

Phoenix

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ASBMU Newsletter



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Vice Chancellor Prof. Ranjan Kumar Bal, Mr. Manas Ranjan Panda, Managing Director, OCAC, Founder & President of ASBM University Prof. Biswajeet Pattanayak, Dr. Douglas J. Gilbert, Eminent Jurist and Professor, Walden University, USA, Mr. Rajiv Bhatnagar, Executive Director, Arcelor Mittal Nippon Steel India (Left to right)

ASBM University celebrated "Akanksha", the inauguration ceremony of the new batch 2023-24 in its campus with Dr. Douglas J. Gilbert, Eminent Jurist and Professor, Walden University, USA as the Chief Guest. Mr. Manas Ranjan Panda, Managing Director, Odisha Computer Application Centre and Mr. Rajiv Bhatnagar, Executive Director, ArcelorMittal Nippon Steel India were the Guests of Honour at the programme which was presided over by the

Founder & President of the University Prof. Biswajeet Pattanayak. Prof. Pattanayak emphasized on facing failures as failures are integral parts of life. Quoting extensively from the best seller "Failosophy", he explained the seven pillars of failures, which if handled properly can lead to sure success. He further stated that happiness is a state of mind and depends on the attitude of the person. One can be happy in any crisis if one intends to do so.



Editor's Note

Dive into the latest edition of Phoenix – your window to the vibrant life at our university. From groundbreaking symposiums to the exhilarating Ignite youth festival, each page is filled with stories that celebrate our spirit of academic innovation and community engagement.

Our academic endeavors are not confined to the classroom; they spill over into the world, making tangible differences through community service projects. Savor the insights, revel in the accomplishments, and let the passion of our students and faculty fuel your own aspirations.

Happy reading! May this newsletter not only inform but also inspire you to engage, innovate, and lead.



Prof. Smaraki Pattanayak
Editor, Phoenix



‘ASBM was established in 2006 in this green lap of nature. I am told it was built in record time of 180 days. Such records are bound to be translated into academic excellence which ASBM is providing. The outstanding track record of ASBM ushered for it the ‘University Status’ in 2019 by the Government of Odisha. The true “sunrise in management education” had just begun. The ASBM legacy of excellence and innovation in education and research continues unabated.

I am happy to know that the University is engaged in imparting futuristic and holistic education at par with international standards with the objective of preparing our youth to face global competition and to participate in shaping India into a world leader. It is very important to dream high and secure goals in life. I am very impressed by the founder of ASBM, Prof. Biswajeet Pattanayak who fulfilled the true purpose of life. First, he established the University and set the road for imparting education to the young minds of our country. By doing so, he has changed the future of thousands of not just individuals but even their families. This is how a nation is made, by contributing in the building process. He has fulfilled his duty towards the society and the country at large.’

Excerpts from the Convocation Address delivered by

H.E. Shri Ram Nath Kovind,

Hon’ble 14th President of India

on 16th September, 2023 at ASBM University

Akanksha

The Freshers' Day | 02.09.2023

Akanksha – Fresher's Day was organised by the existing students of the university to welcome the newcomers. It's a merrymaking event commemorated every year to welcome future corporate leaders with young and beautiful minds from all over the country. This event creates memories for the first years and their seniors alike, with a spellbinding array of cultural programs and social activities. This gala evening climaxed with an appetising open-air dinner hosted by the President of the University.



3rd Convocation | 16.09.2023



Vice Chancellor Prof. Ranjan Kumar Bal, Founder & President of ASBM University Prof. Biswajeet Pattanayak, H.E. Shri Ram Nath Kovind, Hon'ble 14th President of India, H.E. Shri P S Sreedharan Pillai, Hon'ble Governor of Goa, Hon'ble Smt. Rita Sreedharan, First Lady of Goa (from left to right)

H.E. Shri Ram Nath Kovind, Hon'ble 14th President of India graced the third convocation of ASBM University as the Chief Guest with Shri P S Sreedharan Pillai, Hon'ble Governor of Goa as the Guest of Honour. Founder and President of ASBM University Prof. Biswajeet Pattanayak presided over the event.

In his Convocation Address, the Hon'ble Chief Guest said that it is very encouraging to see that this ancient city of Bhubaneswar has developed as an education hub and the establishment of ASBM University has given a new aura to Odisha. He also advised the students to dream high and

secure their goals in life.

The Guest of Honour Hon'ble Shri P S Sreedharan Pillai in his address focussed on the values that are instilled through education. The only success mantra for the students, he said, is hard work.

The founder and President of ASBM University Prof Biswajeet Pattanayak advised the graduating students to be passionate about their work and live with honesty and integrity.

He encouraged the students to learn something new, to stand up for something which they believe and to take on the challenges of everyday life. The Vice Chancellor Ranjan Kumar

Bal presented the annual report. Honorary D.Litt. Degrees were awarded in the convocation to the Hon'ble Governor of Goa H.E. Shri P S Sreedharan Pillai and to the founder of Air Deccan Captain G R Gopinath. Gold medals for academic excellence were given away by the Chief Guest to Samprit Raj Behera, Shivangi Pattanayak, Saddam Alam Khan and Faiza Feroz. The convocation was attended by invited guests, the students, their parents, members of the Board of Governors, and Academic Council of the University, Trustees of ASBM Trust, faculty and staff members of the University.



Honorary D.Litt. Degree awarded to the Hon'ble Governor of Goa H.E. Shri P S Sreedharan Pillai



Honorary D.Litt. Degree awarded to Captain G R Gopinath, Founder of Air Deccan

3rd Convocation



Ms. Shivangi Pattanayak receiving Gold Medals
as MBA Topper - Female (21-23) &
Best All Rounder in MBA



Mr. Samprit Raj Behera receiving Gold Medal
MBA Topper - Male (21-23)



Ms. Faiza Feroz receiving Gold Medals
as B.Com Topper (20-23) &
Best All Rounder in UG Programmes



Ms. Shadan Alam Khan
receiving Gold Medal as BBA Topper (20-23)





Prof. Biswajeet Pattanayak presenting his book on Human Resources Management to H.E. Shri Ram Nath Kovind.

