

**AMDISA**

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Association of Management Development Institutions in South Asia

A SAARC Recognised Body



SAARC

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## “Accreditation for Institutional Learning and Growth” 8<sup>th</sup> December, 2015



**Delegates at the Conference**  
**Proceedings of the Conference on “Accreditation for Institutional Learning and Growth”  
held on 8<sup>th</sup> December 2015 at Hyderabad, India.**

AMDISA commemorated the 31<sup>st</sup> SAARC Charter Day through an international conference on the theme “Accreditation for Institutional Learning and Growth on 8<sup>th</sup> December, 2015 at Hotel Manohar, Hyderabad. A Souvenir on Accreditation for Institutional Learning and Growth as “A Compendium of Views and Thoughts” comprising 25 articles from leading senior academics within SAARC Region and beyond was published. The Souvenir also carried Messages received from Hon’ble Prime Minister of India Mr Narendra Modi; SAARC Secretary-General Mr Arjun B. Thapa; Additional Secretary in the Ministry of External Affairs, New Delhi, Dr A.M. Gondane; Vice Chancellor of University of Hyderabad, India Prof. Appa Rao Podile; President-AMDISA Prof. Lakshman R. Watawala and Chairman, SAQS Council and Past President-AMDISA Prof. Y.K. Bhushan.

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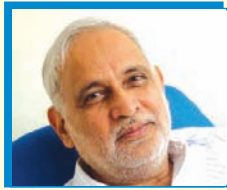
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## From the Editor



Greetings!!

Wishing all our readers a very happy new year and greetings for the forthcoming spring festival !!

This issue focuses on the International conference organized by AMDISA on the theme "Accreditation for Institutional Learning and Growth on 8<sup>th</sup> December, 2015 at Hotel Manohar, Hyderabad. The conference was very well received. It led to meaningful interaction on the issue.

AMDISA commemorated the 31<sup>st</sup> SAARC Charter Day with this event. The 31<sup>st</sup> SAARC charter day was celebrated by some of the member institutions too.

The 7<sup>th</sup> SAQS Council Meeting was held on 7<sup>th</sup> December, 2015. It is a commendable initiative taken by the SAQS council of deciding to take a comprehensive and timely review of the SAQS guidelines by incorporating recent trends and practices in Management Education.

Indian Institute of Management Ahmedabad (IIMA) and Indian School of Business Hyderabad, both AMDISA Member Institutes, jointly organized the Global

Conference in the very crucial area on Emerging Trends in Business Librarianship in December, 2015 at IIMA, Vastrapur, Ahmedabad.

I congratulate Dr. Sita Vanka for achieving the Outstanding Woman Management Researcher Award for University of Hyderabad Faculty.

I welcome Dr. Rajendra Srivastava to the AMDISA Executive Board as he has taken over from Prof. Ajit Rangnekar as Dean of Indian School of Business Hyderabad and I would also like to thank Prof. Rangnekar for supporting the activities of AMDISA during his tenure.

IUBAT, an AMDISA Member institution, has entered its Silver Jubilee Year. In commemoration, IUBAT has announced Yearlong Celebration of Silver Jubilee (2016-2017). I congratulate Professor Alimullah Miyan, Founder and Vice Chancellor, Faculty and Staff of IUBAT on this memorable occasion.

I am happy to note that Dr Hasan Sohaib Murad, Rector, University of Management and Technology, Lahore, Pakistan, is hosting the AMDISA Executive Board Meeting in February 2016 along with the doctoral conference at Lahore. I am sure that both the events will be a grand success and my best wishes for the events.

Ashok R Joshi

### ADVERTISEMENTS

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Institutions/Corporates desirous of joining the Association may please apply for membership. For details, please visit our website at [www.amdisa.org](http://www.amdisa.org) or write to the Executive Director, AMDISA at [execdir@amdisa.org](mailto:execdir@amdisa.org)

## “Accreditation for Institutional Learning and Growth” (Contd. from page 1)

The Conference was attended by leading academics in management education from the SAARC Region – Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka. Representatives from leading Networks worldwide, such as, EFMD, Europe, AACSB, USA, who are reciprocal members of AMDISA also participated in the Conference.

The Conference Inaugural was followed by five sessions, namely: (1) Consolidating Regional Cooperation – the Emerging Role for AMDISA and was chaired by Prof. Y.K. Bhushan; (2) SAQS – from Regional to Global Standards, chaired by Dr S. Padam; (3) Promoting Research in Management Schools, chaired by Dr. Prafulla Agnihotri; (4) The Dilemma of Faculty Shortage, chaired by Dr. A.H. Kalro; and (5) International Accreditations – Bringing SAQS into Greater Focus, chaired by Dr. M. Rammohan Rao.

**Prof. Y. K. Bhushan**, Chairman, SAQS Council, AMDISA and Past President AMDISA, in his opening remarks said that South Asian Quality Assurance System (SAQS) plays a crucial role in building quality across the Region. He further said that the best way to celebrate SAARC Charter Day is to bring management educators and professionals to discuss the contribution of Management Education to the economies of the Member Countries. Prof. Bhushan emphasized that AMDISA should go beyond corporate sector and industry and touch other walks of life in the Region. It is here that SAQS plays an important role by promoting quality in Management Education and thereby improving the performance of various other sectors.



**L-R: Prof. Y.K. Bhushan, Chairman, SAQS Council and Past President-AMDISA, Prof. Shathif Ali, Dean, Business School, Maldives National University, Male, Maldives and Vice President-AMDISA and Mr C. Ramakrishna, Executive Director, AMDISA**

**Prof. Shathif Ali**, Vice President AMDISA and the Dean, Business School, Maldives National University, Male, Maldives, emphasized the need for quality improvement and help in management institutions to achieve international standards.

**Mr. C. Ramakrishna**, Executive Director, AMDISA, welcomed the guests and thanked them for coming in good numbers and hoped that the deliberations will help building quality in management education in the Region. He said that with this conference, AMDISA commemorates the 31<sup>st</sup> SAARC Charter Day, which falls on 8<sup>th</sup> December, 2015, as it has brought together representatives of Management Institutions in South Asia from the SAARC Region.

**Prof. Y. K. Bhushan** presiding over the 1<sup>st</sup> Session on “**Consolidating Regional Cooperation – the Emerging Role for AMDISA**”, said that while Regional Cooperation is essential, it is also necessary to foster and encourage such cooperation from time to time. He said that the spirit of AMDISA lies in the ability of the members to come together and look at the many challenges in propagating the messages of quality.

