



*Presents*

# “Trans Asian Marketing Conclave”

4TH CHAPTER of  
“Asian Integration-Intiative Serises of Borderless Asia”

*in collaboration with*



Indonesian Experts and Lecturer  
Association (ADRI),  
Jawa Tengah, Indonesia



Universitas Pancasakti Tegal (UPS),  
Indonesia



Universitas Maarif Hasyim Latif  
(UMAHA), Indonesia

*Novotel on Siam Square, Bangkok, Thailand*  
*November 03, 2022*

Digital Media Partner:

## Ranks & Awards:

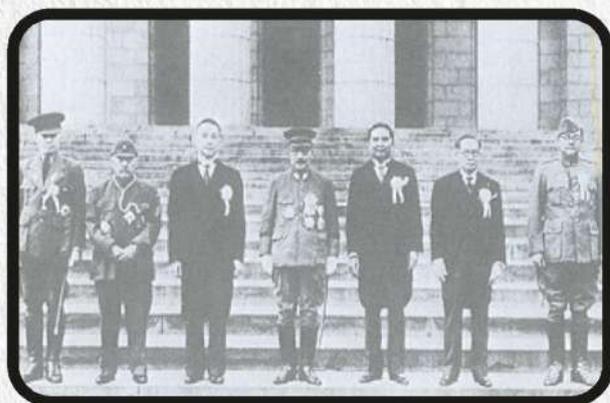
- Received “Outstanding Business School-East” award at the ‘ABP Ananda Shiksha Samman 2022’ organized by ABP Ananda, ABP Network on 10th June, 2022.
- Received “Excellence in B School Placement in Eastern India” award in the “Education Excellence 2022” award presented by ZEE 24 Ghanta, Kolkata, held in 2022.
- Ranked as 5th Best BBA College in India and ranked 1st in the Eastern & Central Region by Global Human Resource Development Centre, New Delhi, May 2022.
- “Best B-School Placement in Management in West Bengal” Award received from CNBC TV 18 endorsed by CMO Global, World Federation of Marketing & WFHRP on 6th May 2022.
- Received “Times Best B-School in Placement in Management” award in “Times Business Awards”, West Bengal, 26th April 2022.



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## ASIATIC INTEGRATION:

Karl Gunnar Myrdal from Europe and Kenichi Ohmae from Japan had echoed the idea of Asian unity through a process of identifying Asian Powers in the context of globalization and liberalization. The issues triad powered by Kenichi Ohmae highlighted the consumer foe us in corporatization making the regulatory and fiscal lesser important than expected of it. The trend of consumerism on the one hand and the trend of commercialization of manufacturing on the other have actually made the issues of national domain and regulatory constraint within nations volatile and less important. As Myrdal has pointed out specific production technology called "Asiatic mode of production" which does not remove the role of individual totally from the manufacturing process, even if the process is system driven, individual figures out as important in the whole gamut of things. Ohmae has truly visualised a consumer paradise in Asia in line of the consumer paradigms already established and taken route in Europe and United States of America. The pattern of consumption, by and large depends upon the attitude to life and philosophical bent of mind of the individual and the groups of individuals. Modernism, established through education having mostly the Western values, has created for the last few decades a hand of people in every country who speaks the same tongue, wears the same pattern of dress, consumes similar kind of things from early morning till go to their bed at night and career choice for building individual and collective career that.

# " Asian Integration-Initiative Series of Borderless Asia"

Initiated by Prof. (Dr.) RP Banerjee, Chairman & Director, EILM Kolkata

*"Let Entities of Asia Unite"*

Historically, Asia has witnessed stresses from Western part of the World in the form of political and economic dominance. Even after having achieved independence from Western Powers, different kinds of international trade blocks and organizations with Western dominance have continued to subordinate the Asians in the geographical region of Asia. Where nearly 60% of world's population and 40% of dominant global consumers inhabit in Asia, the economic control and thereby the flow of benefits in the economic process are hardly distributed among people of Asia. Asia does not have any dearth of resources? material, technological, knowledge, financial, and human. However, because of the discrete position of Asian nations and lack of appropriate coordination among them, the Asians are continuously pressed between the push and pull factors initiated by Western dominant power.

It is in this context that we thought about giving a call to Asian Nations and people of Asia to look at home and possibly join hands with each other for free flow of men, material and resources and develop a homogeneous integrated Asia. This will certainly give a new shape to the future of the world in terms of developing a humanist society all the world over.

EILM, Kolkata, India under the leadership of Chairman & Director Prof. (Dr.) R P Banerjee has taken a pledge to continue with the movement of creating One Asia, ultimately leading to a homogeneous world.

The One-day International Seminar on "Asian Integration - Towards Creating a Homogenous Asian Mind" was organized by EILM, Kolkata, India in association with Vidyasagar University, India & International College, Rajamangala University of Technology Krungthep, Thailand at Singapore. With the emergence of Asia as a Giant of world economy, the issue of integration Asians 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. The story in Asia is about increasing connections, improving collaborations and deepening cooperation where in West the story is about separation, the re-erection of barriers and taking back control. It is in this context the first International Seminar was held in 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 organized through the gross title "Asian Integration- Towards Creating a Homogeneous Asian Mind". This twin International Seminars have the prospect of sensitizing ideas and concepts across Asia towards creating a homogeneous mind in future.

Business leaders, teachers and thinkers from around the Asian continent took part in this seminar to deliberate on the theme of this year's seminar, i.e. integration of the Asian mind through thoughtful and evocative philosophical exchanges that will define the business acumen and leadership of the future.

The speakers and guests shared their individual views on various aspects of Asian thoughts, philosophy, business models and history during their individual talks which was followed by some remarkable presentations by the different faculty members of EILM, Kolkata and Vidyasagar University. The students presented a poster suitably named 'One Asia' to spread a message of Asian integration. The culminating point of the seminar was the panel discussion that helped summarizing the various ideas expressed during the day. The end of the event saw distribution of certificates to all and special prize money for best presenters of the day. The concluding event was an informal interaction amongst the many participants and guests over tea.

The list of eminent guests and speakers includes Dr. Achmad Fathoni Rodli, Rector and President of ADRI-UMAHA, Universitas Maarif Hasyim Latif, Indonesia, Dr. Taufiqulloh, M. Hum, Head, ADRI Central Java, Indonesia, Rector of Universitas Pancasila Tegal (UPS), Indonesia, Professor CHANG, YEE-SHYI, Ph.D (Cantab.), Adviser-Photoelectronic Industry Development Association (PIDA), Taiwan, Dr. Nithima Yuenyong, Vice-President - Pathumthani University, Thailand, Dr. Prattana Srisuk, Director of Thai Global Business Administration Technological College (TGBC), Thailand, Dr. Om Huvanandana, Professor, Universal Business School, Sydney, Australia, Dr. Chayarnithsarr Khanijor, Director of Foreign Affairs, Pathumthani University, Thailand, Vice-President - UNPKFC, Thailand Headquarter, Ms. Marietta Reformado, Chairman / President, MWorldwide Holdings (M) SDN. BHD., Kuala Lumpur, Malaysia, Dr. Yoga Prihatin, Head, International Affairs, ADRI Central Java, Indonesia, Dr. Dien Noviany Rahmatika, Dean of Economics and Business Faculty, Universitas Pancasila Tegal, Indonesia, Dr. Krirtkiat Srisermpoke, Managing Partner, Infinitive Meta Biz Co., Ltd., Mr. Osama Shiha Thai Global Business Administration Technological College (TGBC), Thailand, Prof. Kanin Khaniyao, Director of Pathumthani International College, Pathumthani University, Prof (Dr.) R. P. Banerjee, Chairman & Director, EILM-Kolkata.

EIILM-Kolkata PRESENTS  
**Trans Asian Marketing Conclave**  
to be held at Novotel on Siam Square, Bangkok, Thailand on November 03, 2022  
in collaboration with  
Indonesian Experts and Lecturer Association (ADRI), ADRI Jawa Tengah, Indonesia,  
Universitas Pancasakti Tegal (UPS), Indonesia  
and Universitas Maarif Hasyim Latif (UMAHA), Indonesia

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**Dear Delegates and Dignitaries,**

It is long since we had visualised and conceptualised the issue of Asian Integration through driving the conceptual force of borderless Asia from 2016 onwards involving leading scholars, practitioners, academic researchers and performing businesses in Asian region having involved already leading personalities from Japan, Singapore, Thailand, Taiwan, Indonesia and India. The current condition and scenario across the globe throws open much of the responsibility of sustainability and growth in the human conditions and human emergence in the world, on Asia as a region and a unified thought and force from different scales of life connected together. The issue of understanding and accepting the business value transacted and transmitted across requires an in-depth understanding of the aspects of the accrual, transfer, and enhancement of value in the value chain for enterprises and entities located in different parts of Asia. A Marketing Conclave involving Asian brains and creative minds would definitely contribute towards creating and developing understanding of the areas hitherto remained gap in the business process, mode of transaction and value movement.

This International Conclave will be an excellent forum for academicians and industrialists to exchange thoughts and ideas on various aspects of the topic from business, industry, education, health, science-technology, finance-economics, cultural and overall human growth in the region. This will also be an excellent forum for them for making paper presentation and open up ideas for discussion.

*"Samgacchadhvam Samvadadhvam Sam Vo Manamsi Janatam.  
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 the goodness in life for all actions and behaviours that we are destined to taken into account.]

This verse of the Rig Vedas from India contributes to the tenets of homogeneity and commonness in the human world in general and Asia in particular.

With sincere thanks and regards,

**Prof. (Dr.) R P Banerjee**

Chairman & Director, EIILM-Kolkata - Outstanding Business School of the Eastern India  
Ideator & Convener – Asian Integration Initiative Series



# EIILM-KOLKATA Global Outreach Initiatives

- International Immersion Programme for UG & PG Students Study Tour Abroad
- Overseas Internship & Placement Opportunities
- Joint International Conference and Collaborative Research
- Exchange of Academic Thoughts and Practices
- Faculty Development Programme

## COLLABORATIONS



Universitas Pancasakti Tegal  
+  
17 other Universities, Indonesia



Pathumthani University, Thailand



MingDao University  
Taiwan



International College,  
Rajamangala University of  
Technology Krungthep, Thailand

## Glimpses of International Conferences



Business of Borderless Asia-  
the Hurdles, Possibilities and Prospects, **Thailand 2018**



Asian Integration- Towards Creating a  
Homogenous Asian Mind, **Singapore, 2019**



Asian Integration- Towards Creating a  
Homogeneous Asian Mind, **Singapore 2019**



Leadership for Emerging Asian Business  
The Knowledge and Technology Dimension,  
National Library, Bhasha Bhawan, **Kolkata 2020**

## Students Participation in International Conferences



Business of Borderless Asia-  
the Hurdles, Possibilities and  
Prospects, **Thailand 2018**



Asian Integration- Towards  
Creating a Homogenous  
Asian Mind, **Singapore, 2019**

## Concept Note

### Asia for Global Integration

Human civilization has reached the pinnacle of its journey with a massive difficulty and probably a path breaker and new path finder for the global society because of the builders of Western civilization located in European Region having fallen into the trap of a war and the consequential effect of that. We have observed that in the recent period European Region has been shaken with huge inflation across Western and Eastern Europe on one hand, and on the other hand crisis in various areas including the crisis into the effects of the kitchen, the roads, the sky, the sea and any other areas of movement and getting things done by using fuel. Costs have escalated and the immediate effect of that has gone into the creative contribution of the region having faced a great threat from the surroundings particularly the Socio-Economic and Socio-Political conditions in the surrounding. It is in this backdrop, Asia has got a huge responsibility, we understand that Asian Region is full of controversies, full of difficulties in terms of border non-existing and conflicting concepts and the product excellence sometimes considered as a fore-bearers or a replica of what the Western Region had visualized before. One area where Asian Region has actually gone ahead of the entire remaining part of the world is its innovative faculty in a collective context and as an individual there are so many individual people, minds and brains who have been working on that. This has not been promoted in that way as the input from the Western world has been promoted so vigorously and profusely. In India, the ancient civilization had talked about the truth.

शृण्वन्तु विश्वे अमृतस्य पुत्राः।

“Shrinwantu Vishwe Amritasya Putrah”

Meaning, they had discovered the truth of the eternal existence in human being and at the same time the truth of eternal existence of human being had been radiated throughout the global context for the benefit of human being. It was contributions towards the empirical living, contributions towards the eternal living of the person, and in that the Sages in the Vedic Period had visualized the conditions that, you purify yourself and you then ask for purity from others. So, whatever you do you cater to somebody else's requirement or demand whether you are producing things called products, you are manufacturing thing called mega-products, or you are making machines to have a multiplier in the Economic System, or you are doing cultivation in the agricultural fields, wherever you are, you need to carry forward certain values for your life, for your activities and the values should invariably and always prioritize human being in that. Asia is known for the priorities given to the life, to the other achievements or the wealth and products in the world. So, "life first human being first", "wealth next achievements next", this is the basic fundamental view of Asian Region particularly, the view which has been emanated from the Vedic Region and the Rig Vedas, the Concept of Brahmins which has been translated and has been honored properly by all Regions of Asia including the Lao Tse, Confucius of China and Taoism of other part of Asia and other new fabrics of those ideas which have emerged in Asian Region thereafter. It is in this context, Asia has got a call, now Asia receives the call from the global system that it needs to come forward with a homogeneous and a collective mind to protect the Global System. That is the reason why there is a need to propagate this ideas through a Marketing Conclave and, therefore, the Asian minds have decided to combine their own tongue, own words, combine their own thoughts through the forum of Trans Asian Marketing Conclave which is being held in Asian Region through the participations of a several numbers of countries who have got a doctrines, who have got an effective contribution towards building homogeneous Asian mind and in order to do this, this Trans Asian Marketing Conclave will have a long term overarching influence over all aspects, for example: developing economic cohesion, developing product cohesion, distributive justice to all segments of consumers, producers and people who are there in the services, in the distribution system, in the channels and partnering in the activities, and the thinkers, the academicians, the people who are there in the Research

process, the research scholars and the teachers, professors, everybody will have a contribution in this quay because it is a collective contribution. As our Rig Vedic Sages used to say:

सं गच्छध्वम् सं वदध्वम्  
सं वो मनांसि जानतम् ॥

sam gacchadhvam sam vadadhvam sam vo manamsi janatam

and they used to give a call saying

समानी व आकृतिः समाना हृदयानि वः।

samani va akuti: samana hrdayani vah

this means, let us collect and combine ourselves.

If we have to combine, then we need to think of certain things wherein we have a free flow of goods and services, free flow of movements of people across, and the priorities of National boundaries are there but then it is keeping respects and maintaining respects for the National Boundaries. We have to become International in our habit, in our thoughts, in our activities, in our practices so that 'Me first You next' is transformed into 'You and Me Together'. If 'You and Me Together' becomes the motto and philosophy of Asian Region, then Asia can combine a Borderless Asian System and in this Borderless Asian System we develop an Economic Homogeneity which would be stronger, much more enduring or may be in a different way than the European Union and culminating into which was first European Common market and later on culminated into European Union.

We visualize a situation that this Borderless Asia let it come in the level of Thinkers, Practitioners, intellectuals, students, teachers and the theoreticians first then we take it forward to the Economist, Politicians and the General Mass across the Asian Region and we form a Borderless Asia and this be the Prelude to Asian Integrations. This Asian Integration is one which is externally essential for the Global Society to thrive and survive forward with a edge over others and with an inclination towards the human excellence, human being and it would actually provide survival for good people on Earth and it will actually enhance the goodness in the society across the entire regions of our Mother Earth. So, with this we conclude by saying that Trans Asian Marketing Conclave is going to be a very very effective thing, a very very path breaking thing for the global system not only for Asian Region, not only for the countries participating in but also for every human being in the world. I invite everyone to give a bit of his / her thoughts and to participate actually into this at least mentally with the support of people across Asian Region.

Thank you all and thanks to the organizers and thanks to everybody who are participating and who would be taking part in future.

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





## Indonesian Experts and Lecturer Association (ADRI), Jawa Tengah, Indonesia, Ahli dan Dosen Republik Indonesia (ADRI)



At the outset we express our immense pleasure to announce that EIILM is collaborating with Perkumpulan Ahli dan Dosen Republik Indonesia (ADRI) in this auspicious programme.

ADRI is a professional organization established on July 2016 as a media for experts and lecturers

to enhance their career by enhancing research and scientific publications. It also facilitates the higher education institutions to work collaboratively in the field of education, research, and community services. ADRI is a professional organization that aims to improve and empower the competencies of experts and lecturers according to the field of science understanding the Tridharma of Higher Education. Alongside these the actual role of experts and lecturers while implementing Indonesian diplomacy, specifically the dimension of public diplomacy is very important. Public diplomacy as any activity that promotes and introduces the value of potential of a country to the international community, especially other nations and countries, to ensure that other nations and countries know, understand one another and become good friends.

More lucidly diplomacy is executed by governments and non-government organizations. In Government organizations public diplomacy is carried out by officials.

In non-government circles, including experts, lecturers, teachers, businessmen, students, community leaders, religious leaders, social media carry this out.

It is very important to keep this in mind that the role of lecturers and experts is very vital in Indonesia's public diplomacy, especially with the help of increasing research and educational institutions in abroad.

Finally we all are very hopeful that the role, dedication and great works of Indonesian experts, especially under ADRI, will be felt and pertinent for all of us in future.



# Universitas Pancasakti Tegal (UPS), Indonesia

## Welcome to Pancasakti University, Tegal

Welcome to UPS Tegal Campus "The Biggest and Best Campus in Central Java West Region" The pride of the Regional Community and Indonesian Society.

### History Profile

Universitas Pancasakti Tegal (UPS Tegal) is one of the private universities in Central Java that is domiciled in Tegal City. Established on March 1, 1980.

Based on the Circular Letter of the Minister of Education and Culture of the Republic of Indonesia Number 07/MPK/1984 concerning the prohibition of having 2 (two) names of the same university (Universitas Pancasila in Jakarta), on October 1, 1984, the Tegal Pancasakti Education Foundation with letter number C.IPRB/SK/YPP /1984 changed the name from the Tegal Pancasila Education Foundation to the Tegal Pancasakti Education Foundation and the Universitas Pancasila Tegal to the Universitas Pancasakti Tegal, abbreviated as UPS Tegal, which means Pancasila Sakti.

Universitas Pancasakti Tegal always strives to improve its professional abilities by using a new paradigm in the process of implementing and managing quality education. Therefore, the implementation of the Tri Dharma of Higher Education is carried out in a balanced manner to have graduates who are academically capable, creative, and innovative within the framework of their service to the nation and state.

Pancasakti University (UPS) Tegal with 7000 students is one of the private universities in Central Java which is domiciled in the City of Tegal. It has 7 Faculties:

Teacher Training and Education  
Social and Political Science  
Economics and Business  
Law  
Fisheries and Marine Science  
Engineering and Computer Science  
Postgraduate

To strengthen the internationalization of Universitas Pancasakti Tegal (UPS Tegal) and to be actively involved in various communities and activities on a global scale, UPS Tegal established the Office of International Affairs (KUI) or also known as the Office of Cooperation and International Affairs (OCIA). OCIA has the following roles:

- (1) assess and carry out intensive international cooperation with foreign partner institutions,
- (2) provide services for foreign students such as immigration arrangements, campus orientation, and academic consulting from the preparation of their arrival at UPS Tegal until later completing their studies
- (3) assist the lecture process and UPS students who participate in collaborative programs with partner universities abroad, as well as

(4) support the development of collaborations for guest lectures and foreign research to be affiliated with UPS Tegal.

### **International Mobility**

Universitas Pancasakti Tegal (UPS Tegal) encourages academic/non-academic staff and students to participate in international mobility activities. Currently, UPS Tegal has partnered with more than 100 institutions in more than 10 countries. Therefore, UPS Tegal has opened access to international experience opportunities to broaden horizons and open career development opportunities at the international level. For that, optimize the international experience.

### **Publication**

The Publishing Agency of UPS Tegal (BP UPS) is a publication support unit as the Tri Dharma of higher education. Established in February 2015, BP UPS aims to encourage and support UPS Tegal academic publications in international scientific journals and ISBN Books.

### **UPS Published Journal List**

1. Jurnal Ilmu Pemerintahan (JIP)
2. Cakrawala: Jurnal Pendidikan
3. PSEJ (Pancasakti Science Education Journal)
4. English Focus
5. Indonesian Governance Journal (IGJ) : Kajian Politik-Pemerintahan
6. Sasando: Jurnal Bahasa, Sastra Indonesia dan Pengajaranya
7. Permana : Jurnal Perpajakan, Manajemen, dan Akuntansi
8. Integral (Jurnal Penelitian Pendidikan Matematika)
9. Diktum: Jurnal Ilmu Hukum
10. Jurnal Engineering
11. JCOSE Jurnal Bimbingan dan Konseling)
12. ASEAN journal of Community Empowering
13. Sintasan (Sains dan Teknologi Budidaya Perairan)
14. JABKO: Jurnal Akuntansi dan Bisnis Kontemporer
15. Konsentrasi: Jurnal Manajemen dan Bisnis
16. JPMP (Jurnal Pendidikan MIPA Pancasakti)
17. Multiplier: Jurnal Magister Manajemen
18. Jurnal Pembaharuan Hukum
19. JNIUS (Jurnal Informatika UPS)
20. Jurnal Idea Sakti





## Universitas Maarif Hasyim Latif (UMAHA), Indonesia

### Maarif Hasyim Latif University:

At the very beginning with extreme happiness we take this opportunity to announce that collaborating with Maarif Hasyim Latif University, EIILM is organizing this auspicious programme.

The Maarif Education and Social Foundation (YPM) Sidoarjo, is a foundation initiated by KH Hasyim Latief who is a Nahdatul Ulama (NU) figure, the founder of basic, secondary, and tertiary education as well as an orphaned social institution called MABAROT. Alignment of commitments in the form of developing the provision of education is to produce human resources of superior quality with high competitiveness through higher education. Barring that, it also considers the needs and interests of stakeholders which include the Sidoarjo community and prospective students, the UMAHA school/campus and the entire academic community as education providers, as well as industry and government agencies as users.

Maarif Hasyim Latif University (UMAHA) is a combination of four universities under the organizing body of the Maarif Education and Social Foundation (YPM) Sidoarjo, consisting of: Technical College (STT) YPM Sidoarjo, with three study programs, namely the Engineering Study Program Industry (S1), Mechanical Engineering Study Program (S1), Computer Engineering Study Program (D3); School of Economics (STIE) YPM Sidoarjo, with two study programs, namely Management Study Program, Accounting Study Program; School of Law (STIH) YPM Sidoarjo, with a study program in Law; Health Analyst Academy (AAK) YPM Sidoarjo, with a Health Analyst study program.



