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&



International College, Rajamangala University
of Technology Krungthep (ICUTEK), Thailand



One-day International Seminar

on

"Asian Integration ? Towards Creating
a Homogenous Asian Mind"

organized by



EIILM, Kolkata, India
in association with

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One-day International Seminar
on
"Asian Integration ? Towards Creating a Homogenous Asian Mind"

organized by



Eastern Institute for Integrated Learning in Management(EIILM)
Kolkata, India

in association with



Vidyasagar University (VU), India



International College, Rajamangala University
of Technology Krungthep (ICUTK), Thailand

at
Hotel Novotel, Clarke Quay, Singapore
on
15.10.2019, Tuesday

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Thailand

Dear Delegates and Dignitaries,

This international seminar has been convened to understand the real spirit of Asian Mind and combine the real spirit among the transactors and operators and finally offer it to the World for a healthy growth and proper sustainability of the global system in future.

Historically the behavioural pattern of consumers, citizens and people having interaction in the Asian context has shown a pattern significantly different from that of the European and North American. With the emergence of Asia in the world economy in the fabulous manner, the issue of integration among people in Asia through a process of mutual understanding developing a spirit of proper coexistence and identifying areas of communality in the thoughts and prospects of people of Asia need proper introspection and analysis. It is in this context the first International Seminar was held at Bangkok, Thailand under the gross title of "Business in Borderless Asia- the Hurdles, Possibilities and Prospects" and the second edition of the same theme with broader perspective is being attempted through the gross title "Asian Integration- Towards Creating a Homogeneous Asian Mind". This twin International Seminar shall have the prospect of sensitizing ideas and concept across Asia towards creating a homogeneous mind in future.

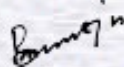
This International Seminar will be a good forum for academicians and industrialists to exchange thoughts and ideas on various aspects of the topic from historical perspective, socio-economic angle, aspects of science and technology and cultural and overall human growth in the region. This will also be a good forum for them for making paper presentation and open up ideas for discussion.

**"Samgachhadhwam Sambadadhwa Sam me Manamsi Janotam.
Deva Bhage Yatha Purbe Sam Janana Upasata".**

[Let us all attempt to speak the same tongue, combine our minds to reveals its factors with communalities and one pointedness, understand and identify and goodness in life for all actions and behaviours that we are destined to taken into account.]

This verse of the Rik Vedas from India contributes to the tenets of homogeneity and commonness among Asian nations and enterprises.

With sincere thanks and regards,



Prof. (Dr.) R. P. Banerjee,
Chairman & Director, IIILM Kolkata &
Seminar Director of One-Day International Seminar on
"Asian Integration ? Towards Creating a Homogenous Asian Mind"

**"Asian Integration - Towards Creating a Homogenous Asian Mind"
at Singapore on 15.10.2019**

Philosophical Basis of the International Seminar

Let Asia undertake Business with One Homogenous Mind:

Whereas technology drives the means of production, so far it has failed to drive down a significant change in the mode of human involvement in the productive system. One of the very old company which is present in almost all countries in the world and has survived and thrives, resilience of global market situation, withstood World War-I, World War-II, onslaughts and many more cross-currents in the global scenario for a long period of close to two centuries, remains still on the top of the world trying to be present in the mind of consumers across the globe with its own intrinsic value offered through the brand, product and services everywhere, still maintains its name, from the very inception as 'Procter & Gamble'. The journey for a nearly two hundred years could have been a journey succumbing to the pressures and threats from the gallops in technology, productive system, human behaviour, spread of knowledge in a new era and the rapid changing pattern in consumerism on one hand and the changing faces of global relations, cultures and political identities and occasional devastations by nature, on the other.

This is not the single example for a durability, sustainability, continued reengineering, adaptability, inclusiveness and growth through providing intrinsic value and connecting with relevant people throughout the world, there are so many other examples as well spread in most of the continents of the world.

GOODNESS PREVAILS: Technology has gifted us with instant communication, cosmic travel, non-human, robotic activities, reengineered organism on one hand and creating a human intellect in a non-human context, on the other. However, in all the situations technology has failed to transform the intrinsic attributes of human being in any way. The bad and corrupt remains bad and corrupt. Moreover, with the power of technology in hand the bad and corrupt finds better penetration in the global context to create an edge for them and perpetuate more aggressively to defeat the goodness of the world society. However, the technological change have favoured the most productive firm in each industry and helped reallocation of the resources towards growth across the potential markets. In the beginning of 20th Century most firms in the world used to harp on the domestic boundaries more than the overseas places. It was in the beginning of 21st century in general and the recent period in particular, the firms have chosen wider boundaries taking advantage of trade agreements, fiscal permissibility, cross border trade, contractual trade and free trade agreements, globally.

