

Guest Lecture on
“Leadership in the Era of Social Media”
Organized by: Department of MBA
23rd January, 2020

Dr. Narendar Nath Uppala, Director of Putra Intelek international College, Malaysia. He spoke on leadership in the era of social media for both I MBA and II MBA, in this lecture he focus on how social media impact on human behaviour.

He spoke on emotional control mechanisms for Indians, he differentiate emotional control parameters from Indians to other countries. He clearly gives the directions and live examples to the students how to control emotions in different situations and also explained advantages and disadvantages of social media.

He suggest the students how to lead good life in future by learning different things from different aspects like commitment, communication skills, creativity, ethics. He also suggests understanding human behaviour is good essential to survive in society.

