# Program Agenda

## SPM Summit India Day 0 - Thursday, 15 February 2024
## (Pre-Conference Workshops)

### Venue: N-001 Classroom, N Cluster (Main building), IIM Bangalore Campus

| Time Slot in IST | Session | Speakers |
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| 9:00 am - 9:30 am | **Registration** | Benny Pinto |
| 9:30 am - 11:00 am | Workshop "The Age of AI: Elevating Experiences & Delivering Customer Value!" | 1) Haragopal Mangipudi, Global Board Member, ISPMA<br>2) Vidhi Chugh, Head of Products, Reltio |
| **11:00 am - 11:30 am** | **Coffee Break** | |
| 11:30 am - 01:00 pm | Workshop "SPM 2024 – Overview of and benefits of AI in Product Management" | 1) Hans-Bernd Kittlaus, Chairman ISPMA e.V<br>2) Abhijit Bendigiri, Director of Product Management, Oracle Health And AI |
| **01:00 pm - 2:00 pm** | **Lunch Break (MDC Woods, IIMB)** | |
| 2:00 pm - 3:30 pm | Workshop "Building Products that Think " | 1) Bhaskaran Srinivasan, Senior Strategy Consultant<br>2) Ashish Gupta, Product Manager, Google |
| 3:30 pm – 3:45 pm | "IIM Bangalore ISPMA University Chapter launch and logo unveiling" | Prof. Rishikesha T. Krishnan, Prof. S. Sadagopan, Prof. Srinivasan, Hans-Bernd Kittlaus, Haragopal Mangipudi, Prof. Shankhadeep Banerjee, Prof. Spurthy Dharanikota |
| 3:30 pm onwards | **Networking with evening coffee** | |

| SPM Summit India Day 1 – Friday, 16 February 2024 | | |
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| **Time Slot in IST (Indian Standard Time)** | **PLENARY SESSION (Venue: Auditorium)** <br> **Session Chair: Ganesh J & Pritish Kumar Choudhury** | |
| **8:00 am - 9:00 am** | **Registration** | **Benny Pinto** |
| 9:00 am - 9:05 am | Inauguration & lamp lighting | Dr. Pramod Varma, Prof. S. Sadagopan, Hans-Bernd Kittlaus, Prof. Shankhadeep Banerjee, Prof. Spurthy Dharanikota, Deans of IIM Bangalore |
| 9:05 am - 9:10 am | Welcome note | Prof. Shankhadeep Banerjee, Chairperson - CSITM, IIM Bangalore |
| 9:10 am - 9:20 am | Welcome address | Prof. S. Sadagopan, Chairman ISPMA India Chapter, Conference Chair - SPM Summit India 2024 <br> Hans-Bernd Kittlaus, Chairman ISPMA e.V |
| 9:20 am - 9:25 am | Program overview | Prof. Spurthy Dharanikota, Program Chair (Academic Track) <br> Abhijit Bendigiri, Program Team (Industry Track) |
| 9:25 am - 10:00 am | Keynote: "Building products and AI for societal transformation" | Dr. Pramod Varma, Chief Architect of Aadhaar |
| 10:00 am - 11:00 am | Panel Discussion: "Product innovation and the emerging role of AI" | Moderator: Haragopal Mangipudi, Global Board Member, ISPMA <br> Panelists: <br> 1) Viraj Tyagi, CEO, eGov Foundation <br> 2) Khadim Batti, CEO, Whatfix <br> 3) Rishi Nayar, SVP & Country Head, Ellucian <br> 4) Suresh Rajagopalan, CEO, Wibmo, a PayU Company <br> 5) Somshubro Pal Choudhury, Partner Bharat Innovation Fund |
| **11:00 am – 11:30 am** | **Group photo session followed by coffee break** | |
| **Time Slot in IST (Indian Standard Time)** | **ACADEMIC TRACK (Venue: N201 Classroom)** <br> This track features software product management related research papers and studies <br> **Session Chair: Prof. Spurthy Dharanikota** | **INDUSTRY TRACK (Venue: Auditorium)** <br> This track covers insights from industry product leaders and product management practitioners <br> **Session Chair: Ganesh J & Pritish Kumar Choudhury** |
| 11:30 am – 11:45 am | | |
| 11:45 am - 12:00 am | RP1: Continuous Control Monitoring and Fraud Detection across the processes and segments using ML and AI chatbot for search - Sanyam Jangir, Ravi Dave and Deepan Gk | Presentation:" Scaling Product Leadership with AI", Ravi Padaki, Product Leadership Coach |
| 12:00 pm - 12:15 pm | RP2: "System and Method for Automatic Naming Convention of Audio Files Based on User Preference" - Ramalingeswara Rao K V. | Presentation: "Customer- Centric AI: Personalising Product Experiences", Apoorva Gudla, Product Manager, Events Brite |

