

The STTP (CTM -2020) will be held in 3 slots:

Slot 1 -14th - 19th December 2020

Slot 2 - 18th - 23rd January 2021

Slot 3 - 22nd - 27th February 2021

Important Dates for Slot 2:

Last Date of Registration: 15.01.2021

Intimation of the selection: 16.01.2021

STTP (CTM -2020) Timing -
10am - 12pm and 2pm - 4pm

Registration link - To register, pls go the the link below:

<https://forms.gle/UpLfgLitAXngYsYw6>

1.Target Participants - Academicians, Faculty or Research Scholars in the discipline of Management & Commerce and people from the industry.

2.No Registration fee.

3.Classes will be conducted on Google Meet.

4.E-certificate will be issued to participants who will attend all sessions and score at least 60% marks in the Online Test to be conducted at the end of respective slots.

5.Attendance is mandatory

Contact details:

Email id - abitmbasttp@gmail.com

Dr. Shree Kanungo, Asso Prof (@ 9556716167)

Mitrabinda Nayak, Asst. Prof (@ 7381011522)

Bibekananda Mohanty, Asst Prof (@ 9938253030)

Chief Patron

Er. Satyadarshi Mishra
Director, ABIT Group of Institutions

Er. Payal Mohapatro
Director, ABIT-PMCA

Patron

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Principal, ABIT

Dr.P.K.Pany,
Dean (Academics), ABIT

Dr.B.N.Guru,
Dean (Operations), ABIT

Steering / Project Monitoring Committee

Dr L. Samantaray
Principal, ABIT

Dr. Shree Kanungo
Coordinator & Member Secretary

Dr. Joysingh Mishra
HOD MBA Dept

Prof. Chinmay Das
HOD Mech Dept

Prof (Dr) S.M. Das
Principal, MBA, DRIEMS

Program Coordinator

Prof (Dr.) Shree Kanungo,

Organizing Committee

Prof. Mitrabinda Nayak, Asst. Prof

Prof. Bibekananda Mohanty, Asst. Prof

Prof. Piyus Mohanty, Asst. Prof

Prof. (Dr.) Milan Sahoo, Asst. Prof

Mr. Pravat Rout



ABIT GROUP OF INSTITUTIONS

APPROVED BY AICTE

AICTE sponsored
6 days Short Term Training
Programme (STTP)

On

Contemporary
Topics in
Marketing
(CTM-2020)

ORGANISED BY DEPARTMENT OF
MBA, ABIT

ABIT GROUP OF INSTITUTIONS
PLOT NO. 11/1/A, CDA, SECTOR – 1,
CUTTACK – 7530 14

About Us

Ajay Binay Institute of Technology (ABIT) was established in the year 1998 to promote professional education in the state of Odisha and to contribute to the human capital pool of the country by producing engineers, technocrats, technicians and managers. Ar. K.B. Mohapatra, a successful entrepreneur & Prof. (Dr.) Prativa Rani Mishra, a pragmatic educationist became the beacon of light to start the organization in the path of growth. ABIT is situated on the banks of the great Mahanadi river and adjacent to the longest river bridge of Odisha at CDA, Cuttack. It comprises 6 UG Departments, 3 PG departments (Management, Engineering and Computer Application) with committed vision and efficient education.

About the Department

The Department of MBA, ABIT is a progressive institution in Odisha, set up in the year 2005 to promote the highest standards of professional education in the state. The institution aims at moulding a new breed of Business leaders with the competitive edge to effectively cater to both national and international needs. Character building, Social awareness and knowledge of Societal concerns are imparted with equal vigour as the business management subjects, to ensure that the living products will be not only good managers, but also global citizens. The objective is to develop managers who are also excellent human beings, who would contribute towards the welfare of the society and help in raising the quality of life

About the Program

To impart education which is relevant to the changing times the faculty need to be updated about the latest changes in the field of marketing. The aim of this program is to equip the faculty to address the contemporary topics and incorporate these in the teaching methodologies so as to make the subjects more practical oriented.

Vision

To be a leading department in Management education, that provides value-based learning, conducts interdisciplinary research in emerging areas of management for sustainable growth of the society at large.

Mission

To create business managers and entrepreneurs ready for future need of society with ethical responsibility. To involve students and faculty in innovative research projects linked with industry, academic and research institutions in India and abroad. To use updated pedagogy for continuously upgrading the teaching-learning process. To enhance professional Management Skills of the students by participation in seminars, conferences, group discussions, internship, soft skills and teamwork.

Objectives of STTP (CTM - 2020)

To provide an insight to the academicians in new areas of marketing.
To increase the participants' awareness about the thrust areas of the different contemporary topics.
To enhance the teaching skills of the faculty by equipping them with varied perspectives.

Resource Persons

Prof. S. Govindrajan
Director, Vertical Limit

Prof. (Dr.) B.B.Mishra
Utkal University

Dr. Tushar Kanta Pany
Ravenshaw University

Dr. P.C. Tripathy
Sambalpur University

Dr. Jogendra Ku Nayak
IIT Roorkee

Dr. Ajitabh Dash
Birla Global University, Bhubaneswar

Dr. Sumanta Dutta
St.Xavier's College(Autonomous),
Kolkata

Prof. (Dr.) Keshab Nandy
NMIMS, Navi Mumbai

Prof. (Dr.) Tapan Panda
NMIMS, Hyderabad

Mr. Swapnarag Swain
IMI, Kolkata

Prof. (Dr.) Yogesh Upadhaya
Jiwaji University, City Centre, Gwalior (M.P)