



## ANNUAL REPORT 2019-2020



Shri Dharmasthala Manjunatheshwara  
Institute for Management Development





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## Inside the Report

Chairman's Message	1
Director's Message	2
The Governing Board	3
The Faculty	4
Accreditation & Ranking	5
B- School Survey Ranking	5
Batch Profile PGDM 2019-21	6
100% Placements	7
Academic Program	8
International Tie-ups	11
Student Exchange Program	12
Student from Abroad	14
Faculty Exchange Program	15
Conference	16
Annual Events	18
MDP, FDP & Workshops	19
Company Specific Programs	22
Celebrations	23
Student Activities	24
Student Initiatives	25
Student Achievements	26
Achievements & Awards	27
Intellectual Output	28
Alumni	29
Guests on Campus	30



## Chairman's Message



“It is a matter of great joy to me that after 25 years, the Institute we set up for developing global leaders with an Indian ethos, has lived up to expectations. Shri Dharmasthala Manjunatheshwara Institute for Management Development is now recognized all over the country as a key Business School.

Let me wish all the best for our students– past and present–and all those who have made this journey a very enriching one.”

**Dr. D. Veerendra Heggade**

Dharmadhikari of Shri Kshethra Dharmasthala  
Chairman, SDMIMD

## Director's Message



With the completion of 25 years of “honouring a commitment”, SDMIMD is marching forward in its commitment for total excellence. After having been the first and (for the present) only Institute in the country to get the coveted EPAS accreditation from EFMD, Europe, we have been working on specific focus areas for bringing the total orientation on par with international standards. It is heartening that EFMD and the other agency which has accredited our PGDM program – ACBSP of United States, have high words of praise for the academic rigour, facilities and growth achieved by the Institute. The EPAS accreditation has been renewed for a further period of 3 years till 2023. In addition, BSIS, the academic world's only Impact Assessment System has recognized SDMIMD's overall impact on stakeholders, students and society and has awarded its 3-year label.

SDMIMD is one of the few Institutes in the country holding three international conferences in the campus. These events attract hundreds of academics from all over the country and abroad for paper presentations and academic discussions.

Additionally, in order to give the students a finer edge, we have around 60 guest lectures every year from leaders of industry, academics and alumni.

The faculty team continues to work on improving curriculum and pedagogy year after year. Additionally, the research and publications output in SDMIMD has been gaining in quantity and quality.

We continue to draw inspiration from our Chairman Dr. D Veerendra Heggade. Apart from spearheading several social activities in the Trust, Dr. Heggade has taken special interest in SDMIMD to enable us to impart quality management education blended with Indian values

On behalf of all of us at SDMIMD, let me wish our students the very best in their careers and life. Let me thank all our well-wishers and support organizations in making our journey fruitful and exciting.

**Dr. N.R. Parasuraman**  
Director, SDMIMD

## The Governing Board

Dr. D. Veerendra Heggade  
Dharmadhikari, Sri Kshetra Dharmasthala  
Chairman, SDMIMD, Mysuru

Sri. D. Surendra Kumar  
Vice President  
SDM Educational Trust, Ujire

Prof. S. Prabhakar  
Secretary  
SDM Educational Trust, Ujire

Sri. K. Jairaj  
Former Additional Chief Secretary  
Government of Karnataka

Sri. Bhaskar Bhat  
Managing Director  
Titan Industries Limited, Bangalore

Sri. B. Muthuraman  
Former Vice Chairman  
Tata Steel, Mumbai

Dr. Anant R Koppar  
Chairman & CEO  
KTwo Technology Solutions, Bangalore

Dr. Prasanna Chandra  
Professor (Retd.), Indian Institute of Management, Bangalore  
Director, Center for Financial Management (CFM), Bangalore

Prof. Pradeep A. Rau  
Chairman & Professor of Marketing and International Business  
George Washington University, Washington, D.C., USA

Sri. R. Venkatanarayanan  
President-HR, IT and Education  
Rane Holdings Ltd., Chennai

Sri. K. Ganesan  
Vice President-HR  
Tata Consultancy Services (TCS), Chennai

Dr. Saji Gopinath  
Professor  
Indian Institute of Management Kozhikode (IIM-K)

Sri. K.R. Viju Parameshwar  
Former President & CEO  
Klubor Lubrication India Private Limited, Bangalore

Sri. Sid Mookerji  
CEO / Founder  
Silver Spirit Investments LLC, Atlanta, USA

Dr. R. Indira Ramarao  
Rtd. Professor of Sociology & Former Director  
International Center, University of Mysore, Mysuru

Sri. Nishit Jain  
Special Advisor Asia, European Foundation for  
Management  
Development (EFMD) Global Network, New Delhi

Sri. Pavan G Ranga  
Managing Partner - N R Group  
CEO, Rangsons Technologies, Mysuru

Dr. Raj Agrawal  
Director, Centre for Management Education  
All India Management Association, New Delhi

Dr. Vasanthi Srinivasan  
Professor, Indian Institute of Management, Bangalore  
(Nominated by the AICTE, Government of India)

Dr. N.R. Parasuraman  
Director  
SDMIMD, Mysuru

Dr. H. Gayathri (Ex-officio)  
Deputy Director & Chairperson-Academics  
SDMIMD, Mysuru

Prof. C.V. Sridhar (Ex-officio)  
Assistant Professor  
SDMIMD, Mysuru

## The Faculty

Dr. N.R. Parasuraman  
B.Com, LLB, FCS, FCMA, Ph.D  
Director & Professor - Finance

Dr. H. Gayathri  
MBA, Ph.D  
Deputy Director & Professor - Marketing

Dr. Nilanjan Sengupta  
M.A., Ph.D.  
Professor - Human Resources

Dr. Mousumi Sengupta  
M.A. in HRM, GradIPD, Ph.D.  
Professor - Human Resources

Dr. M.R. Suresh  
PGDRM, Ph.D  
Professor - Marketing

Dr. Prasad S.N.  
ME, PGDM, MDBA, Ph.D  
Professor - Strategy and General Management

Dr. R. Sugant  
BE, MBA, Ph.D  
Professor - Marketing

Malathi Sriram  
MCA, P.G. Diploma in System Analysis, M.Phil  
Associate Professor - Systems

Dr. Neetu Ganapathy  
M.Sc., MDBA, Ph.D  
Associate Professor - Systems

Mohamed Minhaj  
MCA, M.Phil  
Associate Professor - Systems

Rajendra Todalbagi  
BE(Mech), EGMP  
Associate Professor - Operations

Dr. Srilakshminarayana.G  
M.Sc., Ph.D.  
Associate Professor - Quantitative Methods

