

AMITY BUSINESS SCHOOL (ABS),

AMITY UNIVERSITY HARYANA (AUH), MANESAR.

**REPORT ON CORPORATE-CONNECT PROGRAMME HELD ON 24.August.2017, AT AMITY UNIVERSITY
HARYANA, MANESAR CAMPUS, AUDITORIUM, B-BLOCK FOR ABS - All MBA & BBA semester 5th Students**

CORPORATE-CONNECT: GUEST CORPORATE SPEAKER –Dr.Y.Suresh Reddy, Director SRF Chemical Ltd.

CORPORATE-CONNECT: ABS COORDINATORS: Mr.Gaurav Singh Arora

CRC COORDINATOR: Mr.Ankur

S.NO	TIMING	CORPORATE CONNECT PROGRAMME	CORPORATE CONNECT DESCRIPTIONS	OUTCOME
1.	11-11.30 am	Welcoming and Introduction of Dr.Y.Suresh Reddy Director,SRF Foundation,SRF Chemical Ltd.	Dr. Y.Suresh Reddy Director,SRF Foundation,SRF Chemical Ltd.is welcomed by CRC, AUH team- Mr. Ankur and ABS Faculty member Mr. Gaurav Singh Arora followed by introductory interaction among them. Afterwards, a brief introduction of Dr. Suresh Reddy was given by ABS student anchors. He is having 24 years of experience in social sector (18 years as social development professional working in CSR / NGO / Government environment and 4 years in academic institutions), currently I am associated with SRF Foundation as its Director and Specialties in CSR, sustainability, not for profit management, partnership building, school education programming, ICT Integration, Branding, government liaison	Corporate Connect begins with welcoming and introduction of corporate speaker.
2.	11.30-12.30 pm	Power Point Presentation & deliverance by Dr.Suresh Reddy	Dr.Suresh Reddy's , deliverance on " Corporate Social Responsibility – The Management and Behavioral Perspective". He delivered a presentation on Micro-CSR, or the psychological study of how corporate social responsibility (CSR) affects individuals, is gaining significant attention within industrial/organizational psychology and organizational behavior (IOOB). Although this research has the potential to offer insight into how CSR impacts individuals representing various stakeholder groups (e.g., consumers, shareholders), to date the term micro-CSR has generally been limited to describing research on employee responses to CSR initiatives. We argue that the taxonomic conscription of micro-CSR to employees alone exacerbates current friction within the field pertaining to the effects, utility, and importance of CSR. This review synthesizes the accruing research on employee-focused micro-CSR and summarizes current	Dr.Suresh's deliverance on CSR was so full of live examples and interesting anecdotes, that students were stimulated for two way interactions and understood the contents quite well.

			theories while addressing some of the concerns regarding CSR, particularly as it applies to other stakeholder groups.	
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3.	12.30-12.45 pm	Student interaction session.	In interacting session with students, Dr.Suresh explained each query with such live examples, and real life situations that students were convinced that with time bound discipline, relationship, communication skill and other qualities a given goal could be attained despite all obstacles, hurdles and distractions.	Dr.Suresh answered each question so well articulated that students understood how the excellence can be attained
4.	12.45-1.00 pm	Thanks giving session	After presentation, CRC-AUH Manager Mr. Ankur thanked Dr.Suresh . ABS-AUH faculty.Faculty coordinator Mr.Gaurav Singh Arora deliver vote of thanks.	Corporate Connect session ends with positive impact on minds of students,faculty.

(Ajay Kumar Pandey) & (Nikhil Kaushik),

Faculty Member, ABS.

12.December.2013.