

# Annual Report 2012-13



***March 22, 2013***

We present below the activities at the Institute during the year, with facts and figures relating to the flagship PGDM program, steps taken for special orientation, Placements and the overall stature of the Institute.

## Highlights in Chronological Order

- **Clevertize** – The one-day Advertising workshop was held on March 24, 2012.
- With a view to hone teaching skills and keep pace with changing trends in management education, SDMIMD started off with a weeklong **Faculty Development Program** scheduled from May 10 to 16, 2012.
- The following **Executive Development Programs** were held during the year
  - A two day workshop on **E-Learning with MOODLE** was held during May 4 & 5, 2012.
  - Management Development Program on **Finance for Non-finance Executives** was held during May 11 & 12, 2012.
  - **Workshop on R-Excel** (Open source statistical package) was held on June 1 & 2, 2012.
  - **Workshop on Social Media Management** was held on June 2, 2012
  - Hands-on **Workshop on SPSS** designed and offered to the research scholars was held during June 9 & 10, 2012.
- **KHOJ 2012** - the Annual Talent Search event aimed to identify and nurture the artists from the First Year PGDM Batch was held on June 23, 2012.

- A seminar on ***Opportunities and challenges for traditional health systems*** was held on July 10, 2012 in association with the Department of AYUSH, Government of Karnataka; Global Alliance of Traditional Health Systems (GATHS), Mysore; and Mind Body Spirit Society of India (MBSSI), Mysore.
- The brief ***Certificate Program in Business Management (CPBM)***, the Executive version of our flagship program Post Graduation Diploma in Management (PGDM) was concluded on July 16, 2012.
- The First ***Foundation Day Lecture*** was delivered by *Dr. Devi Shetty*, Founder and Chairman, Narayana Hrudayalaya group of Hospitals, on July 21, 2012. *Dr. D. Veerendra Heggade*, Chairman, SDMIMD presided over the function.
- The Two-day ***International Finance Conference*** was held during August 3 & 4, 2012 on the theme *Emerging Trends in Finance & Accounting*. The conference received excellent papers from several countries and India.
- ***Shri Dharmasthala Manjunatheshwara Research Center for Management Studies (SDM RCMS)***, the research unit of SDMIMD has been recognized as Doctoral Research Center by the University of Mysore, Mysore and Tumkur University, Tumkur.
- As a part of the student exchange program, 4 students completed their term in ***Texas A & M University***, USA and 3 students completed their term at ***Shanghai University***, China.

- **Abhigyaan – Ultimate Undergraduates Fest**, the annual management fest for undergraduate students was held on October 1 & 2, 2012.
- In association with Confederation of Indian Industries (CII) hosted **Convergence 3i - the Industry Institute Interaction** meet to discuss and deliberate on what industry is looking for from the students, and how the latter can be equipped to meet this. The event was held on September 26, 2012.
- The Institute-sponsored **International study tour** to Malaysia for all first year PGDM students got underway from October 11, 2012. The students had academic and social interaction with **Nottingham University**, Kuala Lumpur.
- In collaboration with *National Institute of Personnel Management (NIPM)* organized the first ever **Karnataka HR Mahotsava (KHRM)** on November 2 & 3, 2012. The deliberations and the invited talks of Mahotsava were on the theme “*Role of HR Professionals in E4WM – Ethical Wellness Management*”.
- Six-month intensive **General Management Program** for *Rane (Madras) Limited, Mysore* and *Kar Mobile Limited, Bangalore*, for their Executive Managers of various functional areas of Management was held during November to December 2012.
- The **Two-day International HR conference** on theme “*Managing Human Resources at the Workplace*” was held successfully during December 14 & 15, 2012. The conference evoked very encouraging participation from academics and industry.

- **Imprints 2012** - Special Alumni Reunion of the First Ten Batches went off well at the Institute campus on December 22, 2012.
- A **One-day International symposium** on the theme "*Global Business – Challenges and Leadership*" was held on January 4, 2013. A delegation of students and faculty from Texas A & M participated in the symposium.
- Students organized **Food Carnival 2013** on the theme "15 days 15 states" at the Institute from January 11, 2013.
- The **Annual Leadership Series Talk (2013)** was held on January 28, 2013. **Mr. Anil Sachdev**, Founder and CEO, Grow Talent Company Limited and School of Inspired Leadership (SOIL), delivered the talk.
- The 3-Day Management fest **Naissance 2013** with the theme "*Built to Last*" was held during January 31 to February 2, 2013.
- **Cinematics 2013** - the photography and short film competition attracted the entries across the country. The entries were showcased and judged on February 1, 2013.
- **NSE Certified Capital Market Professional (NCCMP)** program was conducted for the select students of PGDM 11-13 batch in collaboration with the National Stock Exchange (NSE).
- **Kalanubhav**—the students cultural committee organized the cultural evening on the theme *Dhanak 2013* on February 7, 2013.

- The yearly **Budget Conclave** was held on March 4, 2013. The event witnessed eminent speakers from the academia and industry sharing their reflections on Union Budget 2013.
- The year saw a great upsurge in Faculty publications with a total of **5 International papers** and **44 National papers** published in the year. A new publication called **Case Studies in Management** has been brought out.
- The September 2012 issue of the **SDMIMD Journal of Management** was brought out. Tie-up entered into for online access of this.
- As in the previous year, the issue on **Excerpts of Summer Internship Projects 2012** was brought out.
- As in the last year a dedicated issue of internal faculty research – **Contemporary Research in Management Vol. II** has been brought out by the SDM Research Center for Management Studies (SDM RCMS), to be released by the Chairman on the Convocation day.
- With reallocation of administrative and teaching duty, the Institute's dependence on Guest Faculty has fallen considerably. All courses in the First Year are taught by internal faculty.
- Students – both I year and II year - were able to bag a number of prizes and awards in events and fests organized by other B-schools.

- As many as 50 special lectures and talks by eminent speakers from academic and corporates. Special talks by Alumnus were organized this year.
- Faculty from the Institute were invited for special lectures / courses in other major Institutes, including the IIMs.
- Training and consultancy efforts by the Faculty showing encouraging signs of improvement.

## **Broad Special Plans for the Year/s to Come**

- International Finance Conference
- International HR Conference
- Improving on the International Symposium
- Special Applied research projects under SDM Research Center for Management Studies (SDM RCMS)
- Short-term programs for select students abroad.
- A host of MDPs on offer in May, 2013
- Launch of a fresh edition of part time program
- Continuing all the other programs held last year with improvements
- Start of *Doctoral Program in Management* in association with University of Mysore, Mysore and Tumkur University, Tumkur.

## DETAILED REPORT FOR THE YEAR IN CHRONOLOGICAL ORDER

### Introduction

It is my proud privilege to present before you the full annual report for 2012-13. The year had several challenges both on the intake and placements side. With the increase in the number of B-Schools and uncertainty over the legal position of certain notifications brought out by the AICTE, we have students falling into several segments aspiring for management education. The selection process was long drawn out and it is heartening that at the end of it, we were able to select good candidates for the 180 seats available.

The job market also was tight with the slowdown in the economy and uncertainty in the recruitment numbers by IT companies. The Institute was able to add several new companies this year in the recruiting list, and given the difficult conditions, the Placement process was successful. The Institute hopes to build on the gains of the current year to ensure more smooth recruitments in the years to come coupled with greater average salary levels.

SDMIMD has gained considerable reputation over the last 18 years and new strategies and measures need to be pursued to keep growing. Given the high level of academic rigour in the program and the general reputation that the Institute enjoys, not to mention the goodwill resulting from the Dharmasthala trust, one is confident of overcoming the difficulties.

As a process of aligning the Institute strategically to the parent group, the name of the Institute in all official communications has been shown in its expanded form.



## Clevertize – 2012



A special workshop for branding and advertising was held soon after last year's convocation. The event had participation from academics, students, media persons and the working executives from the ad world as delegates, and the technical and practical sessions went off very well. Prof. N.R. Govinda Sharma, coordinated the program.

