

22.09.2022

12:00 Noon

<https://meet.google.com/pgk-ascd-fgy>

No. of Participants - 70

Report

The **Curiosity Club of HPKV Business School** organized a session on “**Strategic Performance Management System**” in line with its Lecture Series “**Footprints of Maestro**” by Dr Babeet Gupta, Director (MBA Department) at City University College of Ajman (United Arab Emirates).

The session was hosted by MBA Student Ms Riya. Dr AditiSharma introduced the guest speaker. Prof.Mohinder, HoD and Dean, HPKVBS, SCMSwelcomed the guest speaker to the series.

The informative one-hour-plus session provided vital information about the Strategic Performance Management System. He explained as to why performance management is important and emphasised that how it can contribute to the success of an organisation as well as individual. He also elucidated the various methods of performance management.

The students were intrigued and asked the questions to the speaker, which the speaker answered amiably and to satisfaction.

The insightful session was concluded with the vote of thanks by Dr Bhawana Bhardwaj.Prof.Dipanker Sharma closed the session with his word of praise to the speaker.

About Guest Speaker



Dr.Babeet Gupta has vast industrial and academic experience of over 20 years working with reputed organisations in India and in Middle East. Currently he is working as Director (MBA Department) at City University College of Ajman (United Arab Emirates). In his administrative capacity, Dr Babeet Gupta also holds the position of Deputy Director (Research Directorate) at City University College of Ajman. Mapping & analysing business potential, developing a detailed understanding of customer’s strategic business objectives and requirements, developing and implementing strategies aimed at strengthening the channel network, building an account management strategy based on operator business cycles and competitive plans, and maximizing customer lifetime value through the implementation of a customer focused contact strategy have been his key forte. Dr.Babeet Gupta has presented and published a number of research papers and a book titled Significance of Customer relationship in enhancing Customer Equity- an analytical approach applied to competitive scenario in Automobile industry.

Dr. Babbet Gupta is presenting

Strategic performance

Would you get on a plane where the pilot was flying using just one instrument?

12:27 PM | pggk-ascsd-fgy

LECTURE SERIES
"FOOTPRINTS OF MAESTRO"

CURIOSITY CLUB
HPKV BUSINESS SCHOOL, SCMS
CENTRAL UNIVERSITY OF HIMACHAL PRADESH

INVITES YOU FOR THE LECTURE ON

**STRATEGIC PERFORMANCE
MEASUREMENT SYSTEMS**

SPEAKER
DR BABEET GUPTA
DIRECTOR MBA PROGRAM
CITY UNIVERSITY
COLLEGE OF AJMAN (UAE)

12:00 NOON | THURSDAY
22ND SEPTEMBER 2022

[HTTPS://MEET.GOOGLE.COM/PGK-ASCD-FGY](https://meet.google.com/pgk-ascsd-fgy)

Dr. Babbet Gupta is presenting

Introducing Guidance

- A strategic management system not just a strategic measurement system
- Basic premise is:
"If you can't measure it
you can't manage it"

12:32 PM | pggk-ascsd-fgy