Dr. M. Sriram  
M.Com, MBA, Ph.D.  
Assistant Professor - Finance

Dr. Jayakrishnan S  
PGDM, PGCAM & PR, FPM  
Assistant Professor - Marketing

Dr. Venkatraja B  
MA, Ph.D  
Assistant Professor - Economics

L Gandhi  
M.A., M.B.A., M.Phil.  
Assistant Professor - OB/HRM

S. Kannadas  
MBA, M.Phil  
Assistant Professor - Finance

Anand Sasikumar  
MBA, MS  
Assistant Professor - Operations

C.V. Sridhar  
BE, MBA  
Assistant Professor - General Management

### Adjunct Faculty

Dr. Elango Rengasamy  
Associate Professor of Finance &  
Head of Management Studies Department  
Middle-East College, Muscat, Oman

Dr. K.K. Ramesh  
Former Professor - IIMK

Prof. Radhakrishnan S  
Telfer School of Management, University of Ottawa



## Accreditation and Rankings



SDMIMD continues to be the only B-school in India to have EFMD-EPAS accreditation. After getting this honour in 2017, we have been striving to make all internal procedures and systems conform to best practices globally. It is a matter of joy that EFMD has re-accredited the PGDM program for a further period of 3 years till 2023.



The accreditation from ACBSP has brought about a wider network for SDMIMD particularly in the U.S.



SDMIMD has now become a member of AACSB bringing it on a contact base with all leading B-schools in the world.



The renewed accreditation by National Board of Accreditation (NBA) has continued to inspire us to maintain the best practices at national level.



Business School Impact System (BSIS) of EFMD, popularly known as the first comprehensive impact assessment tool for business schools reviewed SDMIMD in December 2019. The team evaluated the impact of activities, strategies and services on the community served by SDMIMD, in specific and on the Society at large. SDMIMD has now become one among select institutions round the world with the BSIS label.

## B-School Rankings 2019-20



Apart from being globally accredited, SDMIMD has been continuously ranked among top B-schools. The global perspective curriculum, industry connected classroom and inherent academic strength have gone to make SDMIMD a preferred destination for aspirants.

- Ranked 20<sup>th</sup> (Overall) among Top 50 B Schools in India by Chronicle
- Ranked 35<sup>th</sup> among 75 B Schools by MBA Universe
- Ranked 12<sup>th</sup> among Top (Private) Leading B Schools of Super Excellence by CSR-GHRDC Survey
- Ranked 32<sup>nd</sup> in Future Orientation among 100 B Schools in India by Business Today

