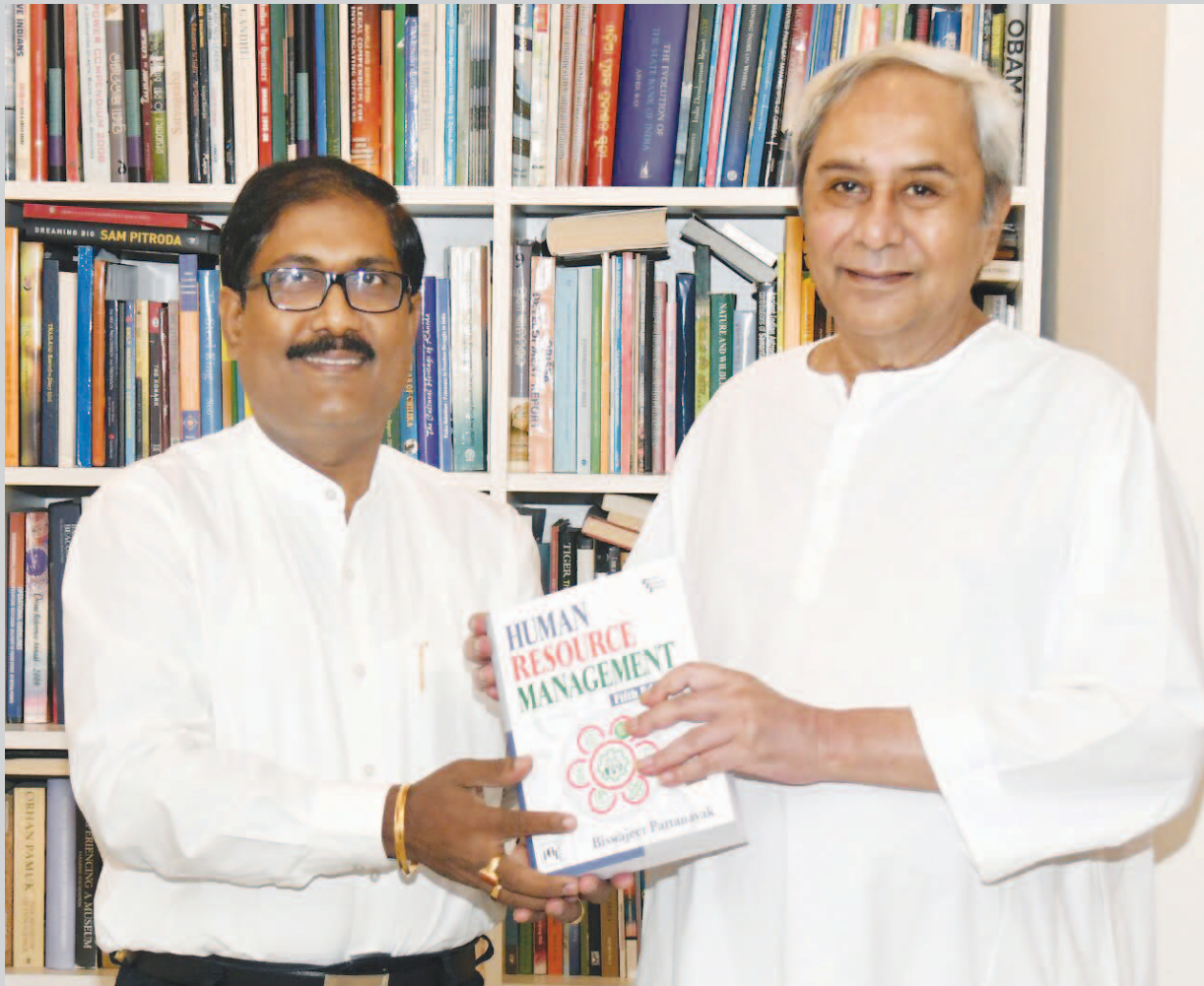


ASBM Newsletter *Phoenix*

Volume : 13 | Issue : 1 | 2019



**Asian School of
Business Management**

Bhubaneswar
www.asbm.ac.in

Welcome to ASBM

Our Vision of imparting excellent education in the present era of educational commercialisations has credited us with a distinctive eminence.

Here is Leaders' college, committed to empower young people to explore the best in themselves and the world around them. The aim is to help them become lifelong learners and problem solvers who learn to balance both mental and physical challenges.

Phoenix can be reckoned as the ASBM time machine, adept to explore events for a profound glimpse.