Based on the results of the meeting between the Chair of the Foundation, the Chairperson of the YPM Technical College, the Chairperson of the YPM School of Economics, the Chairperson of the YPM Law College, the Director of the YPM Health Analyst Academy in Sidoarjo, Alumni, Stakeholders and Community Leaders, recommendations emerged to form a university which is a combination of from three high schools and one academy under the auspices of the Maarif Education and Social Foundation (YPM). The results of these recommendations are listed in the Minutes of the meeting on October 10, 2013 which is then stated in the Decree of the Chairperson of YPM No: 0148/I/YPM/IX/14/SK dated October 15, 2013 regarding the establishment of universities within YPM. So, with the above considerations, the Foundation together with relevant stakeholders proposed the establishment of a University within YPM under the name Maarif Hasyim Latif University (UMAHA), which is located in Taman, Throughout, Sidoarjo district, East Java.

With the issuance of the Decree of the Minister of Education and Culture of the Republic of Indonesia number: 607/O/2014 dated October 17, 2014, three High Schools and one Academy became a University named Maarif Hasyim Latif University abbreviated UMAHA Sidoarjo



## About EILM-Kolkata

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

Started in 1995, EILM-Kolkata has traversed a unique journey through the lanes of academics, gradually elevated to on par with the latest of its kind available anywhere in the world and continuously facilitating the career onset of business students to companies within the Nation and across seven continents of the world. The accumulated size of alumni has reached the coveted mark of almost ten thousand with professions embraced by various categories of students in their respective discipline of managing finances, managing marketing, managing overall corporate strategies, managing manpower and on the whole managing enterprises. There are however, a good number who have reached the pinnacle of leading respective companies with international benchmark in their brands and products/services for the territories within Nations, territories of the entire Nation and territories of more than one Nation under the leadership and management control. The happy news of EILM-Kolkata alumni having received acclaims and accolades from various competent authorities and corporations are profuse. The undergraduate program which has flourished across:

- BBA
- BBA in Hotel & Hospitality Management
- BBA in Hospital Management
- B.Sc. Media Management
- BBA in IT & ITES
- BCA

and the postgraduate program of

- Master of Business Administration (MBA) having covered the areas of specialization as: Finance, Marketing, HR, Systems, Pharmaceutical Management, Retail, Logistics and Supply Chain Management, Capital Market, International Business etc. The last feather in the crown of EILM-Kolkata has been Ph.D. program in Management including all relevant and related areas as per the norms and standards set by UGC and the University. All these programs are under the State Govt. University and all the certificates, degrees are offered by the State Govt. University.

EILM-Kolkata, a name highly accepted and acclaimed by the business and industry in India in general and corporate houses of National and International character, operating from the intellectual capital of India, in particular. It has earned the status of "Outstanding B-School (East) ? a coveted award consistently over a number of years by the leading organizations like Star News, ABP News etc. and also earned "Best Placements among B-Schools" Education Excellence Award presented by ZEE 24 Ghanta. It has also earned high acclaim from the leading publications like Business India, Businessworld and Competition Success Review(CSR) .

Scaling this top standard has been possible by EILM-Kolkata because of top quality business academics of a large number having a blend of the academic knowledge and corporate expertise in their individual career and an ongoing spirit of business and corporate research to sustain and support the need for developing excellence by the Business Students. The Institute follows a principle of primacy of students' interest and commitment towards a comprehensive growth of students throughout. The Institute supports the students with all required inputs for capturing positions in Multinational and National companies including some of the Fortune 500 companies. Companies like, ITC, Colgate Palmolive, Nestle, Kellogg's, McNORE, Marico, Parle, IOB, Mother Diary, ICICI Bank, Axis Bank, Federal Bank, IndusInd Bank, HDFC Bank, Bandhan Bank, Kansai Nerolac, Asian Paints, MRF Tyres, JK Tyre, General Electric, Luminous, LG,

VIVO, Hindware, Saint-Gobain, BYJU' s, Vodafone, Hindalco have regularly recruited students from EIILM-Kolkata.

The students also receive the support of personal mentoring, extra-curricular and social activity-inputs for a holistic development of personality to scale high in the world of corporate and enterprises.

The Institute believes in the happiness and wellbeing of the students and it is a world of higher learning with a unique blend of the rigors of academics, developing selfless attitude, cutting edge professionalism, digitalization and inclusivity with constant monitoring and sensitization by Mentors for the welfare and happiness of its students. "EIILM-Kolkata is a leading B-School with a strong national and international acceptability from the corporate has supported the career making of several thousand young students through management education and placed them within the country and abroad in large number of national and multinational brands.

The faculty division has an excellent mix of doctorates and people with more than a decade of the corporate experience. The faculty members have published numerous books; have contributed articles in accredited national as well as international journals. We do not believe in just nurturing the best young minds. Rather we help them to be industry-ready before they step into their chosen careers. We can groom every kind of learner and we have proved that the infinite potential that a young mind possesses can be unleashed given due guidance, support, care, compassion and love. Teachers of EIILM-Kolkata do not restrict themselves to impart only formal learning; rather, they go beyond their wards, sisters, brothers or fiends.

After admission students go through one-month orientation course before the starting of their actual course. In this way from the day one students become acquainted with true professionalism and develop their Business acumen. Students have to go through a number of " Live Projects" in the industry in order to get hands-on experience of the real professional world. They also have to attend lots of Grooming and Personality Development classes to be able to face the interviews at the time of campusing. Apart from that, professionals from industry do come to the institute from time to time to take interactive sessions and workshops with the students of EIILM-Kolkata. In this way students become better prepared at the time of appearing in the campus selection procedure.

Therefore, with this, EIILM-Kolkata cordially welcomes the aspiring candidates to join EIILM-Kolkata, experience and scale high in their career unmatched with many others.



# Pre-event Press Coverage “The Telegraph Online Edugraph”



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## CAMPUS

# EILM-Kolkata organises ‘Trans Asian Marketing Conclave’ in Bangkok



Our Correspondent

Posted on 20 Oct 2022 16:42 PM



The conclave poster *Source: EILM-Kolkata*

## Summary

The concept of Borderless Asia was ideated by the Chairman and Director of EILM-Kolkata, Prof. Dr R. P. Banerjee

Previous Seminars of the Asian Integration Series have been organised by EILM-Kolkata in Thailand, Singapore, and India in 2018, 2019 and 2020

EILM-Kolkata will be hosting the 4<sup>th</sup> chapter of Asian Integration Series of Borderless Asia, ‘Trans Asian Marketing Conclave’ at Novotel on Siam Square, Bangkok, Thailand on 3<sup>rd</sup> November, Thursday.

The event is being organised in collaboration with Indonesian Experts and Lecturer Association (ADRI), ADRI Jawa Tengah, Indonesia, Universitas Pancasakti Tegal (UPS), Indonesia, and Universitas Maarif Hasyim Latif (UMAHA), Indonesia.

The concept of Borderless Asia was ideated by the Chairman and Director of EILM-Kolkata, Prof. Dr. R. P. Banerjee way back in 2018 to focus on the importance of a unified Asian ideology, philosophy, and culture with respect to the current global context.



The list of speakers for the conclave *Source: EILM-Kolkata*

The global community at present, particularly the Western world, is grappling with the debilitating effects of serious economic, political, and social crises. Experts and intellectuals across nations are desperately looking for a panacea that would cure what Emile Durkheim called “the malady of infinite aspiration”. There is an urgent need to lead humanity towards an informed and mature understanding of values and ethics that can turn the tide in favour of mankind. Asia has always been known for prioritising humanity over worldly material concerns.

This intrinsically Asian view has emanated from the Vedas. Now is the time that Asia needs to come forward collectively to put these ideas into practice. To protect the global system, a unified integrated Asian ideology premised on Vedic principles needs to be implemented.

The previous Seminars of the Asian Integration Series have been organised by EILM-Kolkata in Thailand, Singapore, and India in 2018, 2019 and 2020 respectively. Leading scholars, practitioners, academic researchers and business leaders from Japan, Singapore, Thailand, Taiwan, Indonesia, and India have participated in these international conferences.

The 4<sup>th</sup> chapter of the Asian Integration Series, ‘Trans Asian Marketing Conclave’ would contribute towards creating and developing a better understanding of gaps in the business process, mode of transaction and value movement. Due to the present socio-political condition, inflation is wreaking havoc, costs have escalated and the threat of complete collapse of the socio-economic fabric is imminent. Through a borderless Asian system, economic homogeneity can be achieved which would benefit the entire global community in the foreseeable future. To share their thoughts on the same, the conclave will be attended by visionaries and leaders from Indonesia, Thailand, Malaysia, Australia, and India.

This International Conclave will provide a perfect platform for scholars and academicians of many universities to collaborate and exchange perspectives on the various aspects of global economy. Panel Discussions, Paper Presentations will be held to facilitate healthy exchange of ideas. The Telegraph Online Edugraph is the digital media partner of EILM-Kolkata for this conclave.

The Eastern Institute for Integrated Learning in Management (EILM), Kolkata, was established in 1995 with an aim to develop human potential in this ever-changing world. Through its undergraduate, postgraduate and PhD courses the Institute aims to encourage creative and innovative academic endeavours for management education, and research.



EIILM-Kolkata Presents

# "Trans Asian Marketing Conclave"

*in collaboration with*



Indonesian Experts and  
Lecturer Association (ADRI),  
ADRI Jawa Tengah, Indonesia



Universitas Pancasakti Tegal  
(UPS), Indonesia



Universitas Maarif Hasyim  
Latif (UMAHA), Indonesia

**at** **Novotel on Siam Square, Bangkok Thailand** **on** **November 03, 2022, Thursday**  
**9:00 hrs. onwards**

Digital Media Partner



## PROGRAM SCHEDULE (BANGKOK TIMING)

TIMING (BKK)	Topic	Guest Speaker/Paper Presenter
09:00 – 09:30 hrs.	Registration	
09:30 – 09:32 hrs.	Introduction by the Emcee	<b>Prof. Diya Banerjee</b> , EIILM-Kolkata, India
09:32 – 09:40 hrs.	Program Overview & Welcome Address	<b>Dr. Jayanta Saha</b> , EIILM-Kolkata, India
09:40 – 09:50 hrs.	Theme Song: "Song of Asia" composed by Prof. (Dr.) R P Banerjee	Chorus lead by <b>Prof. (Dr.) R P Banerjee</b> , supported by, <b>Mrs. Sipra Banerjee</b> , <b>Dr. Sanchita Saha</b> , <b>Ms. Priyannita Bose</b> , <b>Ms. Arpita Ghosal</b> , <b>Ms. Sarmistha Dutta Roy</b> , <b>Meghna Laharry</b> , <b>Ms. Sayani Mitra</b> , EIILM-Kolkata, India
09:50 – 09:55 hrs.	Elaboration of Song of Asia	<b>Prof. Diya Banerjee</b> , EIILM-Kolkata, India
09:55 – 10:10 hrs.	National Anthems: - Thailand - Taiwan - Malaysia - Australia - Indonesia - India	
10:10 – 10:30 hrs.	Theme Address: "Trans Asian Marketing Conclave"	<b>Prof. (Dr.) R P Banerjee</b> , Ideator & Convener of Asian Integration Initiative Series.
10:30 – 11:15 hrs.	<b>Panel Discussion-I: "Globalization of Asian Education System: Issues &amp; Perspective"</b> • Education in Asia • Developing Cross-Cultural Homogeneity in Asia  (On Chair: Prof. (Dr.) R P Banerjee)	<b>Dr. Achmad Fathoni Rodli</b> Rector and President of ADRI-UMAHA, Universitas Maarif Hasyim Latif, Indonesia <b>Dr. Taufiqulloh, M. Hum</b> Head, ADRI Central Java, Indonesia, Rector of Universitas Pancasakti Tegal (UPS), Indonesia <b>Professor CHANG, YEE-SHYI, Ph.D.</b> Chief Advisor-Photoelectronic Industry Development Association (PIDA), Taiwan, Republic of China <b>Dr. Nithima Yuenyong</b> Vice-President – Pathumthani University, Thailand <b>Dr. Prattana Srisuk</b> Director of Thai Global Business Administration Technological College (TGBC), Thailand <b>Dr. Om Huvanandana</b> Professor, Universal Business School, Sydney, Australia <b>Dr. Chayarnithsarr Khanijor</b> Director of Foreign Affairs, Pathumthani University, Thailand CEO-GBC Overseas Consultants, Thailand

**EIILM-Kolkata Presents**  
**"Trans Asian Marketing Conclave"**

11:15 – 11:30 hrs.	Tea/Coffee Break	
11:30 – 12:45 hrs.	<b>Paper Presentation – 1 (on site):</b> "Asiatic Integration: Friendly coexistence with new age technology"	by Prof. Satyajit K. Vidyarthi, Prof. Priyabrata Choudhury, Mr. Soumen Goswami, Ms. Sayani Mitra, Mr. Rintu Seal from EIILM-Kolkata, India
	<b>Paper Presentation – 2 (on site):</b> "Asiatic Mode of Corporate Marketing for Creating Global Brand"	by Dr. Jayanta Saha, Dr. Sanchita Saha, Ms. Priyannita Bose, Mr. Shanti Gopal Hazra, Mr. Krishnendu Dey of EIILM-Kolkata, India
	<b>Paper Presentation – 3 (on site):</b> "Special Study of Childhood Tuberculosis in the Sub-Himalayan Region"	by Dr. Debajyoti Banerjee, Himalayan Institute Of Medical Sciences, India & Dr. Dimple Bamrah, Sri Guru Ram Rai Institute Of Medical Sciences & Hospital, India
	<b>Paper Presentation – 4 (on site):</b> "Combining Human Essence with Corporate Prerogatives"	by Prof. Supriya Paul, Ms. Sarmistha Dutta Roy, Ms. Sahana Ray Mukherjee, Mr. Suraj Jajodia, Mr. Binoy Das of EIILM-Kolkata, India
12:45 – 13:30 hrs.	<b>Panel Discussion-II: "Techno Business Perspective of Asian Education &amp; Asian Integration"</b> <ul style="list-style-type: none"> <li>• Business in Asia</li> <li>• Technology challenges in Asia</li> </ul> (On Chair: Prof. (Dr.) R P Banerjee)	<b>Ms. Marietta Reformado</b> Chairman / President MWorldwide Holdings (M) SDN. BHD. Kuala Lumpur, Malaysia <b>Dr. Yoga Prihatin,</b> Head, International Affairs, ADRI Central Java, Indonesia <b>Dr. Dien Noviany Rahmatika,</b> Dean of Economics and Business Faculty, Universitas Pancasakti Tegah, Indonesia <b>Dr. Krirtkiat Srisermpoke,</b> Managing Partner Infinitive Meta Biz Co., Ltd., Thailand <b>Mr. Osama Shiha</b> Thai Global Business Administration Technological College (TGBC), Thailand <b>Prof. Kanin Khaniyao</b> Assistant to Vice-President, Pathumthani International College, Pathumthani University, Thailand
13:30 – 14:45 hrs.	<b>LUNCH BREAK</b>	
14:45 – 15:30 hrs.	<b>Paper Presentation – 5 (on site):</b> "Asiatic Integration: Concerns for profit maintaining social equilibrium"	by Dr. Rajib Kr. Das, Mr. Tamal Jyoti Chakraborty, Ms. Sraboni Roy, Mr. Bikram Aich, Ms. Meghna Laharry of EIILM-Kolkata, India
	<b>Paper Presentation – 6 (on site):</b> "The Asian Voice of Marketing"	by Dr. Soumyajit Das, Ms. Megha Chowdhury, Ms. Arpita Ghosal, Mr. Saikat Sen, Mr. Subhodeep Chatterjee of EIILM-Kolkata, India
	<b>Paper Presentation – 7 (virtual):</b> "Cross Cultural Human Resource Management of Select Foreign Banks in SAARC Countries - A Focus Group Study". Via Google MEET <a href="https://meet.google.com/gkw-zgpz-bkz">https://meet.google.com/gkw-zgpz-bkz</a>	<b>Dr. Abhijit Pakira,</b> Sr. Assistant Professor, Department of Business Administration, The University of Burdwan, West Bengal, India
15:30 – 15:45 hrs.	Closing Ceremony, Certificate Distribution	by <b>Prof. (Dr.) R P Banerjee</b> Chairman & Director of EIILM-Kolkata, India & Ideator and Convener of Asian Integration Initiative Series. <b>Dr. Achmad Fathoni Rodli</b> Rector and President of ADRI-UMAHA, Universitas Maarif Hasyim Latif, Indonesia <b>Dr. Taufiqulloh, M. Hum</b> Head, ADRI Central Java, Indonesia, Rector of Universitas Pancasakti Tegal (UPS), Indonesia
15:45 – 15:50 hrs.	Vote of Thanks	<b>Prof. Supriya Paul,</b> EIILM-Kolkata, India
15:50 – 16:30 hrs.	<b>International Socializing &amp; Interpersonal Interactions over Closing Tea/Coffee</b>	<b>All Dignitaries and Participants</b>

# Song of Asia

Composed & Directed by: Prof. (Dr.) R. P. Banerjee, Chairman & Director, EILM, Kolkata, India



- A. { Asia.....Asia.....Asia  
 Chariot of Asian Sun enters the horizon  
 Infusing the path of earth with illuminations  
 Divine wisdom spreads  
 In the minds and hearts  
 Realizing the Blissful Supreme Brahman within.  
 Asia.....Asia.....Asia
- B. { For the building of new one Asia  
 Let's put our strength  
 of brain and minds  
 Together we combine our strength  
 of innovation creative potential and dreams  
 Into the reality of making Finest products and services  
 Asia.....Asia.....Asia
- C. { We grow together endlessly  
 We grow continuously  
 We win the world.  
 Asia emerges on top of the globe  
 Integrated Asia holds hands  
 of the people of the world  
 Asia now all set to create  
 Asia.....Asia.....Asia
- D. { New Global Man  
 To make  
 World free from poverty-illiteracy-ill health  
 A new world of happiness  
 World of harmony  
 Asia.....Asia.....Asia
- E. { "Sarve Vavantu Sukhinah  
 Sarve Santu Niramayah"  
 Let all be happy and well  
 Asia calls.....Rise Unite.  
 Asia.....Asia.....Asia



Chorus lead by Prof. (Dr.) R P Banerjee, EILM Kolkata, India, supported by, Mrs. Sipra Banerjee, Dr. Sanchita Saha, Ms. Priyannita Bose, Ms. Arpita Ghosal, Ms. Sarmistha Dutta Roy, Meghna Laharry, Ms. Sayani Mitra.



*Presents*

## **“Trans Asian Marketing Conclave”**

*in collaboration with*



Indonesian Experts and Lecturer  
Association (ADRI),  
Jawa Tengah, Indonesia



Universitas Pancasakti Tegal (UPS),  
Indonesia



Universitas Maarif Hasyim Latif  
(UMAHA), Indonesia

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## **Inaugural Session**

**Registration:** by All Dignitaries and Participants Present

**Introduction by the Emcee:** Prof. Diya Banerjee, EILM Kolkata, India

**Program Overview & Welcome Address:** Dr. Jayanta Saha, EILM Kolkata, India

**Theme Song: "Song of Asia":** Chorus lead by Prof. (Dr.) R P Banerjee, EILM Kolkata, India, supported by, Mrs. Sipra Banerjee, Dr. Sanchita Saha, Ms. Priyannita Bose, Ms. Arpita Ghosal, Ms. Sarmistha Dutta Roy, Meghna Laharry, Ms. Sayani Mitra.

**Elaboration of Song of Asia:** Prof. Diya Banerjee, EILM Kolkata, India

**National Anthems:** - Thailand  
- Taiwan  
- Malaysia  
- Australia  
- Indonesia  
- India

**Theme Address: "Trans Asian Marketing Conclave":** Prof. (Dr.) R P Banerjee, *Ideator & Convener of Asian Integration Initiative Series.*



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(UMAHA), Indonesia

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### **Panel Discussion-I**

#### **"Globalization of Asian Education System: Issues & Perspective"**

- Education in Asia
- Developing Cross-Cultural Homogeneity in Asia



**On Chair: Prof. (Dr.) R P Banerjee, Chairman & Director, EIILM-Kolkata, India**



**Dr. Achmad Fathoni Rodli**  
Rector and President of ADRI-UMAHA,  
Universitas Maarif Hasyim Latif, Indonesia



**Dr. Taufiqulloh, M. Hum**  
Head, ADRI Central Java, Indonesia,  
Rector of Universitas Pancasakti Tegal (UPS), Indonesia



**Dr. Nithima Yuenyong**  
Vice-President - Pathumthani University,  
Thailand



**Dr. Prattana Srisuk**  
Director of Thai Global Business  
Administration Technological College  
(TGBC), Thailand



**Dr. Om Huvanandana**  
Professor, Universal Business School,  
Sydney, Australia



**Dr. Chayarnithsarr Khanijor**  
Director of Foreign Affairs, PTU, Thailand,  
CEO-GBC Overseas Consultants, Thailand



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Universitas Maarif Hasyim Latif  
(UMAHA), Indonesia

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## **Paper Presentations -I**

### **Paper Presentation - 1 (on site):**

**"Asiatic Integration: Friendly coexistence with new age technology"**

by Prof. Satyajit K. Vidyarthi, Prof. Priyabrata Choudhury, Mr. Soumen Goswami, Ms. Sayani Mitra,  
Mr. Rintu Seal from EILM-Kolkata, India

### **Paper Presentation - 2 (on site):**

**"Asiatic Mode of Corporate Marketing for Creating Global Brand"**

by Dr. Jayanta Saha, Dr. Sanchita Saha, Ms. Priyannita Bose, Mr. Shanti Gopal Hazra,  
Mr. Krishnendu Dey of EILM-Kolkata, India

### **Paper Presentation - 3 (on site):**

**"Special Study of Childhood Tuberculosis in the Sub-Himalayan Region"**

by Dr. Debajyoti Banerjee, Himalayan Institute Of Medical Sciences, India & Dr. Dimple Bamrah,  
Sri Guru Ram Rai Institute Of Medical Sciences & Hospital, India

### **Paper Presentation - 4 (on site):**

**"Combining Human Essence with Corporate Prerogatives"**

by Prof. Supriya Paul, Ms. Sarmistha Dutta Roy, Ms. Sahana Ray Mukherjee, Mr. Suraj Jajodia,  
Mr. Binoy Das of EILM-Kolkata, India

# "Asiatic Integration: Friendly coexistence with new age technology"

by Prof. Satyajit K. Vidyarthi, Prof. Priyabrata Choudhury,  
Mr. Soumen Goswami, Ms. Sayani Mitra, Mr. Rintu Seal from EILM-Kolkata, India



Prof. Satyajit K. Vidyarthi



Prof. Priyabrata Choudhury



Mr. Soumen Goswami



Ms. Sayani Mitra



Mr. Rintu Seal

**Abstract:** The new age Asian integration is happening by the innovations, automation, and the rise of the digitization. Asian nations are experimenting with advanced technologies like artificial intelligence, machine learning and data science to explore an advanced digital-centric way. The world's future depends on Asia and so the world needs a developed ASIA.

