



Eiilm-Kolkata, India presents
International Conference on

"Trans-Asian Integration of Industry, Business and Commerce"
(5th Chapter of 'Asian Integration Initiative Series of Borderless Asia')

in collaboration with



Universitas Pancasakti Tegal
Indonesia



Pathumthani University
Thailand



SEGi University & Colleges
Malaysia

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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 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 to tally from the manufacturing process, even if the process is system driven, individual figures out as important in the whole gamut of things. Ohmae had 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 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.



"Asian Integration-Initiative Series of Borderless Asia"

Ideated and Initiated by Prof. (Dr.) R P 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 Conference on "Trans-Asian Integration of Industry, Business and Commerce" is being organized by EILM-Kolkata, India in collaboration with UniversitasPancasaktiTegal (UPS), Indonesia, SEGi University & Colleges, Malaysia and Pathumthani University, Thailand at the Hotel Pullman, Kuala Lumpur, Malaysia. 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", 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", the third one held on the main theme "Leadership for Emerging Asian Business: The Knowledge and Technology Dimension" at National Library BhasaBhawan Auditorium, Kolkata, India and the fourth one the "Trans Asian Marketing Conclave" held at the hotel Novotel Bangkok, Thailand. All these International Seminars/Conclave/Conferences 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 is going to take part in this conference to deliberate on the theme of this year's conference, 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 Prof. (Dr.) Dipak Kumar Roy, Honourable Vice Chancellor, Raiganj University, India as our Chief Guest and Special Guests from three collaborating foreign Universities Prof. Srikumar Chakravarthi, Deputy Vice Chancellor (Academic Affairs) & Head of Innovation & New Revenues, SEGi University & Colleagues, Malaysia, Dr. Taufiqulloh, M. Hum, Head, ADRI Central Java, Indonesia/Rector of UniversitasPancasaktiTegal (UPS), Indonesia, Dr. Chayarnithsarr Khanijor, Director of Foreign Affairs, Pathumthani University, Thailand, CEO-GBC Overseas Consultants, Thailand and Prof. (Dr.) R. P. Banerjee, Chairman & Director, EILM-Kolkata. Around fifty other Special Guests from other 12 countries, i.e., → Malaysia → Cambodia → Indonesia → Mongolia → Philippines → Russia → Singapore → Sri Lanka → Taiwan → Thailand → Uzbekistan are participating in the Conference. Prof. (Dr.) R. P. Banerjee along with the dignitaries from different Universities and Organizations officially going to initiate the conference the night before 6th January 2024 at a grand dinner arranged at KL Towers, Malaysia.

Novotel on
Slam Square,
Bangkok



ASIAN INTEGRATION INITIATIVE SERIES OF BORDERLESS ASIA

A Rama Prosad Banerjee (RPB) Initiative
“Let Entitie’s of Asia Unite”

Rama Prosad Banerjee

Prof.(Dr.) Rama Prosad Banerjee
Chairman & Director, EIILM-Kolkata, India



Song of Asia

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

A

Asia.....Asia.....Asia
Chariot of Asian Sun enters with 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



Asia”

November 03,
2022
9:30 Hrs.

C
We grow together endlessly
We grow continuously
We win the world.
Asia emerges on top of the globe
Integrated Asia hold hands
of the people of the world
Asia now all set to create



Scan the QR code to
listen the Song of 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 hold 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 Sukhinath
Sarve Santu Niramayah”
Let all be happy and well
Asia calls.....Rise Unite.
Asia.....Asia.....Asia.

Our Motto

छात्र सुखे सुखम् शिक्षकः
छात्रानाम च हिते हितम् ।
नात्म प्रियम् सुखम् शिक्षकः
छात्रानाम तु प्रियम् हितम्॥

Teachers always feel happy if their students experience happiness.

Teachers consider the well-being of students as their well-being.

Teachers consider happiness and well-being of students as their happiness and well-being.

Outreach Activities

- International Immersion Programs for UG & PG Students
- Study Tours Abroad
- Overseas Internships & Placement Opportunities
- Joint International Conferences
- Exchange of Academic Thoughts and Practices
- Faculty Development Programs
- International Community Services
- Collaborative Research

Our Courses



Industry Collaborations

Some of the leading Enterprises of India have partnered with us to encourage learning and thought-exchange.



GI Infotech Private Limited
A subsidiary of Global Infosys-UK.
(Macalvins Group - United Kingdom)
| Industry Partner



upGrad Campus
| Learning & Placement Partner



AICPA & CIMA
| Industry Partner



Elogix
| Industry Partner



De Sovrani Hotel - Kolkata
| Hospitality & Live Training Partner



MEDICA Superspecialty Hospital
| Industry Partner

University Collaborations

EIILM-Kolkata has forged excellent collaboration initiatives with International Universities. Students get the rare privilege to interact with and learn from Global Industry Experts at Seminars, Conferences, Internships, Research and Immersion Programs.

 Universal Business School Sydney (UBSS), Australia	 SEGi University & Colleges, Malaysia	 Moscow City University, Russia Samara Campus
 Universitas IVET, Indonesia	 Hatyai University, Thailand	 University of Economy and Pedagogy, Uzbekistan
 International College, Rajamangala University of Technology Krungthep, Thailand	 Pathumthani University, Thailand	 Universitas Pancasakti Tegal, Indonesia
 Thai Global Business Administration Technological College (TGBC), Thailand	 Universitas Maarif Hasyim Latif, Indonesia	 Kimyo International University in Tashkent Uzbekistan + 1 More University
 DMMMSU, Philippines	 Asian Institute of Cambodia, Cambodia	 Akademi Manajemen Administrasi Yogyakarta, Indonesia
 Suan Dusit University, Thailand	 Universiti Malaysia Sarawak (UNIMAS) Kuala Lumpur Learning Centre@ Grand International Academy, Malaysia	 Universitas PGRI Semarang, Indonesia
 STMIK Sinar Nusantara, Indonesia	 Universitas Swadaya Gunungjati, Indonesia	 Politeknik Indonusa Surakarta, Indonesia
 ITB Widya Gama Lumajang, Indonesia	 Poltek Sawunggali Aji, Indonesia	 Universitas UNU Sunan Giri, Indonesia
 Universitas Pakuan Bogor, Indonesia	 Institut Islam Mambaul 'Ulum, Indonesia	 Institut Keguruan Ilmu Pendidikan Siliwangi, Indonesia
 Sekolah Tinggi Ilmu Ekonomi Atma Bhakti, Indonesia	 RV University, India	 Universitas Bahamada Slawi Indonesia + 8 Other Universities



EILM-Kolkata, India Presents
International Conference on
"Trans-Asian Integration of Industry, Business and Commerce"
(5th Chapter of 'Asian Integration Initiative Series of Borderless Asia')
at Hotel Pullman, Kuala Lumpur City Centre, Malaysia
on January 06, 2024

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. The International Conference on "Trans Asian Integration of Industry, Business and Commerce" will focus on the major aspects of economic, social and business dynamics taking care of the issues of homogeneity, prospect-multiplicity, new generation technology, adaptiveness to emerging global trends, creating a homogeneous equal society and furthering the spirit of human progress on the terms of mutual respect, mutual hand-holding, collective emergence and new dimensions of human living through creation of interdependence and distributive happiness.

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

संगच्छध्वं संवदध्वं सं वो मनांसि जानताम् ।

देवा भागं यथा पूर्वे सञ्जानाना उपासते ॥

"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 among Asian nations and enterprises.

With sincere thanks and regards,

R P Banerjee

Prof. (Dr.) R P Banerjee

Ideator & Convener of Asian Integration Initiative Series of Borderless Asia

Chairman & Director, EILM-Kolkata- Outstanding Business School of the Eastern India



Trans-Asian Integration of Industry, Business and Commerce

5th Chapter of 'Asian Integration Initiative Series of Borderless Asia'

at Hotel Pullman, Kuala Lumpur City Centre, Malaysia on January 06, 2024



The fight between the Wall Street Journal and a group of Senators in the United States of America regarding the misuse of Crypto-Currency by the destructive forces and having raised funding of trading of Bit-Coin for buying and arranging certain deadly missiles from two international sources has risen eyebrows again on the actual efficiency of Crypto Currency in the world. The US Treasury and Senate may review the current structure and trading process of the digital non-identified currency to have a flow across the trade and business in the world. As of now the Crypto power to create a value equivalence in the dominant trading and currency in the world will be the major thrust and impact factor on the trade and industry process for translatory and circulatory roles. On the other hand, the World Trade Organization(WTO) having mechanism and process triggered by the International Monetary Fund(IMF) and the allocations of all development finances and through development of Asian Development Bank, European Region Development Bank and others of the kind, has to undergo a series of restructuring, reorientation and repositioning.

This is not yet certain that distribution mechanism may occur again in the current process of funding trades drawn inclination towards that but the industry, trade and business in Asia has a significant impact on the currency and trading process available and in place in Europe and North American region with a direct and indirect impact on the global institutions.

It is now going to be a moment when the Asian economies will not have options but to join hands to create a homogeneity and collective force for sustainable and winning business proposition to stay and grow in the global process of trade, commerce and industry.

It is in this context, all the invisible forces making a significant and strong impact on the global network of industry, business and commerce pushing strong the forces of reallocations and redistributions from economies and within the region and also without. Trans Asian Business, Industry and Commerce has become a need of the hour. It is no longer a theme at conceptual level but it is going to have a transactory role in the fiscal and regulatory in the national and in the regions connected to the business and trade-flow from Asia.

We initiated the program for Asian Integration as a series initiated from 2016 and has its first Chapter in the year 2018 at Bangkok, Thailand then in the year 2019 at Singapore, in the year 2020 at Kolkata, India and after that in the year 2022 at Bangkok, Thailand and this time in early 2024 the 5th Asian Integration Initiative Series of Borderless Asia is going to happen at Kuala Lumpur, Malaysia.

This is not only a movement in papers but actually is going to create and maintain a global movement wherein the voices from Asia will be surely and on a significant note hear by the auditory system on global business.

I, on behalf of Asian Integration Forum, urge upon to put your mind into this phenomenon to create your ideas and contribute your effective and intelligent thought to give a shape to this movement. The fundamental belief is that which was echoed more than twenty thousand years ago by the sages of Vedic period in India that the mind should come together, and heart to respond together and hands should join together.

समानी व आकूतिः समाना हृदयानि वः ।
समानमस्तु वो मनो यथा वः सुसहासति ॥

samānī va ākūtiḥ samānā hṛdayāni vaḥ ।
samānamastu vo mano yathā vaḥ susahāsati ॥

[Time has arrived now to actually implement the cherished thoughts of Vedic Sages echoed 20 thousand years ago and now in the world for the realistic benefit and growth for human civilization]



SEGi
University &
Colleges

**SEGi University & Colleges,
Malaysia**



SEGi's History

SEGi University and Colleges first opened its doors as Systematic College in 1977 in the heart of Kuala Lumpur's commercial district; offering globally recognised professional qualifications. Since then, SEGi has experienced significant growth by adapting and catering to an increasing demand for tertiary education and professional qualifications in Malaysia. Known as one of the largest private higher education providers in Malaysia, SEGi now serves 16,000 students in five major campuses located in Kota Damansara, Kuala Lumpur, Subang Jaya, Penang, and Sarawak.

Acknowledging the highly competitive job market when climbing the career ladder, SEGi now offers a new breakthrough platform known as SEGiUniDigital. SEGiUniDigital enables working adults to upgrade their qualifications whilst accommodating their work schedule; hence fulfilling work-life balance.

VISION

SEGi will place quality education within the reach of willing minds and natural talents

MISSION

To be the premier regional higher education provider offering quality employability-based international programmes on accessible terms; delivered through the most innovative technologies and student-centric learning techniques

OUR BRAND PROMISE

The one thing we vow to uphold to all our stakeholders is to guide the experiences that SEGi offered from our advertisings to our products and services.

<https://www.segi.edu.my/>





Universitas Pancasakti Tegal (UPS), Indonesia



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.

UPS Tegal has 7566 Student, 19350 University Alumni, 360v Lecturers and Employees, and 25 Study programs.

Universitas Pancasakti Tegal has 6 faculties and postgraduate programs with a total of 25 active study programs consisting of 18 undergraduate study programs, 3 diploma study programs, 1 professional teacher program for 5 fields of study and 3 master's study programs.

University accreditation is B. There are 3 study programs accredited Unggul (Outstanding/A+); Law, Accountancy, and Science Education Program. At present Universitas Pancasakti is preparing to be accredited Unggul in 2024.





Pathumthani University, Thailand



University History

Established in 1999, Pathum Thani University (PTU) is one of the most renowned private universities in Thailand proudly acclaimed by the Ministry of Higher Education as a prestigious institution. PTU is committed to academic excellence that can be applied globally to spread wisdom and build strong communities.

Seizing the opportunity to further the development of the nation, PTU was created to increase accessibility to higher education, aiming to create equitable opportunities for the people providing real-life skills in and out of the classroom. Since its inception, PTU has grown to include 14 affiliated institutions all over Thailand. Unified by a mission to equip students with academic excellence, advanced applied professional skills, and virtuous ethics in life, PTU faculty and staff are driven to proudly serve the institute and its students.