**Prof. Abdur Rab**, Vice Chancellor, Eastern University, Dhaka, Bangladesh, made a particular mention of the case of the Bangladesh, where management education entered as far back as 1951. However, Dhaka University did not specifically have a Quality Assurance Scheme and left it to the Academic Council to deal with this matter. It was



**Session I: Panel Discussion on Consolidating Regional Cooperation - the Emerging Role for AMDISA:**  
**L-R: Prof.Y.K. Bhushan (Session Chair - at the podium), Prof.Abdur Rab,**  
**Prof. Biswajeet Pattanayak, Mr Karma Tshering and Prof. Shathif Ali**

realized that quality requires special attention and it is here that the institutions that came later also tried to address the issue of quality. As an active participant in the SAQS activities, Prof. Rab stressed the need to encourage and propagate the message of quality which is a continuous process.

**Prof. Biswajeet Pattanayak**, Director, Asian School of Business Management, Bhubaneswar, focused on Management Education particularly in India and said that AMDISA should address the increasing diversity in the Management Schools that are being established. Prof. Pattanayak suggested that instead of venturing into direct accreditation of educational institutions, the government should first establish standards to be used for evaluation of accrediting organisations based on federal legislation. It should then establish an appropriate authority to evaluate and recognize accrediting organizations, which can specialize in different fields of higher education, such as engineering, medicine, management, general education etc. In other words, instead of running omnibus accreditation agencies itself, Government of India should approve such agencies and notify the approved list.

**Mr. Karma Tshering**, Director General, Royal Institute of Management, Thimphu, Bhutan, mentioned the contribution of Late Dr. Dharni P. Sinha who was the founder of AMDISA and the subsequent work that was done in bringing the Region together and focusing on the quality of Management Education. Mr. Tshering felt that one of the important achievements of AMDISA is to become a SAARC Recognized Body which gave it an important standing in the overall functioning of SAARC itself in addition to addressing the problems of improving the quality of Management Education.

**Prof. Shathif Ali**, Dean, Business School, Maldives National University, Male, Maldives, stressed the history of not only Management Education but of education itself in Maldives where the entire process started only in 1988. The progress made in Maldives is indeed phenomenal because it is today there are two full fledged universities and the institutions are devoted to Management education. The establishment of higher education is a land mark in so far as the Maldives is concerned and he was of the view that AMDISA can be of great help in the coming years.

**Dr. S. Padam**, Advisor & former Dean of Studies, Administrative Staff College of India, Hyderabad, presiding over the 2<sup>nd</sup> Session on “**SAQS – from Regional to Global Standards**” emphasized that SAARC and SAQS should not remain a geographical entities but should try to achieve international standards in whatever they do . He said that the presentations to be made by members on the dais particularly those who come from institutions which have already undergone SAQS process will be of great value to AMDISA community.

**Prof. Ajantha Dharmasiri**, Director, Post Graduate Institute of Management, Colombo, Sri Lanka, emphasized that there should be a mind set in the commitment to quality. A mind that is geared towards perseverance will ensure continuity of a recommended habit, preferred value or a best practice. One needs determination and dedication in order to sustain noteworthy initiatives. He further stated that mind over matter with proper Five Ps, namely,



**Session 2: Panel Discussion on SAQS - from Regional to Global Standards:  
L-R: Prof. AKM Saiful Majid (at the podium), Dr S. Padam (Session Chair), Prof. Ajantha Dharmasiri,  
Dr. S. Pratap Reddy, Prof. Brajaraj Mohanty, Prof. J Mahender Reddy and Dr. Satish Ailawadi**

purposefulness, prioritizing, purity, perseverance and pro-activeness, will pave way for personal effectiveness and productivity enhancement. When individuals are equipped with five Ps in their mind, they can interactively contribute to the progress of their institutions through implementing Five S for the matter. It all begins with the mind, added Prof. Dr. Dharmasiri.

**Dr. S. Pratap Reddy**, Chairman, Dhruva College of Management, Hyderabad, was of the view that mere conformity with procedures laid down either statutorily or otherwise need not necessarily make an institution great. There are some of the best institutions in the world which are creative and may not conform to certain procedures. He was of the view that creativity and diversity are the most important things in propagating the Regional Cooperation and globalization.

**Dr. AKM Saiful Majid**, Director, IBA, University of Dhaka, Dhaka, Bangladesh, mentioned the establishment of Institute of Business Administration in Dhaka, Bangladesh which has promoted not only other institutions but also quality. He was of the view that global standards can not come on their own but through local standards and constant improvement of such standards. He said that the success achieved by Bangladesh in expanding Management Education through creation of both public and private institutions has been very good. He hoped that AMDISA could be of considerable help in this. He was of the view that one of the main problems in improving quality is lack of sufficient and good faculty resources. He hoped that AMDISA will step in to this area and help management institutions in Bangladesh but also in the entire world.

**Prof. Brajaraj Mohanty**, Professor, Xavier Institute of Management, Xavier University, Bhubaneswar, representing an institution which has also gone into the SAQS process was of the view that SAQS should be encouraged and expanded in the Region. He was of the view that, institutions are just not high rise buildings or large computer centres, communication centres and Library. Institutions are built by faculty and students who are part of a larger community and also the society. Eventually, society would be a better place to live in by technology and knowledge brought by people with positive values, ethical orientation and concern for not only people around them but also for people who are deprived and who because of circumstances are unable to take advantage of the emerging technology and knowledge. Happiness in society will come from inclusiveness of growth.

**Prof. J. Mahender Reddy**, Vice Chancellor, ICFAI Foundation for Higher Education, Hyderabad, mentioned that it is a milestone in the history of ICFAI University when it achieved the status of Deemed University in 2008. He was of the view that this achievement is essential because of innovativeness of faculty and the constant pursuit in upgrading the curriculum. He also mentioned the excellent work done to encourage faculty to write case studies and bring management education to bear practical problems that arise on the field. He was of the view that Accreditation is a voluntary process of self-regulation and peer-review adopted by the academic community. The process of accreditation

helps the institution realize the quality assurance parameters in terms of student learning, research, faculty development, placement, etc. It provides a quality seal that differentiates the institutions from its peers and also leads to a widespread recognition and greater appreciation of the brand name. More importantly, during the process of accreditation, the institution's systems and procedures get aligned with the vision and mission of the institution.

**Dr. Satish Ailawadi**, Director, Institute of Management Technology, Hyderabad, recalling his experiences with the K J Somaiya Institute which had undergone the SAQS process, emphasized the need to conform to certain laid down practices in the pursuit of quality. He said that every institution must respond to the consumers or students in such a way as to bring better practices and build quality as obsession. Dr. Ailawadi was of the view that the increase in student and faculty mobility continues to be the driving force behind initiating higher education partnerships. Notwithstanding the same, institutions are now identifying many new areas and frameworks for international research collaborations. One of the more complex forms of international collaboration is emerging trend of joint and double degree programmes. While many institutions find it challenging to organize, these collaborative degree programmes continue to gain traction around the world partly because they offer opportunities to build strong academic and institutional partnerships.

