Summer Placements 2016
International companies from Sri Lanka and Africa hired students for internships.

Marketing Round Table 2016
Management Guru Dr. Jagdish N. Sheth chaired the sessions. ASB joined as Charter Member in Academy of Indian Marketing.

Research Day 2016
Nearly 100 research projects, of MBA students and Ph.D. scholars were presented as posters around the campus.

Placement 2016:
Marketing continues to dominate; Triple & dual placements for students
Big MNCs continue to hire ASB students in its Placement 2016. This year, we witnessed less number of companies providing more offers. Triple placements, dual placements, and international offers highlight the placement this year. Hearty congratulations to Corporate Industry Relations (CIR), placement committee, Placement Chair, students, and faculty, who made this possible.

Companies Visited: 71
Highest Salary: 12 lakhs/annum
International Placements: 4
Dual Placements: 11
Triple Placements: 2

Students placed by Specialization
Finance 25%
Operations 5%
Gen. Management 3%
Marketing 62%
HR 5%

Message from 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 a 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 and 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 percent of the world’s humanitarian problems.

Sri Mata Amritanandamayi
Chancellor, Amrita University

Message from Chairman
Welcome, Class of 2018. Thank you parents, for trusting Amrita for your child’s higher education. Today ASB has grown to be among the top 15 private b-school in the country. With a fresh bold approach to management education, you will find a curriculum focused on analytics, design thinking and entrepreneurship and a deep alignment with industry needs. Class of 2018 has one of the finest academic diversity with 66% from engineering and 34% from non-engineering. 36% are women students which show excellent gender diversity. With a global alumni network of 1900+ students, you will find Amrita alumni at world’s best brands. With my pranams and prayers to AMMA, I wish you all blessed two years ahead.

Dr. R. Raghu Raman
Chairman, Amrita School of Business
Placement 2016:

Job Profiles:

Tax Consultant | Territory Sales Manager | Risk Analyst | Marketing Analyst | Management Trainee | Business Development Officer | Sales and Merchandise Officer | Sales Trainee | Senior Analyst – Business | Assistant Project Manager | Business Area Manager | Probationary Officer | Operations Analyst

Summer Placements 2016

Manufacturing firms made the most offers (27%) in the summer placements of Class of 2017. ASB witnessed new and International companies such as ECom Agroindustrial Corp. from Africa and Metropolitan Lanka Hotels from Sri Lanka hiring interns.

Out of the nine international placements, the leading global commodity merchant and sustainable supply chain management company ECOM, Ghana, Africa selected four students - Sneha G., Ajay R. Krishnan, and Govind Krishnan, and Sivaprasad from the Class of 2017 to intern as Management Trainees under Marketing domain. A hospitality service provider Metropolitan Lanka Hotels based in Sri Lanka selected six students from the campus for training in Marketing. Among the students, five students - Arya, Apurv, Rahul H. V., Murali Krishna, and Arjun Shaji accepted the offer.

Counting in terms of specializations, 27% students chose Marketing, 25% students opted Finance, and 23% students preferred Operations. 4% of students chose to intern in new specialization - Business Analytics.

“The summer placement of the Class of 2015-17 witnessed a remarkable improvement in the number of first-time recruiters, job profiles, stipend, and locations. This year’s summer placements is a testimonial to the faith in ASB’s course pedagogy and the quality of students,” said Placement Chair Prof. Gopakumar. V.

Manufacturing firms lead ASB Summer Placements, Nine International Offers in Sri Lanka and Africa
Summer Placements 2016

Placement Chair
Gopakumar V.

Placement Committee

The interns are involved in developing a Go-To-Market Strategy for a new product line of ECom, a task comprising of mapping of cocoa farmers and their behavior as Bottom-of-the-Pyramid consumers.

The interns are given the task of mapping the various destinations and assessing the potential of each, to fit in the positioning that Metropolitan is seeking in Sri Lanka.

Upcoming Events @ ASB

Placement Bootcamp to commence in August

ASB is organizing placement Bootcamp for the students of Class of 2017 at the campus on 14th and 15th August 2016. The Bootcamp will prepare the students in aptitude, group discussions, and personal interviews. Besides, there will be seminar series on the real-world scenarios of the corporate world, from which the students can get a clear understanding of the career they choose and the targets they should set themselves to become the C-suite executives.

Alumni Meet on Jan 26, 2017

ASB will conduct the next alumni meet on 26 January 2017. The day’s agenda will be released soon.

Alumni from Class of 2012 Saranya Damodaran joins ASB as Student mentoring and Alumni relations in-charge. Ms. Saranya joins ASB with a rich 4.5 years of industry and academic experience. She started her career with Zoho Corp as Marketing Analyst. She has been an Assistant Professor with DJAME, where she played a key role in Branding, Marketing & Placements. She also served as a freelance verbal and soft skills trainer with FACE. Ms. Saranya was chosen as Student Entrepreneur by REC Chennai 2011 and she co-founded Technocrat Solutions. In her new role at ASB, she will be networking with the KOLs of the industry, drive students in the right direction by mentoring them to get live corporate assignments, strengthen our corporate relations through alumni networking, and more.

