



The Newsletter

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Let Noble Thoughts Come To Us From Every side- Rigveda 1-89-1

Quarterly Newsletter September 2019

M P Birla Institute of Management, Associate Bharatiya Vidya Bhavan

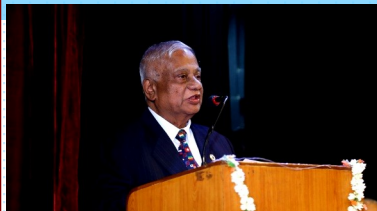
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Sri. Pascal A Nazareth gives inaugural address at MPBIM's National Conference

From Chairman's Desk



Er. N Ramanuja delivers presidential address at MPBIM's National conference

My young friends,

On the occasion of 150th birth anniversary of Gandhiji, it is time for us to reminisce the message of Bapu to find solutions to various problems the world is facing today. We are all aware that even today his thoughts influence the entire humanity transcending national and international boundaries. He is undoubtedly the most compelling social innovator world has ever seen.

Why I consider Gandhiji as a transformational leader is because

Mahatma Gandhi - an unparalleled leader

he not only led but created several leaders to guide the society through his messages. Strangely not just when he lived but also to many who were born much after his passing away. This spiritual leader had not merely enough confidence and trust in himself to be able to use satyagraha, his actions created confidence in his associates. Only few men have had as much of an effect across the world as did Gandhiji. He was charismatic, deliberate and analytical. Gandhiji's leadership through non-violence was not easy. He had to combat violence everywhere. Gandhi taught us countless lessons about life, leadership and much more. He was naturally charismatic. He had a "feel" for his follower's needs which was uncannily correct. He created a **value**

system in his activities through which he created **major changes** at every turn in his life. I have read that he used the **4 E's** throughout his life: **Envision, Enable, Empower, and Energize**. India to this date is a nation of many diverse thoughts held together by thoughts of this one man who was a towering personality much alive and revered despite differing with him. Here, I am reminded of Sri Ravi Pratap Singh who writes '**Since Gandhi always did what he said and said what he did, he built a tremendous amount of trust, faith and loyalty among his followers. They knew that he would never ask them to do something which he would not do himself**'. Truly characteristics of a leader in real sense.

- N. Ramanuja

Workshop on Regression and Correlation- Uses & Abuses



Two commonly used relationship measures in research are correlation & regression. Regression analysis is a related technique to assess the relationship between an outcome variable and one or more risk factors or confounding variables. Correlation analysis is a method of statistical evaluation used to study the strength of a relationship between two quantitative variables. The use of these measures as tools is agreeable as long as they are compatible. It is therefore essential for the students who take up projects at the Master's level & for researchers at the PhD level to get clarified on the ways of using these measures as tools of research. The workshop on 'Correlation and Regression Methods - Uses & Abuses' was held at MPBIM on June 28th 2019. The workshop was attended by 19 academicians from various parts of Karnataka. Dr. N.S. Viswanath, Director General, MPBIM, was the resource person. The workshop was focused on introducing thumb rules of correlation and regression in analysing and interpreting the data using various statistical techniques. The workshop was designed to be practical with lectures, examples and exercises to provide skills, encourage participation and exchange information. Hands-on experience was imparted with the help of SPSS Package. Towards the end of the workshop, feedback of the participants was collected which would help in conducting future workshops better at MPBIM. The participants felt that program was well structured and comprised of essential techniques for interpreting the data sets. Certificates of Participation were distributed, to the participants, at the end of the program. This research oriented workshop spearheaded by Dr. N.S. Viswanath and was coordinated by the team of Prof Anu A Natraj, Prof Bhavya N., Ms. Geetha and Ms. Manjula.



Principal speaks...



Evolution of management thought can be traced back to the days when man started living in groups. Classic examples of such documentation are Vedas and Kautilya's Arthashastra. Management research, over the past several decades has created various theories to assist the practicing managers to take the decisions. Hence chasing trends will help in analysing various aspects of management and continuously refining them. Management research trends need to be studied in the areas of one's interest to understand how the particular field has evolved with new paradigms in technology, neurosciences, big data, etc. that have affected research in all spheres of its ambit. To mention a few: Digital marketing, Social media advertising have had a sweeping effect on influencing the buying patterns; Web analytics were born out of the need to track the behaviour of site visitors and, as the popularity of e-commerce and web advertising grew, businesses demanded details on the information created by new practices in web data collection, such as

