



AMRITA
VISHWA VIDYAPEETHAM

SCHOOL OF
BUSINESS
COIMBATORE

Pragyan

Admissions 2020 Open

Applications are invited from the eligible candidates for admissions to MBA at the campus for the academic session 2020

>> P 28

B-fest Pragati

ASB's national-level B-fest Pragati witnessed an enthusiastic participation of various colleges from across india

>> P 22

AIMA SMG 2019

ASB Coimbatore team were crowned as champions at AIMA Student Management Games 2019

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Message from The Chancellor



I often reflect deeply on the future of the Earth, the preservation of nature and the disappearing harmony between humanity and nature. This contemplation has led me to the conviction that science, technology and spirituality must unite in order to ensure sustainable and balanced

existence of our world. We live in the age of the Internet but along with a connection to the Internet, we also need to rediscover our "Inner – net" connection. Spirituality teaches us how to manage both our internal & external worlds. True spirituality is compassion in action. If we could transform compassion from a mere word into a path of action, we would be able to solve 90% of the world's humanitarian problems.

Sri Mata Amritanandamayi Devi,
Chancellor, Amrita Vishwa Vidyapeetham

Message from Associate Dean



Welcome to Amrita School of Business, Coimbatore. We are amongst the top private B-Schools in the country and part of a globally ranked institution which has been recognized as an Institution of Eminence by the Government of India.

Aided by an excellent faculty, a great alumni network working with leading companies around the world and most importantly, a group of motivated and talented students, the school is poised to climb heights in the future. An active student centered learning approach, a modern curriculum that prepares the student for the present and the future and a host of extracurricular activities together create the right environment for enriching two years that prepares the students for a bright career. The focus on ethics and sustainability ingrained in everything we do sensitizes the student to the pressing challenges of our times, such as climate change and corporate misgovernance, and moulds leaders who are role models. Pranams to Amma, I welcome you to ASB and wish you a great journey of learning ahead.

Dr. Kishore G Pillai.
Associate Dean, Amrita School of Business



Amrita School of Business, Coimbatore gets AACSB accreditation

Amrita School of Business, Coimbatore has recently been accredited with AACSB, the gold standard for B-Schools across the world. The first step towards achieving this accreditation started way back in 2012. The relentless efforts of all faculty, spearheaded by Dr. Sanjay Banerji and a core committee of faculty members, came to fruition on November 14 th , 2019 when ASB joined the top 5% of elite B-Schools worldwide.

We were glad to host the three member Peer Review Team headed by Dr. Sanjay Gupta (Dean – College of Business, Michigan State University), Dr. Ananth Rao (Emeritus Professor of Finance– Dubai Business School), Dr. Che Ruhana Isa (Dean – Faculty of Business and Accountancy, University of Malaya) from 6 th - 8 th August 2019.

The AACSB accreditation is a singular achievement in the milestones of ASB. Presently, there are only eleven B-Schools in India who belong to this prestigious group, and this includes only a few IIMs. It was not an easy task to pull off and it took several years of hard work and commitment.

All stakeholders including non-teaching staff, students and alumni interacted with the Peer Review Team and played their part well in getting this recognition.



Chairman's message

Amrita School of Business Coimbatore has endeavoured to offer the best quality business education right from its inception in 1996. We have a highly qualified and experienced set of faculty, outstanding library resources, top-class infrastructure, strong international collaborations, extensive industry connect through regular colloquias along with excellent hostel and sports facilities. ASB also provides opportunities for industry certifications, co-curricular and extra-curricular activities, and community outreach programs.

The MBA programme is structured according to global and national standards and the curriculum is revised periodically by incorporating the latest trends in business and technology. Our placements have been 100% for all batches so far. ASB alumni are performing very well in reputed organizations across the globe, and are adorning senior positions.



Recently both the MBA and PhD programmes of ASB Coimbatore have been accredited by AACSB. Founded in 1916, AACSB is the longest-serving global accrediting body for business schools, and the largest business education network connecting students, educators, and businesses worldwide. AACSB accreditation recognizes institutions that have a demonstrated focus on excellence in all areas, including teaching, research, curriculum development, and student learning. Less than 5% business schools worldwide and 11 among the 3000+ business schools in India are AACSB accredited.

Amrita Vishwa Vidyapeetham (of which ASB is a part) has been recommended by the University Grants Commission to be awarded the 'Institution of Eminence' status to emerge as a world class teaching and research institution.

National and international ranking agencies assess institutions against multiple parameters including teaching-learning processes, research, infrastructure, industry connect, international collaborations etc.

Amrita has been ranked the 8th best University in India by the National Institution Ranking Framework (NIRF) of the Government of India. Amrita has been ranked among the Top ten universities in the country, three times in a row.

Amrita has also performed well in International Rankings. The latest Times Higher Education (THE) World University rankings rank Amrita to be the Number 1 Private University in India. The latest QS World University Rankings rank Amrita to be the Number 1 University in India for International Faculty.

We have a green, clean and serene campus that helps in refreshing body and mind. The Coimbatore campus of Amrita Vishwa Vidyapeetham has been awarded the Number One Rank in the 'Technical Institutions' category in the Swachhta Rankings 2017 & 2018 released by the Ministry of Human Resource Development, Government of India.

We at ASB believe in meaningful engagement with industry by way of short-term development programmes for managers and executives, and part-time PhD programmes that we offer.

ASB's 2-year MBA programme is designed to prepare the young for not just successful living, but also for a meaningful life. All that we do at ASB is inspired by our Chancellor's vision of 'transforming the ordinary to extraordinary'.

Dr. Shyam A V
Chairman, ASB, Coimbatore

Rankings



8th Best University
in India

in University category as per
NIRF India Rankings 2019



Institution of Eminence

Recommended by
University Grants Commission

Global Ranking



Amrita is Ranked
within **601-800**



Amrita is Ranked
within **201-300**



Amrita is Ranked
168 in Asia, 2018



100% Placements!

Marketing

Banking and Financial Services	18
IT/ITES	21
NBFC	27
FMCG/Retail	15
Online Services	9
Manufacturing/Consulting/Education	8
Others	2

TOP COMPANIES: NetElixir, BYJU'S

Finance

Banking and Financial Services	54
Manufacturing/Consulting/Education	22
FMCG/Retail	2
IT/ITES	4
NBFC	18

TOP COMPANIES: Deloitte, BNY Mellon

HR & Analytics

BFSI	20
Consulting	7
FMCG	13
IT/ITES	33
NBFC	27

TOP COMPANIES: Mphasis, Oracle, Caterpillar, Bridgei2i

Operations

BFSI	19
e-commerce	15
FMCG	4
IT/ITES	40
NBFC	15
Retail	7

TOP COMPANIES: Amazon, Metro



In order to fulfil the career aspirations of the students, it was found necessary to assist them in specific areas, beyond their regular academic training moulding them into true professionals.

Corporate and Industry Relations (CIR) was established with the prime objective of transforming every student into a

globally acceptable professional, together with core human values and life skills to face the never ending challenges of life. The University management has demonstrated its commitment to lead this important function by positioning a Director with more than four decades of experience to head CIR. For the smooth and effective

functioning, CIR has eight key areas: Career Counselling, Career Competency Development, Higher Learning Initiatives, Internship & Placements, Corporate Relations, Entrepreneurship Development, Marketing Communication and Corporate Training.