## Faculty Development Program 2012



With a view to hone teaching skills and keep pace with changing trends in management education, SDMIMD started off with Faculty Development Program on May 10, 2012. The week long program scheduled from May 10 to 16 2012, attracted Faculty Members from number of Colleges within the State of Karnataka.

## MANAGEMENT DEVELOPMENT PROGRAMS 2012

### Two-Day Workshop on E-Learning with MOODLE



SDMIMD conducted a two day workshop on E-Learning with MOODLE Installation, Customization, Course and content upload, Online Quiz and Result Analysis, during May 4 & 5, 2012. Dr. Sunil M.V, the workshop coordinator shared the design of this hands-on workshop. Prof. Malathi Sriram, Prof. M. Minhaj and Dr. Sunil M.V. were the resource persons of the workshop.

### MDP on Finance for Non-Finance Executives



With a view to survive and grow steadily in domestic and international business. Non Finance Executives need to know the basic nuances of Finance and its Management. To cater information on this very important area, a short Management Development Program was conducted on 11th and 12th 2012 at SDMIMD. Dr. Ullas Rao, Asst. Professor – Finance, Co-ordinated the Program.



## Workshop on R-Excel (Open Source Statistical Package)



The Hands-on Workshop on R-Excel was held during June 01 & 02, 2012 at SDMIMD Mysore. **Dr. S. Ravi** from Department of Statistics, University of Mysore, inaugurated the workshop and delivered the Keynote address on "**The Cult of Statistical Significance**". The workshop was run by *Prof. J. Balaji*.

## Workshop on Social Media Management



The institute had organized a one-day workshop on Social Media on 2nd June 2012. The workshop which had participation from both Industry and academia was facilitated by Prof. Malathi Sriram, Dr. Neetu Ganapathy and Prof. Mohamed Minhaj. During the workshop, **Mr. Danny G Sam**, Director-Operations of Adroitte, Bangalore discussed various aspects related to building social media presence for companies and **Mr. Vinay**, Founder, Royal Mysore Walks explained how he leveraged social media for his entrepreneurial advantage.

## Workshop on "Statistical Analysis of Research Data using SPSS"



The Hands-on Workshop on SPSS, designed and offered by Prof. J. Balaji, Professor-Quantitative Methods, SDMIMD, was held during June 09 & 10, 2012 at SDMIMD Mysore. **Prof. M. S. Bhat**, Professor- Statistics, visiting faculty at Mysore University, inaugurated the workshop and delivered the Keynote address on **"Significance of Statistics in Management Sciences"**. The researchers were benefited with a wide variety of advanced statistical techniques in IBM SPSS.

## KHOJ 2012 – The Annual Talent Search



KHOJ 2012 - the Annual Talent Search event aimed to identify and nurture the artists from the First Year PGDM Batch was held on June 23, 2012. The PGDM 2012-14 Batch students put-up a grand show with impromptu speeches, colorful dances, skits and fancy dress shows.



## Seminar on Traditional Health Systems



As a part of the avowed mission of the Institute in imparting values and bringing the Indian ethos to light, a one-day seminar on '**Opportunities and challenges for traditional health systems**' was conducted under the joint aegis of our Institute in collaboration with GATHS, AYUSH & MBSSI. The program went off well and had the following key speakers:

- **Mr. G. N. Srikantaiah**, Director, Department of Ayurveda, Yoga, Unani, Sidda, and Homeopathy (AYUSH)
- **Dr. Rangesh Paramesh**, Head – Drug Discovery, R&D, Himalaya Drug Co.
- **Dr. Gundu H R Rao**, C E O, GATHS & MBSSI

## Certificate Program in Business Management (CPBM) 2012



Valedictory function of Certificate Program in Business Management (CPBM) - 2012, an executive program was held at the Institute on 16 July 2012. *Dr. M.R. Suresh* gave a special talk on the project work done by the student executives. Nine executives successfully completed the program.

## Foundation Day Lecture



To commemorate the founding of the Institute in 1993, a new annual talk series has been initiated. The Foundation Day lecture this year was delivered by **Dr. Devi Shetty**, Founder and Chairman, Narayana Hrudayalaya Group of Hospitals. The function was presided over by the Chairman **Dr. D Veerendra Heggade**. A large number of invitees and corporate executives attended the talk. *Dr. H. Gayathri* and *Dr. M. R. Suresh*, coordinated the program.

## International conference on "Emerging Trends in Finance and Accounting"



A Two-day International Finance Conference was held at the Institute on August 3 & 4, 2012 on the theme "**Emerging Trends in Finance &**

**Accounting**". The conference had 58 academic papers presented in various track sessions. The conference had an initial keynote address by **Shri. Pascal Alan Nazareth**, Former Ambassador, Govt. of India. The valedictory talk was delivered by **Dr. Prasanna Chandra**, Director, Centre for Financial Management, Bangalore. Several papers from the conference were found good enough for publication in the Institute journal. *Dr. Ullas Rao*, was the faculty who coordinated this conference.

### Successful completion of overseas term



As in the previous year's four students from our Institute spent a term at the Mays Business School, Texas A&M University and three students at Shanghai University, China. The grades secured by them in the examinations conducted there have been incorporated in the marks card of PGDM, in terms of the agreement. The students found the visit enriching both from the learning and interaction angles. For the next year, four students have been shortlisted for this exchange tour, which is likely to be between August and December, 2013. A group from Texas A & M, consisting of 19 students with Faculty visited the Institute in January, 2013, as part of their study visit.



## Abhigyaan 2012: The ultimate undergraduate fest



***Abhigyaan – Ultimate Undergraduates Fest***, the annual management fest for undergraduate students organized by SDMITes was held on October 1 & 2, 2012. The two-day event gave an opportunity to 500 odd students from Engineering and Degree colleges to experience the management aspects through well-designed management games, paper presentations, testing their entrepreneurial skills, quiz, team-based events, testing their presence of mind, Mad-Ad and Treasure Hunt. **Madras Christian College, Chennai** emerged as overall champions.

## Convergence 3i - the Industry Institute Interaction



On September 26, 2012, the above event was held at our Institute. Apart from our students, we had participation from several other Institutions in and around Mysore.



The companies - *Infosys, Automotive Axles Ltd., Software Paradigms (India) Ltd., Jubilant Sciences Ltd., Rane (Madras) Ltd. and others* - showcased their products and practices.

## Karnataka HR Mahotsava 2012



This event was held on November 2 & 3, 2012. The following leading lights from the HR field spoke on E4WM (*Employer, Employee, Enterprise, Ethical and Wellness Management*). **Shri. Sharu Rangnekar**, legendary management educator inaugurated the Mahotsava. IMRB International South Region Business Head **Shri. M. Panneerselvam** was the Guest of Honour for inaugural ceremony. The deliberations and invited talks on the Mahotsava theme was delivered by the leading HR managers from the corporate, consultancy and academia. **Mr. Ganesh Natarajan**, ED-HR, BEML; **Mr. Vishwaprasad Alva**, MD, Skan Ray; **Mr. Ravichandra Bekal**, Head-HR, Nestle India Ltd; **Mr. P. Sudeep**, Registrar, Earth Science, Trivandrum; **Mr. Sreekanth**, VP (HR), Britannia Industries; and **Mr. Sripad Chandrashekar**, Senior VP (HR), IBM Global; were among the key speakers. The meet was well attended by several corporate executives and academics.

## International Study Tour 2012



The Institute organized a free international study tour for the entire set of First year students. Students were divided into three groups and the tour to Malaysia was undertaken in three separate batches, and was for a 5 days each. It consisted of academic sessions and corporate visits organized by the Nottingham University, Kuala Lumpur, for a day, and social interaction for 3 days. Students were asked to prepare reports on the visit highlighting their specific observations and learning. It may be noted, that in substitution of a full tour for all students, only meritorious students will be partly sponsored for special training programs abroad, from the next year.

## General Management Program 2012



SDMIMD conducted a six-month intensive **General Management Program** for *Rane (Madras) Limited, Mysore* and *Kar Mobile Limited, Bangalore* for their Executive Managers of various functional areas of Management.