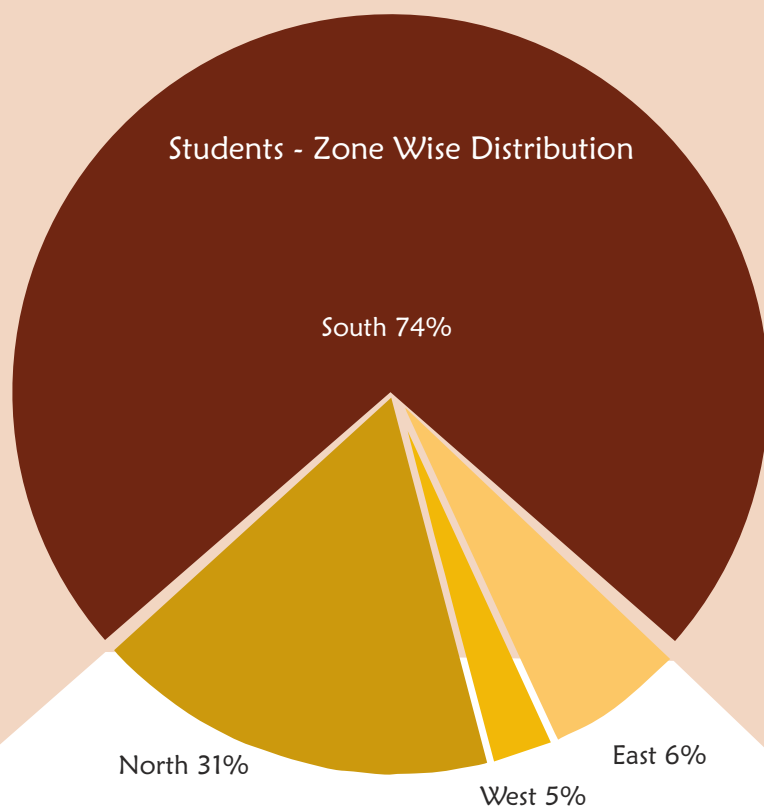
## Batch Profile of PGDM 2019-21

### Gender

Male - 63%  
Female-37%

### Eng / Non Eng

Non Engineering - 51%  
Engineers - 49%



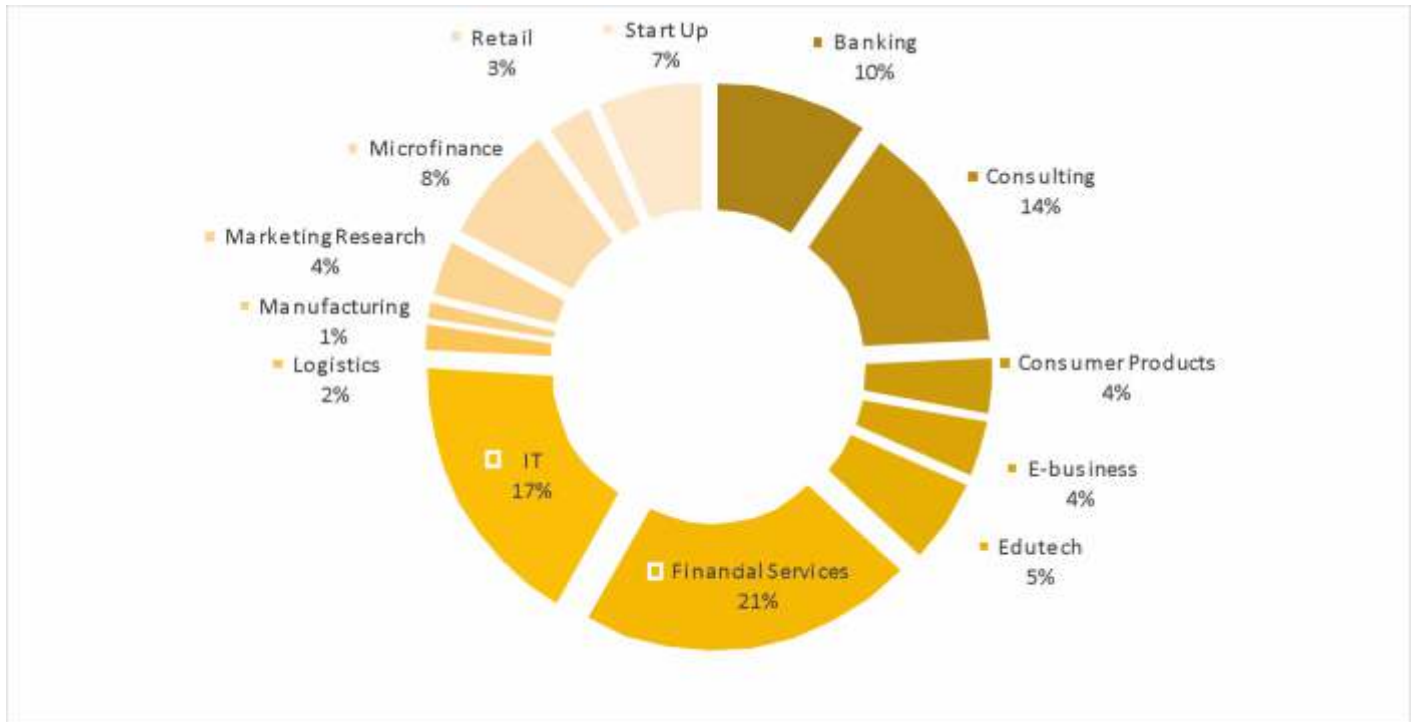
### Work Experience

Work Ex - 26%  
Freshers - 74%

## 100% Placements

The placements process for the year 2019-20 was completed in December 2019, three months before the completion of the course with increase in average salary and spread of companies.

### Sectorial Distribution



### Top Recruiters

- Deloitte
- Ernst & Young GDS
- Morgan Stanley
- IBM
- Infosys
- TCS
- Federal Bank
- Ujjivan SFB
- TTK Prestige
- Freudenberg
- HDFC Limited
- Sundaram Home Finance
- Feedback Consulting
- Target Corporation
- JLL India.

Average Salary (lakhs) 7.7

Highest Salary (lakhs) 9.5

Median Salary (lakhs) 7.2



## Academic Programs

### Orientation Program for PGDM 2019–21 Batch



The new batch of PGDM 2019-21 was initiated into the SDMIMD family on July 1, 2019. Dr. S. N. Prasad, Professor-Strategy & General Management welcomed the gathering. This was followed by the address by Dr. N. R. Parasuraman, Director. Prof. S. Prabhakar, Secretary of SDME Trust, Ujire delivered the inaugural address. A week-long Orientation lectures for the new batch of students were held from July 1 to 6, 2019.

### Business Landscape Program 2019



The Business Landscape course for the second year PGDM students was organized from June 11 to 15, 2019. The aim of the course was to sensitize the students towards the recent developments and issues in the current business environment, both globally and in the context of the Indian economy.

### Pearson Communication Certification

A Six month online certification program was taken up in association with Pearson India Education Services Pvt. Ltd. The certification program was initiated to strengthen communication skills of students and make them more prepared to face final placements.

### OBT Activity for SDMMites



The PGDM 2018-20 students of SDMIMD, specializing in HR discipline took an active part in the Out Bound Training (OBT) organized by the Institute at LEAD Out Bound Training, Kerala. The students of HR Elective participated in OBT as a part of the course Workplace Learning and Development.

### KPMG Lean Six Sigma Green Belt (LSSGB) Certification Program



The 32-hours KPMG's LSSGB Training and Certification Program spread over 4-days was organized for PGDM 2018-20 Batch Operation Specialization students during November-December 2019. The program addressed several topics of great relevance for future leaders.

### NCCMP Certification Program



The arrangement with NSE Academy Limited, Chennai for offer of NCCMP (NSE Certified Capital Markets Professional) to the PGDM students was renewed. The certification program is jointly offered by SDMIMD and NSE Academy Limited, a subsidiary of NSE Limited.

## Academic Programs

### Power of Self



Dr H. Gayathri conducted a workshop on 'The Power of Self' for the PGDM 2019-21 Batch as a part of the induction program. The workshop focused on introducing the students to

the self-directed learning process, creating a roadmap to take charge and to increase the effectiveness of change within.

### Personality profiling for Operating Effectiveness

Dr. Mousumi Sengupta conducted a workshop on “Personality Profiling for Operating Effectiveness” for the first year students. The workshop made students aware about the significance of behavioral styles



for managerial effectiveness, and helped the students to look at the areas of improvement, by using the concept of Transactional Analysis (TA).

### Dharmasthala trip for PGDM Batch 2019–21



The students of PGDM 2019-21 got an opportunity to see the numerous social activities going on in Dharmasthala, as well as an occasion to interact with Chairman Dr. D. Veerendra Heggade, during their visit to Dharmasthala, on July 13-14, 2019.

### Interaction with SKDRDP beneficiaries



The PGDM 2018-20 Batch students from Microfinance specialization had an opportunity to interact with the beneficiaries of Shri Kshethra Dharmasthala Rural Development Project (SKDRDP) in Lakshimpura, Mysuru District. The field visit helped the students to interact with the beneficiaries of the various schemes of SKDRDP.



## Academic Programs

### Launch of PGCM



The first batch of 15-month full-time residential Post Graduate Certificate in Management (PGCM) approved by AICTE was formally inaugurated at SDMIMD on August 5, 2019 by Sri. D. Surendra Kumar, Vice-President, SDM Educational Trust. The faculty team has put together a rigorous curriculum with innovative pedagogy for leading the students to corporate proficiency.

### Award Ceremony of PGPSM



SDMIMD & The Center for Sports & Management Studies (CS&MS) organized the Certificate Award Ceremony for the Second batch of Post Graduate Program in Sports Management (PGPSM), on August 22, 2019. Mr. Enrico Piperno of CS&MS distributed the certificates



## International Tie-ups



Shanghai University, China  
Year of Tie-up : **2008**



University of Montevideo, Uruguay  
Year of Tie-up : **2016**



Montpellier Business School, France  
Year of Tie-up : **2018**



Texas A&M University, USA  
Year of Tie-up : **2009**



Universidad Sergio Arboleda, Colombia  
Year of Tie-up : **2017**



EAE Business School, Spain  
Year of Tie-up : **2018**



British University in Dubai  
Year of Tie-up : **2015**



Abu Dhabi University, UAE  
Year of Tie-up : **2017**



National Sun-Yat-Sen University, Taiwan  
Year of Tie-up : **2018**



University of Bordeaux, France  
Year of Tie-up : **2015**



Business Analytics Institute, France  
Year of Tie-up : **2017**



La Rochelle Business School, France  
Year of Tie-up : **2018**



ESC Pau, France  
Year of Tie-up : **2016**



Heilbronn University, Germany  
Year of Tie-up : **2017**



University of Dundee  
Year of Tie-up : **2020**

## Student Exchange Program

As part of the students exchange program 29 select students were sent to eight different international foreign universities for a whole term of study. During the program SDMIMD students will be studying with many international students and get taught by several faculty from different nationalities.