Emergence of SUPER STAR Firms: The emergence of electronic commerce and the Business to Business functioning on a wider scale on one hand and business to consumers on the other have actually provided a better solution to ease the barriers to trade, barriers to distribution, barriers to reach out, barriers to demographic identities and other restrictive elements in the business process. The world has gone in favour of two extremes, on one hand the world has paved the ways to create SUPERSTAR FIRMS and on the other the technology has eased out the access of knowledge to the business process as a whole and scale the business without significant component of 'resource-mass'. The economic doctrines which were usually followed during the eighteenth, nineteenth and early and middle period of 20th century have all taken a back seat with the capital market indicators coming up in a big way to determine the industrial prospect of nations and enterprises. The World Bank in its survey on the world development, published in World Development Report 2019 has identified the role of superstar firms in a big manner which reads as follows:

"Large firms dominate the global economy: 10 percent of the world's companies are estimated to generate 80 percent of all profits. Superstar firms shape a country's exports. One study of 32

developing countries found that, on average, the five largest exporters in a country account for a third of its exports, nearly half of export growth, and a third of growth due to export diversification.*

(Ref: The World Development Report 2019 by the World Bank Group, p37)

The large firms have a beneficial effect on two aspects:

- + Large firms can accelerate domestic economic growth through enhanced capacity of pulling resources, replacing the fatigued and old technology by the new, upgrading the skill unfolding potential of manpower and creating a new business process.
- + The large firms are accelerators in economic chain, wherein instead of limiting its thrust on the direct productivity or the direct business system it creates a multiplier platform for a large number of new generation activities and entrepreneurship.

The World Bank study has supported the view and importance of large firms from a third point of view which highlights the emergence of latest technology. Digitalization, automation, robotization, creation of machine intelligence and machine-neurons have actually changed the focus of the world business from mere brick and mortar to a knowledge centric, continuously innovative and competitive, throughout emergent a business design. The job market thereby has focused on two broad categories with respect to the quality and nature of job as follows:

1. Brand seeking jobs.
2. Jobs on creative platforms.

The Emergence of SUPER CONSUMPTION: Whereas the brand seeking jobs are supported by the existing brands who are present in any domain and who can operate from any geographical context, the other one is available to a person of any description to adapt and move for a job design nurtured and created through the active intervention of potential knowledge. Physical presence in the context of job is gradually getting replaced by the virtual presence of relevant people backed by certain types of physical identities brought through the combination of material, financial and human resources. As the markets move forward to higher number and degree of different faces of startups, the competition in the market rises higher and higher. The startups require supporting ambience and congenial market parameters. However, higher degree of competition thrown open by new range of startups redefined the market realities, in most of the cases, in favour of consumption. In the process, the market experiences a phenomenon of redistributive resources and creation of new range of value for the society and the Nation. As the World Bank has observed the process of facilitation offered by technology has to be garnered by a search for continuous receptivity in the society by way of creation of a new horizon and connecting it with different shades of consumers through new pathways. According to the World Bank:

"Technological progress leads to the direct creation of jobs in the technology sector. People are increasingly using smartphones, tablets, and other portable electronic devices to work, organize their finances, secure and heat their homes, and have fun. Workers create the online interfaces that drive this growth. With consumer interests changing fast, there are more opportunities for people to pursue careers in mobile app development and virtual reality design."

(Ref: The World Development Report 2019 by the World Bank Group, p20)

At one point of time population was argued as a negative factor towards economic growth and world was not ready in proper sense of the term to accommodate everybody in the process of growth which used to occur in certain sectors and some parts of the globe and also some sections of the population within the national boundaries.

However, during the middle of previous century it came to the understanding of the thinkers and practitioners that the human being can be considered as a resource and proper utilization

and management of the said resource could lead to an expansion of the global economic standard and distributive development of the economics of the world. This however, has been further fine tuned through different ways and different aspects and levels of technology. This has been provided with converting the human power into a more resourceful element in the chain of business in the world. Culturally the pattern of business management has a broad divide between:

- + Dominant Rational.
- + Dominant Intuitive.

The *dominant rational* has always banked on the externalities like tools, technologies, in hard and soft form with applications through systems, structures, procedures and formal agenda, whereas the *dominant intuitive* have backed on the creative, perceptive, intuitive and sixth sense of doing things.

Business leadership transcends with a combination of these two with the emergence of two major global economies in the Asian Continent, namely China and India, the need to look at business leadership from a different perspective has become urgent. The Western model emphasizes more on the first category and has pushed the global business from a people-friendly to a profit-friendly process. The new reality of the world demands new breed of leadership based on traditional and millennia through tested wisdom of China and India. The wisdom centric attitude to life, as ancient India had lived on during its Vedic Period, has a strong relevance for the future shape of business in the world. This process will not only tend to develop leadership with a balance between the two varieties but also shall attempt to inculcate the ancient wisdom in the business process for the real survival and growth of business in a holistic manner in future.