The Management Development Program was inaugurated on November 12, 2011 by **Mr. R. Venkatanarayanan**, Executive Vice President – HR, Rane Group, *Dr. N. R. Parasuraman*, Director, SDMIMD, **Mr. K. R. Ramesh**, Vice President – Operations, Rane Madras, **Mr. T. A. Dayalan**, General Manager – Human Resources, Rane Madras, **Mr. B. Ravichandran**, Sr. Manager- HR, Kar Mobiles Ltd., Hosur, graced the occasion. *Dr. H. Gayathri*, Professor Marketing, coordinated the program.

After the completion of the course, a function for awarding certificates to the participants of the Rane Madras program was arranged on December 4, 2012 in the auditorium. **Mr. R. Venkatnarayanan** – Executive Vice President – HR, Rane Group, Chennai and **Mr. K.R. Ramesh** – Senior Vice President (Operations) & Plant Head, Rane Madras Ltd. Mysore, spoke on the occasion.

### **International Conference on “Managing Human Resource at the Workplace”**



A two day HR Conference was held on December 14 & 15, 2012 on the theme “**Managing Human Resources at the Workplace**”. **Mr. Madan Padaki**, Co-Founder and CEO, MeritTrac Services, Bangalore, delivered the keynote address. The conference attracted more than 200 Research papers and was very well attended. The track series resulted in protracted questions and answers. Invited talks on the sub-themes of the conference



from industry and academia were the highlights of the conference. *Dr. Nilanjan Sengupta* and *Dr. Mousumi Sengupta*, were the faculty coordinators of the program.

### **Imprints 2012 – Special Alumni Reunion**



The Special Alumni Reunion of the First Ten Batches went off well at the Institute campus on December 22, 2012. Despite their professional constraints and demands many Alumni were present on the D-day and their interaction with faculty group was rewarding. Alumni made key suggestions on the PGDM Curriculum, Placements and Admissions. Keeping in line with the global trends in business, the alumni interestingly stressed on the fact that the entrepreneurship be instilled in students as part of the curriculum.

### **International Symposium 2013**



A one day symposium was held at the Institute on 4th January 2013 on the theme **"Global Business – Challenges and Leadership"**. Leading

corporate personalities like **Prof. Avvari V Mohan**, Associate Professor of Strategic Management and Director of MBA & MSc Programmes, Nottingham University Business School, Malaysia; **Mr. Vinay Kumar**, Vice President, Polaris Ltd. Hyderabad; and, **Mr. Ramesh Venkateswaran**, Chairman, Custommerce Service Excellence Foundation and Former Director, SDMIMD and **Mr. C. Balagopal**, MD, Terumo Penpol, India, spoke at different sessions during the symposium. An academic session on Innovation was also organized. The symposium concluded with special student events involving quizzes and dance programs. **Dr. Julian Gaspar**, Professor at Mays Business School was present. Prof. Malathi Sriram, coordinated the event.

### Food Carnival 2013



Students of SDMIMD had organized '**Food Carnival 2013**' in January 2013, involving purchase of commodities, supply chain, production, time management and marketing of delicacies. There were 18 food stalls in total where dishes from almost all the States of India were on sale.

In February 2013, the students from various states staged – **15 states 15 flavours** – showcasing special items from different states.

## Annual Leadership Series (ALS 2013) talk



"Rise in Love for a cause and you will be the leader" thus said Mr. Anil Sachdev, while addressing a large gathering comprising Management Students, Academicians, Industrialists and other Professionals on January 28, 2013. **Mr. Anil Sachdev**, Founder and CEO, Grow Talent Company Limited and School of Inspired Leadership (SOIL) Gurgaon Haryana, was the invited speaker on the occasion of Institute's annual leadership series (ALS 2013). Adding to his highly inspirational talk, he said that the today's youth are intelligent and ethical. Earlier, *Dr. Neetu Ganapathy*, Chairperson-PGDM of the Institute who also coordinated the program welcomed the guest. *Dr. N.R. Parasuraman* and faculty colleagues were present.

## Naissance 2013 - The Annual Management Fest



The 3-Day Management fest **Naissance 2013** with the theme "**Built to Last**" took off on January 31, 2013 with inauguration by



**Mr. Arun Nayar**, Vice-President and Global Head-HR, Software Paradigms Infotech Pvt. Ltd., Mysore. Naissance, the biggest student event on SDMIMD's calendar is the arena wherein the brightest minds from the best B schools across India battle it out to attain supremacy in intellect and creativity. Curtains came down on 2nd February 2013 after valedictory address by **Mr. Girish Karunakaran**, VP - India & Nepal, Software Paradigm International (SPI). The overall championship trophy was won by Christ University Institute of Management Bangalore.

1. **Best Manager** – Winner - Christ University Institute of Management, Kengeri
2. **Susops (Operations)** – Winners - Symbiosis Institute of Management Studies(SIMS), Pune, Runner Up - Christ University Institute of Management, Bangalore
3. **Cibola (Marketing)** - Winner - Christ University Institute of Management, Bangalore, Runner Up - Symbiosis Institute of Management Studies (SIMS), Pune
4. **Eternal Paladins (Human Resources)** – Winners - Loyola Institute of Business Administration, Chennai, - Runner Up - Christ University Institute of Management, Bangalore
5. **Finex (Finance)** – Winner - Christ University Institute of Management, Kengeri, - Runner Up - Jain College, Bangalore
6. **Mercado Central (Retail)** – Winner - Symbiosis Institute of Management Studies(SIMS), Pune, - Runner Up - NIT, Trichy

## Cinematics 2013



**"Cinematics 2013"** as part of the annual mega event *"Naissance 2013"* was inaugurated on 01.02.2013. Guest Judges **Prof. Praveen Krupakar**, Faculty in Film Studies University of Mysore and **Mr. R.J. Avinash**, RED FM 93.5 were the invitees. Cinematics, invited Photography and short films and received over 200 entries from all parts of the country. 18 out of 50 short films and 60 out of 193 photographs were short listed & were

adjudged. Photographs were based on theme "*Nostalgia*".

- **CINEMATICS 2013 Photography Winners: I Prize** - Pushpendra Gautam, Delhi, II Prize – Shruthi Aradhya, Mysore, III prize - Nikhil Kumar, Delhi
- **CINEMATICS 2013 Shortfilm Winners: I Prize** – 'Life before birth' - Subhardeep Saha, II Prize – 'Marana' - Moses Arokiam & Manoharana

### **NCCMP Program**

Some years back, the Institute entered into an arrangement with the National Stock Exchange (NSE) for jointly running the special Capital Market Professional program (NCCMP) for the benefit of students interested in stock markets and treasury. 15 students enrolled for the program and successfully completed the course requirements. The course entailed special classes on Financial Derivatives and Money Markets run by the Institute and procedural back-office aspects run by the NSE team. It also included a one-day procedural seminar run by an agency recognized by the NSE. The students were taken to Chennai for a special orientation on share markets and training. The examinations for the program were conducted in an on-line way as per guidelines given by the NSE. The program is being offered again for the next year, but given that the stock markets are improving, we are expecting greater enrolments for the program. *Dr. Ullas Rao*, coordinated the program.

### **Dhanak 2013**



A very special evening was in store for the residential students of SDMIMD Mysore on February 8, 2013, as they witnessed ultimate display



of kalaripayattu, ancient Indian martial art. Amazing display of fitness, flexibility, strength and stamina were seen during **"Dhanak 2013"** organized by Kalanubhav – the cultural committee of SDMITes. Maruthi Kalari group from Trivandrum performed Fire Aerobics, during which the Kalari team members played with fire balls and danced to the traditional beat of Kalariwas another treat to the spectators. Earlier the members of Kalanubhav performed Lavani, Carnatic Music, Rabindranath Sangeeth and Kuchipudi.

