



## Sairam hosts international meet on competency in business

Chennai, Sept 24:

Sri Sairam Institute of Management Studies (SIMS), conducted the Sixth International Conference on "Competency Building Strategies in Business & Technology for Sustainable Development" last week.

More than 400 delegates from various parts of the world viz., Netherlands, Kenya, UAE, Iran, Iraq, Sri Lanka, Malaysia along with the overwhelming representation from different states of India who graced the occasion by taking part in the knowledge sharing congregation.

This mega event was inaugurated by the chief guest of honour, Kim Jun Franzen, Country Head-Franzen/ Partners(I), Netherlands & Dr.S.B.Nageshwara Rao, Director, DDE-Annamalai University. Dr.K.Maran, Director SIMS, rendered a welcome address and the presidential address was delivered by J.Sai Prakash Leo Muthu, CEO, Sri Sai Ram group of institutions. Dr.S.Seetharaman, Chief Strategy Officer, Sri Sai Ram Engineering college delivered the special ad-

dress & introduced the chief guests of the day. The International Conference (INCON) edited book volume, "Competency Building Strategies in Business & Technology" was released by J.Sai Prakash Leo Muthu and the first copy was received by the chief guest, Dr.S.B.Nageshwara Rao. Dr.C.V.Jayakumar, Principal-S SEC, Dr. S. Seetharaman, CSO-SS EC, Prof. V. R. Rajamanickam, Director- Sairam Institutions were also present in the inaugural programme. India being the Hub of knowledge and mind power grabs the world's attention in the recent days.

Kim Jun Franzen, in her key note presentation, revealed the insights of having an international conference of this nature that focused on the multi-facet aspects of business research on sustainable development, which is very much the need for the hour and highlighted the concept, "The guts to achieve Responsible glory", which represents the challenges and the changes in the modern world.

She also believes that "Indian managers are real Masters in implementing Change" which is the underlying fact of confidence for her to Start business in India. She also illustrated as to how their concern implement changes by following different leadership styles and their current assignment in partnering with reputed Indian organizations as to list a few like, HCL, Aravind's Eye Hospital.