

**AMDISA**

# AMDISA NEWSLETTER

Association of Management Development Institutions in South Asia

A SAARC Recognised Body



SAARC

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## International Conference on “Sustainable Human Resources Management: Practices, Policies and Perspectives in South Asia” By School of Management Studies, University of Hyderabad and ICFAI Business School, Hyderabad on 1<sup>st</sup> and 2<sup>nd</sup> November, 2018

### An AMDISA Supported Programme

With over 21 per cent of world’s population (1.6 billion) occupying 3 per cent of world’s area and contributing 3.8 per cent of the global economy as of 2015, the South Asian region comprising Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka is an important geopolitical union of nations. The region is plagued by extreme poverty, mega-urbanisation, immense disparities between the rich and the poor and fundamental problems in the areas of infrastructure, energy and the environment (Delinic, 2011). There is tremendous opportunity for cooperation among South Asian nations for sharing best practices and discussing policy implications. With vast population, the concerns for the region are gross enrolment ratio (GER), youth unemployment, poverty, economic development, infrastructure, technological developments, industrialization, etc. Social and economic issues of the region are linked to the human development and management of human capital.



Conference Group Photo

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**Prof. Appa Rao Podile**, Vice Chancellor, University of Hyderabad, Hyderabad, India

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**Dr. Ashok R. Joshi**, India (2013-2015), Director General, Indian Institute of Cost and Management Studies & Research (IndSearch), Pune, India

**Mr. Shathif Ali**, India (2017-2018), Faculty, MNU Business School, The Maldives National University, Male', Republic of Maldives, Maldives

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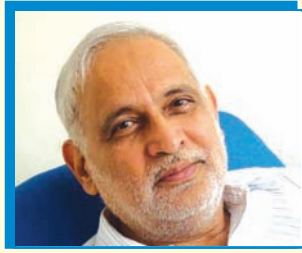
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INCULCATING A CULTURE OF RESEARCH: Some Reflections

## From the Editor



Dear Readers,

Greetings to you all!

On behalf of AMDISA, I extend my hearty congratulations to Prof. Y K Bhushan, Senior Advisor & Campus Head, IBS Business School, Mumbai on receiving the prestigious Qimpro Platinum Standard 2018 (Education) Award on 16th November, 2018.

I appreciate the timely and scholarly contribution made by Dr. Sudarsanam Padam in his note "Inculcating a Culture of Research-Some Reflections".

This interesting issue of the AMDISA newsletter brings to you details of the "International Conference on

"Sustainable Human Resources Management: Practices, Policies and Perspectives in South Asia" organized by School of Management Studies, University of Hyderabad and ICFAI Business School, Hyderabad on the 1st and 2nd of November 2018. The conference was very well received and saw participation from 185 delegates from all South Asian countries as well as from Australia, Malaysia and West Indies.

The issue also covers the commemoration of the SAARC Charter day at the AMDISA office and celebrations at various member Institutions.

You will also find news and snippets of the several International Conferences held at various member institutions which were AMDISA supported programmes.

News from Member Institutions regarding various symposia and conventions that were organized is covered in this newsletter.


I am sure you will enjoy this issue of the newsletter.

I wish all readers a happy reading!

**Ashok R Joshi**

### AMDISA's Quality Assurance Programme



- **SAQS** emerged in an EFMD - AMDISA cooperation through a European Union funded Asia - Link project in 2003-04. It is inspired by EFMD's EQUIS criteria guidelines.
- **SAQS** is designed as an international accreditation system. It is a globally benchmarked system for mentoring, quality improvement, quality assurance and accreditation.
- **SAQS** accreditation processes lead to improvement through highlighting the need to meet internationally accepted quality standards.
- **SAQS** Quality Label  is a recognition to the institution's commitment to Quality and Quality Assurance through continuous improvement.
- **SAQS** accreditation is institutional. Institution being defined as the organisational unit providing business and management education.

**Institutions desirous of being BENCHMARKED with international quality standards in management education may enroll themselves for accreditation under SAQS.**

**Please send your enquiry / interest by mailing to Executive Director, AMDISA at [execdir.amdisa@gmail.com](mailto:execdir.amdisa@gmail.com), [execdir@amdisa.org](mailto:execdir@amdisa.org).**



## AMDISA Executive Board Changes



**Prof. Nisar Ahmed Siddiqui**  
Vice President – AMDISA

Prof. Nisar Ahmed Siddiqui, Vice Chancellor, Sukkur Institute of Business Administration (IBA), Sukkur, Pakistan & Member, Executive Board was elected as new Vice President - AMDISA in place of Dr. Hasan Sohaib Murad who died in a tragic road accident in Pakistan.

# SOUTH ASIAN JOURNAL OF MANAGEMENT

The South Asian Journal of Management (SAJM) is a scholarly journal published quarterly, publishing empirical papers, review papers, executive experience-sharing, research notes, case studies and book reviews. Its contents are indexed by internationally acclaimed database services  and  USA. It reaches major world libraries, subscribers and AMDISA member institutions in South Asia.

### Indexing and Ratings

**Indexing:** The Journal contents are indexed by internationally acclaimed database services and USA.

**Ratings:** It is included in the journal ratings by:

- (i) ERA (Excellence in Research for Australia). ERA lists over 20,000 international journals across disciplines.
- (ii) ABDC (Australian Business Deans Council). ABDC has 2,700-plus business journals worldwide.
- (iii) Cabell's Directory of Publishing Opportunities in Management. Cabell's lists over 8,500 international journals, covering eleven disciplines including management (Over 600 universities worldwide subscribe to Cabell's online directories, which has further enhanced the international visibility and acceptability of SAJM).

### Subscription Rates

	One Year	Two Years	Three Years
SAARC Region			
(a) Within India	INR 2,400	INR 4,600	INR 6,700
(b) Outside India	US\$ 61	US\$ 119	US\$ 175
Rest of the World	US\$ 159	US\$ 298	US\$ 417

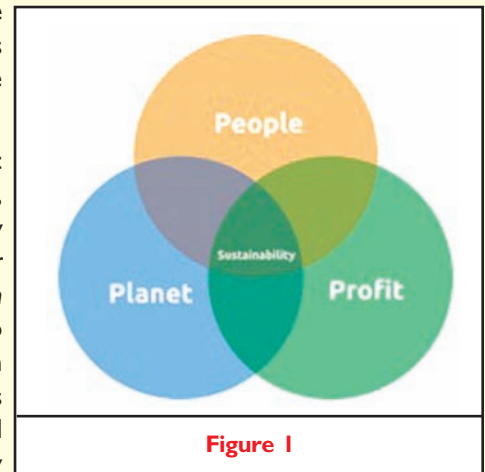
For more details, please contact Manager – Membership Services and Programmes  
at email id: [ganesh.amdisa@gmail.com](mailto:ganesh.amdisa@gmail.com), [ganesh@amdisa.org](mailto:ganesh@amdisa.org)



## “International Conference on “Sustainable Human Resources Management: Practices, Policies and Perspectives in South Asia” (Contd. from page. 1)

It is apt to focus on issues on management of human resources and more so on sustainable HRM practices in the region. The regional imperatives entail the *social, economic and environmental* issues, often referred to as the triple bottom line approach (Figure 1).

The focus of this conference was thus the burning issues of social, economic and environmental issues of people management – HRM. More specifically, *sustainability, which focuses on the long term oriented approach, normally associated with environment is being recently discussed. In the broader environmental concern of sustaining the people management practices in organizations*, the two-day conference aimed at serving as a platform to discuss, deliberate, discover, innovate and deliver the emerging issues in sustaining the environment, social and economic agenda of organizations from a multi-dimensional and multi-disciplinary perspective. Scientists, social scientists, management scientists and all others interested in sustainability issues have participated in the conference.