In order to benefit all sections of students across the University, CIR has centres in all Campuses, replicating in form and function of the main centre, with necessary modifications incorporated to meet the varying nature of programmes offered at such locations. CIR conducts many sessions on corporate and numerical skills to make the students for placement ready. ASB continues to have 100% placements in some of the best known MNC's and Indian Corporates. 2019 saw 111 companies hiring ASB students for placements and all students getting placed. The salaries offered in 2019 have shown significant growth over the previous year. The average salary (CTC) offered was INR 5.88 lakhs per annum, the highest being INR 28.40 lakhs per annum. The students of 2017 - 2019 batch have been placed in diverse and highly valued professional organisations.

Summer Placements

The summer internships are a platform for students to foray into the corporate world and get a better understanding of the knowledge and concepts they have gained through their MBA journey. All 188 students got placed in different cities across India with a total of 90 companies offering a highest stipend of **40,000**.

Marketing & Finance
Domain shared the top spot during the summer placements.

Total number of students.....**188**

Total number of companies.....**90**



Highest stipend INR 40000 for two months

Average stipend INR 18800 for two months

Internship Experiences



Aditya P.V., Intern at Hedge Equities

I did my internship at Hedge Equities, Kochi, in Finance and it has given me a valuable learning curve during my two months' association with them. I was trained on market basics, which helped me to choose a viable, challenging internship project.



Sreekala Ramachandran, Intern at Gilbarco Veeder Root

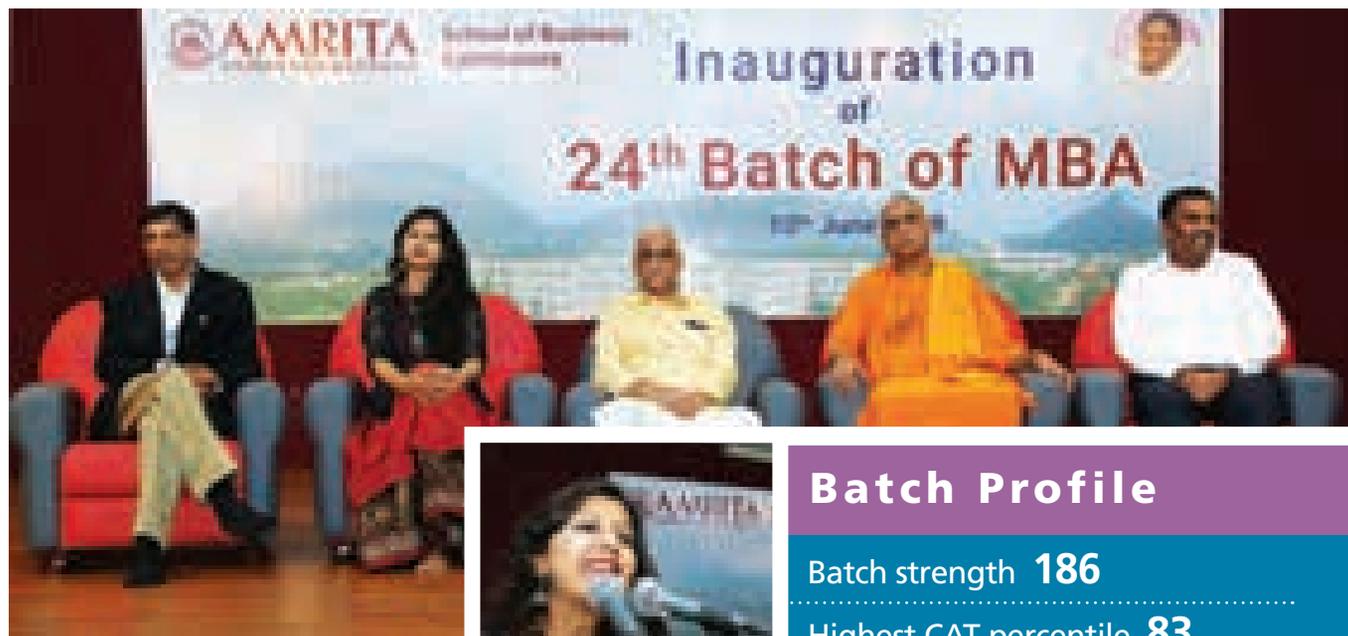
As an operations aspirant, I got an opportunity to do my summer project at Gilbarco Veeder Root (GVR), in Inventory management, Demand planning and Supply chain management. Life here shaped me to a value based person and I will cherish every moment I spent here with ASB inspiring me throughout my life.



Akshai Sunil, Intern at Asian Paints Limited,

My internship experience with Asian Paints Limited was an ultimate learning phase in my life which gave me the essence of corporate life and also gave me an opportunity to apply theoretical knowledge, helped me to come out of my comfort zone and rediscover myself.

Class of 2021: ASB welcomes 24th batch of MBA students



Batch Profile

Batch strength **186**

Highest CAT percentile **83**

Average Work Experience
20 months

Student with work experience
19%

Engineers – Non-Engineers ratio
50:50

The 24th MBA batch inauguration was held on 10th June 2019. Two of our alumni Mr. Kesavan Krishnamoorthy (2006 batch) & Ms. Megha Agarwal (2008 batch) were the guests of honor for the inauguration function. Mr. Kesavan Krishnamoorthy is a strategic marketer and business development expert with highly visible senior management accountabilities and 16 years' experience in conceptualizing and implementing growth strategies. He has expertise in international business, sales and marketing, new product development, product commercialization and business partnership management. Ms. Megha Agarwal is a marketing and brand enthusiast with over 11 years of corporate experience presently the Integration Manager & Manager International Markets at Unilever. She has worked across diverse categories like beverages, laundry, water purification and now health food drinks with FMCG giants like Cavin Kare and Hindustan Unilever limited. In their address to the new batch both shared their experiences in ASB and life@ Amrita. They also told the students that they are the at the right place and make best use of the next two years at ASB Coimbatore.

Orientation Program

A comprehensive two weeks orientation was designed to introduce students to sharpen their foundational skills in learning business management by inculcating them with the knowledge of subjects and skills such as foundation of accountancy, business mathematics, Microsoft excel and communication skills. The orientation program is also to get students familiar with life at ASB (interactions with Alumni and various dos & don'ts). Apart from academics, students also participated in a self – exploration workshop conducted by Mrs. Anjana G (ASB 2003) and sessions regarding placement procedures and training which were conducted by CIR. Students also had various ice breaker sessions amongst themselves to be familiar with each other.

ASB Graduation Day Celebrated



The 2017-19 batch graduation day was celebrated on 31st August 2019. 155 students of the batch graduated and earned their MBA degree. Mr.Dev Abhishek was the topper of the batch and was awarded gold medal and Mr. Arun Ramanathan was second and earned the Silver medal.

Mr. Sajiv M earned doctoral degree in management after successfully defending the thesis.