It is in this context and with this call this international seminar has been convened to understand the real spirit of Asian Mind and combine the real spirit among the transactors and operators and finally offer it to the World for a healthy growth and proper sustainability of the global system in future.

Prof. (Dr.) R P Banerjee,
Chairman & Director
EHLIM- Kolkata

INAUGURALSESSION

Registration, Program Overview, Invocation of Goddesses of Learning: Saraswati Bandana, (in Sanskrit), Theme Song, Guests Felicitation, Welcome Address, Theme Address, Inaugural & Keynote Address

Guests Felicitation:

Prof. (Dr.) Ranjan Chakrabarti, Vice Chancellor, Vidyasagar, University, India.

Prof. Komm Pechinthorn, Assistant Director, International College, Rajamangala University of Technology Krungthep (ICUTK), Thailand.

Dr. Yee Shyi Chang, Chairman - Executive Director, Tiwan Bigbest Motor Co., Advisor-MingDao University, China & Taiwan.

Mr. Maneesh Tripathi, Chairman & CEO SEVAK LIMITED, Singapore.

Prof. (Dr.) Chayarnithsarr Khanijor, CEO, GBC Overseas Consultants, Thailand.

Welcome Address:

Prof. Supriya Paul, EILM Kolkata, India

Theme Address:

Asian Integration? Towards Creating a Homogenous Asian Mind.
Prof. (Dr.) R P Banerjee, Chairman & Director, EILM Kolkata, India.

Inaugural & Keynote Address:

Prof. (Dr.) Ranjan Chakrabarti, Sr. Professor of Jadavpur University, India & Vice Chancellor, Vidyasagar University, India.

THEME ADDRESS:

Asian Integration? Towards Creating a Homogenous Asian Mind.

Apart from having its long standing, enduring classical heritage Asia has proved a steady process of material thinking as well. Certain examples are: The Kingdom of Rama, the Kingdom of Judhisthir, the Kingdom of Ashoka and Bikramaditya in India in one hand and Japanese Zen Buddhism have been flourishing through the Magi Empire, Confucianism and its implication in the Chinese society through creation of ethical heroism on heroic state on top of everything. The India's Vedic horizon having offered the message of wisdom and truth identifying human being as an embodied presence of the divine, as uttered by Sages of India:

"Shrinwantu Vishve Amritasya Putra"

[The Indian and divine humanity and principles of truthful self were reflected through a holistic principles of India in terms of Dharma(righteousness), Artha(prosperity), Kama(needs), Moksha (Salvation) over our holistic value of life in the context of the world wherein human being is considered having identity of being oneness and equality respect to any creed, colour, culture, region of living, functional identities in profession, family, identity in the society, identity in the economic position or gender identity.]

Oneness has been personified throughout Indian civilization with the concept that divine wisdom is present in minuscule in many entities in the form of Atman (Supreme self).

The problems that we come across in the physical world are basically because of our acquaintance about it. India right from the classical age thrived for the factors of unity throughout having considered every human being on earth as someone of closed relation:

"Vasudhaiva Kutumbakam"

[Everybody in the universe in my relation.]

It is in this perspective this international seminar is being projected with a view to combine and collate Asian Minds, spread across different part of Asia, towards having the goal of one Asian mind which is expected to be homogenous.

Asia has certain unique features of business, manufacturing and consumption pattern. Right from the ancient period till now endeavours are consistently on towards identifying the factors of unity in Asia. Modern Asia has evolved itself into conflicts of larger scale at various geographical points than fostering forward the factors of cohesion or unity. In the ancient period also during pre-medieval period India was more intensely in connection with Asian Nations and people at large, though the philosophical tenets of Asian unity when made available during Vedic period in India (roughly twenty thousand years prior to Birth of Lord Jesus) and in China, Japan, Korea post Buddhist period.

During the modern period the first formal initiative was taken by great Indian revolutionary and personality symbolic of Indian heritage, Netaji Subhas Chandra Bose, during the 2nd World War period the concept of Asiatic integration was launched and promoted by Him and supported by Hideki Tojo, Prime Minister of the Empire of Japan, Zhang Jinghui, Prime Minister of Manchukuo, Wang Jingwei, President of the Reorganized National Government of the Republic of China, Ba Maw, Head of State of the State of Burma, Subhas Chandra Bose, Head of State of Provisional Government of Free India (Arzi Hukumat-e-Azad Hind), José P. Laurel, President of the Second Philippine Republic, Prince Wan Waithayakon, envoy from the Kingdom of Thailand

The resolution adopted at the Great East Asia Conference during 1943 was predominantly the most powerful initiative by seven nations present in the conference.