PTU is determined to produce graduates that have a pulse on what is trending in society to have an edge and perspective that is innovative and agile. This goes hand in hand with evoking passion into the hearts of the graduates to improve the society around them. PTU looks to the future to remain competitive, while preserving Thai arts and culture to maintain the best parts of what it means to be Thai. PTU integrates arts and culture in to the program because of Thailand's impressive history. Thailand is the only Southeast Asian nation to retain its independence through the period of Western colonialization. This has led to a cultural authenticity and general openness among Thais to foreign cultures not found throughout the rest of the Southeast Asian region. PTU strives to keep this cultural authenticity and invites students to experience it for themselves. PTU's curriculum changes the way that graduates think by carefully equipping them academically, professionally, and ethically.

University Philosophy

- Academic Knowledge
- Morality
- Implementation

University Vision

Pathum Thani University (PTU) aspires to attain academic excellence in all the programs offered to the students with highly qualified faculty and dedicated staff who offer corporate training programs and industry experience.

In this competitive global environment, the university strives to influence its programs and activities to match global standards. PTU cultivates global leaders who have the potential to contribute to the betterment of the national and global economy who serve for the larger good of society.

University Goals

1. Provide quality higher education aligned with national standards
2. Produce versatile leaders with practical ability, knowledge, and morality who are a benefit to society
3. Emphasize taking initiative, creativity, and adaptability to endure an everchanging society and technology.
4. Engage and identify how community service fits into each industry.
5. Encourage research and development to be used in field work and effective policy implementation.
6. Preserve the arts and culture of the nation and promote environmental sustainability.
7. UPS Tegal has 7566 Student, 19350 University Alumni, 360v Lecturers and Employees, and 25 Study programs.
8. Universitas Pancasakti Tegal has 6 faculties and postgraduate programs with a total of 25 active study programs consisting of 18 undergraduate study programs, 3 diploma study programs, 1 professional teacher program for 5 fields of study and 3 master's study programs
9. University accreditation is B. There are 3 study programs accredited Unggul (Outstanding/A+); Law, Accountancy, and Science Education Program. At present Universitas Pancasakti is preparing to be accredited Unggul in 2024.



EILM-Kolkata, India

Eastern Institute for Integrated Learning in Management(EILM)-Kolkata

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Situated at the heart of Kolkata's business-hub EILM-Kolkata is highly focused and a source of professional education for building careers in management. It represents an effective and significant investment in human potential development in India in the evolving context of the world. A specialized centre for professional education, the Institute has been offering full time regular programs since 1995.

EILM, 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. The students at the Institute 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 offers the following courses under UGC Recognized State Govt. University:

Level	Course Name	Course Recognition	Duration (Year)
Doctoral	Ph.D. in Management and Allied Areas	UGC Approved State Govt. University	Minimum 3 years and maximum 5 years
Post Graduate	MBA	UGC Approved State Govt. University	2 years
	MBA in Business Analytics & Data Science	UGC Approved State Govt. University	2 years
Under Graduate	BBA(H)	UGC Approved State Govt. University	4 years
	BBA(H) in Business Analytics	UGC Approved State Govt. University	4 years
	BBA(H) in Hospital Management	UGC Approved State Govt. University	4 years
	BBA(H) in Hotel and Hospitality Management	UGC Approved State Govt. University	4 years
	BBA(H) in IT & ITES	UGC Approved State Govt. University	4 years
	BBA(H) in Media Management	UGC Approved State Govt. University	4 years
	BBA(H) in Sports Management	UGC Approved State Govt. University	4 years
	BCA(H) - Five Different Specializations	UGC Approved State Govt. University	4 years
	BBA(H) in Travel & Tourism Management	UGC Approved State Govt. University	4 years

Currently we are in possession of 5 different Campuses in the following addresses:

- 1.EILM-Kolkata, DN-9, Sector – V, Salt Lake City, Kolkata – 700 091
- 2.EILM-Kolkata, 6 Waterloo Street Campus, Kolkata – 700 069
- 3.EILM-Kolkata, DN-14, Sector – V, Salt Lake City, Kolkata – 700 091
- 4.EILM-Kolkata Jalpaiguri Campus, Rudra Complex, 2nd Floor, Jalpaiguri Siliguri Main Road, Jalpaiguri – 735101
- 5.EILM-Kolkata, Jalpaiguri Campus, Pandapara Kalibari, Porapara Road, Jalpaiguri - 735132

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, PWC, KPMG, DELOITTE, E&Y SERVICE, LOREAL, Coca-Cola, S&P Global, Blackstone, GE, Kellogg's, ITC, Colgate Palmolive, Nestle, ICICI Bank, Axis Bank, Federal Bank, IndusInd Bank, Kansai Nerolac, Asian Paints, MRF Tyres, Luminous, LG, Hindware, Saint-Gobain, BYJU's, Vodafone, Hindalco have regularly recruited students from EILM-Kolkata. The Institute has been conferred with many awards as mark of excellence from reputed forums.

Pre-event Media Coverage “The Telegraph Online Edugraph”



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COLLEGE EVENTS

EIILM-Kolkata To Host International Conference in Malaysia; Read Full Details Here



Our Correspondent

Posted on 28 Dec 2023 17:49 PM



EIILM-Kolkata is all set to host the fifth chapter of the Asian Integration Series of Borderless Asia, titled ‘Trans Asian Integration of Industry, Business and Commerce’ on 6 January 2024 at Hotel Pullman, Kuala Lumpur City Centre, Malaysia.

The Asian management system has always emphasised the need for subjective reality along with objective reality. This philosophy motivates the individual to combine with other individuals to engineer collective activities and contribute to the development of the enterprise. The Chairman and Director of EIILM-Kolkata, Prof.(Dr). R.P. Banerjee had understood the power of a unified Asian philosophy many years before the current trend of Asianism swept through the present-day world. He initiated the Asian Integration Series of Borderless Asia in 2016 with a dream of collective emergence of all Asian nations to achieve global harmony.

More than 100 delegates from 12 nations will participate in this thought-exchange programme. International educationists, industry-experts and policy-makers from different parts of the world, including Cambodia, Singapore, Mongolia, Philippines, Uzbekistan, Indonesia, Sri Lanka, Malaysia, Taiwan, Thailand, Russia shall engage in thought-provoking dialogue to work towards a more unified Asia. 15 students of undergraduate and postgraduate programmes of EIILM-Kolkata will also travel to Malaysia to take part in it.

At a time when lives and livelihoods are being sacrificed at the altar of power, EIILM-Kolkata aims to remind the world of the importance of the Asian ethos of oneness, mutual respect, sense of belongingness and empathy. This unification of spirit can be achieved through unification of purposes. The 5th chapter of the Asian Integration Series, 'Trans Asian Integration of Industry, Business and Commerce' will witness discussions and deliberations among leading scholars, researchers and corporates on the contribution of this philosophy in Asia's business and management endeavours. Prof. (Dr.) Banerjee believes, "It is now going to be a moment when the Asian economies will not have options but to join hands to create a homogeneity and collective force for sustainable and winning business propositions to stay and grow in the global process of trade, commerce and industry.

The previous 4 editions of the Asian Integration Series have been organised by EIILM-Kolkata in Thailand, Singapore and India. The 5th Chapter is being organised in association with Universitas Pancasakti Tegal (UPS), Indonesia, SEGi University & Colleges, Malaysia and Pathumthani University, Thailand. The Telegraph Online Edugraph is the exclusive Digital Media Partner for this Conclave.

Post-event Media Coverage “The Telegraph Online Edugraph”



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EASTERN INSTITUTE FOR INTEGRATED LEARNING IN MANAGEMENT KOLKATA

EIILM-Kolkata Organised the Asian Integration Initiative Series of Borderless Asia in Malaysia



Our Correspondent

Posted on 16 Jan 2024 17:04 PM



International delegates at the inaugural session at Malaysia *Source: EIILM-Kolkata*

An International Conference on 'Trans Asian Integration of Industry, Business and Commerce' was convened on 6 January 2024 at Hotel Pullman, Kuala Lumpur City Centre, Malaysia, where more than 100 delegates from 12 nations shared their dreams of a unified 'borderless' Asia. It was the 5th chapter of the Asian Integration Initiative Series of Borderless Asia organised by EIILM Kolkata.



Unveiling of Conference Brochure at Asia Integration Dinner *Source: EIILM-Kolkata*

Attended by Her Excellency, the Honourable Deputy High Commissioner of India to Malaysia, Ms. Subhashini Narayanan, the conference saw international educationists, industry-experts and business leaders from Cambodia, Mongolia, Philippines, Uzbekistan, Indonesia, Singapore, Sri Lanka, Malaysia, Taiwan, Thailand, Russia and India participate in rich panel discussions, research presentations and deliberations that stressed on the need for collective emergence.

Ideated by the Chairman and Director of EIILM-Kolkata, Prof. Dr. R. P. Banerjee, this initiative promises to harness the power of the Asian philosophy of oneness. Universitas Pancasakti Tegal (UPS), Indonesia, SEGi University & Colleges, Malaysia and Pathumthani University, Thailand partnered with EIILM-Kolkata to organise this conference.



Students of EIILM-Kolkata performing at Asia Integration Dinner at KL Tower, Malaysia Source: EIILM-Kolkata

The Conference Brochure was released at a pre-event Asian Integration Dinner hosted by Prof. Dr. R P Banerjee at the iconic KL Tower, Kuala Lumpur. Malaysia Tourism Promotion Board presented souvenirs to all the delegates at this event.

The Asian ethos of human priority remained the highlight of 'Trans Asian Integration of Industry, Business and Commerce'. The esteemed dignitaries present at the conference explored the role of this Asian philosophy in terms of business and management. 15 students of EIILM-Kolkata travelled to Malaysia to partake in this unification mission of Prof. Dr. Banerjee.



100+ delegates at Hotel Pullman, Kuala Lumpur on 6 January 2024 Source: EIILM-Kolkata

This international conference sounds a clarion call to the academia-ideological community to unite for a common cause. For it is only when Asian nations rise and unite can global harmony be achieved. At a time when the world is suffering friction and faction, EIILM-Kolkata remains committed to Prof. Dr. Banerjee's vision.



EILM-Kolkata, India presents

5th Chapter of 'Asian Integration Initiative Series of Borderless Asia' International Conference on
"Trans-Asian Integration of Industry, Business and Commerce"

in collaboration with



Universitas Pancasila Tegal (UPS), Indonesia



SEGi University & Colleges Malaysia



Pathumthani University Thailand

at | on
 Hotel Pullman, Kuala Lumpur City Centre (KLCC), Malaysia | January 06, 2024, Saturday
 9:00 hrs. onwards

Digital Media Partner:
 The Telegraph Online Edugraph



Radio Partner:
 91.9 Friends FM



at | on
Hotel Pullman, Kuala Lumpur City Centre (KLCC), Malaysia | **January 06, 2024, Saturday**
9:00 hrs. onwards

PROGRAM SCHEDULE (MALAYSIA TIMING)

INAUGURAL SESSION (S ₁)		
TIMING (BKK)	Topic	Guest Speaker/Paper Presenter
09:00 – 09:30 hrs.	Registration	
09:30 – 09:32 hrs.	Introduction by the Emcee	Prof. Diya Banerjee, Assistant Professor, EILM-Kolkata, India
09:32 – 09:38 hrs.	Program Overview & Welcome Address	Dr. Jayanta Saha, Head-Global Outreach, EILM-Kolkata, India
09:38 – 09:50 hrs.	Theme Song: "Song of Asia" composed by Prof. (Dr.) R P Banerjee	Chorus lead by Prof. (Dr.) R P Banerjee , supported by Prof. Chittresh Coomer, Mrs. Sipra Banerjee, Dr. Dimple Bamrah, Dr. Sanchita Saha, Prof. Priyannita Bose and EILM-Kolkata, India's Students - Mr. Indranil Das, Ms. Smarani Banerjee, Mr. Sayantan Majumder & Mr. Arijit Roy Chowdhury.
09:50 – 10:10 hrs.	National Anthems:	→ Malaysia → Cambodia → Indonesia → Mongolia → Philippines → Russia → Singapore → Sri Lanka → Taiwan → Thailand → Uzbekistan → India
10:10 – 10:30 hrs.	Theme Address: "Trans-Asian Integration of Industry, Business and Commerce"	Prof. (Dr.) R P Banerjee , Ideator & Convener of Asian Integration Initiative Series of Borderless Asia & Chairman & Director, EILM-Kolkata, India
10:30 – 10:40 hrs.	Address on the Conference Theme by	Prof. (Dr.) Dipak Kumar Roy , Honourable Vice Chancellor, Raiganj University, India
10:40 – 10:50 hrs.	Address on the topic "Bridging the Gap: Translating Industry Insights into Classroom Learning" by	Prof. (Dr.) Srikumar Chakravarthi Deputy Vice Chancellor (Academic Affairs) & Head of Innovation & New Revenues, SEGi University & Colleages, Malaysia
10:50 – 11:00 hrs.	Address on the topic "The Internationalization of Indonesian Higher Education: A Pathway to Asian Integration in Education" by	Dr. Taufiquilloh, M. Hum Head, ADRI Central Java, Indonesia / Rector of Universitas Pancasila Tegal (UPS), Indonesia
11:00 – 11:05 hrs.	Address on the Conference Theme by	Dr. Chayarnithsarr Khanijor Director of Foreign Affairs, Pathumthani University, Thailand CEO-GBC Overseas Consultants, Thailand
11:05 – 11:30 hrs.	TEA BREAK	