ASB conduct training for **Scientists & Technologists under Govt. Sector**



Training Programme sponsored by the Department of Science and Technology, Government of India, under the Scheme "National Programme for Training of Scientists and Technologists working in Government Sector"

Amrita School of Business, Coimbatore, conducted a Training Programme sponsored by the Department of Science and Technology, Government of India, under the Scheme "National Programme for Training of Scientists and Technologists working in Government Sector" on "Research for Societal Good through Social Responsibility", from 18 to 22 Feb 2019. It was a 5 day programme conducted at Amrita School of Business, Coimbatore with participants who were eminent Scientists and Technologists nominated by various government organizations across India. The theme of the Programme was established from the fact that - Indian Research / Industry sector, both government funded and private have a rich tradition of philanthropy and the sectors have made huge efforts to minimize the gap in several social areas to uplift the common well-being of society. Social Responsibility is established on the reciprocal dependence between an organization and society. The Social Responsibility guidelines attempt to move ahead of a philanthropic model to a more expansive view that encompasses the integration of social and environmental issues into research decisions, goals and operations and also the integration between organizations and their stakeholders. This Training Programme was a gateway for understanding



the ground reality in devising such policies, ability to solve many of the social issues and problems through Innovation and inculcate effective altruism. The program also included interaction with many eminent people who have worked on a wide variety of social projects, who had shared their experiences in a detailed way. The important focus was on the problems faced while implementing such societal projects and methods to overcome such difficulties. Some of the unique problem-solving models adopted by the Amrita team to address the societal needs had been discussed in detail. Based on the success and excellent feedback from the participants, Dept of Science and Technology Govt. of India has extend to conduct the same Programme for the year 2019 – 20 as well from 17 to 21 Feb 2020.

Constitution day

Constitution day celebrated at **ASB**

Constitution day was observed at ASB Coimbatore on 26th November 2019.

The Chairman started with a short discussion on various facets of the Indian Constitution laced with a Question and Answer session with students.

Then the preamble and the fundamental duties were projected on the screen read out. This was followed by viewing the live telecast of the proceedings from the Central Hall of Parliament.

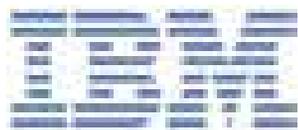


MBA in Business Analytics

Certification
from
IBM

Amrita School of Business, Coimbatore is one among the few colleges in India offering a specialization in Business Analytics for management students.

Industry Collaboration with



State-of-the-art
Analytics Lab

Sensitizing women BODs towards their roles and ethical responsibilities in sustainability of milk union

The 90-minute session with 60 women Board of Directors members of 19 milk unions of South India was conducted as a part of the two-day workshop held at Waynad dairy during 17th & 18th March, 2016. Dr. Prasad spoke about the four aspects of any organization – (be it a family, dairy union, business or any team), which are necessary for their success. The four aspects are freedom, discipline, love & wisdom. Everyone likes freedom in life and in organization as well. But this freedom needs to be earned through consistent responsible and disciplined behaviour which builds trust amongst the stakeholders. On the contrary, balancing pulls and pressurizes the two aspects viz a happy blend of love and compassion on one hand & wisdom on the other, to understand the intricacies of each situation, and inspire each and every employee.



Dr. Rajiv Prasad
Associate Professor

When we educate the women towards their responsibility to nurture their children & families with discipline, we are initiating a silent revolution that is in the long run going to transform the whole ambience of the rural households and societies. It is a great responsibility. Women are endowed by nature to play this role as they have greater reserves of love, patience, and maternal wisdom. Being a part of the



BoDs, they also contribute to the decision-making process at the union level. They help the Board to take decisions that really help the rural milk producers in meeting their concerns. In this connection, Dr. Prasad shared the inspiring example of Amma (our chancellor), the great spiritual and humanitarian leader and shared she ignited an ethical and spiritual revolution in many sectors of life such as education, health care, public utilities, social care, and many more, how hundreds and thousands of bright men and women from all walks of life have joined hands with her in a collective effort to transform society. Our women BoDs need to look further than Amma in order to feel inspired in discharging their responsibilities.

4th International Conference on ICT for Sustainable Development

Associate Professor of Operations Management, Amrita School of Business, Coimbatore Dr. M. Suresh presented a paper titled ‘ICT in Education for Sustainable Development in Higher Education’ at the 4th International Conference on on ICT for Sustainable Development (ICT4SD 2019) held at Hotel Vivanta by Taj Panaji, Goa, 5th – 6th July, 2019. ICT4SD 2019 provides a platform for bringing forth significant research and literature across the field of ICT for sustainable



Dr. M. Suresh
Associate Professor

development and provides an overview of the technologies waiting to be unveiled.

The objective of this paper was to review the recent developments so far in successful incorporation of ICT in sustainable education. This paper discussed the process of shifting to the new paradigm learning from some of the successful ICT initiatives implemented by the universities across the

globe. The results from this study will assist the policymakers and management of universities and colleges in understanding important ICT factors that can facilitate sustainability in higher education.



POMs 30th Annual Conference

Dr. Santanu Mandal, participated in poms, 30th annual conference, at washington dc, usa between 2 – 6 may 2019. he presented papers on “role of tourism it adoption and tourism risk management orientation in developing collaborative assets”, “influence of ios appropriation in tourism agility and tourism resilience development: an empirical study”, “importance of environmental, learning and technology orientations for preparedness and alertness in tourism.scs. He received lot of constructive feedback to improve his study and developed new ideas regarding tourism supply chain operations and its interfaces with big data capabilities. furthermore, he received a lot of suggestions on how to apply the same in different contextual settings.



Dr. Santanu Mandal
Associate Professor

currently a lot of research is going on regarding optimization of service supply chains based on data analytics capabilities. also, increasingly service firms are also taking proper risk mitigation strategies to safeguard their firms’ operations from uncertainties.



INFORMS Conference on Business Analytics & Operations Research

Dr. Santanu Mandal, participated in INFORMS Conference on Business Analytics & Operations Research, at Austin, Texas, between 14 – 16, 2019.

His paper on Role of Big Data Analytics Infrastructure Capabilities in SC Resilience Development: An Empirical Exploration was accepted for poster presentation at the Conference. Lot of constructive feedback to enhance the study and also developed new ideas in big data analytics and its inter-

faces with operations and supply chain management. It was interesting to know that big data analytics is currently studied in USA largely to improve and optimize the distribution of medicines.

The \$ 5 Trillion Indian Economy Vision

The Great Indian Dream got global attention when the Prime Minister of India – Mr. Narendra Damodardas Modi unveiled his audacious Vision of making India a \$ 5 Trillion global economic powerhouse by 2024-25. A vision of such magnitude draws applause and apprehensions. As a \$1.7 trillion economy in 2014, India has dramatically grown to become the 7th largest global economy with a GDP of \$ 2.7 trillion in 2018-19. The GDP growth rate in real terms is between 6%-7%, which is ahead of the emerging economies 5% -6% and world economies 3%-4%. The real per-capita GDP of India in 2018-19 stands at Rs.1,05,151, clocking a 5.5% growth. The index of industrial production shows a declining 3.6% in 2018-19 over 4.4% a year before indicating the slump in production. The retail inflation has reduced over the



Dr. A. Senthil Kumar
Asst. Professor (Sr.Gr)

years and ranged between 3.4% – 3.9% in 2018-19 while the Gross Fiscal Deficit is within 3.4%. The \$ 5 trillion economy hinges on the revival of demand ensuring the supply of resources for the economy. From \$ 2.7 trillion to \$ 5 trillion vision, the economy needs the GDP to grow by 12% in nominal or 9% in real terms.