Trends in Management Research

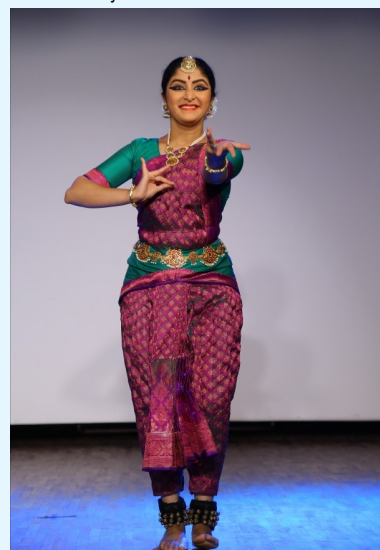
click-through and exit rates; Coolhunting (also known as trendspotting) – to spot trends in areas such as fashion, music, films, television, etc.; Artificial intelligence (AI), although a disruptive technology, has brought solutions together with data science and business analytics solutions such as Business Intelligence systems; Big data and data mining are playing crucial role in the management, bringing in improvement of the entire management process of businesses influencing the process of decision making, ushering automation in many areas. Presently it is, as they say **'today Hashtags will do the talking'**. AI today, is a management partner, not just a tool.

The latest trend is to humanise technology. Besides, the researchers now suggest a paradigm shift which advocates **'serve your community not just buyers'**. This brings in an emphasis on trust, business ethics and addressing the community. The recent national conference on contemporary trends in management research held at MPBIM dwelt on these issues.

Dr. S. Sathyanarayana



CA Rudramurthy B V speaks during the valedictory function of the Conference



Ms. Preethi Prasad Alumna of MPBIM performs inaugural dance at the Conference

Beating Examination Stress



On 19th June MPBIM organised a session for the students on "Exam Stress Management", by Ms. Ashwini N.V, Founder and Director of Muktha Foundation, who was recognized as one of the 100 'leaders under 30' for her idea titled 'Focus formula to foster mental health in low and middle income countries' at St. Gallen Symposium, Switzerland in May 2015. Her talk was very beneficial to the students as she focused on how lifestyle/ studying styles and psychological factors added to exam stress and anxiety and also enlightened the students on

how to deal with it and gave some stress busting tips. Exam anxiety is experienced by many students and may include: Excessive worry about upcoming exams, Fear of being evaluated, Apprehension about the consequences, which are manageable by following a plan of helpful suggestions. Ms. Ashwini identified major areas which can contribute to exam anxiety as: lifestyle factors, poor studying styles and other psychological factors. She also gave General exam stress-busting tips like Believe in yourself; Don't try to be perfect; Take steps to overcome problems and Don't keep things bottled up.

New Product Development Competition



New Product Development (Product Launch Innovation) challenge was held as part of 'Innovation Management' course, to give students a platform to learn through their own experience of understanding the stakeholders, markets, competitors, innovative idea/concept in order to develop/deliver superior value to the customers. Thus learning the important lessons of any business enterprise to continuously add new series/ versions of product to their portfolio and maintain competitive advantage over their competitors. This program was spread across a month for students to undertake research in the fields allocated to them and come up

with market relevant innovative ideas. All the five teams came up with ideas which were viable and could be launched in the market. The finals of the competition was conducted on 15th June 2019 and was chaired by Dr. Basanna Patagundi (HOD Department of Management of Cambridge institute of Technology) in the capacity of a venture capitalist. The innovation that won the prize was **Unique Bag (Blessed Bags) with Solar panel, Charging port and GPS** attached to it. The innovative Business launch plan was well defended by the team comprising the student executives: Rohini, Bharath, Rakesh, Sahana, Meghashree, Rithwik and Nishita, with their excellent marketing and finance modules.



News in pictures



Release of digitized version of 63 years(1954-2016) of Bhavan's Journal by Former President of India Bharat Ratna Dr. Pranab Mukherjee,



Dr. William Nganje Professor & Chair, Dept. of Agri Business & Applied Economics, NDSU, USA, with faculty of MPBIM during Teachers Day celebrations at MPBIM



