



SOM NEWSLETTER

Annual Sports Meet

The Annual Sports and Athletics Meet **COLOSSEUM2018** was successfully held at MIT Athletics Ground, on 13 December, 2018. The chief guest of the inaugural function was the rising star in the national powerlifting championship Miss Swathi. In the valedictory function held in the evening, the chief guest was Capt. M.C. Belliappa, Director Project, MAHE.

Student Club Activities

Resume and Cover Letter Writing Workshop

HR Club conducted a workshop on 'Creating an effective, professional resume and cover letter' on 20 December, 2018.

Workshop on Basics of Investing

Finance Club conducted a workshop on 'Basics of Investing' on 28 December, 2018.

Student Conference Presentations

Our four students have attended XXII Annual International Conference of the Society of Operations Management 2018, held in the Indian Institute of Management, Kozhikode (IIMK) on 20 to 22 December, 2018. They are:

Deepika Thiyagarajan
Krithika Ramesan
Swathi Sreeshan
Pavan Praharshith Rapoor

Social Outreach

Sonal Nayak

Our Guest Faculty took Spoken English classes for the primary school children at Manchikodi Govt. Primary School.

Faculty Publications

Prof. Varun Kumar S G

His research article entitled **Development and comparison of genetic algorithms for vehicle routing problem with simultaneous deliveries and pickups in a supply chain network**, is published in the *International Journal of Mechanical Engineering and Technology (IJMET)*. 3(56) 2018.

Dr Sagarika Kamath

Her joint research article entitled **Knowledge of disease management among maintenance of hemodialysis patients in coastal Karnataka: A cross sectional pilot study**, is published in the *Indian Journal of Public Health Research & Development (IJPHRD)*. 3(57). 2018.

Dr Rajasekharan Pillai K

Published his research as book chapter entitled: **Quantitative dimension of India's tourism trajectory in the post-reform era** in the book **Quantitative Tourism Research in Asia**, published by Springer Publishers.

Dr Kavitha T C and Prof. Chetana Maddodi

Their joint research article entitled **Technology adoption models: An empirical comparative analysis for LMS technology in higher education**, is published in the *International Journal of Engineering and Technology (IJET)*. 7(4) 2018.

Dr Harish Joshi

His joint research article entitled **Determinants of willingness to adopt M-commerce among fisher women retailers in Karnataka, India**, is published in the *AGRIS on-line Papers in Economics and Informatics*. 10(4) 2018.

His another joint research article entitled **Women managers moving on: What might influence their career advancement and satisfaction in the Indian hotel industry?**, is published in the *Indian Journal of Management - Prabhandan*. 11(12) 2018.



Seminar by Faculty

Dr S Lakshminarayanan

Conducted a seminar on **HR Scorecard and its Applications** for the MBA students of St. Joseph's Institute of Management, St. Joseph's College, Trichy on November 19, 2018.

Resource Person

Dr Savitha

Was the Resource Person in the National Conference, **Consolidating Social Enterprises through Corporate Social Responsibility Initiatives: Issues and Challenges** on 14 and 15 December, 2018, at AJ Institute of Management, Mangalore. She gave a talk on "CSR Initiatives and Social Enterprise Model."

Dr Harish Joshi

Invited as resource person in the **Faculty Development Program (FDP) on Entrepreneurship** organized jointly by Manipal Universal Technology Business Incubator (MUTBI), TAPMI, Manipal and MIT, Manipal on December 11, 2018. His talk was about the Social Entrepreneurship.

Guest Talk by Faculty

Dr Suhan

Delivered a guest talk on **Modes of entering International Business** to the MBA students of Sahyadri College of Engineering and Management, Mangalore on December 27, 2018.

Guest Talk

Laura Cairns, Consultant at KPMG-UK

Delivered a lecture on "Corporates in the VUCA World: The Challenger Companies," on December 17, 2018 to our MBA students

Placements

The following students are successfully placed in the companies shown:

► Coffee Day Beverages

Krishna Ankeet Yeshwant Redkar

Sachin Sudhakar Shetty

► Preethi Appliances

Alisha Maria Aranha

Mithun Mohan.M

Pavan Praharshith Rapoor

Executive Meeting Participation

Dr Raveendranath Nayak, Director School of Management

Attended the Manipal Business Deans Council First Meeting held in MAHE, Dubai Campus on December 6 and 7, 2018. The meeting was attended by all the Deans of the B-Schools in operations under brand Manipal.

Upcoming Events

FLAME- Marketing Conclave on January 14, 2019 at TMA Pai Auditorium, KMC Manipal.

Annual Day on January 17, 2019 at MIT Quadrangle.

Intra-School Management Fest 2019 on January 22 & 23, 2019 at SOM.



Director's Message

Our Second Year MBA Students were richly benefited by their participation in the 'Professional and Personality Development Workshops' held from 31 December, 2018 to 5 January, 2019. The 3 resource persons, Parinitha Vijay, Pankaj Deshpande, Sunny John were from Manipal Banking Academy, Bengaluru. This program exemplifies the value enhancing inter-institutional cooperation existing between the MBA institutions that carry the brand name of 'Manipal'. In the workshops, the students were imparted career enhancement soft skills in communication (oral and written), to face job interviews and to participate in group discussions. They were made aware of oneself, and workplace professionalism and etiquette. The workshops have augmented several ongoing skill development activities and lab sessions that are being conducted in SOM throughout the year inside and outside the classroom.

Dr. Raveendranath Nayak
Director, SOM

Coverage of our Proud Alumna Mrs. Vatika Pai in INDIA TODAY Aspire

COVER STORY

**BUILD CONNECTIONS
NETWORK AND STAY CONNECTED WHILE
STUDYING MANAGEMENT**

**SCHOOL OF MANAGEMENT,
MANIPAL ACADEMY OF HIGHER
EDUCATION, MANIPAL**
www.manipal.edu

**SoM HAS FOUR
advanced research
centres in
marketing, finance,
entrepreneurship and
regional development**

After graduating in commerce, I was very sure I wanted to do MBA. My only plan for the future was to join my family business, which specialises in organising and conducting group and customised tours in India and abroad. So, I thought a course in management would be of immense help to me in taking our business to greater heights. The School of Management (SOM), Manipal Academy of Higher Education, Manipal was an enriching experience in itself and the best choice for me. With experienced faculty members who have been instrumental in bringing out the best in me during the course and even afterwards, the two-year course was designed to ensure we ace everything required to enter the corporate world with confidence. The grooming sessions and skill development classes have personally helped me in dealing with the diverse customer base that became key learning for my business. Be it strategic planning or financial management, quality control or accounting, these concepts, which are now a part and parcel of my regular work, were taught over two years of my postgraduation. Today, I head my family business and have been successful in innovating and improvising its operations. The leadership qualities and values of commitment and dedication further helped me become the youngest president of the Karara Chamber of Commerce and Industry, the prestigious apex body for trade, commerce and industry of our region.

C VATRIKA KAMATH
MBA IN FINANCE, 2008-11



Follow our facebook page for updates:
www.facebook.com/sommahemanipal