

Report of One-Day Webinar on *Strategic Management in the Digital Era*

Organized by Centre for Distance and Online Education (CDOE),
Mangalayatan University, Beswan, Aligarh

1. Introduction

The Centre for Distance and Online Education (CDOE), Mangalayatan University, organized a One-Day Webinar on “**Strategic Management in the Digital Era**” on 17.03.2025. The webinar was designed for faculty members, research scholars, and students to gain insights into contemporary management practices in the context of digital transformation.

The resource person for the webinar was:

- **Dr. Anil Kumar** – Professor of Management, renowned for his expertise in Strategic Management, Business Policy, and Organizational Development.

2. Objectives of the Webinar

- To provide an overview of strategic management principles in modern organizations.
- To analyze the impact of digital technologies on business strategies.
- To discuss challenges and opportunities in organizational transformation.
- To equip participants with frameworks for effective decision-making in dynamic environments.

3. Programme Schedule & Sessions

Session (10:00 AM – 1:30 PM)

Topic: *Strategic Management in the Digital Era*












Speaker: Dr. Anil Kumar







Highlights of the Session:

- Evolution of strategic management in business studies.
- Role of digitalization, AI, and data analytics in strategic planning.
- Case studies of companies successfully adopting digital strategies.
- Challenges faced by organizations in adapting to rapid technological change.
- Practical frameworks for competitive advantage in a globalized world.
- Q&A session with faculty/staff/students on real-world applications of strategic management.

4. Participants

The webinar witnessed active participation from faculty members and students of CDOE, Mangalayatan University.

S. No.	Name of Participant	Designation	Department	Attendance	Signature
1.	Dr. Aasheesh Raizada	Associate Professor	CDOE	Present	
2.	Mr. Pankaj Kumar	Assistant Professor	CDOE	Present	
3.	Dr. Mohammad Afsan	Assistant Professor	CDOE	Present	
4.	Dr. Deepak Dhiman	Assistant Professor	CDOE	Present	
5.	Dr. Anup Kumar Manna	Assistant Professor	CDOE	Present	
6.	Dr. Mushahid Ali	Assistant Professor	CDOE	Present	
7.	Dr. Faryad Khan	Assistant Professor	CDOE	Present	
8.	Dr. Mohammad Osama Ejaz	Assistant Professor	CDOE	Present	
9.	Dr. Izhar Ahmad	Assistant Professor	CDOE	Present	
10.	Dr. Poonam Gupta	Assistant Professor	CDOE	Present	
11.	Mr. Kalpesh Bag	Assistant Professor	CDOE	Present	

12.	Dr. Richa Verma	Assistant Professor	CDOE	Present	
13.	Dr. Kulsoom Siddiqui	Assistant Professor	CDOE	Present	
14.	Dr. Geeta Kumari	Assistant Professor	CDOE	Present	
15.	Mr. Ruchir Mishra	Assistant Professor	CDOE	Present	
16.	Miss. Vanshika Singh	Assistant Professor	CDOE	Present	
17.	Mr. Deepok Chaudhary	Assistant Professor	CDOE	Present	

5. Outcomes of the Webinar

- Participants gained deeper insights into strategic management practices in the digital era.
- Enhanced understanding of digital tools, AI, and analytics for organizational competitiveness.
- Strengthened analytical and decision-making skills in management contexts.
- Faculty and students were encouraged to apply strategic frameworks in research and practice.

6. Feedback

Participants appreciated the practical orientation of the session. They expressed interest in further webinars focusing on Entrepreneurship Development, Digital Marketing, and Leadership in Innovation.

7. Conclusion

The one-day webinar on *Strategic Management in the Digital Era* was highly enriching and met its objectives of equipping participants with contemporary knowledge in management. The CDOE acknowledges the valuable contribution of Dr. Anil Kumar and extends gratitude to all participants for making the event a success.

CDOE acknowledges the valuable contribution of **Prof. Neeta** and thanks all participants for making the webinar a productive and engaging academic event.

8. Annexures

- Webinar Schedule
- Attendance Sheet
- Feedback Summary