Texas A&M University, USA



Perna Kuksal



Sindhu K V



Khushboo Rani



Sanjana Srinath



University of Bordeaux, France



Prabjot Kaur



Akash Jain



Yashaswini J



Vikram Aditya



Heilbronn University, Germany



Amit Kumar Sharma



Bhargav G Upadhyay  
(PGCM Student)



Chaithanya M Shastry



National Sun-Yat-Sen University, Taiwan



Apoorva R



Divyasree B S



Montpellier Business School, France



Aimen Javeed  
(PGCM Student)



Charitha M S



Poorvika M C



Prem Chandran T M



ESC Pau, France



Pallavi N



Ashwin Shetty



Riya Johnson



Sowmyashree S



EAE Business School, Spain



Prakash Kumar



Ayon Das



Samarth N M



Updesh Singh Chauhan



La Rochelle Business School, France



G. K. Roopika



Ankita Rajawat



Suhas M S



Vishal Prajwal R



## Students from Abroad

### Students from University of Bordeaux on exchange visit to SDMIMD



Alejandro Quinones



Morgan Cotel

Two students from University of Bordeaux, France have come to SDMIMD on student exchange. They will study a whole term and will undergo Summer Internship Project at SDMIMD.

### Visit of EAE Business School team, Spain



As part of the exchange arrangement that SDMIMD has with EAE Business School, Spain, a group of 5 students and 1 faculty spent two weeks in July 2019, at Mysore. The students underwent industry visits, socially relevant projects and academic sessions.

### Faculty and Students from Texas A&M University visit



A group of students and faculty from Texas A&M University, USA came for a week-long visit to SDMIMD during January 2020. The students underwent lecture sessions and participated in games and quizzes with SDMIMD students.

## Faculty Exchange Program

### SDMIMD Faculty taught at foreign universities as part of Exchange Program



Dr. N.R. Parasuraman, Director, SDMIMD, has been invited by SHU MBA, Shanghai to handle a course on Accounting for decision Making course.



Prof. S.N. Prasad was invited by ESC PAU Business School, France to handle a course on Human Resource Management.



Dr. M.R. Suresh handled a course on Indian Business Culture Business, Business and Social Responsibility at Montpellier Business School, France.



Prof. L Gandhi handled sessions at The British University Dubai on Organizational Culture, Climate, Interpersonal Styles, Culture Framework.

### Faculty from Foreign Universities

Dr. Stephen Aro-Gordon  
Professor  
Department of Business and Accounting Muscat College  
Director, Scientific Research & Publishing Company LLC

Dr. Radhakrishnan Swaminathan  
Consultant  
Telfer School of Management  
École de gestion Telfer, University of Ottawa

Prof. Pradeep A. Rau  
Chairman & Professor of Marketing and International Business, George Washington University, Washington, D.C., USA

Dr. Alexia de la Morena Gómez  
Directora del Master en Marketing y Gestión Comercial (Grupos B y C).  
EAE Business School, Spain

Dr. Shilpa Iyanna  
Associate Professor of Marketing  
University of Abu Dhabi

Dr. Sébastien Chantelot  
Director of La Rochelle Business School & Vice Dean- Academics of Excelia Group, France

Dr. Sheb True  
Professor of Marketing  
Kennesaw State University, Atlanta, USA

Prof. Ashly Pinnington  
Faculty of Business & Law  
The British University in Dubai  
British University in Dubai

Prof. Charlotte Fontan Sers  
Professor of Economics  
ESC Pau Business School, France

## Conferences

### 8th International Finance Conference 2019



The 8th International Conference on Finance was organized during September 5-6, 2019 and it got off to a flying start with two inspiring inaugural addresses. Dr. D Veerendra Heggade, Dharmadhikari of Dharmasthala and Chairman of SDMIMD inaugurated the conference with a crisp address. The Chief Guest and Keynote speaker of the conference was Dr. Bhimaraya Metri, Director, Indian Institute of Management (IIM), Trichy. 40 papers were presented during the conference.

### 2nd International Conference on Marketing



2nd International Conference on Marketing was organized on October 18, 2019 on the theme Value Driven Marketing. Dr. Sheb True, Professor of Marketing, Interim Director–MBA Programs, Coles Colleges of Business, Kennesaw State University, Atlanta, USA, inaugurated the conference and delivered the keynote address. The conference had a number of interesting discussions and very insightful papers.

### 5th International Conference on Economic Growth and Sustainable Development



The 5th International Economics Conference – 2019 was organised on November 15 & 16, 2019 on “Economic Growth and Sustainable Development: Emerging Trends”. The conference was inaugurated by Dr. Sébastien Chantelot, Director of La Rochelle Business School & Vice Dean-Academics of Excelia Group, France. 268 papers were presented over the two days of the conference.

### 8th International Conference on Managing Human Resources at the Workplace



The 8th edition of the International HR Conference was organized on 6-7 December 2019. Dr. N. Muthukumar, President and Whole Time Director, Meritor Ltd., delivered the inaugural address. 178 papers were presented during the conference, covering a host of special areas in Human Relations Management and Leadership.



## Conferences

### SDMIMD–EFMD Conference



A Conference on Measuring the impact of Business School Education in 21st Century for Excellency in Quality, on April 17, 2019 in Bangalore. The conference was jointly organized by SDMIMD and EFMD. The conference had several sessions on Impact including those by Dr. Michel Kalika of BSIS, Mr. Nishit Jain of EFMD and Mr. Bhaskar Bhat, Chairman of. Vistara

### Stakeholders Interaction on E–Waste Management



The IT Panel of CII, Mysuru organized a Stakeholders Interaction on E-Waste Management at SDMIMD on 21 June, 2019. The objective of the meeting was to advocate the safe disposal of e-waste and to devise an efficient and sustainable model for management of the e-waste generated in Mysuru. Mr. Shankar Prasad, Vertical Head of Excelsoft Technologies Pvt Ltd and convener IT Panel, welcomed the participants and coordinated the program. Dr. H. Gayathri, Deputy Director, SDMIMD made her opening remarks about the theme of the program.











## Annual Events

### Foundation Day Lecture 2019



The 7th Edition of Foundation Day Lecture was delivered by Dr. K. Radhakrishnan, Former Chairman of Indian Space Research Organization (ISRO) and Former Chairman, Indian Space Commission on Friday, July 19, 2019. True to the spirit of these lectures in the past, the talk featured several important aspects of leadership and fortitude.