CONCEPT SESSION (S₂): PANEL DISCUSSION - I		
11:30 – 12:10 hrs.	<p>Panel Discussion-I: "The Understanding of the Asian Paradigm in Trade, Industry and Business in the context of Asian Integration"</p> <p>On Chair: Prof. (Dr.) R. P. Banerjee Ideator & Convener of Asian Integration Initiative Series of Borderless Asia Chairman & Director, EILM-Kolkata, India</p> <p>Panelists' names are in alphabetical order</p>	<p>Prof. Bozorov Otabek Rector, University of Economics and Pedagogy, Uzbekistan</p> <p>Dr. Chadchom Ratsameemonthon Director of International Affairs, Hatyai University, Thailand</p> <p>Prof. Chhan Sopheap Director – Asian Institute of Cambodia, Cambodia</p> <p>Dr. Dien Noviany Rahmatika, Dean of Economics and Business Faculty, Universitas Pancasila Tegal, Indonesia</p> <p>Prof. Kozlovskaya Rector, Moscow City University, Samara, Russia</p> <p>Assoc. Prof. Mega Novita, Head of International Affairs, Universitas PGRI Semarang (UPGRIS), Indonesia</p> <p>Prof. (Dr.) R. K. Chauhan Former Secretary, UGC, Govt. of India Former Vice-Chancellor of the following Universities Guru Jambheshwar University, Hisar, Govt. of Haryana, Global Open University, Govt. of Nagaland, Lingaya's University, Faridabad, Siksha 'O' Anusandhan University, Odisha</p> <p>Prof. (Dr.) Srikumar Chakravarthi Deputy Vice Chancellor (Academic Affairs) & Head of Innovation & New Revenues SEGi University & Colleges, Malaysia</p> <p>Dr. Yoga Prihatin, Dean, Teacher Training and Education Faculty, UPS Tegal, Indonesia</p>
CONCEPT SESSION (S₃): PANEL DISCUSSION - II		
12:10 – 12:50 hrs.	<p>Panel Discussion-II: Industry-Academia Partnership in shaping the Future of Leadership and Business</p> <p>On Chair: Mr. S. K. Dutt, Head HR – GI Infotech (Macalvins Group – UK) Sr. Advisor – United Nations UNCTAD Empretec India Sr. Advisor – IIM Mumbai, India</p> <p>Panelists' names are in alphabetical order</p>	<p>Dr. Jacyntha Lo Founder & Chair Lady, Muhibbah Food Bank, Malaysia</p> <p>Mr. Laurence Yap Co-Founder of HR Leaders' Circle Malaysia & Regional HR Advisor Huacomm Telecommunications Sdn Bhd, Malaysia</p> <p>Mr. Maneesh Tripathi CEO & Shareholder, Marble Rocks VCC Fund, Singapore</p> <p>Dr. Marietta Reformado Chairman / President, MWorldwide Holdings (M) SDN. BHD., Kuala Lumpur, Malaysia</p> <p>Mr. Rich Fozi, Director, Group Human Capital & Corporate Strategy, Toyota, Malaysia</p> <p>Professor Dr Selvaraj Oyyan Pillay Chief Executive Officer, UNIMAS, Kuala Lumpur, Learning Centre GIA, Malaysia</p> <p>Dr. Yee Shyi Chang, Chief Advisor, PIDA, Taiwan Technology Ambassador, ICEA, India Chairman, National Assembly, Taiwan</p>

CONCEPT SESSION (S₄): PAPER PRESENTATIONS		
(On Chair: Prof. (Dr.) Dipak Kumar Roy, Prof. (Dr.) R. K. Chauhan & Prof. (Dr.) R. P. Banerjee)		
12:50 – 13:20 hrs.	Paper Presentation – 1: "Local Wisdom as a Response to Economic and Tourism Setbacks: The Case of Dopleng Village's Sustainable Recovery"	by Assoc. Prof. Mega Novita , Head of International Affairs, Universitas PGRI Semarang (UPGRIS)
	Paper Presentation – 2: "A Baby Surviving with Lung Hypoplasia: A Rare Case Report from the Himalayan Foothills"	by Dr. Debajyoti Banerjee , Department of Pediatrics, Himalayan Institute of Medical Sciences, Dehradun, Uttarakhand, India & Dr. Dimple Bamrah , Department of Obstetrics & Gynecology, Himalayan Institute of Medical Sciences, Dehradun, Uttarakhand, India
	Paper Presentation – 3: "Thoughts on Building a Transportation and Logistics Network in Northeast Asia"	by Dr. Khorloo Baatarkhuu Chairman, Mongolian Association of Chinese History and Culture Studies, Mongolia
	Paper Presentation – 4: "Cultural Homogeneity in manpower movement towards creating Value in Asia"	Dr. Abhijit Pakira , Sr. Assistant Professor, Department of Business Administration, The University of Burdwan, West Bengal, India & Mr. Tamal Jyoti Chakraborty from EILM-Kolkata, India
13:20 – 14:35 hrs.	LUNCH BREAK	
CONCEPT SESSION (S₅): PANEL DISCUSSION - III		
14:35 – 15:15 hrs.	Panel Discussion-III: "The Issues of Human Settlement, Education, Health and Services in the context of Asian Integration." On Chair: Prof. (Dr.) R. P. Banerjee Ideator & Convener of Asian Integration Initiative Series of Borderless Asia Chairman & Director, EILM-Kolkata, India Panelists' names are in alphabetical order	Dr. Avinandan Taron , PhD Researcher – Investment and Institutional Analyst for RRR Business Development International Water Management Institute – Colombo, Sri Lanka Prof. Barakaev Nusratilla Rector Rector of Renaissance University of Education, Uzbekistan Mr. Chea Samphot Vice-director in charge of Academic Affairs and International Relations, Asian Institute of Cambodia, Cambodia Prof. Elchin Gashimov Vice President, Moscow City University Samara, Russia Prof. G. Parvadhavardhini , Professor, EILM-Kolkata, India Assoc. Prof. Dr. Ratneswary A/P V Rasiyah SEGi University & Colleges, Malaysia Dr. Taufiqulloh, M. Hum Head, ADRI Central Java, Indonesia / Rector of Universitas Pancasakti Tegal (UPS), Indonesia Dr. Tiffany Ruth R. Qunitip , Dean-College of Management DMMMSU, Philippines
CONCEPT SESSION (S₆): ROUND TABLE PAPER PRESENTATIONS		
(On Chair: Dr. Taufiqulloh, M. Hum, Prof. Sebastian Fashiono Albert & Prof. (Dr.) R. P. Banerjee)		
15:15 – 16:00 hrs.	Topic 1: "South Asia Subregional Economic Cooperation – A Strong Step towards Borderless Asia"	by Dr. Abhijit Pakira , Sr. Assistant Professor, Department of Business Administration, The University of Burdwan, India & Ms. Balaka Roy , PG Student, Department of Political Science, Babasaheb Bhimrao Ambedkar University, India
	Topic 2: "Green Technology: Emerging Technology— Creative AI, Incubation"	by Prof. Satyajit K. Vidyarthi , Prof. Priyabrata Choudhury , Prof. Priyadarshini Chatterjee , Prof. Pooja Ghosh , Mr. Sudipto Bhattacharjee (Student) of EILM-Kolkata, India

Topic - 3: "Globalization of Spirit to create a homogenous process of Corporatization among Asian Nations"	by Dr. Jayanta Saha, Dr. Sanchita Saha, Prof. Priyannita Bose, Prof. Diya Banerjee, Mr. Shanti Gopal Hazra, Mr. Tushar Rana (Student) of EILM-Kolkata, India
Topic - 4: "Red Technology: Matured Technology— Robotics, Machine Learning, Big Data and Data Analytics"	by Prof. Anik Raha Roy, Prof. Gangotri Chakraborty, Prof. Saurav Mitra, Prof. Rajib Kumar, Prof. Torsha Maitra, Ms. Tanushree Auddy(Student), Mr. Arijit Roy Chowdhury(Student) of EILM-Kolkata, India
Topic - 5: "Digitization in Process Management in the Service Sector"	by Prof. Supriya Paul, Prof. Abhijit Ghosh, Prof. Sayani Chatterjee, Dr. Somali Chakraborty, Ms. Puja Neogi, Ms. Rajeswari Das(Student) of EILM-Kolkata, India
Topic - 6: "Asian Socio-Cultural Perspective of HR"	by Dr. Anupriyo Mallick, Dr. Chitra Paul. Prof. Mithila Roy Bardhan, Prof. Utshab Sinha Roy, Dr. Sharmistha Ghosh, Ms. Shreyasi Dutta(Student) & Mr. Rajdeep Ray (Student) of EILM-Kolkata, India
Topic - 7: "Asiatic Mode of Marketing for Manufactured Products"	by Prof. (Dr.) Suman Kumar Dawn, Dr. Surajit Ghosh Dastidar, Prof. Sudipta Mitra, Prof. Chittresh Coomer, Dr. Kaushik Paul, Mr. Indranil Das(Student), Mr. Sayantan Majumder(Student) of EILM-Kolkata, India
Topic - 8: "Issues of inequality in Asian context"	by Dr. Sarmistha Biswas, Prof. Smarajit Sengupta, Prof. Aratrika Roy Chowdhury, Prof. Saswati Bhattacharya, Ms. Sneha Das(Student), of EILM-Kolkata, India
Topic - 9: "Homogeneity and inclusiveness in the cultural and social framework of Asian Minds"	by Prof. Tanima Chatterjee, Prof. Sreemoyee Ghosh, Prof. Patrali Pradhan, Ms. Reshmi Dutta, Ms. Shreya Mukherjee(Student), Ms. Smarani Banerjee(Student) of EILM-Kolkata, India
Topic - 10: "Identifying the core issues towards employment and value creation in the unorganised sector in Asian context."	by Dr. Rajib Kumar Das, Dr. Prem Raj Kharbanda, Prof. Dalia Sharma, Prof. Arpita Ghosal, Mr. Arnab Dhara(Student), Ms. Swastika Majumder(Student) & Ms. Aditi Singh(Student) of EILM-Kolkata, India

VALEDICTORY SESSION (S-7): AWARDS, CERTIFICATES, VOTE OF THANKS, INTERACTIONS

16:00 – 16:20 hrs.	Closing Ceremony, Certificate Distribution	by Dr. Chayarnithsarr Khanijor Director of Foreign Affairs, Pathumthani University, Thailand CEO-GBC Overseas Consultants, Thailand
		Prof. (Dr.) Dipak Kumar Roy, Honourable Vice Chancellor, Raiganj University, India
		Prof. (Dr.) R P Banerjee Chairman & Director of EILM-Kolkata, India
		Mr. Sebastian Fashiono Albert, Registrar SEGi University & Colleages, Malaysia
	Names are in alphabetical order	Dr. Taufiqulloh, M. Hum Head, ADRI Central Java, Indonesia / Rector of Universitas Pancasakti Tegal (UPS), Indonesia
16:20 – 16:25 hrs.	Vote of Thanks	Prof. Supriya Paul, Assistant Professor, EILM-Kolkata, India
16:25 – 16:45 hrs.	International Socializing & Interpersonal Interactions over Closing Tea/Coffee	All Dignitaries and Participants

शुभाशिशम् धन्यवादम्

(Subhashisham Dhanyabadam)

Wish your glory and happiness, thanks...

Malaysia Tourism Promotion Board



Udaan Holidays Pvt. Ltd.



Decalogue Communications Pvt. Ltd.



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 with 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 hold 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 Sukhinath
 Sarve Santu Niramayah”
 Let all be happy and well
 Asia calls.....Rise Unite.
 Asia.....Asia.....Asia.



Mrs. Sipra Banerjee



Dr. Sanchita Saha



Prof. Chittresh Coomer



Dr. Dimple Bamrah



Prof. Priyannita Bose



Mr. Indranil Das



Mr. Sayantan Majumder



Ms. Smarani Banerjee



Mr. Arijit Roy Chowdhury



THEME SONG:

"Song of Asia" Composed and Chorus lead by Prof. (Dr.) R. P. Banerjee, Chairman & Director EIILM-Kolkata and sung by all the participants and dignitaries at the 4th Chapter of "Trans-Asian Marketing Conclave" held at Novotel, Bangkok, Thailand on 3rd November 2022

Asia Integration Forum

Golden rays of the Sun touch the soil of Asia to begin with the day of global tour. As the day rolls on, it faces the realities in the worlds of the Middle and the West. Global life historically has differentiated itself among various kinds of tastes, preferences, choices and attitudes. The sustenance for growing and blossoming in the world has emerged from the soil, the cosmic endowment of climate, the void and transactions among the linear and vertical peers across the globe.

At the dawn of civilization the Vedic call of wisdom from Bharat had its transmittance and growth in newer forms of thoughts for civilized living and cultivating and adhering truth of the supreme through the cosmic realities into the forms and structures of minds and habitants. Differentiated wisdom of life grew at different plateaus of the earth system encircled by the related flora and fauna and sustained by the oceans and infinite air.

