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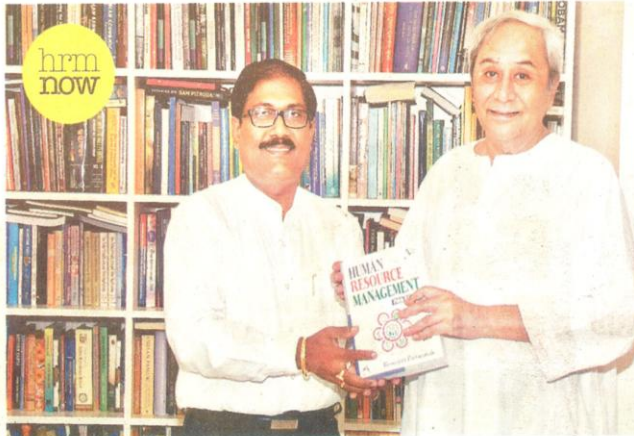


One and all
CM Naveen Patnaik hoped that the book written by Prof Biswajeet Pattanayak will benefit students and professionals alike



Well-known
Prof Biswajeet Pattanayak is an acclaimed management guru and has taught at IIM Lucknow and Indore

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TALKING BOOKS: CM Naveen Patnaik launching Prof Biswajeet Pattanayak's book

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 2016 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 86 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 gained experience in establishing green field project as an entrepreneur.

All these experiences and expertise find a place in his bestselling book, *Human Resource Management*. Published by Prentice Hall, 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 book also takes care of the technological aspects of management of human resources, including the latest concept of Human Resource Analytics.