### International Symposium 2020



SDMIMD organized the International Symposium 2020 on January 3, 2020. Prof. Devi Singh, Former Director of Indian Institute of Management (IIM) Lucknow delivered the keynote address. The symposium was organized to coincide with the annual visit of students and faculty from Mays Business School, Texas A & M.

### Budget Conclave 2019



On 3rd February 2020, SDMIMD organized the Budget Conclave 2020 in collaboration with the Confederation of Indian Industry (CII), Mysuru. The conclave had invited talks by experts on Union Budget 2020-21 from CII, Mysuru comprising of Mr. Baskar Kalale, Chairman, CII, Mysuru, Mr. Amith Kumar, Vice Chairman, CII, Mysuru, Mr. S. Ranganathan, Convener, Finance and Taxation Panel, CII Mysuru. Senior officials from Deloitte - Mr. K Baskar, Mr. Sharath Rao and Mr. Ganesh Krishnamurthy presented their views on the impact of budget announcements on taxation and indirect taxation.

### Startup Charcha 2020



Startup Charcha a culmination of various entrepreneurship activities undertaken by Swayam - E cell of SDMIMD students was organized on February 12, 2020. Mr. Vishwa Alva, Founder and Managing Director, Skanray Technologies delivering the Keynote address. A panel discussion was conducted which was followed by a session by Dr. M. Sriram, Faculty member, SDMIMD.

## MDP, FDP and Workshops



A 2-Day Faculty Development Program (FDP) on 'Data Analysis Using R in Journal Publication' was organized on May 8 and 9, 2019, for the faculty and research community.



A 2-Day Faculty Development Program (FDP) was organized for the benefit of faculty members of St. Philomena's College, Mysuru during July 2-3, 2019.



A one-Day MDP on Behavioural Finance was organised on May 21, 2019, at SDMIMD.



SDMIMD organized a two-day MDP on "HR for Non-HR Professionals" on May 30 and 31, 2019.



A two-day MDP on "Predictive Analytics for Business Decision Making" was held on June 3 and 4, 2019.



A one-Day MDP on Emotional Intelligence for Effective Leadership was organized on June 7, 2019.



A two-day MDP on Essentials of Business Analytics was held on June 12 and 13, 2019.



A one-day FDP on "Communicating Effectively in the Classroom: Communication Skills for Teachers" was held on June 13, 2019, at SDMIMD.



## MDP, FDP and Workshops



A one-day MDP on "Effective Business Presentation Skills" was held on June 14, 2019,



On 15th June 2019, SDMIMD organized a Management Development Program on 'Team Building and Conflict Management Strategies'.



A one-day Management Development Program (MDP) on 'Managing Difficult Customers' was held on June 21, 2019, The program was designed for executives and managers and academicians in the area of marketing.



On 29th June 2019, MDP on Six Thinking Hats and Management Games for Employee Excellence' was conducted.



A one-day workshop on Corporate Finance and on Project Appraisal and Financing was organised for M.Com students of SDM-MMK College, Mysore on July 24 and July 26, 2019 respectively.



Dr Stephen Aro-Gordon, Professor, Department of Business and Accounting, Muscat College, Sultanate of Oman; conducted a workshop on "Controlling a Project: Understanding the Earned Value Management (EVM) Technique" for the finance specialization students of PGDM 2018-20 Batch on June 7 & 8, 2019



Dr. Alexia de la Morena Gómez from EAE Business School handled a 4-Day Workshop on "Neuro management and Neuro leadership" for 2nd Year students during July 15 to 18, 2019 as part of exchange arrangement with EAE Business School, Spain,



A 2-day workshop on Branding and Brand Management was conducted during July 23-25, 2019, by Dr Shilpa Iyanna, Associate Professor of Marketing, College of Business, University of Abu Dhabi, UAE,

## MDP, FDP and Workshops



Dr R. Kasthuri Rangan, Strategic Management Consultant, conducted a workshop on 'Consultancy Management' for the PGDM 2018-20 Batch on August 12, 2019.



Dr. Sheb True, Professor of Marketing, Interim Director – MBA Programs, Coles Colleges of Business, Kennesaw State University, Atlanta, United States, conducted 2-Day workshop on 'Strategic Positioning and Leadership' on October 18 & 19, 2019 for marketing specialization students.



A Pre-Conference Workshop on Empirical Research in Finance was organized on September 5, 2019, for the researchers and faculty members in the area of finance and accounts .



Dr Sebastian Chantelot, Director of La Rochelle Business School & Vice Dean – Academics of Excelia Group conducted a workshop for the 2nd year PGDM students on Strategic Management on 15th and 16th November 2019.



A Pre-Conference Workshop on “Development Banking and Inclusive Growth: Emerging Trends” was organised on November 14, 2019 as a part of 5th International Economics Conference – 2019 (IEC 2019). The workshop was inaugurated by Mr. Srinivas Acharya, Managing Director, Sundaram BNP Paribas Home Finance Limited.



Dr. Ashly H. Pinnington, Dean of Research, Professor and Faculty of Business & Law, The British University in Dubai (BUiD), Dubai, conducted 2-Day workshop during December 4 and 5, 2019, on topic Analytics and Metrics for HRM and Employee Well-being for HR Specialization students



A pre-conference workshop on the 'HR Metrics and Analytics' was organized as part of the 8th International Conference on 'Managing Human Resources at the Workplace' on December 5, 2019. The session on 'HR Metrics' was delivered by Dr. Ashly H. Pinnington, Dean of Research, The British University in Dubai



## Company Specific Programs

### Customized Program on Managerial Effectiveness for Vinyas Innovative Technologies



A customized program on the theme 'Managerial Effectiveness' was conducted to the employees of Vinyas Innovative Technologies Pvt Ltd, Mysore, in two batches from November 2019 to February 2020. Dr H. Gayathri, Deputy Director designed and offered the program, as a lead trainer along with Dr Mousumi Sengupta and Dr Nilanjan Sengupta.

### Workshop on Conducting Effective Interview fo Theorem



A company specific program 'Workshop on Conducting an Effective Interview' for Theorem India Pvt Ltd. was held on August 29 and 30 2019. Dr. Mousumi Sengupta and Dr. Nilanjan Sengupta were the resource persons. Prof. Malathi Sriram, was the Program Coordinator.

### Finance for Non Finance Professionals for Wuerth Elektronik



A Customized program on Finance for Non Finance Professionals was organized for the employees of Wuerth Elektronik India Private Limited, Mysuru in October 2019. The company is part of Wuerth Elektronik group of Companies, headquartered in Niedernhall (Hohenlohe), Germany. customised program designed to the requirements of the Company. The knowledge facilitators were Dr.N.R.Parasuraman, Dr.M.Sriram and Prof.S.Kannadas.

