

REPORT FROM THE ORGANISING SECRETARY
National Seminar
On
‘CORPORATE PERFORMANCE MEASUREMENT AND MANAGEMENT’
held on 11th February, 2006

About Organising the Seminar

We have an academic commitment to organize at least one State level or National level seminar every year. It is out of this commitment that we could organise this national level seminar. Our strengths include (i) positive attitude of the University authority, (ii) truly resourceful, cooperative, and committed colleagues, (iii) loyal students, (iv) high morale, (v) rich experience in organizing seminar as a routine activity, etc. We are weak in (i) having financial resources, (ii) running shortage (quantitatively, not qualitatively) of manpower, and obviously in (iii) having infrastructural facilities.

Theme of the Seminar

The theme ‘Corporate Performance Measurement and Management’ is a ‘common-to-all’ & ‘sine-qua-non’ topic. The need for measuring business performance is getting newer dimensions in the changing faces of the business environment – Markets, Competitors, and Customers. A shift in the nature of business environment from ‘being enduring’ to ‘being ephemeral’ has become the order of the day. It has created a need for information – about competitors, collaborators, our own capabilities, our uniqueness, scope for growth and development, etc. Information Technology is playing a dual role – (i) in creating a hunger for information, and (ii) in supplying the information. Measurement of performance on the basis of available information can provide the most needed feedback to align business activities towards common goals and to formulate action strategies for survival and thrive. The seminar discussed about various aspects and sophisticated techniques of business performance measurement. While Prof. A. N. Sadhu, Academic Advisor, Vinod Gupta School of Management, IIT Kharagpur, inaugurated the seminar and also chaired the Technical Session, the Keynote address was delivered by Prof. Arup Kumar Chowdhuri, Associate Dean, The ICFAI School of Business Kolkata.

List of Papers presented in the Seminar

1. “*Measures of Corporate Performance – A Road Map*” by Dr. Arindam Gupta, Professor, Department of Commerce with Farm Management, Vidyasagar University, Midnapore
2. “Measurement of Corporate Performance Through Balanced Scorecard: An Overview” by Dr. Samir Ghosh, Senior Lecturer, Department of Commerce with Farm Management, Vidyasagar University, Midnapore & Mr. Subrata Mukherjee, Lecturer, Dept. of Commerce, Mugberia Gangadhar Mahavidyalaya, Midnapore (East)
3. “Measuring the Strategic Readiness of Intangible Assets: An Overview” by Mr. Asish Kumar Sana, Lecturer, Dept. of Commerce, University of Calcutta
4. “A Systems Approach to the Development of Balanced Scorecard” jointly by Mr. Partha Sarkar, Lecturer, Human Resource Management, Dept. of Commerce, The University of Burdwan, Mr. Ranjan Kumar Gupta, Lecturer, Dept. of Business Administration, University of North Bengal, and Mr. Pradip Kumar Samanta, Lecturer, Dept. of Commerce, University of Kalyani
5. “Evolution of Corporate Performance Measurement: A Discussion with special reference to Balanced Scorecard” by Mr. Abhijit Sinha, Lecturer, Department of Commerce with Farm Management, Vidyasagar University, Midnapore
6. “EVA – based Performance Measurement: A Case Study of Dabur India Limited” by Mr. Debdas Rakshit, Faculty Member, Dept. of Commerce, The University of Burdwan
7. “Managing Corporate Performance through Balanced Scorecard – The Case of TATA STEEL and SAIL” by Mr. Santimoy Patra, Senior Lecturer, Dept. of Commerce, Garhbeta College, Midnapore (West)
8. “Role of Employees in the Setting of Corporate Policies and Directions” by Mr. Shuvendu Majumder, Lecturer, Faculty of Management Studies, Dr. B. C. Roy Engineering College, Durgapur

K. C. Paul

Secretary, Seminar Organising Committee