

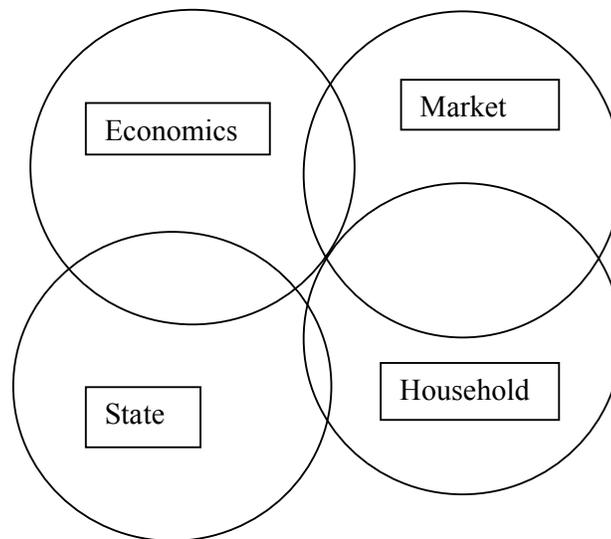
# SAMBHRAM ACADEMY OF MANAGEMENT STUDIES

February 06, 2017

## FACULTY ENRICHMENT PROGRAM

Sambhram Academy of Management studies organized a Faculty Enrichment Program on February 06, 2017 wherein Prof. Ananth Kumar Giri from Madras Institute of Development Studies, Chennai, was the Resource Person to lead the dialogue on “**New Horizons of Economics, Business and Management: Cultivating pathways of Creative Research and collaborative Imagination**”. The program started with the introduction of the Resource Person by Dr. K.C. Mishra, Principal.

Prof. A.K. Giri underlined the importance of enrichment program like this and opined that it was possible to be enriched by being together. Then he initiated his talk by giving an account of the Economy and Economics, difference between Economy and Economics, how Economics and Economy both are inter linked with each other and about Industrial Revolution; business and management was the concern of the day and concluded that there was a close link between ecology and economy logically it would be resulted in the destruction of many livelihood (farmers).



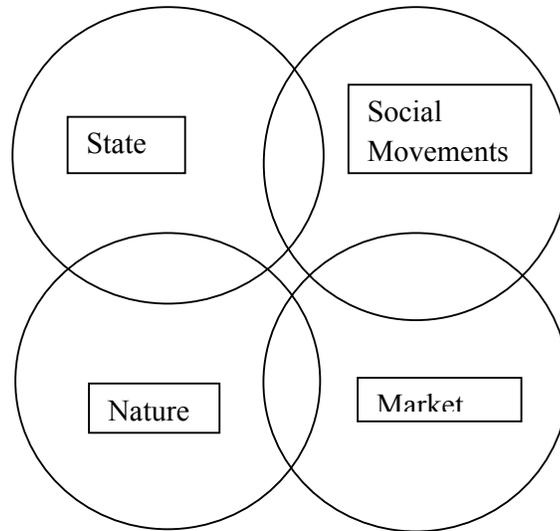
All the above mentioned aspects of business management and economy are inter-connected, and he strongly felt that without household the economy would become ghost economy. So there was a long felt need of having social space, political space and socio-political space. In this context he mentioned a noted economist, Jaffrey Sachs’ book ‘The Price of Civilization’.

He explained about the qualities of living beings like food, fear, sleep, desire and how human beings are different from other living beings by explaining human being will follow Dharma (right conduct). The discussion led to *Purushartha*, which is a combination of *Dharma* (right conduct), *Artha* (Wealth and meaning), *Kama* (desire), *Moksha* (salvation) and gave supportive examples of Adam Smith’s “Wealth of Nation” and Amathya Sen’s “Development as Freedom”.

In course his first presentation titled “Rethinking Economics, Business and Management: Towards a New Purusartha and Poetics of Development”, he talked about mindful economy by which he meant to build good society, goodness need to be linked to goods. He tried to link the Purusarthas to economics. On this occasion he made a mention of noted books by noted economist Adam Smith ‘A Theory of Moral sentiment’ and ‘Wealth of Nations’. He recommended to the participants to read the book ‘Burning the Forest’ by Nandini Sundar.

He quoted Socrates’ statement “The unexamined life is not worth living” and further added another quote by Adam Smith’ “The unexamined economy is not worth living”.

**He gave the model of a complex development:**



There was a strongly view for political economy and Andrew Sayer’s Moral Economy. He suggested to the host college to imbibe Purusarthas into its Mission and Vision statements. He also suggested that the projects to be undertaken on CSR and Purusarthas and Corporate Spiritual Responsibility . He concluded the first session by saying, “We need Purusarthas not only for survival but also for thriving”.

There was an opinion sharing with all faculty members. Mr. H.A. Raghavendra, faculty (MBA) explained how *Purushartha* can be implemented in teaching profession and teacher’s responsibilities were Adhyayana, Yajana, Yaajana and Adhyapana. He also explained about the place value of Dharma, Artha, Kaama and Moksha where Artha and Kaama in the middle are to be monitored by the divine Dharma and Moksha on both the extremes. Mr.J.B. Janardhana participant faculty member gave his opinion about gender equality, tribal society, global warming and industrialization in the interaction session.

Mr. Abraham Varughese raised the issue of Emigrants of USA and Socio-economic negligence. First session ended with discussions with faculties. Post Lunch session started with another topic “**Creative social Research**” by the resource person, who started his talk by explaining how a faculty could become a creative researcher. He briefly explained the Quantitative and Qualitative methods in research. In this context he quoted Plato, “Those who do not have the knowledge of numbers cannot be numbered among the great men”. According to him imagination was very important for a creative research, social life and communication would play a main role in creative research.

According to the resource person, 'Creative Research' is about being with numbers and he said that Creative Social Research is nothing but the people concerned dance with imagination. And he further opined that numbers were related to imagination. He coaxed the participants to have collaborative imagination and concluded that collaboration was a complex process. For the research in social science statistical tools cannot be the same.

He strongly felt that there should be a business imagination among social researchers. He felt that the challenge before the researchers was both creative and collaborative; so that they could be imaginative. He also mentioned another dimension i.e. Political & Moral and further added one more dimension i.e. Moral Imagination. In this context he gave the example of unorganized employees. He said that the social researcher needs to be aware of socio-political, socio-spiritual, ideas and imagination movements and concluded that the researcher should be both participatory and activist. There were more challenges for creative/critical participant researchers as the problems in the society were complex in nature, he opined. He further said that while dealing with poverty and society the social scientists should also take into account literature. The research should cross border from qualitative to quantitative as binary logic exist in society, which is very useful for creative researchers and everything is multi-dimensional. Sometimes one cannot decide exactly as what it is or is not. Such being the case the concept of inter-discipline and trans-discipline gives room for further scope of research in social sciences. He concluded the session by stating that business cannot be understood in isolation; multi value logic of autonomy but that autonomy depended lot on interaction.

At the end of the session there was a question answer session with the speaker the questions ranged from the given topics to beyond were asked by participants and which were answered by him. In the valedictory program the participation certificates were distributed to the participants. At the end of the program Principal felicitated Prof. Giri with a memento and the vote of thanks was proposed by Mr. H.A. Raghavendra, Associate Professor, School of Management.