To support the Vision, the Finance Bill of 2019 envisaged significant invest-

ments in transportation and infrastructure manned by the Ministries of Civil Aviation, Renewable Energy, Power, Road Transport & Highways, Shipping, and Railways. However, the critics raise concerns like slowing Indian economy associated with slump in the global economic, large subsidy bills in FFP (Food, Fertilizer & Petroleum), falling Index of Industrial Production, weak asset quality & NPAs of Indian Public Sector Banks, liquidity crunch in the Non-Banking Financial Corporations, high interest rates to name a few. In order to regain the economic growth, the Indian government, in recent months, made interventions with a sleuth of measures. The interventions include the corporate income tax rate cut from 30% to 22% that makes the effective tax rate reduced from 35% to 25.17%. To make the economy investment-friendly, measures were taken like relaxing the Foreign Direct Investment norms were relaxed; levies on Foreign Portfolio Investments were rolled back; BS-IV norms for vehicles & electric vehicles were relaxed; credit-sprees ushered in for Indian consumers & small business; Repo rate was reduced to a 10-year low of 5.15%, to name a few. The government is attempting to address both the demand and supply side of the economy. The response of the Great Indian Economy to these stimulus packages remains to be seen in due course of time. Therefore, achieving the Vision of a \$ 5 trillion economy, though challenging, is still possible, if the combined might and shared efforts of Government, Corporates and Citizens converge.

What competencies recruiters look for while hiring managers

In today's dynamic corporate setting, it is very critical that managerial candidates scale up to the requirements of the industry and develop those key competencies that are needed to sustain and excel. Recruiters place emphasis on such competencies that are critical for any managerial candidate.

What are the competencies?

Competencies are the behavioural manifestations of knowledge, skills and attitude related to a particular job domain to exhibit superior performance in a particular job and an organizational context. Let us consider a very familiar example of a doctor. A doctor's success does not only depend on the educational qualifications, technical expertise and experience a doctor possesses, but much more on her compassion, empathy, interpersonal skills and providing evidence based treatment, which are the key competencies needed in a doctor's role.

Similarly, key competencies are required to deliver results and for effective performance in a managerial role, which recruiters are keenly looking for. I strongly recommend building and enhancing the following 5 key managerial competencies in candidates to aid selection into relevant organizational positions and for positive organizational outcomes:



R G Priyadarshini
Associate Professor

Key Managerial Competencies:

Clarity of thought and Strategic Orientation:

Clarity of thought about organization's purpose, its current focus, constraints and futuristic perspective is much needed so that the individual's deliverables make the right contribution to the organization. This quality is developed

in candidates by continuously engaging in appreciating real time organizational contexts and issues in that regard.

Communication effectiveness:

Communication effectiveness is another key competency needed in a leadership role and keenly looked for in any managerial candidate. Strategic and interpersonal communication support goal setting, decision making, problem solving and helps in marinating a positive work environment.

Analytical reasoning and data-driven decision making:

Complex business models, resource constraints, complicated business situations demand evidence based decision making, supported with strong analytical reasoning. Recruiters see the presence of these qualities in candidates much needed to scale up leadership positions to deal with strategic issues more logically and objectively.

Team working and Interpersonal effectiveness:

This competency is very critical in all levels of managerial jobs in an organization, irrespective of the nature, size or domain of the organization. Team performance being one of the performance metric, from day-one, team working is critical to achieve team, department and organizational goals. Also interpersonal effectiveness is looked at aiding effective relationships and outcomes at the client, supplier, customer, dealers and employee levels.

Adaptability and Resilience:

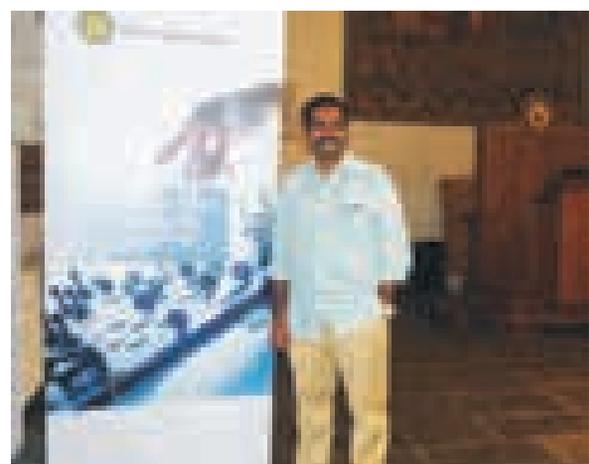
Adaptability is much sought by recruiters in managerial candidates to be able to work in multiple locations, with new teams, new business situations, new clients and varying constraints. Resilience is another important quality needed in managerial employees to be able to recover from critical/ stressful/ critical situations. These competencies help in scaling up leadership positions and managing organizations through the thick and thin of business.

6th International Workshop on sharing economy

Viswanathan, Asst. Professor, participated in the 6th international workshop on Sharing Economy, which was hosted at Utrecht University, Netherlands between Jun 27 and 29, 2019. The workshop was attended by over 110 participants and about 70 papers were presented. Participating in this unique workshop presented a unique opportunity to listen to the new emerging research in the sharing economy and network with the community of scholars in this space. Further, he presented the findings of my paper titled – “In sharing we trust- The shifting meaning of trust across the access spectrum”. This paper, part of 1st essay of his thesis, was well received by the audience and got encouraging feedback.



Viswanathan
Asst. Professor



ASB at the 10th MARE Conference

Prof. Gopakumar Viswanathan, (Assistant Professor - ASB) recently participated in the recently concluded MARE conference. MARE (Centre for Maritime Research) is one of the renowned names in Fisheries research in the world, and their biennial conference attracts the best of the field. This year's



Prof. Gopakumar. V
Asst. Professor

edition with the theme "People and the Sea" was organised from 24th to 28th June at Amsterdam, hosted by the University of Amsterdam. The conference was marked by a major shift in research focus from capture to the consumption side of fisheries, & the food systems in between. In this context, the presentation by Prof. Gopakumar on his work in "Continuities and Changes in Urban Fish Markets" was well received. The paper co-authored with Dr. Amalendu Jyotishi (Amrita, Bangalore) and Dr. Holly M. Hapke (University of California, Irving) is now getting ready for publication.



What is education for life?

'Education for Life' - as different from and yet coexistent with 'Education for Survival' - is a systematic, deeply holistic and comprehensive way of knowing, understanding and eventually realizing oneself, directly and experientially, both outwardly and more so inwardly.

Education for Life is also to see and experientially realize the deep and intrinsic interconnection with the entire Universe and beyond. Education for Life is all about discovering the true meaning and purpose of life and living in all its depth, glory and grandeur. It is about creating a healthy and vibrant ambience in which the students, and perhaps the teachers as well, are inspired to begin looking at themselves, both the outer and more so the inner nature and structure of themselves, thereby initiating a process of self study and self observation and eventually paving the way for an integrated and holistic development and growth of their own authentic being in all its multi-levels and planes of consciousness. Education for Life is all about clearly seeing, understanding and realizing the 'bigger picture' in relation to oneself, one's daily life and life activities.

