

PRESIDENT'S NEWS DIGEST

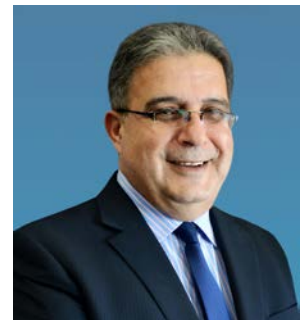
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MESSAGE FROM THE PRESIDENT

Welcome to the 42nd issue of the 4th volume of the President's News Digest. In this issue of the News Digest, I will address the subject of “**Success**”.



Success is a relative term and means different things to different people.

The Oxford English Dictionary defines success as the accomplishment of an aim or purpose. Without a purpose, it is impossible to judge whether success has been achieved. Many researchers and scholars have conducted research studies on success within a business or social context. Some have specified ingredients for a recipe of success which includes enthusiasm, support, energy, and team working amongst many others.

When Benjamin Franklin Fairless, who was a successful American steel company executive, was asked about a recipe for successful achievements? He answered that to my mind there are just four essential ingredients: choose a career you love, give it the best there is in you, seize your opportunities, and be a member of the team. If we analyse the aforementioned statement, it is clear that the ingredients for success are based around choice, commitment and determination, opportunities and leadership, and team spirit and support.

Success should be a long term planned ambition. Learning from mistakes paves the way for long term successes. People who have succeeded didn't give up quickly, but kept trying with a positive attitude and by embracing strong values.



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Success in academia has a different taste as it comes from the satisfaction for making the change in our students' lives. In addition, the success comes from the legacy we leave in our research publications that have addressed fundamental and important business and social issues that can affect our lives and aspirations of future generations.

QUOTE OF THE WEEK

"Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit."

Conrad Hilton

Happy Reading!