

Virtual Lecture: International Business as a Key Research Question for Management Scholars in the US: Challenges and Impact

Academic Affairs and Monitoring Committee and Department of Commerce, SLC under the guidance of Principal, Prof. Rabi Narayan Kar and convenorship of Dr. Kusha Tiwari organized the 5th Virtual Lecture on “International Business as a Key Research Question for Management Scholars in the US: Challenges and Impact” as part of the SLC Public Lecture Series on 8th August, 2017 with Prof. John R. McIntyre, Professor of Management & Executive Director GT-CIBER Scheller College of Business, Atlanta, GA, USA. Prof. John began his lecture by talking about the scope and opportunities for Indian investments in the US. He observed how the inflow of scholars and innovators from India has exponentially increased in the recent years in the US. He also introduced the audience to the new MLM India based innovations being popularized globally which focus on working through the principle of more from less for more people. From there on Prof. John R. McIntyre gave an overview of the main topic of discussion surrounding International Business and the scope of International Business Studies (IBS) in the academia. He talked about the emergence and evolution of IBS and how it requires multidisciplinary and interdisciplinary approach so as to fully grasp the essence of this vast and ever growing area of study. The multidisciplinary approach to IBS takes into account the modalities involved in the spread of International business across countries including the psychic, economical, geographical and cultural differences. The lecture ended with fruitful and engaging two way interaction wherein the audience members gave their observations and asked relevant questions to Prof. John R. McIntyre. The Principal, Dr. Rabi Narayan Kar formally thanked Prof. McIntyre for the engaging interaction and also talked of the

possibility of having him physically with us the next time. This lecture was attended by around 150 students and teachers.





Pics:

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