Founder and Director

Prof. (Dr.) Biswajeet Pattanayak

Ph.D., D.Litt., D.Sc., Fellow (AIMA)

Distinguished former Professor, IIM Indore & Lucknow

Former Director, Indian Institute of Bank Management, RBI

International Teaching Excellence Awardee, ACBSP (USA)

President of India's Nominee in the Courts of

Rajasthan Central University & Guru Ghasidas Central University,

Member, National Board of National HRD Network

Member, State Level Committee on New Education Policy, Govt. of Odisha

Dewang Mehta Awardee for Best HR Professor

Author of 24 Books & 86 Research Publications





ASBM Team with President Jeffrey Alderman in ACBSP Conference, 8-11 June, 2018 at Kansas City , USA
Prof. Biswajeet Pattanayak, Director, ASBM elected as Secretary of Region 10 (South Asia), ACBSP



Prof. Pattanayak & Prof. Niranjana
with President Prof Ginny Arthur & her team at
Metropolitan State University, Minnesota, USA



Director Prof. Biswajeet Pattanayak & Associate Dean Prof.
Phalgu Niranjana in collaboration meeting with Prof.
Paul E. Jensen, Dean, College of Business, Drexel University,
Philadelphia, USA



**IMCON'18
at ASBM**
11th to 13th January, 2018

Prof. (Dr.) Manmath Nath Samantaray, Prof. (Dr.) Asit Bhattacharya, University of Newcastle, Prof. (Dr.) Biswajeet Pattanayak, Founder & Director of ASBM, Prof. (Dr.) T. D. Kemparaju, Vice-Chancellor of Bengaluru North University, Prof. Soo Yeon Kim, Director, IYF & Professor, Mahanaim Cyber College, South Korea, Mr. B. C. Mohanty, Managing Director, Oriclean Pvt. Ltd. & Prof. (Dr.) Kalyan Sankar Ray, Dean ASBM (sitting from left to right)



Prof. (Dr.) T. D. Kemparaju, Vice-Chancellor of Bengaluru North University, Lighting up the 'Lamp of Wisdom'



Prof. (Dr.) Biswajeet Pattanayak, Founder and Director of ASBM

International Management Convention (ImCon)-2018 was organised from 11th to 13th January 2018, in Asian School of Business Management. 'Creating Smart Organisations – Redefining Business' was the Buzzword of this International Management Convention. Subthemes of the Convention were Smart HR, Smart Marketing, Smart Finance and Smart Technology etc. This event was inaugurated by Prof. (Dr.) T. D. Kemparaju, Vice-Chancellor of Bengaluru North University, by

lighting the 'Lamp of Wisdom'. In his address to the gathering, Chief Guest Prof. (Dr.) Kemparaju said that, 'Catch them young and watch them grow' is the good-word for recruiting smart employees. In his welcome speech, Prof. (Dr.) Biswajeet Pattanayak, Founder and Director of ASBM said that, the acronym SMART is the catchword of the present day Business Managers; and also, call of the day across the Globe.



SMRUTI 'O' ANUBHUTI

Farewell to the Final Year Students of PGDM batch 2016-18

16th March, 2018



ASBM FACULTY DEVELOPMENT PROGRAMME

on Data Analysis for Research & Publication

25th June & 26 June, 2018



Prof. Ashok Kumar Das, Vice-Chairman, Odisha State Higher Education Council with participants & resource persons of Certificate Programme in on Data Analysis for Research & Publication for Faculty members



Prof. (Dr.) Virginia (Ginny) Arthur, President,
Metropolitan State University, USA



Prof. Soo Yeon Kim, Director,
IYF & Professor, Mahanaim Cyber College, South Korea

The key Note Speaker Prof. (Dr.) Virginia (Ginny) Arthur, President, Metropolitan State University, USA said that, 'both the Institutions ASBM and MSU, do have the same spirit of Entrepreneurial Excellence'.

The Guests of Honour were, Prof. Soo Yeon Kim, Director, IYF &

Professor, Mahanaim Cyber College, South Korea, Prof. (Dr.) Asit Bhattacharya, University of Newcastle, Australia and Mr. B. C. Mohanty, Managing Director, Oriclean Pvt. Ltd. There were Technical Sessions on the subthemes, followed by deliberations of experts and speakers.

Road to Excellence Lecture

by Mr. Ondrej Fabriei, Former Representative of Slovakia to the council of ICAO

15th February, 2018



Mr. Ondrej Fabriei, ICAO and the Slovakian delegation in ASBM with
Mr. Vivek Pattanayak, IAS (Retd.) former Director, ICAO & Chairman, ASBM Academic Advisory Board and ASBM team



ASBM 11th CONVOCATION

7th of April, 2018

Dr. E. Sankara Rao, MD & CEO of IFCI Ltd., The Chairman of the Board of Governors of ASBM and Chairman of Infinity Group, Shri Ravindra Chamaria Prof. (Dr.) Biswajeet Pattanayak, Founder & Director of ASBM, Dr. Guru Prasad Mohapatra, IAS, Chairman, Airports Authority of India (sitting from left to right)

11th Annual Convocation of ASBM was held on 7th of April. Dr. Guru Prasad Mohapatra, IAS, Chairman, Airports Authority of India graced the occasion as the Chief Guest.