6:27    

    63% 

← Post



Ram Nath Kovind
@ramnathkovind

It was a pleasure to address the 3rd convocation of ASBM University, Bhubaneswar, Odisha. I was also privileged to confer doctoral degrees to Shri P S Shreedharan, Hon'ble Governor of Goa and Captain G R Gopinath, founder of Air Deccan.



10:06 pm · 16 Sept 23 · 2,381 Views

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18th Foundation Day | 14.10.2023



Pro-Vice Chancellor Prof. Phalgu Niranjana, Founder & President of ASBM University Prof. Biswajeet Pattanayak, Principal Advisor to Hon'ble CM & Chairperson of Western Odisha Development Council Shri Asit Tripathy, IAS, Prof. K.R.Srivathsan, IIT Bhubaneswar, Vice-Chancellor ASBM University Prof.Ranjan Kumar Bal (from left to right)

The University celebrated its 18th Foundation Day on 14.10.2023. The occasion was graced by Shri Asit Tripathy, IAS, Principal Advisor to the Hon'ble Chief Minister of Odisha & Hon'ble Chairperson of Western Odisha Development Council as the Chief Guest and Prof. K. R. Srivathsan, IIT, Bhubaneswar as the Guest of Honour. The event was presided over by Prof. Biswajeet Pattanayak, Founder and President of the University and Prof. Ranjan Kumar Bal, Vice-Chancellor, delivered the welcome address. Prof. K.R. Srivathsan in his speech advised the students to cope with the transformation. He emphasized the need to modernize the Education system so that the world can equip the education system with development. Shri Asit Tripathy in his foundation day address focused on the role of the internet and technology which has connected

the world. He also said how technology served as one of the most foundational forces in propelling India's flourishing digital economy and making a mark on World GDP by 48%. He advised the students to follow their passion and learn by doing things.

Prof. Biswajeet Pattanayak, in his presidential speech, narrated the miraculous journey of ASBM University since its conception. He advised the students to listen to the inner message as passion drives mission. He appreciated the students of ASBM University who are contributing to the Global economy by working at various multinational companies globally. He also said that ASBM University is the first university of the State to implement National Education Policy 2020.



QUIZZERA The Ultimate Quiz Challenge by ASBM University | 01.11.2023



The University hosted “Quizzera: The Ultimate Quiz Challenge” in the campus. Quizzera was organized in collaboration with Team Inspiria, encompassing participants from schools, colleges, and universities. This year more than 60 teams participated in the event from across the country from prestigious institutes like National Institute of Technology (NIT), National Institute of Science Education and Research (NISER), Regional Institute of Education (RIE), Xavier Institute of Management (XIM), National Law University (NLU), Odisha University of Agriculture and Technology (OUAT). Quiz Master Mr. Anurag Samantray hosted the

programme. Out of the 62 teams that participated, 6 teams went to the final round. Tussar Nath and Samruddhi Srichandan from the College of Basic Science, OUAT Bhubaneswar bagged the first prize

while the second and third prizes went to KIIT University and National Law University respectively. Cash prizes were awarded to all the winners. The event was witnessed by a large group of students making it a grand success.



STARTUP YATRA - BOOTCAMP



Startup Boot Camp organised by ASBMU under the Start-up Odisha initiative by the Govt. of Odisha was attended by more than 100 students from some reputed institutes such as National Institute of Technology (NIT) and Institute of Management (XIM) to name a few.

The experts trained entrepreneurial young minds on how to go with the creation of a Startup. A lot of steps are involved in

creating a Startup, ranging from the generation of a business idea to its establishment as well as the funding, collaboration, or connections to start-up incubators was clearly explained by the team of experts. During the programme students also got a chance to showcase their Start-up ideas. 11 student groups got awards of merit from the Government of Odisha for the Startup ideas.

Meet The Author | 02.11.2023



Slovenian poet, playwright and novelist, Mr. Evald Flisar inaugurating the session “Meet the Author”

“Meet the Author” programme was organised by School of Liberal Arts and was graced by the Slovenian poet, playwright and novelist, Mr. Evald Flisar and Odia poet, translator and editor Mr. Manu Dash, as the Chief Guest and Guest of Honour respectively for the event. Prof. Biswajeet Pattanayak, President of ASBM University released Flisar’s book ‘My Father Dreams’ translated into ‘Mo Bapanka Swapna’ by Mrs Chaudhary Ranjita Praharaj and Odia poet Mr. Manu Dash’s collection of poems

translated into Slovenian language called ‘Vdor v Raj’ by poet Jana Bauer. Prof. Kalyan Shankar Ray, Vice-President of ASBM University in his welcome address said that human soul can be created through literature. Mr. Evald Flisar read the first chapter of his book ‘My Father’s Dream’, very gracefully. Mrs. Choudhary Ranjita Praharaj who translated the book ‘My Father’s Dreams’ into ‘Mo Bapanka Swapna’ read the first chapter of the book. Mrs. Jana Bauer from Slovenia

recited one of the poems from Mr. Manu Dash’s translated book. Prof. Biswajeet Pattanayak, Founder & President, ASBM University in his presidential speech appreciated Mr. Evald Flisar, Mr Manu Dash and Mrs Chaudhary Ranjita Praharaj’s works in literature. He said Literature is the mother of all inventions. He pointed out the difficulty of translating the author’s feelings into a different language. He adds that pain and love are the source of inspiration for creating literature.



13th National Commerce & Finance Symposium

Corporate Excellence: Reforms in Accounting and Finance | 4.11.2023



Mr. S. K. Mohanty, Prof. Arka Kumar Mohapatra, Founder & President Prof. Biswajeet Pattanayak, Prof. S. K. Mahapatra, Dean, BPUT, Vice-Chancellor Prof. Ranjan Kumar Bal from Left to right .

School of Accountancy organized its 13th National Commerce and Finance Symposium on November 04, 2023. The theme of the Symposium was "Corporate Excellence: Reforms in Accounting and Finance". Prof. Arka Kumar Das Mohapatra, Vice Chancellor, Odisha State Open University, Sambalpur graced the event as the Chief Guest and CMA Pravakar Mohanty, Former Director Finance, OHPC Ltd. and OPGC and Past President ICAI as the Guest of Honour. Prof. Shakti Ranjan Mahapatra Dean of Management, Biju, Pattnaik University of Technology (BPUT) was the Key Note Speaker of the event.