India is bringing big change in the IT sector, one of the biggest step is to start manufacturing integrated chips (IC's) in India, TATA has taken up initiative under Atmanirbhar Bharat and the first manufacturing plant is being set up in Tamilnadu which will further expand the size of the Hardware industry. Indian IT sector is growing at 15.5% in FY22, become \$227 by working towards business potentials in cloud, artificial intelligence (AI), cybersecurity, Block chain, Cybersecurity, IoT, Machine learning, Big Data analytics, Cloud computing and other emerging technologies, India is also developing AI hubs, these hubs are transforming India as the largest IT exporter. With 5G rollout, Indian manufacturers are working for technology transfer and locally manufacturing the critical equipment. Currently, Jio has already developed an end-to-end 5G stack that includes 5G radio and core network solutions, thus enabling a self-sufficient and cost-effective rollout. Indian space agency by far is competing and is a major force now, around 60 Start-ups have registered with ISRO since "unlocking" of the Indian Space sector.

Manufacturing is the driving force of Japan's economy -the third largest worldwide, led by the automobile, robotics, semiconductor and machine tool industries. Japan's manufacturers deliver 52% of the global supply of robots. Japan has developed intelligent solutions for industrial robotics and autonomous mobility. Japan is world-leading in the automotive industry and is widely known for its cutting-edge technology and invigorating ideas and is shifting to green technology now. South Korea is spending around \$451bn in semiconductor manufacturing. A South Korean company Samsung said it would invest \$151bn through by 2030. The smartphone semiconductor market was valued at 116 billion U.S. dollars, with projections suggesting this is likely to rise to 162 billion U.S. dollars by 2025. The Chinese space sector is fast growing with well over 100 companies created, and around US\$6.5B. Satellite manufacturing has seen an acceleration since early 2020 when China added "satellite internet" to its new infrastructures list along with Artificial Intelligence (AI) and Internet of Things (IoT) enabled products, the country has witnessed one of the highest adoptions of digital solutions.

The digital transformation of Asia has digitally enabled the entire value chain opening for a range of opportunities for its citizens and creating intellectual property (IP). Asia is working together towards Wi-Fi Access network interface for public internet, the capacity building and knowledge sharing in emerging areas in the field of Information and Communication Technologies such as Internet of Things (IoT), 5G, Advanced Satellite Communication, Cyber Forensics, etc. Information and Communications Technology (ICTs), will strengthen collaboration between India and ASEAN by leveraging complementary strengths of each other.

**Key Words:** 1) Asian integration 2) Artificial Intelligence 3) Digital Transformation of Asia

# "Asiatic Mode of Corporate Marketing for Creating Global Brand"

by Dr. Jayanta Saha, Dr. Sanchita Saha, Ms. Priyannita Bose,  
Mr. Shanti Gopal Hazra, Mr. Krishnendu Dey of EILM-Kolkata



Dr. Jayanta Saha



Dr. Sanchita Saha



Ms. Priyannita Bose



Mr. Shanti Gopal Hazra



Mr. Krishnendu Dey

## Abstract

A fundamental element in the strategic planning of any organization starts with its Mission Statement, reflects what a company stands for, and linked to this, a Vision Statement indicating where the company wants to be in the future. Both Mission and Vision Statements express a company's strategic intent, its philosophy, values, ethics and operational effectiveness. A closer analysis of such statements of Companies of the West (e.g., GE, Microsoft etc.) with Companies of Asia (e.g., Toyota, TATA, Canon etc.) reveal significant differences in their approach. The Mission statements of Western Companies, for example, tend to be strong statements of identity, scores high on individualism and cultural masculinity, meanwhile, in collectivistic cultures, such as those found in Asia, social harmony is at its core with human priority. It's not purely process driven. Asian Management System gives emphasis on Subjective Reality along with Objective Reality. "Such cultural differences have profound implications for brand strategy" (Monga, 2007). In Asian business environment the importance of developing long term trusting relationships is emphasized variously as Wa in Japan, Inhwa in South Korea, Guanxi in China, Nasabah in Indonesia and Shraddha in India. These managerial principles symbolize Love, Care, Compassion, Respect & Sense of Belonging. For any marketing or advertising to be effective it "must include values that match the values of the consumers being addressed" (Mooij M.D., 1998). "Marketing is more than a branch of business practice; it is more than an academic discipline - it is often a global cultural platform for ideology" (Eckhardt, Varman and Dholakia 2013). According to Peter F. Drucker, the father of modern management Marketing is not a specialized activity at all rather it encompasses the entire business. He further explains "It's the whole business seen from the point of view of its final result that is, from the customer's point of view."

Asia has one of the largest economies of the world and its emerging giants are seeking to expand in various parts of Asia and globally. Under this background, this study attempts to understand and analyze how culture and context influence the transaction of business in Asia and how these businesses through their Asiatic mode of Marketing can become global brand. In this connection effort has also been given to understand different innovative marketing strategies that help these emerging giants to build international brand. The Asian brands are turning their humble starts into great global success through their focus on 'not just for making profit, but for making a contribution to people' (e.g., LG of South Korea, Uniqlo of Japan), "focusing on their own heritage and plus alpha" (e.g., Patanjali of India, Banyan Tree Holdings of Singapore, Krating Daeng (Red Bull) of Thailand), "invincible will to succeed and speedy action" (e.g., Xiaomi of China) and "applying unconventional online centered business strategy" (e.g. Line of Japan, Nykaa of India). Many emerging market brands such as ICICI Bank and Dabur of India, Pran of Bangladesh, Huawei of China, Arabian Oud of Saudi Arabia etc. are building global brand through Diaspora Marketing strategy where these companies are targeting the emigrants from their homeland. On the other hand, Asian Cuisine such as Indian & Thai food witnessed surge in popularity through Reverse Diaspora Effect. The underlying message is clear; focus on your core strengths, values, cultural heritage and tradition, follow the Philosophy of "You and Me Together to create economic homogeneity" (Banerjee, 2018) link them to opportunities and localize with an eye on international market to create Global Brand.

**Keywords:** Collectivistic Culture, Diaspora Marketing, Human Priority, Individualism, Reverse Diaspora

## “Clinical spectrum and outcome of Childhood Abdominal Tuberculosis in the Sub Himalayan region.”

Dr. Debajyoti Banerjee, Department of Pediatrics, Himalayan Institute of Medical Sciences, Dehradun, Uttarakhand, India &

Dr. Dimple Bamrah, Department of Pulmonary Medicine, Shri Guru Ram Rai Institute of Medical Sciences & Hospital, Dehradun, Uttarakhand, India



Dr. Debajyoti Banerjee



Dr. Dimple Bamrah

### Abstract:

**Background and Aim:** Childhood Abdominal tuberculosis (ATB) poses a diagnostic dilemma because of its nonspecific clinical features and difficulty in microbiological isolation of the organism, thus delaying the diagnosis. The aim of this case series is to provide an insight into the clinical presentation, pattern of distribution, and diagnosis of the disease in the Sub Himalayan region.

**Methods:** A retrospective study was conducted from case records of all children  $\leq 18$  years of age diagnosed with ATB from July 2020 to July 2022 (a period of two years) in the Department of Pediatrics, Himalayan Hospital, Dehradun. All clinical details and investigations were recorded and analyzed. 

**Results:** A total of 10 children (8 girls), with a median age of 9.7 (1–18) years, were included. Abdominal pain, fever and weight loss were the most common clinical symptoms, with the triad of symptoms present in 60%. Mesenteric Lymph nodes were the most common intra-abdominal site involved in 8 patients (80%). Terminal ileum and ileocecal junction were the second most common intra-abdominal site involved in 7 patients (70%). Multiple intra-abdominal sites were involved in 3 (30%) patients, with a combination of involvement of the gastrointestinal tract (I) and abdominal lymph nodes (L) being the most common (50%). Loss of weight was more common in children with multiple intra-abdominal site involvement (67%). Average weight loss was around 4.5Kgs. Overall, a confirmed bacteriological isolation was possible in only 2 participants (20%). Suggestive imaging like Computed Tomography (with contrast) and Ultrasound abdomen had the highest diagnostic yield of 100%. Three patients (30%) of the study had Intestinal obstruction. There was one patient (10%) with biopsy proven chronic necrotizing granulomatous inflammation. One (10%) patient needed surgical management for Jejunal perforation.

**Conclusion:** A triad of abdominal pain, fever, and weight loss is suggestive of Abdominal tuberculosis. Multiple intra-abdominal sites are frequently involved with Mesenteric Lymph nodes being the most common site of involvement. Microbiological confirmation is possible in only one-fifth of the cases and histopathological confirmation is possible in only one-tenth of the cases.

## "Combining Human Essence with Corporate Prerogatives"

by Prof. Supriya Paul, Ms. Sarmistha Dutta Roy, Ms. Sahana Ray Mukherjee,  
Mr. Suraj Jajodia, Mr. Binoy Das of EIILM-Kolkata



Prof. Supriya Paul



Ms. Sarmistha Dutta Roy



Ms. Sahana Ray Mukherjee



Mr. Suraj Kumar Jajodia



Mr. Binoy Das

**Abstract:** History has witnessed that-long before the “westernization” of the world – a global economic system already existed ranging from the Persian gulf to the Indian Ocean, to the South China Sea, to the Sulu Sea, to the Celebes Sea and on to the Sea of Japan and to the Pacific. The - then global trade was managed and mediated by Indian, Chinese and Japanese merchants long before the Venetian, Iberians, Dutch and English joined the game . But Asia was an active participant in helping other civilizations in creating a new global system . We have observed that in the recent past healthy economic development in China, India, and the rest of emerging Asia. We see a shift in the manufacturing process with a wave of new manufacturing and logistics technologies based on automation technologies. This changes occur in Asian manufacturing system at a vast pace along with a rapid growth in the service sector in Asia. This invites a more knowledge intensive corporate landscape. Keeping in mind the topic named Combining Human Essence with Corporate Prerogatives, we first must remember that Asia is very diverse. Those who are ready to accept Globalization, will benefit from it because they are competitive, and they are better prepared, qualified, and equipped; they will win.

The world today is undergoing a massive digital transformation focused on modernizing technology, data and processes to improve performances and support a customer – centric culture. Digitization, Automation, AI, Decision Augmentation and Diversity and Inclusion holds the centre stage for managing talent in this pace of digitization and diversified workplace environment in the Asian region. Thus digital transformation blends both a complete approach and a shared vision for the future. This digital vision should be focused on the personas of our people with an understanding of how, where and why they work considering the workforce as diverse and multifaceted. To attain this at scale, businesses will need to harness AI to uncover insights that will empower leaders to make data – driven decisions. Incorporating more AI will enable personalized , consumer grade experiences and free up employees to focus on value – driven activities. The ability to market based on customer preference, choice, habits, mind and champion the organization ride will need a lot of creative marketing thinking within the workforce. Creating an environment of space, a culture of inclusion, empowerment, trust and ownership are required to set. All of these shifts require a new mind set and new skills for the employees : Value creation, marketing, storytelling, persona design and so on.

Another signifying aspect is that there will be the need to reimagine, support and reinforce a value-based servant leadership culture that can be inclusive of varied workforce demographics. We can never impose a way of life, a set of values, on a people entirely different from others. It’s the responsibility of regional leaders along with the corporate leaders’ role to coordinate and streamline these efforts in the direction of Asian consciousness, An Asian identity based on the concept of the unity in diversity of Asian countries is an asset. At this juncture, we have to think anew of the global aspect and need to create global consciousness through the Asian movement. We need to create an environment where we "practice tolerance and live together in peace with one another as good neighbors" amongst our employees. In order to lay down the foundation of the continent building, one of the basic and essential requirements is inculcation of moral values thereby nurturing and developing the character of each and every employee. This continuous process of inculcating common cultures, values, identity along with digitization concepts amongst our employees will enable us to perform on a global scale.

**Keywords:** Digitization, Creative Marketing, Customer Preference, Unity in Diversity



*Presents*

## **“Trans Asian Marketing Conclave”**

*in collaboration with*



Indonesian Experts and Lecturer  
Association (ADRI),  
Jawa Tengah, Indonesia



Universitas Pancasakti Tegal (UPS),  
Indonesia



Universitas Maarif Hasyim Latif  
(UMAHA), Indonesia

## **Panel Discussion-II**

### **"Techno Business Perspective of Asian Education & Asian Integration"**

- Business in Asia
- Technology challenges in Asia



**On Chair: Prof. (Dr.) R P Banerjee, Chairman & Director, EIILM-Kolkata, India**



**Ms. Marietta Reformado**  
*Chairman / President*  
MWorldwide Holdings (M) SDN. BHD.  
Kuala Lumpur, Malaysia



**Dr. Yoga Prihatin,**  
*Head, International Affairs,*  
ADRI Central Java, Indonesia



**Dr. Dien Noviany Rahmatika,**  
*Dean of Economics and Business Faculty,*  
Universitas Pancasakti Tegal, Indonesia



**Dr. Kirtkiat Srisempoke,**  
*Managing Partner*  
Infinite Meta Biz Co., Ltd.



**Mr. Osama Shiha**  
*Faculty Member, TGBC, Thailand*



**Prof. Kanin Khanityao**  
*Director of Pathumthani International College,*  
Pathumthani University



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(UMAHA), Indonesia

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## **Paper Presentations -II**

### **Paper Presentation - 5 (on site):**

**"Asiatic Integration: Concerns for profit maintaining social equilibrium"**

by Dr. Rajib Kr. Das, Mr. Tamal Jyoti Chakraborty, Ms. Sraboni Roy, Mr. Bikram Aich,  
Ms. Meghna Laharry of EILM-Kolkata, India

### **Paper Presentation - 6 (on site):**

**"The Asian Voice of Marketing"**

by Dr. Soumyajit Das, Ms. Megha Chowdhury, Ms. Arpita Ghosal, Mr. Saikat Sen,  
Mr. Subhodeep Chatterjee of EILM-Kolkata, India

### **Paper Presentation - 7 (virtual):**

**"Cross Cultural Human Resource Management of Select Foreign Banks in  
SAARC Countries - A Focus Group Study"**

Dr. Abhijit Pakira, Assistant Professor, Department of Business Administration,  
The University of Burdwan, India

## “Asiatic Integration: Concerns for profit maintaining social equilibrium”

by Dr. Rajib Kr. Das, Mr. Tamal Jyoti Chakraborty, Ms. Sraboni Roy,  
Mr. Bikram Aich, Ms. Meghna Laharry of EILM-Kolkata



Dr. Rajib Kr. Das



Mr. Tamal Jyoti Chakraborty



Ms. Sraboni Roy



Mr. Bikram Aich



Ms. Meghna Laharry

**Abstract:** Whenever we are talking about the health of an economy we start with its GDP which is the money value of the total amount of goods and services produced and exchanged. In the same way whenever we are talking about the health of a business organization, the first thing comes into our mind what is their financial strength.

Milton Friedman during 1970s wrote in his famous article in The New York Times Magazine that “the one and only social responsibility of a business is to increase profits for shareholders.” He also pointed out that “there is one and only social responsibility of a business is to maximize shareholders revenue and should overcome all hindrances in the environment to do so. Friedman saw CSR activities as an additional cost factor that made the financial equilibrium more difficult to maintain. Half a century later, it is now clear that this narrow shareholder-centred view of corporations has cost society and environment severely, and accordingly the orthodox business practices have to be changed. During mid-1990s, John Elkington came up with a new framework for business practices around the globe which is popularly known as Triple Bottom Line (TBL) theory that considers people and planet ahead of profit motive for a sustainable existence of a business organisation. Carelessness in any of the first two may appear fatal for any business organisation of any degree.

Whenever we are thinking of Asia as a continent apart from its largest geographical spread what comes to our mind is its diversity in terms of its ethnicity, culture, habit, trade practices, and languages and so on, meaning no unique thread can weave all the countries together. Consumerism and globalization as demonstrated by the western economies has also influenced Asian continent to a large extent. Asia becomes the breeding ground of consumerism, so it is of high importance to monitor the orthodox trade practices which may appear detrimental not only to this continent but also to the world as well. The member countries of Asia must unite and resist those trade practices that may appear harmful for the society and the environment.

If we are talking about social equilibrium, it has got its own rhythm and whenever there is any try to break this rhythm society (both people and environment) can develop its own mechanism to counterbalance that. Asia, the reservoir of vast natural resources, human capital, technology and heritage and more importantly large population, it is now of prime importance to protect Asia from the ill effects of typical profit motives of business. And in doing so, the member countries should unite and become resilient to protect its people and environment.

Few examples will be helpful to understand the ill effects whenever business practices depart from the 3P model. Videocon was the first company in India to manufacture colour television, but due to its mismanagement of finances and over expectations for profit, the company was forced to go for solvency; Tata Nano has claimed to offer the cheapest 4-wheeler in the world, but due to wrong projection about customers mind and wrong marketing strategies it failed to penetrate the market and ultimately disappeared. But there are examples where business strategy fulfilling 3P model flourished and running smoothly. HUL a subsidiary of Unilever in India in its personal care and beautification programme treated its people equally irrespective of class colour and gender is well accepted by the society resulting a healthy growth of the company. DHL a Germany based MNC in logistics has taken the policy of going green which is contributory to the environment and its clients. Their policy is accepted by the society and as a result their business grows around the globe.

**Key words:** Asiatic Integration, Profit, 3P model, Sustainable business, Consumerism, Social equilibrium.

## “The Asian Voice of Marketing”

by Dr. Soumyajit Das, Ms. Megha Chowdhury, Ms. Arpita Ghosal,  
Mr. Saikat Sen, Mr. Subhodeep Chatterjee of EILM-Kolkata



Dr. Soumyajit Das



Ms. Arpita Ghosal



Ms. Megha Chowdhury



Mr. Saikat Sen



Mr. Subhodeep Chatterjee

### Abstract:

As far as the potential of consumer market is concerned, Asia has already secured the top position in the world for the last few decades or so, and is strongly promising to strengthen its position in the next few decades. As Asian people highly value their family, interpersonal relationships and social interactions over their self-actualization needs, the prioritization of needs for them follow a different hierarchy which causes different consumption pattern as compared to the rest of the world. In Asia the social needs of status, social acceptability and respect replace the need of self-actualization whereas the need for autonomy is significantly low as compared to the West. Asian consumers always seek for respect as they achieved huge progress and they tend to avoid astounding expression of their wealth. This is because they strongly believe in diligence and because of their upbringing in a different society having an entirely different socio-economic backdrop, in the priority list of the Asians the sentimental issues connected to their family and relationship comes first. Where USA believes in individuality, most of the Europe believes in individuality with heroism, Asians believe in collectivism with a strong human touch. It has also been observed that the Asian consumers always meticulously check the value for money before making any purchase decision irrespective of the income group they actually belong to.

Because of different development rates at different areas of Asia, the slow adoption of different consumption habits of Western people takes place at different regions of Asia but it is also true that despite increasing affluence coupled with consumerism in Western Culture, different consumers of Asia stick to their own home culture to a large extent. Moreover because of heterogeneity among different Asian regions some noticeable differences in terms of the tastes and preferences are found among major similarities. The big global brands need to understand these vagaries of Asian cultural dynamics to capitalize the huge potential of Asian market.

To be successful in Asian market a company must have a thorough understanding and knowledge about different Asian cultures, values, tastes and preferences of Asians, which are very much alien to the rest of the world. Companies must have a very customized and unique campaign to ensure a long stay in the world's biggest market like Korean, Indian, Thai and Chinese etc., where there is always a cut throat competition. To succeed in Asian market, it will not be adequate to provide functional superiority only. Rather, the brands which emphasize on and fulfill the emotional needs of the Asian consumers are those which will succeed in the Asian market. To be successful in Asian market, companies need to become a part of customers' lifestyle by making themselves visible online; companies also need to go for strategic localization to overcome cultural differences. Alongside these, companies need to acquire customers by developing content-driven campaign and video-marketing campaign.

**Keywords:** Asian Culture, Content- Driven Campaign, Customized Campaign, Family, Functional Superiority, Interpersonal Relationship, Tastes and Preferences

# "Cross Cultural Human Resource Management of Select Foreign Banks in SAARC Countries - A Focus Group Study"

Dr. Abhijit Pakira, Sr. Assistant Professor, Department of Business Administration,  
The University of Burdwan.