## Celebrations

### 73rd Independence Day Celebration– 15.08.2019



Dr. B. Venkatraja, Assistant Professor - Economics, SDMIMD, hoisted the Tricolour during the 73rd Independence Day Celebration and addressed the gathering. The celebration concluded with the distribution of sweets and community breakfast at the Institute Mess.

### Dasara Celebrations



Being part of the Heritage City Mysuru, SDMMites celebrated Mysuru Dasara with grand decoration, pooja of Goddess Saraswathi and Goddess Durga, games and a delicious lunch. SDMMites decorated the entire campus which gave festive look during Dasara. Various traditional games and music made Dasara 2019 a memorable event for SDMMites.

### Kannada Rajyotsava



The 64th Kannada Rajyotsava was celebrated at SDMIMD, Mysore, on November 26, 2019. The Rajyotsava started with a festive mode decorating the campus with flag, buntings, Chappara and flowers. The event started with the hoisting of the Kannada flag of 40 feet and singing Kannada Naadageete 'Jaya Bharata Jananiya tanujaate'.

### 71st Republic Day Celebration



The 71st Republic Day was celebrated with the hoisting of the Tri-colour flag by Prof. L. Gandhi, Assistant Professor-HR, followed by his address. The celebration included singing of patriotic songs and talks by students.



## Student Activities

### Khoj –2019



Khoj - the talent search festival of SDMMites is a platform for the new batch of PGDM 2019-21 to showcase their aptitude. Khoj 2019 was organized on August 3, 2019, to identify talent among the freshers through various competitions and to formally Welcome them to student committees of the Institute.

### Abhigyaan 2019– Annual Fest for UG Students



SDMIMD organised the annual flagship event for Undergraduates - Abhigyaan '19, on October 10 & 11, 2019 at its campus. More than 400 students from colleges across Karnataka participated in various events such as Best Manager, Best Entrepreneur, Marketing, Finance, Human Resource, B-Quiz, Photography, Mad Ads, Treasure Hunt and Street Play.

### Blood Donation Camp



The camp was organized on November 8, 2019 by SDMIMD in collaboration with HDFC Bank with medical support from Jeevadhara Blood Bank, a unit of Cauvery Social Services Trust, Mysore. Faculty, Staff members and students participated in the camp.

### Naissance 2020



The two-day national level B-School fest 'Naissance 2020 – Battle of the Zodiac Signs', was inaugurated by Mr. Ryshyanth, Superintendent of Police (SP) Mysore District with Mr. H. S. Nagesh, Vijaya Bank, Mysore as distinguished Guests. The event witnessed intellectual battle with over 150 students participating from premier B-schools from different states.

## Student Initiatives

### National Days celebration at Aadarsha Vidyalaya, Mysore



The SDMMites Library Initiative for Education (LIFE) team organized several activities at of Aadarsha Vidyalaya School in Jockey Quarters Mysore.

- IT Awareness program conducted for Aadarsha Vidyalaya School students in Jockey Quarters Mysore on June 22, 2019
- Drawing competition and essay competition to the young minds focusing the 150th Year Birthday Celebration of 'Father of Nation' Mahatma Gandhiji.
- Prof. Venkatraja, SDMMIMD addressed the students of the School on the occasion of Republic day celebrations on January 26, 2020.
- On January 27, 2020 as a part of Republic day celebrations, LIFE@School had arranged a talk on career guidance by the speaker Santosh Kumar for the benefit of students at SDMMIMD college auditorium.





## Student Achievements

### Win in the Beauty Pageant



Mr J. Vikas of PGDM 2018-20 won the 'Mr Integrity Model South India' title and emerged as the runner-up in the Ranai Beauty Pageant 2019 competition held in Hassan during April 2019.

### SDMites Win Arthayudh Fest 2019



The students of PGDM Batch of 2018-20 emerged as the winners of 'Arthayudh 2019', organized by the Department of Management Studies, Christ University, Bengaluru, held during 20th and 21st September 2019.

### Star Reporter Award by Business Standard



Ms Karshini Tyagarajan of PGDM 2018-20 won the 'Star Reporter of the Month' award for May 2019 by Business Standard. The award is in recognition for the appreciation for the reports to Business Standard column 'Campus Talk'. Mr S. Jayaraam, Region Head - Market Development and Regional Manager Mr Madhu of Business Standard gave away the award which included a certificate, cash prize and goodies from the company.

### International Student Exchange Scholarship



Mr Amit Kumar Sharma of PGDM 2019-21 Batch has been selected for the International Student Exchange Scholarship from Heilbronn University, Germany. The selection is based on his Academic Performance and interview conducted by the academic committee for the International Student Exchange Program. Amit will be studying a whole term in Heilbronn. He is the first student that Heilbronn University is taking on a scholarship scheme from SDMIMD after the signing of the MOU 2 years ago.



## Faculty Achievements



The European Foundation for Management Development (EFMD) has appointed Dr N.R. Parasuraman, Director, SDMIMD, Mysore as a member of the EFMD Program Accreditation System (EPAS) Board.

## Institute Achievements



SDMIMD and The Administrative Training Institute (ATI), Mysuru, signed a Memorandum of Understanding on Monday, December 9, 2019.

The MoU has been made to design, develop, and conduct training and capacity building programs on development of Infrastructure, Public-Private Partnership, Project Financing and best international/domestic practices used in the implementation of projects or any other programs. The MoU has opened avenues for joint research publication, case studies, and articles in the above areas of collaboration.

### Green campus of SDMIMD wins Dasara Award



SDMIMD is proud of its picturesque campus and green courtyards with verdant environs. The garden known for its landscape, decorative plants and fruit garden has won Five first prizes in the categories:- Ornamental - Outdoor plants, Lawns, indoor plants, Fruit garden and amphitheatre in the recently held Dasara flower competition organised by Department of Horticulture, Govt. of Karnataka.