### Objectives

The conference had the following objectives

- To examine Sustainable HRM as an emerging issue / discipline
- To analyse the contemporary research on Sustainable HRM
- To get clarity on key issues / trends / patterns in Sustainability
- To have understanding of Sustainable HRM and its relevance to industry
- To identify the sustainable HRM practices
- To network with other HR fraternity on sustainable HRM for future research

### The Conference

The Conference was jointly conducted by the School of Management Studies, UoH, and the IFHE, Hyderabad, and supported by AMDISA, Hyderabad. It was structured in Plenary, Panel discussion and technical sessions spread over the two days along with the inaugural and valedictory sessions. The distinguished lecture on Sustainable HRM by Shri Amitabh Kant, CEO, NITI AYOJ, Government of India, was the highlight of the conference. About 185 delegates attended and 98 delegates presented papers representing all South Asian countries including Australia, Malaysia, West Indies, etc.

The Conference started with the Inaugural Session on the 1<sup>st</sup> November, 2018, at the Conference Hall of the School of Management Studies, University of Hyderabad. The session started with a welcome by Prof. P. Jyothi, Dean, School of Management Studies, UoH, and overview of the conference given by Prof. V. Sita, the convener of ICSuSHRM-2018. Addressing the delegates, Prof. P. Appa Rao, VC, University of Hyderabad, welcomed the delegates and underscored the need for efforts to not only attract but also sustain the motivation of people in the activities irrespective of the sector. Prof. J. Mahender Reddy, VC, IFHE, highlighted the contemporary economic scenario and the importance of people in the developmental agenda of nations. Dr. Sugumar Mariappanadar, Australian Catholic University, was the Chief Guest. In his keynote address, he traced the evolution of Sustainable HRM and highlighted the status of the concept as established by research. Dr. M. Bhaskara Rao, the Co-Convener, proposed a vote of thanks.

The first panel discussion was addressed by Shri Srikanth Surampudi, GM, HRM, TCS. He presented the practices in the IT sector and answered the questions raised by the delegates. Shri Aniruddha Dasu, Senior VP, Virtusa, explained how organizations made efforts to sustain the human resources in India and globally. He provided his perspective of SHRM drawing from his wealth of rich experience in the IT sector. The Panel was moderated by Prof. V. Sita. This was followed by the technical sessions where about 45 papers in ten simultaneous tracks have been presented by the delegates.

A distinguished lecture on the future of Sustainable HRM was given by Shri Amitabh Kant, IAS, CEO, NITI AYOJ, Government of India. He spoke about the Sustainable Development Goals and the experiments in the Indian context. He spoke in detail about the concept of SHRM, the policy guidelines, and the practices of organizations and the Government of India towards achieving the objective of sustainable HRM.

The Second day started with a Plenary by Ms. Sangeeta Menon, the Country head of Emerald Publishing. She explained the role of academic institutions in bringing rigor in publications and suggested guidelines for quality publications in



**Prof. Appa Rao Podile, Vice Chancellor, UoH, inaugurating the Conference and others from left to right are Dr. P. Jyothi, Dr. V. Sita, Prof. J. Mahender Reddy, Dr. Sugumar Mariappanadar and Dr. M. Bhaskara Rao**

journals, drawing from her experience in Emerald Publishing. This was followed by a panel discussion on SHRM. The panellists – Shri M. Gopalakrishna, IAS, Retd., spoke about the efforts made by the public sector in India citing various examples. Along with Sustainability at the individual level. Dr. Swaminathan Mani, VP, The Mahindra, discussed the policies and practices of organizations in India and abroad. Dr. Sugumar Mariappanadar, traced the evolution of SHRM and provided the research perspective of SHRM. The Panel was moderated by Dr. M. Bhaskara Rao. This was followed by the simultaneous tracks where another 45 papers were presented by the delegates on the various issues of SHRM. The valedictory session was addressed by Dr. Jibitesh Rath, GM, NMDC, where he spoke about the efforts of public sector like NMDC on the SHRM issues. Shri C. Ramakrishna, Executive Director, AMDISA, was the Chief Guest. He explained the South Asian Perspective of Sustainability and efforts of South Asian nations on the issue of SHRM in the region. The conference ended with a Vote of Thanks by the Convener, Prof. V. Sita, of the School of Management Studies, University of Hyderabad.

### Findings & Recommendations

- Sustainable HRM is the future of HRM, engaging HR to facilitate organizations/ stakeholder's relationships for achieving corporate sustainability/ business strategy.
- Sustainable HRM provides organizations with a sustainable oriented version of HRM systems, policies, practices to synthesise the competing and the inconsistent financial, human wellbeing and environmental incomes of corporate sustainability.
- Sustainable HRM is a *theoretical domain* and *not a construct*, providing immense opportunities for research and practitioners to explore/ enrich understanding of the emerging new discipline simultaneously benefiting both the organizations and stakeholders.
- Sustainable HRM is an emerging field of study for HR scholars seeking to contribute to improving the current and future lives of employees/ communities worldwide.
- The theoretical, cultural and methodical perspectives being employed in the field promises to produce useful insights that can be deployed to promote economic and social development.
- Sustainable HRM also improvise the work processes that influence individuals and organizations. Thus, it requires effort from the organizations for practise/ success stories/ bench marks and equally scholarship to come out with quality research.
- Sustainable HRM has developed rapidly over the last one decade, although it is still unclear on what it entails.
- As it is practiced on ground in organizations, Sustainable HRM can be looked as an approach of HRM, which develops managers who can deal with the present and future sustainability challenges facing organizations. Although, there is research on different dimensions of HRM, such as diversity management and Green HRM, there is very little literature about firms that practice Sustainable HRM, thus requiring more work in organizations and more scholarly research in the field.

- It is imperative that HR academics and practitioners embrace the challenge of sustainability. Both the corporations worldwide and then the scholars are working towards the sustainable approaches for the organizations.

HR academics and HR professors worldwide would greatly benefit to utilise the conference as a platform to share ideas and network to cater to the future challenges of Sustainable HRM.

## Commemoration of SAARC Charter Day - AMDISA 8<sup>th</sup> December, 2018 AMDISA Secretariat, Hyderabad, India



**34<sup>th</sup> SAARC Charter Day Commemoration Function at AMDISA Secretariat, Hyderabad**

The SAARC Charter Day Commemoration Function was organized by Association of Management Development Institutions in South Asia (AMDISA), Hyderabad, India - a SAARC Recognised Body on 8th December 2018. The Charter Day Meet witnessed a galaxy of experts representing academia and industry. The meet started with the 'Welcome Address' by Mr. C. Ramakrishna, Executive Director, AMDISA who highlighted the importance of SAARC and read out the Message from H.E. Mr. Amjad Hussain B. Sial, Secretary General of SAARC as well as Special Messages issued by the Leadership of the Member States of SAARC sent by the SAARC Secretariat. His address was followed by the opening remarks by Dr. S. Padam wherein he spoke on relevance of SAARC and the need for collaborative research among SAARC countries.

Prof R K Mishra, Director, Institute of Public Enterprise, Hyderabad, India, the Chief Guest of the function delivered address on **“Strengthening SAARC through Responsible Management Education: The Role of Accreditation”**. In his address, Prof Mishra gave an exhaustive overview of the countries that are included in



**Prof. R.K. Mishra, Chief Guest**



**Dr. S. Padam, Guest of Honour**



SAARC. It was observed that the binding factors in South Asia are: Common history and heritage and geographical connection; heterogeneity; diversity and opportunity; governance structures; systems and processes influenced by their Colonial past; and strong linkages to Central and West Asia and also with Southeast and East Asia in terms of trade and commerce. It was informed that beyond economic development, SAARC countries share a spirit of friendship and cooperation among communities. With growth topping 6.9 percent in 2018 and set to accelerate to 7.1 percent next year, South Asia is firming up its position as the world's fastest-growing region, further extending its lead over East Asia and the Pacific.