**Dr. Prafulla Agnihotri**, Director, Indian Institute of Management, Tiruchirappali, presiding over the 3<sup>rd</sup> Session on “Promoting Research in Management Schools” talked of the importance of the Research. He said that management professionals have been addressing the issue of Research for almost two and a half decades and while there has been a considerable progress the way forward will depend upon the contribution made by South Asian schools in such a way as to be ranked along with the best in the world.



**Session 3: Panel Discussion on Promoting Research in Management Schools:  
L-R: Dr. Prafulla Agnihotri (Session Chair), Prof. Arif A. Waqif, Prof. P. K. Biswas, Dr Debasish Sanyal,  
Prof. R. K. Mishra, Dr Satish Deodhar and Prof. Sita Vanka**

**Prof. Arif A. Waqif**, Professor and Founder Dean (Retd), School of Management Studies, University of Hyderabad, said that management education, research and consultancy have to look beyond the formal accreditation process, and traditional market-driven functional areas and profit maximization paradigm. They need to extend themselves to broader economically, socially and ecologically sustainable development, through proactive and continuous institutional development, learning and growth. Management academics and institutions need to anticipate future market and economic development trends, and help generate relevant managerial expertise. He also spoke on the need for research in management in organized sectors and to that extent he said that research challenges for management faculty and students would be: (i) to study management and entrepreneurship practices in the unorganized urban and rural sectors, household and small scale industries, (ii) to provide better economic and social infrastructural services and to integrate the unorganized sectors with the organized sectors; (iii) better supported and management unorganized sectors will benefit organized sectors; (iv) to draw lessons from public policy, strategy, and management in the organized sectors.

**Prof. P K Biswas**, Director, Institute for Financial Management and Research, Chennai, narrating the experience of IFMR said that research has been the base for all activities in IFMR. He further said that IFMR has started with PhD program with strong research background and went into the Master's Program later. According to Prof. Biswas, Research is the basis of everything that a Management School does and concerns not only the activities of AMDISA but also the activities of every institution in order to reach out to international standards.

**Dr Debasish Sanyal**, Dean, SVKM's Narsee Monjee Institute of Management Studies, (NMIMS), Mumbai, said that Research has not taken its right place in Management Education for quite some time. While this was perceived as weakness during the last 7-8 years, however, because of Management Institutions going beyond their national accreditation process towards SAQS, AMBA, EQUIS, etc., there was a new enthusiasm and new mission to propagate research. He said that it has already shown results and hoped that the process through further improvement and management will get the kind of results that are expected of a top level international standard.

**Prof. R.K. Mishra**, Director, Institute of Public Enterprise, Hyderabad, was of the view that Management Institutions should look at the expectations of the stakeholders such as students, government and society. While meeting their expectations, it becomes imperative that institutions will give greater attention to research. He also emphasized the need to identify good researchers and create a culture of research in the institution so that others also take a cue and follow in such a way that the entire institution would become research-oriented.

**Dr Satish Deodhar**, Professor, Indian Institute of Management, Ahmedabad, identified some of the problems of standalone Management Institutions. He said that there are several subjects which impinge on Management Education. As US experience shows, it is not only that management students are taught in the Management Schools but also are encouraged to take classes in other departments of the University which are relevant to the Management Education. He was of the view that Management Education should broaden itself and give attention to various other subjects such as Economics and other Social Sciences in order to broaden the understanding of students.

**Dr. V. Sita**, Professor, School of Management Studies, University of Hyderabad, talking about research in the South Asian context, was of the view that the dynamic business environment characterized by the globalization of economies led to increased competition among the companies at a global level. This, in turn, mandated quality, innovation, customization at reasonable cost and a fast delivery time. These shifts along with the strides in information technology has impacted the organization, employees and the customer, thus requiring paradigm shifts in HRM. Organizational experience has highlighted significant trends and patterns forcing HRM to transform itself into a strategic partner in business. The result is a metamorphosis in the tools, techniques, methods, functions, role and the very characteristic features of HRM. The role of a researcher in this context not only demands a focus on these trends and patterns but also a commitment to capture the best practices through empirical studies. In the final analysis, the South Asian context with its diverse population and organizational practices in managing people, presents an interesting challenge for scholars to capture *theoretical sophistication*.

**Dr. A H. Kalro**, Prof. Emeritus & Advisor, Board of Management, Ahmedabad University, Ahmedabad, presiding over the 4<sup>th</sup> session on “**The Dilemma of Faculty Shortage**” mentioned the need to promote not only acquisition of knowledge but the pursuit of enquiry. He said that in higher education pursuit of enquiry and encouraging innovativeness become more important than mere teaching. It is the ability of the institution to inspire the students through dedicated faculty which becomes the main objective. Talking about quality assurance, he was of the view that incorporating the missing link in the accreditation philosophy and giving it due importance in the assessment process is an important challenge that must be addressed collectively by regulators, assessment agencies and management institutions. Then only will it serve the purpose of an outstanding quality assurance system for educational institutions.

**Prof. Gour Gobinda Goswami**, Vice Chancellor, North South University, Dhaka, Bangladesh, addressed the issue of faculty shortage. He was of the view that while recruiting a faculty of higher quality is the objective, there is also the need to compensate. For him still it is the issue of demand and supply. So, the problem of faculty shortage should concern itself with faculty remuneration, etc., He said that while this is the problem in Bangladesh, it is also the problem in other Schools across the Region.

**Prof. N.M. Kondap**, Director General, Durgadevi Saraf Institute of Management Studies, Mumbai, felt that given the educational profiles across India, there does not seem to be real shortage of faculty. The number of PhDs for applying for a position has gone up. However, the problem seems to be burdening the faculty with administrative work which has nothing to do with academic work. It is necessary to confine the faculty to teaching and research. There is also the problem of faculty teaching subjects which are not their specialization. This will not only demotivate the faculty but will reduce the quality of education.





**Session 4: Panel Discussion on The Dilemma of Faculty Shortage:  
L-R: Prof. A. H. Kalro (Session Chair) at the podium, Prof. Gour Gobinda Goswami,  
Prof. N.M. Kondap and Dr. Monica Khanna**

**Dr. Monica Khanna**, Director, KJ Somaiya Institute of Management Studies and Research, Mumbai, addressing the issue of faculty shortage, emphasized that teaching helps the institution and research helps the individual. She said that the problem is not shortage of faculty but shortage of the right faculty. She feels institutions should respond to the stakeholders and their expectations so that the faculty are properly guided and nurtured.