ASB celebrates International Yoga Day

The International Day of Yoga was celebrated at ASB at Sri Krishna Hall in the campus. A small gathering of faculty, staff, and students from ASB and ASE attended the program. Talks/discussions were held on various aspects of yoga, including a few pointers from Patanjali’s Yoga Sutras and the Bhagavad Gita. A bit of yoga practice, pranayama, relaxation and meditation were also performed during the hour-long program that ended with sweet distribution. Prof. C. S. Udhayakumar, Associate Professor, who is the Area Chair of Self Awareness and Personal Growth (SAPG) course spearheaded the entire event.
Acknowledged for the Excellence

**Businessworld**
- Faculty - 1
- International - 1
- Governance - 1
- Selection process - 1
- Soft skills - 1
- Placements - 2
- Overall - 2

**Careers360**
- Living - 2
- Research - 3
- Alumni - 5
- Teaching - 5
- Overall - AAA+

**Business Line - MBA**
- Infrastructure - 5
- Personality - 6
- Academics - 10
- Overall - 9

**Universe**
- Overall - 9

**Outlook**
- Infrastructure - 5
- Personality - 6
- Academics - 10
- Overall - 15

**Business Today**
- Future - 6
- Learning - 10
- Living - 12
- Overall - 15

**The Week**
- Overall - 12

**AIMA - Business Standard**
- Overall - A3

**Newsweek**
- Title - The Best of Asia's Business Schools 2014

**Higher Education Review**
- Title - Management College of the Year 2015

**AACSB**
- A member of AACSB, gold standards for business schools

*Private (South Zone) B-Schools in the country
ASB has inaugurated its 21st batch of full-time MBA program (Class of 2018) at Amriteshwari Hall in the campus on 06 June 2016. The new batch comprises of students from all over the country, coming from different disciplines, including engineering, medicine, arts and science. The orientation program for new students will extend for three weeks, all designed to benefit the students to adapt to the management domain with ease.

This year’s admissions was another finest effort led by Prof. Shrikant G. Kulkarni, Admissions Chair. The digital campaigns were designed and executed by ASB Buddy Prof. J. Shri Krishnan. Prof. Shri Krishnan will assume the responsibility of Admissions Chair from next year.

**Admissions Team**

- Dr. S. Aramvalarthan
- Dr. P. Balasubramanian
- Dr. Mridula Sahay
- Dr. Deepak S. Kumar
- Dr. Hemamala K.
- Ms. Shweta Premanandan
- Mr. Venkatesh R.
- Mr. Gunasekaran R.
- Mr. Hemant Singh Katiyar
- Ms. Saranya Damodaran

**Batch Profile**

**Class of 2018**

- Men – 64%
- Women – 36%

**Education Background**

- Engineering – 66%
- Non Engineering – 34%

**Average Work Experience**

- 22 months
In the conference that addressed the theme ‘Changing Indian Consumer – Opportunities or Challenges for Researchers?’, the distinguished speakers and students discussed the significance of market research, visibility of research, and the collaborative research existing between the industry and academia. Besides the Management Guru Dr. Jagdish N. Sheth, the event also had well-known academicians and industry veterans as Keynote Speakers. At the event, Prof. Sheth invited ASB Chairman Dr. R. Raghu Raman, on behalf of ASB, to join the Academy of Indian Marketing, a global forum for facilitating research unique to emerging markets as a Charter Member.

The program witnessed a participation of 250+ people, including research scholars, students and faculty from various colleges. ASB Marketing faculty Dr. Deepak S. Kumar, Assistant Professor and Gopakumar V., Faculty Associate spearheaded the event.

Co-founded by Dr. Jagdish Sheth in 2009, the Academy of Indian Marketing (AIM) is a consortium of leading management institutions offering world class management education and research activities through doctoral consortiums, academic conferences and research publications.
MBA in Business Analytics

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

Certification from IBM

Why Business Analytics?

- Analysts’ consensus estimates enterprise data growth of 50X year-over-year through 2020. 85% of growth from new types of data with machine-generated data increasing 15X. At this growth rate, there will be a shortage of talented analysts.

- India becoming a hub for Analytics products, says a report by Frost & Sullivan for NASSCOM

- The size of the Analytics market in India is worth a whopping $375 million


Salaries Soaring

<table>
<thead>
<tr>
<th>Job Level</th>
<th>Median Base Salary</th>
<th>Bonus Eligible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Contributors</td>
<td>$90,000</td>
<td>66%</td>
</tr>
<tr>
<td>Managers</td>
<td>$145,000</td>
<td>83%</td>
</tr>
</tbody>
</table>

Compensation of Individual Contributors by Job Level
ASB’s 18th National-level b-fest Pragati called for ‘Business in Green’

Focusing the theme ‘Business in Green’, Pragati 2016 created a platform for aspiring business leaders to showcase their talents in different fields of management such as Marketing, Finance, HR and Operations. The b-fest attracted students from top-tier management colleges across the country. The program was an educative and exciting experience for all, with a variety of games and cultural night, spanning all disciplines of management.

Chennai Flood Relief

Reflecting an Education for Life: ASB actively volunteered in Chennai Flood Relief

ASB students were on the ground responding to those affected by the floods in Chennai for five days. 18 students from first year and second year MBA, Arjun A., Arun Kumar M., Gobinath J., Kavin P., Muthiah M., Shree Aathithyan M., Sajja Chenchu Nithish Kumar, Sudarshan T. M., Venkatesh A. B., Saravanan T. M., Ajay Reflecting an Education for Life: ASB actively volunteered in Chennai Flood Relief...
Games at Pragati

- B-Wiz (pitch fest for Green Business Idea)
- M-Café (Marketing)
- OP Zone (Operations)
- Griffin (Finance)
- Cognito (HR)
- Numerous other fun events...
At ASB, education goes well beyond the coursework. Extracurricular activities form a vital part of students' experience at ASB, creating unique opportunities for friendship and learning. They take the stage in organizing and performing in various events, nurturing the leaders within themselves.
Vibrant.
Enthusiastic.
Lively.

Student communities that take charge of the various events:
- Team Festcom
- Team Colloquia
- Yi-net
- Team Pragati
- Team Utsav
Hindu Business Line – MBAUniverse.com MBA Careers Conference: ASB Chairman chairs a session at the event

The students and faculty members of ASB participated in India’s biggest annual MBA career meet, Hindu Business Line – MBAUniverse.com MBA Careers Conference. The conference was a platform for the students and academicians to understand the industry practices and corporate expectations from the MBA graduates. In a session ‘Candid Talk with HR Leaders: The ‘Real’ Success Mantras at Work’, Chairman of ASB Dr. R. Raghu Raman addressed the gathering.