In his convocation address, he talked about the challenging role that has to be played by the youth in the face of the rapid changes that the planet is witnessing every day.

The Chief Guest extolled Prof. (Dr.) Biswajeet Pattanayak, Founder and Director of ASBM for his splendid and gallant endeavor in creating this world-class institution.



Dr. Guru Prasad Mohapatra, IAS,
Chairman, Airports Authority of India



Prof. (Dr.) Biswajeet Pattanayak, Founder and Director of ASBM, presented the annual report of the institute. While sharing his valuable words with the graduating students, he gave many real life inspirations like Jack Ma and Stephen Hawking to advise them to nurture optimism, confidence, determination and to rise wiser, stronger and with bigger goals.



Prof. (Dr.) Biswajeet Pattanayak, Founder and Director of ASBM



Dr. E. Sankara Rao, MD & CEO of IFCI Ltd

Dr. E. Sankara Rao, MD & CEO of IFCI Ltd., who graced the occasion as the Guest of Honour, advised the graduating students to acquire multi skill sets and to welcome the professional world with great vigor and a passionate heart.

The Chairman of the Board of Governors of ASBM and chairman of Infinity Group, Shri Ravindra Chamaria, presided over the event. Sharing his words of wisdom, he emphasized the buried significance of challenges in life as they hold tremendous opportunities within themselves.

Ankita Parida, the student of PGDM 2016-18 batch was awarded the Infinity Gold medal as the 'Best Student' in academics and also bagged the Director's Gold Medal (sponsored by State Bank of India) as the best all-rounder student.



Ankita Parida, received the Infinity Gold Medal

HON'BLE CHIEF MINISTER OF ODISHA RELEASES NEW EDITION OF "HUMAN RESOURCE MANAGEMENT"

1st June, 2018

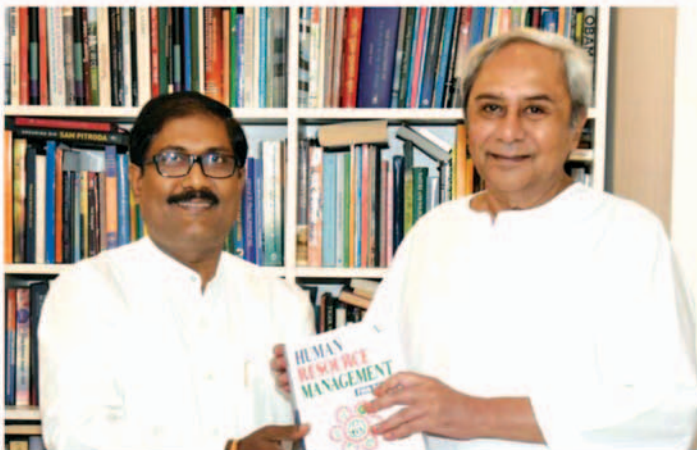
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← Tweet



CMO Odisha ✓
@CMO_Odisha

CM @Naveen_Odisha released book 'Human Resource Management' by Prof Biswajit Pattanayak. He hoped it will make a great contribution to the discipline of human resource management and benefit students and professionals in the field.



Tweet your reply

The fifth edition of Prof. Pattanayak's widely acclaimed book on Human Resource Management was released by the Hon'ble Chief Minister of Odisha, Shri Naveen Patnaik on 1.06.2018.

This edition incorporates the latest developments in the field of HRM by taking into consideration the dreams and aspirations of the new generation and its expectations from the organisation. It also takes care of the technological aspects of management of human resources, including the latest concept of HR Analytics.



14th Foundation Day Lecture by Prof. Souendra Mohan Patnaik, Vice Chancellor, Utkal University on
“Ethnography & Corporate Encounter”
10th August, 2018



Best B-school AWARD TO ASBM

15th September, 2018

“Best B-school Award” of Odisha Technological Conclave 2018 was conferred on ASBM by Mr Prafulla Kumar Samal, Hon'ble Minister for Micro, Small & Medium Enterprises & Women and Child Welfare.