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| 12:15 pm – 12:30 pm | RP3: Navigating the Ethical landscape: A comprehensive study on Integrating AI Ethics and Responsible Practices into Product Management Processes- Jayant Kumar, Kayuar Kansara and Dinkar Jaiswal. | |
| 12: 30 pm – 1:00 pm | Session break | Presentation: "The Transformative Power of AI and Open Challenges" by Dr. Manish Gupta, Director of Google Research India |
| 1:00 pm - 2:00 pm | Lunch Break (Venue: MDC Woods, IIMB) | |
| Time Slot in IST (Indian Standard Time) | **ACADEMIC TRACK** (N201 Classroom) This track features software product management related research papers and studies **Session Chair: Manisha** | **INDUSTRY TRACK** (Auditorium) This track covers insights from industry product leaders and product management practitioners **Session Chair: Pon Rahul & Kiran Gangaonkar** |
| 2:00 pm - 3:00 pm | Student Case Competition (Part 1) | Excellence Award Presentation (Part 1): Wibmo, SellerApp, Edgeverve (Finacle UPI Transaction), Zee entertainment, Vinculum |
| 3:00 pm – 3:30 pm | "ISPMA university chapter panel" moderated by Haragopal Mangipudi – Students of UC Berkeley, IIM Sambalpur, IIM Bangalore | Presentation: "AI Models usage in fintech products: PM approach & best practices", Kasturi Rangan Bhaskar, VP, BCT Digital |
| 3:30 pm - 4:00 pm | Coffee break | |
| Time Slot in IST (Indian Standard Time) | **PLENARY SESSION (Venue: Auditorium)** Session Chair: Pon Rahul & Kiran Gangaonkar | |
| 4:00 pm - 4:30 pm | Presentation: Product Manager vs Product Owner – Why Do Companies Still Struggle 23 Years After the Agile Manifesto | Hans-Bernd Kittlaus, Chairman ISPMA e.V |
| 4:30 pm - 5:30 pm | Panel Discussion: Emergence and Sustainability of Non-AI solutions in AI world | Moderator: Prof. S. Sadagopan, Chairman ISPMA India Chapter Panelists: 1)Anand Srivastava, Head Products, Genesys, 2)SatyaKrishna Pillarishetty Principal PM, Oracle Health And AI 3)Srivatsan Santhanam, VP, Spend Managaement, SAP |
| 5:30 pm - 5:45 pm | Day-1 Wrap-up | Prof. Spurthy Dharanikota, Program Chair (Academic Track) Abhijit Bendigiri, Program Team (Industry Track) |
| 5:45 pm - 7:00 pm | Networking & High Tea | |
| 7:00 pm onwards | Dinner (Venue: MDC Lawns, IIMB) | |