At the event, there were CXOs and HR Heads from companies such as Cognizant, Infosys, HP, Flipkart, Amazon, ICICI Bank, Titan, and CISCO. Besides the corporate echelons, academic leaders like Dr. Shekhar Chaudhuri, Professor & Former Director, IIM Calcutta, Dr. R. C. Natarajan, Director, T. A. Pai Management Institute Manipal (TAPMI), and Mr. Sanjay Padode, Secretary, IFIM Business School Bangalore addressed the crowd.

ASB Coimbatore students participate in IAA Summit

Four students, Yedunath H., Ajendranath, Anand Raghunath, and Rahul Thottathil from Class of 2016 participated in the International Advertising Association (IAA) India Chapter held at Kochi, Kerala. In the Silver Jubilee Summit of the organization, interesting national and international speakers gave their perspective on ‘What’s coming next’, the theme of the summit. The presence of well-acclaimed personalities, notably Shah Rukh Khan, Indian cricket legend Sachin Tendulkar, Arnab Goswami, Sadguru Jaggi Vasudev, McCann’s CEO and Chairman (Asia Pacific) Prasoon Joshi, Unilever’s Rahul Welde and Oyo Room’s Ritesh Agarwal spiced up the event.
ASB Coimbatore Pragyan

ASBians on Top

MBA student from Class of 2017, G. Sundaram was awarded ‘Sri Palghat Mani Iyer Award’ by Sri KrishnaGana Sabha during the 60th Gokulaashtami Sangeetha Utsavam 2015, recognizing his performance of Percussion – Mridangam in the concerts.

Vignesh Viswanathan, Class of 2017, won 2nd place under ‘Best Presentation-Manufacturing’ category, for his presentation “Process Design for Reducing Customer Returns of Castings” at a workshop organized by Indian Statistical Institute, Coimbatore.

Jahnavika Bandi, a student from Class of 2016 was selected as the finalist in a contest TCS HR Wiz, organized by Tata Consultancy Services (TCS). Dr. R. G. Priyadarshini, Associate Professor, ASB mentored Jahnavika to mark the victory.

Apurv Mukunth Brahmapurkar, a student from the Class of 2017, won the Championship in Inter Campus Badminton tournament held at Amrita University, Ettimadai.

Sri Varadhan from Class of 2017 got selected as the ‘Emerged Player’ in Amrita Premier League (APL) Season 4.

Vignesh Viswanathan, Class of 2017, won 2nd place under ‘Best Presentation-Manufacturing’ category, for his presentation “Process Design for Reducing Customer Returns of Castings” at a workshop organized by Indian Statistical Institute, Coimbatore.

ASB student Jahnavika Bandi, Class of 2016 won TCS HR Wiz Contest 2015

In a contest TCS HR Wiz, organized by Tata Consultancy Services (TCS), Jahnavika Bandi, a student from Class of 2016 was selected as the finalist. TCS HR Wiz was designed to challenge the second year management students pursuing HR specialization with relevant real-time HR cases. Dr. R. G. Priyadarshini, Associate Professor, ASB mentored Jahnavika to mark the victory.
Alumni play an important role in ASB. There are multiple occasions for the students to interact with the alumni at ASB. From revisiting the campus to guiding students through colloquia, workshops, and placement training, alumni often visit the campus. They also participate in the career panel through ASB’s Placement Committee by providing assistance for summer internships and placements. Here are a few alumni who recently visited the campus for various purposes:

Hari Krishnan V. P. - **Class of 2012**
Assistant Manager – Marketing & Territory Manager, Idea Cellular, Kerala

Nikhil Premanandhan - **Class of 2014**
Marketing Manager, SMhack

Jake Joss and Sonya M. H. - **Class of 2008**
Planning Director, MediaCom Global, China

Sri Sailesh V. - **Class of 2015**
Tax Consultant, Deloitte India

Nikhil Premanandhan - **Class of 2014**
Marketing Manager, SMhack

Jake Joss and Sonya M. H. - **Class of 2008**
Planning Director, MediaCom Global, China

Hari Krishnan V. P. - **Class of 2012**
Assistant Manager – Marketing & Territory Manager, Idea Cellular, Kerala

Nikhil Premanandhan - **Class of 2014**
Marketing Manager, SMhack

Jake Joss and Sonya M. H. - **Class of 2008**
Planning Director, MediaCom Global, China

Vijayalakshmi S. - **Class of 2015**
Marketing Analyst, Zoho Corporation

Navneet Suresh K. - **Class of 2014**
Marketing Analyst, ManageEngine (A division of Zoho Corp.)

Prahaladh P Tinku - **Class of 2015**
Senior Business Consultant, Stan Ventures

Vijayalakshmi S. - **Class of 2015**
Marketing Analyst, Zoho Corporation

Navneet Suresh K. - **Class of 2014**
Marketing Analyst, ManageEngine (A division of Zoho Corp.)

