

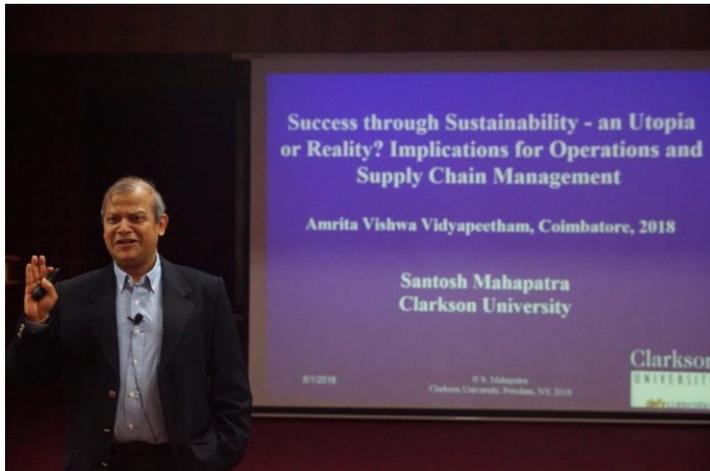
Name: Dr. Santhosh Mahapatra

Venue: Amriteswari Hall

Date: 1st August , 2018

Time: 11:45 AM

Topic: Vision for the future of India & what's an MBA's contribution to it



Success Through Sustainability - Utopia or Reality:

Dr. Santhosh Mahapatra had inaugurated the O-zone club, the Operations club for MBA batch 2018-20 at ASB. The function was attended by Dr. Raghuraman, Dr. Hemamala.

Dr. Santhosh started with the basics by explaining what business meant actually, how it could have evolved over ages and how it got transformed by the introduction of attributes like innovation, efficiency, technological development.

Operations Management - creation of goods and services managing processes for the same.

Dr. Santhosh emphasized on the query that whether success in business go hand - in - hand with sustainability. He questioned us about why the operations management can or cannot perform as per the required results. The proposed reasons were change in trends, globalization & uncertainty (both internal and external).

He gave the examples of a few firms which were successful during the prime of their times but gave away their crowns owing to making faults.

1. Kodak - Kodak didn't care for the innovation bought in by one of its employees through digital photography because it feared that innovation would threaten Kodak's photographic film business.

2. Woolworth - Aggressive expansion strategies.

Human being after industrial revolution had disturbed the environmental balance in a span of 200 years.

It pays to be environmental-

Patagonia

- Patagonia is a American clothing company by Yvon Chouinard. It went bankrupt thrice because Yvon refused to do continue his manufacturing processes which could potentially harm the environment. Still, Patagonia boast of customer loyalty who have trust in its brand.

Conclusion:

In the end, Dr. Santhosh concluded that operations' role in doing business has not remained the same but has evolved way beyond the human predictions. The budding business practitioners should keep in mind that one has to give back to the environment and emphasize on bottom line - Planet, People and Profits.