# SPM Summit India Day 2 – Saturday, 17 February 2024

| Time Slot in IST (Indian Standard Time) | PLENARY SESSION (Venue: Auditorium) Session Chair: Pritish Kumar Choudhury & Ganesh J | |
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| **8:00 am - 8:45 am** | **Registration** | Benny |
| 8:45 am – 9:00 am | Welcome & Program Overview | Prof. Spurthy Dharanikota, Program Chair (Academic Track) Abhijeet Bendigiri, Program Team (Industry Track) |
| 9:00 am - 9:30 am | Fireside Chat- " Navigating Product Leadership Challenges in the GenAI Era" | Lingraju Sawkar, President, Kyndryl India Moderator: Anuj Magazine, Co-founder, Stealth tech Venture |
| **Time Slot in IST (Indian Standard Time)** | **ACADEMIC TRACK** (Venue: N001Classroom) This track features software product management related research papers and studies **Session Chair: Prof. Spurthy Dharanikota** | **INDUSTRY TRACK** (Venue: Auditorium) This track covers insights from industry product leaders and product management practitioners **Session Chair: Pritish Kumar Choudhury & Ganesh J** |
| 9:30 am – 10:30 am | Student Case Competition (Part 2) | **Panel discussion:** "Ethical and Legal Aspects of AI" Moderator: Prof. Amit Prakash, IIIT Bangalore **Panelists:** 1)Manish Maheshwari, Co-founder, Fanory.ai 2)Gopalan Oppliappan, Head of AI Excellence, Intel 3)Dr.Madalasa Venkatraman,Sr. Director, Data science, Oracle |
| **10:30 am - 11:00 am** | **Group photo session followed by coffee break** | |
| 11:00 am - 11:30 am | Student Case Competition (Part 2 Continuation) | Presentation: "Taking an idea to a Product in Health diagnostics" Dr. Geetha Manjunath, Founder, CEO & CTO, Niramai Health Analytix |
| 11:30 am - 11:45 pm | RP4: Full Stack Product Management - A role now made possible with AI - Vellanki Sriharsha, Prabal Saha, Yash Sagar and Khalid Anwer. | Presentation "Discovery and Delivery through Product IntelliGenAI framework", Ramkumar Arumugam, Principal Product Manager, Swiggy |
| 11:45 -am - 12:00 pm | RP5: A Bottom-up Approach for Analyzing Fluctuations in Financial Statement - Sanyam Jangir, Deepan Gk and Ravi Dave. | |
| 12:00 pm – 12:15 pm | RP6: "Real-time AI-based NCDs diagnostic/ monitoring adoption intention tracker for Physicians through automation of DBMS Schema, Tablue DV, Power BI dashboard and Digital ethnography" - Mohit Sahu and Mrinmoy Roy | Excellence Award Presentation (Part 2) Herkey, Utpan, Oracle, Edgeverve (FALM), Halliburton |
| 12:15 pm- 12:30 pm | RP7: Leveraging AI Public Goods for Social Welfare Through Ecosystem Approach - Manisha Rathi. | |
| 12:30 pm- 1:00 pm | Session break | |
| **01:00 pm - 2:00 pm** | **Lunch Break (Venue: MDC Woods, IIMB)** | |

| Time Slot in IST (Indian Standard Time) | ACADEMIC TRACK (Venue: N001 Classroom) This track features software product management related research papers and studies Session Chair: Shubha | INDUSTRY TRACK (Venue: Auditorium) This track covers insights from industry product leaders and product management practitioners Session Chair:  Pon Rahul & Kiran Gangaonkar |
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| 2:00 pm - 2:15 pm | Presentation "Crossing the chasm" by students of University of Berkeley- Isabelle Diana May-Xin Ng, Ryan Epley Stevenson, Mayukh Dattachaudhuri | Presentation "Elevate and Innovate: The Art of Product Leadership in the Age of AI" Deepak Chauhan, Director of Program & Strategy, Softlink Information Systems |
| 2:15 pm – 2:30 pm | Presentation "Crossing the chasm" by students of University of Berkeley- Isabelle Diana May-Xin Ng, Ryan Epley Stevenson, Mayukh Dattachaudhuri | |
| 2:30 pm – 3:30 pm | Session break | Panel Discussion: "ISPMA Impact- Fuelling my product leadership journey" Moderator:  Kartik Suryanarayan, Principal Product Consultant, Ellucian Panelists: 1)Ankita Parihar, Co-founder of Agri-Fin Platform, Utpan 2)Venkataramanan Sriraman, Co-founder/Trustee, eVidyaloka Trust 3)Ramya Tanuja, Sr. Product Manager, Booking Holdings (NASDAQ:BKNG) 4)Yogesh Marathe, Software Product Manager, Intel Corporation |
| 3:30 pm - 4:00 pm | **Coffee Break** | |
| Time Slot in IST (Indian Standard Time) | **PLENARY SESSION (Venue: Auditorium)** Session Chair:  Pon Rahul & Kiran Gangaonkar | |
| 4:00 pm – 4:30 pm | Excellence Awards, Research Paper, Student Case Competition Awards ceremony | Hans-Bernd Kittlaus, Chairman ISPMA e.V |
| 4:30 pm - 5:30 pm | Panel Discussion "How AI enablement moving needle in Platform Management" | Moderator: Prof. Srinivasan, Professor of Strategy, IIM Bangalore Panelists: 1) Pavan Boggarapu, Head of Products, UpGrad 2)  Uttam Ramamurthy, Director of AI, Oracle Health And AI 3)  Dr. Sheela Siddappa, Principal Data Scientist, Kyndryl India |
| 5:30 pm - 5:45 pm | Closing Summary | Audience |
| 5:45 pm - 6:00 pm | Vote of thanks | Prof. Spurthy Dharanikota, Program Chair (Academic Track) Abhijit Bendigiri, Program Team (Industry Track) |
| **Event Closes** | | |