



### Report on “The Art of Compassionate Business”

Date: 1<sup>st</sup> February 2022

Venue: ASM IPS Auditorium Hall

A guest lecture on The art of Compassionate Business was organized by the institute on 1<sup>st</sup> February 2022. The session was conducted by Dr Bruno Roque Cignacco. He is an international business consultant, international speaker and business coach. For over 20 years, he has advised and trained hundreds of companies on international trade activities and international marketing. He is also a Principal Lecturer in Marketing at GSM London.

Dr. Bruno discussed the concept of compassionate business. He discussed how organizations can perform in business situations and become more focused on the human aspects of business activities. He also discussed about the content of his recent book which includes aspects related to mission and vision, passion, business mindset, organizational learning, improvement of business conversations, use of constructive criticism and improvement of relationships with the most relevant stakeholders (customers, suppliers, intermediaries, community, and employees, etc.). He also discussed about creativity and the innovation process, as well as other factors that create a healthy business environment. All the student and faculty members attended the session.