Education for Life is about discovering what one truly and deeply loves to do, throughout life. It is about encouraging the students to think differently, radically and creatively; to go beyond established, conventional ways of thinking and doing; to see through, break and dissolve all kinds of belief systems, dogmas and patterns of living that is born out of crippling fear that binds, enslaves, limits and keeps one incapacitated and suppressed throughout life.



CS Udhayakumar
Associate Professor

It is about giving much more importance to 'feeling' and 'intuition' rather than just 'thinking'. It is about understanding rather than mere acquisition

of knowledge and information. Education for Life is about opening one's mind and heart; waking up fully to Life and its profound mysteries, our deep interconnectedness to all life and the Universe, to the limitless powers, inherent potentialities and possibilities of one's own being. Education for Life is all about living a complete, fearless, integrated, very responsible and fulfilling life that goes way beyond conventional, mainstream patterns and forms of formal schooling and collegiate education that only prepares the students to acquire a set of skills, some amount of information, knowledge and expertise in their chosen field of study or domain that would help them pass various examinations in order to get degree certificates that would, in turn, serve as passports to good lucrative jobs in the market. Education for Life and Education for Survival, truly speaking, are two sides of the same coin. One cannot exist without the other. But in all educational institutions across the world, be it primary, secondary or higher levels, the predominant emphasis and importance is given only to 'education for survival' to the utter neglect and outright denial of 'education for life', which is nothing but a tragedy; while on the other hand, students are encouraged, coerced, punished and rewarded to equip themselves with all the necessary information and tools to procure employment and succeed in making money and the various necessities of life, if possible. Not even a passing thought is given to the very foundation of all true education - the learning, knowing and understanding of oneself which then facilitates and brings about the awakening and blossoming of this hidden dimension and powers within us all. Education for Life should and must, like in our ancient Indian Rishi culture and Gurukula system of education of bygone times, once again be given its right place, regain its central position around which all other 'education for survival' programs revolve. Education for Life contributes to the holistic, integrated and harmonious growth and development of both the teachers as well as the taught.

Alumni Meet

Alumni Re-union 2019

Annual Alumni Reunion 2019 was organized on Feb 10, 2019 at ASB Coimbatore. 55 alumni members attended the re-union meet.

The Inaugural ceremony was arranged in the ASB Quadrangle. Alumni from the earliest batch of 1999 to 2018 pass out batch attended the meet. Placecom team organised sports and cultural events as part of the reunion. Alumni, shared their experiences in ASB and interacted with current batch of students.



Alumni Meet Mumbai and Hyderabad Chapters

ASB organized Alumni Meet of the Mumbai and Hyderabad chapters. The Mumbai Chapter meet was organized on 30th September 2018 and the Hyderabad Chapter was on 23rd September. In both places, 28 alumni members were participated. Dr. Balasubramanian P, Professor, ASB and Ms. Saranya D, Manager, Industry and Alumni Relations interacted with the members.

Alumni Meet at Bengaluru

ASB alumni Bengaluru chapter was organised on 15th June 2019. Alumni from as early as 2001 batch to the latest pass out batch attend the meet. Dr. A V Shyam and Dr. Balasubramanian P interacted with the alumni. Discussion were on how alumni and ASB can mutually benefit and what are various ways alumni can involve in ASB activities. Alumni also shared their experiences.



Proud Alumni

Sachith Rajagopal, GM Enterprise Business | Exotel Techcom (Batch of: 2010-2012)

Working as General Manager at Exotel Techcom Pvt. Ltd, Sachith was an active volunteer during the Kerala floods where he set up two call centres using Exotel's platform to get messages and voice recordings across to volunteers who can reach them with a ground rescue team. His team's efforts had helped save close to 600 people during the floods which he describes as his biggest achievement so far.



Shruthi Parakkal, Consultant Health Care | Frost & Sullivan (Batch of: 2009 to 2011)

President's club winner for excellent performance and thought leadership FY 2018-19, Shruthi works as a consultant for Frost & Sullivan and has expertise in conducting market research across pharmaceuticals and life sciences for top tier healthcare companies. She has published several articles in leading international magazines including Forbes, HIMSS Insights, Medical Device Developments, European Medical Device Technologies, International Devices and Diagnostics Monitor.



Jaisurya Pavithran, Accounts Manager | Akamai Technologies | Los Angeles, CA (Batch of: 2009 to 2011)

Jaisurya joined Akamai Technologies in South California as a major Accounts Manager on July 2019 where he was awarded as the new-hire of the year for the entire American Sales and Account management region where he improved revenue quotas, helped in growing the business and built strategic partnerships within.



Vijay Nair, Associate VP Marketing & Country Head | National Geographic (Batch of 2005 to 2007)

With over 14 years of experience in experiential and luxury product launches, brand promotions, strategic alliances, sales and marketing across several industries, Vijay is currently the country head of National Geographic Expeditions, the experiential travel product of National Geographic – Disney.



Neerav Sejpal, Director of Growth | Pizza Hut India, (Batch of 2003 to 2005)

Part of the Business Development and Leadership Team at Pizza Hut, Neerav has played a pivotal role in expanding the brand during his tenure. He had opened 88 Pizza Hut stores in a calendar year setting a new record of new builds for the 23 years, Pizza Hut has been present in India. For his performance and achievements, he was made the director of growth in early 2019.



Alumni Bootcamp 2019

Placements for the MBA Batch 2018 – 2020 are undergoing and the 188 managerial aspirants at ASB Coimbatore are preparing for the 80+ companies that will be visiting the campus for functional roles across the domains. The alumni network of the school is lending a helping hand through the Bootcamp 2019 to train the current batch for the rigorous placement processes. Boot camps are an integral part of the placement preparation process and

student life here at ASB. Bootcamp 2019 was a five day affair commencing from 6th August 2019 to 8th August 2019 and for the dates of 10th & 11th August 2019.

An enlightening palette of business gyan, erudite discussions and professional interviews, Bootcamp 2019 saw accomplished alumni visit the corridors of their alma mater and deliver their years of experience in sharp sessions, sprinkled with humor and melding into witty conversations.



Mr. Ashwin S K

Batch of 2013 – 2015, Assistant Manager – Professional Channel Signify

Hit the ground running: Sales research from the corridors of Signify

Four years as a talented salesperson for Philips Lighting Solutions in the regions of Kerala, Tamil Nadu and Karnataka. Mr. Ashwin SK held a session on sales research, career orientation, industry expectations and preparations for the sales position aspirants.



Ms. S Arun Preethi

Batch of 2014 – 2016, Senior Accounts Manager, RSB Insights & Analytics

Careers for the millennials: Why might MR be your calling

Academic credentials along with an erudite curiosity defines Ms. Arun Preethi Pillai whose publications and affiliation to peerless research saw her addressing the students on business research : the conceptual grounding, the avenues and the future of MR in India.