The main Challenges of SAARC include: Promoting peace, stability and cooperation among South Asian countries, increase the quality of life of the people in the region, reducing the trade barriers through South Asian Free Trade Agreement (SAFTA), maintaining good relations with neighbours and having mutual economic cooperation through South Asian Preferential Trade Agreements (SAPTA) and accelerating social progress and cultural developments through various initiatives. It was stated that the cultural and ethnic identities though a strength makes it tough for the member countries to come together. Economic development was the main agenda since most of the members are in poor economic state. India constitutes almost 70% of SAARC's area and population. Its role is very crucial and there is need to work and invest more than the other countries to strengthen SAARC like Germany did for European Union.

Prof Mishra in his address also reiterated on the need for providing quality management education as it can link with socio, economic and environment development. The agenda of Sustainable Development Goal (SDG4) - Education 2030 is about transforming education and addressing the unfinished business of EFA and MDGs. Likewise, the agenda is also about addressing the challenges of the present and those that may arise in the future in achieving SDG4 within and across countries in the SAARC region. He also addressed on the need for global accreditations of the management institutions and the role of AMDISA that provides SAQS (South Asian Quality Assurance System) accreditation, which involves mentoring, self-assessment documentation, peer review and apex committee evaluation. It was strongly suggested that SAQS should be equated with EFMD and other global accreditation bodies/agencies and should be considered under Triple Crown category especially for SAARC countries.



**34<sup>th</sup> SAARC Charter Day Commemoration Function at AMDISA Secretariat, Hyderabad**

To sum up, Prof Mishra reiterated that SAARC should act as a pressure group:

- To create a niche for outcome based management education
- Need to strengthen management education- quality?
- Syllabus – contextualization
- SAARC related problems to be included in teaching and learning
- SAQS accreditation mandatory for providing exposure and status for the institutions to meet global standards specially in SAARC countries
- Developing responsible leaders
- Developing Negotiation skills
- Push in creativity and innovation



- To develop sustainable societies
- To balance economic development and social development

Prof Mishra's address spawned an exhilarating discussion on the need for strengthening quality management education, responsible role of regulatory bodies, opening up research avenues in management and the need for strengthening challenging relationships amongst SAARC countries and equating the SAQS Accreditation on the same level with other Global accreditations like AMBA, EFMD, AACSB while ranking management institutions in SAARC Countries.

His presentation was followed by interactive session where participants from AMDISA's network, invited academicians and other participants attended the session.

Mr. T. Ganeswara Rao, Manager, Membership Services & Programmes, AMDISA, gave Vote of Thanks.

## Commemoration of SAARC Charter Day - AMDISA Member Institutions

### a. Indian Institute of Cost and Management Studies & Research (IndSearch), Pune, India

The South Asian Association for Regional Co-Operation (SAARC) 34th Charter Day was celebrated at IndSearch (Indian Institute of Cost and Management Studies & Research, Pune) on Saturday, 8th December 2018. Dr. Ashok Joshi-Former President AMDISA delivered the inaugural address. The other guests present were Dr. Aparna Tembulkar-Director, Dr. Sunita Joshi- Dean and Dr. Praveen Saptarshi, Professor Emeritus, Savitribai Phule Pune University.

A presentation competition was held for the Bachelor of Management Studies (BMS) students of IndSearch. The participants were given an array of topics to base their presentation: Is China a threat to the SAARC nations, Can Asia lead the world, Environment issues in SAARC countries, SAARC countries: resourceful yet hungry, Spirituality for peace in SAARC countries- journey from buddha to Dalai Lama.



34<sup>th</sup> SAARC Charter Day Commemoration Function at IndSearch, Pune

### b. K J Somaiya Institute of Management Studies & Research, Mumbai, India

The International Business Summit was a one-day event aimed at providing exposure and knowledge to all students of PGDM- International Business and industry delegates regarding aspects of International Business which are vital, as corporate nowadays are aiming at becoming global and expanding the scope of their operations. The theme of the event was "Future of SAARC". The summit featured many engaging activities that enhanced knowledge like panel discussion among prominent industry personalities on the topic "Business in SAARC nations & its future scope",

a key note speech and a Business-Plan competition. The event was organized on the 8th of December, 2018, a Saturday, at K J Somaiya Institute of Management Studies & Research, Mumbai by International Business Society @ SIMSR and the day is also recognized as **SAARC Charter Day**.



**34<sup>th</sup> SAARC Charter Day Commemoration Function at K J Somaiya Institute of Management Studies & Research, Mumbai**

**c. International Management Institute (IMI) Bhubaneswar**

International Management Institute (IMI) Bhubaneswar observed 08th December 2018 as SAARC Charter Day. To commemorate the occasion, the 4th International Conference on “Global Business Environment” was organized. The theme of the conference was “Industry 4.0: Business Beyond Boundaries.” The objective of the conference was to provide a platform for discussion and dissemination of knowledge related to the cutting edge issue of the 4th industrial revolution which has widespread ramifications for the world, in general, but for the SAARC region, in particular.



**34<sup>th</sup> SAARC Charter Day Commemoration Function at International Management Institute (IMI) Bhubaneswar**

The Inaugural Address for the International Conference was delivered by Dr. Tilak Rawal, former Governor of Nepal Rastra Bank and former Member of Parliament of Nepal. He addressed the audience about the geo-political scenario and its impact on business governance. Prof. Ramesh Behl, Professor & Director, IMI Bhubaneswar welcomed the delegates from India and abroad. Prof. Behl outlined the objective of the conference as: to bring together international delegates for rich discussion on reviewing and learning lessons about the 4th industrial revolution and its cascading influence on business practices, in particular reference to SAARC countries. Prof. Rajagopal, Professor & National Researcher, EGADE Business School, Mexico City, Mexico set the tone of the conference by emphasizing on developing new visions and business perspectives to match with the changing political ideologies in emerging markets such as SAARC.



#### **d. Department of Business Administration, Daffodil International University (DIU), Dhaka, Bangladesh**

The Department of Business Administration, Daffodil International University (DIU) is an active member of the Association of Management Development Institutions in South Asia (AMDISA), a SAARC recognized body celebrated the 34th Charter Day of South Asian Association for Regional Cooperation (SAARC). Mr. M. Humayun Kabir, Former Ambassador, People's Republic of Bangladesh was present as Chief Guest in the program.

Prof. Dr. Mohammed Masum Iqbal, Dean, Faculty of Business & Entrepreneurship presided over the program. Mr. Gouraga Chandra Debnath, Head of the Department, faculty members, and a good number of students were present in the program.

While addressing as the chief guest, Mr. Kabir shared his long experience about SAARC and its development for the welfare of South Asian region and its potential role of regional collaboration with the diverse culture, geographic and diversity of the environment. He emphasized to make the young generation to be globally skilled to ensure the growth of SAARC countries.



**Mr. M. Humayun Kabir, Former Ambassador, People's Republic of Bangladesh along with Prof. Dr. Mohammed Masum Iqbal, Dean, Faculty of Business & Entrepreneurship and Mr. Gouraga Chandra Debnath, Head of the Department of Business Administration DIU**

### **International Women's Day celebrations at AMDISA Secretariat**

AMDISA Secretariat observed the International Women's Day on 8<sup>th</sup> March, 2019. A freewheeling get together of all staff was held wherein the spirit of the International Women's Day came to the fore.