Prahaladh P Tinku - **Class of 2015**
Senior Business Consultant, Stan Ventures

Arjun Gopalakrishnan - **Class of 2007**
Asst. Manager, Abu Dhabi National Insurance Company (ADNIC)

Kalyan Sundaram - **Class of 2014**
Territory Sales Manager, Coffee Day Global Ltd

Hari Nagendiran - **Class of 2014**
Entrepreneur Chocolate Teddies, Coimbatore

Arjun Gopalakrishnan - **Class of 2007**
Asst. Manager, Abu Dhabi National Insurance Company (ADNIC)

Kalyan Sundaram - **Class of 2014**
Territory Sales Manager, Coffee Day Global Ltd

Hari Nagendiran - **Class of 2014**
Entrepreneur Chocolate Teddies, Coimbatore
K.B. Nagaraju, CEO, BigBasket.com explores into new age E-comm challenges

Mr. Nagaraju began the talk by summarizing the journey of Bigbasket.com. He shared the various challenges faced by e-commerce companies and spoke how Bigbasket.com cope with those to stay unique in the e-commerce business. “Bigbasket.com focused on providing the best customer experience. We made ourselves differentiating by adding features like the on-time guarantee, quality guarantee, etc.,” he said.

Directors from CIRDAP intrigue ASB students on poverty alleviation through sustainable agriculture

Pointing out the multifarious socioeconomic dynamics existing in India, the Directors of Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP), Dr. Cecep Effendi (Director General) and Dr. Vasanthi Rajendran (Director - ICD) urged the need for sustainable agriculture in the country. They showed students various examples of successful sustainable agriculture from countries like Bangladesh and Indonesia. After the lecture, a lively Q&A session on pertinent issues relating to sustainable agriculture was held.

Prof. M. K. Chandrasekar, Founder and Director, eSWAR inspired students on various topics

Prof. Chandrasekar spoke about a wide range of topics such as career, brand communication, brand creation, etc. He also showed students a few advertisements created during 1980s-90s, triggering nostalgia among the students. Subsequently, he spoke about his experience in the industry as well.

Prashant Kamani, ICICI Securities guided students on trading and investment skills

Delivering an excellent session on trading, Mr. Prashant Kamani, Regional Marketing Manager, ICICI Securities encouraged students to acquire the right investment skills. To begin trading, he provided them an opportunity to take part in StockMIND Online Competition, a nationwide competition for students, where they invest a virtual money of Rs. 15 lakhs on an online market system.

Dr. Karthick Sridhar, ICare analyzes Global Academic Rankings

In an analytical commentary, Dr. Karthick Sridhar, Vice Chairman, Indian Centre for Academic Rankings and Excellence (ICare) made a comparative assessment and evaluation of universities across the world, and analyzed the rankings of Amrita University. Recently, Amrita University has been globally ranked as No. 1 Private University in the Times Higher Education (THE): BRICS & Emerging Economies University Rankings 2016, No. 1 ranked International Outlook in the Times Higher Education (THE) World University Rankings, London 2015-2016, and No. 1 ranked International Faculty in India.

Venugopal Rayirath, LotusKnowlewealth discussed Capital Market Awareness to students

In the session on ‘Capital Market Awareness’, Mr. Venugopal Rayirath, Senior Associate Lotus Knowlewealth, Mumbai (knowledge partner - Bombay Stock Exchange) simplified the complexities of the mutual fund, financial planning, and securities market to the students. The session helped the students to gain technical knowledge about the market and learned various strategies undertaken to choose the best investment options.
Premchand Palety, C fore visits ASB campus, interacts with students

Mr. Palety, CEO, Centre for Forecasting and Research (C fore), the multidisciplinary research organization known for evaluating and ranking b-schools in India, had wonderful insights to share with ASB on the transformation of education system in the country. He appreciated the twist to entrepreneurship seen among students and urged b-schools to nurture it. Mr. Palety took the students and faculty through the necessity of relating research to business, education of Finland, need to inculcate creativity in students, enhancing the capabilities/skills of the students, among others.

Sati Achath, World Bank captivates ASB students with his multiple talents

In the talk, Sati Achath shared ‘12 Qualities of Highly Successful People’ to the students. Equally fascinating was his simultaneous change of roles from a speaker to a caricaturist, to a hand shadow puppeteer to a ventriloquist. Recognized by the US Government as ‘Person of Extraordinary Ability’ Mr. Achath was a quarter-finalist on NBC’s 2008 America’s Got Talent and was featured on ‘Late Show’ with the renowned American television host David Letterman. At the professional front, Sati Achath has been working for the World Bank in Washington, DC for the last 23 years in various responsible positions.

Harikumar, Assistant Director of Analytics, Ernst & Young discusses relevance of Business Analytics to students

Mr. Harikumar presented a preview on ‘Business Analytics and its Industry Applications’. He provided students insights on the necessity of Business Analytics, its relevance in various industries and its applications. Mr. Harikumar also provided a glimpse through different types of Analytics such as Customer Analytics and Supply Chain Analytics, among others. He presented a live case from the industry and concluded the session with a demo of Spot Fire, a data visualization application. From the current academic year, ASB offers ‘Business Analytics’ as a new specialization.

Prof. V. G. Venkatesh, Symbiosis Institute of Business Management elaborates on Changing Paradigms in Global Logistics

Prof. V. G. Venkatesh, Assistant Professor, SIBM, Pune conducted a session on the topic ‘Changing Paradigms in Global Logistics’. He spoke about the changing trends in the packaging industry and explained the technicalities including the demand trends, demand forecasting, decision-making, space utilization, maximization, etc.

Mr. Subramaniam Krishnan, former Advisor – Global Marketing, ExxonMobil Lubricants and Specialties conducted classes for students

Mr. Krishnan, conducted classes on topics – New Product Development, Negotiation, and Business Metrics for MBA students. In his two-day sessions, Mr. Krishnan brought rich insights from his two decades of industrial expertise. He taught students in-depth about the significance of innovations in companies, strategies followed in business negotiations and four reasons why business metrics is important in today’s corporate world.