**Dr. M R Rao**, Provost, Woxsen School of Business, Hyderabad, presiding over the last Session on “**International Accreditations – Bringing SAQS into Greater Focus**” stressed the importance of International Accreditation. He was of the view that SAQS should join the other three major international agencies namely, AACSB, EQUIS and AMBA. It is only then SAQS will have the legitimacy that is required not only within the region and outside.



**Session 5: Panel Discussion on International Accreditations - Bringing SAQS into Greater Focus:  
L-R: Prof. M.R. Rao (Session Chair), Prof. Ajit Rangnekar, Dr. Christophe Terrasse,  
Prof. R.C. Natarajan and Prof. Fr. Paul Fernandes**

**Dr. Christophe Terrasse**, Director, International Projects, EFMD, was of the view that when seeking international recognition through EFMD or AACSB and also through SAQS, it is necessary that Schools should re-orient and shift from one level to another level in trying to meet the demands made by each accrediting agency. He said that it is desirable to have recognition from major accrediting agencies not only for improving internal quality but also gaining a higher stature among peers.

**Prof. Ajit Rangnekar**, Dean, Indian School of Business, Hyderabad, describing the relevance of international accreditation, identified AACSB and EQUIS as global Institutions, in spite of the fact that AACSB North America dominated and EQUIS European dominated. For him AMBA qualifies to be a regional accreditation as much as SAQS. In his view, SAQS should go beyond its geographical constraints and explore institutions in other regions notably Russia, Eastern Europe and rest of Asia.

**Prof. R.C. Natarajan**, Director, T A Pai Management Institute, Manipal, coming from an Institution which has been already accredited by AACSB wondered why any school to go to various other accrediting systems. He was of the view that unless there is real value in adding another accrediting system, there is no point in pursuing. In the process, he was of the view that each accrediting system should develop an ethos and personality of its own.

**Prof. Fr. Paul Fernandes**, Vice Chancellor and Director, Xavier University Bhubaneswar, talked of levels of quality to be lifted in almost every sphere of education and more so in Management Education. He said that much needs to be done even by individual faculty members by lifting themselves to higher levels which automatically results in lifting their institution.



**Mementos presentation to the Panelists**

**Dr. S. Padam**, in his concluding remarks, was of the view that accreditation by reputed agencies may not impress the intending students but it certainly improves internal efficiency and creates records or even history so that the succeeding faculty will be able to follow the growth and development of the institution.

**Mr. C. Ramakrishna**, Executive Director, AMDISA, thanked all the delegates for making the Conference a grand success. He also thanked the sponsor (State Bank of Hyderabad) and various other AMDISA member institutions who have supported the Conference by way of giving advertisement in the Conference Souvenir. He also thanked all the 25 paper writers who have contributed for the Conference Souvenir and attended the Conference. He specially thanked Dr. S Padam for his invaluable assistance in connection with the programme design and delivery. He further thanked all the team at AMDISA Secretariat for their invaluable assistance in the successful conduct of the Conference.



Dr S Padam giving concluding remarks of the Conference

## Commemoration of SAARC Charter Day

### A. AMDISA Secretariat

AMDISA commemorated 31st SAARC Charter Day on 8<sup>th</sup> December, 2015 through an international conference on Accreditation for Institutional Learning and Growth at Hotel Manohar, Hyderabad. Several Deans/Directors/Vice Chancellors of various management institutions from the SAARC Region participated in the event (Please see detailed conference report at page 1 to 10).

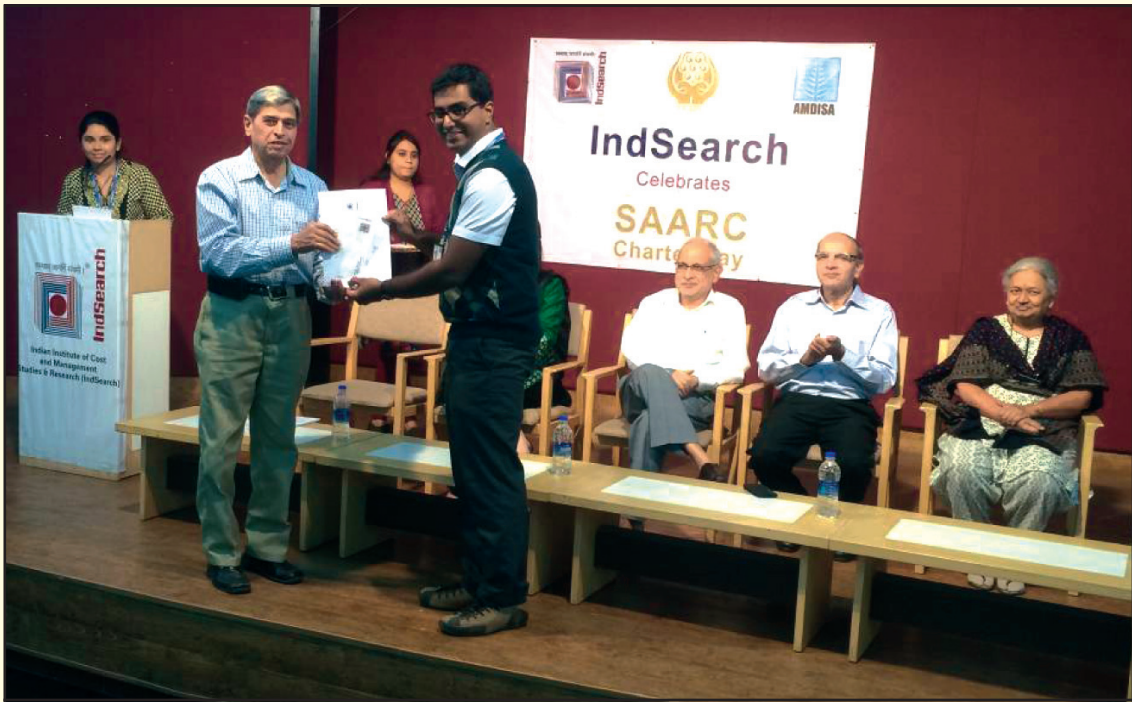
### B. IndSearch, Pune, India

The South Asian Association for Regional Co-Operation (SAARC) 31<sup>st</sup> Charter Day was celebrated at IndSearch on Monday, 28<sup>th</sup> December 2015. Dr. Ashok Joshi, President (2013-15) AMDISA (Association of Management Development Institutions in South Asia)- a SAARC recognized body and Director General, IndSearch provided insights on the goals of AMDISA, past and current happenings in the member nations of the SAARC.