**International Women's Day at AMDISA Secretariat**



## NEWS FROM HEADQUARTERS

### 1. SAQS News

#### a. Mentor visit took place in respect of

GITAM - Hyderabad Business School, Hyderabad, India

#### b. Application for SAQS Accreditation has been received from the following:

Institute of Management Technology (IMT), Nagpur, India

#### c. Peer Review Team visits took place in respect of

- i. Institute of Business Administration (IBA), Karachi, Pakistan.
- ii. Institute of Management Technology (IMT), Hyderabad, India.
- iii. Management Development Institute (MDI), Gurugram, India.
- iv. Prin. L. N. Welingkar Institute of Management Development & Research, Bengaluru, India

#### d. SAQS Accreditation

SAQS Accreditation was awarded to the following institutions:

- i. Goa Institute of Management, Goa, India.
- ii. Jagan Institute of Management Studies (JIMS), New Delhi, India.
- iii. Loyola Institute of Business Administration (LIBA), Chennai, India.

### 2. AMDISA New Members

- a. School of Management Sciences, Vananasi, India.
- b. ICFAI Business School, Bengaluru, India.
- c. International School of Management Excellence, Bengaluru, India.
- d. Department of Management Studies, Faculty of Humanities and Social Sciences, The Open University of Sri Lanka, Nugegoda, Sri Lanka.
- e. Management Development Institute, Murshidabad, West Bengal, India.

### 3. AMDISA Meetings

#### i. Membership Admission Committee of AMDISA

E-Meetings were held with regard to determining the eligibility of the institutions to enter into AMDISA Membership. Five Institutions were admitted to AMDISA Membership.

#### ii. Building Committee Meeting of AMDISA

The 18<sup>th</sup> Building Committee Meeting was held at AMDISA Secretariat, Hyderabad on 30<sup>th</sup> October, 2018. Dr. S. Nagabhushana Rao, Chairman - Building Committee and Former Director, Engineering Staff College of India, Hyderabad chaired the meeting. The highlights of the meeting were:



Building Committee Meeting at AMDISA Secretariat

**A. Capital Works:** On capital works, the committee identified and categorized all the works in two phases.

**B. Repairs and Maintenance:** The Committee undertook an inspection on the premises and approved the proposed Repairs and Maintenance works.

The Committee suggested to procure and install representative sculptures from each of the SAARC countries to give a symbolism of AMDISA.

### iii. Local Management Committee Meeting of AMDISA

The 24<sup>th</sup> Local Management Committee Meeting was held at ICFAI Business School, Mumbai on 3<sup>rd</sup> December, 2018. Dr. Ashok Joshi, Chairman – Local Management Committee and Director General, Indian Institute of Cost and Management Studies & Research (IndSearch), Pune chaired the meeting. The highlights of the meeting were:

- a. Tributes to Dr. Hasan Sohaib Murad who passed away in a tragic road accident on 10<sup>th</sup> September, 2018.
- b. Since the post of Vice President – AMDISA fell vacant owing to the demise of incumbent Vice President, Dr. Hasan Sohaib Murad, the Committee recommended to the Board that Prof. Nisar Ahmed Siddiqui, Vice Chancellor and Director, Sukkur IBA University, Sukkur, Pakistan, an elected Board Member from Pakistan, be elected as Vice President – AMDISA.
- c. The Committee noted the Building Committee recommendations and observations.
- d. The Committee reviewed the operations and also noted that AMDISA is commemorating the 34<sup>th</sup> Charter Day of SAARC on 8<sup>th</sup> December, 2018.

### iv. SAQS Meeting and E-Meetings of AMDISA

#### A. SAQS Accreditation Awarding Committee Meeting of AMDISA

The 12<sup>th</sup> SAQS Accreditation Awarding Committee Meeting was held at AMDISA Secretariat, Hyderabad on 5<sup>th</sup> January, 2019. Dr. M. Rammohan Rao, Chairman - SAQS Accreditation Awarding Committee and Former Dean, Professor Emeritus, ISB Hyderabad chaired the meeting. The highlights of the meeting were:

Awarded SAQS Accreditation to the following institutions:

- i. Goa Institute of Management, Goa, India.
- ii. Jagan Institute of Management Studies (JIMS), New Delhi, India.
- iii. Loyola Institute of Business Administration (LIBA), Chennai, India.



**SAQS Accreditation Awarding Committee Meeting at AMDISA Secretariat**

#### B. E-Meetings

- i. **SAQS Committee** – 18 E-Meetings were held with regard to determining eligibility of institutions to enter SAQS, appointment of Mentors to Institutions, appointment of Peer Review Team to Institutions, appointment of Corporate Representative to Institutions as part of the PRT.
- ii. **SAQS Accreditation Awarding Committee** – 3 E-Meetings were held with regard to approval of Objectives identified by institutions to be pursued during the Post Accreditation period.



#### 4. AMDISA – AACSB

AMDISA and AACSB share a reciprocal relationship. Ms. Stephanie M. Bryant, Executive Vice President and Chief Accreditation Officer of AACSB and Ms. Amy Memon, Manager, Accreditation Services Asia Pacific of AACSB, visited AMDISA. Wide ranging discussions on accreditation procedures were held. Suggestions on possible collaborative events were made.



L-R: Mr. C. Ramakrishna, Ms. Stephanie M. Bryant, Ms. Amy Memon & Mr.T. Ganeswara Rao

#### 5. Visitors to AMDISA Secretariat

##### From Nepal

- Mr. Rajendra Adhikari, Director of Studies, Nepal Administrative Staff College, Jawalakhel, Lalitpur, Nepal
- Mr. Trilochan Pokharel, Director of Studies, Nepal Administrative Staff College, Jawalakhel, Lalitpur, Nepal
- Mr. Shiva Hari Adhikari, Deputy Director of Studies, Nepal Administrative Staff College, Jawalakhel, Lalitpur, Nepal
- Mr. Ishwari Prasad Ghimire, Nepal Administrative Staff College, Jawalakhel, Lalitpur, Nepal



Nepal Administrative Staff College delegation at AMDISA Secretariat

##### From Sri Lanka

- Dr. (Mrs.) Udayangani Thalagapitiya, Senior Lecturer, Department of Human Resource Management, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Nugegoda, Sri Lanka.
- Dr. (Mrs.) M.D. Pushpakumari, Lecturer, Faculty of Graduate Studies, University of Sri Jayewardenepura, Nugegoda, Sri Lanka.





**University of Sri Jayewardenepura, Sri Lanka Faculty at AMDISA Secretariat**

**From USA**

- a. Dr. Dennis Lopez, Associate Professor, College of Business, Department of Accounting, The University of Texas at San Antonio, One UTSA Circle, San Antonio, Texas, USA (second from left)
- b. Dr. Lalatendu Misra, Professor of Finance, Department of Finance, The University of Texas at San Antonio, One UTSA Circle, San Antonio, Texas, USA (third from left)
- c. Mr. Shanthi Raj, Certified Financial Planner, Wholelife Financial Services (Hyd) Pvt. Ltd., Secunderabad, Telangana, India (fourth from left)



**A School of Management Studies, University of Hyderabad Global Immersion Programme Resource Persons at AMDISA Secretariat**

## 6. Collaboration with Member Institution

### Institute of Business Administration-Dhaka, Bangladesh

#### Certificate Awarding Ceremony of Advanced Certificate in Business Administration (ACBA) at IBA, Dhaka, Bangladesh

The Institute of Business Administration (IBA), University of Dhaka held the certificate awarding ceremony of Batch 12 of 'Advanced Certificate in Business Administration (ACBA)' at IBA Auditorium on Friday, November 30, 2018. ACBA is a joint offering by IBA, University of Dhaka, and the Association of Management Development Institutions in South Asia (AMDISA).