Mr. Harikumar presented a preview on ‘Business Analytics and its Industry Applications’. He provided students insights on the necessity of Business Analytics, its relevance in various industries and its applications. Mr. Harikumar also provided a glimpse through different types of Analytics such as Customer Analytics and Supply Chain Analytics, among others. He presented a live case from the industry and concluded the session with a demo of Spot Fire, a data visualization application. From the current academic year, ASB offers ‘Business Analytics’ as a new specialization.
The students of Class of 2016 visited Moksha Griha, a crematorium in Coimbatore as a part of the curriculum of Service Operations Management course taken by Prof. Hemamala K, Assistant Professor.

ASB students visit Akshaya Trust, Madurai

As a part of Yi-net, ASB students visited and spent a day at Akshaya Trust, Madurai. Akshaya is committed to helping the helpless, homeless, sick, elderly, mentally ill and destitute by providing healthy food, care, and opportunity to rehabilitate in order to restore human dignity.
ASB Chairman Dr. Raghu Raman speaks at the 2nd Asian Management Conclave (AMC) 2016, Singapore

The 2nd Asian Management Conclave (AMC) 2016, co-organized by MBAUniverse.com and Singapore Management University was addressed by over 25 deans and thought-leaders from leading Asian b-schools and offered a rich perspective on critical challenges and opportunities for Asia. With participation from 125 deans, directors & decision makers from 65 b-schools from 15 Asian countries including Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, Sri Lanka, Thailand, United Arab Emirates, and Vietnam, the Conclave was a great success.

Dr. Deepak Kumar, Asst. Professor attended the 4th AIM-AMA Sheth Foundation Doctoral Consortium, Ghaziabad as a Young Faculty Participant

At the Consortium, Dr. Kumar was one among the eight ‘Young Faculty Participants’, from the prestigious business institutions including IIM. The three-day consortium had a workshop by Prof. Jeff Boichuk (University of Virginia) on publishing in scholarly journals. There were plenary sessions and presentations by top-class journal Editor-in-Chiefs and researchers from Ivy League Universities including, University of Cologne, London Business School, University of New South Wales, Georgia State University, IMT Ghaziabad, Schulich School of Business, IIM Calcutta, MICA, Emory University, etc. ASB is the Charter member of Academy of Indian Marketing.

ASB Founder-Director Dr. Sanjay Banerji visits Dhaka on special invitation from CIRDAP

Dr. S. Banerji was invited by Dr. Cecep Effendi, Director General, Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP) to visit Dhaka for finalizing the details of the forthcoming conference on Agro-food processing, to be held from July 28 – 30 at Amrita University, Coimbatore. The SAARC Agricultural Centre (SAC) and M. S. Swaminathan Research Foundation (MSSRF) would be the partner institutions.

ASB faculty conducts two-day workshop at Hyderabad Business School, GITAM University

ASB faculty Prof. C. S. Udhayakumar, Associate Professor conducted a two-day workshop titled ‘Understanding Self through Self-Awareness’ at Hyderabad Business School, GITAM University, Hyderabad. The sessions were attended by 75 MBA students and faculty members of the campus. Besides the interactive session, there was a session on deep yogic relaxation on the first day.
ASB faculty Dr. Rajiv Prasad delivered session at NDDB’s Cross Learning Workshop for Women BoDs

In the two-day workshop conducted by National Dairy Development Board (NDDB) in association with the Malabar Milk Union, Dr. Rajiv Prasad, Associate Professor took a session on ‘Sensitizing the Women BoD members towards their role and Ethical Responsibilities’. The women Board of Directors (BoDs) from 12 milk unions of South India participated in the workshop. In his session, Dr. Prasad suggested different ways by which the women BoD members can play a constructive role in enhancing the functioning of Dairy Unions and empowering women members of the village level dairy cooperative societies.

ASB Chairman Dr. R. Raghu Raman received IEEE Education Society’s ‘2014 Best Transactions on Education Paper’ award for his paper ‘The VLAB OER Experience: Modeling Potential Adopter Student Experience’, published in IEEE Transactions on Education, an academic journal of IEEE Education Society. The study for the research was conducted by Amrita CREATE, an educational technology initiative founded by Dr. Raman and pioneered by Amrita University. The paper is co-authored by Dr. Krishnashree Achuthan, Dr. Prema Nedungadi, Dr. Shyam Diwakar and Dr. Ranjan Bose.

Book authored by ASB Faculty adopted by IMT Ghaziabad

The book titled ‘Change Management and Organizational Transformation’ authored by ASB faculty Dr. R. G. Priyadarshini, Associate Professor is adopted by the top-ranked B-School, IMT Ghaziabad. The book is published by Cengage Learning India.
At the program, Prof. Shobhana Madhavan, Associate Professor presented a session on ‘Business across Cultures’ to the MBA students of KCT Business School. The session was mainly based on her book ‘Cross-Cultural Management’, which was published by Oxford University Press.

Dr. Deepak S. Kumar, Assistant Professor took class for FDP on Entrepreneurship at NIT Calicut

In the FDP, Dr. Kumar took sessions on ‘preparing a business plan’ and ‘business opportunity identification’. The FDP was organized by Technology Business Incubator (TBI) of National Institute of Technology, Calicut (NIT Calicut) and the Department of Science & Technology, Govt. of India sponsored it. Nearly 25 faculty members from various educational institutions across Kerala attended the program. Dr. Kumar is a resource person for NIT - TBI since 2010 and has taken sessions in more than 10 FDPs, MDPs and Entrepreneurship Development Programs on various topics. At ASB, Dr. Kumar is in-charge of the Entrepreneurship Club.

ASB faculty inaugurates a program at Shanti Ashram, Coimbatore on occasion of Women’s Day

ASB faculty Prof. Shobhana Madhavan, Associate Professor, was invited to inaugurate the program ‘Step to Action with Children - Stop the Violence against Women’, at the NGO Shanti Ashram, Coimbatore. NGO conducted the program on the occasion of International Women’s Day. The mission was to create awareness on violence against women.

