

**PRESS NOTE**

**To  
The Editor**

**Varanasi**

**TWO DAY NATIONAL CONFERENCE CONCLUDES AT SMS-VARANASI**

**“Industrial Readiness” of students always matter the Corporate : Rakesh Seth**

- **Speakers from Canada and USA were the centre of attraction**
- **Different dimensions on Management of Innovation in Business and Technology discussed in Six Technical Sessions covering over 100 Research papers**
- **More than 200 participants from across the country participated**
- **Now SMS Group publishes 4 Research Journals**

**VARANASI:** The two day National Conference on “Management of Innovation in Business and Technology- New Strides” organized by School of Management Sciences (SMS), Varanasi concluded on Sunday. The proceedings of the Conference were conducted in the six technical sessions over the last two days and witnessed a high profile congregation of elite thinkers and academicians from India as well as abroad.

Speaking in one of the sessions, Prof. R. C. Mishra, Department of Psychology, B.H.U. said that proper work ethics needs to be developed among the students in order to succeed in their corporate endeavours. He also talked about the cultural clusters globally and concluded that the people working in countries like Britain, Denmark, and Norway are most satisfied in comparison to Asians and Japanese on the personal and emotional factors. Speaking in the other technical session Mr. Rakesh Seth, Corporate Head (HR), Fedderer Loyds (New Delhi) opined that no one is unemployable. It is entirely based on the demand and supply factors. He further said that corporate evaluate the “Industrial Readiness” of the students while recruiting them. Hence, students should inculcate the passion for work and flexibility in their approach towards work.

In yet another session, Dr. Anjana Sen, Senior Management Consultant from Mumbai, said that Creativity is the result of the changes in the nerve cells in response to the environment, practices and new experiences and stress hampers the creativity. She opined that Intrinsic Motivators are necessary for creativity and an organization is like an iceberg, upper part is the performance and the lower part consists of the Group mood, group needs, underlying conflicts and repressed issues. She urged the students to be proactive for creativity. Ms. Shanta Roy, Chief Marketing Officer, Haier India (New Delhi) interacted with the students and through the Case Study of Haier Brand, enlightened the participants as to how and why Haier is at the top amongst all global Consumer Durable Brands? In the final session, Prof. K. K. Bhutani (Director, UPTEC Computer Consultancy & Former Head, Computer Centre, University of Allahabad) opined about innovations in technology and called the great computer innovation as “Wisdom Machine”.

Praising the participants and galaxy of intellectuals, in the valedictory session Prof. P. N. Jha, Director, SMS said that academic discussions in the Conference have been beneficial for both the academic as well as industrial world. The Conference Review was presented by Dr. Sanjay Saxena (Reader & Conference Coordinator, SMS). Certificates and Best Research Paper awards were also distributed to the participating candidates by the Director and Conference Convener Dr. Amit Gautam. The vote of thanks was given by Mr. Kamal Sheel Mishra, HOD, Computer Science Department, SMS. On this occasion Mr. Sanjay Gupta, Registrar, SMS, participants and faculty members were also present. The sessions were coordinated by Dr. Meenakshi Singh, Dr. Shardul Chaubey, Mr. Amit Kishore Sinha, Mr. Amitabh Pandey, Mr. Atish Khadse, Mr. Rajiv Katare and Ms. Indrani Sengupta (all faculty members, SMS).