Dr. Abhijit Pakira

**Abstract:** Human Resource Management is a very important component of an organisation. Proper and effective human resource management is important for the sustainable growth and development of an organisation. Multinational Organisations will have to focus on continuous development of their human resources managing the cross cultural differences for smooth and effective functioning of their organisations in different countries. Cross cultural human resource management is an immerging area for the MNC organisations operating in South Asian Association for Regional Cooperation (SAARC) member countries. Among the SAARC member countries India is having a prominent role in influencing the organisational culture of Bangladesh, Nepal, Bhutan, Sri Lanka, Maldives and to some extent the organisational cultures of Pakistan and Afganistan. Banking sector is an upcoming sector. Many multinational banks like Citi Bank, Standard Chartered Bank, HSBC are doing good business in almost all the SAARC member countries at present. Apart from these banks some other banks like State Bank of India, Cylan Bank Sri Lanka, Sonali Bank Bangladesh, Bank of Pakistan are also doing good regional business in Indian Sub-continent. These financial institutions are to recruit, select Host Country Nationals (HCNs). The HCNs are given product and training regarding the culture, process, local language, local etiquettes etc. On the other hand theses organisations also employ Parent Country Nationals (PCNs) at the top managerial positions. These top level executives are also given training on local culture, language, geography, demography etc. It has been observed in the study that few banks are also employing Third Country Nationals(TCNs) in different member countries of SAARC. In Bangladesh, Nepal, Bhutan, Maldives and Sri Lanka many Indian professionals are working in these foreign banks. It is indicating the growing importance of Indian Philosophy and Culture strongly re-establishing the famous Sanskrit quote '**Sa Prathama Sanskrati Vishvavara**'( The First and the Supreme Culture of the World) . India is the largest economy in the SAARC region. It is also one of the fastest growing economies of the world at present. Thus the Indian influence is quite obvious on her neighbouring countries. Most of the SAARC Member countries are following respectfully Indian culture, ethos, etiquettes, Indian HRM practices. Thus the foreign Banks or Regional Banks operating in the region are also following or respecting the Indian System, Indian Culture, Indian Ethos and Indian Management Practices. In this study an attempt has been made to explore the cross cultural human resource practices in foreign banks operating in different SAARC member countries. The study has also explored the growing influence of Indian Culture, Tradition and Indian Philosophy upon the Foreign Banks serving the millions of customers in Bangladesh, Pakistan, Sri Lanka, Nepal, Bhutan, Maldives and Afghanistan and India. Banking is a service industry. They are to serve the customers. Sanskrit Phrase '**Vasudhaiva Kutumbakam**'(Entire World is our Own Family) should be the motto of the Multi National Organisations (MNC). This motto will help the organisations to do more effective and productive cross-cultural congruence. This will also help the financial institutions to bridge the social, political, cultural, religious and economic difference among the internal as well as the external customers not only in Indian Sub-continent but also in different parts of the world.

**Key words:** Cross Culture, Human Resource, Parent Country National, Host Country, Third Country, Indian Philosophy, Bank

# Closing Ceremony

Certificate Distribution by...

**Prof. (Dr.) R P Banerjee,**  
Chairman & Director of EILM-Kolkata, India  
& Ideator and Convener of Asian Integration Initiative Series.



**Dr. Achmad Fathoni Rodli**  
Rector and President of ADRI-UMAHA,  
Universitas Maarif Hasyim Latif, Indonesia



**Dr. Taufiqulloh, M. Hum**  
Head, ADRI Central Java, Indonesia,  
Rector of Universitas Pancasakti Tegal (UPS), Indonesia



**Vote of Thanks by  
Prof. Supriya Paul**





## 3RD CHAPTER



**EIILM-Kolkata**  
*presents*

**the 3<sup>rd</sup> Edition of Asian Integration  
International Seminar**

*on*

**"Leadership for Emerging Asian Business:  
The Knowledge and Technology Dimension"**

*in*

collaboration with PATHUMTHANI UNIVERSITY, THAILAND

*at*

Bhasha Bhawan, National Library, Kolkata, India

*on*

February 08, 2020



## 3rd Edition of Asian Integration International Seminar "Leadership for Emerging Asian Business: The Knowledge and Technology Dimension"

### Central Theme:

The choice of men, machine and materials in human history has always gone in favour of materials. Prioritization of wealth, property, money, power and fame have mostly dominated in human history defeating the intrinsic cause of human essence. Various corners of the world have raised the global voice in various ways. The structured rational voices of Europe have echoed in the principles and outlook of Americanism. The global spread of these principles and outlooks have positioned the concern for wealth maximization and value creation, in most of the cases without giving due consideration to human essence. The divine words of noble persons or prophets have chosen a fair play within the close cardiac compartment of individual human being. The impact of that in the empirical life has very seldom been present in the collective consciousness of human settlements. Here in the East of the World the rising sun with its early morning glow called "USHA" brings in the essence of eternal knowledge, spreading the message:

*"Shrinwantu Vishwe Amritasya Putra"*

[Oh the immortal source of the world listen the eternal truth that you inherit the spirit of immortality  
equal in all]

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 one with all and be respectful 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.

This voice has been raised by Asia to create new pathway of journey for human being which would embrace everyone through a concern for everyone with a view of having the happiness, pleasure, pains, wins and prospects distributed among all. This view prioritises the intrinsics of human existence over material concerns.

With the philosophy of having faith in the concern for happiness and wellbeing of everyone, this solemn call has most rightly spread in the cosmic air giving a call to man in the universe for a shared view of life with full concern, caring, happiness, distributive justice, friendliness, live-for-other. This unique voice of Asia demands a collective force which would transform the global scenario from the value and wealth seeking to being truly humane with a cosmic spirit within.

It is in this backdrop, the call for Asian Integration, collective Asian mind and developing Asian leadership has been designed.



EILM, Kolkata presents the  
**3<sup>rd</sup> Edition of Asian Integration International Seminar on**  
**"Leadership for Emerging Asian Business: The Knowledge and**  
**Technology Dimension"**

in collaboration with **PATHUMTHANI UNIVERSITY**  
 at BhashaBhawan, National Library, Alipore on 08.02.2020

**Anchor: Prof. Diya Banerjee & Prof. Ayantika Saha**

Timing	Program	Speaker
09:15-10:00 a.m.	Assembly, Registration with Tea/Coffee	
10:00-01:00p.m.	<b>INAUGURAL SESSION</b>	
10:00-10:05a.m.	Lighting of Lamp & Saraswati Vandana	by Dignitaries Present
10:05-10:15a.m.	Inaugural Flute	Flute by Pandit Sudip Chattopadhyay
10:15-10:20a.m.	Song of Asia	by EILM Kolkata Students
10:20-10:25a.m.	Guest Felicitation	by Faculty and Students of EILM
10:25-10:30a.m.	Welcome Address	<b>Dr. Surajit Ghosh Dastidar</b> EILM, Kolkata
10:30-11:00a.m.	Keynote Address	<b>Prof. (Dr.) R P Banerjee</b> , Chairman & Director, EILM-Kolkata
11:00-11:30 a.m.	"My Idea of Business in new Asia"	<b>Mr. Maneesh Tripathi</b> , Group CEO and Executive Director SEVAK LIMITED (SGX listed), Formerly known as Si2i Ltd, Singapore
11:30-11:55a.m.	On the Seminar Theme	<b>Mr. T V S Shenoy</b> , Chief –New Materials Business, Tata Steel Ltd.
11:55-12:10p.m.	"Leading Organisations spreading Science for Masses"	<b>Mr. Arijit Choudhury</b> , Director General National Council of Science Museums (NCSM)
12:10-12:35 p.m.	The Human Factors in Emerging Asian Business	<b>Dr. S. K. Dutt</b> , Former Head – Group HR in ABG Group comprising ABG Shipyard Ltd & other group companies, Mumbai
12:35-12:55 p.m.	The Knowledge Dimension for Creating Business Leadership	<b>Mr. Manish Barriarr</b> , Director IMS Learning Resources Pvt Ltd
12:55-13:00 p.m.	Vote of Thanks	<b>Prof. Tapas Chakraborty</b> , EILM-Kolkata
13:00-14:00 p.m.	<b>LUNCH BREAK</b>	
14:00-17:00 p.m.	<b>Asian Glory in Leadership: Technological, Economic and Social Dimensions</b>	<b>On Chair: Prof. (Dr.) R P Banerjee</b>
14:00-14:30 p.m.	Leadership for Emerging Asian Businesses : Back-Drop of Knowledge & Technologies	<b>Dr. D. K. Ghosh</b> , Former Chairman, ZTE, New Delhi & MD – RADIOLINK Communications
14:30-14:50 p.m.	Leadership for Emerging Asian Business: The Thai Perspective	<b>Miss Chayarnithsarr Khanijor</b> , Director - International Affairs, Pathumthani University
14:50-15:20 p.m.	Future shape of Technology and the Impact: The Chinese and Taiwanese Perspective	<b>Dr. Yee Shyi Chang</b> , Executive Director, Bigbest Motor Co. & Advisor, MingDao University, Taiwan
15:20-15:50 p.m.	"Leadership Challenge in the Emerging Technologies"	<b>Shri Ramsevak Bandyopadhyay</b> , IAS (Retd.), Former Secretary – Ministry of Corporate Affairs, Govt. of India
15:50-16:20 p.m.	Issues of Leadership in Hospitality, Tourism and Services: Trends for future	<b>Ms. Kamalini Paul</b> , Managing Director & CEO, Paulson Hotel and Resorts Private Limited (D C Paul Group of Companies)
16:20-16:55 p.m.	Remark by Session Chair	<b>Prof. (Dr.) R P Banerjee</b>
16:20-16:30 p.m.	Vote of Thanks	Dr. Anupriyo Mallick, EILM Kolkata
16:30-17:00p.m.	Closing Tea/Coffee	

**Hospitality Partner:** De Sovrani, **Media Partner:** Kolkata TV, **Knowledge Partner:** Calcutta Management Association (CMA), **Event Partner:** Decalogue, **Exclusive Radio Partner:** 91.9 Friends FM

# Inaugural Session

**Lighting of Lamp & Saraswati Vandana:** by Dignitaries Present

**Inaugural Flute:** Flute by Pandit Sudip Chattopadhyay

**Song of Asia:** by EIILM-Kolkata Students

**Guest Felicitation:** by Faculty and Students of EIILM-Kolkata

**Welcome Address:** Dr. Surajit Ghosh Dastidar, EIILM, Kolkata

**Keynote Address:** Prof. (Dr.) R P Banerjee, *Chairman & Director, EIILM-Kolkata*

**"My Idea of Business in new Asia":** Mr. Maneesh Tripathi, *Group CEO and Executive Director SEVAK LIMITED (SGX listed), Formerly known as Si2i Ltd, Singapore*

**On the Seminar Theme:** Mr. T V S Shenoy, *Chief -New Materials Business, Tata Steel Ltd.*

**"Leading Organisations Spreading Science for Masses" :**

Mr. Arijit Choudhury, *Director General National Council of Science Museums (NCSM)*

**The Human Factors in Emerging Asian Business :**

Dr. S. K. Dutt, *Former Head - Group HR in ABG Group comprising ABG Shipyard Ltd & other group companies, Mumbai*

**The Knowledge Dimension for Creating Business Leadership:**

Mr. Manish Barriarr, *Director, IMS Learning Resources Pvt Ltd*

**Vote of Thanks:** Prof. Tapas Chakraborty, *EIILM-Kolkata*



## Lighting of Lamp & Saraswati Vandana: by Dignitaries Present



**Inaugural Flute:** Flute by Pandit Sudip Chattopadhyay



**Song of Asia:** by EILM-Kolkata Students



# Guest Felicitation



## Welcome Address

by Dr. Surajit Ghosh Dastidar, EIILM, Kolkata



On behalf of all members of EIILM, it is indeed a great pleasure and honour to be able to welcome you all to this one-day international seminar on 'Leadership for emerging Asian business: The knowledge and technology dimensions'. We are grateful that you could make your presence amongst us here today. Your presence makes us very happy.

Today as participants we have a congregation of experts from business and academics from multiple Asian nations. This depicts the sincerity with which Asian nations are striving to integrate their resources and expertise. EIILM is striving to provide a platform towards this end by organizing such seminars in multiple Asian nations. Similar seminars have been organized at Thailand and Singapore in recent past. The Asian aspiration to lead the world in near future has been acknowledged by the developed nations too.

Presently, governments worldwide have been exploring the possibilities for technological innovations for economic, social and business development. Today there is strong influence of technological innovations on health, education, social care and, many other sectors. Asia has started to play an increasing role as power house of world economic growth. Asia contains some of the richest and largest economies in the world. China and Japan are now the world's second and third largest economies. India is the rising superstar. Harnessing the power of innovation has been a central element that has powered the region's rapid growth.

A simple example - In 2016, among the 3 million patent applications filed worldwide, Asia's share was almost 65% while North America counted for about 21%. China alone has received more applications than South Korea, Japan and the US combined.

One example of technology application in healthcare is that China is using talking-drones to monitor and communicate with citizens to adopt preventive measures, with the spread of corona virus there. Virus tracking app is also being used there. In India, drones are being used to carry diagnostic samples, manage traffic, law and order, film-making as well as in agriculture, army etc. It will soon be used for goods delivery, production monitoring etc.

In Asia, policy is on the side of innovation. Compared to the rest of the world, the governments of Asian countries have been taking a lead in building the infrastructure needed for technology development, and are supporting local entrepreneurs with policy and funding.

India is consistently among the top in the world in innovation drivers such Information and Communication Technology services exports, graduates in science and engineering, the quality of universities and scientific publications, economy-wide investments and also creative goods exports.

In India, a range of government policies and programmes, including the “Make in India”, “Start-up India”, “Innovate India” and “Digital India” initiatives, have fuelled this innovation drive. The Indian vibrancy has been achieved along with sustaining it as a large and strong democracy.

Asia is seeing a massive middle class boom. In 2000, just 4% of China’s urban population was considered middle class. But by 2022, that figure will be 76% – that’s 550 million. India’s middle class population is estimated to be larger than China’s by 2027. The new middle class consumers are passionate adopters of new technology and their collective spending power is enormous.

A key factor that will support acceleration in Asia is talent. The number of Science, Technology, Engineering and Mathematics graduates (also known as STEM graduates) from Asia is higher than regions. China, India, and Japan produce close to 7.5 million new STEM graduates per year, compared to 0.5 million in the US, according to the latest data from the World Economic Forum. And each new class of graduates will fuel the entire innovation ecosystem in Asia with fresh ideas and a willingness to try and fail.

In the Asian context, advancements in automation, computing power, and data analysis have transformed nearly every industry in the last decade. From consumer retail, food delivery, transportation, and social networking to the news and media industries, we have seen fundamental changes in business models.

However, we can’t ignore that the Indian market values both ancient wisdom as well as modern technology. Our indigenous company Patanjali can be cited as an example in this regard, which is challenging giants such as HUL, ITC, Nestle and others only in a span of 14 years.

The openness to innovation is reflected in the size of the mobile payments market in Asia-Pacific, which is significantly further-reaching compared to that of the United States.

Digitisation of banking systems in India, for example, combined with other government reforms, boosted the number of Indians with bank accounts to 80 per cent in 2018, compared with 35 per cent in 2011, according to the World Bank.

Singapore has the ambition and strategy to become a ‘Smart Nation’. Similarly, India, is investing USD31 billion in its Smart City Mission. You all know that 5G network technology is going to facilitate the above-mentioned initiatives in Asia.

If we look at the financial services sector, Asia is well-positioned to be the epicenter of innovations such as blockchain technology, to applying AI and machine learning in risk management.

We Pay and Alipay in China, Rakuten in Japan, and Grab in Southeast Asia are innovating payment technologies.

Also, traditional player such as DBS in Singapore is now regarded as a global leader in new client-servicing models through digital transformation.

Alibaba’s new online fund product “yu er bao” changed not only the fund industry but also retail digital investment behavior in China.

In fact, I could go on. But we wait to hear from the experts. Today’s One-day International Seminar is expected to give a great podium for a very stimulating discussion on how Asia can become a global leader by using knowledge and technology innovation capabilities. I hope through sharing of knowledge and ideas, this seminar will prove to be a great success.

I once again, on behalf of all the members of EIILM-Kolkata, welcome you to this International Seminar.

Thank you.

Dr. Surajit Ghosh Dastidar

## Keynote Address

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



### The walled General Theory and After

John Maynard Keynes made a remarkable contribution to the thoughts of national and global economies of the world by introducing his thoughts known as General Theory of Economics, largely accepted due to its wide spread and transformed in various forms with significant influences in the economic thoughts during the world war periods and post World War-II period as well. The General Theory however, had a wide focus on creation of wealth and distribution of the same in the interest of global humanity. The emergence of new mode of business post technological revolution of several generation upto the 5th generation up till now, the economic thought have traveled to the grassroots shifting the focus basically from the general to the specific. Whereas, the general approach of economic theory values the intermediaries as secondary form of capital, the new technology have connected the primary capital to tertiary capital through direct distribution of manufactures and proceeds from the origins to its consumption end. The world has chosen a medium-less or intermediary-less connectivity for economic distribution assuming that to be a better way out for creation and proper distribution of wealth across the globe. During the last 50 years world has driven itself towards massive globalization creating a connectivity among people and organization providing a direct access of benefits of connectivity to the individuals. However, during the same period of time emergence of similar phenomena of sticking to the local prerogatives and individual aspirations have shown prominence in the world.

The World Bank has observed very recently in its world development report 2020 that creating a value chain on a global scale has become important in transforming the economic conditions of people in the societies of the world. The focus of Global Value Chain (GVC) has been on the new technologies per se and impact of new technology in the life and activities of the people in the world. This talks about the impacts of new technology in creating new manufacturing, process and systems, distribution on a global scale for a local person, creation of wealth of through different modes and allowing access to the wealth to everyone wherever it has potential to get parked in and progress to fulfill the agenda of societies and economies. The issues of poverty, illiteracy, ill health require to think in a manner that would connect and involve individuals in a way hitherto untouched upon by human society for offering solution to economic problems of Nations. An Asian initiative towards creating a homogenous Asia focused on a combination of the scope and potential of technology, impact of resources- natural and created, role of organizations and Nations and overall the role of an individual. Song of Asia as it reads below reveals an integrated approach

among all towards creating an agenda that would finally resolve the economic, social and cultural problems of the world.

Homogeneity in an economy requires a total involvement of the individuals in a wholesome manner. An example of Indian Economy 2019 until beginning of 2020 is a remarkable pathway of some ground thoughts of economy. The points to consider are:

1. The capital market indicator surging very strongly up from nearly a BSE Sensex point of around 33000 upto 42000 during the middle of January 2020. On the other hand, the GDP growth index sliding downs from around 7% to around 4.95% during the same period.
2. The hue and cry raised by some people, the media and some political forces about Indian Economy saying that it is collapsing. On the other hand the government thrust to make from less than \$3 trillion to \$5 trillion size of economy posing very high hope on the economy and focusing on certain areas which may not appear to be directly leading to provide economic benefits.
3. Large impact of unofficial economy in the Nation wherein, the value created over a long period of time through unofficial means without having its contribution to economic agenda and estimation, thereby failing to impact on the GDP Growth Index for the Nation, has created this kind of doubtful situation.
4. A strong liquidity in the capital market having created an impact on the Sensitivity Indices of the market is basically receiving contribution from both end of the economy (the White Economy and the parallel Black Economy).
5. The evils of parallel black economy reduced or eroded would immediately push up the economic indicators of Nations. It holds good more for an economy like India.

Sir Maynard Keynes has observed and mentioned about the global economic positions in general terms while formulating the General Theory. A highlight of which is as follows:

“The Classical Economics presupposes that the factors of production desire and receive as the reward of their efforts nothing but a predetermined share of the aggregate output of all kinds which they can produce, both the demand and the supply of each factor depending upon the expected amount of their reward in terms of output in general. It is not necessary that the factors should receive their shares of the output in kind in the first instance;? the position is substantially the same if they are paid in money, provided they all of them accept the money merely as a temporary convenience, with a view to spending the whole of it forthwith on purchasing such part of current output as they choose. Nor is it necessary that current output should comprise the whole of wealth;? the position is still substantially the same if the factors of production swap their wage in respect of current output for other forms of wealth, provided that those with whom they swap intend to employ the whole sum forthwith to purchase some part of current output. It may even be the case that the supply function of a factor, in terms of what it can produce in terms of something which it cannot produce. The essential point is that by whatever roundabout methods every factor of production ultimately accepts as its reward a predetermined share of the expected current output either in kind or in terms of something which has an exchange value equal to that of the predetermined share.”

Several thousand years ago the Indian Sage Kautilya had formulated his Arthashastra called “Kautilya’s Arthashastra”. This was basically based on the thoughts, beliefs and philosophies visualized and realized by Indian Sages during the entire Vedic Period in India. Kautilya’s Principles of economy was the first in the history of human civilization where the economic thoughts had

embraced all aspects of human life considering a human being as an integral one. Kautilya believed in the following:

- 1) Individual human being is the unit of all economic activities.
- 2) Individual has to combine with other individuals to create a collective and form institutions to engineer collective activities. The belief in the formation of this collectivity lies on the Vedic principle of collective mind which reads as,

Samgachhadhawam Sambadadhawam Sam vo Manamsi Janotam.  
Deva Bhage Yatha Purbe Sam Janana Upasata".

[Combine your minds together with all others as because all minds are gifted by the Divine. Pure minds so united will create a collectivism as it is there in the Divine world.]

Therefore individual minds with purity connecting with other individual minds with purity desist from anything evil to occur and thereby the question of parallel black economy will not arise at all.

- 3) Kautilya had considered individual belief, way of life, individual's practiced culture, social norms, social structure, condition of health, level of knowledge earned through education or practice are very important in giving a shape to the economy.
- 4) Kautilya wanted that the leaders of economic zones, called the 'Raja' or King has to be a person fully spiritually oriented. He has mentioned that the 'Raja' should be Brahma Gyani? a person having realized the wisdom of Supreme Lord. The meaning of this is? when a person attains a state of Brahma Gyan he/she is above all discriminations, he is very simple, he dedicates his life to the cause of others, he serves the world first before thinking of serving himself and he has got concern for everyone in the Nation or the World.

This is the basic tenet of Hindu Economy. Hindu Economy to create a person free from greed, anger, gluttony, envy, zealously etc. The person should be a Giver, not a Grabber, acquisition for the minimum maintenance and fairness of living only, acquisition not for piling up the wealth and depriving others. Never to deceit, cheat, betray, disregard, abandon anybody in the world. On the other hand trying to contain embrace, establish cooperation, offering caring and support, considering that the supreme self is present in every individual. Therefore, every individual is important.

Kautilya came forward with the doctrine, that king should have primacy of the interest of the citizens. A leader should have the primacy of the wellbeing of people. "Thou first, me next" is the fundamental view of Hindu Economy. This "me" is a realized and liberated self who considers everyone of earth as equal. This view of life should be the guiding and governing view for the economies and societies of the world. Hindu economy stands for that and advocates the same for the entire world with a view to make the world free from poverty, illiteracy, ill health and all kinds of discriminations that have prevailed over during the several millennia of human civilization. Economic evils can only be resolved fully by appropriate application of the Hindu Economy. Kautilya's Arthashastra provides a highlighting dimension of the Hindu Economy. This particular work is based on the principles garnered by Kautilya, drawn from the thoughts and realizations of Vedic Sages. This economic principle can offer solutions to the economic problems of any kind that prevails in the modern world at different parts of the world. Let this be applied in the context of the Nations and the World.