However, the seeds of discrimination and differentiation grew pertaining to the soils and geographical localities. The continents emerged through the natural process and phenomenon have created their identities with certain specific uniqueness, while being universally common with others in other geographical spread. Among the others, Asia distincts out with certain specialised features:

- Prioritization of human being over others.
- Search for intrinsic truth within the human content while transacting with the rest of the world.
- Interiorization as a process and spirit with a priority over exteriorization.

It is in this context, Asia deserves a unified focus to help the remaining part of the globe sustain and glow with homogeneous collectively. Economic, financial and functional realities would always converge to the spirit of human being for the purpose of creating a sustainable, homogeneous global system with focus on the spirit of mutual friendliness and equality.

Asia thus deserves becoming a unified entity with a voice and spirit of oneness to spread the same across the remaining part of the globe and help the human society become more intrinsically human with noble attributes.

THUS ASIAN INTEGRATION REQUIRES TO BE A REALITY.

I, on behalf of this spirit of things, invite all noble souls of the human society in general and Asian society in particular, to combine, collate, collaborate and get unified towards creating an Integrated Asia.

Prof. (Dr.) R. P. Banerjee

Ideator and Convener of Asian Integration-Initiative Series of Borderless Asia & Chairman & Director, EIILM-Kolkata, India



Pre Conference Dinner of The 5th Chapter of
'Asian Integration Initiative Series of Borderless Asia'
on 5th January 2024 at KL Tower, Malaysia





EILM-Kolkata, India presents

5th Chapter of 'Asian Integration Initiative Series of Borderless Asia' International Conference on
"Trans-Asian Integration of Industry, Business and Commerce"
in collaboration with



*Universitas Pancasila
Tegal, Indonesia*



SEGi
University &
Colleges

*SEGi University
Malaysia*



*Pathumthani University
Thailand*

INAUGURAL SESSION (S₁)

Registration

Introduction: by the Emcee Prof. Diya Banerjee, Assistant Professor, EILM-Kolkata, India

Program Overview & Welcome Address: Jayanta Saha, Head-Global Outreach, EILM-Kolkata, India

Theme Song: "Song of Asia" composed by Prof. (Dr.) R P Banerjee: Chorus lead by Prof. (Dr.) R P Banerjee, supported by Prof. Chittresh Coomer and others.

National Anthems: Malaysia, Cambodia, Indonesia, Mongolia, Philippines, Russia, Singapore, Sri Lanka, Taiwan, Thailand, Uzbekistan, India

Theme Address: by Prof. (Dr.) R P Banerjee, Ideator & Convener of Asian Integration Initiative Series of Borderless Asia & Chairman & Director, EILM-Kolkata, India

Address: by Prof. (Dr.) Dipak Kumar Roy, Honourable Vice Chancellor, Raiganj University, India

Address: by Prof. (Dr.) Srikumar Chakravarthi, Deputy Vice Chancellor (Academic Affairs) & Head of Innovation & New Revenues, SEGi University & Colleages, Malaysia

Address: by Dr. Taufiqulloh, M. Hum Head, ADRI Central Java, Indonesia / Rector of Universitas Pancasila Tegal (UPS), Indonesia

Address: by Dr. Chayarnithsarr Khanijor, Director of Foreign Affairs, Pathumthani University, Thailand CEO-GBC Overseas Consultants, Thailand

Conference Registration



Inaugural Session Proceedings



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



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



"Song of Asia" composed by Prof. (Dr.) R P Banerjee: Chorus lead by Prof. (Dr.) R P Banerjee, supported by Prof. Chittresh Coomer, Dr. Sanchita Saha, Prof. Priyannita Bose and EILM-Kolkata, India's Students - Mr. Indranil Das, Ms. Smarani Banerjee, Mr. Sayantan Majumder & Mr. Arijit Roy Chowdhury.



National Anthems:
Malaysia, Cambodia, Indonesia, Mongolia, Philippines, Russia, Singapore, Sri Lanka, Taiwan, Thailand, Uzbekistan, India



Theme Address: by Prof. (Dr.) R P Banerjee, Ideator & Convener of Asian Integration Initiative Series of Borderless Asia & Chairman & Director, EILM-Kolkata, India



Presents

"Trans-Asian Integration of Industry, Business and Commerce" CONCEPT SESSION (S₂): PANEL DISCUSSION - I

"The Under4standing of the Asian Paradingm in Trade, Industry and Business in the context of Asin Integration"



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



Mr. Bozorov Otabek
Rector, University of Economics
and Pedagogy, Uzbekistan



Dr. Chadchom Ratsameemonthon
Director of International Affairs,
Hatyai University, Thailand



Prof. Chhan Sopheap
Director – Asian Institute of
Cambodia, Cambodia



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



Prof. Kozlovskaya
Rector, Moscow City University,
Samara, Russia



Mr. Maneesh Tripathi
CEO & Shareholder Marble Rocks
VCC Fund, Singapore



Mega Novita
Associate Professor,
Universitas PGRI Semarang,
Indonesia



Prof. (Dr.) R. K. Chauhan
Former Secretary, UGC,
Govt. of India



Prof. (Dr.) Srikumar Chakravarthi
Deputy Vice Chancellor (Academic Affairs)
& Head of Innovation & New Revenues
SEGi University & Colleges, Malaysia



Dr. Yoga Prihatin,
Dean, Teacher Training and Education
Faculty, UPS Tegal, Indonesia



In alphabetical order





Presents

"Trans-Asian Integration of Industry, Business and Commerce"

CONCEPT SESSION (S₃): PANEL DISCUSSION - II

Industry-Academia Partnership in shaping the Future of Leadership and Business



On Chair: Mr. S. K. Dutt
Head HR – GI Infotech (Macalvins Group – UK)
Sr. Advisor – United Nations UNCTAD
Empretec India Sr. Advisor – IIM Mumbai, India



Mr. Anthony Raja Devadoss
Country Managing Director,
Korn Ferry, Malaysia



Dr. Jacyntha Lo
Founder & Chair Lady, Muhibbah
Food Bank, Malaysia



Mr. Laurence Yap
Co-Founder of HR Leaders' Circle
Malaysia & Regional HR Advisor Huacomm
Telecommunications Sdn Bhd, Malaysia



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



Mr. Rich Fozi
Director, Group Human Capital &
Corporate Strategy, Toyota Malaysia



Professor Dr Selvaraj Oyyan Pillay
Chief Executive Officer, UNIMAS,
Kuala Lumpur, Learning Centre GIA,
Malaysia



Dr. Yee Shyi Chang
Chief Advisor, PIDA, Taiwan
Technology Ambassador, ICEA, India
Chairman, National Assembly, Taiwan







EILM-Kolkata, India presents

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*Universitas Pancasakti
Tegal, Indonesia*

in collaboration with



*SEGi University
Malaysia*



*Pathumthani University
Thailand*

CONCEPT SESSION (S₄): PAPER PRESENTATIONS

Paper Presentation – 1:

"Local Wisdom as a Response to Economic and Tourism Setbacks: The Case of Dopleng Village's Sustainable Recovery."

by **Assoc. Prof. Mega Novita**, Head of International Affairs, Universitas PGRI Semarang (UPGRIS)

Paper Presentation – 2:

"A Baby Surviving with Lung Hypoplasia: A Rare Case Report from the Himalayan Foothills"

by **Dr. Debajyoti Banerjee**, Department of Pediatrics, Himalayan Institute of Medical Sciences, Dehradun, Uttarakhand, India & **Dr. Dimple Bamrah**, Department of Obstetrics & Gynecology, Himalayan Institute of Medical Sciences, Dehradun, Uttarakhand, India

Paper Presentation – 3:

"Thoughts on Building a Transportation and Logistics Network in Northeast Asia"

by **Dr. Khorloo Baatarkhuu**, Chairman, Mongolian Association of Chinese History and Culture Studies, Mongolia

Paper Presentation – 4:

"Cultural Homogeneity in Manpower Movement towards Creating Value in Asia"

by **Dr. Abhijit Pakira**, Sr. Assistant Professor, Department of Business Administration, The University of Burdwan, West Bengal, India & **Mr. Tamal Jyoti Chakraborty** from EILM-Kolkata, India

Local Wisdom as a Response to Economic and Tourism Setbacks: The Case of Doplang Village's Sustainable Recovery



Mega Novita

Associate Professor, Universitas PGRI Semarang, Indonesia

Abstract: Amid the unprecedented challenges faced by the global tourism industry during the COVID-19 pandemic, the need for innovative recovery strategies has become imperative. This study focuses on the unique context of Doplang Village, a potential tourist destination deeply impacted by the pandemic, to address the specific challenges of sustainable recovery. Identifying a critical research gap in post-pandemic revival strategies, the research aims to explore effective approaches for ensuring the long-term sustainability of tourism businesses.

Employing a mixed-methods approach, the study utilizes qualitative and quantitative data collection methods, including surveys, interviews, and secondary sources. The findings reveal a comprehensive set of strategies, encompassing community involvement, digital marketing, infrastructure enhancement, cultural preservation, and economic diversification. The successful implementation of these strategies in Doplang Village is expected to result in positive outcomes, including increased tourist arrivals, economic improvement, and strengthened cultural preservation. Notably, the impact extends beyond immediate recovery, contributing to the resilience and sustainability of the post-pandemic tourism sector.

This study offers valuable insights for policymakers, businesses, and local communities navigating the challenges of rebuilding and sustaining the tourism industry post-pandemic. The integration of local wisdom with innovative strategies positions Doplang Village as a model of successful recovery, providing practical approaches to overcome disruptions and ensuring a robust and sustainable tourism future.

Keywords: sustainable tourism recovery; post-pandemic strategies; tourism business resilience; community involvement; cultural preservation

“A Baby Surviving with Lung Hypoplasia: A Rare Case Report from the Himalayan Foothills”



Dr. Debajyoti Banerjee

Department of Pediatrics, Himalayan Institute
of Medical Sciences,
Dehradun, Uttarakhand, India



Dr. Dimple Bamrah

Department of Obstetrics & Gynecology,
Himalayan Institute of Medical Sciences,
Dehradun, Uttarakhand, India

Abstract : Pulmonary or lung hypoplasia is among a wide range of phenomena presented by underdeveloped tissues of the lung. This extremely rare but lethal medical condition is characterized by the incomplete growth of the lungs that consequently affects a child's development and also hampers the development of other organ systems. We report a full-term male neonate who was born who cried immediately after birth, but presented with respiratory failure within 24 hours after birth. Chest X-ray confirmed right lung hypoplasia despite advanced ventilator support.

Antenatally, The fetus was detected to have right lung hypoplasia with right kidney pyelectasis and Cardiac dextroversion on antenatal scan. The baby had respiratory failure within 24 hours after birth and hence was kept on invasive mechanical ventilation. CT Pulmonary angiography was suggestive of right lung hypoplasia with congenital heart disease (overriding of origin of aorta was seen likely to be communicating with both left ventricle and right ventricle.) A 2D Echocardiography revealed dextrocardia, Right ventricular hypertrophy, Patent Fossa Ovalis, small sub aortic VSD, small PDA.

Baby also had Persistent pulmonary hypertension of the newborn which was managed conservatively. Baby was weaned off from invasive mechanical ventilation after 6 days of birth and Oxygen support was given through Hot humidified high flow nasal cannula. The Oxygen support was gradually weaned off by a week of intensive care stay. Gradually Orogastric feeds were started after weaning from IV fluids. Ultrasound abdomen was suggestive of right hydronephrosis which had led to persistent Multi drug resistant Klebsiella followed by Enterococci urosepsis after a week of birth. The Multi drug resistant Urinary tract infections were managed conservatively by high grade antibiotics. The baby had a stay of 27 days in the Neonatal Intensive care and was gaining weight and accepting feeds well and hence was discharged on supportive medications.

Later the same baby presented to us on two occasions in the Pediatric emergency, once at three and half months of age and again at 4 months of age. On both occasions the baby was diagnosed with Bronchiolitis and was discharged with conservative management.

The baby is currently past 5 months old, on top feeds and on room air. Though the baby has recurrent episodes of respiratory infections because of almost absent or hypoplastic lung tissue of the right lung with associated cardiac defects, the survival of the baby beyond the neonatal period is itself a thing in rarity. The baby may have the propensity to develop recurrent sepsis or respiratory and urinary tract problems as he grows up. This case report aims to describe a rare condition occurring in neonates with various clinical pictures and presentations to aid future early detection to achieve better diagnostic outcomes.

Thoughts on Building a Transportation and Logistics Network in Northeast Asia



Khorloo BAATARKHUU

Sinologist, Chairman Mongolian Association of Chinese History and Culture Studies,
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Abstract: Use China-Mongolia cooperation to promote prosperity and stability in Northeast Asia. In the future, China-Mongolia cooperation will definitely extend to Northeast Asia and even wider levels. The construction of the "Eastern Railway" is not only a bridge for economic and trade cooperation between China, Mongolia and Russia, but also a link for peace, development and stability in Northeast Asia. After the Choibalsan-Khoot-Biqigtu railway is completed, it will form a railway corridor surrounding China, Mongolia and Russia. This railway corridor is based on the "Hai Chi Qiao" sub-regional international cooperation golden triangle and will radiate out A "China-Mongolia-Russia Economic Circle". The "China-Mongolia-Russia Economic Circle" is connected with the "Greater Tumen Initiative" and the "Intergovernmental Agreement on the Pan-Asian Railway" and the "Intergovernmental Agreement on the Pan-Asian Highway" to form the "Northeast Asia Economic Circle" infrastructure interconnection network, which will provide Mongolia with Provide more convenient international channels for national economic development. It is recommended that the Mongolian government include the "Eastern Railway" as a priority project in the construction of the "China-Mongolia-Russia Economic Corridor" between China and Mongolia, and construction of the China-Mongolia-Russia Eastern Railway Corridor is a key project for China-Mongolia and Northeast Asian economic and trade cooperation.