Participant receiving the award certificate from the Chief Guest

Professor Dr. Nasreen Ahmad, Honorable Pro-Vice Chancellor (Academic) of University of Dhaka was the Chief Guest of the ceremony. Professor Dr. Abdur Rab, Former Director of IBA and Past President, AMDISA joined as a Special Guest. The Director of IBA, University of Dhaka, Professor Dr. Syed Ferhat Anwar presided over the event. Ms. Sutapa Bhattacharjee, Coordinator, Management Development Program (MDP), IBA and Professor Dr. Md. Mohiuddin, Moderator of ACBA addressed the participants.

A representative of ACBA Batch 12 shared their views on the program and remarked that this course has added a fresher perspective in their lives which will help them to become more efficient managers. They also were very excited about the networking they had during this course and remarked that this bonding will help them reach newer heights.

Professor Dr. Abdur Rab heartily congratulated the participants for successfully completing the very demanding course. He noted that to adapt in the ongoing changes in the business environment, these kinds of refresher courses are a must.

Professor Dr. Nasreen Ahmad, Honorable Pro-Vice Chancellor (Academic) of University of Dhaka encouraged the participants to always pursue knowledge and said that, to be truly successful, one must observe, analyse and learn from past mistakes as well as connect with future possibilities. She highlighted the importance of such programs in managerial capacity building in this region. Dr. Ahmad mentioned that Bangladesh Government has decided to give high importance on training of the mid management level and ACBA is contributing in that regard. She also congratulated IBA, AMDISA, faculty members, coordinators and all ACBA participants for successfully running the program for more than 6 years.

Professor Dr. Syed Ferhat Anwar delivered the closing remarks and vote of thanks. He acknowledged the support by AMDISA and explained the rationale behind developing this program. He highlighted that this innovative program gives a unique opportunity to the participants from diverse background to learn from not only the course materials but also from each other's experiences. He urged the participants to continue to show the zeal and integrity they have shown at IBA. He also declared that the objective of this course is keeping the training contemporary both in terms of soft skills as well as macro environmental changes at the global level. He congratulated the moderator for keeping the program both dynamic but equal to any global standards. He



expressed his sincere gratitude to Dhaka University administration and AMDISA headquarters for their cooperation in running the program successfully.



**12th Batch of Advanced Certificate in Business Administration at IBA, Dhaka**

## **7. AMDISA Supported Programmes**

### **i. Faculty of Business Studies, University of Dhaka, Dhaka, Bangladesh**

#### **3rd International Conference on Business and Economics on the theme “Shaping the Future through Inclusive Development”**

The Faculty of Business Studies, University of Dhaka organized the third International Conference on Business and Economics on October 9-10, 2018. The theme of the conference was “Shaping the Future through Inclusive Development.” Professor Partha S. Ghosh of Tufts University, US presented the keynote paper on “Nurturing an Innovative Society for all round Inclusive Development: Towards Capitalism 2.0.” Professor Mohammad



**3rd International Conference on Business and Economics at University of Dhaka, Dhaka, Bangladesh**



Akteruzzaman, Vice Chancellor addressed in the inauguration ceremony as the chief guest and Professor Ghaleb El Refae, President of Al Ain University of Science and Technology, United Arab Emirates and Professor Paul Tiyambe Zeleza, Vice Chancellor of the United States International University, Kenya also addressed the occasion as the special guests. The inauguration ceremony was presided over by Professor Shibli Rubayat UI Islam, Dean of the Faculty of Business Studies, University of Dhaka.

More than 60 research papers were presented in the two-day conference. The delegates, researchers and participants of the conference represented 40 universities and 2 research institutions from 14 countries including Australia, United States of America, Canada, New Zealand, Japan, United Arab Emirates, Kenya, Malaysia, China, Thailand, Indonesia, India, Pakistan and Bangladesh.

## ii. International Management Institute (IMI), Bhubaneswar

### 4th International Conference on Global Business Environment on “INDUSTRY 4.0: BUSINESS BEYOND BOUNDARIES”

International Management Institute (IMI) Bhubaneswar, Odisha, India and EGADE Business School, Mexico City, Mexico jointly organized the 4th “Global Business Environment” International Conference during 07-08 December 2018. The theme of the conference was “Industry 4.0: Business Beyond Boundaries.” The conference provided an international platform for discussion and dissemination of knowledge on 4th industrial revolution and its cascading consequences.

Prof. Ramesh Behl, Professor & Director, IMI Bhubaneswar welcomed the delegates from India and abroad. Prof. Behl outlined the objective of the conference as: To bring together international delegates for rich discussion on reviewing and learning lessons about the 4th industrial revolution and its influence on business practices. The Inaugural Address for the International Conference was delivered by Dr. Tilak Rawal, former Governor of Nepal Rastra Bank and former Member of Parliament of Nepal. He spoke about the geo-political scenario and its impact on business governance. Prof. Rajagopal, Professor & National Researcher, EGADE Business School, Mexico set the tone of the conference by emphasizing on developing new visions and business perspectives to match with the changing political ideologies in emerging markets.



4th International Conference on Global Business Environment at IMI, Bhubaneswar

## iii. Vignana Jyothi Institute of Management, Hyderabad

### 1st International Conference on “Impact of Current Events on the Future of Business”

Vignana Jyothi Institute of Management, Hyderabad organised a 2 day conference with the theme “Impact of current events on the future of business” on January 4 & 5, 2019.

The conference was inaugurated by Dr. Satish Raghavendran, Senior Director, Data Sciences, Cognizant, India, who delivered the keynote address on ‘Impact and importance of analytics in today business.’

The conference saw 36 papers from 66 authors being presented over two days in six tracks. Among the guest speakers were Dr. Dipak Ghosh, Professor of Economics, Emporia State University, USA, Dr. Rajiv R Thakur, Dean and Professor, Strategy Environment and Entrepreneurship, BIMTECH, Dr. B. Raja Shekhar, Professor, School of Management, University of Hyderabad, Dr. Sriram Birudavolu, CEO, NASSCOM/DSCI’s Cyber Security Centre of Excellence, Hyderabad, Mr. Alok Ranjan, Executive Manager, Data Sciences, Deloitte and Mr. Aakash Jain, Associate Director, CARE Ratings.

The valedictory address was presented by Dr. G. Anjaneya Swamy, Dean SOM, Pondicherry University.

#### iv. Institute of Management Technology (IMT), Hyderabad

##### International Marketing Conference (MCEM - 2019)

The Marketing Department of IMT Hyderabad, in support with AMDISA conducted the third edition of International Marketing Conference (MCEM - 2019) on January 18-19, 2019. The opening ceremony began with lighting the symbolic lamp. The event began on a propitious note, with Dr. Satish Ailawadi, Director of IMT Hyderabad followed by Chief Guest- Mr. Mukesh Rathi (CIO & CTO, DR. Reddy's Laboratories), Guest of Honor - Mr. Hitesh Kakkar (COO, CPM India) and Key Note Speaker - Dr. Geoffrey Clements (Chairman, Commonwealth Infrastructure Partners, United Kingdom). The guests spoke about digital transformation, key learnings from the digital world, integration of online and offline digital marketing trends and the challenges in the digital world. Nearly 40 papers were presented across 6 tracks on the theme "Digital Practices and Trends in Emerging Economies: Social & Business Perspective".

The two day event was concluded with the Valedictory Session on January 19, 2019. On that note, IMT Hyderabad concluded yet another successful edition of International Marketing Conference MCEM - 2019 in support with AMDISA and ended with good vibes.