Dr. B. Shekar, Professor, IIMB (Retd.) felicitated at the Conference



Dr. Smita Kavatekar gets best paper award in General Management & IT



Business Leadership Talks for 2018-20 batch

Sri Vedanadhan, in his talk at Business Leadership Forum held on 22.3.2019, enlightened the students on points on how graduates need to be equipped with more skills & practical exposure to be able to withstand stress in corporate world. They need to be more target-focused to retain their jobs. Corporates these days have minimized training to employees due to cost constraints. There are less employment opportunities due to intense competition in the job market. Many do not have any other option but to accept due to less opportunity to avoid this similar situation and hence it is necessary to be equipped with extra skill sets which will enhance CV and help to distinguish from others. Because of volatility & uncertainty of the markets jobs have also become more stressful the employees need to manage their stress. Understanding of the reality of essential components of CTC (Cost To Company) is a must. He also dwelt on the need to have good inter personal relationship and mutual understanding at the workplace. They should be able to have an appreciable differentiating characteristics. Speaking about the stressful work-life, he added, meditation, yoga, cultivating a good hobby, travel, etc., can act as good stress busters. Sri Vedanandan is Area Sales Manager at Aegis Gas (LPG) Pvt Ltd., which is subsidiary of Aegis Group at Bangalore.

Sri. Paul Raj CEO of Capskills, Bengaluru and former MD of HMT Watches Ltd., gave an introduction to Lean Six Sigma and ISO standards which aim at reducing the waste and improving the quality of output in the manufacturing industry on 29.03.2019. Lean Six Sigma not only helps to meet the customer expectation, it also helps in the growth and profits of the organization. Sri Paul Raj also addressed the aspects of Six Sigma like Muda, Muri and Mura. Lean focuses management on optimizing the flow of products and services across entire horizontal value streams, rather than vertical departments or silos. Identifying and eliminating waste and wasteful activities and tasks mean that less space, less human effort, less capital, and less time are needed compared with traditional business systems. Lean was initially focused on manufacturing but is now applied across all business types. The session also enlightened the students with a clear idea of various certification courses on quality, environment, health & safety, food & drug which ISO standards are providing. Both ISO & Six Sigma are about processes and managing them better, with the end result of reducing inefficiencies and making the customer happier. These tools can both work together in an enterprise.



Rtn. S R Yogananda, graduated in Science and Mechanical Engineering with a post graduate degree in Management. Starting his professional career in 1972 with MICO, he has worked in senior positions in India and abroad. Sri. Yogananda in his talk on 12.04.2019, used stories of great men who were leaders in their own right but with different traits. Sri. Lal Bahadur Shastri who was the Prime Minister was a leader with unquestionable integrity. Swami Vivekananda's leadership was about taking initiative and drive. Later Sri Yogananda took the example of Mahatma Gandhi, who used the strategy of non-violence. Basically leadership is all about setting a personal example which should include dream and doing. Next challenge is how to adapt these leadership skills and the new management paradigms in work. Leadership is also about having grace, taking initiative, adapting simplicity, having perseverance, being humble, providing a vision, communicating effectively besides being a good listener. Nurturing team work would create more leaders. Leadership also urges having compassion and being a complete person. Rtn. Yogananda joined Rotary Club of Bangalore East in 1987. He is a millennium President and Centennial Governor.



Dr. Padmakshi Lokesh, a practicing Psychotherapist, in her talk, on 3rd May 2019 at MPBIM, on Emotional Development, touched upon the impact of mobile phones on student life, the use of social media, and the resulting illnesses which are being caused. Despite dependence on smart phones, if they are used judiciously with discretion, people can manage their own skills and probably get away from all the diseases and they can lead a happy life. While the role of friends is important in their lives, student executives should understand the importance of family members too; they should learn to trust and to have a peaceful life. The speaker with all the enthusiasm told the stories of her life which will benefit the student executives. **Dr. Padmakshi Lokesh** is Clinical Psychologist and Global Stress Management Specialist in Bangalore and specialises in how to manage stress emotions among students, entrepreneurs and general public.

Some Best Paper Prize winners at the Conference



Dr. Indrajit Sinha gets best paper award in marketing



Dr. John Alexander & Prof. Veena Shenoy get best paper prize in HR



Dr. B Nagarjuna gets best paper award in Information Technology



Ms. Asmita Singh gets best paper award in student track



Prof. William Nganje gets best paper award in Finance

National Conference on Management Research

National Conference On Contemporary Trends In Management Research was held on August 30, 2019 at MPBIM. Sri. Pascal A Nazareth, Former Ambassador of India and a veteran Gandhian, who has authored many books on Gandhi inaugurated the conference and urged researchers to carry out research on Gandhi as a manager and leader. Dr. S Japhet, Vice Chancellor, Bengaluru Central University, in his address noted that for educators, it is important to be ahead of time to be relevant. In the 21st century knowledge has enormous influence on economy of all nations connecting every one across globe. He observed that there is direct link between Education-Research-Innovation.

