

For Immediate Release

Press Release

Date: July 30, 2025

Venue: Chandragupt Institute of Management Patna (CIMP)

CIMP Hosts International Faculty Development Programme on Management and the Value Stick in the Age of AI

Patna, Bihar — The Chandragupt Institute of Management Patna (CIMP), in collaboration with premier institutions including AICTE, the National Board of Accreditation (NBA), the Association of Indian Universities (AIU), AACSB, CIMP-BIIF, Institution Innovation Council, and MSME, successfully organized a high-impact Faculty Development Programme on July 30, 2025. The event focused on the evolving concept of *Management and the Value Stick in the Age of Artificial Intelligence* and was hosted at the CIMP campus.

The event was attended by **Prof. (Dr.) Rana Singh**, Director, CIMP, **Prof. Cheul Rhee**, Professor of E-Business, Ajou University, South Korea, **Prof. Amitabh Keshav**, ISO Evaluator and Invigilator at Kyonggi University, Seoul, South Korea, **Prof. Byeong Yun Chang**, Dean of the Graduate School of International Studies at Ajou University, Kumod Kumar, CAO, CIMP and **Prof. Sunil Kumar**, Professor of Practice and Associate Dean at CIMP.

Delivering the welcome address, **Prof. (Dr.) Rana Singh**, Director, CIMP, highlighted the institution's commitment to providing quality education grounded in practical experience. "CIMP consistently promotes knowledge that goes beyond theory. Events like this enable meaningful academic exchange and skill development for both faculty and students," he remarked. He proudly announced the establishment of Georgia Tech University's Indian campus at CIMP and the initiation of a new exchange programme with Ajou University, South Korea. "South Korea ranks 6th in global innovation. Learning from their focus on quality and skill-based education will be invaluable," he added.

The keynote session was led by **Prof. Cheul Rhee**, Professor of E-Business, Ajou University, South Korea, who shared insights on the *Value Stick* model in management. Emphasising the role of product presentation, he noted, "Packaging significantly influences customer engagement. Skill development and bilateral academic collaboration will propel both our nations forward."

Further enriching the dialogue, **Prof. Amitabh Keshav**, ISO Evaluator and Invigilator at Kyonggi University, Seoul, remarked, "India has a wealth of products, and Korea excels in packaging. Together, we can create remarkable synergies. With India's youthful talent and Korea's demand for skilled labour, our collaboration holds immense promise."

Prof. Byeong Yun Chang, Dean of the Graduate School of International Studies at Ajou University, encouraged students to refine their strengths. "Management is not just about ideation; it's about execution. Identify your capabilities and act on them," he urged.

Concluding the event, **Prof. Sunil Kumar**, Professor of Practice and Associate Dean at CIMP, delivered the vote of thanks. "South Korea has leapt ahead, achieving tenfold economic growth over four decades. Exchange programmes like these unlock transformative opportunities for our students to learn and innovate," he said.

The programme marked a milestone in CIMP's efforts to foster global academic alliances and promote excellence in the domain of management and innovation.