## Intellectual Output 2019-20

08

Edited Books &  
Book Chapters

09

International  
Journal Articles

04

National  
Journal Articles

15

Case Study

08

Applied  
Research

## SDM RCMS Publications



SDMIMD Journal of Management

Excerpts of Summer  
Internship Projects

Cases in Management

Contemporary Research  
in Management

## Applied Research

A study on identifying the factors associated with the E-learning of IT/ITES employees  
Srilakshminarayan .G | Mousumi Sengupta |  
Nilanjan Sengupta

The Management of Currency Exposure- Evidence from Disclosures of Indian Companies  
M. Sriram

Role of emotional interlligence : A perception study among the students in B-Schools  
Mousumi Sengupta | Nilanjan Sengupta | L. Gandhi

Understanding store atmosphere (store dimensions) and its effect on store choice  
Jayakrishnan S | Srilakshminarayana G

The role of next generation educational opportunities in empowering the lives of Tea Estate income dependents and workers of Western Ghats  
Kannadas S | L. Gandhi

SIRI Gramodyoga Project of SKDRDP: A Study on the Current State and the Possible Future  
Prasad S N | Nilanjan Sengupta | Mousumi Sengupta

Children with Special Needs : A Case study on Khushboo Welfare Society  
Nilanjan Sengupta | S.N.Prasad

Rudseti's Training module on Beauty Parlour Management – A Study Report  
B Venkatraja

## Alumni

### Pratigam 2019



Prerana – the alumni association of SDMIMD organized ‘Pratigam 2020’ the annual alumni meet at SDMIMD on Saturday, January 18, 2020. The ‘Centre of Inspiration’ of Pratigam 2020 is the 25 Years of Inspirational Journey of SDMIMD. Pratigam 2020 gave a perfect platform to SDMites to share, connect and collaborate with classmates, seniors, juniors, faculty, and extended SDMIMD family.

The event commenced with box cricket, carrom, table tennis and volleyball matches followed by a panel discussion on ‘Digital transformation and its profound impact on the business’ and Start-up Talks: Entrepreneurship Session.

The evening program was titled ‘Celebrating 25 Years of Inspiration’. With the title ‘Honouring our Inspirations’ Prerana honoured faculty and staff members who had served more than 20 Years. The event concluded with an entertainment program by Kalaanubhav, followed by dinner.





## Guests on Campus – Alumni



**Mr. Rajnikanth Urs M.C.**  
Regional Product Manager for Asia Pacific and Japan, HP Asia Pacific Pte Ltd  
Date: June 22, 2019



**Mr. Feroze Azeem**  
Deputy CEO, Anand Rathi Private Wealth Management, Mumbai  
Date: August 12, 2019



**Mr. Pramod**  
NTT Data Services as Global Enterprise Applications Leader  
Date: November 25, 2019



**Mr. Vijaysimha**  
Founder and CEO, Suvashna Training and Development Pvt. Ltd  
Date: February 12, 2020



**Mr. Sandesh Murchy**  
HR, Oracle  
Date: December 28, 2019



**Ms. Rashmi Vikram**  
Senior Sales and Global Alliances Cyber Security Executive  
Date: January 18, 2020



**Mr. Niranjan N Naik**  
National sales head - Bosch energy and building solutions (Bosch India Ltd) PV and Energy efficiency  
Date: January 18, 2020



**Mr. Arun Padaki**  
Commercial Lending, Credit Risk and Relationship Management Professional  
Date: January 18, 2020



**Ms. Susheema V**  
Director at FKCCI - Federation of Karnataka Chambers of Commerce & Industry  
Date: January 18, 2020



**Mr. Ravindra C**  
Manager - Strategic Partnership at Bangalore Medical Services Trust  
Date: January 18, 2020

## Guests on Campus – International Speakers



**Dr. Stephen ARO-GORDON**  
Muscat College  
Department of Business and Accounting  
Date: June 7-8, 2019



**Dr. Akshaya Srinivasan**  
Professor of Marketing  
Mays Business School, Texas A&M University, USA  
Date: January 3, 2020



**Prof. Pradeep A. Rau**  
Chairman & Professor of Marketing and International  
Business, George Washington University, Washington,  
D.C., USA  
Date: July 12, 2019



**Dr. Charlotte Fontan SERS**  
Professor in Economics  
Esc.Pau, France  
Date: January 20-22, 2020



**Prof. Alexia de la Morena Gomez**  
EAE, Spain  
Date: July 15-19, 2019



**Dr. Shilpa Iyanna**  
Associate Professor of Marketing  
College of Business, University of Abu Dhabi, UAE  
Date: July 24-25, 2019



**Dr. Sheb True**  
Professor of Marketing, Interim Director – MBA  
Programs, Coles Colleges of Business, Kennesaw  
State University, Atlanta, United States  
Date: October 18, 2019



**Dr. Sébastien Chantelot**  
Director of La Rochelle Business School &  
Vice Dean-Academics of Excelia Group, France  
Date: November 15, 2019



**Dr. Gavin Melles**  
Professor of Sustainability, Swinburne University  
Australia  
Date: November 16, 2019



**Dr. Ashly H. Pinnington**  
Dean of Research, Professor and Faculty of  
Business & Law, The British University in Dubai  
(BUID), Dubai  
Date: December 4-5, 2019



## Guests on Campus – Corporate Speakers



**Mr. Shankar Prasad**  
Vertical Head of Excelsoft Technologies Pvt Ltd and  
convener IT Panel  
Date: June 21, 2019



**Mr. Shaskar Kalale**  
Chairman of CII Mysore  
Date: June 21, 2019



**Mr. Raghava Lingegowda**  
Group Vertical Head, Theorem Inc.  
Date: June 21, 2019



**Ms. Shoba Arun**  
Head C-TEA Corporate Technology & Engineering  
Academy, L & T, Mysuru  
Date: July 2, 2019



**Dr. N. Muthukumar**  
President & Whole Time Director  
Automotive Axles Limited  
Date: July 1, 2019



**Mr. S. Chandramouli**  
Insights Feedback, Bengaluru  
Date: July 3, 2019



**Mr. Premkumar**  
Head of Admin and Infrastructure  
Ujjivan Small Finance Bank  
Date: July 4, 2019



**Mr. Kishore Subramanian**  
Executive Director, Mullen Lintas  
Date: July 5, 2019



**Mr. B. Karthik**  
Accenture, Bengaluru  
Date: July 6, 2019



**Mr. Nagi Rao**  
Founder, Chairman, Austin, TX; and Founder,  
Chairman of EqualizeRCM Services  
Date: July 18, 2019



**Dr. K Radhakrishnan**  
Former Chairman of Indian Space Research  
Organization (ISRO) and Former Chairman, Indian  
Space Commission  
Date: July 19, 2019



**Mr. Shashanka R Buduguntae**  
Partner, E&Y  
Date: July 6, 2019



**Mr. S Ranganathan**  
Convenor, CII Finance & Taxation Panel, and CFO,  
Automotive Axles Ltd.  
Date: July 6, 2019



**Mr. Rabindra Sahoo**  
Co-convenor, CII, Finance & Taxation Panel, And  
Vice President – Finance, Cyient DLM  
Date: July 6, 2019



**Mr. Pavan G Ranga**  
Chairman, Rangsons Schuster Technologies Pvt.  
Ltd (RST) and CEO, Rangsons Electronics  
Date: August 12, 2019



**Sri R. Ranganath**  
Advisor to CEO, Air Asia,  
Former Vice President (Finance)  
Date: September 6, 2019

## Guests on Campus – Corporate Speakers



**Mr Sameer Parekh**

Founder and Director, Greshma Shares and Stocks Ltd.