“Cultural Homogeneity in Manpower Movement towards Creating Value in Asia”

by Dr. Abhijit Pakira, Sr. Assistant Professor, Department of Business Administration,
The University of Burdwan, West Bengal, India &
Mr. Tamal Jyoti Chakraborty, EILM-Kolkata, India



Dr. Abhijit Pakira



Mr. Tamal Jyoti Chakraborty

Abstract: Culture plays a very important role in management of human resources across the globe. Business is transcending the geographical and political boundaries of the countries. Domestic and national businesses are becoming international in nature. In quest for better and bigger market companies are entering into International Business. Business organisations are not only transcending the geo-political boundaries, human resources are also crossing the borders of the parent countries. Manpower be it skilled, semi skilled or unskilled are moving from one country to another country in search for better employment as well as for better and greater standard of living. Parent Country Nationals are becoming expatriates. To cater to the growing need of domain-specific, area-specific and subject-specific manpower human resources of one country are moving to another country. Thus manpower movement has become the need of the hour. It is increasing day after days. These human resources are nationals of the different countries. They follow different cultures and speak different languages. Cultural diversities are there. But for the success and growth of the organisations unity in diversities is very important and essential. Cultural homogeneity helps better and smooth movement of the human resources. Parent Country Nationals have a feel good factor when they move to a Host Country and start working with the Host Country Nationals. In this research study an attempt has been made to explore the importance of cultural homogeneity in manpower movement in SAARC(South Asian Association for Regional Cooperation) member countries i.e. India, Bangladesh, Sri Lanka, Nepal, Bhutan, Maldives, Afghanistan and Pakistan. There are a lot cultural similarities as well as cultural dissimilarities among these countries. Among the SAARC Member countries international trade and commerce is going on all around the year through Land Ports, Sea Ports and Air Ports. These places employ all lot of human resources. Many skilled, semi skilled and un skilled manpower are engaged in both formal and informal trade among these countries. Among all the SAARC member countries India is emerging as a Super Economic Power in the region. Many Indian Multi National Corporations like TATA, Reliance, ITC, Dabur, Patanjali are expanding their business activities in different SAARC countries employing all lot of PCN (Parent Country Nationals), HCN(Host Country Nationals) as well as TCN(Third Country Nationals). It has been noticed that these organisations are doing cross-cultural management continuously. These organisations are recognising, comprehending and navigating cultural difference within the business world for achieving sustainable growth and development. It has been observed that Regional Cooperation like SAARC, OPEC, EU, BIMSTEC play very important role in manpower movement among the member countries. Time has come before the world leaders to think and act like the European Union (EU) a Boarder less Asia. It is the Need of the Hour and Call of the Future.

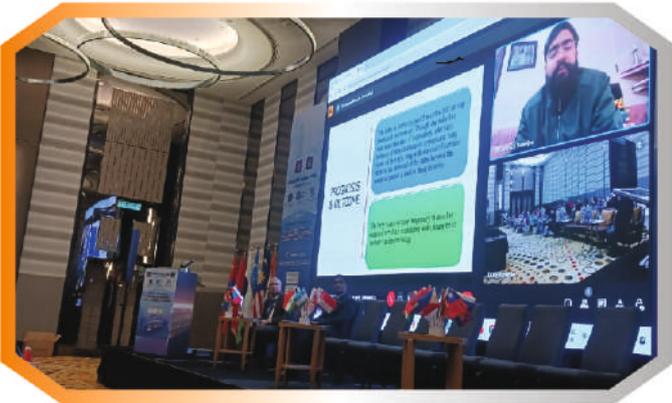
Keywords: Cross Culture, Manpower, Movement, SAARC, PCN, HCN, TCN, Homogeneity.

Paper Presentation – 1



by Assoc. Prof. Mega Novita

Paper Presentation – 2



by Dr. Debajyoti Banerjee & Dr. Dimple Bamrah

Paper Presentation – 3



by Dr. Khorloo Baatarkhuu

Paper Presentation – 4



by Dr. Abhijit Pakira & Mr. Tamal Jyoti Chakraborty



Presents

"Trans-Asian Integration of Industry, Business and Commerce"

CONCEPT SESSION (S₅): PANEL DISCUSSION - III

"The Understanding of the Asian Paradigm in Trade, Industry and Business in the context of Asian Integration"



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



Dr. Avinandan Taron
PhD, Researcher – Investment and Institutional Analyst for RRR Business Development, International Water Management Institute – Colombo, Sri Lanka



Prof. Barakaev Nusratilla
Rector, Rector of Renaissance University of Education, Uzbekistan



Mr. Chea Samphot
Vice-director in charge of Academic Affairs and International Relations Asian Institute of Cambodia, Cambodia



Prof. Elchin Gashimov
Vice President, Moscow City University Samara, Russia



Prof. G. Parvadhavardhini
Professor, EILM-Kolkata, India



Assoc. Prof. Dr. Ratneswary A/P V Rasiah
SEGi University & Colleges, Malaysia

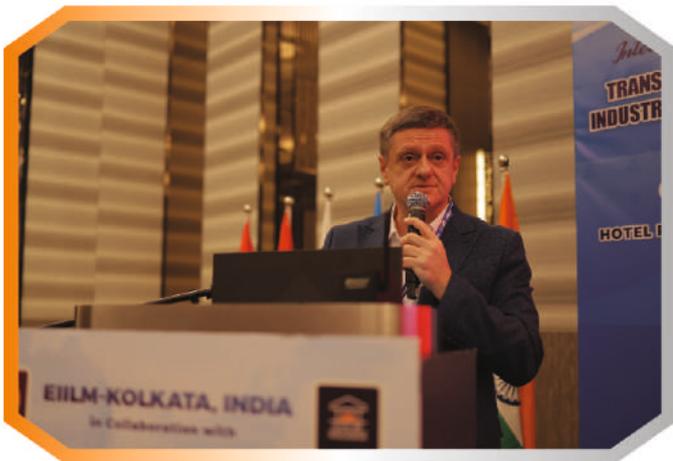


Dr. Taufiqulloh, M. Hum
Head, ADRI Central Java, Indonesia / Rector of Universitas Pancasakti Tegal (UPS), Indonesia



Dr. Tiffany Ruth R. Quintip
Dean-College of Management DMMMSU, Philippines





CONCEPT SESSION (S₆): ROUND TABLE PAPER PRESENTATIONS

Topic – 1:

"South Asia Subregional Economic Cooperation – A Strong Step towards Boarderless Asia"
by **Dr. Abhijit Pakira** from The University of Burdwan Burdwan, India & **Ms. Balaka Roy** from Babasaheb Bhimrao Ambedkar University, India

Topic – 2:

"Green Technology: Emerging Technology¼ Creative AI, Incubation"
by **Prof. Satyajit K. Vidyarthi**, **Prof. Priyabrata Choudhury**, **Prof. Priyadarshini Chatterjee**, **Prof. Pooja Ghosh**, **Mr. Sudipto Bhattacharjee** from EIILM-Kolkata, India

Topic – 3:

"Globalization of Spirit to create a homogenous process of Corporatization among Asian Nation"
by **Dr. Jayanta Saha**, **Dr. Sanchita Saha**, **Prof. Diya Banerjee**, **Prof. Priyannita Bose**, **Mr. Shanti Gopal Hazra**, **Mr. Tushar Rana** from EIILM-Kolkata, India

Topic - 4:

"Red Technology: Matured Technology½ Robotics, Machine Learning, Big Data and Data Analytics"
by **Prof. Anik Raha Roy**, **Prof. Gangotri Chakraborty**, **Prof. Saurav Mitra**, **Prof. Rajib Kumar**, **Ms. Torsha Maitra**, **Ms. Tanushree Auddy**, **Mr. Arijit Roy Chowdhury** from EIILM-Kolkata, India

Topic – 5:

"Digitization in Process Management in the Service Sector"
by **Prof. Supriya Paul**, **Prof. Abhijit Ghosh**, **Prof. Sayani Chatterjee**, **Dr. Somali Chakraborty**, **Ms. Puja Neogi**, **Ms. Rajeswari Das** from EIILM-Kolkata, India

Topic – 6:

"Asian Socio-Cultural Perspective of HR"
by **Dr. Anupriyo Mallick**, **Dr. Chitra Paul**, **Prof. Mithila Roy Bardhan**, **Prof. Utshab Sinha Roy**, **Mrs. Sharmistha Ghosh**, **Ms. Sheyasi Dutta**, **Ms. Aditi Singh** from EIILM-Kolkata, India

Topic - 7:

"Asiatic Mode of Marketing for Manufactured Products"
by **Dr. Suman Kumar Dawn**, **Dr. Surajit Ghosh Dastidar**, **Prof. Sudipta Mitra**, **Prof. Chittresh Coomer**, **Dr. Kaushik Paul**, **Mr. Indranil Das**, **Mr. Sayantan Majumder** from EIILM-Kolkata, India

Topic – 8:

"Issues of inequality in Asian context"
by **Dr. Sarmistha Das**, **Prof. Smarajit Sengupta**, **Prof. Aratrika Roy Chowdhury**, **Prof. Saswati Bhattacharya**, **Ms. Sneha Das** from EIILM-Kolkata, India

Topic – 9:

"Homogeneity and inclusiveness in the cultural and social framework of Asian Minds"
by **Prof. Tanima Chatterjee**, **Prof. Sreemoyee Ghosh**, **Prof. Patrali Pradhan**, **Ms. Reshmi Dutta**, **Ms. Shreya Mukherjee**, **Ms. Smarani Banerjee** from EIILM-Kolkata, India

Topic – 10:

"Identifying the core issues towards employment and value creation in the unorganised sector in Asian context."
by **Dr. Rajib Kumar Das**, **Dr. Prem Raj Kharbanda**, **Prof. Dalia Sharma**, **Prof. Arpita Ghosal**, **Mr. Arnab Dhara**, **Ms. Swastika Majumder**, **Mr. Rajdeep Ray** from EIILM-Kolkata, India

South Asia Subregional Economic Cooperation – A Strong Step towards Boarderless Asia

by Dr. Abhijit Pakira, Assistant Professor, Department of Business Administration,
The University of BurdwanBurdwan, West Bengal, India & Ms. Balaka Roy, PG Student,
Department of Political Science, Babasaheb Bhimrao Ambedkar University,
Lucknow, Uttar Pradesh, India



Dr. Abhijit Pakira



Ms. Balaka Roy

Abstract: The South Asia Subregional Economic Cooperation (SASEC) is a project-based partnership in the South-East Asia. SASEC brings together Bangladesh, Bhutan, India, Maldives, Myanmar, Nepal and Sri Lanka under a single umbrella. This sub regional association has many objectives. They are improving regional prosperity, enhancing economic growth and development and improving the quality of life as well as standard of living of the people of this sub-region. SASEC countries share a common objective of developing trade and commerce, International Business related infrastructure and cooperation by the countries of this region by developing connectivity through Myanmar to the People's Republic of China to the Global Market. SASEC partnering countries bring common objectives. They uphold the interest of this region i.e. South East Asia. With more effective integration regional and sub regional associations like ASEAN, SASEC will make Asia a better place to do business freely and fairly. In this study an attempt has been made to explore the possibilities and roles of SASEC (South Asia Sub regional Economic Cooperation) in South East Asia. The study has found out that SASEC is strengthening Multimodal Cross Boarder Transport boosting up intraregional trade in East and South East Asia. SASEC is developing modern and effective integrated customs administration for these seven countries. It is helping these countries to speed up the movement of goods, vehicles and people across the borders. This process is not only reducing time but also reducing the cost involved. It has been observed that SASEC is developing economic corridors. SASEC Operational Plan 2016-2025 has introduced Economic Corridor Development to boosting sub regional trade and commerce. This plan has brought forwards governments of these seven countries closer. SASEC is helping the partner countries in improving energy security by developing infrastructure and promoting intraregional power trade. SASEC is played a very important and vital role during the Covid-19 time for the protection of health and lives of the people residing in these seven countries. This sub regional association is working against climate change, pandemic and disaster. Information Technology(IT), ITES are also thrust areas of this sub regions. Thus this sub association has brought the partnering countries closure to each others. It has helped the countries to transcend the political boundaries. Now any of these partnering countries can become a partner in the growth and development of other country. It has been possible because of the Asian Development Bank. Up to February 2023 SASEC partnering countries have implemented 79 regional projects amounting to 18.41 Billion US Dollar. Thus it is a very strong, bold and effective step towards a boarderless Asia.

Keywords: SASEC, Sub Regional, Cooperation, Multi Modal Transport, Government, Business, Development.