**Prof. (Dr.) R. P. Banerjee**

## Concept Session-I

**Title: "My Idea of Business in new Asia"**

Mr. Maneesh Tripathi, Group CEO and Executive Director  
SEVAK LIMITED (SGX listed), Formerly known as Si2i Ltd, Singapore

**Title: "Asian Integration - Towards Creating a Homogeneous Asian Mind"**

Mr. T V S Shenoy, Chief - New Materials Business, Tata Steel Ltd.

**Title: "Leading Organisations spreading Science for Masses"**

Mr. Arijit Choudhury, Director General, National Council of Science Museums (NCSM), Kolkata, India

**Title: "The Human Factors in Emerging Asian Business"**

Dr. S. K. Dutt, Former Head - Group HR in ABG Group comprising ABG Shipyard Ltd & other group companies, Mumbai

**Title: "The Knowledge Dimension for Creating Business Leadership"**

Mr. Manish Barriarr, Director, IMS Learning Resources Pvt Ltd

**Vote of Thanks:**

Prof. Tapas Chakraborty, EIILM-Kolkata



## "My Idea of Business in new Asia"

by Mr. Maneesh Tripathi, Group CEO and Executive Director, SEVAK LIMITED (SGX listed),  
Formerly known as Si2i Ltd, Singapore

Mr. Maneesh Tripathi lives in Singapore for the last 20 years and is a Global citizen who has worked in more than 10 countries including United States of America, Saudi Arabia, Dubai, Singapore, Japan, China, Indonesia, Malaysia and India, in various Multinational firms. Maneesh is currently working and residing in Singapore and ASEAN countries for the past 20 years.

He is currently managing a S\$ 300 million dollar plus listed company in Singapore called SEVAK Limited which operates in the areas of Telecom, Information Technology/System Integration and Electric Vehicles. Maneesh has also worked with MNCs like IBM Asia Pacific and Philips and Olivetti.

Maneesh Tripathi has 28 years of work experience in Information Technology, Manufacturing, Retail, Telecom, Mobile devices and applications and in Electric Vehicles Industry.

Maneesh Tripathi is an Engineering Graduate by qualification with a Degree in Electronics and Telecom and has a PGCGM/Management graduate from (IIM) India Institute of Management, Calcutta, India.

In 2010 Maneesh Tripathi joined SEVAK Limited as Group Chief Executive Officer and was promoted as Executive Chairman in Sept 2019 by the Board. He is also a board member of about 20+ subsidiaries of SEVAK Limited.



On the Seminar Theme -  
**“Leadership for Emerging Asian Business:  
The Knowledge and Technology Dimension”**

by Mr. T V S Shenoy, Chief -New Materials Business, Tata Steel Ltd.



**Tata Steel**

22 years 8 months

Chief - New Materials Business April 2019 - Present (11 months), Kolkata Area, India

Chief (Marketing and Sales) (Ferro Alloys and Minerals) January 2014 - March 2019 (5 years 3 months)

Chief (Agrico and Retail Initiatives) September 2011 - December 2013 (2 years 4 months)

Head Marketing, Tubes SBU April 2007 - August 2011 (4 years 5 months)

Regional Sales Manager - North October 2004 - March 2007 (2 years 6 months) Heading the Northern Region Sales of the Tubes SBU of TATA STEEL

## "Leading Organisations spreading Science for Masses"

by Mr. Arijit Choudhury, Director General National Council of Science Museums (NCSM)

Arijit Dutta Choudhury is a science museum/centre professional and has been working in various science museums/centres under the National Council of Science Museums in India for the last three decades. He is currently the Director General of the National Council of Science Museums, under the Ministry of Culture, Government of India.

He has more than 34 years of work experience in developing and operation of Science Centres under NCSM comprising development of exhibits, complete projects on turnkey basis etc. He joined the National Council of Science Museums (NCSM) in 1987 and worked in various capacities including Director of Science City, Kolkata. During his long career in science education and communication, he has contributed immensely to the development of number of new science museums/centres and other museums in the country, various exhibitions and activities and non-formal science education programmes for students, teachers and general public. Some of the recent museums developed are the Virtual Experiential Museum at Man Mahal at Varanasi for ASI and National Museum of Indian Cinema, Mumbai for Films Division, Ministry of I&B, Govt. of India and launch of 25 new Mobile Science Exhibition buses in aspirational districts of India. He is a member of many State Science & Technology Councils, Science Communication organizations and science museum/centre boards.

He coordinated and participated in a number of national and international conferences on variety of museum and science centre topics. He has participated in many workshops in India and abroad on museum related themes.

As per Order of the Ministry of Culture, Govt. of India, he is also holding additional charge of the post of Director, Indian Museum, Kolkata.



## “The Human Factors in Emerging Asian Business”

by Dr. S. K. Dutt, Former Head – Group HR in ABG Group comprising ABG Shipyard Ltd & other group companies, Mumbai



A post graduate alumnus of University of Oxford, Said Business School and a life member of Oxford Union Society, Mr. Dutt is currently working as the Group CHRO of the diversified Ampersand Group with a work force of over ten thousand people.

He has earlier worked in leadership positions in L&T, Welspun, Essel and ABG Groups, an erst sub. of Brooke Bond, Nissei ASB etc. He has also served as a Senior Advisor to United Nation’s UNCTAD Empretec India program and an adjunct faculty at Tata Institute of Social Sciences. He has been an official mentor to the MBA students of Middlesex University and is on the Board of Studies for HR of several reputed institutes/universities. He has been invited to speak at various professional and academic fora in India and abroad including IIMs, XLRI, TISS, CII etc. He was invited by the University of Chicago as a subject matter expert for deliberations on research on HR. His articles/interviews have been published in Business India, Economic Times, Times of India etc and several HR magazines.

# “The Knowledge Dimension for Creating Business Leadership”

by Mr. Manish Barriarr, Director IMS Learning Resources Pvt Ltd

Arijit Dutta Choudhury is a science museum/centre professional and has been working in various science museums/centres under the National Council of Science Museums in India for the last three decades. He is currently the Director General of the National Council of Science Museums, under the Ministry of Culture, Government of India.

He has more than 34 years of work experience in developing and operation of Science Centres under NCSM comprising development of exhibits, complete projects on turnkey basis etc. He joined the National Council of Science Museums (NCSM) in 1987 and worked in various capacities including Director of Science City, Kolkata. During his long career in science education and communication, he has contributed immensely to the development of number of new science museums/centres and other museums in the country, various exhibitions and activities and non-formal science education programmes for students, teachers and general public. Some of the recent museums developed are the Virtual Experiential Museum at Man Mahal at Varanasi for ASI and National Museum of Indian Cinema, Mumbai for Films Division, Ministry of I&B, Govt. of India and launch of 25 new Mobile Science Exhibition buses in aspirational districts of India. He is a member of many State Science & Technology Councils, Science Communication organizations and science museum/centre boards.

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As per Order of the Ministry of Culture, Govt. of India, he is also holding additional charge of the post of Director, Indian Museum, Kolkata.



BOOK LAUNCH

# A Book on stress management by R.P. Banerjee launched at Book Fair



Our Correspondent

Posted on 18 Mar 2022 10:18 AM



The book is priced at Rs 795 and is available in all the leading bookstores in Kolkata. *EIILM-Kolkata*

Summary

Banerjee is professor of management and chairman and director of Eastern Institute for Integrated Learning in Management Kolkata (EIILM-Kolkata)

Stress Management Through Mind Engineering is published by Sage Publishing

Stress is something students encounter often, be it because of exams, parents' or teachers' expectations or peer pressure. The pandemic has only amplified stress with online classes and lack of in-person interaction. A book on stress management, therefore, could not have come at a better time.



The book was launched at the 45th International Kolkata Book Fair 2022 in the SBI auditorium. *EIILM-Kolkata*

*Stress Management Through Mind Engineering* by Sage Publishing is the 10<sup>th</sup> book written by Banerjee and will be available across leading bookstores and e-commerce platforms of the country.

Banerjee has played a key role in bringing about radical change in Management Education in West Bengal. A leading professor of Management at various Indian, European and American Universities/Institutions, he has been a pioneer in establishing Ethics and Values in Management Academics and bringing into the focus of scholars and practitioners of management Vedic Spiritual Thoughts for corporate/organisational functioning.

Banerjee's concepts of mind engineering in managing stress, art and science of management and Vedic economy are clear pathfinders. He believes in value- based corporate and organisational practice.

## Concept Session-II

### Asian Glory in Leadership: Technological, Economic and Social Dimensions

Speaker on chair: Prof. (Dr.) R P Banerjee

#### Asian Glory in Leadership: Technological, Economic and Social Dimensions

Speaker on chair: Prof. (Dr.) R P Banerjee

#### Leadership for Emerging Asian Businesses : Back-Drop of Knowledge & Technologies

Dr. D. K. Ghosh, *Former Chairman, ZTE, New Delhi & MD - RADIOLINK Communications*

#### Leadership for Emerging Asian Business: The Thai Perspective

Miss Chayarnithsarr Khanijor, *Director - International Affairs, Pathumthani University*

#### Future shape of Technology and the Impact: The Chinese and Taiwanese Perspective

Dr. Yee Shyi Chang, *Executive Director, Bigbest Motor Co. & Advisor, MingDao University, Taiwan*

#### "Leadership Challenge in the Emerging Technologies"

Shri Ramsevak Bandyopadhyay, *IAS (Retd.), Former Secretary - Ministry of Corporate Affairs, Govt. of India*

#### Issues of Leadership in Hospitality, Tourism and Services: Trends for future

Ms. Kamalini Paul, *Managing Director & CEO, Paulson Hotel and Resorts Private Limited  
(D C Paul Group of Companies)*

Remark by Session Chair: Prof. (Dr.) R P Banerjee

#### Vote of Thanks:

Dr. Anupriyo Mallick, *EIILM Kolkata*



# “Asian Glory in Leadership: Technological, Economic and Social Dimensions”

by On Chair: Prof. (Dr.) R P Banerjee



Prof. (Dr.) R P Banerjee is a Ph.D. in Management from University of Calcutta and NET qualified, formerly of 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.

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

His publications include more than 200 articles / papers in national and international journals and 14 books authored / co-authored.

Few of the acclaims and awards received by Prof. Banerjee are as following:

"The Asia's Greatest Leader Award 2018-19" conferred by "ASIAONE" in May, 2019

'National Education Awards -2018' presented by ABP News in July, 2018

"Most Dedicated Teachers of India" award presented by 6th Edition of World Education Congress in November 2017.

"Education Leadership" from BBC World News received in February, 2017.

"Thought Leader Award" presented by CIMA in July 2015

"Dr. Sarvepalli Radhakrishnan Award" received for Outstanding Contribution to Teaching at 20th Business School Affaire & Dewang Mehta Business School Awards presented by Hindustan Unilever Limited on 24th November 2012 at Taj Lands End, Mumbai endorsed by World Education Congress, Asian Confederation of Business and CMO Asia.

## **“Leadership for Emerging Asian Businesses: Back-Drop of Knowledge & Technologies”**

by Dr. D. K. Ghosh, Former Chairman, ZTE, New Delhi &  
MD - RADIOLINK Communications

Dr. D.K. Ghosh is an engineering graduate from IIT Kharagpur, MBA from University of Calcutta and Ph.D from University of Meerut.

While working with Philips India Ltd. and subsequently with Siemens Public Communication Networks (Pvt) Ltd. as Director and Member of the Board, Dr. Ghosh has travelled widely all over the world. He is considered an international expert in the field of telecom and has several publications to his credit which have been widely acclaimed.

He is amongst the pioneers associated with the formation of Telecommunication Equipment Manufacturers Association of India (TEMA) and was its former President. He has been closely associated with various committees appointed by government on issues related to telecom services and manufacturing and has championed the cause of privatization of Telecommunication Industry and policy of liberalization. Dr. Ghosh has been a member of the Advisory Board on IT of AICTE, the apex body regulating technical education in India and has been a guest professor at various management institutions.

Dr. D.K. Ghosh is one of the foremost Telecommunication and IT personalities, who has been at the forefront of India's IT and Telecommunication growth and his contribution has been acknowledged by the Industry and by Academia. His association with the Electronics and Telecommunication Industry of India for 51 years from hands-on level to that of Board of Directors is by itself a remarkable saga of success.



# “Leadership for Emerging Asian Business: The Thai Perspective”

by Miss Chayarnithsarr Khanijor, Director - International Affairs, Pathumthani University



Miss.Chayarnithsarr Khanijor  
Chief Executive Officer

Email: gbcgoody@gmail.com  
www.gbc-goody.com



✘ GBC was established in the year 1999 by Miss Chayarnithsar Khanijor (Goody) in the mission of being a consultant in international education filed. We have been taking the best care of the students studying overseas under our supervision. Many of them have successfully graduated and put themselves in the careers they are happy with. Through all those long years we have fulfilled the parent's and students' expectations giving them the sparkle of knowledge and confidence, opening new doors and showing them how to concord their dreams. Hence, we have been fully authorized by many well-known institutes both in Thailand and overseas to be their representatives and acting on their behalf.

- ✘ More than 2,000 students achieved their goals
- ✘ Represented more than 40 Schools + 10 Colleges +20 Universities in various countries.



The company's persistence and quality has been etched amongst our clients which has fetched us an esteemed reputation across the global .GBC 'focus has been on completely dedicated services and focus on quality delivery. Which has helped GBC to span across its offices in

- ✘ *India*
- ✘ *Thailand*
- ✘ *Indonesia*
- ✘ *Srilanka*
- ✘ *Bangaldesh*
- ✘ *Nepal*



## “Future shape of Technology and the Impact: The Chinese and Taiwanese Perspective”

by Dr. Yee Shyi Chang, Executive Director, Bigbest Motor Co.  
& Advisor, MingDao University, Taiwan



Dr. Yee Shyi Chang Professor Yee Shyi Chang, PhD of Cambridge University UK, owns nearly two hundred patents. He is an advanced mobile communications expert, the current chief Advisor of Lemko US, which is a low cost Intelligent mobile core network communication supplier and Facebook using Lemko Technology to form 5G alliance in US. He is the chief scientist of Datanyunbo Group and executive director of Taiwan Bigbest motor company with upto 80% super energy-saving technology. He actively promotes the Bigbest motor technology in China and India and more large-scale factories, helping the fifth-generation leap-replacement and development of energy-saving motors. Including in the home electrical appliance (Haier, Hisense and Aucma), electric vehicles, industrial and agricultural motor area.

He had been professor of Tsinghua University in Taiwan, and received the Distinguished Teaching Award of Taiwan's Ministry of Education. He had been visiting professor in the University of California, Los Angeles UCLA and University of Illinois. He has been the consultant of Motorola Corporate Strategy and advisor to the president of South Korea's largest mobile communications operator SK Telecom. He has been the Acting CEO and Executive Board Director of Taiwan 3G operator Vibo Telecom (now known as Taiwan Star).

## “Leadership Challenge in the Emerging Technologies”

by Shri Ramsevak Bandyopadhyay, IAS (Retd.), Former Secretary – Ministry of Corporate Affairs, Govt. of India

Mr. R. Bandyopadhyay, an IAS officer of 1974 batch, had an illustrious career in Indian Administrative Service throughout and retired from IAS as Secretary, Ministry of Corporate Affairs (MCA) Government of India, in 2011. Later he functioned as Member, Central Administrative Tribunal (CAT) with the pay and status of a High Court Judge till January 2016. His academic background is also equally impressive with a first class First in M.Sc Physics from Calcutta University, a Post-M.Sc from Saha Institute of Nuclear Physics, Calcutta and a Masters’ in Development Studies in the University of East Anglia, Norwich, U.K.

Before joining as Secretary, MCA, GOI, he functioned as Secretary, Department of Public Enterprises (DPE) in the Ministry of Heavy Industry and Public Enterprises, Government of India. He has also functioned in the Ministry of Telecommunications, Planning Commission, Ministry of Steel, and Ministry of Industry in Government of India at different levels.

In the State of West Bengal, he functioned as Principal Secretary/Secretary in the Power, Urban Development, Water Investigations and Development, Industrial Reconstruction, Planning and Development Departments at various points of time. At the field level, he has worked as ADM/DM/Divisional Commissioner in the State of West Bengal.



## “Issues of Leadership in Hospitality, Tourism and Services: Trends for future”

by Ms. Kamalini Paul, Managing Director & CEO, Paulson Hotel and Resorts Private Limited  
(D C Paul Group of Companies)



Education- Business and Marketing BSC (Hons) from Lancaster University, Guardian’s top 10 universities in the UK.

Career- Been an entrepreneur from the early age of 20 years, handling a business hotel in Kolkata as well as managing a real estate.

Launched Sky View Café, one of the best rooftop hangouts in town!

Have worked hard to bring De Sovrani up from a very negative and poor brand recall, today to an award-winning hospitality brand in Kolkata. This year, the company is launching its own Outdoor Catering line named Food Aaj Kal, which aims to re innovate the idea of party food catering. The goal is to make fancy, good food available at any location at a super easy price, helping host parties better, whatever the size!

Ambition: Work towards sustainable living and development.

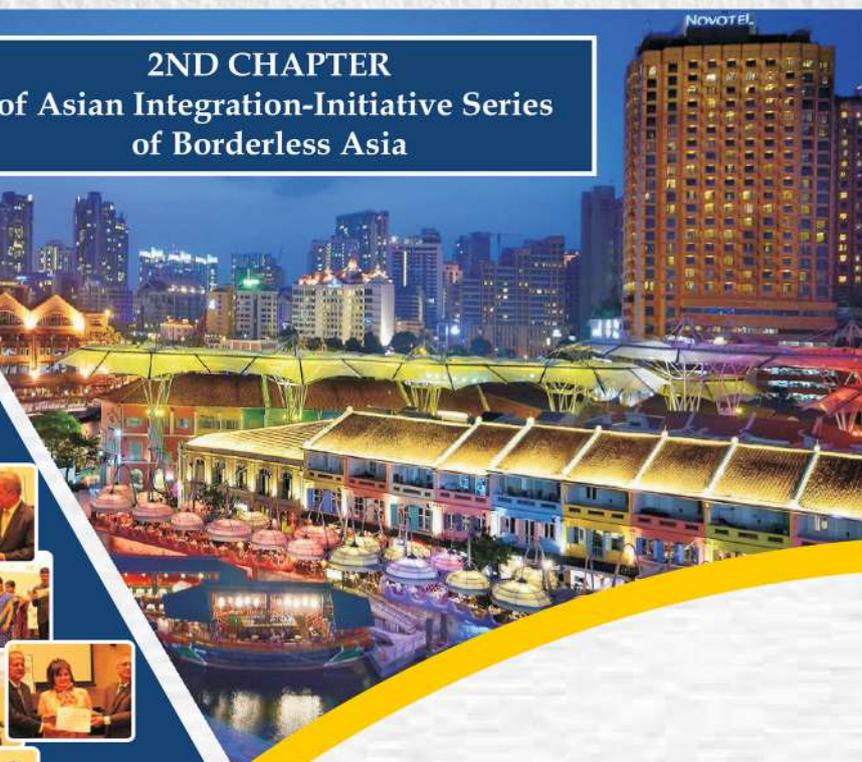
Work towards environmental conservation.

Passion: Loves dogs! Uses all free time to travel around the world. Enjoys photography.

Believe: hard work and consistent effort is the only way to success. ‘If you make it a will, there will be a way!’

Work with strong ethics, honesty, commitment, perseverance in all difficult situations and is a good team player

2ND CHAPTER  
of Asian Integration-Initiative Series  
of Borderless Asia



One-day International Seminar

on

**“Asian Integration–Towards Creating  
a Homogeneous Asian Mind”**

*organized by*



EILM, Kolkata, India

in association with



Vidyasagar University, India

&



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

Hotel Novotel, Clarke Quay, Singapore  
15.10.2019, Tuesday

# "Asian Integration - Towards Creating a Homogenous Asian Mind"

## 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, EIILM- Kolkata

## “About VIDYASAGAR UNIVERSITY



Vidyasagar University, named after one of the most illustrious sons of Bengal as well as one of the doyens of Indian Renaissance, Pandit Iswar Chandra Vidyasagar, has grown out of a long cultural and educational movement in West Bengal in general and in the undivided district of Midnapore in particular. The idea of founding a University in the district was mooted by the various organizations, notably by the Regional Education Association, Midnapore, headed by

Professor A.K.Gayen of IIT, Kharagpur. The Ghani Committee appointed by the U.G.C. also suggested, among others, for the setting up of a University in Midnapore on the ground of its 'having a compact area and a manageable number of colleges' (at that time there were 36 colleges with an enrolment of about 42,000), and also of its 'having the great advantage of co-operation of the IIT, Kharagpur. The Committee was also of the opinion that the new University would develop on the lines suited to the needs of this backward area.

To give honour and respect to these pious intentions and proposals, the Government of West Bengal decided in 1978 to establish Vidyasagar University. The U.G.C. approved the proposal and on the advice of, and in consultation with the U.G.C., the State Government appointed a Planning Committee in March 1979 to lay down the lines of development and to take initial steps to found the University. The Committee submitted its report in October. Then the Vidyasagar University Act, 1981 (West Bengal Act XVIII of 1981) was passed; some of its sections were brought into operation on 24th June 1981. Finally, Professor Bhupesh Chandra Mukherjee joined as the first Vice Chancellor of the University on 29th September 1981.

Academic activities started when through a Notification [no. 983-Edn (U), dated Calcutta the 23rd May] issued by the State Government, 30 colleges of the District of Midnapore were affiliated to the Vidyasagar University with effect from 1st June 1985. The foundation stone of the main campus at Tantigaria mouza of Midnapore Sadar Town for post graduate teaching and central administration of the University, was laid on 18th July 1983 by the then Hon'ble Chancellor of the University and Governor of West Bengal, Late B.D.Pande. On 15th January 1986, it was inaugurated by Shri Jyoti Basu, the then Chief Minister of West Bengal. From the next day (16th January) classes commenced in six post graduate departments: Anthropology, Applied Mathematics with Oceanology and Computer Programming, Commerce with Farm Management, Economics with Rural Development, Library and Information Science, Political Science with Rural Administration.

The U.G.C. accorded recognition to the University in terms of Section 12B of the U.G.C. Act, on 1st March 1990. The University presently houses 27 PG departments (apart from this course - MBA - being run under the Department of Commerce with Farm Management), 12 in Humanities and 15 in Science while 46 undergraduate colleges apart from 11 courses in yet 11 other colleges / institutes are affiliated to it. Fourteen vocational subjects and six other specialized courses are also offered at the UG level. The overall emphasis of the university is not to perpetuate the traditional nature of the other universities of West Bengal but to merge as a distinctive entity with a special nature of its own. The National Assessment and Accreditation Council (NAAC) awarded Vidyasagar University with a 3-star status. The campus has a picturesque background within which afforestation programmes are being undertaken.