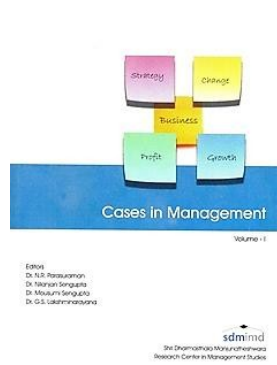
### Budget Conclave 2013



The annual budget conclave for this year was held on 4<sup>th</sup> March 2013. The event witnessed eminent speakers from the academia and industry sharing their reflections on Union Budget 2013. **Shri. S.N.Rao**, MD & Chairman of Suprem Pharmaceuticals stressed upon the need for measures to strengthen the SME sector of the economy which could help bolster overall economic growth. **Dr. Latha Chakravarthy**, Visiting Professor – IIM Bangalore stressed that the Union Budget lacked tooth in tackling the three deficits – fiscal deficit, current account deficit, and trust deficit. **Prof. S. Vaidyasubramaniam** said Union Budget 2013 was a missed opportunity lamenting FM for failing to meet the targets of plan expenditure while deploring the pleas to wean investors away from investing in gold. **Shri T.V. Subramanian**, Chairman, SIRC Mysore Chapter, ICAI reflected on the direct and indirect tax measures apprehending the move to tax the super-rich. At the beginning of the conclave, the SDMIMD students gave presentations of key monetary and fiscal measures enunciated in Union Budget. **Dr. Ullas Rao**, monitored the panel discussions.

## UPDATES ON ACADEMIC ACTIVITIES

### SDM Research Center for Management Studies



It may be recalled that last year we had set up the Centre for Research for channelizing Faculty research and publications in a focused manner. The Centre continued its activities this year and was able to bring out an additional publication – ***Case Studies in Management***, in addition to the ***Excerpts of Summer Internship Projects*** and ***Contemporary Issues in Management***. In the years to come the Centre hopes to further improve the quality of these publications by having full-fledged reviews taken up. In the case of the case book, over a period of time we will seek ways of uploading this into ECCH or other good case clearing agency. *Dr. Nilanjan Sengupta* and *Dr. Mousumi Sengupta*, coordinated the activities leading to these publications.

### Faculty Publications

There has been a quantum increase in faculty publications this year. A total of 5 International publications and 44 in Indian journals came out. The details are shown in the ***Annexure-A*** to this report. Apart from publications in article journals, faculty also participated in two in-house publications of the Centre for Research.

## Institute Journal



The Institute journal was published as usual and a volume was brought out in October 2012. The second issue will come out in March / April 2013. The Institute journal is gaining increasing popularity and is expected to attract a good number of research papers in the years to come. We have also entered into a tie-up with Informatics India, for online access of the contents. *Dr. R. Jagadeesh*, coordinated the activities in bringing out the journal.

## Doctoral Program

We have received recognitions from the University of Mysore and the Tumkur University for conducting Doctoral programs in Management. The detailed draft rules for selection of candidates, their orientation and guidance, have been discussed and finalized at the Advisory Board meeting held earlier this month. The draft has now been sent over to the Universities concerned for their formal approval before we invite applications from eligible candidates.

## Faculty

It is heartening to note that for the second year in running we have had no attrition in Faculty strength.

The Institute has entered into a contract with the following senior faculty for teaching and association – *Mr. J.M. Subramanya, Mr. Rangan Mohan, and Mr. S. Radhakrishnan*

The details of other accomplishments by our team are given in **Annexure - B.**

## Curriculum and academic rigor for PGDM

As in the past, we had elaborate discussions – among faculty, with academics and corporate recruiters regarding the ideal content, flow and pedagogy for the various courses in the PGDM program. The academic rigour followed by the Institute has come in for praise from visiting professors and others. Specializations were offered to students in the area of HR, Marketing, Finance, Operations and Systems.

## Summer Internship Project

After completing their first year requirements, students were put through Summer Internship in various companies. During the process they were guided by internal faculty.

## Socially Relevant Project

In keeping with the avowed vision of the Institute, first year students had been made to take up Socially Relevant Projects in select NGOs around Mysore. They were required to make several visits on a 3 months period and present reports thereon.

## Intake of Students

The institute admitted 180 students to the PGDM batch 2012-14. They represent from 23 states of the country. The boys and girls ratio is 70:30.

## Students Achievements and Activities

Our students won a number of prizes and recognition during the year. They are outlined in **Annexure - C**.

As in previous years, the students organized an undergraduate fest **Abhigyaan**; the annual student Management Fest – **Naissance**; a **social**

**media competition** was launched by the students through Facebook; the annual **Kala Anubhav** and **Khoj** event to showcase their talents; and, **Cinematics 2013** a photography and short film competition were held.

### **Guest Lectures**

In order to expose the students to different aspects of practical management, several guest lectures were organized during the year. These included course-related lectures, general management lectures, and lectures based on wellness and stress management. The full list of speakers is given in **Annexure-D**.

### **Admissions for 2013-15**

The institute initiated the admission process for the year 2013-15. CAT, XAT, GMAT and CMAT are the competitive exams applicants are required undergo. The interview process has been completed and the selection process is on.

### **Placement 2012-13**

The institute broad based the sectors of companies visiting the campus for recruitment. In spite of challenges, the placement record has been good. A list of companies who visited campus this year is given in **Annexure-E**.

### **New Initiatives from the Library**

- **Harvard Corner**

SDMIMD library is supporting, stimulating and serving the academic and research activities among SDMITes. Given that books are the original sources of inspiring creativity and innovation in the world, SDMIMD library has set-up a Harvard Corner comprising popular and influential business

titles published by the Harvard Business School. The collection also comprises of resources, case studies and videos.

- **Online Quiz and Electronic Course Material**

Moodle was used to design the distribution task of course material in electronic form. This initiative has made the distribution of course material efficient and quick. Along with this Moodle was also used to design and administer online quizzes. More than 50 online quizzes were conducted in efficient way and results could be given on real time.

- **Web 2.0 technology implementation**

Several open source programs were integrated with our website using Web 2.0 Technology. Because of which new interface tools like "Chat", "Instant messaging system" and "Discussion forums" could be implemented. These interface tools are proving to very useful in connecting the users of website. It would be noteworthy to highlight that chat and discussion forums were used extensively for clearing the doubts of the new applicants for PGDM.

- **QR Code**

QR Code (Quick Response Code) is implemented with aim of giving quick access to the source of information to user. As first stage, all journals are equipped with QR code in its display stand. A user can access the online source of the journal using his/her mobile phone.

## **Computer Center**

The system department has been upgrading facilities to enable state-of-the-art connectivity and computing experience in the campus. Six NComputing servers have been upgraded and Windows Multipoint server has been deployed. These changes have brought smoothness in conducting online tests, workshops and other system based training.

## **Acknowledgement**

I would like to express my gratitude to the Chairman, **Dr. D. Veerendra Heggade**, for all the support, guidance and encouragement he gave us during the entire year. I also wish to thank the Vice President, **Shri. D. Surendra Kumar**, Secretary of the Trust, **Prof. S. Prabhakar**, and members of the Governing Council and Advisory Board for their valuable suggestions at various times during the year. The faculty and staff at SDMIMD were very committed and dedicated and let me acknowledge their contribution.

I would also like to thank the recruiting companies, research bodies, academic bodies, visiting speakers and other patrons for their valuable support.

*Dr. N.R. Parasurman*  
*Director*

**Dr. N. R. Parasuraman**

### **National Journals**

1. Parasuraman, N.R. (2013). *Safeguarding a portfolio – how far do we go?* **Cases in Management Vol.1**. N. R. Parasuraman, Nilanjan Sengupta, Mousumi Sengupta and G. Srilakshminarayana [Editors]. Mysore: Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD). [ISBN: 978-81-922146-3-4]
2. Parasuraman, N.R. (2012). *Options Strategies in a volatile market with particular reference to selling volatility, an exploratory study with figures from NIFTY for a quarter*. **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: SDM Institute for Management Development, 2012. [ISBN:978-81-922146-1-0]
3. Parasuraman, N.R., Janaki Ramudu, P. & Nusrathunnisa. (2012). ***Does Lintner model of dividend payout hold good? An empirical evidence from BSE SENSEX firms***. SDMIMD Journal of Management, Vol. 3, Issue 2, September. 63-76p. [ISSN 0976-0652].