ASB faculty conducts colloquium on Careers in Management and Digital Marketing for Amrita University students

In the session, ASB faculty Prof. Shri Krishnan J. provided the students of Mysore and Kochi campuses a sneak peak of the changing scenario of the careers in management, which now extends beyond the traditional disciplines of Marketing, Finance, Operations, Human Resources, Information Systems, etc. “Students must undertake training in industry verticals like Healthcare, Telecom, Business Analytics, Retail and much more to avail rewarding careers in management,” he said.
Dr. Sanjay Ramchander, Associate Dean – Academic Program, Colorado State University interacts with ASB faculty

In the interaction, Dr. Ramchander shared his insights on various topics, ranging from finance, experiential learning program, entrepreneurship, research initiatives, and more. He discussed the possibilities of extending academic collaboration with ASB, especially on widening Amrita’s flagship experiential program Live-in-Labs™. He recalled how a similar experiential program is undertaken at the Colorado State University. He also discussed various research opportunities in Finance.

Dr. J.O. (Otto) Kroesen, TU Delft, Netherlands visited ASB

Dr. J.O. (Otto) Kroesen, Assistant Professor in Ethics, Intercultural Communication and Development Theory, Technological University Delft, Netherlands visited ASB campus. He interacted with the faculty and other members from Amrita University, and discussed on “Planetary Engineering: Entrepreneurship at the Interface of Cultures”. Alongside, he evaluated the key areas and expertise of the University, assessed the bilateral Exchange Program & Internships, Live-in-Labs™, etc.

Dr. Lynnea Erickson, University of Washington conducted career guidance class for MBA students

Dr. Lynnea Erickson, Senior Career Counselor, University of Washington guided students on the relevance of social media platforms in achieving the right career. She undertook sessions on creating the right profile for students on social media platforms, reviewed their summer internship applications, and much more.

Dr. Ella Salome Roininen, Karlshochschule International University, Germany conducted workshop for ASB students

Dr. Ella Salome Roininen, Lecturer - Diversity and Organizational Culture, Diversity Leadership, Karlshochschule International University, Germany conducted a two-day workshop for ASB students on ‘Equality, Diversity and Inclusion’. The workshop focused on developing skills for understanding organizational dynamics and effective interaction within a diverse working environment.

Prof. Karen Moawad, CEO, Hummingbird Associates, USA conducts workshop on Public Speaking

ASB organized a two-day workshop on ‘Public Speaking’ at the campus for its MBA students. The Maestra of public speaking Prof. Karen Sneha Moawad, the founder and C.E.O. of Hummingbird Associates, an orthodontic management consulting firm in Washington, conducted the workshop. On the first day of the workshop, Prof. Moawad, who currently serves as the Program Manager, Amrita Center for International Programs (ACIP), North America, taught students various techniques to do a successful public speaking. On day two, the students were involved in a series of talking exercises. After each session, Prof. Moawad provided in-depth feedback on the student’s speech delivery, offering a customized personalized attention to each student.
Senior Scientist and Strategist Dr. Jayant Sathaye, who contributed to the 2007 Nobel Prize-winning reports of the Intergovernmental Panel on Climate Change (IPCC), spoke on the topic ‘Understanding Climate Change to Limit Atmospheric Temperature Increase and Impact on Utilities’. Besides presenting a detailed activity summary of IPCC and the activities undertaken for climate change by various countries, Dr. Sathaye welcomed the young leaders to contribute to the efforts of the nation. Nearly 300 participants, comprising of the students, faculty, and research scholars from ASB and the media took part in the interaction.
IBM conducts workshops for faculty on Big Data Analytics, Cognos software at ASB

Under IBM-ASB academic collaboration, IBM conducted FDPs at the campus on Big Data Analytics and Cognos software for the faculty. The workshop on Big Data Analytics taught faculty members the methods to capture structured, semi-structured and unstructured data from several different data source types using IBM InfoSphere BigInsights, and then do manipulations and analysis on the gathered data.

Meanwhile, Cognos certification training taught faculty the building of relational data models, enhancing, customizing and managing professional business reports with critical, hands-on database skills on IBM’s Cognos software. The faculty, in turn, will train the students in Cognos software. On successful completion of training, the students will get IBM certification. The college has revised its curriculum this year with an IBM certification program for students.

ASB, National Dairy Development Board collaborate to conduct trainers’ workshop

National Dairy Development Board (NDDB) and ASB conducted a two-day workshop for trainers from 16 cooperative milk unions from South India. At the workshop, the attendees shared their experiences in the field, farming challenges, innovations, etc. ASB faculty Dr. Rajiv Prasad conducted sessions on the topics such as ‘Modern Training Methods’ and ‘Ethical Roles and Responsibilities in the Dairy Sector’. ASB Faculty Prof. Shri Krishnan facilitated a session on ‘The Use of IT for Effective Training Delivery.’
ASB faculty conducts workshop on ‘Kick-starting Formal Research’ for students, faculty, Ph.D. scholars

In a session held at the campus, Dr. Deepak S. Kumar, Assistant Professor, ASB conducted a workshop, titled ‘Kick-starting Formal Research’ to the Ph.D. scholars, faculty, students, and few researchers from Amrita University. His class explained the gatherers about research and documentation practices. He also showed the few tools to conduct the research work in detail. The workshop was a part of Business Research Projects (BRP) of the students. Dr. Kumar is a Fellow (Marketing) from IIM Kozhikode.

Dr. Enamuel Haque, Economics
East West University, Dhaka
conducts classes for ASB Ph.D. scholars

Dr. Enamuel Haque, Professor of Economics
East West University, Dhaka, who is also the Director, Insight Institute of Learning took classes on ‘Research Methodology’ for Ph.D. scholars. Besides the regular sessions, he chaired the seminar series on topic ‘Climate Change, Natural Resource Management and Sustainability’, where four eminent researchers shared their works in this area of research.