The Vidyasagar University thus began its journey to sail through many trials and tribulations.

## VICE CHANCELLOR'S MESSAGE ABOUT VIDYASAGAR UNIVERSITY

Welcome you all to visit this site of Vidyasagar University, a young but promising and flourishing University which was created as a state university in 1981 and whose Post-Graduate department started functioning from the session 1986-87. Originally started with 6 Post-Graduate department the university now conduct studies in 26 Post-Graduate department, many of which are situated in the frontier areas of science and social science subjects. The university is proud of highly qualified and dedicated faculty members motivated students and research scholars and adequate equipped supporting and administrative staff in order to absorb the forces of modernization and globalization in the field of higher education.



Named after the famous 19th century pioneering social reformers, social activist, literature and dedicated to the cause of the upliftment of women, Pandit Iswar Chandra Vidyasagar. Since its inception Vidyasagar University has committed itself to the goal of teaching and learning in the higher education, ensuring quality education and providing research and extra activities in the best possible manner in order to spread the benefit of higher education in a location which is relatively backward but which has a glorious history. It playing a pioneering role in the freedom struggle of India. Within the last 25 years of its existence the university has registered its growth both qualitatively and quantitatively. Post-Graduate studies are conducted not only touniversity department but in about 10 of the affiliated colleges also. The number of affiliated colleges is around 50 and the subjects offered in the undergraduate colleges covered both the traditional subjects and modern emerging subjects as well. There are few professional colleges providing management and social work education are also within the fold of the university.

Situated outside the historic city of Midnapore, the University proud of its beautiful sprawling and eco-friendly campus which houses administrative department , the Post-Graduate centre for teaching learning and research, the centre for distance education, the expanding hostel buildingfor both male and female students, the residential accommodation for both teaching and administrative staff, the play ground, the student amenity centre, the extension centers. The much of these extension and developmental activities have taken place within the last decades of its existence. In order to meet the increasing demands of higher education in the locality.

The library of the university is fully computerized and the library is moving fast in order to digitize its resources. Once this is done the inter university library network will develop and we provide the opportunity to access the vast documentary resources to the students and research scholars of the university. The information and the computerization network which has been created across the campus and also across the Post-Graduate department and administrative department provide the benefit of connection to all its users. For using the library resources and for the network resources the faculty members and students can operate from their department and obtain the benefit of the vast resources existing in the field of higher education.

The comparative younger age of university is not hindrance but provides an opportunity to take initiatives and develop entrepreneurial schemes to its teachers and faculty members in order to quickly internationalize the benefit of changes in the field of higher education which are offering at rapid pace now. The congenial atmosphere which prevails in the university the report which exist the faculty , student , non teaching staff of university and its beautiful natural ambience makes the university an ideal centre for teaching and research.

Once again I welcome you all to visit the site of the university and invite you to be a partner of the university in your journey for life.

Professor Ranjan Chakrabarti  
Vice Chancellor, Vidyasagar University, India



## About International College, Rajamangala University of Technology Krungthep (UTK)



Rajamangala University of Technology Krungthep (UTK) has provided educational services for over a decade and is considered to be the number one institution in the total of 9 decentralized Rajamangala public universities. Recently, International College of Rajamangala University of Technology Krungthep (ICUTK) recently have become 1 of the 8 faculties and are the only faculty taught by English Language. Our faculty is highly supported by the university, have been publishing International Business Journals and welcomes any foreign parties, organizations and universities for hosting an Academic International Conference and conducting joint research.

ICUTK is excellent and highly focused on Education and Research. We were successful launching our 1st Management Journal with multi-paradigm views of theory building in 2018. Submission from different paradigms are encouraged. Our goal is to export trends, historical situations, definitions of new concepts in the field, conceptual organization of the field and ethical foundations. The journal is published in English Language focusing on the foundations and philosophies of management and Business. It will be distributed to public and private Universities in Thailand and Business and Management programs in the region and ASEAN, as well as being available by subscription. We provide careful and transparent peer reviewing English language improvement, assistance in paper writing, and technical editing etc. In fact, we realize that establishing a viable scholarly journal takes time and effort. We cannot succeed without the understanding and support of key individuals and organization. Many outstanding researchers from different countries such as South Korea, Australia, United States, Japan and Indonesia have joined the editorial board of our journal and are making on indispensable contributions by reviewing and evaluating submissions. Our aim is not to publish a huge number of average or inadequate quality manuscripts, We seek to provide quality content. Our mission is to publish papers that will be of serious interest to Management and Business professionals and scholars. We welcome everyone of you to join us in this journal by submitting more manuscripts.

After launching our first International Journal in 2018, ICUTK did not stop our pursuit of being excellent in Education and Research. We are excited to announce that our International College has produced 2nd International Management Journal for the Business and Management students and professional in the South-East Asian region including ASEAN community in 2019. It will be distributed to Universities in Thailand and Business and Management program in the region, as well as being an available by subscription. Simultaneously, Along with the successful of the 1st International Journal, our department



also host the 1st ICUTK International Conference 2018 (IIC 2018), which was hosted in the University Campus in Bangkok, Thailand, we have received many research papers from lecturers, students in Thailand and academic researchers mostly from our valued academic partners in Indonesia. Our faculty has also continued to host International Conference in the following year of 2019. With the collaboration Association of Experts and Lecturers of the Republic of Indonesia (ADRI), another successful event was hosted at Cholchan Pattaya Beach Resort, in North Pattaya, Thailand on 29th to 30th June 2019.

This is a great opportunity for ICUTK to co-host another International Conference in Singapore at Novotel, Clarke Quay Hotel on 15th October 2019 under the topic "11 Asian Integration- Toward Creating a Homogeneous Asian Mind" with collaboration of EILM Kolkata-India and Vidyasagar University from West Bengal, India. Many mutual benefits would be obtained from this event for the Thai and Indian university.

**Prof. Komm Pechinthom,**  
Head of Research, Assistant Director of ICUTK, Thailand

**One-day International Seminar on "Asian Integration — Towards Creating a Homogenous Asian Mind"**  
**Organised by EILM Kolkata in association with Vidyasagar University, India & ICUTK, Thailand**  
**SEMINAR SCHEDULE (SINGAPORE TIMING), Date: 15.10.2019**

TIMING (Singapore)	Topic	Guest Speaker/Paper Presenter
<b>I. INAUGURALSESSION:</b>		
09:00 – 09:30 hrs	Registration	
09:30 – 09:32 hrs	Seminar Opening	Prof. Sharanya Ghosh, EILM Kolkata, India
09:32 – 09:40 hrs	Program Overview	Prof. Jayanta Saha, EILM Kolkata, India
09:40 – 09:45 hrs	Invocation of Goddesses of Learning: Saraswati Bandana, “वन्दनम् सरस्वत्यम्” (in Sanskrit)	In the Voice of Prof. (Dr.) R P Banerjee, Chairman & Director, EILM Kolkata, India. (Recorded)
09:45 – 09:50 hrs	Theme Song: "Song of Asia" written & composed by Prof. (Dr.) R P Banerjee	Chorus lead by Prof. Chittresh Coomer, EILM Kolkata, India. Supported by, Mrs. Sipra Banerjee, Dr. Dimple Banerjee, Dr. Sarmistha Biswas, Dr. Sanchita Saha, Prof. Smarajit Sengupta, Prof. Tanima Chatterjee, Ms. Priyannita Bose.
09:50 – 09:58 hrs	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, Executive Director-Bigbest Motor Co., Taiwan & China, Advisor-MingDao University, Taiwan Mr. Maneesh Tripathi, Chairman & CEO SEVAK LIMITED, Singapore Ms. Chayarnithsarr Khanijor, CEO, GBC Overseas Consultants, Thailand Dr. Jayanta Kishore Nandi, Registrar, Vidyasagar University, India Dr. Prakash Chandra Dhara, Director Officiating, DDE, Vidyasagar University, India
09:58 – 10:05hrs	Welcome Address	Prof. Supriya Paul, EILM Kolkata, India
10:05 – 10:25hrs	Theme Address: Asian Integration- Towards Creating a Homogenous Asian Mind.	Prof. (Dr.) R P Banerjee, Chairman & Director, EILM Kolkata, India
10:25 – 10:45 hrs	Inaugural & Keynote Address	Prof. (Dr.) Ranjan Chakrabarti, Sr. Professor of Jadavpur University, India & Vice Chancellor, Vidyasagar University, India
<b>CONCEPT SESSION (S<sub>1</sub>): ASIA SPEAKS</b> (on Chair: Prof. (Dr.) R P Banerjee, Chairman & Director, EILM Kolkata, India)		
10:45 – 10:55 hrs	Speaker 1: ASIA SPEAKS:	Prof. Komm Pechinthorn, Assistant Director, International College, Rajamangala University of Technology Krungthep (ICUTK), Thailand.
10:55 – 11:05 hrs	Speaker 2: ASIA SPEAKS:	Dr. Yee Shyi Chang, Executive Director, Taiwan Bigbest Motor Co. – Taiwan & China, Advisor-MingDao University, Taiwan
11:05 – 11:15 hrs	Speaker 3: ASIA SPEAKS:	Mr. Maneesh Tripathi, Chairman & CEO SEVAK LIMITED, Singapore
11:15 – 11:25 hrs	Speaker 4: ASIA SPEAKS:	Ms. Chayarnithsarr Khanijor, CEO, GBC Overseas Consultants, Thailand
11:25 – 11:35 hrs	Speaker 5: ASIA SPEAKS: Virtual Talk	Prof. Yoshihiro TOKUGA, Vice President and Professor, Graduate School of Management, Kyoto University, Japan
11:35 – 11:43 hrs	POSTER Presentation & Talk on Asian Unity	Student Researchers Mr. Samik Dasgupta, Ms. Neet Giri, Ms. Srijita Saha, Mr. Atanu Mondal. Coordinated by Ms. Priyannita Bose of EILM Kolkata, India
11:43 – 11:45 hrs	Vote of Thanks	Dr. Sanchita Saha, EILM, Kolkata, India
11:45 – 12:00 hrs	TEA BREAK	
<b>II. CONCEPT SESSION (S<sub>2</sub>): THROUGH SENSITISATION OF ELEMENTAL IDENTITY TOWARDS CREATION OF HOMOGENOUS ASIAN MIND</b> (on Chair: Prof. (Dr.) Ranjan Chakrabarti, Hon'ble Vice Chancellor, Vidyasagar University & Co-Chair: Prof. Komm Pechinthorn, Assistant Director, ICUTK, Thailand.) No. of Papers: Six, Concluding remark by the Chairperson at the end of Session		
12:00 – 12:10 hrs	Homogenous Asian Mind: Process & Value Integration	Prof. Smarajit Sengupta & Prof. Chittresh Coomer, EILM, Kolkata, India

12:10 - 12:20 hrs	Measuring Asian integration in Business & Enquiry of Homogeneous Asian Mind	Dr. Debasish Biswas, Vidyasagar University, India
12:20 - 12:30 hrs	Socio Economic Factors towards creation of Asian Homogenous Mind	Dr. Sanchita Saha & Student Researcher Ms. Srijita Saha, EILM, Kolkata, India
12:30 - 12:40 hrs	Asian Integral Health System: cure of dengue fever by carica papaya leaf extract - a study in Himalayan foothills of India	Dr. Debajyoti Banerjee & Dr. Dimple Banerjee, Medical Officers, Composite Hospital, ITBP Force, Dehradun
12:40 - 12:50 hrs	The Genesis, Growth and Evolution of Studies on Asian Mind : A Scientometric Assessment	Dr. Bidyarthi Dutta, Vidyasagar University, India
12:50 - 13:00 hrs	The Asian Mind in the Context of Universal Mind	Prof. Tanima Chatterjee & Student Researcher Ms. Neet Giri, EILM, Kolkata, India
13:00 - 13:05 hrs	Q & A Session	
<b>III. CONCEPT SESSION (S<sub>3</sub>): TOWARDS CREATING HOMOGENOUS &amp; SUSTAINABLE ASIAN MARKET</b> (on Chair: Prof. (Dr.) R P Banerjee & Co-Chair: Dr. Jayanta Kishore Nandi, Registrar, Vidyasagar University, India) No. of Papers: Five, Concluding remark by the Chairperson at the end of Session		
13:05 - 13:15 hrs	Triad Power viewed through the Pyramid of the Supremacy of Asian Market	Dr. Sarmistha Biswas, Prof. Jayanta Saha & Student Researcher Mr. Atanu Mondal, EILM Kolkata, India
13:15 - 13:25 hrs	Integration of Ecotourism in Asia – A Sustainable Tourism Perspective	Dr. Misha Roy, Vidyasagar University, India
13:25 - 13:35 hrs	Factors of Competition and Cooperation within Asian Market Converging into a Homogeneous Asian Market	Prof. (Dr.) Rajib Kumar Das, EILM Kolkata, India
13:35 - 13:45 hrs	Integration of Asian Market in The Context of Arms Industry	Shri Abhijit Ghose, Vidyasagar University, India
13:45 - 13:55 hrs	Identifying Elements of Human Unity within the framework of Global & Asian Diversity.	Prof. Supriya Paul & Student Researcher Mr. Samik Dasgupta, EILM Kolkata, India
13:55 - 14:00 hrs	Q & A Session	
14:00 - 14:40 hrs	LUNCH BREAK	
<b>IV. CONCEPT SESSION (S<sub>4</sub>):</b> <b>IDENTIFYING THE PROCESS OF INTEGRATION IN ASIAN BUSINESS</b> (on Chair: Dr. Yee Shyi Chang, Executive Director - Biggest Motor Company-Tiwan & China, Advisor-MingDao University, Taiwan) No. of Papers: Three, Concluding remark by the Chairperson at the end of Session		
14:40 - 14:50 hrs	'Smart Tourism' a tool of Integration of Information and Communication Technology- Overview in Asian Perspective	Dr. Sudin Bag, Vidyasagar University, India
14:50 - 15:00 hrs	ICT as Integrating tool to Unite Asia	Mr. Arindam Bhattacharya, Vidyasagar University, India
15:00 - 15:10 hrs	Internet of Things in Asian Context for Emergence of New Asia	Mr. Riten Basak, Technocrat
15:10 - 15:40 hrs	Opportunities in Asian Countries (PANEL DISCUSSION)	Mr. Maneesh Tripathi, Chairman & CEO, SEVAK LIMITED, Singapore (PANEL COORDINATOR) Prof. (Dr.) Ranjan Chakrabarti, Vice-Chancellor, Vidyasagar University, India Prof. (Dr.) R P Banerjee, Chairman & Director, EILM, Kolkata, India Prof. Komm Pechinthorn, Assistant Director, ICUTK, Thailand. Dr. Yee Shyi Chang, Executive Director - Biggest Motor Company-Tiwan & China, Advisor-MingDao University, Taiwan Ms. Chayarnithsarr Khanijor, CEO, GBC Overseas Consultants, Thailand
15:40 - 15:50 hrs	Closing Ceremony - Rabindra Sangeet (Songs written and composed by Indian Nobel Laureate Rabindranath Tagore)	In the Voice of Mrs. Soma Chakravorty
15:50 - 16:00 hrs	Certificate Distribution	
16:00 - 16:10 hrs	Vote of Thanks	Dr. Jayanta Kishore Nandi, Registrar, Vidyasagar University, India
16:10 - 17:00 hrs	International Socializing & Interpersonal Interactions over Closing Coffee	All Dignitaries and Participants

## INAUGURAL SESSION

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

### **Program Overview:**

Prof. Jayanta Saha, EIILM, Kolkata, India

### **Invocation of Goddesses of Learning: Saraswati Bandana (in Sanskrit),**

In the Voice of Prof. (Dr.) R P Banerjee, Chairman & Director, EIILM Kolkata, India. (Recorded)

### **Theme Song: "Song of Asia" composed by Prof. (Dr.) RP Banerjee,**

Chorus lead by Prof. Chittresh Coomer, EIILM Kolkata, India.

Supported by Mrs. Sipra Banerjee, Dr. Dimple Banerjee, Dr. Sarmistha Biswas, Dr. Sanchita Saha, Prof. Smarajit Sengupta, Prof. Tanima Chatterjee, Ms. Priyannita Bose.

### **Guests Felicitations:**

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.

Dr. Jayanta Kishore Nandi, Registrar, Vidyasagar University, India

### **Welcome Address:**

Prof. Supriya Paul, EIILM Kolkata, India

### **Theme Address:**

Asian Integration-- Towards Creating a Homogenous Asian Mind.

Prof. (Dr.) RP Banerjee, Chairman & Director, EIILM Kolkata, India.

### **Inaugural & Keynote Address:**

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

# Inaugural Session

## *Distinguished guests are being felicitated*



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



*Prof. Komm Pechinthorn,  
Asst. Director, ICUTK, Thailand*



*Dr. Yee Shyi Chang,  
MingDao University, Taiwan*



*Mr. Maneesh Tripathi, Chairman  
& CEO, SEVAK Ltd., Singapore*



*Ms. Chayarnithsarr Khanijor, CEO  
GBC Overseas Consultants, Thailand*



*Dr. Jayanta Kishore Nandi, Registrar  
Vidyasagar University, India*



*Prof. Prakash Chandra Dhara  
Director, DDE, Vidyasagar University,  
India*



*Theme Address by Prof. (Dr.) R. P. Banerjee  
Chairman & Director, EILM, Kolkata, India*



*Inaugural & Keynote Address by Prof. (Dr.) Ranjan Chakrabarti  
Vice-Chancellor, Vidyasagar University, India*



*Program Overview by Prof. Jayanta Saha*



*Theme Song: "Song of Asia" by  
Guests & Faculty Members*



*Welcome Address by Prof. Supriya Paul*

## CONCEPT SESSION (S<sub>1</sub>):

### *Asia Speaks*

**(on Chair: Prof. (Dr.) R P Banerjee, Chairman & Director, EIILM Kolkata, India)**

Speaker 1: **ASIA SPEAKS:** Prof. Komm Pechinthorn, Assistant Director, International College, Rajamangala University of Technology Krungthep (ICUTK), Thailand.

Speaker 2: **ASIA SPEAKS:** Dr. Yee Shyi Chang, Executive Director, Taiwan Biggest Motor Co., Taiwan & China, Advisor, MingDao University, Taiwan.

Speaker 3: **ASIA SPEAKS:** Mr. Maneesh Tripathi, Chairman & CEO SEVAK LIMITED, Singapore

Speaker 4: **ASIA SPEAKS:** Prof. (Dr.) Chayarnithsarr Khanijor, CEO, GBC Overseas Consultants, Thailand

Speaker 5: **ASIA SPEAKS:** Virtual Talk Prof. Yoshihiro TOKUGA, Vice President and Professor, Graduate School of Management, Kyoto University, Japan

**POSTER Presentation & Talk on Asian Unity:** Mr. Samik Dasgupta, Ms. Neet Giri, Ms. Srijita Saha, Mr. Atanu Mondal coordinated by Ms. Priyannita Bose of EIILM Kolkata, India

Vote of Thanks: Dr. Sanchita Saha, EIILM, Kolkata, India

TEA BREAK



## CONCEPT SESSION (S<sub>1</sub>): *Asia Speaks*



*Prof. (Dr.) R. P. Banerjee, EILM-Kolkata, India on Chair*



*Prof. Komm Pechinthorn, ICUTK, Thailand*



*Dr. Yee Shyi Chang, MingDao University, Taiwan*



*Mr. Maneesh Tripathi, SEVAK Ltd., Singapore*



*Ms. Chayarnithsarr Khanijor, GBC Overseas Consultant, Thailand*



*Prof. Yoshihiro TOKUGA, Kyoto University, Japan*



*Student Researchers: Mr. Samik Dasgupta, Ms. Neet Kumari Giri, Ms. Srijita Saha, Mr. Atanu Mandal, Coordinated by Priyannita Bose of EILM Kolkata, India*



*Vote of Thanks by Dr. Sanchita Saha, EILM, Kolkata, India*

## CONCEPT SESSION (S<sub>2</sub>):

### Through sensitisation of elemental identity towards creation of Homogeneous Asian Mind

(on Chair: Prof. (Dr.) Ranjan Chakrabarti, Hon'ble Vice Chancellor, Vidyasagar University &  
Co-Chair: Prof. Komm Pechinthorn, Assistant Director, (ICUTK), Thailand.)