### **International Journals**

1. Janaki Ramudu, P., Parasuraman, N.R. and Nusrathunnisa. (2012). ***What Drives Shareholders' Return? Evidence from Indian Steel Sector***. World Journal of Social Sciences, 2(7) November. 09-23p.



**Dr. H. Gayathri**

**National Journals**

1. Gayathri, H., Raghunandan V. R. & Sowmya B. (2013). *A Shoemaker - Who comes to your mind?* **Cases in Management Vol.1.** N. R. Parasuraman, Nilanjan Sengupta, Mousumi Sengupta and G. Srilakshminarayana [Editors]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-3-4].
2. Gayathri, H., Dhivya, V. and Bathija, Kushal. (2012). *Maggi mania: case study.* **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Editors]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-1-0].

**Dr. R. Jagadeesh**

**National Journals**

1. Jagadeesh, R. (2013). *How to improve the Supply Chain Management Competency to meet the Global Challenges*. **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-5-8].
2. Jagadeesh, R. (2012). *Quality strategy formulation and development using organizational perspective*. **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Editors]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. 33-48p. [ISBN: 978-81-922146-1-0].
3. Jagadeesh, R. ***CSR, Clean and Green Operations - Suppliers' Code of Conduct Revisited***. Journal of Supply Chain Management Systems 1(4), 2012. 30-36p.

**Dr. Nilanjan Sengupta**

### **National Journals**

1. Sengupta, Mousumi & Nilanjan Sengupta (2013). *From being to becoming: Employee empowerment as a tool for strategic Human Resource Management. **Contemporary research in management*** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-5-8]
2. Sengupta, Nilanjan & Sengupta, Mousumi. (2013). *Effect of Glass Ceiling on Women Managers: Issues and perspectives. **Contemporary research in management*** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-5-8]
3. Sengupta, Mousumi & Sengupta, Nilanjan and Raghupathi, Suma (2013). *A Case Study on Pizza Hut: Competitors' Envy, Consumers' Choice. **Cases in Management Vol.1.*** N. R. Parasuraman, Nilanjan Sengupta, Mousumi Sengupta and G. Srilakshminarayana [Editors]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-3-4].
4. Sengupta, Mousumi & Sengupta, Nilanjan and Vaishnavi S. (2013). *Connecting lives, anywhere, anytime: a case study on Airtel. **Cases in Management Vol.1.*** N. R. Parasuraman, Nilanjan Sengupta, Mousumi Sengupta and G. Srilakshminarayana [Editors]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-3-4].
5. Sengupta, Mousumi & Sengupta, Nilanjan. (2012). *Green HRM: a step-forward towards greener world. **Contemporary research in management*** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN:978-81-922146-1-0].
6. Sengupta, Nilanjan & Sengupta, Mousumi. (2012). *Managing employee talent. **Contemporary research in management*** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN:978-81-922146-1-0].

**International Journals**

1. Sengupta, Nilanjan & Sengupta, Mousumi. (2012). ***Effect of culture on managing brands in India***. The International Journal of Knowledge, Culture and Change Management, Vol. 11, Issue. 2. [ISSN: 1447-9524].
2. Sengupta, Mousumi., Sengupta, Nilanjan & Vishnavi, S. (2012). ***An empirical study on employees' awareness on strategic aspects of compensation management***. Asian Journal of Research in Business Economics and Management, Vol. 2, Issue 12. [ISSN: 2249-7309].
3. Sengupta, Nilanjan., Sengupta, Mousumi & Vishnavi, S. (2012). ***Designing a talent acquisition matrix: consultants' perspective***. Asian Journal of Research in Business Economics and Management, Vol. 3, Issue 3. [ISSN: 2249-7309].

**Dr. Mousumi Sengupta**

### **National Journals**

1. Sengupta, Mousumi & Nilanjan Sengupta (2013). *From being to becoming: Employee empowerment as a tool for strategic Human Resource Management. **Contemporary research in management*** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-5-8]
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3. Sengupta, Mousumi & Sengupta, Nilanjan and Raghupathi, Suma (2013). *A Case Study on Pizza Hut: Competitors' Envy, Consumers' Choice. **Cases in Management Vol.1.*** N. R. Parasuraman, Nilanjan Sengupta, Mousumi Sengupta and G. Srilakshminarayana [Editors]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-3-4].
4. Sengupta, Mousumi & Sengupta, Nilanjan and Vaishnavi S. (2013). *Connecting lives, anywhere, anytime: a case study on Airtel. **Cases in Management Vol.1.*** N. R. Parasuraman, Nilanjan Sengupta, Mousumi Sengupta and G. Srilakshminarayana [Editors]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-3-4].
5. Sengupta, Mousumi & Sengupta, Nilanjan. (2012). *Green HRM: a step-forward towards greener world. **Contemporary research in management*** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN:978-81-922146-1-0].
6. Sengupta, Nilanjan & Sengupta, Mousumi. (2012). *Managing employee talent. **Contemporary research in management*** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN:978-81-922146-1-0].

**International Journals**

1. Sengupta, Nilanjan & Sengupta, Mousumi. (2012). ***Effect of culture on managing brands in India***. The International Journal of Knowledge, Culture and Change Management, Vol. 11, Issue. 2. [ISSN: 1447-9524].
2. Sengupta, Mousumi., Sengupta, Nilanjan & Vishnavi, S. (2012). ***An empirical study on employees' awareness on strategic aspects of compensation management***. Asian Journal of Research in Business Economics and Management, Vol. 2, Issue 12. [ISSN: 2249-7309].
3. Sengupta, Nilanjan., Sengupta, Mousumi & Vishnavi, S. (2012). ***Designing a talent acquisition matrix: consultants' perspective***. Asian Journal of Research in Business Economics and Management, Vol. 3, Issue 3. [ISSN: 2249-7309].

**Dr. N.J. Mohan Monteiro**

**National Journals**

1. Monteiro.Mohan. N.J. & Irfan Mohmed (2013). *Consumer Attitude towards Green Marketing*. **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-5-8]

**International Journals**

1. Monteiro.Mohan. N.J. & Ananthan B.R (2012). ***Socio-Economic Factors Influencing Repayment of Loans Granted by Commercial Banks – A Study of Small Scale Industries in Dakshina Kannada & Udupi***. International Journal of Exclusive Management Research, Vol.2, Issue 4, April. 81-90p. [ISSN:2249-8672]

***Dr. Mihir Mahapatra***

**National Journals**

1. Mahapatra, Mihir. (2013). *Understanding recent Trends in Inflation in India. **Contemporary research in management*** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-5-8]



**Dr. M. R. Suresh**

**National Journals**

1. Suresh, Maruthi R. and Sridhar, M. K. (2013). *Innovation in Public Services Delivery: Case Study of Management Development Initiative in Karnataka's School Education Department*. **Cases in Management Vol.1**. N. R. Parasuraman, Nilanjan Sengupta, Mousumi Sengupta and G. Srilakshminarayana [Editors]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-3-4]

**Prof. N.R. Govinda Sharma**

**National Journals**

1. Sharma, Govinda N.R. & Kumar, Ashwini B.J. (2013). *The Nexus between Macromarketing and Distributive Justice – A Study of Small and Medium Enterprises in India*. **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-5-8]
2. Sharma, Govinda N.R. (2013). *The “Rise” of the Mahindra Group*. **Cases in management: Vol.1**. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-3-4].
3. Sharma, Govinda N.R. (2012). *Distributive justice and the ethics of executive compensation*. **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. 21-32p. [ISBN: 978-81-922146-1-0].

