patil	Batch 13 (2021-23)	Amol
6	Animesh Roy	Batch 13 (2021-23)	Animesh
7	Anjali Pawar	Batch 13 (2021-23)	Anjali
8	Anshu Aman	Batch 13 (2021-23)	Anshu
9	Arkaprabha Pal	Batch 13 (2021-23)	Arkaprabha
10	Arpita Bhardwaj	Batch 13 (2021-23)	Arpita
11	Atika Naushad	Batch 13 (2021-23)	Atika
12	Avinash Patnaik	Batch 13 (2021-23)	Avinash
13	Ayush Tiwari	Batch 13 (2021-23)	Ayush
14	Ayushi Singh	Batch 13 (2021-23)	Ayushi
15	Binita Lahiri	Batch 13 (2021-23)	Binita
16	Darshan Chhajed	Batch 13 (2021-23)	Darshan
17	Divyansh Chauhan	Batch 13 (2021-23)	Divyansh
18	Dnyan Gawande	Batch 13 (2021-23)	Dnyan
19	Faizan Kadiwala	Batch 13 (2021-23)	Faizan
20	Harshit Manav	Batch 13 (2021-23)	Harshit
21	Hinal Jain	Batch 13 (2021-23)	Hinal
22	Injamul Haque	Batch 13 (2021-23)	Injamul
23	Jaibhagwan	Batch 13 (2021-23)	Jaibhagwan
24	Kanika Birla	Batch 13 (2021-23)	Kanika
25	Ketaki Dongare	Batch 13 (2021-23)	Ketaki
26	Kinnari Rathod	Batch 13 (2021-23)	Kinnari
27	Komal Bhauso Bhintade	Batch 13 (2021-23)	Komal

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Sr. No.	Students Name	Stream with Batch	Sign
28	Koushik Ghosh	Batch 13 (2021-23)	Koushik
29	Kundan Kumar	Batch 13 (2021-23)	Kundan
30	Laxmikanta Lenka	Batch 13 (2021-23)	L Lenka
31	Manish Sardana	Batch 13 (2021-23)	Manish
32	Mayansh	Batch 13 (2021-23)	MAYUSH
33	Amruth S S	Batch 14 (2022-24)	Amruths.
34	Anil Sadashiv Hambarde	Batch 14 (2022-24)	Anil
35	Ankit	Batch 14 (2022-24)	Ankit
36	Ankit Suhag	Batch 14 (2022-24)	Ankit
37	Anubhav Barik	Batch 14 (2022-24)	Anubhav
38	Ashish Gupta	Batch 14 (2022-24)	Ashish
39	Asmita Kashinath Patil	Batch 14 (2022-24)	Asmita
40	Bhushan Mahendra Pawar	Batch 14 (2022-24)	Bhushan
41	Chandan Kumar	Batch 14 (2022-24)	Chandan
42	Deeksha Singh	Batch 14 (2022-24)	Deeksha
43	Dev Prakash	Batch 14 (2022-24)	Di Prakash
44	Dhruv Prakashbhai Vekaria	Batch 14 (2022-24)	Dhruv
45	Dipanshu Meval	Batch 14 (2022-24)	Dipanshu
46	Diya Raj	Batch 14 (2022-24)	Diya
47	Gaurav Kumar	Batch 14 (2022-24)	Gaurav
48	Harsh Choudhary	Batch 14 (2022-24)	Harsh
49	Harshita Rajoria	Batch 14 (2022-24)	Harshita
50	Harsimran Singh	Batch 14 (2022-24)	Harsimran
51			
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