ASBM New Batch Inaugurated

6th August, 2018

Prof. (Dr.) Biswajeet Pattanayak, Founder & Director of ASBM, Sri Dinabandhu Mahapatra, MD & CEO of Bank of India, Prof. (Dr.) Prasanna Kumar Patasani, Hon'ble Member of Parliament, Bhubaneswar, Prof. (Dr.) Debendra Nath Jena, Former Vice Chancellor, Utkal University of Culture & Prof. (Dr.) Kalyan Shankar Ray, Dean, ASBM (sitting from Left to Right)

The new batch of ASBM academic programmes – PGDM, BBA & B.COM – was inaugurated in a gala ceremony by Sri Dinabandhu Mahapatra, MD & CEO of Bank of India who explained the five D's of management – Dump, Delay, Delegate, Do yourself and Document through which a manager can make a difference. He also emphasised on peer audit in every sphere of life.

The programme was presided over by Prof. (Dr.) Prasanna

Kumar Patasani, Hon'ble Member of Parliament, Bhubaneswar.

In his Welcome address quoting, Malcolm Gladwell's Blink, Prof. (Dr.) Biswajeet Pattanayak, Founder & Director ASBM advised the students to use their intuition for decision-making. He also emphasised that the youth of today should think of giving something back to the society instead of only taking from others.



New Batch 2018



AKANKSHA-2018

Freshers' Day, a gala welcome to the new students - PG & UG
3rd & 6th August, 2018



Student Achievement



Gold Medal awarded to Usha Rani Behera, student of Asian School of Business Management, in the 3rd East Shooting Championship held at Asansol, West Bengal. The ASBM girl has made Odisha proud by winning this Gold medal.



3RD EAST SHOOTING CHAMPIONSHIP

ALUMNI ACHIEVEMENTS



Sachidananda Sahu
Best Marketing award for East

Mr. Sachidananda Sahu, alumnus of ASBM won Best Cluster Marketing Award for East in the Trendezvous '18



ASBM alumnus Mr. Ajay Nanda participated in cycling adventure covering Manali-Leh-Khardungla (MLK) organized by Bhubaneswar Cycling Adventure Club (BCAC) from 2nd to 11th August, 2018



ASBM Faculties, Staffs and Students took a determined Oath to keep the Unity of the Motherland



National Unity Day

31st October, 2018

The National Unity Day – Rashtriya Ekta Divas was celebrated with solemnity on 31st October to commemorate the 143rd birth anniversary of Sardar Vallabhbhai Patel. The students and the members of faculty and staff took a pledge for National Unity. They also participated in the Run for Unity led by the Dean of the Institute Prof.(Dr) Kalyan Shankar Ray.



Dr. Douglas Gilbert, Professor, Colorado Community College & Team Lead, ACBSP, USA visiting ASBM Campus



ASBM TALENT FESTIVAL 'STARTUP' CARNIVAL AND 'IGNITE'-2018 16th & 17th November, 2018

The festival was graced by Brig. Laxmi Charan Patnaik, Chairman, Odisha Public Service Commission as Chief Guest in the Inaugural Function & Hon'ble Member of Parliament, Bhubaneswar Dr. Prasanna Kumar Patasani as Chief Guest in the Vaedictory Programme.



Hon'ble Member of Parliament (Lok Sabha) Prof. (Dr.) Prasanna Kumar Patasani felicitating (Dr.) Niharika Gantayat, Hod, Dept. of Eng, DAV Public School, Chandrasekharpur with the Excellence in Teaching award in the presence of Prof. (Dr.) Biswajeet Pattanayak, Director ASBM, and Prof. Kamal Kant Mishra, Vice Chancellor, Utkal University of Culture, Odisha



Hon'ble Member of Parliament (Lok Sabha) Prof. (Dr.) Prasanna Kumar Patasani felicitating Mr. B. C. Mohanty, Managing Director, Oriclean Private Limited with the Excellence in Entrepreneurship Award in the presence of Prof. (Dr.) Biswajeet Pattanayak, Director ASBM, and Prof. Kamal Kant Mishra, Vice Chancellor, Utkal University of Culture, Odisha

This two day long National Talent Festival was marked by various competitions such as, Voice of Ignite, Rangoli, Trade War, PUBG, Danza, Corporate Chankaya, Extempore, T-Shirt painting, Markfest, Photography, Fashion Show, Business Quiz, Graffiti, etc .In this national talent festival more than 400 participants from across the country participated in several competitions & prizes were distributed to the winners.



In light



ASBM Students on Ramp of Ignite-2018

Colors Rising Star India famed Shasanka Sekhar Night in ASBM Campus, Ignite-2018



Prof. (Dr.) Prasanna Kumar Patasani, Hon'ble Member of Parliament (Lok Sabha) at the Selfie Point during the Ignite-2018





8th NATIONAL HR SYMPOSIUM

22nd November, 2018

Founder and Director, ASBM and Chairman 8th National HR Symposium, Prof. (Dr.) Biswajeet Pattanayak, Mr. G. Upadhyaya, Former, CMD, NALCO, Mr. B. K. Thakur, Director, HR, NALCO, Dr. Douglas Gilbert, Professor, Colorado Community College & Team Lead, ACBSP, USA, Associate Dean of ASBM and Coordinator of 8th National HR Symposium, Prof. (Dr.) Phalgu Niranjana (sitting from Left to Right)

The theme of the symposium was introduced by Founder and Director, ASBM and Chairman of 8th National HR Symposium, Prof. (Dr.) Biswajeet Pattanayak. He said that the landscape that confronts the business leaders today is characterized by significant changes which invariably calls for redesigning HR to stay relevant and achieve organizational goals.