Mr. Anand Menon

Batch of 2005 – 2007, Vice President & Brand Leader. Flight Centre Travel Group

Tales if two products: Why choose one

A career illustrated by breaking benchmarks in marketing services to hundreds of thousands. Mr. Anand Menon brought together a case study for aspiring managers to test the critical thinking of solving a very real world situation: Convincing the Customer.



Mr. Gangadhar Kodandaram

Batch of 2004 – 2006, Director - Sales, Microsoft

Dream Big & Pursue your passion: Making it in Microsoft

Being a Director of sales for Microsoft in India and being an affluent speaker had Mr. Gangadhar Kodandaram right at the intersection as he held the students and faculty in rapt attention with his journey through Microsoft with a generous dose of wit and wisdom for the keen eared listeners.



Mr. Navneet Anand Sunu

Batch of 2006 – 2008, Senior Manager, Signify (Singapore)

Mapping Myanmar: Asia is the New World

Gumptious and being great at his work, Mr. Navneet Anand Sunu imparted some valuable lessons to us from his time at India & Singapore to pursue a career in the dynamic marketing world by sharing his experience of evaluating and developing a market for Signify products in the country of Myanmar, Asia.

Colloquia



TOPIC: YOU THE BRAND

Mr. M.K. Chandrasekar, is a Marketing Guru with over thirty years experience working with corporate giants like Nestle, British Petroleum and Castrol. The session was extremely interactive inspiring students to think out of the box. He spoke along the lines of branding yourself and having the willpower to make it big in corporate environment.

TOPIC: CREATING BUSINESS LEADERS

Ms. Sreema Nallasivam, is the Director of Continuous Improvement at Metro AG. Metro AG is a German based company for wholesale products and distribution. During the interaction Ms. Sreema elaborated her experiences on how to become a business leader and her journey in becoming one. Her insights focused on making audiences internationally ready. Cultural diversities that Indians have to face in the workplace environment was also one of the topics covered.



TOPIC: SKILLS REQUIRED TO TACKLE THE JOB MARKET

Mr. Palani Kumar is the Senior Operations Head at Adobe Inc, Bengaluru. Adobe Inc is an American multinational computer software company that focuses on the creation of multimedia and creativity software products. During the session, the students learnt skills that require zero talent but can significantly improve leadership skills.

Colloquia



TOPIC : CHALLENGES AS A HUMAN RESOURCE PERSON

Ms. Anitha Ganesan, Director of Human Resources at NSS Labs and an alumni of ASB addressed the first-year students of MBA. She shared her experiences of working at Apple Inc, USA at the human resources department. During the interaction, she mentioned the challenges she had faced because of the cultural differences between India and USA.

TOPIC: MARKETING IN PRACTICE, BUILDING NEW BRAND PRODUCTS

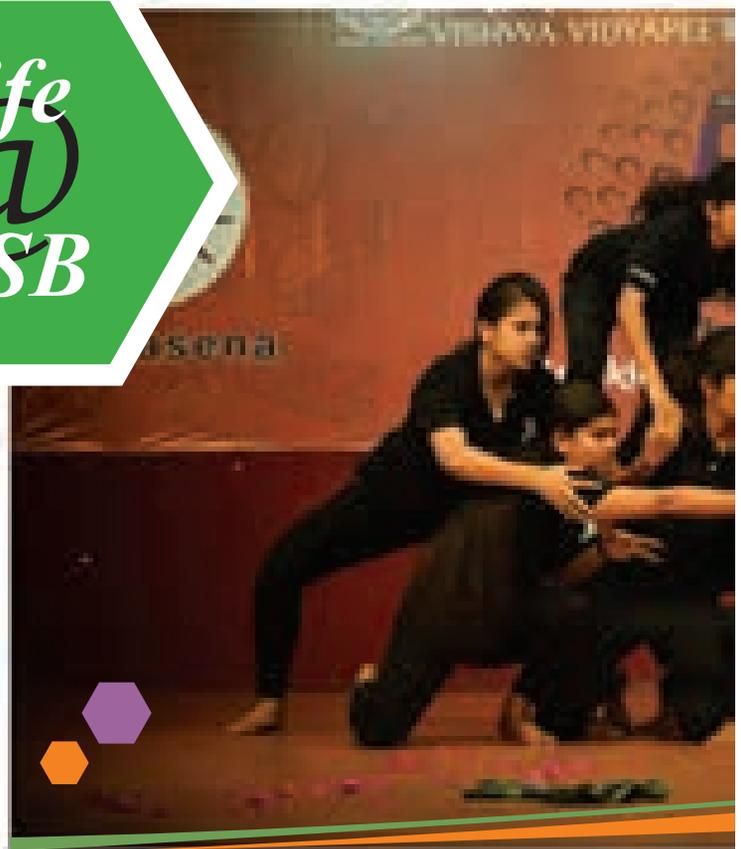
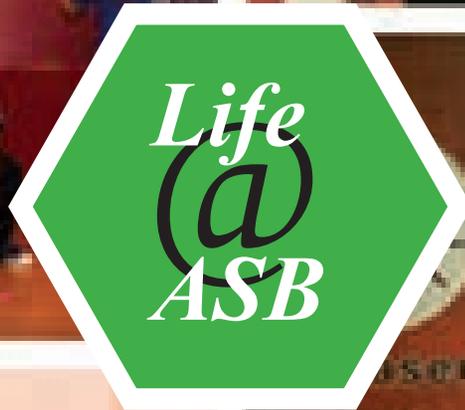
Mr. Vineeth Viswambharan, former marketing head of ITC addressed the 1st and 2nd year MBA students. Mr Vineeth has over 16 years of Industry experience in the field of various marketing divisions and consultancy. He is currently a marketing consultant and an entrepreneur. He is the founder of Cranganor History Café & Riverside Château and The Kaithari Project. The session revolved around the various concepts of marketing and branding strategies. Ms. Shehna an award winning advertisement expert also interacted with the students on her upcoming projects and ideas for Double Horse as well.



TOPIC : BRANDING FOR VALUE

Dhanapal Padmanabhan (Film Director, Producer & Creative Entrepreneur), the founder of Minveli & iGene addressed the 1st and 2nd year MBA students on the topic creative industry in business and management perspective. He opened up about his life in the fast lane of film making, transcending cinematography, visual editing and direction.

Life at ASB





ASB Welcomes Dr. Kishore Gopalakrishna Pillai



Dr. Kishore G Pillai joins ASB as Associate Dean - Amrita School of Business and Departments of Management, Amrita Vishwa Vidyapeetham.

Professor Kishore holds a Ph. D. from Florida State University and an MBA from IIM Calcutta. Previously, he held academic positions in several leading British universities, including full professorial appointments at the Bradford University School of Management and the Norwich Business School, University of East Anglia. His research focus is on consumer knowledge, social networks and retailing. His papers have been published in leading journals such as the Journal of Retailing, International Journal of Research in Marketing, Journal of Product Innovation Management, British Journal of Management, Journal of Business Research, etc. He is on the editorial boards of Journal of Business Research & Industrial Marketing Management. His research

has attracted funding from the British Academy. He has edited special issues of journals, chaired several conference tracks and given keynote/plenary speeches at international conferences. Prior to his academic career, Kishore served in the industry and has been a senior project manager with TNS India and the Market Analyst at Arvind Brands Limited.