No. of Papers: Six, Concluding remark by the Chairperson at the end of Session

*Homogenous Asian Mind: Process & Value Integration*

Prof. Smarajit Sengupta & Prof. Chittresh Coomer, EIILM, Kolkata, India

*Measuring Asia integration in Business & Enquiry of Homogeneous Asian Mind:*

Dr. Debasish Biswas, Vidyasagar University, India

*Socio Economic Factors towards creation of Asian Homogenous Mind:*

Dr. Sanchita Saha & Student Researcher Ms. Srijita Saha, EIILM, Kolkata, India

*Asian Integral Health System: Cure of Dengue fever by Carica Papaya leaf extract - a study in  
Ifimalayan foothills of India*

Dr. Debajyoti Banerjee & Dr. Dimple Banerjee, Medical Officers, Composite Hospital, ITBP Force,  
Dehradun

*The Genesis, Growth and Evolution of Studies on Asian Mind: A Scientometric Assessment*

Dr. Bidyarthi Dutta, Vidyasagar University, India

*The Asian Mind in .the Context of Universal Mind:*

Prof. Tanima Chatterjee & Student Researcher

Ms. Neet Ciri, EIILM, Kolkata, India

Q & A Session



## CONCEPT SESSION (S<sub>2</sub>):



*On Chair Prof.(Dr.) Ranjan Chakrabarti,  
Vice-Chancellor, Vidyasagar University, India*



*Co-chair Prof. Komm Pechinthorn,  
ICUTK, Thailand*



*Prof. Smarajit Sengupta,  
EILM, Kolkata, India*



*Prof. Chittresh Coomer,  
EILM, Kolkata, India*



*Dr. Debasish Biswas,  
Vidyasagar University*



*Dr. Sanchita Saha,  
EILM, Kolkata, India*



*Srijita Saha, Student Researcher,  
EILM, Kolkata, India*



*Dr. Debajyoti Banerjee &  
Dr. Dimple Banerjee,  
ITBP Force, Dehradun, India*



*Dr. Bidyarthi Dutta,  
Vidyasagar University, India*



*Prof. Tanima Chatterjee,  
EILM-Kolkata, India*



*Ms. Neet Kumari Giri  
Student Researcher,  
EILM, Kolkata, India*

## CONCEPT SESSION (S<sub>3</sub>)

### Towards Creating Homogeneous & Sustainable Asian Market

(on Chair: Prof. (Dr.) R P Banerjee, Chairman & Director, EILM, Kolkata &  
Co-Chair: Dr. Jayanta Kishore Nandi, Registrar, Vidyasagar University, India

No. of Papers: Five, Concluding remark by the Chairperson at the end of Session

#### **Triad Power viewed through the Pyramid of the Supremacy of Asian Market:**

Dr. Sarmistha Biswas, Prof. Jayanta Saha & Student Researcher Mr. Atanu Mandal, EILM Kolkata, India

#### **Integration of Ecotourism in Asia - A Sustainable Tourism Perspective:**

Dr. Misha Roy, Vidyasagar University, India

#### **Factors of Competition and Cooperation within Asian Market Converging into a Homogeneous Asian Market:**

Prof. (Dr.) Rajib Kumar Das, EILM Kolkata, India

#### **Integration of Asian Market in The Context of Arms Industry:**

Shri Abhijit Ghose, Vidyasagar University, India

#### **Identifying Elements of Human Unity within the framework of Global & Asian Diversity:**

Prof. Supriya Paul & Student Researcher Mr. Samik Dasgupta, EILM Kolkata, India

#### **Q& A Session**





*On Chair Prof.(Dr.) R. P. Banerjee, Chairman & Director, EIILM, Kolkata, India  
&  
Co-Chair: Dr. Jayanta Kishore Nandi, Registrar, Vidyasagar University, India*



*Dr. Sarmistha Biswas, Prof. Jayanta Saha & Mr. Atanu Mandal, Student Researcher, EIILM, Kolkata, India*



*Dr. Misha Roy, Vidyasagar University, India*

*Prof. (Dr.) Rajib Kumar Das,  
EIILM, Kolkata, India*



*Shri Abhijit Ghose  
Vidyasagar University*



*Prof. Supriya Paul,  
EIILM, Kolkata, India*



*Mr. Samik Dasgupta,  
Student Researcher, EIILM, Kolkata*

## CONCEPT SESSION (S<sub>4</sub>):

### IDENTIFYING THE PROCESS OF INTEGRATION IN ASIAN BUSINESS

on Chair: Dr. Yee Shyi Chang

Executive Director- Bighest Motor Co., Taiwan & R.O. China

Advisor- MingDao University; Taiwan

No. of Papers: Three papers, Concluding remark by the Chairperson at the end of Session

**'Smart Tourism' a tool of Integration of Information and Communication Technology- Overview in Asian Perspective:**

Dr. Sudin Bag, Vidyasagar University, India

**ICT as Integrating tool to Unite Asia:**

Shri Arindam Bhattacharya, Vidyasagar University, India

**Internet of Things in Asian Context for Emergence of New Asia:**

Mr. Riten Basak, Technocrat, India

**Opportunities in Asian Countries (PANEL DISCUSSION):**

Mr. Maneesh Tripathi, Chairman & CEO, SEV AK LIMITED, Singapore  
(PANEL COORDINATOR)

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

Prof. (Dr.) RP Banerjee, Chairman & Director, EILM, Kolkata, India

Prof. Komm Pechinthom, Assistant Director, ICUTK, Thailand.

Dr. Yee Shyi Chang, Executive Director- Bighest Motor Co., Taiwan & R.O. China, Advisor-MingDao University, Taiwan

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

**Closing Ceremony - Rabindra Sangeet (Songs written and composed by Indian Nobel Laureate Rabindranath Tagore:**

In the Voice of Mrs. Soma Chakravorty

**Closing Ceremony, Certificate Distribution:**

BY Dignitaries

**Vote of Thanks:**

Dr. Jayanta Kishore Nandi, Registrar, Vidyasagar University, India

**International Socializing & Interpersonal Interactions over Closing Coffee:**

All Dignitaries and Participants



*On Chair: Dr. Yee Shyi Chang, Executive Director - Biggest Motor Company-Taiwan*



*Dr. Sudin Bag,  
Vidyasagar University, India*



*Shri Arindam Bhattacharya,  
Vidyasagar University, India*



*Mr. Riten Basak, Technocrat, India*



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



*Prof. (Dr.) R. P. Banerjee  
Chairman & Director, EIILM, Kolkata, India*



*Prof. Komm Pechintrorn  
Assistant Director, ICUTK, Thailand*



*Dr. Yee Shyi Chang,  
Executive Director-Biggest Motor Company-Taiwan  
& China, Advisor-MingDao University, Taiwan*



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



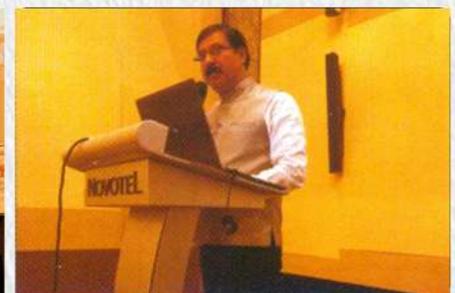
*Rabindra Sangeet sung by  
Mrs. Soma Chakravorty, India*



*Mrs. Soma Chakravorty is being felicitated  
by Mrs. Sipra Banerjee*



*Mrs. Sipra Banerjee is being felicitated  
by Ms. Chayarnithsarr Khanijor*



*Vote of Thanks by Dr. Jayanta Kishore Nandi,  
Vidyasagar University, India*

## Best Paper/Poster Award Winners

“Best Paper - Content” award received by:



Prof. Smarajit Sengupta,  
EIILM, Kolkata



Prof. Chittresh Coomer,  
EIILM, Kolkata



Dr. Debasish Biswas,  
Vidyasagar University

“Best Paper - Research” award received by:



Dr. Debajyoti Banerjee & Dr. Dimple Banerjee,  
Medical Officers, Composite Hospital, ITBP, Dehradun



Dr. Sudin Bag, Vidyasagar University



“Best Paper - Presentation” award received by:



Dr. Sarmistha Biswas, Prof. Jayanta Saha & Student Researcher Mr. Atanu Mandal, EIILM, Kolkata



“Best Poster Presentation” award received by:



Student Researchers Mr. Samik Dasgupta, Ms. Neet Kumari Giri, Ms. Srijita Saha, Mr. Atanu Mandal  
Coordinatted by Ms. Priyannita Bose of EIILM, Kolkata

# Glimpses of Visit to Singapore

## Asia Integration Pre-Seminar Dinner



## Some Moments of the International Seminar



## Delegates@Singapore



# 1ST CHAPTER

One-day International Seminar

On

**“Business in Boarderless Asia - the Hurdles,  
Possibilities and Prospects.”**

Organised by

**EIILM-Kolkata in collaboration with Vidyasagar University**



Hotel Novotel Platinum, Bangkok, Thailand

Date: 13.10.2018



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Vidyasagar University  
Midnapore, Pin - 721102  
West Bengal, India.  
Website: [www.vidyasagar.ac.in](http://www.vidyasagar.ac.in)

# BUSINESS IN BORDERLESS ASIA - THE HURDLES, POSSIBILITIES AND PROSPECTS.

## **Preamble:**

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.

## **Asiatic Integration:**

Karl Gunnar Myrdal from Europe and Kenichi Ohmae from Japan had echoed the idea of Asian unity through a process of identifying Asian Powers in the context of globalization and liberalization. The issues triad powered by Kenichi Ohmae highlighted the consumer focus in corporatization making the regulatory and fiscal lesser important than expected of it. The trend of consumerism on one hand and the trend of commercialization of manufacturing on the other have actually made the issues of national domain and regulatory constraint within nations volatile and less important. As Myrdal has pointed out specific production technology called "Asiatic mode of production" which does not remove the role of individual totally from the manufacturing process, even if the process is system driven, individual figures out as important in the whole gamut of things. Ohmae has truly visualised a consumer paradise in Asia in line of the consumer paradigms already established and taken route in Europe and United States of America. The pattern of consumption, by and large depends upon the attitude to life and philosophical bent of mind of the individual and the groups of individuals. Modernism, established through education having mostly the Western values, has created for the last few decades a band of people in every country who speaks the same tongue, wears the same pattern of dress, consumes similar kind of things from early morning till go to their bed at night and career choice for building individual and collective career in that.

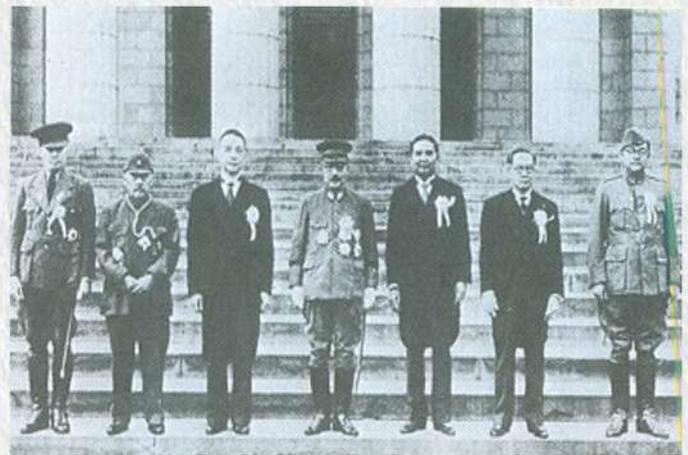
## **Philosophical identity of Asia:**

The philosophical tenet of Asian mind has been contributed by almost all nations located in the continent.

However, certain civilizations, based on their rich heritage, have contributed more than others. India has contributed the concept of Brahmin and the concept of Atman. Brahman is all pervading represents itself in each life through the Atman. Both have the invisible dimensions within individuals. Both have contributed to the growth of homogenous mind which was identified at the Great Eastern Conference 1943. The view of Asian integration and Asiatic federation has been challenged by the ongoing current status of corporatization in Asia and in adjoining territories. Factors of production and distribution which Asia has adapted during the last period of half a century, Asia have been the destination of the global assembly and manufacturing by various Western origins multinational corporations. China was at the centre stage of the Western model of getting things produced from in a large scale and thereafter allowing a process of distribution across the world. Japan and Korea had its mode of production and distribution throughout the world even before that. This is to be mentioned that post 2nd World War reconstruction initiative in Japan was the impetus towards creating a Japanese model of manufacturing process and Japanese way of managing multi-national corporations. The concepts of 5S, the concept of Kizen, the concept of long-term employment (probably lifetime) were all unique to companies originating from Japan and positioning the Japanese economy as number two (next to USA) in the world for almost a period of three decades closing at the end of last century. South Korean enterprises have gone ahead in the world stage with a massive manufacturing agenda and thrown open competition to the major MNCs in areas of automobiles, white goods, electronics and telecom sets. It is competing with global majors and global corporations. If the forces which operating from Asia can join hands then it may lead to a massive manufacturing and distribution force which Europe could not develop in that scale post European unifications.

Lao Tzu and Confucius and later on Buddhism contributed major ideals of Chinese Society creating a fabric of strong nation on one hand and philosophical identity on the other. The concepts of 5S, the concept of Kaizen, the concept of long-term employment (probably lifetime) were all unique to companies originating from Japan and positioning the Japanese economy as number two (next to USA) in the world for almost a period of three decades, closing at the end of last century. South Korean enterprises have gone ahead in the world stage with a massive manufacturing agenda and thrown open competition to the major MNCs in areas of automobiles, white goods, electronics and telecom sets. It is competing with global majors and global corporations. If the forces which operating from Asia can join hands then it may lead to a massive manufacturing and distribution force which Europe could not develop in that scale post European unifications.

It is in this context, the International Seminar on business in borderless Asia has been organised. Objective of this international Seminar is to create 'ONE ASIA' and ultimately leading to a homogeneous world.



## About the VIDYASAGAR UNIVERSITY

Vidyasagar University, named after one of the most illustrious sons of Bengal as well as one of the doyens of Indian Renaissance, Pandit Iswar Chandra Vidyasagar, has grown out of a long cultural and educational movement in West Bengal in general and in the undivided district of Midnapore in particular. The idea of founding a University in the district was mooted by the various organizations, notably by the Regional Education Association, Midnapore, headed by Professor A.K.Gayen of IIT, Kharagpur. The Ghani Committee appointed by the U.G.C. also suggested, among others, for the setting up of a University in Midnapore on the ground of its 'having a compact area and a manageable number of colleges' (at that time there were 36 colleges with an enrolment of about 42,000), and also of its 'having the great advantage of co-operation of the IIT, Kharagpur. The Committee was also of the opinion that the new University would develop on the lines suited to the needs of this backward area.

To give honour and respect to these pious intentions and proposals, the Government of West Bengal decided in 1978 to establish Vidyasagar University. The U.G.C. approved the proposal and on the advice of, and in consultation with the U.G.C., the State Government appointed a Planning Committee in March 1979 to lay down the lines of development and to take initial steps to found the University. The Committee submitted its report in October. Then the Vidyasagar University Act, 1981 (West Bengal Act XVIII of 1981) was passed; some of its sections were brought into operation on 24th June 1981. Finally, Professor Bhupesh Chandra Mukherjee joined as the first Vice Chancellor of the University on 29th September 1981.

Academic activities started when through a Notification [no. 983-Edn (U), dated Calcutta the 23rd May] issued by the State Government, 30 colleges of the District of Midnapore were affiliated to the Vidyasagar University with effect from 1st June 1985. The foundation stone of the main campus at Tantigaria mouza of Midnapore Sadar Town for post graduate teaching and central administration of the University, was laid on 18th July 1983 by the then Hon'ble Chancellor of the University and Governor of West Bengal, Late B.D.Pande. On 15th January 1986, it was inaugurated by Shri Jyoti Basu, the then Chief Minister of West Bengal. From the next day (16th January) classes commenced in six post graduate departments: Anthropology, Applied Mathematics with Oceanology and Computer Programming, Commerce with Farm Management, Economics with Rural Development, Library and Information Science, Political Science with Rural Administration.

The U.G.C. accorded recognition to the University in terms of Section 12B of the U.G.C. Act, on 1st March 1990. The University presently houses 27 PG departments (apart from this course - MBA - being run under the Department of Commerce with Farm Management), 12 in Humanities and 15 in Science while 46 undergraduate colleges apart from 11 courses in yet 11 other colleges / institutes are affiliated to it. Fourteen vocational subjects and six other specialized courses are also offered at the UG level. The overall emphasis of the university is not to perpetuate the traditional nature of the other universities of West Bengal but to merge as a distinctive entity with a special nature of its own. The National Assessment and Accreditation Council (NAAC) awarded Vidyasagar University with a 3-star status. The campus has a picturesque background within which afforestation programmes are being undertaken.



The Vidyasagar University thus began its journey to sail through many trials and tribulations.

## About EIILM, Kolkata

**-Prof. (Dr.) R P Banerjee**

EIILM, a name highly accepted and acclaimed by the business and industry in India in general and corporate houses of National and International character, operating from the intellectual capital of India, in particular. It has earned the status of "Outstanding B-School (East)" ? a coveted award consistently over a number of years by the leading organizations like Star News, ABP News etc. It has also earned high acclaim from the leading publications like Business India, Businessworld and Competition Success Review(CSR).

Scaling this top standard has been possible by EIILM because of top quality business academics of a large number having a blend of the academic knowledge and corporate expertise in their individual career and an ongoing spirit of business and corporate research to sustain and support the need for developing excellence by the Business Students. The Institute follows a principle of primacy of students' interest and commitment towards a comprehensive growth of students throughout. The Institute supports the students with all required inputs for capturing positions in Multinational and National companies including some of the Fortune 500's. Companies like, ITC, Colgate Palmolive, Nestle, IOB, Mother Dairy, ICICI Bank, Axis Bank, Kansai Nerolac, Asian Paints, MRF Tyres, Luminous, LG, Hindware, Saint-Gobain, Vodafone, Hindalco have regularly recruited students from EIILM.

The students also receive the support of personal mentoring, extra-curricular and social activity-inputs for a holistic development of personality to scale high in the world of corporate and enterprises.

The faculty division has an excellent mix of doctorates and people with more than a decade of the corporate experience. The faculty members have published numerous books; have contributed articles in accredited national as well as international journals. We do not believe in just nurturing the best young minds. Rather we help them to be industry-ready before they step into their chosen careers. We can groom every kind of learner and we have proved that the infinite potential that a young mind possesses can be unleashed given due guidance, support, care, compassion and love. Teachers of EIILM, Kolkata do not restrict themselves to impart only formal learning; rather, they go beyond their wards, sisters, brothers or fiends.

Sports and cultural activities are very much encouraged at EIILM. Students of EIILM enrol themselves in sports club, cultural club, magazine club, entrepreneurship club, debate club etc and take part in various events organised by IIMs and other B-Schools according to their area of interest. The institute organizes various inter college cricket and football tournaments in the city. Students of EIILM compete in various Corporate Football and Cricket Tournaments in the country. Each and every classroom of EIILM is equipped with digital Smart boards and the entire campus is Wi-Fi enabled. Apart from normal classroom teaching, emphasis is put on case-based learning method, role-playing, live projects, group discussions, etc. The faculty members are also evaluated twice a year based on various parameters apart from their teaching feedback. The library consists of more than thirty thousand books with subscription to over four thousand national and international journals. EIILM has an "Online Simulated Capital Market Laboratory", the one of the largest in the country, to facilitate the students to acquire hands-on training on stock-market trading using live data-feed. The Lab provides hands-on, real-world training in Securities, Derivatives, Commodities and Foreign Exchange Trading.



With the changes over time, the design of the industry and enterprises keeps on changing constantly. Take an example of the early 80s and now. During early 80s, the emphasis was more on the invisible components of a personality. It was considered that the individual components do comprise of most of the elements of the personality. Gradually the idea has undergone a transformation. The world now very aggressively wants a synthesis between the intrinsic and extrinsic; the invisible and the visible; the structures and formless; the measurables and immeasurables; the philosophical and the actual and finally, a blend between the empirical and the eternal. The demand for and on behalf of industry has undergone a metamorphosis. Look at the trend of global trade now, the competitive advantage which was visualized before across labour, material strength and financial strength has undergone total change. It is no longer the source of capital where the capital gets employed. It is no longer the source of material where the material gets worked on. It is no longer the source of manpower that manpower gets employed in. It is, however, a place is a world where a matrix of current and future opportunity blossoms in where the material, money and manpower are involved. A learner of business should be convergent with the reality mentioned just above. The future, that we are trying to curve out of the present, is never a replica of the past. It is rather de-novo of its own. The place of study is more of a place of living in future. The person taking the shelter of study continues to contribute clearly and effectively in the blend of attributes and designs for the future. We believe in a process of transformation that takes care of the view spelled out above.



After admission students go through one month orientation course before the starting of their actual course. In this way from the day one students become acquainted with true professionalism and develop their Business acumen. Students have to go through a number of “Live Projects” in the industry in order to get hands-on experience of the real professional world. They also have to attend lots of Grooming and Personality Development classes to be able to face the interviews at the time of campusing. Apart from that, professionals from industry do come to the institute from time to time to take interactive sessions and workshops with the students of EIILM. In this way students become better prepared at the time of appearing in the campus selection procedure.

Therefore, with this, I welcome you to join EIILM-Kolkata, experience and scale high in your career unmatched with many others.