ASB faculty Dr. Sangeetha Gunasekar participates in International KAKENHI workshop at IGIDR, Mumbai

In the workshop on the topic ‘Long-term Growth of Firms and Corporate Governance’, organized by Chuo University and Musashi University in collaboration with Indira Gandhi Institute of Development Research (IGIDR), Mumbai, Dr. Sangeetha presented a paper titled ‘Impact of board independence on the performance of listed Public Sector Undertakings (PSUs) in India’. Ms. K. G. Sofi Dinesh, Amrita University co-presented the paper at the event.

ASB Faculty’s paper accepted in ‘A’ ranked Journal

The publication entitled ‘The Effect of Sample Size on European Union’s Renewable Energy Investment Drivers’, authored by ASB faculty Gyanendra Sisodia, got accepted in Applied Economics journal. The paper is co-authored by his advisor, Applied Economics is ‘Routledge’ Taylor & Francis group publication and is ranked under “A” category in ABDC and ERA. The journal is indexed by SCOPUS and ISI Thomson.

Dr. Sandjai Bhulai, VU
University Amsterdam
conducts workshop for research scholars at ASB

Dr. Sandjai Bhulai, Associate Professor, Applied Probability (Stochastic Operations Research), Vrije Universiteit Amsterdam conducted a workshop for the Ph.D. scholars at the campus. The session on ‘Stochastic Programming’ progressively took participants towards the Markov decision theory with applications to many controlled stochastic systems such as call center management, optimal design of communication networks, etc.
ASB students present research works at IEEE International Conference held at Madurai

At IEEE International Conference on Computational Intelligence and Computing Research held in Madurai, ASB students presented their research works. Arun Preethi Pillai and Aparna Ashok from Class of 2016 presented the work ‘Facebook as a Site of Information: A Study in the Indian Context’ at the conference. Sucanyaa J. Iyer and Naren Mohan, Class of 2016 presented the work ‘Paid Membership and Online Matrimony Portals - an Indian Study’ at the conference. Vishnu S. Nair and Sreekumar Unni presented ‘E-retail and Online Customer Satisfaction: Differential Impact of Delivery Time in Indian Metros’ at the conference. Lastly, Saai Vighnesh K., Pavithra A., and Poorna Prakash J. from Class of 2016 presented ‘IT-ITeS Sector’s Export Performance – A Comparative Study using Regression’ at the conference. Dr. Sangeetha Gunasekar, Assistant Professor and Dr. Deepak Gupta, Professor mentored the students.

ASB organizes research seminar series on ‘Climate Change, Natural Resource Management and Sustainability’

The seminar series was held as a part of ASB’s Ph. D. program. The renowned Professor Dr. Enamul Haque, Department of Economics, East West University, Dhaka chaired the sessions. There were four sessions on the topic.

Dr. Chandra Kiran B. K., Researcher, Beijer Institute of Ecological Economics, The Royal Swedish Academy of Sciences, Stockholm conducted session on ‘Issues in the Economics of Climate Change’

Dr. Amalendu Jyothishi, Chairman of the Ph.D. program, ASB conducted session on ‘Transitions in institutions of gold mining in the Nilgiri-Wayanad region of India since the early 19th century: A property rights perspective’

Dr. Sushanta Mahapatra, Professor, Amrita University, presented his paper ‘Climate Change, Vulnerability, and Agrarian Communities: Insights from the Composite Vulnerability Index of the Indian States of Andhra Pradesh and Karnataka.’

Dr. Sangeetha Gunasekar, Assistant Professor, ASB presented a paper ‘Do Career Anchors affect Attrition among BPO Employees?’ at the 2nd HR Summit and International Conference at Indian Institute of Management, Raipur.

Dr. R. G. Priyadarshini, Associate Professor, ASB presented a paper ‘Role of Corporate Governance in Industries in Vidarbha’.

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The students from Class of 2016 presented their Business Research Projects (BRP) at the campus during the Research Day 2016. Nearly 100 research projects of MBA students and Ph.D. scholars were presented and displayed as posters around the campus. Dr. P. Venkat Rangan, Vice Chancellor and Dr. K. Sankaran, Registrar of Amrita University, were the Chief Guests of the day. Dr. Madhav Datta, Chairman, ACIRI, who is also a Distinguished Professor in the department of Chemical Engineering and Materials Science, was the Distinguished Guest for the day. Each project presented included a written summary, an oral and a poster presentation. At the event, a snapshot of the research activities of ASB from 2011 - 2015 was also presented. Commencing from this academic year, ASB has started offering full-time Ph.D. in Management.

Dr. P Venkat Rangan, Vice Chancellor, Amrita University inaugurated the day

Dr. Sankaran. K., Registrar, Amrita University at the poster session.

Vijay Reddy, Elsevier conducts training for ASB students on Scopus

Vijay Reddy, Customer Consultant (Research Management) - South Asia, Elsevier taught students on using ‘Scopus as a Research and Publishing Tool’. Besides the second year MBA students, faculty and Ph. D. scholars attended the half-day session. “We are beginning our Business Research Projects this term. This training laid the foundation for it. It was highly interactive and informative,” commented a 2nd-year student.