Mr. B. K. Thakur, Director, HR, NALCO, Bhubaneswar in his inaugural address 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. Dr. Douglas Gilbert, Professor, Colorado Community College &

Team Lead, ACBSP, USA in his keynote address focused on the importance of stakeholders' interest, process re-engineering, change navigation and deliberate implementation in a highly unstable and unpredictable business world characterized by Volatility, Uncertainty, Complexity & Ambiguity (VUCA) to meet organizational goals. He further emphasized on the need to adopt changes for taking the organisation to a high level of excellence.

Mr. G. Upadhyaya, Former, CMD, NALCO in his presidential address discussed on the issue of managing technological change through artificial intelligence and business analytics.



HR experts in the plenary session - Mr. Pradeep Pramanik, Director, Fast Track; Mr. Dilip Kumar Mohanty, President-HRM, Jaiswal Neco; Mr. Debabrata Dash, Chief-HR, Tata Alloys Ltd.; and Mr. Dillip Ranjan Panda, Consultant, ORACLE, ERP-HRMS, TCS Ltd.



Rewriting the Mantra of Excellence

Road to Excellence Lecture by
Swami Shri Mukundananda

26th November, 2018

School of Business Management



Swami Shri Mukundananda, a teacher of yoga, meditation & spirituality and founder of Jagadguru Kripaluji Yog (JK Yog), delivering a talk on 'Art of Mind Management'
26th November, 2018



Swami Shri Mukundananda, a teacher of yoga, meditation, spirituality & founder of Jagadguru Kripaluji Yog (JK Yog) with Prof. (Dr.) Biswajeet Pattanayak, Founder & Director, Faculty Members & Students of ASBM



7th NATIONAL FINANCE SYMPOSIUM at ASBM

1st December, 2018

Prof.(Dr.) Ranjan K. Bal, Former Professor & Head P.G Deptt. of Commerce, Utkal University, Prof.(Dr.) Biswajeet Pattanayak, Founder & Director,ASBM, Mr. Raj Kumar Minocha , Principal Financial Adviser, East Coast Railways, Mr A. K. Sabat, Senior Chartered Accountant (sitting from Left to Right)

ASBM organised the 7th National Finance Symposium on 1st December 2018 on a pertinent theme, 'Indian Financial Sector: What Today Holds for Tomorrow'. Inaugurating the Symposium, Chief Guest Mr. Raj Kumar Minocha , Principal Financial Adviser, East Coast Railways 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.

Mr A. K. Sabat, Senior Chartered Accountant in his key note address, focused on lack of honesty, integrity and financial discipline in financial transactions as major reasons for poor performance of financial sector in India. Prof.(Dr.) Biswajeet Pattanayak, Founder & Director,ASBM in his presidential address said that it is vital for any company or organisation to exercise financial discipline and to follow the convention of conservatism to achieve high growth.Prof.(Dr.) Ranjan K. Bal, Former Professor & Head P.G Deptt. of Commerce, Utkal University delivered his talk on the path to achieve sustainable development and inclusive growth.

Experts in the Plenary Session



Prof. (Dr.) Rajendra P. Srivastava,
University of Kansas, USA ,



Mr. Srikant Mohapatra,
General Manager, Canara Bank



Dr. Kishore Kumar Das,
Professor & Head, Business Administration
Ravenshaw University



Mr. A.K. Routaray ,
Sr. Divisional Manager, LIC of India.



**ASBM CELEBRATES
ACHIEVERS' DAY
'MOORCHHANA' 2018**

07th and 08th December, 2018

Prof. (Dr.) Hemanta Kumar Panda, Prof. (Dr.) Biswajeet Pattanayak, Founder & Director, ASBM, Sri Soumya Ranjan Patnaik, Hon'ble Member of Parliament, Prof. (Dr.) Ishan Patro, Vice Chancellor, Ravenshaw University, Prof. (Dr.) Mrutyunjay Dash (sitting from left to right)



Sri Soumya Ranjan Patnaik, Hon'ble Member of Parliament, inaugurated the Annual Day function as the Chief Guest. The knowledge and skills derived by the students from management education can bring success to business and luck is nothing but when 'opportunity meets preparations, he said.

