

NEW PAPER:

The Indian Express
(edex)

DATE:

02.07.2018

PAGE:

7

THE NEW
INDIAN EXPRESS

THE NEW INDIAN EXPRESS
MONDAY, JULY 2, 2018



More achievements

He has a PhD and D Litt in Organisational Behaviour and DSc in Management Science and is a fellow at the All India Management Association, New Delhi



He is certified

Dr Pattanayak is also a certified evaluator at Accreditation Council for Business Schools and Programs (ACBSP), USA

7

TALKING TO THE LAGAAN PROFESSOR

Founder and Group Director, ASBM, Dr Biswajeet Pattanayak talks to *Seema Rajpal* about the thought he put into ASBM and his vision for the B-School



Students and parents are often confused when they are trying to pick the right institution. They need to know exactly what they are looking for and avoid getting confused by third-party agencies

Dr Biswajeet Pattanayak



Dr Biswajeet Pattanayak's dream back in the day was to start a B-School which doesn't just churn out a large number of students every year, like a manufacturing company. With over 27 years of experience in academic and administrative fields, where he has held positions ranging from the Vice-Chancellor of KIIT University to Group Head, HRD of the Essar Group, Dr Pattanayak knew that the need of the hour is sector-focused specialisations. "I just wanted to bridge the gap between education and industry, which was huge back then," says Dr Pattanayak.

With this intention, he started the Asian School of Business Management (ASBM) which, back in 2006, became one of the first institutes to offer an industry tie-up programme. Their Retail Management Programme was in collaboration with the Future Group. While they jointly selected students, after the completion of the course, students were absorbed into the Future Group in managerial positions. They replicated the same model in the same year in their Logistics and Supply Chain Management Programme, collaborating this time with courier major, Gati. "We groomed students, gave them degrees and the industry gave them jobs," explains the Founder and Group Director, ASBM.

They also went on to formulate their flagship programme — a PG in Management which offers a combination of domain and sectoral special-

isation. And the rest, as they say, is history. ASBM today is a business school globally accredited by the Accreditation Council of Business Schools and Programs (ACBSP), USA. Much of its credit goes to Dr Pattanayak, who is fondly known as the 'Lagaan Professor'. Yes, by *Lagaan*, we mean the Oscar-nominated, Aamir Khan-starrer movie. He earned this title after teaching a course based on this movie at IIM Indore.

Talking about the prerequisites one must identify in themselves before enrolling for a business programme, Dr Pattanayak says that they must have an inquisitive mind and a tendency to think out of the box. "You must have the ability to spot an opportunity and utilise it to the best of your ability. And this ability is a must-have irrespective of whether you are an employer or an employee," he explains. (Incidentally, he also tells us that he is an ardent reader of *Edex* and doesn't miss grabbing a copy on Mondays!)

When it comes to his view on education itself, he shares that the regulatory systems leave very little scope for private institutions to innovate. "We are quite conservative when it comes to accepting new things," Dr Pattanayak observes. He feels that policymakers and policymaking bodies should keep their mind open so that new innovations can be leveraged for the betterment of the students. "We cannot excel and aspire to become top ranking universities of the world while having a myopic view," he concludes.

Reach Out: asbm.ac.in



Lagaan link

Dr Pattanayak conducted a CE workshop titled Lagaan Workshop on team-building and leadership at the 62nd Annual Convention of International Council of Psychologists at Jinan, China



Awarded much

He is the recipient of several awards and accolades like the Dewang Mehta Award for Best Professor, Srujani Creativity Award of SAIL and many more



By the book

Chief Minister of Odisha Naveen Patnaik recently released Dr Pattanayak's book *Human Resource Management*



In print

He has more than 85 research publications in national and international journals and 23 books to his credit

