



Themes and Sub Themes for GCEMP 2K24

“Future of Work” Themes	Subthemes
<p>Technological Transformation</p>	<ul style="list-style-type: none"> • The Impact of AI and Automation on Job Roles • Preparing the Workforce for The Automation Revolution • The Ethical Implications of AI in the Workplace • The Role of Virtual Reality and Augmented Reality in Remote Work • Collaborative Tools and Platforms for the Future Workplace • Cybersecurity Challenges in a Digital Work Landscape • How IOT is Changing Workplace Design and Management • Enhancing Productivity and Sustainability through Smart Office Solutions • Privacy and Data Security Concerns in Connected Workspaces
<p>Human Resources Management</p>	<ul style="list-style-type: none"> • Digital Transformation in HRM: HR Technology and Automation • Data-Driven HRM, Employee Self-Service and HR Portals • Remote and Hybrid Workforce Management: Managing Remote and Hybrid Teams • Remote Recruitment and Onboarding • Flexible Work Arrangements • Talent Development and Employee Well-being: Upskilling and Reskilling • Mental Health and Employee Well-being, Diversity and Inclusion • HR Leadership and Organizational Culture: HR Leadership in the Future of Work • Organizational Culture and Change Management • Legal and Ethical Aspects of HRM: HR Legal Compliance • Ethical HR Practices

<p>Marketing</p>	<ul style="list-style-type: none"> • Digital Transformation in Marketing: The role of AI and automation in marketing • Data-Driven Marketing • Content Marketing in the Digital Age • Remote Marketing Teams and Collaboration: Remote Marketing Workforce • Hybrid Marketing Work Environments • Marketing in the Gig Economy • Customer Experience and Personalization: Customer-Centric Marketing • AI-Powered Customer Engagement • Emerging Marketing Channels • Marketing Leadership and Culture: Marketing Leadership in the Digital Era • Organizational Culture in Marketing • Marketing Ethics and Consumer Trust • Regulatory Compliance in Marketing • Future of Sales & Distribution • Role of AI in Industrial Marketing
<p>Finance</p>	<ul style="list-style-type: none"> • Digital Transformation in Finance: Fintech and Innovation, Blockchain and Cryptocurrency, AI and Automation in Finance • Remote Finance Work and Digital Collaboration: Remote Work in Financial Services • Hybrid Work Models in Finance • Digital Financial Communication • Risk Management and Compliance in the Digital Age: Cyber security and Data Protection, Regulatory Changes and Challenges • Ethical Finance and Responsible Investing • Global Financial Trends and Geopolitical Implications: The future of global finance and cross-border transactions • The impact of trade policies and geopolitics on financial markets • Global currency trends and their implications • Sustainable Finance and Impact Investing: The rise of impact investing and its significance in finance • Integrating sustainability in financial strategies and decision-making • Ethical and regulatory considerations in impact investing

Operations & Supply Chain Management	<ul style="list-style-type: none"> • Digital Transformation in Operations: Industry 4.0 and Smart Manufacturing • Digital Supply Chain Management • Operations Analytics and Data-Driven Decision-Making • Remote and Flexible Operations: Remote Work in Operations Management • Hybrid Work Models in Operations, Flexible Operations and Lean Principles • Sustainability and Responsible Operations: Sustainable Operations Practices • Circular Economy and Waste Reduction • Ethical and Responsible Operations
Information Systems	<ul style="list-style-type: none"> • Digital Transformation and Information Systems: The Role of Information Systems in Digital Transformation • Cloud Computing and Information Systems, Internet of Things (IoT) and Information Systems • Remote and Agile Work Environments: Remote Work Technologies and Information Systems • Agile and DevOps in Information Systems • Virtual Collaboration and Information Systems • Data and Analytics in the Workplace: Big Data and Information Systems • Artificial Intelligence and Machine Learning, Business Intelligence and Reporting • Security, Privacy, and Compliance in Information Systems: Cybersecurity and Information Systems, Data Privacy and Compliance
Entrepreneurship	<ul style="list-style-type: none"> • Entrepreneurship in Digital Age, Crowdfunding, Start-ups and Innovation, Entrepreneurship Support Systems, Innovation & Diversity, & Leadership