Prof. Ranjan Kumar Bal, the Vice Chancellor, delivered the welcome address by introducing the guest. Prof. Shakti Ranjan Mahapatra, keynote speaker, spoke about how ethics, good governance by complying with rules and adopting new technological advances can bring success to any organization.

The Guest of Honour CMA Pravakar Mohanty in his address highlighted the challenges in the corporate world. He cited some case studies and some reforms to excel in the corporate world. The Chief Guest Prof. Arka Kumar Das Mohapatra in his address focused on quantifying corporate excellence.

Prof. Biswajeet Pattanayak, in his presidential speech stated that for corporate excellence, intention of the organization and integrity are important.

The second session of the event started with an introduction of the theme by the Chairman Prof. (Dr.) Kishore K. Das, Dean, Dept. of Commerce, Ravenshaw University. The other two esteemed speakers of the plenary session were CMA Harihar Rath, DGM-Finance, Power Grid Corporation of India Ltd. and CA Avinash Kotni, Assistant Manager Finance, Odisha Power Transmission Corporation Ltd. The sessions were insightful and eye-opening.



Distinguished guests presented with ASBM memento.

13th National HR Symposium

Global HR : Building Organisations of the Future | 18.11.2023



Vice Chancellor Prof. Ranjan Kumar Bal, Ms. Brishti Mondal, VP-HR, NRI Fintech India, Mr. Prem Singh, National President, NHRDN & President, Group HR, JK Organisation, Founder & President of ASBM University Prof. Biswajeet Pattanayak, Mr. Suresha G, Executive Director, Odisha Assets ArcelorMittal Nippon Steel India Ltd., Ms. Pallavi Pednekar, Talent Director Deloitte India, Dr. Smaraki Pattanayak, Principal Director, ASBM University (from left to right)

The 13th National HR Symposium on "Global HR: Building Organizations of the Future" was held by ASBM School of Business on 18th November, 2023. It was inaugurated by Mr. Prem Singh, National President, NHRDN & President Group HR, JK Organization. Mr Suresh G, Executive Director, Odisha Assets, ArcelorMittal Nippon Steel India Ltd., Ms. Pallavi Pednekar, Talent Director, Deloitte India and Ms Brishti Mondal, VP-HR, NRI FinTech India were among the guests of honour who graced the national HR symposium.

Prof. Biswajeet Pattanayak, Founder & President, ASBM University while

introducing the theme said that the main catalyst of the fourth Industrial Revolution (Industry 4.0) is technology. Smart technology, smart factories and smart people have thrown several challenges for the HR professionals. The key issues before the HR to make the Organisation future ready are creating purpose, managing talent, building HR tech ecosystems and building capacity for change.

Ms. Pallavi Pednekar, Talent Director, Deloitte India talked about the change-like work which is driven towards Metaverse. She adds every generation is different so demands are different. She advised to upskill, to stay connected with people and

learn the art of dealing with ambiguity.

Ms. Brishti Mondal, VP-HR, NRI FinTech India focused on developing soft skills for advancement. Each organization has to move from the concept of organization to workforce and workforce to individual.

Mr. Suresh G, Executive Director, Odisha Assets, ArcelorMittal Nippon Steel India Ltd. talked about the importance of technology and upskilling the employees which in turn will lead to a greener and safer world to live in.

Mr. Prem Singh, National President, NHRDN & President. Group HR, JK Organization spoke about the role of technology in governing, defining and regulating human beings which is an



ASBM Memento Conferred to Ms. Pallavi Pednekar, Talent Director, Deloitte India & Ms. Brishti Mondal, VP-HR, NRI Fintech India by the President, ASBM University.

13th National HR Symposium

Technical Session I 18.11.2023



Ms. Rosy Dash, HR Head, OPX-America Inc., Dr. Yusuf Ali Solanki, Head - HR, Emami Paper Mills Ltd., Dr. Sanjay Pattnaik, Founder & CEO, PeopleBetter, Dr. Suvendu Das, MD, Hiteisee Consulting, Mr. Shyam Sundar Choudhury, CHRO, TPCODL (from left to right)

alarming thought in itself. He said we need to recognize our strengths, become lifelong learners, be resilient and think out of the box to succeed in life.

The main highlight of the event was an MoU signed between ASBM University and National HRD Network to launch a new 2 Year Master degree programme in Human Resource Management and Labour Relations.

The Technical session was chaired by Dr. Suvendu Das, MD, Hiteisee Consulting and other esteemed speakers were Mr. Shyam Sundar Choudhary, CHRO, TPCODL; Dr. Sanjay Pattnaik, Founder & CEO, PeopleBetter; Dr. Yusuf Ali Solanki, Head-HR, Emami Paper Mills Ltd.; and Ms. Rosy Dash, HR Head, OPX-America Inc. The deliberations were made and it was followed by a lively question – answer session by the students and delegates.

Prof (Dr.) Smaraki Pattanayak, Principal Director of ASBM University introduced the Guests and Prof. Ranjan Kumar Bal, the Vice Chancellor, of ASBM University delivered the welcome address. The first session ended with a vote of thanks proposed by Dr. Hari Narayan Sahu, Co-Coordinator of the National HR Symposium.



Prof. Smaraki Pattanayak
Principal Director of
ASBM University
& the Convenor
introducing the guests
at HR Symposium



Mr. Prem Singh, National President, NHRDN & Prof. (Dr.) Biswajeet pattanayak, Founder & President ASBM University signed a MoU



IGNITE

The National Talent Festival 2023 | 01 - 02.12.2023



Vice-Chancellor Prof. Ranjan Kumar Bal, Founder & President Prof. Biswajeet Pattanayak, Shri Sridhar Patra, CMD NALCO, Prof. Shri Sandipan Nair, Sr. GM, Dalmia Cement, Prof. Smaraki Pattanayak, Mentor Ignite 23
(from Left to right)

The University hosted IGNITE – 2023, the National Youth Festival, on December 1st and 2nd, transforming its campus into a hub of excitement and cultural fervor. In just a short span, IGNITE has evolved into one of the largest and finest cultural festivals in eastern India, offering two days of unparalleled entertainment, nerve-wracking competitions, and inspiring performances by students from various institutions.