An elocution competition was organized to mark the occasion and the topic was **“Can SAARC emulate Euro for political and economic alliance within the sub-continent”**. Large number of MBA students of IndSearch participated in the competition. The first prize of Rs. 1500 was won by Mr. Lithin John (MBA II), the second prize of Rs. 1000 was won by Mr. Pranav Lawate (MBA I) and the third prize of Rs. 600 was shared by Ms. Kajal Narkhede, Mr. Ganesh Tekale and Mr. Mukul Labade (MBA I). The prizes were given away by Dr. Sharad Joshi, Dr. Ashok Joshi, Dr. N.M. Vechalekar and Dr. Sunita Joshi. The programme was anchored by Ms. Ashwini Lele, a student of MBA and coordinated by Prof. Manjari Lal.

To create an awareness amongst the students about the teaching learning methods at a premier institute, the celebrations continued with a discussion on the ‘Teaching Learning Methods @ Harvard Business School’. “We are asked to be in the shoes of the protagonist while making decisions” tells Anita Gokhale, our guest and first year student from the Harvard Business School. The students of IndSearch had a great opportunity to listen to and interact with Ms. Anita Gokhale on her journey to Harvard, life at Harvard and how her time there is shaping her to meet the challenges posed by the modern global business.

In the hour long interaction, coordinated by Dr. Sharad Joshi- Distinguished Professor at IndSearch, Ms. Anita shared several facets of the learning experience in Harvard. From the case study approach which is central to Harvard’s pedagogy, classroom discussions and presence of cohorts from across the globe who come from diverse academic and professional backgrounds, everything works in tandem to enhance the learning experience and immensely adds to classroom takeaway. It was also interesting to know that along with the academic pursuits one also has to make



**Dr. Sharad Joshi giving away the prize to the winner of the elocution contest. (L to R) Ms. Ashwini Lele, Dr. Sharad Joshi, Mr. Lithin John, Dr. Ashok Joshi, Dr. N.M. Vechalekar, and Dr. Sunita Joshi**

time for club activities and social interactions which go hand in hand. At Harvard, it was wonderful to know that it is the peers that add value to classroom discussion and the faculty acts as a facilitator to the entire process leading into a wholesome discussion; nonetheless the faculty spend most of their time preparing well in advance to moderate and lead the class to required conclusion. Along with classroom learning, students are also exposed to real world challenges through field learning programs from across the world.

The session was conducted by Prof. Aparna Tembulkar and students Ashwini Shah and Lithin John lead the discussion.

### **C. EDI, Gandhinagar, India**

SAARC Charter Day was celebrated at Entrepreneurship Development Institute of India (EDI) on December 8, 2015 with an aim to raise awareness among people about SAARC and its important activities and thereby, to enhance South Asian identity and solidarity within the region and beyond.



**EDI Faculty, Staff & Students celebrating SAARC Charter Day at EDI campus**

EDI students, faculty & staff members participated in the event held at EDI campus. To generate awareness about the association, Dr. Saji Kumar, faculty-EDI, delivered a speech on SAARC's importance, achievements and required reforms. In his address, Dr. Saji focused on varied vital aspects including SAARC formation, manner of operation, SAARC Charter, Areas of Cooperation, Kathmandu Declaration, SAARC Trust Deficit, Regional Cooperation, SAFTA and Trade Facilitation, Development, Roadblocks to Trade, Agreements and Conventions.

Participants interacted among themselves. Dr. Saji stressed for effective steps required to jointly deter cross-border, illegal migration, terror attacks, narcotics trade and drug trafficking. Towards the end of the event, Dr. Saji concluded that though SAARC has succeeded in evolving as a forum, there exist trust deficit. And SAARC should focus on devising instruments for consultations on bilateral and multilateral political and security problems and emerge as a conflict-mediating or resolving institution on multilateral and bilateral issues.

## NEWS FROM HEADQUARTERS

### I. South Asian Quality Assurance (SAQS) News:

- (i) Mentor visit was completed in respect of
  - Narsee Monjee Institute of Management Studies (NMIMS), Bangalore, India
  - IILM Institute for Business & Management, Gurgaon, India
- (ii) Applications for SAQS Accreditation have been received from the following
  - International Management Institute (IMI), New Delhi, India (**Re -Accreditation**)
  - Institute of Management and Technology (IMT), Ghaziabad, India (**Re -Accreditation**)

### AMDISA Meetings

#### 7<sup>th</sup> SAQS Council Meeting of AMDISA

The 7<sup>th</sup> SAQS Council Meeting was held at Hotel Manohar, Begumpet, Hyderabad on 7<sup>th</sup> December, 2015. Prof. Y K Bhushan, Chancellor of ICFAI University Nagaland & Senior Advisor & Head, ICFAI Business School - Mumbai & Chairman – SAQS Council chaired the Meeting. The highlights of the meeting were as follows:

- i) The SAQS Council approved the SAQS Committee's recommendation that Mentors under SAQS should have familiarity with management education, minimum of five years experience as Head of an Institution, and should also have functioned as a Peer Reviewer as part of a Peer Review Team (PRT) under SAQS.
- ii) The Council accepted the recommendation of the SAQS Review Committee for a comprehensive review of the SAQS guidelines by a senior SAQS Academic Professional.
- iii) The Council also deliberated on the branding and promotion of SAQS through series of promotional seminars/workshops in the region on SAQS, highlighting what it is and what it stands for; country-wise government patronage/acceptance.
- iv) The Council noted with satisfaction that the AMDISA's organized international conference on the theme "Accreditation for Institutional Learning and Growth" on 8<sup>th</sup> December, 2015, received a good response from the AMDISA network with good participation from the SAARC Region.

#### 18<sup>th</sup> Local Management Committee Meeting of AMDISA

The 18<sup>th</sup> Local Management Committee Meeting was held at Hotel Manohar, Begumpet, Hyderabad on 7<sup>th</sup> December, 2015. Dr. Ashok Joshi, Director General, Indian Institute of Cost and Management Studies & Research (IndSearch), Pune and Chairman – Local Management Committee chaired the Meeting. The highlights of the meeting were as follows:

#### A. Review of AMDISA Secretariat Operations

- i) The Committee was satisfied with the progress made with regards accretion in Membership as well as paid subscription to SAJM. It noted with satisfaction progress made with reference to institutions entering the SAQS process.
- ii) The Committee reviewed and noted with satisfaction the financial performance achieved in the 6 months April – September, 2015 and also reviewed the budgeted income & expenditure for the 2<sup>nd</sup> half year 1<sup>st</sup> October, 2015 to 31<sup>st</sup> March, 2016.
- iii) The Committee approved the repairs and maintenance works related to waterproofing and painting of AMDISA Secretariat structure and also open area maintenance through an award of annual contract for the same.

