

CUPB organizes National Webinar on Management: A Contemporary View

The Department of Financial Administration, Central University of Punjab (CUPB) under the vibrant leadership of Vice Chancellor Prof. Raghavendra Prasad Tiwari organized its National Webinar on "Management – A Contemporary View".



Prof. Nageshwar Rao, VC, IGNOU

The keynote speaker was Prof. Nageshwar Rao, Vice Chancellor, Indira Gandhi National Open University. The virtual event imparted unique in-depth learning on different aspects of management.

In the presidential address, Prof. Raghavendra Prasad Tiwari emphasised upon the role of innovation in business models in view of the changing scenarios of the world.

In the welcome address, Dr. Anand Thakur, Associate Dean, School of Management talked about the role of digital transformation reshaping the marketing mix & need for a modern perspective on management.

Dr. Dhanraj Sharma, organizing secretary of the event, introduced the theme of the webinar to the audience and presented overview on the achievements of the Keynote Speaker Prof. Nageshwar Rao.

Interacting with participants, Prof. Rao portrayed the phases of development in the curriculum of management. He emphasized upon the inculcation of "Value System" in management education. Prof. Rao talked about the management practices specified in Indian mythology & the importance of 'creativity and innovation' in the field of management. He shed light on the use of the right side of the brain which focuses on the imagination and its relationship with the ideal perspective of modern management. Prof. Rao talked about the multi-disciplinary approach of management courses and pedagogical improvements required for educational innovation in our country. The session witnessed healthy participation where the participants asked interesting questions regarding decision making, divergent thinking and related issues.

Sh. Kanwalpal Singh Mundra, the Registrar extended the vote of thanks to all the dignitaries.