

To
The Editor

Varanasi

TWO-DAY NATIONAL CONFERENCE STARTS AT SMS

“Innovation should have Social Value”: Prof. S. K. Kak

- *Management experts from Canada and USA also arrive at SMS*
- *Inaugural issue of the journal on Computer Sciences and Applications ‘Computing Trendz’ released by dignitaries*
- *Over 120 research papers being presented by Researchers in the Conference*
- *Over 200 participants from all over India arrive at SMS campus.*

The leading B-School of the region, School of Management Sciences (SMS), Varanasi witnessed a high profile congregation of elite thinkers and academicians in its high profile two day “National Conference on Management of Innovation in Business and Technology- New Strides” which started in the Khushipur Campus at Varanasi. This two-day Conference was inaugurated by the Chief Guest, Honorable Vice Chancellor of Mahamaya Technical University, Prof. S. K. Kak on Saturday. On this pious occasion, Mr. Dilip Pithadia, Chairman, Pithadia Foundation, Detroit (USA), Prof. Claude Besner, University of Quebec (Canada) and Prof. Pravash Kumar Mishra, Head, Department of Psychology, Utkal University (Odisha), were the Guest of Honours.

Inaugurating the Conference, Chief Guest, Prof. S. K. Kak said that innovation is all about thinking beyond possibilities, thinking beyond ordinary and thinking beyond what is affordable. He also emphasized on managing innovation with values. Drawing an analogy with the process of registering patent, which must be socially valuable, he said that innovation should also have social value attached to it so that the society can derive maximum benefit out of it. He also said that new ideas come from nature, however, the emotional and imaginative connect is present only in human beings which are necessary for innovation and creativity. He also opined on management of innovation, technology and business.

The Guest of Honour, Mr. Dilip Pithadia talked about deceptive innovation while Prof. Claude Besner highlighted the link between project management and innovation. Referring to the Indian case he said that the role of stake holders in corporate India seems to be very important and the practices of corporate social responsibility adopted by such corporate houses in India is the point of difference if compared to the practices prevalent in western part of the world. Addressing the inaugural session Prof. Pravash Kumar Mishra said that innovation is just not about intellect but

about imagination, catching crazy ideas at the right time and going to the periphery of the business.

Earlier the programme began with the lamp lighting and garlanding of the statue of Goddess Saraswati. The Honorable Guests were felicitated by Prof. P. N. Jha, Director, SMS, Varanasi. Welcoming the dignitaries Prof. P. N. Jha said that innovation is not a new issue but the innovative strides which we are witnessing in the era of globalization is certainly a novel issue. Commenting on the global management education system, he said that the same has transformed in the recent past and we need to revisit the same through innovation.

The theme of the conference was presented by Dr. Sanjay Saxena (Reader, SMS). On this pious occasion, the inaugural issue of the journal on Computer Sciences and Applications, 'Computing Trendz', the 3rd journal from SMS was released by the Chief Guest. The latest issues of the other two existing journals 'Management Insight' and 'Purushartha' were also released by the Honourable Guests.

This high profile galaxy in the two day National Conference would feature eminent speakers, prominent being Prof. R.C. Mishra, Department of Psychology, B.H.U. Varanasi, Mr. Rakesh Seth, Corporate Head, HR, Federrer Loyds, New Delhi, Mr. Shailendra. S. Mishra, Zonal Head, North Zone, Bajaj Allianz, Ms. Shanta Roy, Chief Marketing Officer, Haier India, New Delhi. Dr. Anjana Sen, Sr. Management Consultant, Mumbai, Prof. K. K. Bhutani, Director UPTEC Computer Consultancy, formerly with University of Allahabad, Prof. Ashish Khare, University of Allahabad, and Prof. K.P. Singh, Magadh University, Bodh Gaya.

The sub themes of the conference include Value Based Organizations, Ethical Issues in Business, Change Management, Role of IT in Business. IT Enabled Business Practices, Corporate Governance- Issues and Development, Entrepreneurial Practices, Corporate Restructuring, Tourism Management, Liquidity Management, Social Issues in Management, Marketing & Retail Management, Corporate Risk Management, Economy, Finance and Law, Creativity Innovation & Technology and International Trade Practices.

The delegates and participants who have joined the Conference are from BHU-Varanasi, AMU-Aligarh, Delhi University, University of Rajasthan-Jaipur, University of Jammu, ISM-Dhanbad, VBS Purvanchal University-Jaunpur, UPRTOU-Allahabad. Academicians and Researchers from Coimbatore, Kolkata, Mumbai, Greater NOIDA, Delhi and Allahabad are also presenting their contemporary research findings in the pertaining areas.

The inaugural session was coordinated by Dr. Meenakshi A Singh (Sr. Lecturer, SMS) while the Vote-of-thanks was given by Conference Convenor, Dr. Amit Gautam (Associate Professor, SMS). On this occasion Dr. M. P. Singh, Executive Secretary SMS, Registrar Shri Sanjay Gupta, Faculty members and students were also present.

