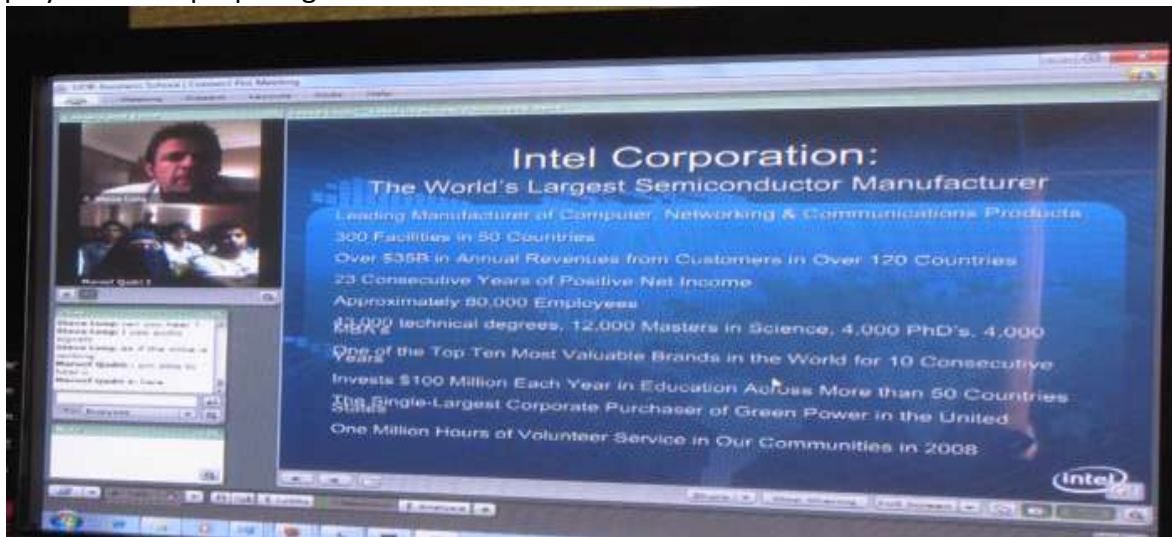


# First 'WEBINAR' hosted from KU

## Director Sales, Intel Corp., USA speaks to Students

**Srinagar, May 20:** The Business School and Directorate of IT&SS, University of Kashmir today organised the first "Webinar". Mr. Steve Long, Sales Chief, Intel Corp., interacted with faculty and students of the Business School of the University from his office in USA through videoconferencing at University of Kashmir.

Prof. Shabir A. Bhat, Director, the Business School, University of Kashmir welcomed Mr. Steve Long to the Webinar. He thanked the guest for interacting with MBA trainees of the Business School while stressing on the importance of such interactions. "Interactions with eminent personalities from leading transnational companies not only provides an opportunity to students to be exposed to the international business environment but also plays a role in preparing business leaders of tomorrow" he said.



Mr. Steve Long, Sales Chief Intel Corp., USA expressed his appreciation for the world class IT infrastructure established by University of Kashmir and talked extensively about the operations of the Intel Corp., He gave a brief about the core values and culture of Intel. Mr. Long enlightened the audience with his deep insights in the areas of management, marketing policies, pricing and product development. Mr. Long also shared his experiences about motivation, communication and team work. He also spoke about qualities and characteristics of successful business managers and provided a roadmap to students for joining transnational companies like Intel Corp.



Director IT&SS, Er Mehraj ud Din, Information Technologist, Er Maroof Qadri from the Directorate of IT & SS were also present to ensure proper facilitation and hosting of the Webinar live.

While offering opportunities to the management students of the University, Mr. Long said that Intel Corp., would provide scholarships to the best business plan the Varsity students develop and prepare. "I assure selected students that they will also be offered internships at Intel USA and may even be recruited by Intel Corp." He added.

The session was later thrown open for questions from participants. Mr. Long appreciated the competence and calibre of the students. Prof. Bhat later extended his invitation to Mr. Steve Long to visit the Campus which Mr. Steve heartily accepted.