ASB inaugurates its 6th Doctoral Program in Management

ASB inaugurated its 6th Doctoral Program in Management (Ph.D. in Management) on 26 December 2015. For the first time, ASB has undertaken scholars for full-time research. “New faculty, course structure and courses increase the level of expectations from our Ph.D. program. To improve the productive synergies, the scholars get the opportunity to work on real-time projects. I look forward to work together and produce trenchant, enriching research,” commented Dr. Amalendu Jyotishi, Chairman – Ph.D. Program (From 2016, Dr. Deepak Gupta, Professor, ASB is the new Chairman for Ph.D. program). Dr. Sangeetha Gunasekar, Dr. P. Balasubramanian, Dr. Deepak Gupta, and Dr. Mridula Sahay provided overview about the program to the scholars.
Dr. Deepak Gupta takes charge as Ph.D. Program Chair

Dr. Gupta has been researching and teaching at ASB for past 10 years. He is a core member of Marketing area. Currently, he teaches for both MBA and Ph.D. program. Before joining ASB, he has more than 10 years of combined teaching and research experience at University of California, Berkeley. He received his Master’s degrees in Economics, Marketing Science, and an interdisciplinary Ph. D. in Economics, Sociology, and Education from UC Berkeley. His publications include papers in international journals including “Transportation Research Record” and “International Higher Education”.

Staff Initiatives

ASB librarian Gurumoorthy attended a national seminar at Guru Nanak College, Chennai

K. G. Gurumoorthy, Assistant Librarian, ASB attended a national seminar on ‘Open Access for Research and Education’ organized by the Department of Library, Guru Nanak College, in association with Society for the Advancement of Library and Information Science (SALIS), and Society for Open Access Promotion (SOAP) in Chennai.

Editorial Board

Chairman and Honorary Editor: Dr. R. Raghu Raman

Senior Content Writer: Ria Lakshman

Design: Gireesh

New Faculty Appointment

Prof. S. S. Ganesh

Prof. S. S. Ganesh joined ASB after 18+ years of experience in academics in organizations such as XIM, Bhubaneswar (XIMB), IIM, Ahmedabad, and Madurai Institute of Social Sciences (MISS). During his tenure as a faculty at XIMB, he developed the ‘Employment Relations’ course with storytelling pedagogy, anchored XIMB’s open access research initiative ‘Journal of Case Research’ in 2009, developed a two-year full-time program in Human Resource Management, adorned the position of Program Coordinator of the Technology Enabled Learning Programs between 2007 and 2010, and managed the XIMB’s e-learning initiatives. Over the last decade, Prof. S.S. Ganesh has also offered consulting services to various for-profit and not-for-profit organizations.
Entrepreneurship Profiles

“We have been able to effect lives of many farmers. Over 95 percent of farmers who have tied up with us have been had more profitable season with us. We have expanded ourselves into major heartlands of North and Central and Eastern India in multiple states. In the export market, we are actively working on some of the biggest deals right now in agriculture commodity market in India.”

Shaswata Majumdar
Co-Founder - ChomSha Agrotech Pvt. Ltd.
Class of 2011

“ASB helped me to shape my personality, especially when it comes to interacting with people. Faculty at ASB knew the potential of each student and taught accordingly… We had 40% of the class from North and few from North East too. I got a chance to interact with different cultures and understand their tastes. This diversity helps me in business, in satisfying the tastes of people coming from different parts of the country. For most institutes, it is about learning and writing exams. However, at ASB, it is doing assignments and presentations, which required even more thinking and time management. All these contributed to my entrepreneurship journey.”

Sindhuja Rengarajan
Founder - Rangvarsha Boutiques
Class of 2010

“I have always been fond of entrepreneurship. My advice to future leaders is to Dream Big. Also, be unreasonable, so that others follow you. And, importantly, follow your heart.”

Sathyan Rajan
Serial Entrepreneur
(Founder of Bargain, Accumenta, and Sun Architecte and Sree Athreyaa & Co.)
Class of 2003

“Amrita has an environment that encourages entrepreneurship. There are courses which give good exposure on this regard. The alumni community is also quite helpful on this regard.”

Anupama Vijayakumar
Co-founder - Wordsmith Content
Class of 2003

“We have received unparalleled mentorship from the faculty. Some among our earliest leads came from faculty reference… Eminent professors from ASB - Prof. Deepak Gupta and Prof. Shobhana Madhavan wrote a case study modelled on some of our challenges and TCS Smart Manager published it. Answer entries to that case study gave us strategic trajectories. The guidance offered by Amrita CREATE has also been phenomenal. Such an ecosystem of multimodal support is very unique to Amrita.”

Sooryanarayan D G
Co-Founder - EduSeva Technologies Pvt Ltd
Class of 2015

“My entrepreneurship journey started during the college days. The mentors were quite supportive of my passion.”

Gajanan Sapate
Co-Founder of SocialChamps Media Pvt. Ltd., CollegeKhabar
Class of 2009
World-Class Campus
MBA–MS Dual Degree

MS International Management from Telecom Ecole De Management (TEM)*, France

&

MBA from Amrita School of Business, Coimbatore

Spend one full semester abroad in Paris

Earn while you study – 1000 euros/month

*TEM is 24th ranked b-school in the world
Nurturing Women Leadership

Underlining the significance of gender diversity in the corporate world, ASB focuses on bringing women to the forefront of the management career, including entrepreneurship.

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<th>Female Student Enrollment Metrics in ASB</th>
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Ananthalakshmi Venkitaraman  
Class of 1998  
General Manager, Philips Lighting

Dr. Maneesha Ramesh  
Class of 2003, Dean, Amrita Centre for International Program

Lalita Dhavada, Class of 2004,  
Online Risk Operations Specialist,  
a leading Internet Company

Karishma Sabharwal  
Class of 2006, Sr. Manager – E Com  
Merchandising Lead at Walmart India Pvt. Ltd.

Sravanthi Nayani  
Class of 2007  
Manager HR – TCS

Megha Agarwal  
Class of 2008,  
Global Brand Manager, Hindustan Unilever Limited

Payal Lohia  
Class of 2005, Insights Director – IMRB International

Jaya Lekshmy Venugopal  
Class of 2009  
Manager HR – Tata Steel

BOOK POST

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