The festival, a wild and wacky weekend of revelries, showcased a diverse range of cultural activities. From choreographed dance displays and fashion parades to thrilling management games challenging the wits of the brightest minds, IGNITE aimed to provide students with a platform for holistic development and creative expression. The inaugural ceremony was graced by distinguished guests, Shri. Sridhar Patra, Chairman cum Managing Director of NALCO, and Shri Sandipan Nair, Senior GM of Dalmia Cement. The valedictory ceremony witnessed the esteemed presence of Shri. B.C Mohanty, Managing Director of Oriclean Pvt Ltd, Shri. B.K Panda, former Health Director, and Shri Jyotirmaya Mohapatra, former Vice-Chancellor of AIPH University.

Prof. Biswajeet Pattanayak, expressed his pride in IGNITE completing fifteen successful years. He congratulated the Ignite team for attracting over 500 students from across the country this year, making it a truly national event.

The festival's coordination was led by Prof. (Dr.) Smaraki Pattanayak, Principal Director of the University, with support from Prof. Saroj Bishoy and Prof. Avijit Mondal. The Vice-Chancellor of ASBMU, Prof. (Dr.) Ranjan Kumar Bal, delivered the welcome address, and the event was attended by Vice-President Prof. (Dr.) Kalyan Shankar Ray, Pro-Vice-Chancellor Prof. (Dr.) Phalgu Niranjana, along with Deans, Heads of various schools, faculty members, staff, and enthusiastic students.

IGNITE – 2023 not only showcased the cultural vibrancy of ASBM University but also reiterated its commitment to fostering talent, creativity, and a spirit of healthy competition among the youth of India.





13th National Marklogistics Symposium

CIRCULAR SUPPLY CHAIN : BUILDING COMPETITIVE ADVANTAGES | 27.01.2024



Vice Chancellor Prof. Ranjan Kumar Bal, Shri Arun Kumar Rath, Director, Brown Field Projects, Arceller Mittal Nippon Steel, Odisha, Founder & President of ASBM University Prof. Biswajeet Pattanayak, Executive Director (Materials), NALCO. Shri B. D. Mohanty, (from left to right)

The School of Management organized its 13th National Marklogistics Symposium on 27 January 2024. The theme of the symposium was "Circular Supply Chain: Building Competitive Advantages." The Chief Guest Shri Arun Kumar Rath, Director, Brown Field Projects, Arceller Mittal Nippon Steel, Odisha inaugurated the event by lighting the lamp. Shri Rath in his address to the congregation focused on Linear and Circular Economy for the sustainable development of energy resources.

Shri B.D. Mohanty, Executive Director, (Materials), NALCO who was the Guest of Eminence explained the meaning of a Circular Supply Chain to the students. He advised the gathering to maximize the circular economy to optimize energy consumption. Shri Bodhisattwa Sanghapriya, Founder & CEO, IG Drones, a leading Drone platform in India who was invited as Guest of Honour shared his incredible journey from an aspiring student of B.Tech. who built a Rocket with a low setting to being the founder & CEO of IG Drones. He has worked with NASA and ISRO on many projects developed by him.

Prof. (Dr.) Biswajeet Pattanayak Founder & President, ASBM University who chaired the session, in his presidential speech, advised the students not to go with rote learning but to go by practice. He said, there should be a circular economy for betterment. The holistic model is circular in nature. He advised the congregation to take-make-use- and recycle the products from nature for better sustainability.

The second session was chaired by Shri Abhijeet Chaudhary Regional Manager, Dabur India Ltd. and Shri Kanti Prakash Brahma, Senior Business Controller, H&M Group. The plenary Session was marked by lively discussion between the panel members and students.



Shri Abhijeet Chaudhary, Regional Manager, Dabur India Ltd. , Shri Kanti Prakash Brahma, Senior Business Controller, H&M Group and Dr. Rutupurna Dash, Asst. Professor, School of Business (from left to right)



2nd National Information System Symposium

Responsible AI : Recipe for the Future | 03.02.2024



Vice Chancellor Prof. Ranjan Kumar Bal, Mr. Nilabdh Samantray, Chief Digital Officer (CDO), Mr. Debankur Ghosh, Director, Emerging Technology, PricewaterhouseCoopers Pvt. Ltd., Founder & President of ASBM University Prof. Biswajeet Pattanayak, Mr. Swaroop Kr. Rath Chief Architect & Business Partner, TCS, Prof. Ricky Mohanty in Inaugural session (from left to right)

School of Information Systems conducted a day-long National Information System Symposium on the theme "Responsible AI: Recipe for the Future". In the Inaugural Session, Mr. Debankur Ghosh, Director, Emerging Technology, PriceWaterhouse Coopers Private Limited graced the occasion as the Chief Guest along with Mr. Nilabdh Samantray, Chief Digital Officer (CDO) & Head of Emerging Technology, CSM Technologies as the Keynote Speaker and Mr. Swaroop Kumar Rath, Chief Architect & Business Partner at TCS as the Guest of Honour. Mr. Nilabdh Samantray highlighted myths about Artificial Intelligence (AI) that often arises from a combination of

combination of misinformation, and the rapid pace of technological advancements. Mr. Swaroop Kumar Rath, specified that many organizations, both in the private and public sectors, are developing & adopting ethical guidelines and frameworks for the responsible development and deployment of AI. Mr. Debankur Ghosh, emphasized how data has become very important in the 21st century. Artificial Intelligence (AI) and data are intricately connected, with data serving as the fuel that powers AI systems. In his presidential address, Prof. Biswajeet Pattanayak, had a word of advice for every AI user. He emphasized cultivating a culture of responsibility within



organizations and the broader AI community encouraging open dialogue, learning from mistakes, and a commitment to continuous improvement in ethical practices.

The Plenary Session was a lively discussion with distinguished guests from the IT Industry. The guests were Mr. Prabhupad Mohapatra, Manager, Cyber Security Operation Centre(CSOC), E&IT Department, Government of Odisha, Mr. Sabitra Panda, Co-Founder and COO at ByteIQ Analytics, Mr. Satyabrata Mohanty, Founder Director, Steradian Technologies, Mr. Mohar Mishra, CIO and Co-founder at Inovaare Pvt Ltd.