Dr. A.V. Shyam takes over as the Chairman, ASB, Coimbatore



Dr. Shyam has taken charge as the Chairman of ASB, Coimbatore from 1st Nov 2019. He is a Fellow of IIM Kozhikode, and has about 20 years of Industry and Academic experience. He is also a alumnus of ASB. He has taught several courses in both the MBA and PhD programmes, and has headed and/or been a member of several administrative committees at ASB. He is currently a member of the University Academic Council, the Faculty committee for Faculty of Management of the University, the 4-campus Post Graduate Programme (PGP) Committee, and the Board of Studies for Management. He has been the PGP Chairman for two terms at ASB and has been a member of several committees over the years including the PGP committee, PhD committee, Admissions committee, Research and Publications committee, etc. Dr. Shyam's research interests are in the domains of Cognitive Business Intelligence, issues in technology-human interface, analytics applications etc. He has published in International conferences and journals including in the Journal of Retailing and Consumer Services.

New Faculty



Dr. Rajiv Kumar, Assistant Professor (Sr. Gr.)
Qualification: Ph.D. (Indian Institute of Management, Ranchi), M. Tech (Indian Institute of Technology, Kharagpur), B.Tech (IETE Delhi)
Industry, Research and

Academic Experience: 5 years

Dr. Rajiv Kumar has worked in the industry for about four years. He has worked with Samsung India Software Operation Pvt Ltd Bangalore as a Lead Engineer for 14 Months followed by as a Technical Lead for 2 Months. He has also worked with Texas Instrument (India) Pvt. Ltd Bangalore as a Software System Engineer for two years and nine months. As a researcher, he was associated with Indian Institute of Management, Ranchi as a research associate for 11 months. As an academican, he is also associated with Xavier Institute of Social Service, Ranchi as a visiting faculty where he teaches courses related to business modeling and analytics. His research areas of interest are e-services, dark side of digital transformation, diffusion of innovation/technology adoption, and IS in organizations. To date, his works have been got published in refereed international journals like Computers in Human Behaviors, Digital Policy Regulations and Governance, and Journal of Global Operations and Strategic Sourcing. His works have been also got published in conference proceedings and also presented at various national and international conferences like POMS, COSMAR, ICEGOV, NCEG, and ECEG. He is a member of the editorial review board of Journal of Global Information Technology Management. He teaches Management Information Systems, Business Research Methods, Spreadsheet Modeling Using Spreadsheets, Business Analytics, and Qualitative Methodology (at Ph.D.) level.



Vinitha V U, Assistant Professor
Qualification: PGDM(Marketing & HRM), NET, AMT
Industry and Academic Experience: 17 years

Mrs. V U Vinitha is a Post Graduate Diploma in Management from Amrita School of Business and holds UGC NET in Management . She is also a qualified Accredited Management Teacher (AMT) from AIMA. Mrs. Vinitha V U has worked in the industry for 5 years in administrative and marketing positions in Healthcare and Education sectors and over 12 years of MBA teaching in reputed B-Schools in Kerala. She was previously associated with Monti International Institute of Management Studies, Perinthalmanna, MES College of Engineering , Kuttippuram and ICFAI National College, Kozhikode. She was also a visiting faculty to School of Management Studies, University of Calicut and other reputed MBA institutes in Calicut and Malappuram. She is pursuing her PhD from Amrita School of Business, Coimbatore and in the area of marketing and behavioral sciences. Her research interest areas include product design, aesthetics and anthropomorphism. At ASB Coimbatore, she teaches Marketing Management, Services Marketing and Consumer Behavior.



Viswanathan V., Assistant Professor
Qualification: PGDM, B.E
Industry and Academic Experience: 15 years

Viswanathan (Vishy) joined Amrita School of Business in 2019. Prior to joining academics, Vishy spent many years in strategy consulting space with global consulting firms such as Deloitte, KPMG and Capgemini across India and Middle East. His experience spans across multiple industry segments and geographies, advising clients on their strategic growth plans, entry, and go-to-market and organizational change management. Vishy holds a bachelor's degree in engineering and is an MBA. He is also pursuing his PhD at Amrita School of Business. Vishy's research aspirations evolved naturally over time and were inspired by observations made during his corporate career. His research focus is multi-disciplinary and lies at the intersection of trust, strategy and emergent business models. While not researching, Vishy loves to be amidst students and actively volunteers to coach and mentor them to be corporate ready. At ASB, he teaches marketing and consulting courses to MBA students.



Dr. Krishnan Jeesha,
Assistant Professor
Qualification: Ph.D., MBA., BTech
Industry and Academic
Experience: 4 years 9 months

Dr. Krishnan Jeesha is Ph.D. from Indian Institute of Management Kozhikode and conducts researches in areas of Webcare, Brand Equity and Digital marketing. He is the recipient of the NASMEI Sethuraman research grant. He has presented his work in prestigious conferences across the globe. For MBA students, he teaches core courses of Marketing, Digital Marketing, Brand Management



Dr. Rupambika Bharati,
Assistant Professor
Qualification: MBA, PhD

Dr. Rupambika Bharati is serving as an Assistant Professor. She is an MBA from Amrita School of Business, Coimbatore and has obtained a doctorate from Xavier Institute of Management, Bhubaneswar. Her academic interests are in the area of Strategic Management. Her research interests are Business Groups, Diversification and Emerging Markets.

PRAGATI '19



The objective to organize Pragati'19, was showcasing the pride, spirit and legacy of Amrita School of Business, Coimbatore, to test various management skills of the participants through challenging business games and events and to make them equipped with real time data and decision making.

Focusing on the theme 'Disruptive Innovation' and the driving tagline - "Break. Make. For Future's Sake", Pragati'19 created a platform for aspiring business leaders to showcase their talents in different fields of



management such as Operations, Marketing, Finance, HR & Analytics. The B-fest attracted students from top-tier management colleges across the country. The program held during 24th – 25th January '19 was an educative and exciting experience for all, with a variety of games, spanning across all disciplines of management and capping off with the cultural night.