## B. Assessment of upcoming programs and events

The Committee reviewed and endorsed the upcoming programs/events in connection with:

- i) Commemoration of SAARC Charter day through an international conference on Quality Assurance on the theme “Accreditation for Institutional Learning and Growth” on 8<sup>th</sup> December, 2015 at Hotel Manohar, Begumpet, Hyderabad.
- ii) **South Asian Conclave for Doctoral Programs (SACDOC – 2016) being hosted by UMT in collaboration with AMDISA and Deans & Directors Conference – 2016 hosted by National Business Education Accreditation Council (NBEAC), Higher Education Commission, Islamabad, Pakistan on 16<sup>th</sup>, 17<sup>th</sup>, 18<sup>th</sup> February, 2016.**

### 2. Collaboration with Member Institutions

#### (i) Institute of Business Administration-Dhaka, Bangladesh

Batch 8 of Advanced Certificate in Business Administration (ACBA); - a joint offering by the Institute of Business Administration (IBA), University of Dhaka and the Association of Management Development Institutions in South Asia (AMDISA) commenced in January 2016.

#### (ii) Christ Institute, Rajkot, Gujarat

The 2<sup>nd</sup> Two day International Conference on “GLOBAL BUSINESS AND INNOVATION MANAGEMENT – TRENDS AND COMPETITIVENESS” (ICGBIM 2016) was jointly organized by Christ Institute of Management and Christ College, Rajkot in association with Association of Management Development Institutes in South Asia. This conference had the following features:

- 3 different tracks of doctoral level, scholar level and student levels
- A panel discussion on “the Great Divide”
- A Group discussion on a new concept “Academic Hygiene”
- Student workshops
  - o Know your Entrepreneurial Quotient by EDI, Bangalore
  - o Unlock your Unlimited Potential by VITAL Group, Baroda

Dilla University, Ethiopia were the event partners for this conference and the main sponsors were ICSSR, India and Federal Bank Ltd. A very healthy response and turnout was witnessed across all the tracks of the conference with many scholars from various countries like Mexico, Nepal, Malaysia, Indonesia and across the country submitting and presenting their research papers. There was also a separate track for students. This amalgamation of research provided many meaningful insights on this theme. The proceedings of the conference were presented in the form of a book. The functions of this conference were graced by the presence of many eminent guests like His Excellency, Jose Mar Chittooparambil, Bishop of Rajkot Diocese and the chief guest of the function was Dr. Pratapsinh Chauhan,



Inauguration of the Conference at Christ Institute

Hon. Vice Chancellor, Saurashtra University. This function was also attended by many learned scholars, notably, Dr. E. B. Khedkar – Vice Chancellor, Ajeenkya DY Patil University, Pune, Dr. Mithilesh Dixit – Vice Chancellor, Career Point University, Kota, Mr. Satish Sharma – Maharaja Group of Institutions, Udaipur, Dr. Nandini Kannan – Maharaj Sayajirao University, Baroda, Dr. Dhruva Kumar Gautam from Nepal, Dr. Ruswiati Suryasaputra from University of Uttara Malaya, Malaysia, and delegates from Dilla University. Dr. E. B. Khekar, Mr. Satishkumar Sharma and Dr. Ruswiati were the key note speakers.

The conference hosted a Panel discussion on the topic “the Great Divide”. Dr Raman Gujral - Regional Co-ordinator, EDI, Bengaluru; Mr. Balachandran - Chief of Operations, Reliance Industries Ltd; Mr M V Ravikumar - Advisor, Indo Korea Science & Technology Centre and Dr. Mithilesh Dixit – Hon. Vice Chancellor, Career Point University, Kota, Rajasthan were the panel experts. This discussion focused on the ways to bridge the gap between the industry-academia disconnect.

A new topic “Academic Hygiene” was also introduced during this conference and there was a Group Discussion on this topic by all the participating delegates where they presented their views on this topic. There were also two workshops for students on “Know your Entrepreneurship Quotient” by Mr. Raman Gujral from EDI, Bangalore and “Unearth Your Unlimited Potential” by Mr. J.K. Nair from VITAL group. Both these workshops witnessed huge student attendance.

There was cash prize for the best presenter in each of the tracks and also a cash prize for the winning group in Group Discussion. These cash prizes were sponsored by Lok Priya Foundation, Jamnagar.

The conference was sponsored by ICSSR, Federal Bank and Lok Priya Foundation. The Co-sponsors were Gujcost-Gandhinagar, Landmark Honda, Rajkot. The Knowledge partners for the conference were Rajkot Management Association, Federation of Kutch Industries Association (FOKIA) and Kutch Saurashtra Productivity Council (KSPC). The training partners were VITAL Group, Baroda, Radio partners were Red FM, Media Partners were City News and The Open Page and the Social Media partners were web2zeb.com.

### (iii) ASBM, Bhubaneswar

Asian School of Business Management (ASBM), Bhubaneswar, an AMDISA Member Institute, organized an International Management Convention on the theme “Global Business: Creating Performing and Sustaining on 15<sup>th</sup> and 16<sup>th</sup> January, 2016. The Conference had delegates from ten countries including Brazil, Belgium, Canada, Malaysia, Mexico, Poland, Singapore, South Korea, Nepal and USA participating. The inaugural session had Prof. Dave Harris, Dean, St. Cloud State University, USA, as the chief guest. He discussed the importance and ways of standing tall in a crowd.



Inauguration of the Conference at ASBM

#### (iv) IIM-Ahmedabad and ISB-Hyderabad

Indian Institute of Management Ahmedabad (IIMA) and Indian School of Business Hyderabad, both AMDISA Member Institutes, jointly organized the Global Conference on Emerging Trends in Business Librarianship from 2<sup>nd</sup> to 4<sup>th</sup> December, 2015 at IIMA, Vastrapur, Ahmedabad. Eminent library and information professionals from international universities have delivered keynote addresses besides participation of many other professionals as resource persons. Many delegates from other regions including Asia-Pacific and SAARC regions have participated in the event.

#### (v) IFIM Business School, Bangalore

IFIM Business School, Bangalore, an AMDISA Member Institute, had conducted its 10<sup>th</sup> International Conference – ‘CONVERGENCE’, themed as ‘*Digital Business: New Frontiers in Management*’ from 04<sup>th</sup> Feb – 06<sup>th</sup> Feb, 2016. The captivating three-day conference witnessed insightful inaugural addresses, 4 thought provoking panel discussions, 4 intense Plenary Sessions and more than 90 quality research paper presentations. The event was attended by more than 150 participants.

This year’s international conference at IFIM brought leaders in industry, government and academia together to address the latest business opportunities, breakthroughs in technology, trends in digital business & education, future of brick-and-mortar stores and innovations likely to emerge in near future. From our elite speakers, to the record number of participants, Convergence 2016 was a resounding success and created a new milestone in the history of IFIM Institutions. The event provided thought leaders, practitioners and researchers with the golden opportunity to share their experiences and ideas with the right set of audience.