Dr. N R Parasuraman, Director, Sri Dharmasthala Manjunatheswara Institute of Management Development, Mysuru, in his keynote address called for involvement of students actively in research. Underlining the importance of technology, he said that fast changing technology is a major trend in research. Cross functional research, ethics and a broad based approach are few major trends. Dr. William E Nganje, Professor and Chair, Department of Agri Business and Applied Economics, NDSU, USA, in his second Keynote address noted that traditional management research has a strong emphasis on people and strategy. Managers continue to encounter major challenges that encompass strategies on managing self (e.g., work-life balance), board (goal congruent between management and BOD), and organization; in a holistic framework. Managers are beginning to use a "systems thinking" framework to address traditional research limitations. Three important and emerging trends in applied management research cover methods to address them - systems thinking, experimental research strategies, and digital technology

Er. N. Ramanuja, founder Chairman, MPBIM, who was former Chairman & Managing Director, HMT Ltd., in his presidential address traced the path of research in Machine Tools industry. Recalling the development of Machine Tools industry in the country, he said HMT did not believe in reinventing the wheel but with a strong R&D force adopted prevalent technology from overseas admirably for the domestic market and in the process came up with many pioneering efforts to cater to Indian manufacturers in various sectors. Dr. Sathyanarayana, Conference Chair, in his opening remark traced the trends in management research over the years outlining the changing technologies and emergence of new trends. Dr. N S Viswanath, Director General, MPBIM, welcomed the gathering.

Sri. P B Kotur, Head - Global Freshers Engagement Program, Wipro Limited, in his inspiring valedictory address opined that research that has to happen in management is all about technology like in cloud intelligent automation viz., robotics automated processes. Smt. Susheela Subrahmanya, Chief Editor, Southern Economist, Sri. Manandi Suresh Hon. Secretary, Vasavi Education Trust and Bhavan's Bengaluru Kendra, Sri. H N Suresh, Director, Bhavan's Bengaluru Kendra were the Guests of Honour at the Inauguration. Sri Aravind Thondan of CII Yuva and officials of CII were also felicitated. Dr. T V Raju, Director Planning, RV Group of Institutions, Dr. Vijayalakshmi, Joint Editor, Southern Economist, CA Rudramurthy, MD, Vachana Investments, Bangalore were guests of honour at the valedictory function. The conference witnessed participation of faculty from 103 institutes across India, one each from Bangladesh & United States of America and seven Indian Corporates. Total number of full papers received was 120 of which 73 papers were presented in five parallel tracks at the Conference. Dr. Jacob Alexander, Dr. Ramesh, Dr. H.R. Venkatesha, Dr. Balaji Rao, Dr. Rajesh Kumar V, Dr. M. Nirmala, Dr. Ramachandran, Dr. Basanna Patagundi, Dr. Ritika Sinha and Dr. V. Balaji, Senior Professors and Directors in B-Schools of Bangalore, Mysore and Chennai chaired technical sessions. Two prizes were awarded in each of the tracks viz., Marketing, Finance, HR, General Management/IT and a track for Student Executives.

Dr. N S Viswanath

Prof. S Japhet

Prof. S Bisaliah

Dr. N R Parasuraman

Dr. William E Nganje

Sri. P B Kotur

Smt. Susheela Subrahmanya
felicitated by Er. N.Ramanuja

Editorial Panel

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Sudhindra Gargesa

Director (Academic Admin)

Dr. S. Sathyanarayana

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Dr. Rohini G Shetty

Associate Professor

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Lekha V, Mamatha C Pallagatte

Placement Corner Hearty Congratulations

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Swathi S	Syed Salman Ahmed
Shiva Subramanian	Harshith Reddy
Bandhan Bank	Kishore R
Shilpa P K	Siddhant Namot
Lidiya Francis	Aaditya Vatsa
Akshay Bhat	Square Yards
Byju's Learning	Basavraj Naik
Akash M	Manasa B
Radhakrishna Nayak	Shrithesh P Darak
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Akash M	Abhijith S Somani
Shilpa B.S	Sriramakrishna C H
Shobha Developers	Shreedhar A Girennavar
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Mythri MM	Sanjhana M
Anusha H	Shrinath Parik
Sonal Kanakagiri	Nishanth P
Flipkart	Prabhushankar Hiremath
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City Union Bank	India Infoline (IIFL)
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Pani Krishna P	HDB Financial Services
Bhavya K Shetty	Amit Salunke
Shivakumar M S	Kotak Mahindra Bank
Smruti Chandrashekar	Rakshith B Y
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Raithvik Srivastava	Vennela K



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