**One-day International Seminar**  
**on**  
**"Business in Borderless Asia—the Hurdles, Possibilities and Prospects."**  
*organized by*  
**EIILM, Kolkata in collaboration with Vidyasagar University**  
*at*  
**Hotel Novotel Platinum Pratunam, Bangkok, Thailand**  
**Date: 13.10.2018**

**PROGRAM SCHEDULE (BANGKOK TIMING)**

TIMING (Bangkok Time)	Topic	Participant / Speaker / Guest Speaker
<b>I. INAUGURAL SESSION (S<sub>1</sub>) :</b>		
09:00 – 09:30 hrs	Registration	
09:30 – 09:40 hrs	Invocation: Saraswati Vandana, EIILM Theme Song & Guest Felicitation	<b>Prof. (Dr.) Ranjan Chakrabarti</b> , Hon'ble Vice Chancellor, Vidyasagar University, West Bengal India <b>Prof. (Dr.) R P Banerjee</b> , Chairman & Director, EIILM Kolkata, West Bengal, India <b>Prof. Kanin Khaniyao</b> , Director of Pathumthani International College, Pathumthani University, Thailand <b>Ms. Nithima Yuenyong</b> , Vice president of Pathumthani University, Thailand <b>Ms. Chayanithsarr Khanijor</b> , Foreign Affair Analyst of Pathumthani University & CEO of GBC Overseas consultants group, Thailand <b>Prof. Mankeshwar Ram</b> , A.H.A - Airline and Hotel Management Academy, Nashik, Maharashtra, India <b>Prof. Jai Singh Narula</b> , Mech. Engg, Ind. Engg, Food Tech., Committee Member of Several Associations, Bangkok, Thailand
09:40 – 09:45 hrs	Welcome Address	Dr. Surajit Ghosh Dastidar, EIILM Kolkata
09:45 – 10:15 hrs	Keynote Address: Towards A Borderless Asia: A Historical Perspective	<b>Prof. (Dr.) Ranjan Chakrabarti</b> , Hon'ble Vice Chancellor, Vidyasagar University
10:15 – 10:45 hrs	Theme Address: Business in Borderless Asia—the Hurdles, Possibilities and Prospects	<b>Prof. (Dr.) R P Banerjee</b> , Chairman & Director, EIILM Kolkata
10:45 – 11:15 hrs	Asia Education & Future of the Education, Impact of Borderless Education— Possibilities and Prospect	<b>Prof. Kanin Khaniyao</b> Director of Pathumthani International College, Pathumthani University
11:15 – 11:30 hrs	TEA BREAK	
<b>II. CONCEPT SESSION (S<sub>2</sub>):</b>		
<b>EDUCATION, BUSINESS GROWTH &amp; FLOW IN BORDERLESS ASIA</b>		
(on Chair: <b>Prof. Kanin Khaniyao</b> , Director of Pathumthani International College, Pathumthani University)		
No. of Papers: Six, Concluding remark by the Chairperson at the end of Session		
11:30 – 11:40 hrs	Creating Pan-Asian Platform for Transnational Education	Mr. Jayanta Saha, Dr. Sarmistha Biswas & Mr. Priyabrata Choudhury, EIILM Kolkata
11:40 – 11:50 hrs	Perspective of Distance Education in Boundary less Asia: An overview	Dr. Misha Roy, Vidyasagar University
11:50 – 12:00 hrs	Challenges before Academic Institutions in the 'Borderless Asia' in the 21 <sup>st</sup> Century	Dr. Amal Kumar Bhunia, Vidyasagar University

12:00 – 12:10 hrs	Higher Education in Borderless Asia – University Challenges and Approach of a Model Smart University.	Mr. Sunil Ch. Mallik, Vidyasagar University
12:10 – 12:20 hrs	Role of International Human Resource Management in International Business – A Study of SAARC Nations in the Context of Borderless Asia	Dr. Abhijit Pakira, The University of Burdwan
12:20 – 12:40 hrs	Education, Business Growth & Flow In Borderless Asia: Hospitality & Tourism	<b>Prof. Mankeshwar Ram</b> , A.H.A – Airline and Hotel Management Academy, Nashik, Maharashtra
<b>III. CONCEPT SESSION (S<sub>3</sub>): ECONOMIC PERSPECTIVE, REGULATORY, POLITICAL AND HISTORICAL PERSPECTIVE IN BORDERLESS ASIA (on Chair: Prof. (Dr.) Ranjan Chakrabarti, Hon'ble Vice Chancellor, Vidyasagar University, West Bengal, India)</b>		
No. of Papers: Three, Concluding remark by the Chairperson at the end of Session		
12:40 – 12:50 hrs	Asiatic Mode Of Production Creating The Trend Of Universality: Myth Or Reality!	Dr. Rajib Kumar Das & Dr. Sanchita Som, EILM Kolkata
12:50 – 13:00 hrs	Developing Asia in the Era of Cross-border E-commerce	Mr. Khokan Maity, Vidyasagar University
13:00 – 13:10 hrs	Cohesion and Competition among leading Asian Stock Exchanges.	Mr. Chittresh Coomer & Mr. Smarajit Sen Gupta, EILM, Kolkata
<b>IV. CONCEPT SESSION (S<sub>4</sub>): HUMAN DYNAMICS: CULTURAL, PHILOSOPHICAL UNDERSTANDING TOWARDS COHESION AND UNIVERSALITY IN BORDERLESS ASIA (on Chair Prof. (Dr.) R P Banerjee, Chairman &amp; Director, EILM Kolkata, West Bengal, India)</b>		
No. of Papers: Four, Concluding remark by the Chairperson at the end of Session		
13:10 – 13:20 hrs	Organizational Excellence through Behavioural Sciences in the 21 <sup>st</sup> Century in Borderless Asia	Dr. Jayanta Kishore Nandi, Vidyasagar University
13:20 – 13:30 hrs	Sociological Perspective of Asian Unity	Dr. Anupriyo Mallick & Ms. Sayani Kundu, EILM Kolkata
13:30 – 13:40 hrs	Business in a Borderless Asia: Problems and Prospects	Dr. Debasish Biswas, Vidyasagar University
13:40 – 13:50 hrs	Cultural and Philosophical Diversity in Asian Continent — the role of Indian Wisdom in Developing Asian Cohesion.	Ms. Tanima Chatterjee & Ms. Ankita Roy, EILM, Kolkata
13:50 – 14:50 hrs	<b>Lunch Break</b>	
<b>V. CLOSING SESSION (S<sub>5</sub>):</b>		
14:50 – 15:00 hrs	<b>Closing / Valediction / Awards / Certificates</b>	<b>Prof. (Dr.) Ranjan Chakrabarti</b> , Hon'ble Vice Chancellor, Vidyasagar University <b>Prof. (Dr.) R P Banerjee</b> , Chairman & Director, EILM Kolkata <b>Prof. Kanin Khaniyao</b> , Director of Pathumthani International College, Pathumthani University
15:00 – 15:05 hrs	Thanks giving	Dr. Jayanta Kishore Nandi, Registrar, Vidyasagar University

**Anchors:** Ms. Anjana Banerjee & Mr. Mayukh Guha

**Seminar Support Team:** Mr. Shanti Gopal Hazra – Team Leader  
Mr. Tamal Jyoti Chakraborty – Member  
Mr. Utpal Bera – Member  
Mr. Bikram Aich – Member  
Ms. Sharmistha Dutta Roy – Member  
Mr. Gopi Kishan Agarwalla – Member  
Mr. Suvankar Swarnakar – Member

## Keynote Address:

### Towards A Borderless Asia: A Historical Perspective

The presentation speaks to give a well rounded historical account of the development of a Pan Asian spirit in the light of contemporary developments. It also explores the possibility of the growth of an Asian union in the near future and the changing Asian economic scenario.

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

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



Professor Ranjan Chakrabarti,  
Vice Chancellor of Vidyasagar

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.Vietor 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).

## Theme Address:

Business in Borderless Asia – The Hurdles, Possibilities and Prospects:

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, through 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 World War –II 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), Jose 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.

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### Brief Profile of Prof. (Dr.) R. P. Banerjee

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 NET qualified. 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.

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), USA.

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.

His areas of interest include Strategy, Finance, Ethics & Values, Capital Markets, Spirituality. Prof. (Dr.) Banerjee carries out weekly(Sunday) discourse on "Spiritual Practice for Divine Life" based on the VEDAs and UPANISHADs.

# I. Inaugural Session(S<sub>1</sub>)

## Guest Felicitation:

Prof. (Dr.) Ranjan Chakrabarti, Hon'ble Vice Chancellor, Vidyasagar University

Prof. (Dr.) RP Banerjee, Chairman & Director, EILM Kolkata

Prof. Kanin Khaniyao, Director of Pathumthani International College, athumthani University

Ms. Nithima Yuenyong, Vice president of Pathumthani University

Ms. Chayanithsarr Khanijor, Foreign Affair Analyst of Pathumthani University & EO of CBC Overseas consultants group

Prof. Mankeshwar Ram, A.H.A - Airline and Hotel Management Academy, Nashik, Maharashtra

## Welcome Address:

Dr. Surajit Chosh Dastidar

## Keynote Address:

Prof. (Dr.) Ranjan Chakrabarti, Hon'ble Vice Chancellor, Vidyasagar University

## Theme Address:

Prof. (Dr.) RP Banerjee, Chairman & Director, EILM Kolkata

## Address by Special Guest:

Prof. Kanin Khaniyao

Director of Pathumthani International College, Pathumthani University



## Inaugural Session(S<sub>1</sub>)

Registration, Invocation: Saraswati Vandana,  
EIILM Theme Song & Guest Felicitation,  
Welcome Address, Theme Address, Special Guest Address



**Prof. (Dr.) Ranjan Chakrabarti**  
*Hon'ble Vice Chancellor, Vidyasagar University*



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



**Ms. Chayarnithsarr Khanijor**  
*Foreign Affair Analyst of Pathumthani University*



**Mankeshwar Ram**  
*A.H.A - Airline and Hotel Management Academy,  
Nashik, Maharashtra*



**Prof. Kanin Khaniyao**  
*Director of Pathumthani International College,  
Pathumthani University*



**Dr. Jayanta Kishore Nandi**  
*Registrar, Vidyasagar University*



**Prof. (Dr.) Surajit Ghosh Dasdidar**  
*Faculty Member, EIILM, Kolkata*

## II. Concept Session(S<sub>2</sub>)

### EDUCATION, BUSINESS GROWTH & FLOW IN BORDERLESS ASIA

(on Chair: Prof. Kanin Khaniyao, Director of Pathumthani International College, Pathumthani University)

No. of Papers: Six Concluding remark by the Chairperson at the end of Session

**Title: Creating Pan-Asian Platform for Transnational Education**

Mr. Jayanta Saha, Dr. Sarmistha Biswas & Mr. Priyabrata Choudhury, EIILM-Kolkata

**Title: Perspective of Distance Education in Boundary less Asia: An overview**

Dr. Misha Roy, Vidyasagar University

**Title: Challenges before Academic Institutions in the 'Borderless Asia in the 21<sup>st</sup> Century**

Dr. Amal Kumar Bhunia, Vidyasagar University

**Title: Higher Education in Boarderless Asia - University Challenges and Approach of a Model Smart University**

Mr. Sunil Ch. Mallik, Vidyasagar University

**Title: Role of International Human Resource Management in International Business - A Study of SAARC Nations in the Context of Borderless Asia**

Dr. Abhijit Pakira, The University of Burdwan

**Title: Education, Business Growth & Flow In Borderless Asia: Hospitality & Tourism**

Prof. Mankeshwar Ram, A.H.A – Airline and Hotel Management Academy, Nashik, Maharashtra



**On Chair: Prof. Kanin Khaniyao**

*Director of Pathumthani International College, Pathumthani University*



**Prof. Jayanta Saha**

*Assistant Professor - EIILM, Kolkata*



**Prof. M. Roy**

*Director of Distance Education, Vidyasagar University  
Midnapur, West Bengal*



**Prof. (Dr.) Amal Kumar Bhunia**

*Deputy Registrar (Administration), Vidyasagar University  
Midnapur, West Bengal*



**Prof. Sunil Ch. Mallik**

*Executive Director, Computer Centre, Vidyasagar University  
Midnapur, West Bengal*



**Prof. (Dr.) Abhijit Pakira**

*Assistant Professor, Department of Business Administration  
University of Burdwan, West Bengal*



**Prof. Mankeshwar Ram**

*A. H. A - Airline and Hotel Management Academy,  
Nashik, Maharashtra*

### III. Concept Session(S<sub>3</sub>)

ECONOMIC PERSPECTIVE, REGULATORY, POLITICAL AND HISTORICAL, PERSPECTIVE IN BORDERLESS ASIA

(on Chair: Prof. (Dr.) Ranjan Chakrabarti, Hon'ble Vice Chancellor, Vidyasagar University, West Bengal)

No. of Papers: Three, Concluding remark by the Chairperson at the end of Session

**Title: Asiatic Mode of Production Creating The Trend Of Universality: Myth Or Reality!**

Dr. Rajib Kumar Das & Dr. Sanchita Som, EILM, Kolkata

**Title: Developing Asia in the Era of Cross-border E-commerce**

Mr. Khokan Maity, Vidyasagar University

**Title: Cohesion and Competition among leading Asian Stock Exchanges**

Mr. Chittresh Coomer & Mr. Smarajit Sengupta, EILM, Kolkata



**Prof. Ranjan Chakrabarti**  
*Vice Chancellor of Vidyasagar University, West Bengal*



**Prof. (Dr.) Rajib Das**  
*Assistant Professor EILM, Kolkata*



**Prof. (Dr.) Sanchita Som**  
*Assistant Professor EILM, Kolkata*



**Khokan Maity**  
*Audit Officer, Vidyasagar University, Midnapore*



**Prof. Chittresh Coomer & Prof. Smarajit Sengupta**  
*Assistant Professor - EILM, Kolkata*

## IV. Concept Session(S<sub>4</sub>)

CONCEPT SESSION (S<sub>4</sub>): HUMAN DYNAMICS: CULTURAL, PHILOSOPHICAL UNDERSTANDING TOWARDS COHESION AND UNIVERSALITY IN BORDERLESS ASIA

(on Chair Prof. (Dr.) R P Banerjee, Chairman & Director, EIILM Kolkata, West Bengal, India)

No. of Papers: Four, Concluding remark by the Chairperson at the end of Session

**Title: Organizational Excellence through Behavioural Sciences in the 21<sup>st</sup> Century in Borderless Asia**  
Dr. Jayanta Kishore Nandi, Vidyasagar University

**Title: Sociological Perspective of Asian Unity**  
Dr. Anupriyo Mallick & Ms. Sayani Kundu, EIILM, Kolkata

**Title: Business in a Borderless Asia: Problems and Prospects**  
Dr. Debasish Biswas, Vidyasagar University

**Title: Cultural and Philosophical Diversity in Asian Continent ? the role of Indian Wisdom in Developing Asian Cohesion.**

Ms. Tanima Chatterjee & Ms. Ankita Roy, EIILM, Kolkata



**Prof. (Dr.) R. P. Banerjee**  
Chairman & Director, EIILM, Kolkata



**Prof. (Dr.) Jayanta Kishore Nandi**  
Registrar, Vidyasagar University, Midnapur



**Prof. Anupriyo Mallick**  
Assistant Professor, EIILM, Kolkata



**Prof. (Dr.) Debasish Biswas**  
Assistant Professor and Head Department of  
Business Administration, Vidyasagar University, Midnapur



**Prof. Tanima Chatterjee**  
Assistant Professor, EIILM, Kolkata

# V. Closing Session(S<sub>5</sub>)

CLOSING / VALEDICTION / AWARDS / CERTIFICATES

Prof. (Dr.) Ranjan Chakrabarti, Hon'ble Vice Chancellor, Vidyasagar University

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

Prof. Kanin Khaniyao, Director of Pathumthani International College, Pathumthani University

Thanks giving

Dr. Jayanta Kishore Nandi, Registrar, Vidyasagar University



Vote of Thanks by  
Dr. Jayanta Kishore Nandi,  
Registrar, Vidyasagar University

# EIILM-Kolkata with the Agenda of "Asian Integration-Initiative Series of Borderless Asia"



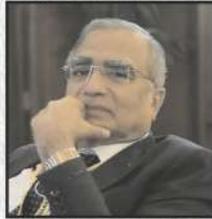
# ORGANISING TEAM - EIILM-KOLKATA

## Trans Asian Marketing Conclave

at Novotel on Siam Square, Bangkok, Thailand on November 03, 2022

in collaboration with  
 Indonesian Experts and Lecturer Assotiation (ADRI), ADRI Jawa Tengah, Indonesia,  
 Universitas Pancasakti Tegal (UPS), Indonesia  
 and Universitas Maarif Hasyim Latif (UMAHA), Indonesia

### Ideator & Convener:



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



Dr. Sanchita Saha



Dr. Jayanta Saha



Mr. Shanti Gopal Hazra

### Emcee



Prof. Diya Banerjee

### Guest Relation



Ms. Priyannita Bose

### Finance & Travel



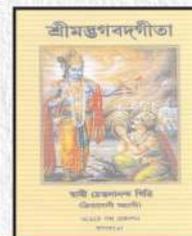
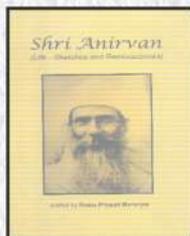
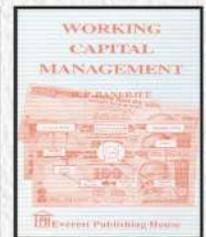
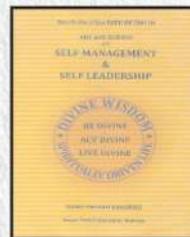
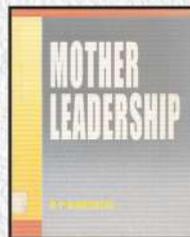
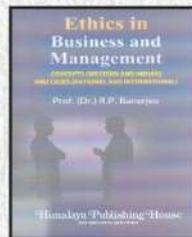
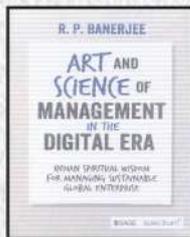
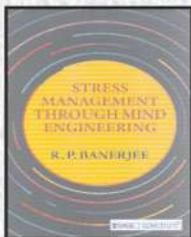
Mr. Tamal Jyoti Chakraborty

### Creative



Mr. Lintu Majumder

### Highlights of BOOKS authored, written preface/foreword/introduction by Prof. (Dr.) R. P. Banerjee



3<sup>RD</sup> CHAPTER

on  
"Leadership for Emerging Asian Business:  
The Knowledge and Technology Dimension"

at  
at Bhasha Bhawan, National Library,  
Kolkata, India

on  
08.02.2020



after Thailand & Singapore  
International Seminar  
on  
Leadership for Emerging  
Asian Business:  
The Knowledge &  
Technology Dimension

Organized by EIILM-Kolkata  
in Collaboration with  
Sukhumvit University, Thailand  
Bhasha Bhawan Auditorium,  
Kolkata



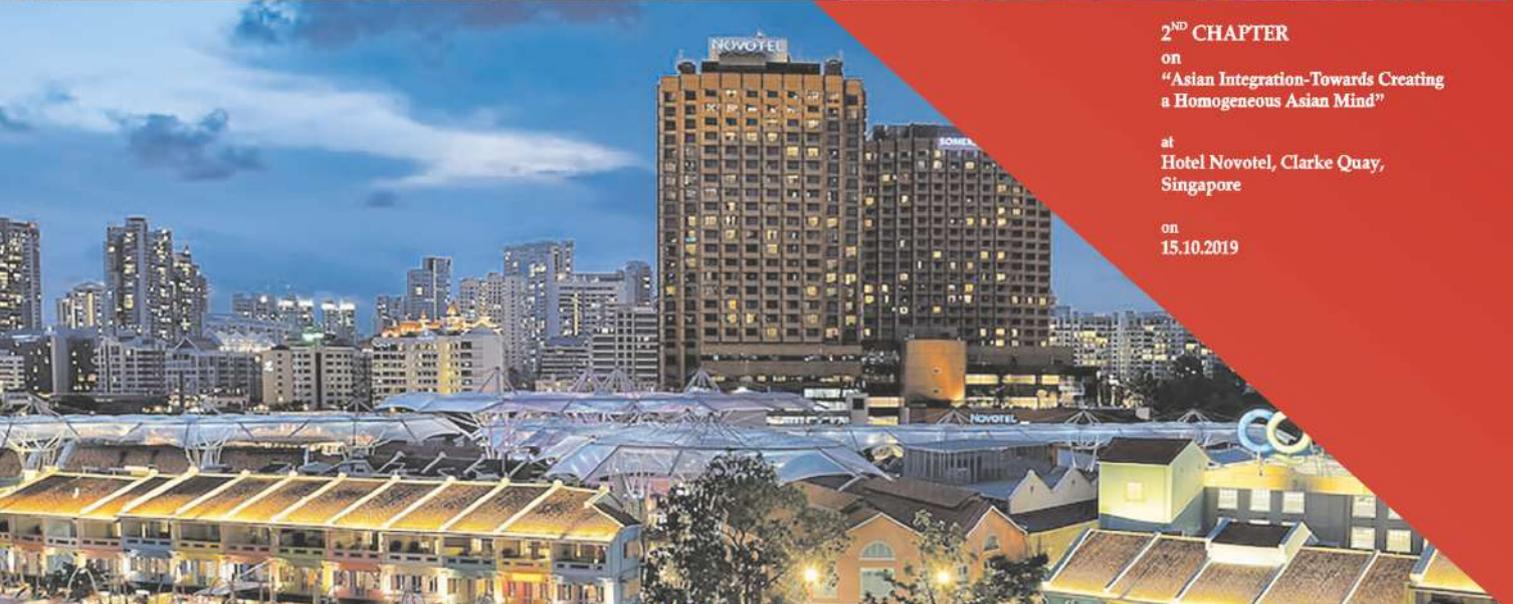
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2<sup>ND</sup> CHAPTER

on  
"Asian Integration-Towards Creating  
a Homogeneous Asian Mind"

at  
Hotel Novotel, Clarke Quay,  
Singapore

on  
15.10.2019

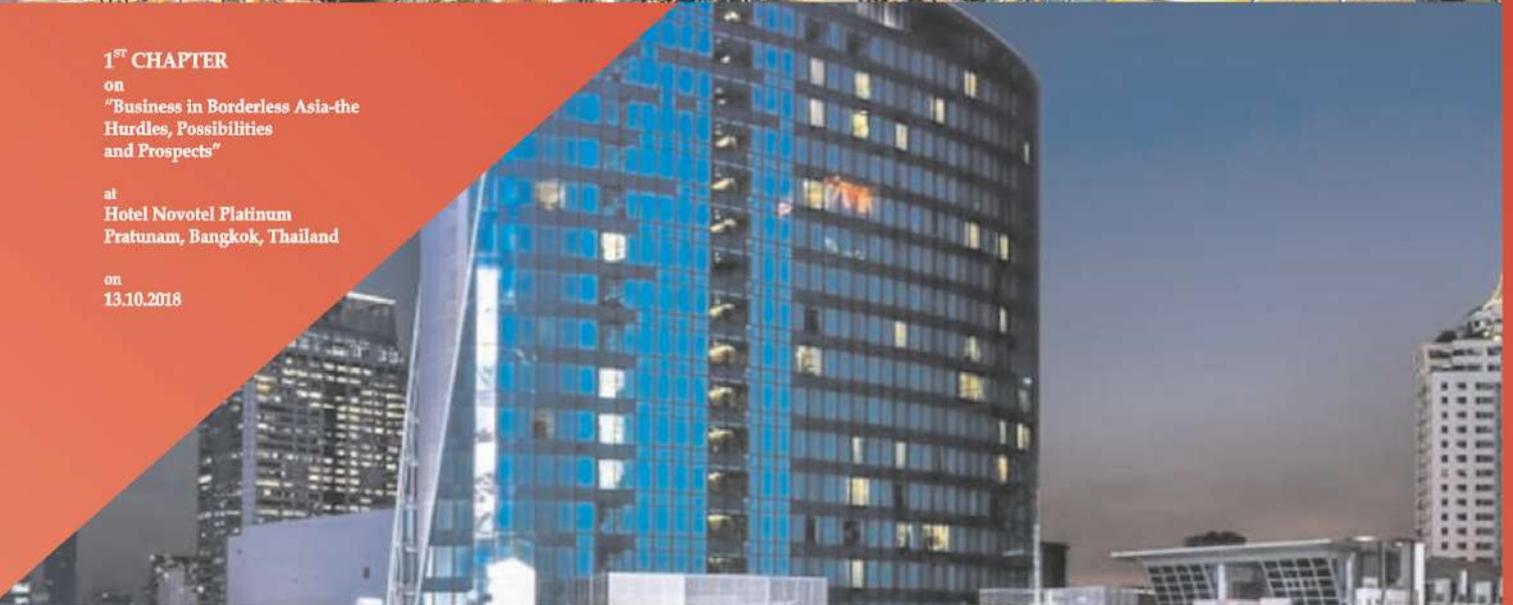


1<sup>ST</sup> CHAPTER

on  
"Business in Borderless Asia-the  
Hurdles, Possibilities  
and Prospects"

at  
Hotel Novotel Platinum  
Pratunam, Bangkok, Thailand

on  
13.10.2018



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Indonesian Experts and Lecturer  
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Jawa Tengah, Indonesia,



Universitas Pancasila Tegal (UPS),  
Indonesia



Universitas Maarif Hasyim Latif  
(UMAHA), Indonesia