**Prof. Malathi Sriram**

**National Journals**

1. Rao, Ullas & Malathi Sriram (2013). *Wipro's Acquisition of Promax Application Group*. **Cases in Management Vol.1**. N. R. Parasuraman, Nilanjan Sengupta, Mousumi Sengupta and G. Srilakshminarayana [Editors]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-3-4].
2. Malathi Sriram, Pratik Choksi and Shini Ashok. (2012). *An exploratory study of mall management*. **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. 49-76p. [ISBN:978-81-922146-1-0].
3. Malathi, Sriram and Rao, Ullas. *Glowtronics - A Strategic Turnaround*. PES Business Review, 2012.
4. Malathi, Sriram and Sunil, M.V. (2013). *Integrating information repositories for knowledge discovery: a B-school perspective*. International Journal of Indian Culture and Business Management, Vol. 6, Issue 1. 90-101p.

***Dr. Neetu Ganapathy***

**National Journals**

1. Neetu Ganapathy and Raju, J.K. (2012). *Implementing enterprise resource planning systems in small and medium enterprises: myths versus reality*. **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. 107-136p. [ISBN: 978-81-922146-1-0].

**Prof. S.N. Prasad**

**National Journals**

1. Prasad S.N. (2013). *Training Effectiveness and Organisational Development Through Technology: Simulator Based Driver Training and Road Safety*. **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-5-8]
2. Prasad, S.N. (2013). *Case Study: Labour Unrest at Manesar Plant of Maruti Suzuki in 2012: A Perspective*. **Cases in Management Vol.1**. N. R. Parasuraman, Nilanjan Sengupta, Mousumi Sengupta and G. Srilakshminarayana [Editors]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-3-4]
3. Prasad, S.N. (2012). *Ernest Shackleton leadership: Indian parallels*. **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. 157-170p. [ISBN:978-81-922146-1-0].

***Prof. Mohammed Minhaj***

**National Journals**

1. **Minhaj, Mohammed and Hasan, Syed Mamoon (2013).** *How ODigMa leveraged Social CRM to drive customer satisfaction, retention and advocacy for a leading Telecom Company: A Case Study.* **Cases in Management Vol.1.** Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-3-4]

**Prof. J. Balaji**

**National Journals**

1. Rao, Ullas and Balaji, J. (2013). *A Case Study on the Preference of Mobile Phone Attributes among B-School Students*. **Cases in Management Vol.1**, N. R. Parasuraman, Nilanjan Sengupta, Mousumi Sengupta and G. Srilakshminarayana [Editors]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-3-4].
2. Rao, Ullas and Balaji, J. (2012). *An evaluation of trends in mergers & acquisitions in international financial scenario during the last two decades*. **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. 171-192p. [ISBN: 978-81-922146-1-0].

**Dr. Ullas Rao**

### **National Journals**

1. Rao, Ullas.(2013). *Evaluation of an all-equity Portfolio employing the distinctive approaches of Markowitz and Sharpe.* **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-5-8]
2. Rao, Ullas and Balaji, J. (2013). *A Case Study on the Preference of Mobile Phone Attributes among B-School Students.* **Cases in Management Vol.1.** N. R. Parasuraman, Nilanjan Sengupta, Mousumi Sengupta and G. Srilakshminarayana [Editors]. Mysore: Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD). [ISBN: 978-81-922146-3-4].
3. Rao, Ullas & Malathi Sriram (2013). *Wipro's Acquisition of Promax Application Group.* **Cases in Management Vol.1.** N. R. Parasuraman, Nilanjan Sengupta, Mousumi Sengupta and G. Srilakshminarayana [Editors]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-3-4]
4. Rao, Ullas and Balaji, J. (2012). *An evaluation of trends in mergers & acquisitions in international financial scenario during the last two decades.* **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. 171-192p. [ISBN:978-81-922146-1-0].
5. Malathi, Sriram and Rao, Ullas. *Glowtronics - A Strategic Turnaround.* PES Business Review, 2012.



***Prof. Jojo Joy***

**National Journals**

1. Joy, Jojo N. (2013). *Bollywood's Rs.100 Crore Club: A Management Perspective*. **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-5-8]

***Dr. Srilakshminarayana G.***

**National Journals**

1. Srilakshminarayana, G. (2013). *On Hypotheses Testing: Some Views.* **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-5-8]
2. Srilakshminarayana, G. (2013). *Select Statistically.* **Cases in Management Vol.1.** N. R. Parasuraman, Nilanjan Sengupta, Mousumi Sengupta and G. Srilakshminarayana [Editors]. Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-3-4]

***Prof. Abhijith Seetharam***

**National Journals**

1. Seetharam. Abhijith.(2013). *Examining Effects of Climate Change Impacts on the Ramsey-Cass-Koopmans Growth Model*. **Contemporary research in management** by Mousumi Sengupta and Nilanjan Sengupta [Compilers]. Mysore: Shri Dharmasthala Manjunatheshwara Research Centre for Management Studies (SDM RCMS), SDMIMD. [ISBN: 978-81-922146-5-8].

## Doctor of Philosophy (PhD) to SDMites

- *Prof. Neetu Ganapathy*, Assistant Professor of Business Communication and Systems, SDMIMD, Mysore, was awarded Ph.D in Business Administration by the Kuvempu University, Shimoga, for her thesis ***Enterprise Resource Planning (ERP) Implementation in SMEs: Issues, Challenges and Prospects.***
- *Prof. Ullas Rao* was awarded PhD in Commerce from University of Mysore, Mysore, for his thesis on ***Posterior analysis of mergers and acquisitions in International Financial Scenario during the last decade.***
- *Mr. Sunil M V*, Librarian, SDMIMD, was awarded PhD in Library and Information Science from University of Mysore, Mysore, for his thesis entitled ***An analytical study of OSS (Open Source Software) for college libraries.***

## SSRN Top Ten List

Dr. R Jagadeesh paper, ***"Obstacles to TQM Implementation in SMMES of North Karnataka Region: Empirical Findings"***, was recently listed on SSRN's Top Ten download list.

## Best Case Award

***Prof. Malathi Sriram & Dr. Ullas Rao*** won the Best Case Award at ***Anveshana*** a Case Study Competition organized by PES Institute of Business Management, Bangalore. The Case study was written for a Small Scale Industry in Mysore – Glowtronics Pvt. Ltd. The Case was titled ***"Glowtronics – A Strategic Turnaround"***. The case was published in the Journal of Management - ***PES Business Review.***

### **Best Paper Award**

The research paper ***Importance Performance Analysis (IPA) of OSILS Products*** by **Dr. Sunil, M.V.** has won the First Place in the ALL INDIA KELPRO BEST RESEARCH PAPER WARD Competition. The article is published in KELPRO Bulletin, 15(2), December. [ISSN: 0975-4911].

### **Best Doctoral Thesis**

The thesis ***Enterprise Resource Planning (ERP) Implementation in SMEs: Issues, Challenges and Prospects*** by **Dr. Neetu Ganapathy** has won *Third Prize* at the *Doctoral Thesis Competition* held during the AIMS International Conference at Indian Institute of Management, Bangalore (IIM-B) in January 2013.

### **Associate Editor for International Journal**

The *International Advisory Board* of ***International Journal of Knowledge Culture and Change Management*** published by Common Ground Publishing, Illinois, USA, has acknowledge the contribution of **Prof. Mousumi Sengupta** and honored as “Associate Editor” for the year 2012-2013.

### **Executive Member of CSI, Mysore Chapter**

**Prof. Mohamed Minhaj** has been elected as Executive Committee Member and Treasurer for Mysore Chapter of Computer Society of India (CSI).

### **Best Educational Institute Garden Award**

The Institute garden has won the Best Educational Institute Garden award in ***Dasara 2012 Flower Show Competition***. SDMIMD is consistently winning this Rolling Cup (award) from 2005.



## Student Achievements in 2012-13

### SDMites Win Prize in Anti-Drug Ad Making Competition



*Syed Mamoon Hasan and Sagar R. Chimurkar* of PGDM 2011-13 Batch, have won 2nd prize for their video in **Anti-Drug Ad Making Competition – Parivartan** organized by **Sydenham (SIMSREE)**, Mumbai. They won the prize by beating many teams including *IIM Kozhikode, MICA, IMT Nagpur, SIMC, ITM* and several others.