International Marketing Conference at IMT, Hyderabad

#### v. K. J. Somaiya Institute of Management Studies and Research, Mumbai

##### 6th International HR Conference on "Demystifying Team Dynamics"

K. J. Somaiya Institute of Management Studies and Research successfully hosted the 6th HR Conference on "Demystifying Team Dynamics" at its campus on 1st and 2nd February, 2019, where many National delegates participated.



6th International HR Conference at K. J. Somaiya Institute of Management Studies and Research, Mumbai



## vi. Jaipuria Institute of Management, Jaipur

### 6th International Conference on Youth 2025

Jaipuria Institute of Management, Jaipur was privileged to organize 6th International Conference on Youth 2025 on 15-16 February, 2019 on the theme “Redefining Business and Society in the Age of Information Technology” glorifying youth as innovators, trendsetters, and leaders in the digital era.

Shri Sharad Jaipuria, Chairman, Jaipuria Institute of Management welcomed the delegates and the students. Dr. Prabhat Pankaj, Director of Jaipuria Institute of Management, Jaipur regarded technology as the modus operandi that will redefine the human civilization. Honourable Shri Bhanwar Singh Bhati, Minister of Higher Education, Government of Rajasthan, Jaipur was the Chief Guest. He connected with students through video conferencing and appreciated Jaipuria for its hard work to host the conference.



6th International Conference on Youth 2025 at Jaipuria Institute of Management, Jaipur

The most awaited session of the day was interaction with Padma Bhushan Dr Abhinav Bindra, Olympic Gold Medalist – Shooting, Arjuna Award Winner. He shared his story with the students and also patiently answered all their questions.

The conference had three plenary sessions, “The Rise of Startups” chaired by Mr. Chintan Bakshi, COO, Start-up Oasis, Jaipur; “Women in Digital Era” chaired by Bela Badhalia CEO, Adbhut Jewels, Jaipur and “Human Wellbeing and Happiness in Digital & Artificial Intelligence Era” chaired by A Ajay, Joint Secretary (DPA I), Ministry of External Affairs. A. Ajay Kumar also shared his experience of Iraq rescue operation.

The conference hosted a session where students got an opportunity to meet and interact with the authors like Nistha Tripathi, Author of the book “No Shortcuts” and Ray Titus, Author of the book, “Round the clock”.

## vii. Jagannath International Management School (JIMS), Kalkaji, New Delhi

### XIVth International Conference on “Business Sustainability in the 21st Century: Managing People, Planet and Profit”

JIMS, Kalkaji, New Delhi in collaboration with PHD Chamber of Commerce and Industry (PHDCCI), Konrad Adenauer Stiftung (KAS), Germany and Association of Management Development Institutions in South Asia (AMDISA), organized its XIVth International Conference on the topic “Business Sustainability in the 21st Century: Managing People, Planet and Profit” at PHD House, New Delhi on Sat 23rd Feb 2019. The UN Global Compact Network India (UNGCNI) and the Association of Management Development Institutions in South Asia (AMDISA) are also Conference partners this year.

The Conference Inaugural Session was presided over by Mr. Peter Max Rimmele, Resident Representative to India, Konrad Adenauer Stiftung (KAS), Germany as the Chief Guest. Other distinguished guests on the dais were



the Guests of Honour Dr. D.K.Banwet, Fmr, Vice Chancellor of University of Engg & Mgt, Kolkata, Mr. C M Krishna, Honorary Advisor, PHDCCI and Dr. (Cdr.) Satish Seth, Director-General, JIMS, Kalkaji, New Delhi.

The technical sessions provoked animated debate between participants and threw up in-depth perspectives on the Conference theme. A number of strategic approaches were suggested for corporate leaders to ensure that their businesses would survive and sustain in the 21st Century. These were followed by the Research Paper Presentation. Competition which had top academicians, research scholars and industry experts vying for the attractive cash prizes. The papers presented reflected high quality of research by the participants. Dr. Madhu Vij, Professor, FMS, Delhi University was the Chairperson of the Jury which included, Director, JIMS, Dr. J.K.Batra, Professor Dr. Preeti Singh and Prof. Neelam Tandon.



## 8. Forthcoming AMDISA Supported Programmes

### a. ICFAI Business School (IBS), Mumbai

#### i. 3rd International Conference on Finance & Economics on the theme “Reforms, Regulation and Revival of the Financial Sector in India”

ICFAI Business School (IBS), Mumbai is organizing its 3rd International Conference Finance & Economics on the theme “Reforms, Regulation and Revival of the Financial Sector in India” on 5th April, 2019 at Hotel Kohinoor Continental, Mumbai, India.

This conference will strive to examine, understand and provoke actions in the financial sector on the three pillars of Reform, Regulation and Revival thereby augmenting the current discussions and deliberations on the financial sector. IBS Mumbai invites academicians, practitioners and policymakers to present their research, discuss and provide rich insights providing a platform for discussion and action on the topic. Eminent experts from the industry and academia will deliver keynote lectures and participate in a panel discussion on topics related to the conference theme.

For details, please visit AMDISA’s website at [http://www.amdisa.org/IBS\\_Mum\\_Int\\_Fin-Eco\\_Conf\\_2019](http://www.amdisa.org/IBS_Mum_Int_Fin-Eco_Conf_2019).

#### ii. 2nd International HR Conference on the theme “Employee Engagement - DNA for Organisational Transformation - Paving the Path to the Next Level”

ICFAI Business School (IBS), Mumbai is organizing its 2nd International HR Conference on the theme “Employee Engagement - DNA For Organisational Transformation - Paving the Path to the Next Level” on 18th April, 2019 at IBS Campus, Powai, Mumbai, India.

This conference aims to explore existing and future employee engagement practices, cultures, strategies and create headways in building robust organisations.

The Conference Objectives are (i). Explore various dimensions of employee engagement in the organisational framework and culture, (ii). Design strategies and relook employee engagement regulations and practices to build organisational strength and (iii). Examine how employee engagement practices will emerge in future businesses and workplaces.

HR Professionals, Management Practitioners, Academicians, Researchers, Consultants, Experts, Corporate and Industry Professionals, Policy Makers and Students can attend this conference.

For details, please visit AMDISA's website at [http://www.amdisa.org/IBS\\_Mum\\_Int\\_HR\\_Conf\\_2019](http://www.amdisa.org/IBS_Mum_Int_HR_Conf_2019).

### **iii. 4th International Marketing Conference on the theme “Reimagining Marketing: Confluence of Creativity & Technology”**

ICFAI Business School (IBS), Mumbai is organizing its 4th International Marketing Conference on the theme “Reimagining Marketing: Confluence of Creativity & Technology” on 27th April, 2019 at Hotel Meluha, Mumbai, India.

Marketing strategy today is at the crossroads of business needs and changing consumer desires. It is imperative for organizations to retain a competitive advantage in a challenging and constantly evolving market place. Organizations have to be absolutely sure that their brand plays a real purpose in consumers' lives, connecting with their lifestyle, beliefs and self-image. Marketing strategy should include a clear relationship between the brand purpose and the role employees play to make this purpose real in the world. In many leading organizations, marketing is proactively uniting functions such as technology, corporate planning and finance to build forward looking scenarios and strategies for how to increase customer value. The '4th International Marketing Conference on Reimagining Marketing: Confluence of Creativity & Technology' offers a platform to debate and promote collaboration and facilitates learning between academics and industry practitioners hailing from diverse fields of management in order to develop cutting edge marketing strategies in the foreseeable future.

For details, please visit AMDISA's website at [http://www.amdisa.org/IBS\\_Mum\\_Int\\_Mark\\_Conf\\_2019](http://www.amdisa.org/IBS_Mum_Int_Mark_Conf_2019).

