

# Stress on sustainability oriented strategies at Intl symposium

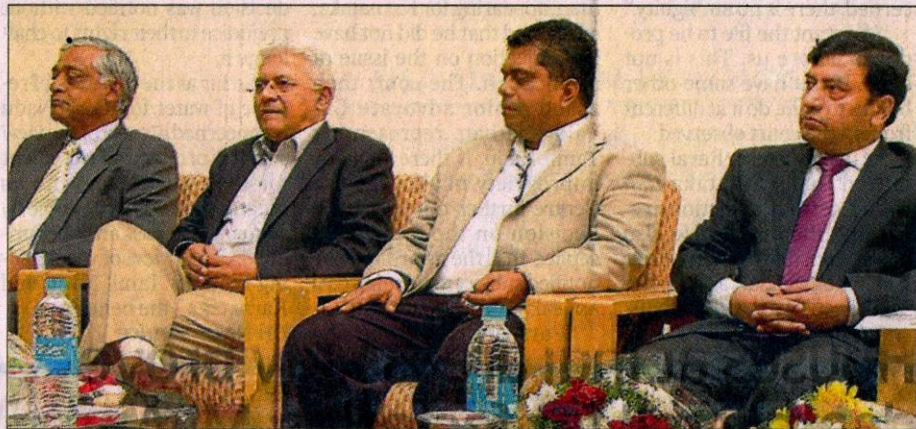
**'Business organisations no creators of problems'**

**MYSORE:** Business organisations are blamed as the creators of problems. But, recent developments in the world of business show that they can provide solutions to a wide range of problems we face, said Avvari Mohan, associate professor of strategic management, Nottingham University Business School, Malaysia here on Friday.

Speaking at an international symposium on Global Business-Challenges and Leadership, he spoke on the sustainability oriented strategies and practices for business organisations at Shri Dharmasthala Manjunatheshwara Institute for Management Development, Mysore.

"Understanding the culture of the people is important to invest globally. Having a set target audience for your products is also essential," he said. He briefed on the successful sustainability practices followed by a few companies in the world, which he said was a result of the research by companies on culture and practices of their surroundings.

Raising the question 'How long can excessive consumption last?' he said that it was essential for companies to plan on inclusive development



Custommerce Service Excellence foundation chairman Ramesh Venkateswaran, vice-president of Polaris Limited, Hyderabad, Vinay Kumar, associate professor of strategic management, Nottingham University Business School, Malaysia Avvari V Mohan and managing director of Terumo Penpol C Balagopal are seen in the International Symposium on Global Business-Challenges and Leadership organised by Sri Dharmasthala Manjunatheshwara Institute for Management Development in Mysore on Friday. DH PHOTO

measures.

Ramesh Venkateswaran, Chairman, Custommerce Service Excellence Foundation, said that the trick for succeeding in a business was in identifying and addressing local aspects that have a global relevance.

"What is good for short term is not good for long term and vice versa," he said equating short term to profits and markets, and long term to sustainability. One of the major challenges of business was in dealing with the conflicts and contradictions we find in the world, he added.

Though modern technology has provided us with the tools of instant communication, with technology we are losing the power of 'touch', which he

said was vital for maintaining relationships.

A total of 24 students from Mays Business School, Texas A&M University participated in the international symposium.

Vinay Kumar, vice president, Polaris Limited, Hyderabad, C Balagopal, managing director, Terumo Penpol, India also briefed the participants of the symposium on the various trends of business in the 21st century.

## Texas students

Among the students who participated at the International Symposium were 24 students from Mays Business School, Texas A&M University. The students who are pursuing their four year under-graduate

course are on a study tour across India.

Blake Bunger, a finance major in the School, said that they were studying the business environment of India for a period of two weeks. He said that they have had interactions with software firms in Bangalore and will travel to Delhi, after their stay in Mysore.

Katie Dahlander, a business major, said that they will visit some global companies that have their base in India and learn from the experts in those companies. However, she was awed by the hospitality of the country. "People approach and click photos with us. You don't get people in USA, wanting us to pose for photos. The gesture made us feel special," she said.

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