Prof.(Dr.) Ishan Patro, Vice-chancellor, Ravenshaw University attended the function as the Guest of Eminence.

In the welcome address, the Founder and Director of ASBM Prof. (Dr.) Biswajeet Pattanayak narrated the journey of ASBM over the last twelve years, and described how the Institute has been trying to sustain in its endeavor of excellence.



Prize Giving Ceremony

On this occasion, the Chief Guest gave away prizes and citations to the achievers. Dr. Mrutyunjay Dash introduced the guests and Prof. (Dr.) Hemanta Kumar Panda proposed the vote of thanks. The two-day programme ended with a cultural extravaganza presented by the students.





BLOOD DONATION & SWACHH BHARAT CAMPAIGN



Certificate awarded to ASBM by Blood Bank, Odisha



ALUMNI 2018



Founder & Director Prof. Biswajeet Pattanayak among the alumni on the occasion of Confluence'18 - Alumni Meet held on 8th December, 2018

ASBM organised Confluence'18 - Alumni Meet at its campus on 8th December 2018

The alumni of the institution had a get-together in which they cherished their past experience and moments.



Abhishek Pattanayak, Batch 2008 working as Manager, Procurement, IPSC India Pvt. Ltd.



Mr. Jaydev Dakua, KPMG
Batch-2008,



Ms. Sumana Bose, Ceasefire
Batch-2018



Mr. Prabhu Prasad Mohapatra, Prabhu Banking Academy
Batch-2010



Mr. E. Manish Patro, Axis Bank
Batch-2017



Mr. Satyabrat, Odisha Gramya Bank
Batch-2009

Glimpses from
Alumni Meet 2018



ASBM Excellent Campus Placement for

2017-19 Batch

100%*
**Placement
ACHIEVED**



Asian School of Business Management has completed campus placement process for its 2017-19 Batch. The Institute has witnessed a quantum jump in average salary and highest salary package this year. The students of the batch have received offers from 30 companies, who visited the campus. The Banking Sector leads with placement offer to 31% the students, followed by Microfinance (17%), Finance (16%), Insurance (10%), logistics & supply chain management and manufacturing (7%), Retail (5%), IT/ITES (5%) and Consulting (2%).



Overwhelmed with the offers, Kameswar Lenka, a student said, "ASBM is a place for learning with fun. Study of two years at this Institute has helped me to grow professionally and individually." Echoing with similar lines, another student, Bismaya Kunal Pattanaik said, "Campus life at ASBM guided me and provided me a good platform for my career."

According to the Chairperson, Industry Connect, Prof Manmath Nath Samantaray, the students of 2017-19 Batch performed well in the placement and the batch has retained the previous years cent percent placement track record with multiple offers. He said, "The students of this batch have excelled in view of ASBM's market-oriented course structure, quality academic delivery, case-based teaching pedagogy and grooming through the Finishing School".



ASBM IN NEWS

THE NEW INDIAN EXPRESS
MONDAY, JUNE 11, 2016

edexo

Share and all
CM Naveen Patnaik hoped that the book written by Prof Biswajeet Pattanayak will benefit students and professionals alike

Multi-Academy
Prof Biswajeet Pattanayak is an accomplished management guru and has taught at IIM Lucknow and Indore

Let's talk HR and books
Chief Minister of Odisha, Naveen Patnaik, released Prof Biswajeet Pattanayak's book, *Human Resource Management*

Human beings are the most important resources for any venture — be it industry, business, enterprise, service organisation, corporate world, civil administration or even NGOs. So, effective management of human resources is the most essential factor for the success of any endeavour.

Prof Biswajeet Pattanayak, a widely acclaimed management guru, is known internationally for his expertise in the domain of Human Resource Management. He is a former professor of IIM Lucknow and Indore and is now the Director of Asian School of Business Management at Bhubaneswar. The prestigious International Teaching Excellence Award was conferred on him in 2012 by the Accreditation Council for Business Schools and Programs (ACBSP), USA, for being one of the top ten management educators of the world and the only one from India. He has to his credit 24 books and 60 research papers on management and related subjects.

In addition to being a teacher, Prof Pattanayak has worked as the Group HR Head of an Indian conglomerate and has wide experience in academic administration. He has also

All these experiences and expertise find a place in his bestselling book, *Human Resource Management*, Published by Frontline Books. This book has gone into its fifth edition with 22 reprints.

The fifth edition of Prof Pattanayak's book *Human Resource Management* was released by the Chief Minister of Odisha, Naveen Patnaik. The Chief Minister congratulated Prof Pattanayak on this achievement and advised him to continue his research in the field. The CM hoped that the book will make great contributions to the discipline of Human Resource Management and benefit students and professionals in the field.