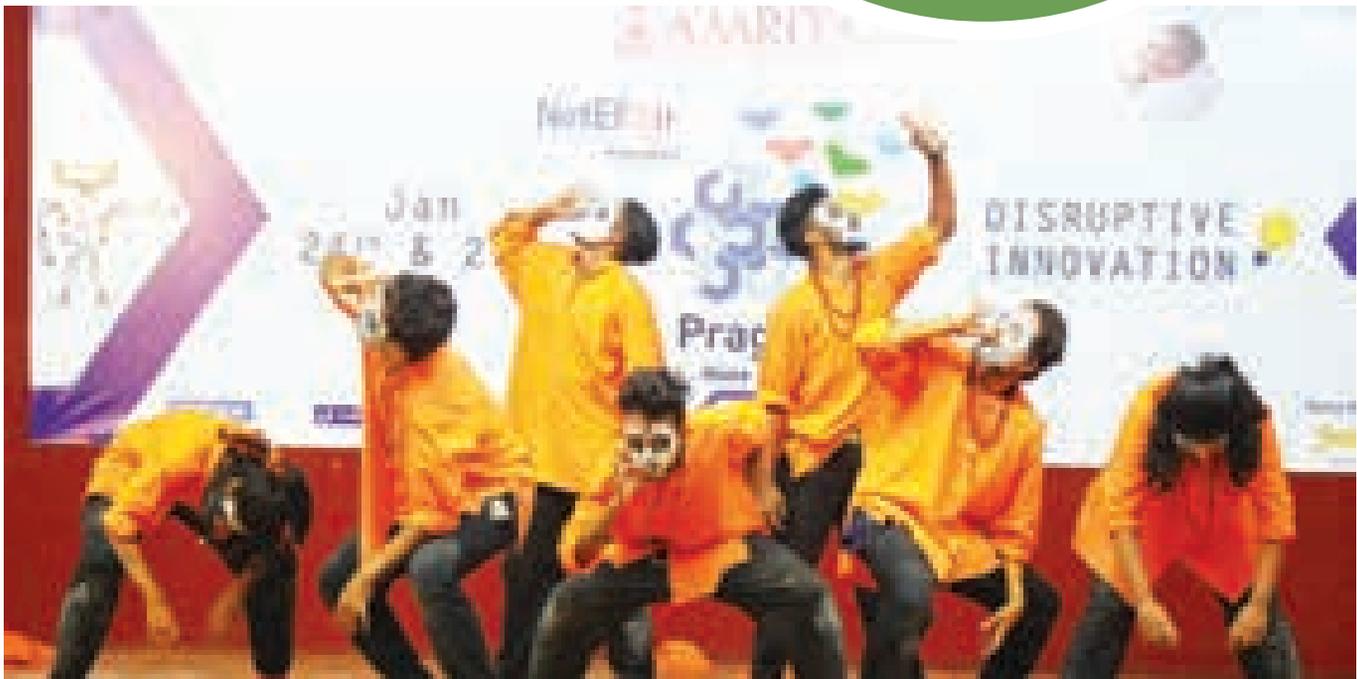
The event was inaugurated by the Chief guest- Mr.Prathap Suthan - Managing Partner/CCO at Bang In The Middle, Guest of Honor - Mr.Jinu Jose - Senior Vice President and National Account Manager at UTI Mutual Fund, Dr.Raghu Raman, Chairman and J Shri Krishnan - Associate Professor, who was the faculty coordinator. Pragati'19 saw the highest ever participation till date - 1011 participants from 55 Colleges spread across the country. Christ University, Bannerghatta Campus was declared the overall champions of Pragati'19.

Highlights

Record High 1011 participations–
55% more than last year.

Increased colleges participation by
22% to 55 as compared to
45 last years'.

Brought in 95% of total
participants capacity for the
management games.



ASB-National Champions @ AIMA SMG 2019



which was held at Firebird Institute, Coimbatore. XIME, Delhi secured the second position followed by G.H. Raisoni Institute, Nagpur in the third position. The previous edition winners of the event include GRG School of Management, Master School of Management, Meerut, IIM Bangalore and so on. This national level student management game is a simulation programme that runs through an undefined market called the Chanakyan Market. All the buying and selling are done through a virtual currency called the chanakyan unit (Cu.). Each of the quarter had different scenarios, each of these scenarios can be called situations that occur in real life manufacturing and service sectors. This exercise enables the participants to manage a real business in a virtual environ-

In the event of the 23rd Student Management Games (SMG) conducted by All India Management Association (AIMA), Amrita School of Business, Coimbatore, was adjudged the national champions. The team consisting of Poornima Satish, Manasi KA, Edrion Chacko and Gokul Menon topped in the Pan-India annual business simulation game for business school students. The team had also secured the 1st position in the Coimbatore regional finals.

AIMA conducts the game annually, in 8 regions across the country. More than 150 teams from different B-schools throughout India, were part of the regional event. 16 teams qualified for the national round,



ment, where each team goes through competing situations amidst the competition from other players in the market. The Coimbatore management association (CMA) partnered with AIMA in conducting the Coimbatore regional round which was hosted by Firebird Institute, Coimbatore on 24th, 25th and 26th November 2019. 3 teams from the Coimbatore region was selected for the National finale, which was held in the same institute on 28th of November 2019.

Hero MotoCorp and Oxemberg were the major sponsors of the event. The winners from Amrita School of Business were offered a Hero Bike each, a gold medal and a trophy. The Executive members of the AIMA and Coimbatore Management Association (CMA) presided over the prize giving ceremony.

ASB - Champions @ Sastra B-Fest



Participants: Angel Mary, Anna S Lal, Jaiji Thomas Andoor and Subhadhra Rajagopalan

The marketing game comprised of three rounds. It started off with giving a suitable name for the team and we named our group “EMPORIA” which is a Greek word for marketing. The first round was Identifying the Parent Company round where 70 logos of different products were given and we were asked to classify the logos according to their parent company. The three parent companies which we identified were Hindustan Unilever Limited, ITC Limited and Procter & Gamble products. Out of 15

teams participated, 10 were selected to the next round. The second round was to design an innovative retail layout. In this round, few kinds of retail industries were given where we need to select a particular retail industry and must create an innovative layout. We designed a furniture shop where we created a mix of spine and grid layout. Two of us were asked to do a presentation for two minutes before the judging panel. After the presentation, there was question and answer session for two minutes.

In the final round, they gave us a situation which was

“Consider you are the marketing manager of a cool drink/juices company, the sales of the cool drink goes down, what you would do to increase the sales”. One member of our team was randomly selected and given the task of presenting the innovative ways to tackle the problem. The selected member got a preparation time for two minutes before presenting it for the event. Meanwhile, the rest three of us were assigned the task of creating a promotional email within 15 minutes.

After a tight competition between the 15 teams, our team secured the first prize.

Chanakya-The art of storytelling in the Corporate world.

The Young Indians committee of Amrita School of Business conducted a workshop, Corporate Chanakya -The art of storytelling in the Corporate world. This workshop was one amongst the best learning experiences that we had with Mrs. Mangalam Senthil, the host for the evening. This session was held on the

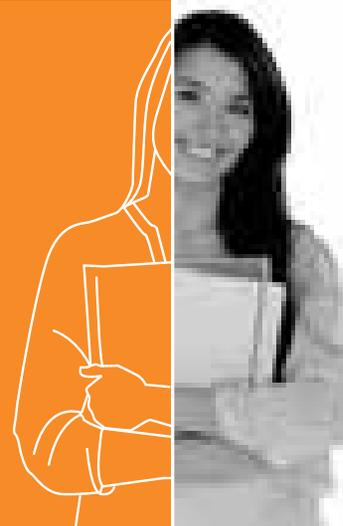
27th of August 2018 for a duration of 2 hours engaging both the staff and students of 1st and 2nd year MBA.

Knowledge was shared on crucial matters such as critical thinking, the involvement of both hemispheres of the human brain and most importantly, information on corporate strategy! The audience were encouraged to reflect upon themselves, gain confidence and thereby appreciate themselves for who they are. The ease at which one’s perspective can be put through in the form of a story was well elucidated. Each one understood the impact and power of storytelling as Mrs. Mangalam had the magnificent skill of making the audience visualize and picturize every concept through her stories.

This event had great response and energy right from the beginning till the very end. Overall, the workshop was a huge success!



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