### **b. ICFAI Business School (IBS), Bengaluru**

#### **10th International Conference on the theme “Developing Organizations for the Future: Re-Interpreting the Modern Business Landscape”**

ICFAI Business School (IBS), Bengaluru, is organizing the 10th International Conference on the theme “Developing Organizations for the Future: Re-Interpreting the Modern Business Landscape” on 27th and 28th June, 2019 at IBS campus, Bengaluru, India.

The world today including India is witnessing a technological disruption in all spheres. Technology is expected to be the major enabling force for businesses in future through the transformation of supply chains, value nets, business models, work-styles and by the opening up of new global markets for expansion. The convergence of artificial intelligence, data mining, IoT, the next Internet, supply chain engineering, business process change and wireless E-Business is expected to create both disruptions and opportunities.

In this context, IBS Bangalore invites submissions for its Tenth International Conference on various trends that the business world is witnessing currently, major industry shifts and new technologies that will significantly impact businesses in the years ahead, and how the corporate world is preparing for the same.

The conference solicits contributions of research papers that address themes and topics related to finance, economics, marketing, HR and other related disciplines of management. Also, business cases or high quality research articles describing original and unpublished results of conceptual, empirical, experimental, or theoretical work in areas related to contemporary issues faced by the business community are cordially invited for presentation at the conference.

Corporate Executives, Faculty Members, Research Scholars, Students pursuing Management studies can attend this conference.

For details, please visit AMDISA's website at [http://www.amdisa.org/IBSB\\_10th\\_Int\\_Conf\\_2019](http://www.amdisa.org/IBSB_10th_Int_Conf_2019).

### **c. Faculty of Business Studies, University of Dhaka, Dhaka, Bangladesh**

#### **4th International Conference on Business and Economics on the theme “Spectrum of Opportunities through Innovation and Technology”**

Faculty of Business Studies, University of Dhaka, Dhaka, is organizing the 4th International Conference on Business and Economics on the theme “Spectrum of Opportunities through Innovation and Technology” on 29th and 30th October, 2019 at University of Dhaka, Dhaka, Bangladesh.



The objective of the conference is to bring academics and professionals to a common forum for developing strategies to meet the challenges of global business in the years to come. The conference will create opportunity to share experience, exchange new ideas, foster innovation and establish research relations among the participating individuals and institutions.

For details, please visit AMDISA's website at <http://www.amdisa.org/ICBE-2019>.

## NEWS FROM MEMBER INSTITUTIONS

### **i. School of Management Studies (SMS), University of Hyderabad (UoH), Hyderabad Global Immersion Programme**

Globalization presupposes exposure to the global practices. This is true for businesses and business management too. The schools of study across the globe expose students to the theory through classroom sessions and business practices using simulation. As students advance in the learning process, their insights get enriched through an exposure to the global scenario. Global immersion program assume significance in this context. The purpose of such programs is to bridge classroom sessions and business practices in another country.



**Participants / Students at Global Immersion Programme organized by SMS, UoH**

The UTSA immersion week, January 2<sup>nd</sup> to 7<sup>th</sup>, 2019 jointly conducted by the University of Hyderabad and the University of Texas San Antonio (UTSA) campus, USA with the following objectives:

- To provide an understanding of the region's business, economic, cultural, and political environment
- To achieve a working knowledge of local business practices through direct interaction with Top management/ managers and officials
- To explore the value of different economic models as benchmarks for global business practices
- To promote intercultural awareness and communication.
- To dispel certain myths and educate the students on such issues in the Indian context.

In line with these objectives, the methodology was a combination of classroom sessions, panel discussion, interactive learning, experiential learning and exposure to business/management practices of organizations, small/ medium enterprises and culture/heritage of India. The top management, business executives, government officials, entrepreneurs at various levels including CEO's, SBU Heads, domain experts, and senior employees in a variety of organizations representing different sectors rooted in India have addressed the students on the unique business, management and



organization level best practices from a macro and micro perspective. The organizations included Virtusa, Biological E Ltd, Laurus Labs, Planet India Remedies Pvt Ltd., and Dual Rings Pvt Ltd along with the speakers representing NISG, WeHub, Youth4Jobs, Nephroplus, Lean Technocrats, Dhurmataru Consultants, LSI Technologies, PWC India, Marico, Shriram Bioseeds India, WoMentor, Wholelife Financial Services, ELICO Ltd. Besides, visits to historical / heritage places like Charminar, Chowmahalla palace, Golconda fort, Birla temple etc. along with professional service organizations and eatery for cultural immersion also added to the learning / insights of the Indian culture / heritage and habits. AMDISA supported the University of Hyderabad by extending their facility to conduct the session in the week long program.

## **ii. Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**

### **a. One Day Faculty Development Programme**

A One day Faculty Development Program on “The Theory and Practice of Reading and Teaching English” was organized by Shri Vaishnav Institute of Social Sciences, Humanities and Arts at Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore on 14th September 2018. Dr. Tejnath Dhar, the famous Academic and Editorial Consultant was the resource person. Faculty members of different colleges and universities of Indore and nearby areas attended this program.

### **b. National Case Writing Workshop**

#### **December 6, 2018: Inaugural Ceremony**

Shri Vaishnav School of Management (SVSM) under the umbrella of Shri Vaishnav Vidhyapeeth Vishwavidhalaya (SVVV), Indore organized the National Case Writing Workshop in Association with AIMS, NHRD and ISTD, 2018. This is the **Seventh National Case Writing Workshop** conducted by Shri Vaishnav School of Management. Most of the cases developed during the workshops held earlier have been registered with The Case Centre (ECCH- European Case Clearing House), Cranfield University, UK.

## **iii. Asian School of Business Management (ASBM), Bhubaneswar**

### **a. 8th National HR Symposium**

ASBM organised the 8th National HR Symposium on 22nd November 2018 on a pertinent theme, Redesigning HR: The Way Forward. The symposium was inaugurated by Mr. B. K. Thakur, Director, HR, NALCO, Bhubaneswar. In his inaugural address, he highlighted the changing role of HR practitioners to create conducive environment for the employees to give constructive and valuable feedback which can form the basis of redesigning HR for bringing organizational effectiveness.

### **b. 7th National Finance Symposium**

ASBM organised the 7th National Finance Symposium on 1st December 2018 on a pertinent theme, 'Indian Financial Sector: What Today Holds for Tomorrow'. The symposium was inaugurated by Chief Guest Mr. Raj Kumar Minocha, Principal Financial Adviser, East Coast Railways. In his inaugural address, he highlighted that the finance professionals should give due importance to outcome of every expenditure incurred in any project. Further, he also stressed on exercising financial discipline and ethical values which will ultimately lead to high growth.

## **NEWS FROM NETWORKS**

### **i. AACSB International, Tampa, Florida, USA**

#### **2019 AACSB Global Accreditation Conference**

AACSB is organizing the 2019 AACSB Global Accreditation Conference from 15<sup>th</sup> to 17<sup>th</sup> September, 2019 at San Antonio, Texas, USA. For details, please visit AACSB's website at <https://www.aacsb.edu/events/conference/2019/global-accreditation>.

#### **2019 AACSB Europe, Middle East, and Africa Annual Conference**

AACSB is organizing the 2019 AACSB Europe, Middle East, and Africa Annual Conference from 14<sup>th</sup> to 16<sup>th</sup> October, 2019 at Krakow, Poland. For details, please visit AACSB's website at <https://www.aacsb.edu/events/conference/2019/europe-middle-east-and-africa-annual>.