### SDMIMD Students Present Research Paper



*Aseem A. Kabir and Sree Gowri Rao* of PGDM 2011-13 Batch, participated in National Conference on **"Emerging Challenges for Sustainable Business"**, at IIT, Roorkee, June 01 & 02, 2012. The students presented a research paper on **"Advertising Tactics for Sustenance in Business"**. The paper was well appreciated by the session chairs of the conference.

## SDMites Win First Place at XIM-B



The short film titled **The Missed Class** on Gandhian principles by SDMites *Omkar Rajyaguru, Himanshu Singh Gurjar, Ashwin S. Prasad and Varun Kumar* of PGDM 2012-14 has won the First Place in **Short Film Making Competition** held at **XIM-Bhubaneswar**. The team stood first amongst many prestigious B-schools participating from across the country.

## SDMites win prize in the Paper Writing Competition



Two students from PGDM 2012-2014 batch Shilpa S Menon & Nadeer Muhammed S presented a paper titled '*Sustainable competitive strategies through social media in hospitality industry*' and won second prize in the Paper writing competition "**Envision 2012**" conducted by XIM-Bhubaneswar.

## Adopt and Nurture a School Program



Students of SDMIMD are known to do things differently. As a part of social responsibility, SDMites donated furniture to **Government Senior Higher Primary School**, KARP Body Guard Line, Siddarthanagar, Mysore. During the past 4 years SDMIMD has been supporting the said school in developing infrastructure facility and contributing towards softskills development of children. Requirements in the area of sports, excursions and extra learning have been also met by SDMIMD student community.

## Special Appreciation from SPI

**Software Paradigm International (SPI)**, Mysore awarded the special appreciation certificate for the assignment submitted by SDMites. The assignment for the Product and Solution Division of SPI was carried out by *Pankaj Kesarwani, Pote Shashank Shirish, Madhurh Malhotra, Nikita Ajwani* and *Siddhi Agarwal* of PGDM 2011-13.

## SDMites win First Place in Research Paper Competition



The research paper by Sanjeev S. and Aseem A. Kabir entitled "*Movement marketing: marketing 3.0 approach in Indian context*" has won the FIRST

place in **Connaissance 2012: the National Level Research Paper Presentation** on the theme Reshaping India for 2020. Competition was organized by Christ University Institute of Management, Bangalore and it took place on December 3, 2012. SDMIMD students Sanjeev from first year and Aseem from 2nd year won First prize competing against NITIE, Mumbai, IIM, Ranchi, Manipal University, and other premier B-schools from across the country.

### Short Movie by SDMites Wins Prize



The short film '*The Missed Class*' based on the Gandhiji's principles - to recapture and relive the spirit and principles of Gandhiji, has won prize for SDMites. The Movie was made by *Omkar Rajyaguru, Himanshu Singh Gurjar, Ashwin S. Prasad, Varun Kumar* and *Anshu*. "A Reformer cannot afford to wait till others are converted. He must take the lead & venture forth alone, even in the teeth of Universal Opposition". Story revolves around a little boy & his father. What happens when he takes the lead alone even in the teeth of universal opposition?

## SDMites Win the Runners Up in Crizellenz 2013



It takes courage to stretch your self-imposed limits, expand your comfort zone and make the impossible, possible. All great achievers have come through such a daring act continuously challenging their prevailing standards of performance. SDMites made it possible again in **Chrizenlz 2013** - the annual two-day B-School fest held at Christ University, Bangalore on January 18 and 19, 2013. *Nair Dhannya Balakrishnan & Dilip Jaiswal* won first prize in the CSR event. *Swapnil U. Mahajan & Jitendra Lalwani* bagged the second prize in the Marketing event. *Gaurav D. Jhunjhunwala & Ashish Jain* won the second prize in the Finance event. The team effort made SDMIMD to emerge as Runners Up in Overall Champions by competing with over 30 MBA colleges from all over India.

## SDMites Stand 2<sup>nd</sup> in Revelation '13



*Jay Zatakia and Rajanikar Kumar* of PGDM 2011-13 Batch, won 2nd prize in the Operations event of National Level Management Fest **Revelation '13** organized by **Symbiosis Institute of Business Management,**



Bangalore on 12-13 January, 2013. They won the prize by beating teams from *Christ University, LIBA Chennai, IBS Bangalore, Jain College* and several others prominent B-Schools.

### Win First Prize in CHRYSALIS 2013



A team of students from PGDM 2011-13 Batch – *Dhivya Laxmi S., Manu Govind* and *Praveen Sudhakar* – won first prize in the marketing event at **CHRYSALIS 2013**, held on February 09, 2013 at Loyola Institute of Business Administration (LIBA), Chennai.

The Marketing event involved developing a strategy to a brand packaged drinking water industry. SDMites came up with strategy in both B2B and B2C scenario, and also developed holistic IMC plans to support the brand developing activity, which made them to secure first place. SDMites won the event by competing with other teams from B-Schools like *IIT-M, IFMR, IIM-I, K.J. Somaiya Institute of Management & Studies, Christ University, Anna University* and *Jindal Business School*.

## **Guest Lectures during the Academic Year 2012-13**



Prof. S. Prabhakar  
Secretary  
SDM Educational Trust, Ujire  
Topic : **"Special Address"**  
Date : June 04, 2012

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Mr. A.N. Chandramouli  
Managing Director  
Starrag India Ltd.  
Topic : **"Business excellence and customer satisfaction: a holistic approach"**  
Date : June 04, 2012

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Dr. Prasad B. Roodagi  
Director  
KLES Institute of Management  
Studies and Research, Hubli  
Topic : **"Entrepreneurial Behaviour"**  
Date : June 05, 2012

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Prof. V. Gopal  
Indian Institute for Management (IIM),  
Tiruchirapalli  
Topic : **"Financial Services and Job opportunities"**  
Date : June 05, 2012

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Mr. Rajat Chaturvedi  
Cafe Coffee Day, Bangalore  
Topic : **"Human Resources Development practices as in Cafe Coffee Day in India and worldwide"**  
Date : June 05, 2012

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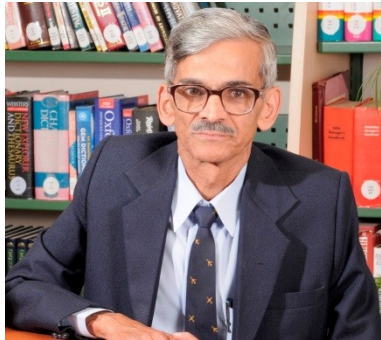


Mr. M. Muthaiah  
Senior VP – HR  
Corborundum Universal Limited, Chennai  
Topic : **"Role of Good HR Practices in Management"**  
Date : June 05, 2012



Mr. Vinay P  
Founder  
Royal Mysore Walks  
Topic : "**Discovering Mysore**"  
Date : June 06, 2012

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Prof. M.S. Bhat  
Topic : "**Role of Quantitative Techniques in Management**"  
Date : June 06, 2012

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Mr. Thej Mohan (*Alumnus*)  
Head of Wealth Management  
ING Vysya Bank, Mysore  
Topic : "**Wealth Management**"  
Date : June 07, 2012

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Mr. Madan Kumar Thota  
ISKCON, Mysore  
Topic : "**Art of Mind Control**"  
Date : June 07, 2012

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Ms. Padmashree Rao (*Alumnus*)  
Faculty  
GSSS Institute of Management Studies, Mysore  
Topic : "**Managing oneself in a new environment of higher studies**"  
Date : June 12, 2012

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Dr. Saji Gopinath  
Professor – Operations  
Indian Institute of Management (IIM),  
Kozhikode  
Topic : **"Innovation in Management"**  
Date : June 12, 2012