Date: September 6, 2019



**Sri.K.P. Pradyumina**

Ex-Chief Lead District Manager  
Lead Bank

Date: November 14, 2019



**Mr. Ashwani Khanna**

Head of Marketing, FunderMax India

Date: September 11, 2019



**Dr. Narayan Kayarkatte**

Ex-Banker & Academician  
Mangalore

Date: November 14, 2019



**Mr S. Chandramouli**

Insights Feedback, Bengaluru

Date: September 21, 2019



**Ms. Anjana K R**

General Manager – HR  
Tata Consultancy Services (TCS)

Date: November 15, 2019



**Mr. Aditya Singh**

Head – Jewellery International Business  
Titan Company Limited

Date: October 18, 2019



**Sri. K.R. Viju Parameshwar**

Former President & CEO, Kluber  
Lubrication India Private Limited

Date: November 16, 2019



**Mr. Nagachethan S.M**

Senior Vice President & Product Head  
Chaitanya (CRIDS)

Date: October 18, 2019



**Mr. Bharathram Lokkur**

Director, Lokkur Investment  
Advisors Private Limited

Date: November 16, 2019



**Mr. Srinivas Acharya**

Managing Director, Sundaram BNP Paribas  
Home Finance Ltd.

Date: November 14, 2019



**Ms. Jyotsna Bellappa**

Head- CSR Assurance at BlueSky

Date: November 16, 2019



**Mr. Pankil Sanghvi**

Partner (Tax & Regulatory  
Services) at BDO India LLP

Date: November 14, 2019



**Dr. Rajagopal R**

Founder & CEO, KnowGenix, Mumbai

Date: November 16, 2019



**Mr. Surya Panda**

Head-Credit  
Samasta Microfinance Limited

Date: November 14, 2019



**Mr. Arkadip Ghosh**

HR Manager – HR Meritor & AAL, Mysore

Date: December 5, 2019



## Guests on Campus – Corporate Speakers



**Mr. Pavan Kumar SH**  
HR-Business Partner – Mysuru & Halel  
ABB India Limited  
Date: December 5, 2019



**Mr. Gourtham B M**  
Head- HR&IR, Radico Khaitan Ltd, Mysore  
Date: December 5, 2019



**Dr. N. Muthukumar**  
President and Whole Time Director  
Meritor Limited  
Date: December 6, 2019



**Mr. Tejas S J**  
Commissioner /CEO  
GI TAGGED, Bengaluru  
Date: December 6, 2019



**Ms. Suchitra Royroth**  
Vice President  
Operations, Cyient DLM  
Date: December 7, 2019



**Ms. Nisha**  
Manager  
HR, Mypol  
Date: December 7, 2019



**Ms. Deepashree N**  
HR Manager  
Vinyas Innovative Technology  
Date: December 7, 2019



**Mr. K.S. Sudheer**  
Member, CII IT & ITES Panel; and,  
Associate Solicitor, METI M2M India Pvt Ltd  
Date: January 25, 2020



**Mr. Amith Kumar**  
Vice Chairman  
CII, Mysuru  
Date: February 3, 2020



**Mr. Baskar**  
Partner, Deloitte  
Date: February 3, 2020



**Mr. Ganesh Krishnamurthy**  
Director, Deloitte  
Date: February 3, 2020



**Mr. Sharath Rao**  
Partner, Deloitte  
Date: February 3, 2020



**Mr. Vishwaprasad Alva**  
Founder and MD Skanray Technologies  
Date: February 12, 2020



**Mr. H. S. Nagesh**  
Vijaya Bank, Mysore  
Date: February 14, 2020



**Mr. Sunil Deshpande**  
Delivery Centre Head - Bangalore  
Tata Consultancy Services  
Date: February 27, 2020

## Guests on Campus – Guest Speakers



**Dr. A. Ramesh**  
Senior Environmental Officer, KSPCB, Bangalore  
Date: June 21, 2019



**Dr. P. M. Kulkarni**  
President of Bhageerath  
Date: June 21, 2019



**Dr. Nagaraj**  
Health Officer, Mysore City Corporation  
Date: June 21, 2019



**Dr. N.S. Viswanath**  
Director – Bhavan's Management Research Center, Director & Principal – M.P. Birla Institute of Management, Bengaluru  
Date: July 3, 2019



**Mr. Shankar Prasad**  
Sr. Manager - Educational Services, Excel Soft Technologies Pvt Ltd.  
Date: July 4, 2019



**Dr. Thandava Murthy**  
Vedic Healing, Bengaluru  
Date: July 5, 2019



**Ms. TM Kavitha M Prakash**  
Corporate Trainer  
Date: August 7, 2019



**Prof. R. Kasthuri Rangan**  
Consultant, Chennai  
Date: August 12, 2019



**Dr. Bhimaraya Metri**  
Director  
Indian Institute of Management (IIM), Trichy  
Date: September 5, 2019



**Dr. K.A. Venkatesh**  
Professor at Myanmar Institute of Information Technology  
Date: September 5, 2019



**Dr. P. Janaki Ramudu**  
Professor – Finance, and Dean - Academics at IMT Nagpur  
Date: September 5, 2019



**Mr. Kiran Joshi**  
former Career Consultant and Former Manager - Learning & Development, IIM Udaipur  
Date: September 23, 2019



**Dr. Yashavantha Dongre**  
Professor-Commerce  
University of Mysore  
Date: November 14, 2019



**Dr. M. Indira**  
Ex-Chairperson & Professor of Economics, University of Mysore  
Date: November 15, 2019



**Dr. Balu L**  
HOD, School of Commerce and Economics, Presidency University, Bengaluru  
Date: December 5, 2019



**Dr. Juin Choudhury**  
Director  
Acharya School of Management, Bangalore  
Date: December 7, 2019



## Guests on Campus – Guest Speakers



**Dr. Devi Singh**  
Former Director  
IIM Lucknow  
Date: January 3, 2020



**Mr. Vijay Krishnamurthy**  
Sports Management Consultant  
Date: February 12, 2020



**Dr. Thotreingam Kasar**  
VP of Research at Holosuit  
Mysuru  
Date: February 8, 2020



**Mr. Ryshyanth**  
Superintend of Police (SP)  
Mysore District  
Date: February 14, 2020







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