“Green Technology: Emerging Technology – Creative AI, Incubation”

by Prof. Satyajit K. Vidyarthi, Prof. Priyabrata Choudhury, Prof. Priyadarshini Chatterjee, Prof. Pooja Ghosh, Mr. Sudipto Bhattacharjee, EILM-Kolkata, India



Prof. Satyajit Kumar Vidyarthi



Prof. Priyabrata Choudhury



Prof. Priyadarshini Chatterjee



Prof. Pooja Ghosh



Mr. Sudipto Bhattacharjee

Abstract: Green technology is considered environment friendly based on its production process, its supply chain and its outcome. It refers to clean energy production, use of alternative fuels, and technologies that are less harmful to the environment. Although the market for green technology is relatively young, it has garnered a significant amount of investor interest. Green technology is an umbrella term that describes the use of technology and science to reduce human impacts on the natural environment. It encompasses a wide area of scientific research, including energy, atmospheric science, agriculture, material science, hydrology and AI.

The idea of combining Green technology with AI algorithms can help create a greener and more sustainable world.

Energy optimization: Creating smart grids and optimizing energy usage.

Smart agriculture: Remote sensing, drones using predictive analytics enabling precision agriculture practices.

Predicting deforestation: By using satellite imagery and predicting catastrophic climate change.

AI virtually has found its application in every walk of Business, Health care, Manufacturing, Smart gadgets, Military, Space, Education, Investments etc.

AI can play an important role in healthcare by enhancing diagnosis, treatment, health research, drug development, and governmental public health efforts such as monitoring and outbreak response.

As technology advances, roles of robots in healthcare have become more established, bringing numerous benefits to both healthcare workers and patients; it is also adventurous to both sides. Medical robots can be minimally invasive and precise in diagnosing and giving medical solutions. Robots in medical environment can also help in cleaning and disinfecting, thus reducing and limiting pathogen exposure.

It is essential to ensure that technologies like Artificial Intelligence for Health prioritize ethics and human rights throughout their design, implementation, and utilisation.

Asia is home to more than 4.5 billion people. If we focus on South East Asia alone, the booming economy of this region offers tremendous growth potential, but large and interlinked economic, social and environmental challenges must also be considered. Born-green ventures are growing fast, leveraging both economic and environmental benefits, and such ventures have attracted the attention of both policy makers and venture capitalists, working together towards using AI and Green Technology to make the world and the human life, safe, clean and sustainable.

The objective of this paper is to look into the potential areas where Green technology and AI have not yet been put to use together and seek to answer the following question:

1. How can collaboration between the Asian countries lead to more and more of such successful incubation leading to the wide adoption of AI combined with Green technology?
2. If a business start up does undertake such an investment, how does it benefit the Environment, Healthcare and the economy simultaneously and also engage stakeholders – including governments, international organizations, civil society and academia to cooperate for a Green Tech World?

Keywords: Green technology, AI, Healthcare, Medical Science, Medical Robot, Sustainable Team

“Globalization of Spirit to create a homogenous process of Corporatization among Asian Nation”

by Dr. Jayanta Saha, Dr. Sanchita Saha, Prof. Priyannita Bose, Prof. Diya Banerjee, Mr. Shanti Gopal Hazra, Mr. Tushar Rana, EILM-Kolkata, India



Dr. Jayanta Saha



Dr. Sanchita Saha



Prof. Priyannita Bose



Prof. Diya Banerjee



Mr. Shanti Gopal Hazra



Mr. Tushar Rana

Abstract: Globalization has shifted the world from a ‘collection of nations’ to a ‘collection of networks’. However, corporatization is facing challenges in maintaining its own culture, tradition, and objectives fundamentally developed for the corporates. With an unprecedented increase in social and economic integration across nations, enterprises have begun to recognise the need to create a homogeneous process of corporatization that is built on the spirit of oneness required for long term sustainability of the organization.

Right from the ancient period, Asian nations have been trying to identify the factors of cohesion for creating a homogeneous Asian Mind. While Americanism championed extreme individualism and Europeanism focused on individualism combined with a sense of heroism, Asianism promoted the idea of collectivism and human priority. This homogeneous spirit of Asian philosophy is not only driven by the principle of equality, but it also recognises the importance of collective human unfoldment. This primal Vedic concept of collectivism finds resonance in similar thoughts later echoed by Confucianism and Taoism. Lao-Tzu’s doctrine of yin and yang shows that everything in the universe is connected in a balance of opposite forces, working together to create a harmonious whole, and that nothing makes sense by itself. Kautilya’s ‘Arthashastra’ emphasises the importance of creating a collective and form institutions to engineer collective activities – “Samgachhadhawam Sambadadhawam Samvo Manamsi Janotam”.

These Asian philosophies hold the key to success in the corporate context. Following these principles, it is understood that the true potential of an individual can be harnessed only when one acts out of volition and not imposition. This is reflected in what Peter Drucker calls the spirit of an organisation. He considers it to be healthy when the common employee of the company does the most uncommon thing, not because one was merely instructed to do so, but because one feels responsible for the incremental improvement of the organisation (Drucker, 1985). The Asian management system has always emphasised the need for subjective reality along with objective reality. This philosophy motivates the individual to combine with other individuals to engineer collective activities and ultimately contribute to the development of the organisation. This can only happen when the individual attributes merge with the corporate ones at a nuclear level and create an enhanced climate of collectiveness.

The Tata Group is a classic example of a corporate giant that has assimilated these principles. Their philosophy is: “In a free enterprise, the community is not just another stakeholder in business but is in fact the very purpose of its existence”. Their 5 core values of integrity, responsibility, excellence, pioneering, and unity are derived from the ancient Vedic principles of collaboration, cohesion, and collectivism. Toyota Motors’ principles of learning together and looking after each other create the right kind of environment conducive to enhanced productivity. Samsung, a popular brand of South Korea follows a simple business philosophy i.e. “to devote its talent and technology to create superior products and services that contribute to a better global society”. Hence, corporate governance needs to be premised upon the eternal values discussed in the Mahabharata – you first, me next; let us share the riches and deficits; let us rhythm the spirit of collective emergence; maintain and establish equality, fraternity, unity, shared responsibility; cultivate truth-based thoughts and actions; aspire for realisation of the eternal truth in life. The panacea that our ailing world needs at this moment is a lesson in oneness, a unification of spirit achieved through unification of purposes. This idea of cohesiveness can be achieved with love, mutual respect, care, sense of belongingness and empathy- the five principles of ‘shraddha’ (Banerjee, 2018). The same thought resonates in China as Guanxi, Inhwa in South Korea, Wa in Japan, Nasabah in Indonesia. It is in this context that this paper aims to understand the philosophical roots of this unified Asian mind that brings the spirit of homogeneity of corporatization and long-term sustainability among Asian nations.

Keywords: Collective Mind, Collective Unfoldment, Globalisation, Homogeneity, Sustainability

Red Technology: Matured Technology – Robotics, Machine Learning, Big Data and Data Analytics

by Prof. Anik Raha Roy, Prof. Gangotri Chakraborty, Prof. Saurav Mitra, Prof. Rajib Kumar, Prof. Torsha Maitra, Ms. Tanushree Auddy, Mr. Arijit Roy Chowdhury, EILM-Kolkata, India



Prof. Anik Raha Roy



Prof. Gangotri Chakraborty



Prof. Saurav Mitra



Prof. Rajib Kumar



Prof. Torsha Maitra



Ms. Tanushree Auddy



Mr. Arijit Roy Chowdhury

Abstract: Our paper is based on a review of available Literature on Red Technology which represents a matured technological landscape encompassing robotics, machine learning, big data, and data analytics, offering a wide array of innovative and practical applications. Data science maturity is a measure of how well a company can collect, analyze, maintain, and retrieve data for decision-making. The organization can reach high levels of data maturity when data is embedded into the fabric of the organization. Robotics in Red Technology has evolved to encompass advanced capabilities in automation, autonomous navigation, and collaborative robotics for diverse industries such as manufacturing, healthcare, and logistics. RED technology's other assortment according to certain experts is based on the principles of non-linear dynamics. It denotes a novel approach to drilling by using a controllable and adjustable high-frequency dynamic stress superimposed upon a static stress field. Thus, the technology enhances conventional rotary drilling by introducing an additional dynamic stress; these axial oscillations combine with the rotary motion and increase drilling rates. This causes enhanced economic benefits including faster instantaneous drilling rates, reduced wear; reduced time on well/location, reduced non-productive time due to reduced potential access to energy resources, thought inaccessible or uneconomic hitherto, along with Health and safety gains and opportunity to commercialize.

The field of machine learning has matured (and changed) a lot in the last decade. Machine Learning grew out of artificial intelligence and was a collection of methods learned from data or experience. Regardless of its underlying scientific merits, Red AI as an example, according to some studies isn't sustainable in the long term, due to both environmental concerns and the entry barriers. RedTacton is a Human Area Networking technology using human body surfaces as a safe, high-speed network transmission path. It is distinct from wireless and infrared technologies as it uses the minute electric field emitted on the surface of the human body. Although the idea of constructing an 'eco-city' was mooted first in 1981 the concept remains ever elusive and controversial. "Red" in the biotechnology space deals with medicine while "green" biotechnology deals with food according to European scientists. Research has estimated the carbon footprint of several natural language processing (NLP) models and argues that this trend is both environmentally unfriendly and expensive, raising barriers to participation in NLP research. We refer to this as Red AI. The urban sustainability agenda is engaged at some levels with the two concepts of ecological modernization and urban entrepreneurialism. While they share certain key commonalities, each has largely advanced on its intellectual trajectory. This paper provides an overview of the significant advancements, applications, and challenges of Red Technology and explores its potential impact on industries and society.

Keywords: Red Technology, Big Data, Data science, decision-making, data maturity, Robotics, collaborative robotics, RedTacton, Human Area Networking technology, minute electric field, eco-city, "Red" in the biotechnology, natural language processing, ecological modernization, urban entrepreneurialism, intellectual trajectory

“Digitization in Process Management in the Service Sector”

by Prof. Supriya Paul, Prof. Abhijit Ghosh, Prof. Sayani Chatterjee, Dr. Somali Chakraborty,
Ms. Puja Neogi, Ms. Rajeswari Das, EILM-Kolkata, India



Prof. Supriya Paul



Prof. Abhijit Ghosh



Prof. Sayani Chatterjee



Dr. Somali Chakraborty



Ms. Puja Neogi



Ms. Rajeswari Das

Abstract:

Introduction: “Life first human being first” has been the essential philosophy of Asia. “Asia is known for the priorities given to the life, to the other achievements or the wealth and products” (Banerjee, 2022). Digitization, in simplest words, refers to digital enablement or changing from analogue to digital. This phenomenon of digitization seems to have an immense impact on the process management, particularly in service sector. The transit from digitization to digitalization and from digitalization to Automation to Artificial Intelligence to Chatbots has created such metamorphosis that today, a country has issued legal personhood to a robot. (ref: Sophia, a humanoid robot, has been issued citizenship by Saudi Arabia for being a ‘social’ robot.)

Objective: The service sector encompasses a huge area due to its intangible expansive nature. This paper would predominantly focus on process management in the domain of customer care, keeping in mind the Asian ideology of prioritizing life and humanity. It is a sector that has emerged as one of the major requisites in sustainable development of the business organizations. Business with digital customer support systems have seen an increase in the timeliness of addressing customer issues. Customer satisfaction has gone up by 33% (Source: McKinsey & Co.) with advancement in digital support system.

Findings: Digitisation and digitalisation enhances Customer EXperience (CX) in multiple ways. Not only does it resolve issues precisely faster, but also helps the marketing team to envisage tailor made products or versions without raising the production cost. Crosby, Evans and Cowles, (1987) in their study state that a good buyer-seller relationship enables reductions in uncertainties caused by service failure and negative outcomes. Customer, today, has an array of choices and vast, updated information to ponder upon. Digitalisation is hence the mantra for clarity in handling customer issues. This research paper will try to find out if digitization leads to:

- Empowered decision making
- Reduction of the scope of exploitation/cheating
- Customer is the King phenomenon

Methodology: The researchers, associated with this paper, will attempt to substantiate the findings, through the primary data collected primarily through surveys, questionnaires, content analysis. Secondary sources of data include official and reliable statistical bodies and international survey agencies.

Conclusion: The transformation of digitisation to digitalisation has made Blockchain technology immensely powerful and omnipresent. Back in 2008, when Bitcoin was launched by Satoshi Nakamoto (pseudonym), blockchain was thought to be synonymous with cryptocurrency alone. As the years went by, the economy realised cryptocurrency is just one of the various uses or applications of blockchain technology. While the term blockchain triggers a sense of computer science, it needs to be realised that, it is not confined to security or coding alone. It is like a life changer; an agent of social, economic and political scenario as well. Digitisation, Automation and particularly Blockchain is termed to be the future disruptor (of course in the positive sense of the word) across all sectors of life, primarily finance, economy and polity.

Keywords: digitization, service sector, process management, customer support system, CX, consumer behaviour.