### **ii. EFMD, Brussels, Belgium**

#### **2019 EFMD Annual Conference**

EFMD is organizing the 2019 EFMD Annual Conference from 5<sup>th</sup> to 7<sup>th</sup> June, 2019 at Carcavelos (Lisbon), Portugal. For details, please visit EFMD's website at <https://events.efmdglobal.org/events/2019-efmd-annual-conference/>.

### iii. CEEMAN, Bled, Slovenia

#### International Management Teachers Academy (IMTA 2019)

CEEMAN is organizing the International Management Teachers Academy (IMTA 2019) from 16<sup>th</sup> to 27<sup>th</sup> June, 2019 at Bled, Slovenia. For details, please visit CEEMAN's website at <http://www.ceeman.org/programs-events/network-events/international-management-teachers-academy—imta-2019>.

#### 27th CEEMAN Annual Conference

CEEMAN is organizing the 27<sup>th</sup> CEEMAN Annual Conference from 25<sup>th</sup> to 27<sup>th</sup> September, 2019 at Wroclaw, Poland. For details, please visit CEEMAN's website at <http://www.ceeman.org/programs-events/network-events/27th-ceeman-annual-conference>.

## SHORT TAKES

1. Dr. Anantha Nageswaran has taken over as Director, Institute of Financial Management and Research (IFMR), Chennai, India.
2. Prof. Anju Seth has taken over as Director, Indian Institute of Management (IIM) Calcutta, Kolkata, India.
3. Prof. Himanshu Rai has taken over as Director, Indian Institute of Management (IIM) Indore, Madhya Pradesh, India.
4. Dr. Atish Chattopadhyay has taken over as Director, IFIM Business School, Bengaluru, India.
5. Shri Sanjeev Chaturvedi has taken over as Director, National Institute for Micro, Small and Medium Enterprises (NI-MSME), Hyderabad, India.
6. Dr. Md. Rabiul Basher Rubel has taken over as Chairman, Faculty of Management Studies, Bangladesh University of Professionals (BUP), Dhaka, Bangladesh.
7. Dr. Farrukh Iqbal has been appointed as Chairman, National Business Education Accreditation Council (NBEAC), Islamabad, Pakistan.

## AWARDS AND HONOURS

### Qimpro Platinum Standard 2018 (Education) Award - Prof Y K Bhushan

Prof Y K Bhushan, Senior Advisor & Campus Head, IBS Business School, Mumbai has received the prestigious Qimpro Platinum Standard 2018 (Education) Award on 16th November, 2018.

The award was given to him by Qimpro Foundation as an acknowledgement of his sublime vision for higher education and his resilience.

Qimpro Foundation was conceptualized by the Quality Guru, Dr J M Juran, in 1989. Its aim is to help them build a national quality culture in India through Quality in Healthcare and Quality in Education.

Prof. Y. K. Bhushan expressed that it is an honour to receive the Qimpro Platinum Standard 2018 (Education) Award. He also stated that to him it is an acknowledgement of 60 years that he has spent in education, championing the cause of the institutions and improvement of quality level at national and international level.



**Prof. Y. K. Bhushan receiving the Qimpro Platinum Standard 2018 (Education) Award**

## INCULCATING A CULTURE OF RESEARCH: Some Reflections



Sudarsanam Padam

THERE IS OFTEN A LINGERING OBSERVATION among and about Indian academics about why many, or most, of them do not write, in spite of being good teachers. Could it be because of Vedic culture, where Vedas are recited, not written down! Even in general society, most are comfortable in saying or talking, but not putting it in writing. But the rigour of academics is that unless something is written or published, it is unnoticed. The amount of written and published work in India is far, far less than even by China, a late entrant to modern publishing. We are, of course, catching up of late, but not in the proportion we represent. It is in this context that inculcating a research culture gains prominence.

### Research Culture

Research, according to Oxford dictionary, is **systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions**. Also added are **discover or verify usefulness for use**. Culture, again from Oxford dictionary, of **manifestation(s) of human intellectual achievements regarded collectively**. And again, **ideas, customs and social behaviour of a particular people or society**.

Now, let us reflect on the blocks needed to inculcate research in institutions and promoting culture. To begin with research, it is essential for academics, scientists and teachers not just to peddle what others have written, but also to create knowledge. In other words, a teacher is also obliged to create knowledge. And research is the instrument for that creation. And culture is the perpetuation of a research bent of mind in colleagues and institutions. When you get a doctorate, the degree is called PhD: doctor of philosophy. Which means you have contributed to knowledge beyond your own narrow specialisation.

It is in this context that academicians, scientists and knowledge workers are different from other professions. Research is often individual but can also be collective, where two or more can work on a problem and produce a common paper. At the extreme, research should come tearing out of the researcher, whatever be the hurdles placed in the way. But in a society where one also should get wages or salary, there can be compulsions. But true research is personal to an individual researcher.

### Building a research culture

It is here that culture matters, where an enabling environment needs to be created. When I was at the Massachusetts Institute of Technology in the early 1980s for post-doctoral research, I found young PhD scholars publishing in good refereed journals and I was automatically motivated. After four years, when I returned, I did not find most of my colleagues writing and that indeed slowed me down. So you need peer pressure apart from facilities offered by institutions. The first requirement is a guide who can help and secure enough not to treat you as a competitor. M.N. Srinivas, the famous anthropologist, made his students spend at least two years in the society or environment the student needs to study. Dr. Dharni Sinha, former Principal of ASCI, and who began as a student of anthropology in Chicago University, spent two years in an outlandish Papua New Guinea, before qualifying for his doctorate. Real knowledge needs the students to delve the depths and unhurriedly stretch in time.

You also have leaders of research. A.P.J. Abdul Kalam is a classic example. He did not do a PhD, but he could identify people who can do research. He gave them the funds and atmosphere to innovate and do research. Satish Dhawan, who founded ISRO, is another great example. He could not get IITs or foreign-qualified scientists, since the government salary scales were less. But he took qualified scientists from Indian universities and created an organisation which now sends rockets into space.

It is often not known that Jawaharlal Nehru studied Physics at Cambridge, before he became a lawyer. Is it any wonder that he talked of **scientific temper** and created the whole CSIR laboratories and IITs and IIMs? That is leadership. Those who came after Nehru were pigmies in comparison to him and it is becoming difficult even to sustain the institutions Nehru created, let alone creating new and better ones. Leadership, enlightened and broad-minded leadership, is essential to create the research culture society needs.



## Building Blocks for Research Culture

It is not just funds, but collaborative and cross-national or cross-institutional research effort. I am involved in a different exercise in fostering research. Management education is not like hard sciences like, Physics and Chemistry where research can be defined more precisely. Here we need to create knowledge from the experience of practitioners and conceptualise. Even very good managers are suspicious of research, saying unless you have practised, you cannot teach. Unless practice is conceptualised it cannot be taught; here is where you need academic support. Conversely, conceptual approach needs to be backed up by practice.

It took more than a decade and half to inculcate research into management schools in India. The regulatory agencies and international organisations have helped in creating a culture where the processes are set up. Accreditation of management schools now depends on the research contributed by teachers. Formation of research committees, which consist of both senior and junior teachers, and regular holding of meetings, their periodicity and recorded minutes have come onto practice.

Apart from individual research, preference is being given to teams of research, often consisting of different disciplines and diversity. International opportunities are also explored where faculty will choose colleagues abroad for cross-national and cross-discipline research. The situation today is that management schools have enormous funds for research and teachers are encouraged to present papers and publish. Academicians and scientists, apart from rising in their own organisations in status, should be known in their disciplines across institutions, even countries.

## Conclusion

While research will continue to be individual or in small groups, culture depends on peer pressure and institutional back up. If a paper is published in a research journal, the credit is not only to the author, it is to his or her institution as well. This is the essence of creating research culture.

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