Prof. (Dr.) R. P. Banerjee, Chairman & Director
Eastern Institute for Integrated Learning in Management(EIILM), Kolkata
6, Waterloo Street, Kolkata - 700 069, India

Prof. (Dr.) R. P. Banerjee, Chairman, Towards Life Foundation(TLF) is taking care of 1000 street children of Kolkata at different centres and providing health, education and other supports to these children aiming at micro-finance facility to their families for self-sufficiency.



Dr. Banerjee is a Ph.D. in Finance from University of Calcutta and UGC-NET qualified and has done his Post Doc. from Stockholm University, Sweden. He worked in the industry for a decade and taught at various B-Schools in India including fulltime position in Indian Institute of Management Calcutta, Joka. He has visited and lectured many universities in abroad including Pennsylvania State University, Arlington State University, Stockholm University Sweden, Texas University Austin, Texas University Dallas, Tarleton State University, Texas Woman's University, University of Tennessee, University of Kansas, USA, University of Hamburg, Germany and North Western University, Switzerland etc.

He is the Editor of "Satyer Path", a monthly magazine on spirituality and Guest Editor of special issues of International Journal of HRD and Management. 'Mother Leadership' and 'Stress Management through Mind Engineering' are among his important books and contributions in the field of thoughts and practices.

Authored a chapter on "Towards Life – An Enquiry into the Living Conditions, Problems and Prospects of the pavement Dwellers of Kolkata" under the column 'Poverty and Sustainable Development: The Balance Wheel' in the book titled "Bio Rights – The Conservation Paradigm for Poverty Alleviation", book launched on 25th April, 2011, Planning Commission of India, Yojana Bhawan, New Delhi, South Asian Forum for Environment (SAFE).

His publications include more than 200 articles/papers in national and international journals and 14 books authored/co-authored. Currently he is the Director and Dean, Eastern Institute for Integrated Learning in Management, 6 Waterloo Street, Kolkata-700069.

Dr. Banerjee is the Ex-Vice President at Large of International Association for Accounting Education & Research (IAAER).

Among important speeches in International Forums, the keynote speech delivered at 2010 GCBC Conference on "Entrepreneurship/Impact through Networks" held at The Pennsylvania State University, USA, has a long standing impact on entrepreneurship in general and impact through networks in particular.

He has done a number of national and international MDP's as either the course director or a faculty. He conducted in-house training programs for organizations in India and the West.

Area of Interest: Strategy, Finance, Ethics & Values, Capital Markets, Spirituality.

Weekly(Sunday) Discourse on: "Spiritual Practice for Divine Life" based on the VEDAs and UPANISHADs.

Inaugural & Keynote Address:

Asian Integration ? Towards Creating a Homogenous Asian Mind : A Historical Perspective

The International Seminar attempts to create a sensitization on the issues of homogeneity among Asian Nations and Cultures.

Empirically found and considered important the differences across possession of land, trade flows, merchandizing and services, exchange of manpower and brain drain and flow of finances, usually ignores the underlying potentials of Asia which is not only the largest in its size but also the largest in future potentials to contribute towards creating a new world for humanity to live in. It is in this context and with this belief the second in series international seminar on Asian Integration is being held in Singapore. The thrust area being mutual understanding and creating homogenous mind for people in Asia.



Prof. (Dr.) Ranjan Chakrabarti
Vice Chancellor of Vidyasagar University,
West Bengal, India

Fulbright Visiting Scholar at Brown University(1995)
Charles Wallace Fellow,London University(1997)
Alexander O.Victor Fellow, Brown University(2004)

Professor Ranjan Chakrabarti is the Vice Chancellor of Vidyasagar University, West Bengal. Professor Chakrabarti has taught History at Jadavpur University, Kolkata, and Visva-Bharati University, Santiniketan. A former Fulbright Visiting Professor at Brown University, recipient of the prestigious Charles Wallace Fellowship at the School of Oriental and African Studies (University of London) and Alexander O.Victor Memorial Fellowship at Brown University, Professor Chakrabarti is an acclaimed historian with a keen interest in environmental history and related areas.

Professor Chakrabarti's major publications include A History of the Modern World: An Outline (2012), Terror, Crime and Punishment (2010), Situating Environmental History (2007), Does Environmental History Matter? (2006), Random Notes on Modern Indian History (2006 and 2008), Space and Power in History (2001), Political Economy and Protest (1997), and a coedited volume Natural Resources, Sustainability and Humanity (2012).