The new edition incorporates the latest developments in the field of Human Resource Management. It also takes into account the dreams and aspirations of the new generation and its expectations from organisations. In fact, large organisations today have to handle three generations of employees together and the resultant complexities have been amply dealt with by Prof Pattanayak in his book.

Technology has impacted all facets of work today, and HRM is no exception. This has

ASBM Offers Hybrid Unique PGDM Programme with both Domain And Sectoral Specialisation

Prof. Pratiksha Dethingkar, Dean of PGDM at ASBM, is seen in a meeting. She is wearing a blue blazer and a white top. The background shows a blurred office setting.

will need to be managed by competent professionals. We therefore need institutions of excellence, whose graduates are second to none in the world. I am sure this Business School will soon flourish not only in the country, but bettering its name in the whole of Asia. The ASBM PGDM programme has received the recognition status to MBA by Association of Indian Universities (AIU). This distinction has been granted to some 100 and a few leading B-Schools of repute. ASBM is approved & recognised by the ACBSP, Member of AICTE, Government of India. The Post Graduate Diploma in Management offered by ASBM is an unique and innovative programme which stands both domain as well as sectoral specialisations in HR, Marketing, Finance, Operations, IT, Retail, Logistics & Supply Chain and HRIS. The Post Graduate Diploma in Management offered by ASBM is an unique and innovative programme which stands both domain as well as sectoral specialisations in HR, Marketing, Finance, Operations, IT, Retail, Logistics & Supply Chain and HRIS. The Post Graduate Diploma in Management offered by ASBM is an unique and innovative programme which stands both domain as well as sectoral specialisations in HR, Marketing, Finance, Operations, IT, Retail, Logistics & Supply Chain and HRIS.

"Excellent Campus Placement for 2016-18 Batch"

It was informed that Asian School of Business Management (ASBM), Bhubaneswar has completed placement process for its 2016-18 Batch. ASBM has witnessed a quantum jump in the increase of highest salary package for its 2016-18 Batch. The students of the batch received offers from 29 companies which visited the campus. Of these offers, 24% were from BFSI followed by consumer services (15%), logistics & supply chain management and telecom (9%), FMCG (7%), pharma/healthcare (7%) and IT/ITES (2%).

Overwhelming with the offers, Ch. Debasish Patro, a student said: "At ASBM, I inculcated the sense of discipline, leadership qualities and positive attitude, which made me a Newgen Manager." Echoing with the similar lines, another student, Arijit Brahma said: "I would describe my past two years at ASBM as fabulous and rewarding."

According to the Placement Chairperson, Prof Manmath Nath Samantaray, the students of 2016-18 Batch performed well in the placement and the batch has

Yet another ASBM batch says goodbye

Asian School of Business Management, popularly known as ASBM, recently organised their convocation ceremony, which was attended by esteemed guests, faculty, parents, students and others.

THE ROLE OF HR EMPHASISED AT THIS SYMPOSIUM

ASBM organised the 10th National HR Symposium on November 22 on the theme of 'Role of HR in the New World'. The event was inaugurated by HR, IIM Lucknow, Prof. Pratiksha Dethingkar, Dean, ASBM, Bhubaneswar. In his inaugural address, he highlighted the changing role of HR in creating a conducive environment.

Dr. Douglas Gilbert, Professor, California State University, Fullerton, USA, in his keynote address focused on the importance of strategic HR, process re-engineering, succession and talent management in a highly volatile and unpredictable business world characterised by volatility, uncertainty, complexity and ambiguity (VUCA) to meet the business goals.

Dr. Gopinath, Former, CMD, HALCO, in his presidential address, discussed the role of managing technological change through artificial intelligence and business analytics. The

Logistics Symposium at ASBM

The National Marketing and Logistics Symposium organised at ASBM recently was attended by reputed marketing and logistics professionals.

Dr. Pradip Prasad, Director, Post Graduate Centre, Durgam Cheruvu, Hyderabad, India, was the Chief Guest. Prof. Manmath Nath Samantaray, Placement Chairperson, ASBM, Bhubaneswar, was the Guest of Honour.

THE KEY TO IGNITING THEIR CULTURAL FEVER

Prof. Pratiksha Dethingkar, Founder Director of ASBM, in his address, urged the students to master the art and science of applying classroom learning to add value that the basic objective of education is to provide a platform for young budding talent to develop an innovative and creative spirit. This was marked by various competitions such as 'Value of Invention', 'Team Work', 'Group Project', 'Creative Thinking', 'Storytelling', 'Fashion Show', 'Marketplace', 'Quiz', 'Sports', etc. In this context, Prof. Dethingkar, while addressing the students, said that the competition is not just about the result but also about the process and the learning experience.