**IFIM's 10<sup>th</sup> International Conference – CONVERGENCE**

The conference was supported by organizations such as **IBM, NIELIT (Govt of India Undertaking), Harvard Business Publishing Services, Emerald Publishing, Impartus Innovation Labs, State Bank of India, Corporation Bank, Jigsaw Academy, AMDISA and PublishingIndia.com**. The stellar speaker line up at the conference ensured that each of the participants had enough to take away from the conference.

Speaking about Convergence, **Mr. Sanjay Padode, Secretary, Centre for Developmental Education**, said, “IFIM has been conducting Convergence for the past 10 years, and each year we provide a forum for discussion and collaboration at an international level. This year we have themed the conference as ‘Digital Business: New Frontiers in Management’. Given the promise of the digital space in business, governance and lifestyle of citizens today as well as the growing importance of big data analytics, we at IFIM believe that the gap between academic and industry thought must converge to make best of both worlds. It’s time we collaborated to discuss and make sense of the ‘digital’ world as we know it. Therefore, we decided to offer a platform to leaders, intellectuals, experts, and others to debate this urgent and ubiquitous concern through this conference.”





**Prof. Rajendra Srivastava,**  
Dean, ISB, Hyderabad

### 3. AMDISA Executive Board

Prof. Rajendra Srivastava has been appointed Dean, Indian School of Business, Hyderabad, India, and has taken over his assignment on 1<sup>st</sup> January, 2016. Consequent upon his appointment, Prof. Srivastava is now a Member on the AMDISA Executive Board in place of outgoing Dean Prof. Ajit Rangnekar.

### 4. Forthcoming Events of Member Institutions in Collaboration with AMDISA

- (i) The Future Management Programs: Evaluating the relevance of the MBA Degree, Hosted by: International University of Business Agriculture & Technology (IUBAT) in collaboration with AMDISA

Date: To be notified

Venue: Dhaka, Bangladesh.

- (ii) Workshop on Techniques for Business Analytics and Big Data Mining, Hosted by: IFIM Business School in collaboration with AMDISA

Date: To be notified

Venue: Bangalore, India

### 5. Forthcoming AMDISA Supported Events

#### (i) ICFAI Business School (IBS), Mumbai

**International Conference on “Digital Disruptions - Trends and Opportunities in Marketing” is being organized by ICFAI Business School (IBS), Mumbai, India, on 11<sup>th</sup> March, 2016.** The aim of the conference is to discuss the current trends in the area of ‘Digital Disruption’ in the backdrop of increasing complexities and challenges faced by organizations in the global environment. From an academic perspective, this conference will serve to explore new areas and domains of research. From a corporate perspective, this conference will endeavor to provide industry with possible new directions in developing marketing and business strategies for the present dynamic global business environment.

Kindly indicate your intent to participate in this International Conference, at email id: [ibsmconference@ibsendia.org](mailto:ibsmconference@ibsendia.org). For more details, please visit their website: <http://www.ibsendia.org/ibsmumbai/index.html>

#### (ii) ASCI, Hyderabad

The Administrative Staff College of India, Hyderabad (ASCI) under the aegis of the Department of Public Enterprises, Government of India and in collaboration with Faculty of Economics, University of Ljubijana (FELU), Slovenia and ‘International Centre for Promotion of Enterprises’ (ICPE), Slovenia is launching a unique 15-month International Post Graduate Program in Management (I-PEX) at ASCI, Khairatabad, Hyderabad, India and Faculty of Economics, University of Ljubijana (FELU), Slovenia with flexible learning model for the managers of the Public Sector and others. This is a dual Degree Program and the participants will receive PGDM (Executive) from AICTE and AACSB Accredited Masters Diploma in Business Administration. The revised dates will be announced shortly. For details, please visit their website: <http://asci.org.in/ipex> or [www.amdisa.org](http://www.amdisa.org)

### 6. AMDISA New Members

**New Member Institutions who have joined after last issue (Volume 48) of the Newsletter**

- (i) School of Business, Uttara University, Dhaka, Bangladesh.
- (ii) Woxsen School of Business, Hyderabad, India.
- (iii) KIIT School of Management, KIIT University, Bhubaneswar, India.

## MEMBERSHIP SUBSCRIPTION

**Institutes who have opted for making Annual Subscription are requested to make the payment of Membership dues which are in arrears.**

## NEWS FROM NETWORKS

### EFMD, Brussels, Belgium

#### **2016 EFMD Conference for International and External Relations, PR, Marketing Communication and Alumni Professionals**

The EFMD is organizing its Conference for International and External Relations, PR, Marketing Communication and Alumni Professionals from 13<sup>th</sup> April to 15<sup>th</sup> April, 2016 at Edinburgh, United Kingdom, hosted by University of Edinburgh Business School.

For further details, you can contact [delphine.hauspy@efmd.org](mailto:delphine.hauspy@efmd.org)

## NEWS FROM MEMBER INSTITUTIONS

### IUBAT, Dhaka

IUBAT, an AMDISA Member institution, has entered its Silver Jubilee Year. In commemoration, IUBAT has announced Yearlong Celebration of Silver Jubilee (2016-2017).

**Pitha Utsob at IUBAT University.** IUBAT International University of Business and Agriculture Technology celebrated Pitha Utsob as a part of the yearlong celebration of Silver Jubilee. IUBAT Jaguars, a cultural club of IUBAT University, was the organizer of this grand Pitha Competition naming Pitha Utsob at the university open auditorium. In the morning, the program was inaugurated by the Vice-Chancellor and Founder of IUBAT University, Prof Dr Alimulla Miyan. All communities including students and parents of nearby schools and colleges participated in this competition. Twenty stalls were displayed with various traditional cakes which are especially popular in the winter season. Huge participation was observed and student groups were in festive mood despite the pressure of their classes. Later, in the afternoon, the program was closed through the prize giving ceremony. The winners were given prizes based on the evaluation of the judges. During the prize giving ceremony, Kishoer Jahan, popular face in TV shows, joined with honorable president of this ceremony. This program is sponsored by the Exin Group, CADD Core, Steel Task and Dhaka Solution.

## NEWS FROM NETWORKS

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The EFMD is organizing its Conference for International and External Relations, PR, Marketing Communication and Alumni Professionals from 13<sup>th</sup> April to 15<sup>th</sup> April, 2016 at Edinburgh, United Kingdom, hosted by University of Edinburgh Business School.