“Asian Socio-Cultural Perspective of HR”

by Dr. Anupriyo Mallick, Dr. Chitra Paul, Prof. Mithila Roy Bardhan, Prof. Utshab Sinha Roy,
Mrs. Sharmistha Ghosh, Ms. Sheyasi Dutta, EILM-Kolkata, India



Dr. Anupriyo Mallick



Dr. Chitra Paul



Prof. Mithila Roy Bardhan



Prof. Utshab Sinha Roy



Mrs. Sharmistha Ghosh



Ms. Sheyasi Das



Ms. Aditi Singh

Abstract: The central theme of the paper is to understand and explore the Asian Socio-Cultural Perspective of people-management system. The field of Human Resource Management has undergone significant transformation in Asia due to the region's economic development. Asian countries experienced various stages of economic development and represent a variety of business systems. The stage of economic development and the industrial strategies adopted critically affects the degree of convergence of HRM practices. The paper identifies that Socio-Cultural perspective significantly impacts the business environment. Socio-cultural perspective is a combination of social and cultural factors. Due to strong interaction that exists between them it is very difficult to assess their separate influence on the business operations in the organization. The Socio-Cultural perspective is one of the main dimensions that immensely affect the economic activities of the organization. Economic success of the Asian countries has often been explained in culturalist terms, as stated by a number of leading writers on Asian Management (Redding, 1995). However, other factors like political, economic and historical influences also set Asian Managerial thinking and practices in general HRM in particular. As diversity of management patterns are found in Asia region, therefore no homogenous Asian HRM model is possible. The paper examines three major domains of traditional philosophical thinking of China namely, Confucianism, Daoism and Bing Fa (War strategies) which depicts the embracing of socio-cultural perspective within organization framework. Apart from these, the virtues and qualities of leadership as emphasized by Confucianism also have been considered which reflect the values creating a unique approach to leadership and organizational dynamics. The author completes the article by highlighting Foa's Resource Exchange Theory stating the Employment relationship both in Asian and Western countries context. Foa's theory defines two major forms of employment relationship that can be distinguished based on the types of resources expected in the employment exchange - a Relational employment relationship versus a Transactional employment relationship. A relational employment relationship is an exchange dominated by particularistic and symbolic resources, such as love, status and information. A relational employment relationship is oriented toward building a long-term relationship where employees are deeply embedded in the organization's culture and network. In contrast, a transactional employment relationship is characterized by exchanges of concrete and universal resources between the employer and employee, such as money, goods and services. In other words, a transactional employment relationship is short-termed in focus, and is guided by the goal of optimizing the economic benefits of both employers and employees. Having expounded on the attributes of the two forms of employment relationship, the authors move on to discuss their influence on HRM. Besides, these the author also focuses on different HRM practices adopted by various Asian countries in order to balance diversified workforce and effective work environment. The authors conclude the article by pointing out that socio culture is an important determinant of shaping HRM practices and also found that HR practices aligned with cultural dimensions can lead to long-term competitive advantage for the organization.

Keywords: Confucianism, Daoism, Bing Fa (War strategies), Transformation HRM, Foa's Resource Exchange Theory.

“Asiatic Mode of Marketing for Manufactured Products”

by Prof. (Dr.) Suman Kumar Dawn, Dr. Surajit Ghosh Dastidar, Prof. Sudipta Mitra, Prof. Chittresh Coomer, Dr. Kaushik Paul, Mr. Indranil Das, Mr. Sayantan Majumder, EILM-Kolkata, India



Prof. (Dr.) Suman Kumar Dawn



Dr. Surajit Ghosh Dastidar



Prof. Sudipta Mitra



Prof. Chittresh Coomer



Dr. Kaushik Paul



Mr. Indranil Das



Mr. Sayantan Majumder

Abstract: There is a greater scope of trade & businesses amongst the ASIAN countries if countries follow borderless trade along their basic marketing values. ASEAN is the world's third most populous economy at present, and the region's consumer market is projected to reach USD4 trillion by 2030. This will create new possibilities for businesses offering higher quality products, greater product choice, and richer experiences to ASEAN consumers. With its 'Act East' Policy, India aims to enhance trade and commerce with its eastern neighborhood, positioning ASEAN as an important player in driving its future growth aspirations. The Indian Government has adopted 'comprehensive strategic partnerships' with ASEAN countries, particularly Indonesia, Malaysia, Singapore, and Vietnam, making more potent economic engagement with bilateral agreement. Besides this, the 'ASEAN-India Plan of Action 2021-25' envisages greater cooperation in regions such as electricity, virtual financial system, food and agriculture, and climate exchange.

As per the survey of PwC on 2021, nearly eighty percent of customers in Thailand are searching to buy eco-friendlier products in the future. Countries along with Singapore, Malaysia, Indonesia, and Thailand are currently witnessing big improvements of their digital sectors. Asian countries have adopted digital marketing and technology to different degrees, influenced by variables such as economic growth, technological advancements, and evolving customer preferences. E-commerce, mobile generation, and social media are crucial in influencing the digital environment in the region. Asia accounted for 52% of global growth in tech-company revenues, 51% of R&D spending, and 43% of start-up funding (McKinsey, 2022). So, it is an emerging tech hub, e.g. in digital innovation, space and defense technologies, fintech, manufacturing, services, telecommunication, logistics, medicines and healthcare, education, and so forth. However, Traditionization has remained hand-in-hand with modernization and localization with globalization (Glocalization). So, marketers need to blend generation with subculture.

In terms of localization, for its store in Penang, Malaysia, IKEA developed a local marketing campaign that celebrates the city's culture through the use of wordplay. The city's dialect, Hokkien, is used for this local opening campaign. Many Hokkien words end with "Kia," so the campaign uses phonetic similarities between some popular Hokkien words and the work at IKEA. In this ad, showing side-by-side images of a chicken and a cabinet with the words "We are not Kay Kia," "We are IKEA." Kay Kia is the Hokkien word for chick. Another execution features a tall guy and the Billy bookcase with the lines, "We are not Lo Kha Kia (a tall guy)." "We are IKEA."

With ASEAN's sizeable market, there is certainly potential for ASEAN to jointly develop "green" product standards that will lead to new product development. ASEAN needs to move toward a borderless regulatory regime for environmental protection. A borderless production and marketing base needs to go hand in hand with an environmentally sensitive, borderless regulatory regime.

Keywords: Trade, Business, Marketing, Market, Globalisation, ASEAN, Borderless

“Issues of Inequality in Asian context”

by Dr. Sarmistha Biswas, Prof. Smarajit Sengupta, Prof. Aratrika Roy Chowdhury,
Prof. Saswati Bhattacharya, Ms. Sneha Das, EILM-Kolkata, India

“Exploring the New Sustainable Inclusive Growth in the context of inequality: Insight from Developing Economies of Asia”



Dr. Sarmistha Das



Prof. Smarajit Sengupta



Prof. Aratrika Roy Chowdhury



Prof. Saswati Bhattacharya



Ms. Sneha Das

Abstract: The world is experiencing another wave of Asian growth (additive not substitutive) which started with post war Japan and South Korea, followed by Greater China (Taiwan & Hong Kong First, then mainland) finally propelled by South & Southeast Asia. Till almost 1990, Asia grew strongly and significantly in poverty reduction and achieved a moderately equitable society. The sustained rapid growth was accompanied by significantly fair income distributions in Hong Kong SAR, Korea, Singapore and Taiwan Province of China (Jain-Chandra et.al, IMF 2016). Asia, especially South & Southeast Asia, is investing in Young Asia (60 % of the world's youth population): whose median age is under thirty. But, significant numbers of youth across the region (from South and South-West Asia, South-East Asia and the Pacific) are confronting with a variety of hindrances in availing their access to education, healthcare and employment. A number of global crises including the global financial crisis, COVID 19 pandemic, Geopolitical tensions and various climatic disturbances have hindered Asian countries from achieving the Sustainable Development Goal. In addition, technological progress, globalization, and market-oriented reform have driven rising inequality in Asia through capital, skill, and spatial biases (Zhuang and others ,2014). In the twenty first century inclusive development (ID) instead of economic growth ensures overall well-being, hence a better measure of national progress. Fall in the inequality in every aspect with and providing better access to different dimensions of life are central to Sustainable Development Goals(SDGs) and World Bank Group's twin goals for 2030. According to World Economic Forum (2017) Income along with wealth inequality, poverty rate and median income are major indicators of ID index (IDI). Inequality in gender and climate are the other two key factors (UNDP, 2022). Though the concept of ID is multidimensional, but any reduction in poverty and inequality is bound to improve inclusiveness (Cerra et al., 2021). The literature in this arena specially on the Asian economics endorses the vital role of both unidirectional, some cases bidirectional relationships among infrastructure investment (WB, 2022), education (R. Boshara et al., 2015), financial inclusion (Hong V et al., 2023, Kumar.S, Jie.Q, 2023, Corrado.C, 2015, Klapper et al., 2015, Shihadeh 2018) institutional quality (Aracil.E et al., 2022), internal conflict (Murshid.M et al., 2023), information and communication technology (Tewathia.N et al. 2020), financial literacy (Nkundabanyanga et al. 2014, Mishra & et.al, 2017, Xu et al.2022), faith(Banerjee. RP, 2023), soft infrastructure (WB, 2022) etc. Now based on the literature review on the context of inequality in Asia, this study is a humble effort to develop a theoretical model which can best describe the relationships among these variables to ensure inclusive growth with reduction in inequality after a threshold level. In addition, considering the role of financial inclusion in this outlook, attempt is also made to develop Financial Inclusion Index (FII) covering dimensions—accessibility, usages, Quality and policy initiative at national and international level. Finally based on the secondary data, the status of the selected Asian developing nations regarding the effectiveness of financial inclusion is estimated. As the Asian system grows together, all its members will learn how to peruse inclusive growth and help one another to achieve it. With this expectation this study is an initiative to throw light on the current status and opportunities of financial development and collectively reach SDG goals by 2030.

Keywords: Inequality, Financial Inclusion, FII, Inclusive Growth, South & South East Asia

“Homogeneity and Inclusiveness in the Cultural and Social Framework of Asian Minds”

by Prof. Tanima Chatterjee, Prof. Sreemoyee Ghosh, Prof. Patrali Pradhan, Ms. Reshmi Dutta, Ms. Shreya Mukherjee, Ms. Smarani Banerjee, EILM-Kolkata, India



Prof. Tanima Chatterjee



Prof. Sreemoyee Ghosh



Prof. Patrali Pradhan



Ms. Reshmi Dutta



Ms. Shreya Mukherjee



Ms. Smarani Banerjee

Abstract: The present paper intends to recollect the embedded homogeneity and inclusiveness which permeated and were practised in the ancient era of Asian continent in an all-pervasive context of life at an individual and collective level. An analogy can be drawn between the present chaotic context and the age-old oppression perpetrated on the Asian continent by the invaders who dismantled the then-existing integration and created a parallel colonial mindset. This integration was a by-product of the ancient Asian civilization where at the elementary level, divinity is residing within each being, irrespective of their origin, gender, profession, and revelation of different life forms, and therefore, the essence of oneness was already imbued in the collective mind of people. This paper is aimed at understanding the socio-cultural perspective of Asian countries, the reflection of philosophical practices in the mission and vision of some of the leading Asian business enterprises and the orientation of Asia through the lens of broader India's, China's and Japan's thoughts and practices. The data has been collected through secondary sources and the research design is exploratory in nature. The comparative analysis has been done among different countries in terms of their socio-cultural practices, business orientation, habitants, values, belief-system, objective of life, standard practices and thoughts, to understand the commonality existing among them, and how it can contribute to holistic development, interpersonal relations and collective emergence. In later periods, in everyday practices, we see Confucianism, Japanese traditions like “Shinto” and “Giri”- principles of ethics, morality, collectivism and utilitarianism, being implemented. As evident from the present context of a few Asian countries, the Japanese ethos is antithetical in nature too, intermingling both aggressive and subtle measures. Confucianism is hierarchical in nature, too, where forces run parallel; hierarchy engendering a sense of order, sometimes, while in some cases, it gives rise to absolute power. However, Indian belief-system and practices have the essence of selflessness, mutual trust, respect, homogeneity, which is reflected in the corporate practice as well. Therefore, the paper is attempting to develop a homogeneous civilization through collective emergence at corporate, social and spiritual dimensions.