Mr. Prabhupad Mohapatra, Manager, CSOC, Odisha, Mr. Sabitra Panda, Co-Founder and COO, ByteIQ Analytics, Mr. Satyabrata Mohanty, Founder Director, Steradian Technologies, Mr. Mohar Mishra, CIO and Co-Founder, Inovaare Pvt. Ltd. in Plenary session (from left to right)

9th International Management Conference (IMCon - 24)

RESPONSIBLE BUSINESS: BREAKTHROUGH TO EXCELLENCE | 08 & 09.3.2024



Prof. Barada P. Mahapatra, Vice-Chancellor Prof. Ranjan Kumar Bal, Mr. Radhashyam Mahapatra, Director (HR), NALCO, Founder & President of ASBM University Prof. Biswajeet Pattanayak, Prof. Sok Uttara, VP, CamEd Business School, Cambodia, Prof. Irina Leonova, Professor, International Affairs, Lobachevsky University, Russia, Prof. Smaraki Pattanayak, Principal Director, ASBM University (from left to right)

The 9th International Management Conference (IMCon'24) on "Responsible Business: Breakthrough to Excellence" was inaugurated by the Chief Guest Shri Radhashyam Mahapatro, Director (HR), NALCO who spoke on building trust and credibility, thereby making healthy space for growth and improvement, where people can trust and thrive together.

The Keynote Speaker, Prof. Sok Uttara, Vice President, CamEd Business School, Cambodia cited the examples of a responsible business regarding CSR initiatives in Cambodia and how their long-term prosperity is intricately interwoven with the well-being of the communities which fosters customer loyalty and employee satisfaction. He talked about the First King of Cambodia who was from Odisha.



Prof. Pattanayak ,President ASBM University exchanging MoU with Prof. Sok Uttara, VP, CamEd Business School, Cambodia

The Guest of Honour, Prof. Irina Leonova, Professor, International Affairs, Lobachevsky University, Russia, focused on how the prosperity of business and society is inextricably linked.

The Chief Guest of the Valedictory Ceremony Mr. Richard Rekhy, Board Member KPMG Dubai & Former CEO, KPMG India spoke on the interconnection between society & environment. Prof. Shakti Ranjan Mohapatra, Dean Management, Biju Patnaik University and Technology, highlighted the benefits of implementing business responsibility and sustainability reporting that can have a remarkable impact on the business world.

Prof. Biswajeet Pattanayak presided over the conference. He gave emphasis on ethical practices, moral principles, commitment and taking responsibility, which act as the cornerstone of integrity in business. He also highlighted the cornerstone of responsible business by giving the example of ASBM University itself.

Sixty one research papers were presented in five technical sessions in the 2-day conference by researchers from six countries – Cambodia, Italy, Spain, Russia, Pakistan and India.



Paper presentaiton in Technical Session

3rd National Law Symposium | 22.03.2024

PUBLIC INTEREST LITIGATION & SOCIAL JUSTICE: ISSUES AND CHALLENGES



Vice-Chancellor ASBM University Prof. Ranjan Kumar Bal, Hon'ble Justice Bimal Prasad Das, Former Judge, High Court of Orissa, Hon'ble Justice Subhasis Talapatra, Former Chief Justice, High Court of Orissa, Hon'ble Justice Ananga Kumar Patnaik, Former Judge, Supreme Court of India & Chairperson, ASBM University Advisory Council, Founder & President of ASBM University Prof. Biswajeet Pattanayak, Dean, School of Law, Prof. Premananda Ranasingh (Left to Right)



Distinguished Guests presented with ASBM memento.



Advocate Sitanshu Mohan Dwivedi, Chairman, State Bar Council, Odisha, Prof. (Dr.) Rangin Pallav Tripathy, Registrar, National Law University, Odisha, Advocate Bhakta Bhusan Barik, Member, Bar Council of India (Left to Right)

The School of Law organised a day-long symposium on "Public Interest Litigation & Social Justice-Issue & Challenge" on 22.03.2024. The Symposium was inaugurated by the Chief Guest, Hon'ble Justice, Shri Ananga Kumar Patnaik, Former Judge, Supreme Court of India. By giving real life examples, he explained how PIL acts as a powerful instrument for the establishment of social justice. In the first session Hon'ble Justice, Subhasis Talapatra, Former Chief Justice, High Court of Orissa and Hon'ble Justice, Bimal Prasad Das, Former Judge, Orissa High Court & Chairman, OHRC joined the Symposium as the Guest of Honour and delivered their Keynote Addresses. The symposium was presided over by Prof. (Dr.) Biswajeet Pattanayak, Founder & President, ASBM University, who delivered the welcome address.

The afternoon plenary session witnessed engaging debate by Shri Sitanshu Mohan Dwivedi, Chairman, State Bar Council, Shri Bhakta Bhusan Barik, Member, Bar Council of India, & Prof. (Dr.) Sukanta Kumar Nanda, Professor-cum-Principal, University Law College, Utkal University & moderated by Prof. Rangin Pallav Tripathy, Registrar, National Law University, Odisha.

Cyber Security Awareness Programme

In collaboration with Police Commissionerate, Bhubaneswar - Cuttack | 16.11.2023



Assistant Commissioner of Police (ACP) Anjana Tudu addressing in the Cyber Security Awareness Programme.

On November 16, 2023, ASBM University played host to a pivotal Cyber Security Awareness Drive organized by the Odisha Police. The event, spearheaded by Assistant Commissioner of Police (ACP) Anjana Tudu, aimed to enlighten the university community on the escalating threats of cybercrimes and equip them with the knowledge needed to navigate the digital landscape safely.

The agenda of the drive encompassed a comprehensive overview of various cybercrimes, shedding light on prevalent threats such as phishing, identity theft, and ransomware

attacks. ACP Anjana Tudu revealed the intricacies of these cyber threats and elucidated practical solutions to fortify personal and organizational cyber defences.

The session was not just a theoretical discourse; it involved interactive discussions, real-life case studies, and demonstrations to ensure an engaging and immersive learning experience. Students, faculty, and staff gained insights into cybersecurity best practices, emphasizing the importance of robust passwords, secure online behaviours, and vigilance against social engineering tactics.