### AACSB International, Tampa, Florida, USA

#### **AACSB Conference**

Association to Advance Collegiate Schools of Business (AACSB) is organizing its Conference on Redesigning the MBA : A Curriculum Conference from 8<sup>th</sup> to 10<sup>th</sup> May, 2016 at Indianapolis, Indiana, USA For more information on the conference, contact Rachel Dixon-Zudar, Associate, Conferences at [rachel.dixonzudar@aacsb.edu](mailto:rachel.dixonzudar@aacsb.edu) or visit their website: <http://www.aacsb.edu/events/conference/2016/curriculum>

### CEEMAN, Bled, Slovenia

#### **International Management Teachers Academy (IMTA 2016)**

**CEEMAN** is organizing its 17<sup>th</sup> edition of the International Management Teachers Academy (IMTA) from 12<sup>th</sup> to 23<sup>rd</sup> June, 2016 in Bled, Slovenia. For more details, please visit their website: [www.ceeman.org](http://www.ceeman.org) or write to [info@ceeman.org](mailto:info@ceeman.org)

## PROGRAMME ANNOUNCEMENTS FROM MEMBER INSTITUTIONS

### IBA-Dhaka, Bangladesh

#### Re-union Program of ACBA-2016

Institute of Business Administration, Dhaka, Bangladesh, an AMDISA Member Institution, is organizing a Re-union Program of 1 to 7 Batches of Advanced Certificate in Business Administration (ACBA) on 12<sup>th</sup> February, 2016 at Dhaka. More than 250 ACBA certificate holders have registered for the program. Honorable Minister of Communication & Bridge Department Mr. Obayedul Quader, MP is expected to inaugurate the program as the Chief Guest and Mr. Nazmul Haq Papon, MP, honorable president of Bangladesh Cricket Board as well as President of IBA Alumni Association will grace the occasion as Special Guest. Prof. Dr. Abdur Rab, Past President-AMDISA, will be representing AMDISA as Special Guest at this event. Details of program schedule are being finalized. So far 7 Batches have been completed under the joint collaboration of AMDISA and IBA-Dhaka.

### AIMA, New Delhi

All India Management Association (AIMA), New Delhi, is organizing its 10<sup>th</sup> National Research Conference on the theme "Integrating Technology in Management Education" on 28<sup>th</sup> and 29<sup>th</sup> March, 2016. The National Research Conference held annually, is a high profile event and will have a captive audience of over 300 professionals from Business Schools, Corporates and Regulators from across the country. For more details, log on to [https://www.aima.in/media-centre/events/10th\\_national\\_research-conference.html](https://www.aima.in/media-centre/events/10th_national_research-conference.html).

## SHORTTAKES

- 1) Prof. Rajendra Srivastava has taken over as Dean, ISB, Hyderabad.
- 2) Dr. S. Pugazhenthii has taken over as Director Incharge, Directorate of Distance Education, Annamalai University, Annamalai Nagar, Tamilnadu
- 3) Dr. D. Rama Rao has taken over as Director, National Academy of Agricultural Research Management, Hyderabad.
- 4) Dr. D. N. Reddy has taken over as Director, Engineering Staff College of India, Hyderabad.
- 5) Dr. S.K. Tripathy has taken over as Head, P G Department of Personnel Management and Industrial Relations, Utkal University, Bhubaneswar, Odisha, India.
- 6) Prof. B.V. Sangvikar has taken over as Head, Department of Management Sciences University of Pune, Pune.
- 7) Dr. Devanath Tirupati has taken over as Dean, Amrut Mody School of Management, Ahmedabad University, Ahmedabad, Gujarat.
- 8) Dr. Ajit Prasad has taken over as Director, Indian Institute of Management-Lucknow, Lucknow.
- 9) Prof. Dr. Dinesh Ch. Roy has taken over as Director (Acting), Siliguri Institute of Technology, Darjeeling, West Bengal.
- 10) Prof. Dr. Ravindranath Nayak, has taken over as Director, School of Management, Manipal University, Karnataka, India.
- 11) Dr. K.T.V. Reddy has taken over as Director, Praneer Singh Institute of Technology, Kanpur, U.P., India.

## AWARDS AND HONOURS



**Prof. Sita Vanka**

### Awards and Honors

#### Outstanding Woman Management Researcher Award for University of Hyderabad Faculty

Association of Indian Management Scholars (AIMS International) Outstanding Woman Management Researcher Award-2015 has been given to Prof. Sita Vanka, Professor, School of Management Studies, University of Hyderabad, Hyderabad, India, for her contribution to research at the function held on 19<sup>th</sup> December, 2015 at Indus Business Academy, Bengaluru, India. The awards were given in three categories – Outstanding Researcher, Best Reviewer and Best Paper.

Prof. Sita Vanka was also awarded the Silver Medal, for her research at the International Summer School, University of Heidelberg, Germany.

## AMDISA PUBLICATIONS FOR SALE AT ATTRACTIVE RATES

The following books are available at AMDISA Secretariat. These are offered as a value proposition for a discount. Members of AMDISA can avail a 30% discount on the price of the book and non members can avail 15% discount on the same. Postage is extra. **For orders of five copies or more, postage is free.**

As there are limited number of copies available, books will be supplied on first-come-first served basis. For further enquiries, Mr T Ganeswara Rao, Manager, Membership Services and Programmes, at AMDISA Secretariat may please be contacted.

Sl. No.	Book Name	Price
1.	SOUTH ASIAN MANAGEMENT FORUM - Challenges in the New Millennium 2002; Published by AMDISA	INR 600
2	ADVANTAGE SOUTH ASIA : Opportunities & Challenges in Management Development 2000; Published by AMDISA	INR 600
3	EMPOWERMENT OF WOMEN, 2000 : Published by AMDISA.	INR 300
4	MANAGEMENT OF DEVELOPMENT: GROWTH WITH EQUITY 1998; Published by Excel Books, Hyderabad.	INR 1200
5	MANAGEMENT OF CHANGE IN SOUTH ASIA: Proceedings of Conference held in Dhaka 1994; Published by The University Press Ltd.	INR 560
6	INNOVATIONS IN INSTITUTION BUILDING: Case Studies of Management Development Institutions in South Asia, 1992; Published by AMDISA.	INR 300
7	INNOVATIONS IN MANAGEMENT FOR DEVELOPMENT: Proceedings of the Conference held in Kathmandu 1992; Published by Tata McGraw Hill.	INR 550
8	WOMEN IN MANAGEMENT CHAMPIONS OF CHANGE : 1994; Published by University Press Limited, Dhaka.	INR 275

**Discount for the following book is at 15% discount to AMDISA Members and at 5% Discount for Non-Members of AMDISA**

9	Learning from Life by Dharni P Sinha 2007; published by Excel Books, New Delhi	INR 495
10	<i>Latest Publication:</i> Developing South Asia as a Global Hub of Management Professionals – Role of Management Education" edited by Ashok Joshi, et al., 2013	INR 500

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