Keywords: Homogeneity and Inclusiveness, Asian minds, Socio-cultural dimension, Philosophical dimension

“Identifying the core issues towards employment and value creation in the unorganised sector in Asian context”

by Dr. Rajib Kumar Das, Dr. Prem Raj Kharbanda, Prof. Dalia Sharma, Prof. Arpita Ghosal, Mr. Arnab Dhara, Ms. Swastika Majumder, EILM-Kolkata, India



Dr. Rajib Kumar Das



Dr. Prem Raj Kharbanda



Prof. Dalia Sharma



Prof. Arpita Ghosal



Mr. Arnab Dhara



Ms. Swastika Majumder



Mr. Rajdeep Ray

Abstract: Within the dynamic tapestry of Asian economies, an inconspicuous giant quietly thrives – the unorganized sector. Beyond the towering structures of megacities and the rhythmic heartbeat of organized industries, exists a vast and vibrant workforce, constituting an astonishing 90% of employment in numerous nations. Yet, despite its undeniable contribution to economic output, the unorganized sector remains shrouded in informality, its potential often unappreciated and untapped. This research delves into the heart of this hidden giant, unearthing the core issues that impede its ability to generate employment, create value, and contribute to holistic development across the Asian landscape. India, a microcosm of the Asian experience, exemplifies the unorganized sector's dominance. Here, over 94% of workers ply their trade in this realm, their toil churning out an impressive 45% of the nation's GDP. Agriculture, with its array of small-scale farms and informal mining operations, forms the bedrock of this sector, feeding not just stomachs but also entire economies. But beneath this vibrancy lies a layer of challenges. Formality, that elusive sheen of registration and regulation, eludes most in the unorganized sector. This translates to limited access to financial services, the lifeblood of any enterprise. Skills, the lubricants of a productive workforce, are often rudimentary, hindering worker potential and limiting value creation. Social security, that safety net woven into the fabric of formal employment, remains a distant dream for many in the unorganized sector, leaving them vulnerable to economic shocks. Market linkages, the bridges connecting producers to consumers, are often flimsy and inefficient, impeding growth and prosperity. To unlock the true potential of this hidden giant, a multi-pronged approach is necessary. Formalization, the key that unlocks access to benefits and resources, must be encouraged through targeted incentives and simplified procedures. Skill development programs, tailored to the specific needs of unorganized sector workers, can equip them with tools to navigate the evolving economic landscape. Financial inclusion, through microfinance schemes and innovative funding mechanisms, can empower entrepreneurs and unleash their latent potential. Expanding social security coverage can extend a safety net to vulnerable workers, fostering well-being and boosting productivity. Finally, strengthening market linkages through platforms and networks can connect unorganized producers with formal markets, ensuring fair prices and sustainable growth. However, this journey towards harnessing the potential of the unorganized sector cannot be undertaken in isolation. Collaboration across Asian nations is key. Sharing best practices, from India's skill development initiatives to Vietnam's vibrant street markets, can unlock new avenues for growth. Regional programs targeting skill development, financial inclusion, and market linkages can create a ripple effect. The Asian unorganized sector is not just a statistical anomaly; it is a teeming ocean of human potential waiting to be harnessed. By recognizing its challenges, formulating targeted solutions, and fostering regional collaboration, Asia can tap into this hidden giant's power.

Keywords: unorganised sector, Indian & Asian economy, value creation, employment opportunity.



Paper Presentation 1



by Dr. Abhijit Pakira & Ms. Balaka Roy



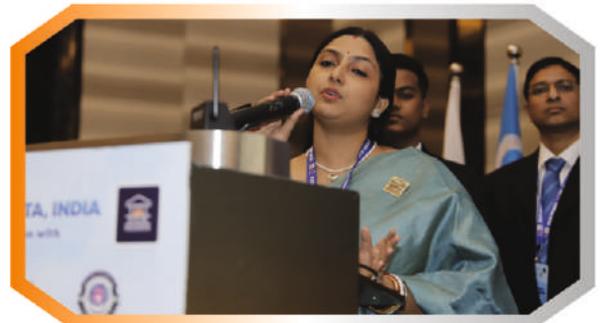
Paper Presentation 2



by Prof. Satyajit K. Vidyarthi, Prof. Priyabrata Choudhury, Prof. Priyadarshini Chatterjee, Prof. Pooja Ghosh, vMr. Sudipto Bhattacharjee



Paper Presentation 3



by Dr. Jayanta Saha, Dr. Sanchita Saha, Prof. Diya Banerjee, Prof. Priyannita Bose, Mr. Shanti Gopal Hazra & Mr. Tushar Rana



Paper Presentation 4



by Prof. Anik Raha Roy, Prof. Gangotri Chakraborty, Prof. Saurav Mitra, Prof. Rajib Kumar, Ms. Torsha Maitra, Ms. Tanushree Auddy & Mr. Arijit Roy Chowdhuryega Novita



Paper Presentation 5



by Prof. Supriya Paul, Prof. Abhijit Ghosh, Prof. Sayani Chatterjee, Dr. Somali Chakraborty, Ms. Puja Neogi v& Ms. Rajeswari Das



Paper Presentation 6

by Dr. Anupriyo Mallick, Dr. Chitra Paul, Prof. Mithila Roy Bardhan, Prof. Utshab Sinha Roy, Mrs. Sharmistha Ghosh, Ms. Sheyasi Dutta & Ms. Aditi Singh



Paper Presentation 7

by Dr. Suman Kumar Dawn, Dr. Surajit Ghosh Dastidar, Prof. Sudipta Mitra, Prof. Chittresh Coomer, Dr. Kaushik Paul, Mr. Indranil Das & Mr. Sayantan Majumder



Paper Presentation 8

by Dr. Sarmistha Das, Prof. Smarajit Sengupta, Prof. Aratrika Roy Chowdhury, Prof. Saswati Bhattacharya & Ms. Sneha Das



Paper Presentation 9

by Prof. Tanima Chatterjee, Prof. Sreemoyee Ghosh, Prof. Patrali Pradhan, Ms. Reshmi Dutta, Ms. Shreya Mukherjee & Ms. Smarani Banerjee



Paper Presentation 10

by Dr. Rajib Kumar Das, Dr. Prem Raj Kharbanda, Prof. Dalia Sharma, Prof. Arpita Ghosal, Mr. Arnab Dhara, Ms. Swastika Majumder & Mr. Rajdeep Ray





EILM-Kolkata, India presents

5th Chapter of 'Asian Integration Initiative Series of Borderless Asia' International Conference on
"Trans-Asian Integration of Industry, Business and Commerce"
in collaboration with



**Universitas Pancasila
Tegal, Indonesia**



**SEGi University
Malaysia**



**Pathumthani University
Thailand**

VALEDICTORY SESSION (S₇): AWARDS, CERTIFICATES, VOTE OF THANKS, INTERACTIONS

Closing Ceremony: CERTIFICATE DISTRIBUTION by:

Dr. Chayarnithsarr Khanijor, Director of Foreign Affairs, Pathumthani University, Thailand CEO-GBC Overseas Consultants, Thailand

Prof. (Dr.) Dipak Kumar Roy, Honourable Vice Chancellor, Raiganj University, India

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

Mr. Sebastian Fashiono Albert, Registrar, SEGi University & Colleagues, Malaysia

Dr. Yoga Prihatin, Dean, Teacher Training and Education Faculty, Universitas Pancasila Tegal (UPS), Indonesia



Dr. Chayarnithsarr Khanijor



Prof. (Dr.) Dipak Kumar Roy



Prof. (Dr.) R. P. Banerjee



Mr. Sebastian Fashiono Albert



Dr. Yoga Prihatin



Certificate Distribution



Previous Chapters of 'Asian Integration Initiative Series of Borderless Asia' International Conferences



Presents

“Trans-Asian Marketing Conclave”

4th CHAPTER of

“Asian Integration-Initiative Series 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

edugraph

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.

Conclave Registration



Inaugural Session Proceeding:



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. Dimple Bamrah, Dr. Sanchita Saha, Ms. Priyannita Bose, Ms. Arpita Ghosal, Ms. Sarmistha Dutta Roy, Meghna Laharry, Ms. Sayani Mitra & all Special Guests.



National Anthems:
Thailand, Taiwan, Malaysia, Australia, Indonesia, Syria, India



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

Best Paper

Content



Dr. Jayanta Saha
Dr. Sanchita Som
Ms. Priyannita Bose
Mr. Shanti Gopal Hazra
Mr. Krishnendu Dey

Research



Dr. Debajyoti Banerjee
Dr. Dimple Bamrah Banerjee

Presentation



Dr. Soumyojit Das
Ms. Arpita Ghosal
Ms. Megha Chowdhury
Mr. Saikat Sen
Mr. Subhdeep Chatterjee



Presents

“the 3rd Edition of Asia Integraion 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

Guest Felicitation



Guest Felicitation





2ND CHAPTER

Asian Integration-Initiative Service of Borderless Asia

One-day International Seminar

on

“Asia Integration-Towards Creating a Homogeneous Asian Mind”

Organized by



Vidyasagar University



EILM-Kolkata, India
in association with



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

Hotel Novotel, Clark Quay, Singapore

15.10.2019, Tuesday

Best Paper/Post Award Winners

“Best Paper - Content” award received by:



Prof. Smarajit Sengupta,
EILM-Kolkata



Prof. Chittresh Coomer,
EILM-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 Research



Mr. Atanu Mandal,
EILM, Kolkata

“Best Poster - Presentation” award received by:



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



1ST CHAPTER

One-day International Seminar

on

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

Organised by



EIILM-Kolkata, India

Eastern Institute for Integrated
Learning in Management

6, Waterloo Street, Kolkata - 700069

Phone: +91-33-2210-13

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in collaboration with



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Midnapore, Pin - 721102, West Bengal, India.

Website: www.vidyasagar.ac.in

Hotel Novotel Platinum, Bangkok, Thailand

Date: 13.10.2018



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



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



Ms. Chayarnithsarr Khanijor
Foreign Affair Analyst of Pathumthani University



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



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

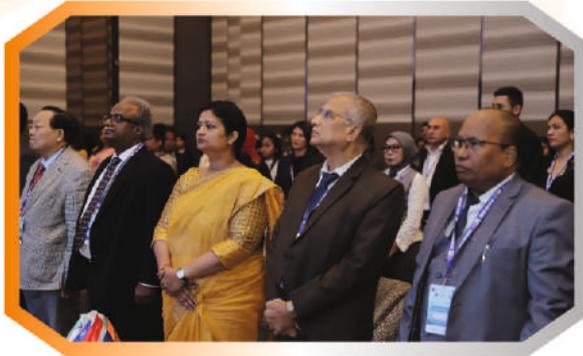


Dr. Jayanta Kishore Nandi
Registrar, Vidyasagar University



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

Presence of Deputy High Commissioner
Ms. Subhashini Narayanan
in Trans-Asian Integration of Industry, Business & Commerce



EILM-Kolkata, India presents
International Conference on
“Trans-Asian Integration of Industry, Business and Commerce”
(5th Chapter of 'Asian Integration Initiative Series of Borderless Asia')



Ideator & Convenor: Prof. (Dr.) R.P. Banerjee, Chairman & Director, EILM-Kolkata

Overall Coordination : Global Outreach Team



Dr. Sanchita Saha



Prof. Diya Banerjee



Dr. Jayanta Saha



Prof. Priyannita Bose



Mr. Shanti Gopal Hazra



Prof. Supriya Paul
Travel & Coordination

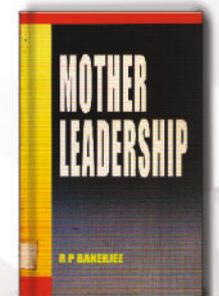
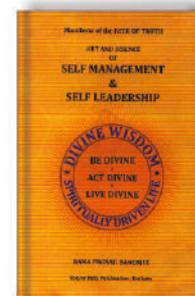
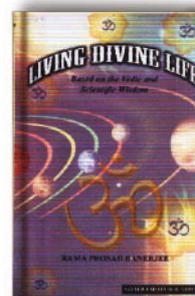
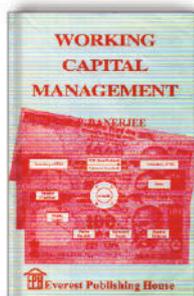
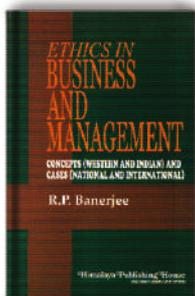
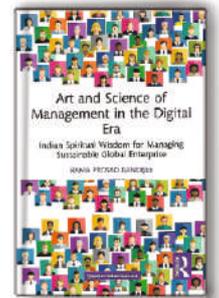
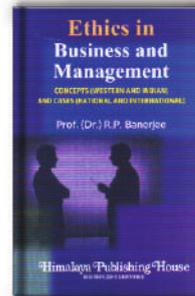
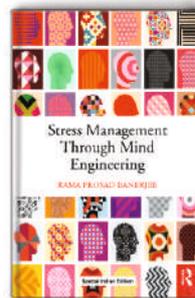
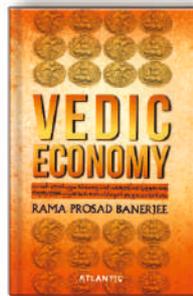
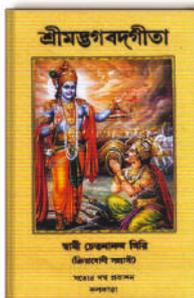


Mr. Tamal Jyoti Chakraborty
Finance



Mr. Lintu Majumder
Creative

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





4TH CHAPTER
“Trans-Asian Marketing Conclave”
at Novotel on Siam Square,
Bangkok, Thailand
on 03.11.2022



3RD CHAPTER
**“Leadership for Emerging Asian Business:
The Knowledge and Technology Dimension”**
at Bhasha Bhawan, National Library,
Kolkata, India
on 08.02.2020



2ND CHAPTER
**“Asian Integration — Towards Creating
a Homogeneous Asian Mind”**
at Hotel Novotel,
Clarke Quay, Singapore
on 15.10.2019



1ST CHAPTER
**“Business in Borderless Asia — the
Hurdles, Possibilities and Prospects”**
at Hotel Novotel, Platinum Pratunam,
Bangkok, Thailand
on 13.10.2018



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