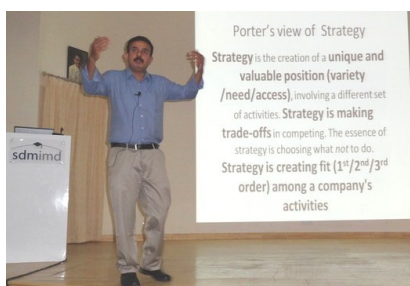
Mr. V. Srikantha  
Executive Director  
Mypol, Mysore  
Topic : **"Challenges in Implementing Projects"**  
Date : June 13, 2012



Dr. Mothi S.N  
Founder, Trustee & Hon. Medical Director  
Asha Kirana Charitable Trust and Hospital,  
Mysore  
Topic : **"Unheard Voices"**  
Date : June 13, 2012



Mr. Girish Nikam  
Senior Journalist, Consultant and Anchor Rajya  
Sabha  
Topic : **"Management and Media relation"**  
Date : June 18, 2012



Dr. Nagendra S  
Director - Worldwide Sales & Strategy, IGNI  
Topic : **"Hyper competition Vs Porterian Models of Strategy : The two contrarian models and its current relevance"**  
Date : July 20, 2012





Mr. Rahul Goila  
Head - Banking Program  
Finitatives Learning India Pvt. Ltd.  
Topic: ***"Careers in Banking & Finance"***  
Date : July 26, 2012



Shri. Pascal Alan Nazareth  
Former Ambassador, Govt. of India  
Topic : ***"A Gandhian perspective to the global financial crisis"***  
Date : August 03, 2012



Mr. C.K. Sabareeshan  
Director  
Sophos Academy of Management (P) Ltd.  
Topic : ***"A perspective on accounting and taxation for researchers"***  
Date : August 03, 2012



Prof. Elango Rangasamy  
Professor & Head  
Department of Banking & Finance  
British University in Dubai  
Topic : ***"A systemic approach to the interrelationship between factors impacting the financial crisis"***  
Date : August 04, 2012



Dr. Prasanna Chandra  
Director  
Centre for Financial Management, Bangalore  
Topic : ***"Value creation"***  
Date : August 04, 2012



Mr. Aditya Mishra  
IBM Career Education Program  
Topic : **"Importance of analytics in today's world"**  
Date : August 11, 2012

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Mr. Sushil Kumar Dadlani  
General Manager - Widia Brand management  
Kennametal Inc., for Asia Pacific  
Topic : **"Sales as a career and profession"**  
Date : August 18, 2012

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Ms. Annapurna A  
AGM - Human Resources,  
Essilor India Pvt. Ltd., Bangalore  
Topic : **"How to select your specialization"**  
Date : August 25, 2012

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Mr. Rajat Chaturvedi  
Head – HR  
Café Coffee Day (Vending Machines),  
Topic : **"Leadership Development and Strategies"**  
Date : August 25, 2012

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Mr. T.H. Venkatesh  
General Manager Exports  
JK Tyre & Industries Ltd.  
Topic: **"Export-Import Procedure & Documentation"**  
Date: August 27, 2012

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Mr. S.R. Manjunath  
Senior Director – HR  
NetApp India Pvt. Ltd.,  
Topic : **"The Role of HR: the Business Partner"**  
Date : August 31, 2012

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Dr. M. R. Kalgal  
Senior Vice President &  
Head of Technical Services  
UltraTech Cement Ltd.,  
Topic : **"Strategies for Brand building of Cement – The UltraTech Way"**  
Date : September 1, 2012

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Swami Hamsanandji  
Chinmaya Mission  
Topic : **"Transforming Indians to transform India"**  
Date : September 29, 2012

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Mr. Dan Phillips  
Washington, D.C, USA  
Topic : **"Towards Sustainability and Vegetarianism"**  
Date : October 27, 2012

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Mr. Vishwaprasad Alva  
Managing Director  
Skan Ray  
Topic : **"E4WM: employer's perspective"**  
Date : November 02, 2012

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Mr. P. Sudeep  
Registrar  
Earth Science Studies  
Trivandrum  
Topic : **"Employees Wellness Management"**  
Date : November 02, 2012



Mr. Sripad Chandrasekhar  
Sr. Vice President - HR  
IBM Global, India/South Asia  
Topic : **"Role of employees in E4WM"**  
Date : November 02, 2012



Mr. Ganesh Natarajan  
Executive Director - HR  
BEML  
Topic : **"Ethics wellness management: Employer's perspective"**  
Date : November 02, 2012



Mr. Ravichandra Bekal  
Head - HR  
Nestle India Ltd., Nanjangud  
Topic : **"Role of HR: Employer's perspective"**  
Date : November 02, 2012



Mr. Sreekanth  
Vice President - HR  
Britania Industries  
Topic : **"E4WM and employees"**  
Date : November 03, 2012



Dr. B.R. Pai  
Chairman  
VWF Industries  
Topic : **"Innovations in Wellness Management"**  
Date : November 03, 2012

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Dr. B.N. Raveesh  
Mysore Medical College  
Mysore  
Topic : **"Employees Wellness Management"**  
Date : November 03, 2012

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Mr. D.R. Nagaraj  
Past National President  
NIPM  
Topic : **"Values and ethics in HR profession"**  
Date : November 03, 2012

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Ms. Annapurna A  
AGM - Human Resources,  
Essilor India Pvt. Ltd.  
Bangalore  
Topic : **"Unleashing my potential...the way forward"**  
Date : November 24, 2012

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Mr. Arun Nayar  
VP and Global Head - HR  
Software Paradigm International (SPI)  
Topic : **"Leadership and Values"**  
Date : November 30, 2012



Mr. Kshemal Harsha Desai (*Alumnus*)  
Senior Manager WW Operations,  
VM Ware Software India Pvt. Ltd  
Topic : **"Basic Introduction to Market  
Research and Defining the New SEC system  
as suggested by MRSI"**  
Date : December 1, 2012

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Mr. Swaroop Iyengar  
Co-founder - Avantika Foundation  
Topic : **"Corporate Performance  
Management: From Vision to Execution"**  
Date : December 4, 2012

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Mr. Madan Padaki  
Co-founder and CEO  
MeritTrac Services  
Topic : **"Human infinite potential"**  
Date : December 14, 2012

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Prof. Leslie Chan  
Centre for Critical Development studies,  
University of Toronto, Scarborough, Canada  
Topic : **"Open Archives Initiative"**  
Date : December 20, 2012

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Ms. Susie Roy  
Yoga Expert  
Topic : **"Yoga sessions for students"**  
Date : January 21 & 22, 2013





Mr. Mayur J. Raol (*Alumnus*)  
Head-Advertising  
Aim High India, Bangalore  
Topic : **"Trends in Advertising & Branding"**  
Date : March 02, 2013

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Mr. Niranjana Vanalli  
Department of Journalism  
University of Mysore  
Topic : **"Ethics in Media"**  
Date : March 05, 2013

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Mr. Matt Barney  
Vice President & Director  
Infosys Leadership Institute Mysore  
Topic : **"Leadership Challenges of tomorrow"**  
Date : March 06, 2013

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Dr. R. Balasubramaniam  
Founder  
Swami Vivekananda Youth Movement, Mysore  
Topic : **"Ethics in public life"**  
Date : March 08, 2013

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## **Companies that Participated in Placements 2012-13**

- Actuant Corporation
- Amba Research
- ANZ Bank
- Auroch
- Berger Paints
- Bosch
- Cafe Coffee Day- Beverages
- Coca Cola
- CoreEl Technologies
- Deloitte
- Essilor India
- Federal Express (Fedex)
- Feedback Consulting
- FLIP
- Freudenberg Filtration Technologies
- Frontier
- Fusion Outsourcing
- HDFC Bank
- Head Held High
- ICICI Securities
- Idea Cellular



- Infosys Technologies
- ITC
- Kaynes Technologies
- NetApp
- ODigMa
- Rane Madras
- SoftSense
- SPI
- Tata Consultancy Services
- TE Connectivity
- Total Oil India
- TTK Prestige
- Ujjivan Financial Services
- United Spirits
- Valtech
- WeP Peripherals
- XL Dynamics