ASBM New Batch Inaugurated

The new batch of ASBM academic programmes - PGDM, BBA & B.COM - was inaugurated in a grand ceremony by Dinabandhu Mahapatra, MD & CEO of Bank of India. He explained the five D's of management - Dump (irrelevant things), Delay (what is not necessary), Delegate (anything that can be performed by the juniors), Do yourself (important tasks essential to achieve the organisational goal) and Document (whatever work is performed) - through which a manager can make a difference. He also emphasised on peer audit in every sphere of life. He praised the quality academic delivery of ASBM, and said that this quality consciousness has placed it among the best of business schools of the country. The programme was presided over by Prof. (Dr.) Prasanna Kumar Pattnaik, Member of Parliament, Bhubaneswar. In his address, he proclaimed that life management is an important aspect for every individual. He further advised the students to manage their own health so that they can ultimately contribute to the society. The Guest of Honour, Prof. (Dr.) Debendra Nath Jena, Former Vice-Chancellor, Utkal University of Culture, Bhubaneswar, emphasised on 'change and challenge' as two vital aspects in the field of management. Besides, describing the four D's and five C's of management, he advised the students to take pain and work hard to get success. Earlier, in his welcome address, the Founder and Group Director of ASBM, Prof. (Dr.) Biswajeet Pattanayak, quoted from Malcolm Gladwell's 'Blink' and advised the students to use their intuition for decision-making. He also emphasised that the youth of today should think of giving something back to the society instead of only taking from others.

Reflections



Excellent Institute & Infrastructure.

Dr. Mahadeo Prasad Jaiswal,

Director, IIM Sambalpur

It is heartening to witness the professional growth of students within a short period of time. I found the quality of students very high and lot of esprit-de-corps and confidence. I wish the Institute further growth in times to come and see the alumni in various parts of the world.

Brig. L. C. Patnaik,

Chairman, Odisha Public Service Commission

Excellent Institution. Within a short period, it has reached miles.

Shri Surjya Narayan Patro,

Hon'ble Minister, Govt. of Odisha

A great Institute with a great leader to learned faculty to disciplined students. I am sure ASBM will be a successful University in the near future.

Dr. Ashish K Banerjee,

Professor, IIM Calcutta

Wonderful experience with such a receptive audience. Looking forward to more interactions. All my best wishes and blessings to this world class Business School.

Dr. Soumendra Patnaik,

Vice Chancellor, Utkal University.

Great Institute with great possibilities. Best of luck.

Dr. Ishan Patro,

Vice Chancellor, Ravenshaw University

Disciplined group of students and teachers with able guidance of the president.

Dr. Prafulla K. Mishra,

Chancellor, Dr. Rajendra Prasad Agricultural Central University

Excellent convention. Released the NAMcon Book - Sharing the brilliance of the convention. Wish ASBM all the best.

Dr. Padmaja Mishra,

Vice Chancellor, R. D. Women's University

Very happy and privileged to attend the inaugural programme of the new batch. It is a real pleasure to see the facilities and the talent of faculty members.

Shri Rakesh Sharma,

MD & CEO, IDBI Bank

Excellence in activity.

Shri Raj Kumar Minocha, IRAS

Principal Financial Advisor, East Coast Railways

Wonderful gathering of students. Also of personal touch from the faculty. Every year I find the institution growing and moving towards excellence.

Mr. Deepak Gupta,

Vice President & Group Head – HR, Karvy Stock Broking Limited

A visit to an institute that will bring change in our country.

Mr. D. R. Syiemlieh,

Chairman, UPSC

Short visit with good impression about the campus and EAC, it has organized to promote entrepreneurship.

Mr. L. N Gupta, IAS

Addl. Chief Secretary, MSME

Attended the convocation of ASBM. Great campus and it has come up well. Best Wishes.

Dr. Guruprasad Mohapatra, IAS

Chairman, Airports Authority of India

Thrilled to participate in the inaugural ceremony of New Batch 2018 of ASBM uniquely founded and led by most proactive dynamic and visionary Prof (Dr.) Biswajeet Pattanayak and a true practitioner of management Prof (Dr.) Kalyan Shankar Ray. All the very best to all students of management and patrons of ASBM in their journey for huge contribution for management students and making an outstanding difference in the society.

Shri Dinabandhu Mohapatra,

MD & CEO, Bank of India

Excellent forum to discuss key issues facing HR.

Dr. Douglas Gilbert,

Professor, Colorado Community College & Team Lead, ACBSP, USA.

Excellent Programme / topic which is need of the hour.

Shri Shreekanta Mohapatra,

General Manager, Canara Bank,

A memorable occasion to cherish. The seminar was very enlightening and thought provoking.

Shri D. K. Samantaray, IRAS,

Managing Director, Angul-Sukinda Railway Ltd.

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