ASBM University inks Memorandum of Understanding with EDII

ASBM University has exchanged an Memorandum of Understanding (MOU) with Entrepreneurship Development Institute of India (EDII), Ahmedabad to facilitate joint intervention in education, entrepreneurship development, research and publication, innovative practices, capacity building, business mentoring, visit, etc. This MOU has been exchanged between Prof. Biswajeet Pattanayak, President of ASBM University and Prof. Sunil Shukla, Director General, EDII

Prof. Biswajeet Pattanayak, President ASBM University felicitated by
Prof. Sunil Sukla, Director General,
Entrepreneurship Development Institute of India(EDII), Ahmedabad

ACBSP Regional Conference at Vietnam



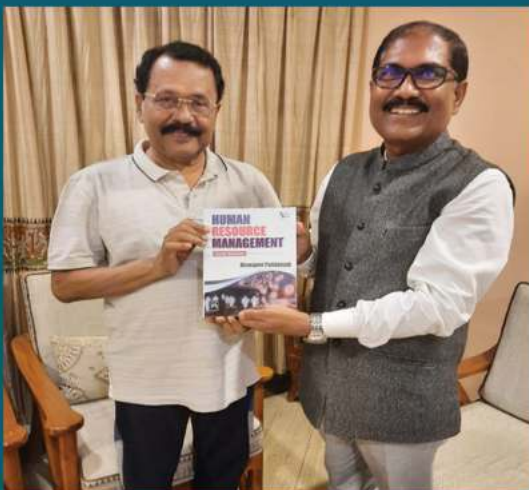
Team ASBM (Prof. Biswajeet Pattanayak, Prof. Phalgu Niranjana, Prof. Smaraki Pattanayak & Ms. Shivangi Pattanayak with other office bearers at ACBSP International Conference, FPT University, Vietnam

Prestigious Teaching Excellence Award 2023 of Accreditation Council for Business Schools & Programs (ACBSP), USA for South East Asian region was conferred on **Prof. Smaraki Pattanayak**, Principal Director, ASBM University on the occasion of the Regional Conference of ACBSP held at Ho Chi Minh City, Vietnam. The award was presented by **Dr. Steve Parscale**, Chief Accreditation Officer, ACBSP. She was one among the 11 best educators in the world to receive this award.





Prof. Biswajeet Pattanayak,
President, ASBM University
presenting his book on
Human Resource Management
to His Excellency
Shri Raghuraj Das,
Hon'ble Governor of Odisha



Prof. Biswajeet Pattanayak, President ASBM University
presenting his book on Human Resource Management
to His Excellency Shri P S Sreedharan, Hon'ble Governor, Goa



Prof. Biswajeet Pattanayak, President ASBM University,
Prof. Smaraki Pattanayak, Principal Director, ASBM University and
Ms. Shivangi Pattanayak, Trustee ASBM University with
Shri N. Rangaswamy Hon'ble Chief Minister of Puducherry.



Prof. Biswajeet Pattanayak, President ASBM University with
Ambassador Shri Lalit Mansingh,
Member of Advisory Council of ASBM University.



Prof. Biswajeet Pattanayak, President, ASBM University
with Mr. Abhimanyu Prasad Kar, AVP & Business Head,
Duratech Cements on his visit to the University.



Prof. Biswajeet Pattanayak, President ASBM University with Prof. Bharat Bhaskar, Director IIM, Ahmedabad



Prof. Biswajeet Pattanayak, Presenting the Research Report on “Odisha Economy in the Twenty-First Century: An analytical study” conducted by ASBMU to Shri V. K. Pandian, Chairman 5T, Govt. of Odisha



Prof. Biswajeet Pattanayak, President ASBM University graced the UG Orientation Programme of OUAT, Bhubaneswar as the Chief Guest. He was felicitated by Prof. Pravat Roul, VC, OUAT.



MoU with Blackbuck Engineers, Hyderabad for imparting employability skill development training of B.Tech (CS & IT) students of ASBM University.



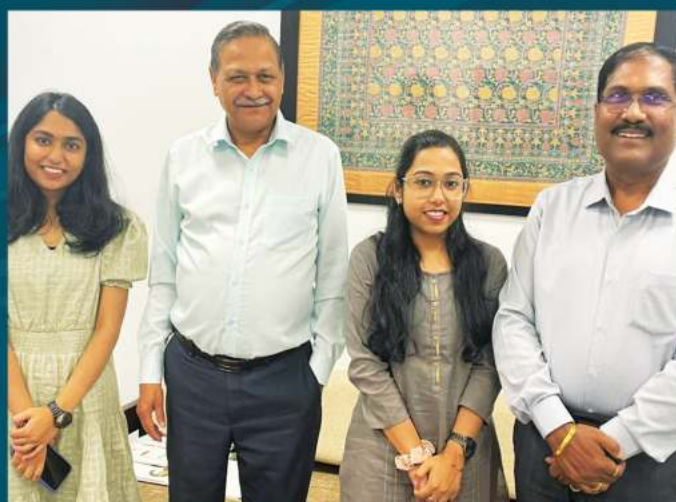
One of the greatest joys of teaching is seeing the progress of your students. Mr. Debasish Pradhan, Lead : Talent Acquisition, Adani Group, an alumnus of ASBM UNIVERSITY with our President Prof. Biswajeet Pattanayak,



Internal Quality Assurance Cell (IQAC) conducted Training and Capacity Building Programme by Shri Ashwini K. Behera, Chief Manager, Bank of India



Prof. Biswajeet Pattanayak, Hon'ble President, Prof. Smaraki Pattanayak, Principal Director, and Ms. Shivangi Pattanayak, Trustee ASBM with Mr. Subrata Tripathy, CEO Ports, Adani Group during their visit to Adani Corporate Office, Ahmedabad.



Prof. Biswajeet Pattanayak, Hon'ble President, Prof. Smaraki Pattanayak, Principal Director, and Ms. Shivangi Pattanayak, Trustee ASBM with Prof. Bharat Bhaskar, Director IIM, Ahmedabad.

Industry Visit



Industry visit of MBA students to Arcelor Mittal Nippon Steel India, Paradeep on 24.01.2024



Industry visit of MBA students to Godrej & Boyce on 15.03.2024



Industry visit of BBA students to ITC Ltd on 06.04.2024

Road To Excellence Lectures



Capt. G. R. Gopinath, Founder of Air Deccan delivering Road to Excellence Lecture.



Mr. Sanjeeb Samal, Corporate HR Head,
Heritage Nutrivet Ltd.

