

Department of HRM and OB, School of Business Studies Jammu organizes Eminent Lecture under Azadi ka Amrit Mahotsav

Jammu

Eminent lecture was organized by the Department of HRM and OB, School of Business Studies, Central University of Jammu, under *Azadi ka Amrit ka Amrit Mahotsav* where an inducing session on emerging issues was conducted by Prof. V. K. Gupta, eminent professor and founder member IIM Indore. In this electrifying session, Prof. Gupta emphasized on linking the non-financial measures to finance. He emphasized that emerging areas need to be explored in research. Thinking out of the box ideas, publishing in the high impact journals and creating a niche for young faculty & researchers shall pave a way for New and resurgent India. Responding eloquently to the queries of the gathering and citing real life examples Prof. Gupta, highlighted the status of ethics in organizations, and focused on intangibles along with tangibles in finance. Organizations cannot have one fit solution for all, he said. Therefore, different, acceptable, sustainable models need to be developed.

Addressing the faculty and the scholars, Prof. Sanjeev Jain, Vice Chancellor, Central University of Jammu, lauded the efforts of the School of Business Studies, and urged the faculty and scholars to publish in high impact journals, and assured of all cooperation and requisite inputs from the university. He further stated that quality research, consultancy, and teaching are foundation on which edifice of a good institution rests. Earlier welcoming the august gathering, Prof. Jaya Bhasin, Dean School of Business Studies, Central University of Jammu, expressed gratitude to Prof. Gupta for sparing his valuable time and encouraging the faculty and scholars. She further appreciated and credited the honorable Vice Chancellor for creating a research environment and providing requisite impetus to the faculty and scholars to propel in the direction of research.

The program was coordinated by Dr. Neelika Arora, Faculty School of Business Studies, Central University of Jammu.