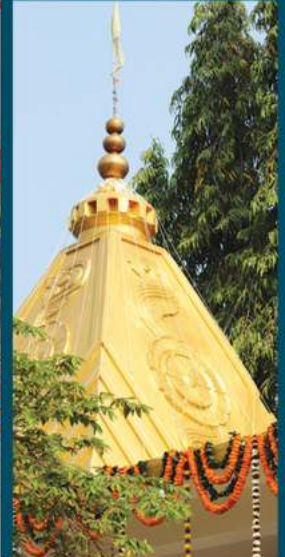
Dr. Nirakar Pradhan, CEO, PRMIA

“Viksit Bharat @ 2047”



Dr. Sarba Narayan Mishra, Head, Dept. of Agricultural Economics, OUAT, CMA K.C. Samal former Director Finance & CFO, NALCO & Prof. Padmanava Mahapatra from left to right.

12th Anniversary of Sai Temple at ASBM Campus on 18.02.2024



Teachers' Day

Saraswati Puja at Campus



'Connecting the Dots'

National Competition on AI



Prof. Biswajeet Pattanayak
conducting a training programme
'Connecting the Dots' for the teaching staffs of the University

Shri Ashok Kumar Tripathy (Retd. IAS), President,
Odisha Productivity Council, Shri Shyama Prasad,
Dy. Director, National Productivity Council (from left to right.)



Book Fair | 05.02.2024 - 06.02.2024



Blood Donation Camp | 08.02.2024



Cleanliess Drive | 01.10.2024



Yoga Day | 21.06.2023



Celebrating Vana Mahostav at ASBM Campus | 07.07.2023



Republic Day at ASBM Campus | 26.01.2024



ASBM welcomes 2024



FAREWELL 2024



ETHNIC *Day*



The Telegraph
calcutta, india

**ASBM, Bhubaneswar
establishes school for
liberal arts**

A NewGen university with cutting edge programmes is ASBM University in Bhubaneswar. Professor Biswas Pattanayak founded it. As the management university in India focuses on management, technology, liberal arts, accountancy, and law through its five functional schools, including the School of Business, School of Liberal Arts, School of Accountancy, School of Law, and School of Information System, the University has graduated from an independent business school (Asian School of Business Management), established in 2006.

प्रभात खबर

सिटी बाइट्स



एएसबीएन विवि में राष्ट्रीय कानून संगोष्ठी का आयोजन

छोटाछाता. एसबीएस विद्यापीठालय ने जनाति राष्ट्रीय और सांख्यिक न्याय: मुंबई और इन्डियन विषय पर तीसरा राष्ट्रीय कानून सम्मेलन आयोजन किया, जिसका उद्घाटन मुंबई अधिवेश के बहाम में उद्घाटित किया के पूर्व न्यायाधीश अंगन कुमार शुभाशीत तालवारा व पूर्व न्यायाधीश हाकोरके के पूर्व मुख्य न्यायाधीश मुनाशीत तालवारा व पूर्व न्यायाधीश आचार्यभारती के अध्यक्ष मिलन प्रसन्न एस. सी. में अपने विचार रखे। की अध्यक्षता एसबीएस विद्यापीठालय के संस्थापक और अध्यक्ष (पी.डी.) विद्यावती प्रसादयन के की. आर्वाजी बल में स्टेट बार के अध्यक्ष सतिशु मोहन द्विवेदी, बार काउंसिल और ऑडिटर के स. भूषण जाकि और युनिवर्सिटी लॉ कॉलेज, उत्तराख विद्यापीठालय व साह-सिंहल प्रफेसर (पी.डी.) सुकान्त कुमार बल में किया मिलन प्रसन्न प्रफेसर रमण प्रत्यक्ष विचार, जेम्सडर, नेशनल लॉ ऑडिटर हाग किशव भाग, अधिवेशीय का पीपयर्ष भ्रमादर रमा। द्वाराती याकतयन ने किया, जिसका अध्यक्षता एसबीएस। के कुमारी प्रफेसर (पी.डी.) रमन कुमार बल ने किया, संगीती ने था

যুগশঙ্ক

এএসবিএম বিশ্ববিদ্যালয়ে
জাতীয় আইন সিন্ধেপা

নিজস্ব প্রতিনিধি: তৃতীয় জাতীয় আইন সিনেপোজিয়ারমের আয়োজন করল এএসবিএন বিশ্ববিদ্যালয়। বিষয় ছিল জনস্বার্থ মালগা এবং সামাজিক ন্যায়চিত্র। সমস্যা এবং চ্যালেঞ্জ। সিনেপোজিয়ারমের উদ্বোধন করল সুপ্রিম কোর্টের প্রাক্তন চিরাগপতি অনঙ্গ কুমার পট্টাচার্য। তিনি ছিলেন সিনেপোজিয়ারমের প্রধান অতিথি। প্রাক্তন চিরাগপতি পট্টাচার্যে বক্তৃতা জীবনের উদারত্ব কাঁড়াবে পিছাইয়াছি। জনস্বার্থ মালগা। সামাজিক ন্যায় একটি শিষ্টাচার। ভবিষ্যৎ হিসাবে কাজ করবে। গুঁড়ি প্রদান বিচারপতি ওজাল তলাগার সম্মানিত অতিথি ছিলেন যোগদান করেন এবং মূল বক্তৃতা পেশ করেন। আইনি ব্যাখ্যা করেন যে, পিআইএল কাঁড়াবে বড়ত্ব ভ্রম এবেঁধে হরনেই প্রতিরোধে ইচ্ছানি আইন প্রদান করেবে। প্রাক্তন চিরাগপতি এবং ওএইচআরসিএ চেয়ারম্যান বি.করেন। কাঁড়াবে জনস্বার্থ মালগা একজন ব্যক্তিকে সবার্থে পুঁজ তুলে লুপ্ত করত সাহায্য করে। তাঁর কথা পরিবর্তনে একটি প্রধান ভূমিকা পালন করে। এ ন্যায়বিচারের প্রচারে একটি উজ্জ্বল পদক্ষেপ ছিল। সিনেপোজিয়ারমের সভাপতিত্ব করলেন এএসবিএন বিশ্ববিদ্যালয় অধ্যাপক বিজ্ঞিজ পট্টাচার্য। সিনেপোজিয়ারম থেকে অস্যা আইনজীবী, শিক্ষক ও শিক্ষার্থীরা অংশ

The Mizoram Post

3rd National Law Symposium at ASBM



ସମାଜ
The Samaja
ସଂସ୍କୃତ ସମ୍ବାଦୀକା ପତ୍ରିକା

ପ୍ରଫେସର ସ୍ଥାନକୁ ଯୁକ୍ତରାଷ୍ଟ୍ର

ସ୍ୱାସ୍ଥ୍ୟ ସେବା: ଆକ୍ରିଟିକ୍ସର ଜାଲନସିଲ ଅଫ କିକନେସ୍ ସ୍କୁଲ 'ଏସ୍ ପୋଗ୍ରାଫ୍' (ଏସିଟିଏସି) ପକ୍ଷରୁ ଭିଏଟନାମରେ ହୋମିନିନ୍ ବିଟିର ଦକ୍ଷିଣପୁର ଏସିଆ କିକନେସ୍ ଅନୁଷ୍ଠାନରୁ ସ୍ୱୀକୃତି ହୋଇପାରିଛି । ଏହି ସ୍ୱୀକୃତିନାମରେ ଆକ୍ରିଟିକ୍ସର ପ୍ରଶାସନିକଙ୍କ ଏକତ୍ତେସ୍ ଆକ୍ସିଟ୍ ୨୦୨୪ ପ୍ରକାର କରାଯାଇଥିଲା । ସାରା ସ୍ୱାସ୍ଥ୍ୟକାରୀ ଚେତନା ଏହି ଆକ୍ସିଟ୍ ନିମନ୍ତେ ମନୋନୀତ ହୋଇଥିଲା । ସେଥିମଧ୍ୟରୁ ଆକ୍ରିଟିକ୍ସ ପ୍ରଫେସର ସାରାଜା ନାୟକ ମନୋନୀତ ହୋଇଛନ୍ତି । ଏସିଟିଏସିର ଅଧିକୃତିତ ଅଧିକାରୀ (ଡଃ) ସିଲ ପାରସେଲ ପ୍ରଫେସର ସାରାଜାଙ୍କୁ ଏହି ସ୍ୱୀକୃତିର କୋପିଟ୍ ଦେଇଥିଲେ । ପ୍ରକାଶ ଆକ୍ସିଟ୍ ଏହି ପୁରସ୍କାର ପାଇବାରେ ସାହାଯ୍ୟ କରିଛନ୍ତି ଏବଂ ସିଲ୍ ବିଶ୍ୱବିଦ୍ୟାଳୟରେ ଆଧାରଣ କରିବା ସହ ପ୍ରମୁଖ ସ୍ୱୀକୃତିକାରୀ ପ୍ରଫେସର ଡଃ, ଏସିଟିଏସିର ପୂର୍ବଜନ ଅଧ୍ୟକ୍ଷ ପ୍ରଫେସର ଦେବି ପ୍ରସାଦ, ଆକ୍ରିଟିକ୍ସର ଗୋଟିଏ ସଦସ୍ୟ ପ୍ରଫେସର ଜେମିନ୍ ସ୍ତ୍ରୀ ପ୍ରମୁଖ ଉପସ୍ଥିତ । ସ୍ୱୀକୃତିନାମରେ ୩୦୦୦ ଲକ୍ଷ ମାଲେକୋଗ୍ସ ବିଶେଷତ୍ୱ ଯୋଗଦେଇଥିଲେ ।



ଏଏସ୍‌ସିଏମ୍‌ରେ ଗବେଷଣାମୂଳକ ସ୍ନାତକ ପାଠ୍ୟକ୍ରମ ପଢ଼

The Telegraph
calcutta, india

ASBM's cutting-edge courses

ASBM University
in Bhubaneswar,
has introduced new
courses to meet the
changing demands of the
professional
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ASBM University
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from an art
business sch
comprehens
focusing on
technology,
management,
BMS Univers
Eastern li
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provided
gred prog
It is also
the Accred
for Pol
and ESP, US
US
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universities
diversity
development

value-based courses into its four-year degree programs, aligning with the National Education Policy (NEP) 2020. Students

The Mizoram Post
Mizoram's Voice

3rd National Law Symposium at ASBM Univer



NEWS
**Former President Ram Nath Kovind attends
convocation of ASBM University**

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तुलना भारत Page

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एएसबीएम विद्यापीठाचा तिसरा
पदवीदान समारंभ उत्साहात

भुवनेश्वर, दि. १८ : प्रतिनिधी
व्यवसाय व्यवस्थापनाचे शिक्षण देणाऱ्या ओडिशातील एएसएस
विद्यापीठाचा तिसरा पदवीदान समारंभ मुक्तेश्वरच्या कॅम्पसम
मोठ्या उत्साहात संपन्न झाला. या कार्यक्रमाला माजी राज्य
मंत्रि कोविंद गोय्याचे राज्यपाल पी. एस. श्रीप्रसन्न पिल्लई
होते. विद्यापीठाचे संस्थापक उ
होते. यावेळी खाली हा क

Hans India

ASBM University holds meet on 'Responsible Business'



ASBM University organized the 9th International Management Conference (IMCon24) on "Responsible Business: Breakthrough to Excellence" in March 8 and 9.

NALCO Director (HR) Radhadeshyam Mahapatra, who inaugurated the conference, spoke on building trust and credibility; thereby making healthy space for growth and improvement.

where people can trust and

The Telegraph
calcutta, india

**13th National HR
Symposium at ASBM
University**

13th National HR Symposium on
Global HR: Building Organizations
The Future" was held in ASBM
University on 18th November,
2023. It was inaugurated by Mr
Rajendra Singh, National President
HRDN & President Group HR
K Organization. Mr Suresh C
Executive Director, Odisha Asset
ArcelorMittal Nippon Steel India
Bhadrakali Pednekar, Tale:



Established by Govt. of Odisha Act 4 of 2019
(Formerly Asian School of Business Management)



Management Guru

PROF. (DR.) BISWAJEET PATTANAYAK
Ph.D., D.Litt., D.Sc., Fellow (AIMA)
Distinguished former Professor,
IIM Indore, Lucknow & Mumbai
Founder & President



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