



AMRITA
School of Business
Coimbatore

Pragyan



Welcome Class 2015

ASB Coimbatore welcomed its 20th batch of MBA students with a 15-day orientation program
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Corporate Speak

A delightful moment for ASB to know that our students have excelled during their summer internships
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ASB Coimbatore-IBM Collaboration

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Message from Chancellor



Often reflect deeply on the future of the Earth, the preservation of nature, and the disappearing harmony between humanity and nature. This contemplation has led me to the conviction that science, technology, and spirituality must

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

Sri Mata Amritanandamayi
Chancellor, Amrita University

Message from Chairman



Welcome Class of 2015. Ranked among the top 50 Business school in the country and with a global alumni network of over 1500 students, you will find ASB alumni at world's best brands – Google, Microsoft, Apple, Samsung, IBM. We

are very proud of our alumni and I'm very proud of our outstanding faculty who have made this possible. You will witness a fresh, bold approach to teaching & learning with a new curriculum that is on par with world standards and aligned with industry needs. With my pranams and prayers to AMMA, I wish you all blessed two years ahead.

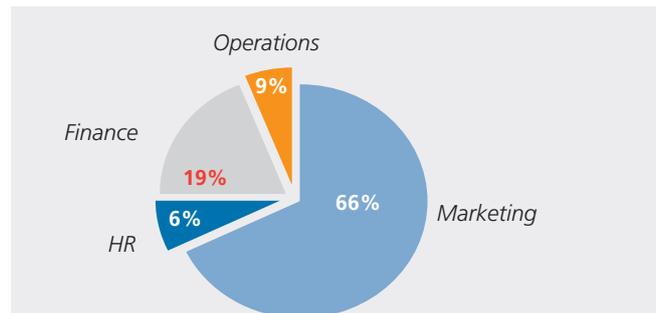
Dr. R. Raghu Raman
Chairman, Amrita School of Business

Placement 2015:

International & dual placements up, Marketing dominates the show

ASB Coimbatore has maintained its record of 100% placements in 2015. Kudos to the students and faculty. Our heartfelt thanks to CIR team who led this effort.

Students placed by specialization



Companies visited **81**

Highest salary **Rs. 13.6** lakhs/annum

International **6**

Dual **16**



Proud ASBians: Class of 2013 with faculty and staff



Class 2015: A New Beginning at ASB

ASB Coimbatore welcomed its 20th batch of MBA students with a 15-day orientation program, inaugurated on 15 June 2015. Prof. Shekar Chaudhuri, Former Director, IIM Calcutta was the Chief Guest for the occasion. Ms. Hema Gopal, Vice President, Global Head, IBM Centre of Excellence at TCS adorned the Guest of Honor for the Day. Dr. P. Venkat Rangan, Vice Chancellor, Amrita University delivered the Presidential Address.



Admissions Chair:
Prof. Shrikant G. Kulkarni

After the inaugural function, students got introduced to the faculty members. The day ended with an amusing ice-breaking session. In the session, conceived and executed by Dr. Janci Rani, Head, Food Science and Nutrition Lab, teams of student were given ingredients to blend tastefully in a cooking challenge. Following days were intended to

Batch profile

Highest CAT Percentile

85.03%

Average Work Experience

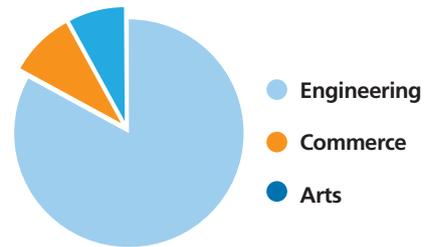
20 months

Students with work experience

39%

Demography

students from **14** states



Chief Guest Prof. Shekar Chaudhuri, Former Director, IIM Calcutta lighting the lamp

make the orientation curriculum-based and in line with the classroom works. Management games, classes on professional ethics, academic integrity, principles of general management, preliminary mathematics, introduction to business communication, case discussions, and self awareness



ASB Buddy:
Prof. Shri Krishnan

and personal growth helped students seamlessly merge into the management domain.

The 2015 admissions was one of the finest ever effort led by Admissions Chair, Prof. Shrikant G Kulkarni. Our digital campaigns were designed and executed by ASB Buddy Prof. J. Shri Krishnan.



New Curriculum at Coimbatore Campus

The ASB MBA: A new value-imbibed, Industry-driven, Analytical skills focused curriculum

The MBA curriculum at ASB is a result of continuous innovation by the faculty with guidance from industry practitioners, alumni and students. With a focus in Business Analytics,

three new core courses in Analytics have been added in the first year considering the need to enhance the analytical skills of students in this data driven age. The existing core course on Information Systems for Managers is redesigned with the inclusion of

hands on lab sessions.

In order to provide an opportunity for the students to study business problems through literature review, field studies, and computer based analysis and library research, a Business Research Project worth six credits has

Focus on **Minimum Core, Maximum Electives**



Prof. KRS Murthy, Former Director IIM B Chairman, ASB Board of Studies and other members in curriculum revision meeting



"Analytics will be core competency in our students. IBM will certify them" - PGP Chair
Prof. A. V. Shyam



been incorporated into the curriculum. Another addition this year is the Course of Independent Study (CIS) (3 credits), allowing exploration of a topic in the student's "area" of interest. It makes possible the integration of several fields of study with management.

Mandatory Capstone Business Simulation, a web-based simulation program where the students own a business and play the roles of managers, engage in an experience that integrates



all functional areas of business. The students also compete in the Capsim Business Simulation Global

Challenge with business students worldwide.

Six-sigma training certification is also offered to students understanding the industry requirements of the era. Focusing on the holistic approach to decision making and problem-solving, a new experiential theory-into-practice program is integrated into the curriculum. Live-in-Labs allows the students to visit and stay in villages of India for a brief period, where they can research, develop and deploy sustainable solutions for the challenges faced by villages.

Live-in-Labs: An Experiential Learning Initiative

“All universities should send their students to impoverished rural villages or city slums for at least one or two months during their education. They would be able to see directly the issues and problems that the poor face. They could then develop solutions and write papers on everything they studied. This would help us to help the poor in the most effective way and, at the same time, awaken compassion in today's youth.”

**Mata Amritanandamayi Devi
Chancellor, Amrita University**

The Live-in-Labs (LILA) program aims to expose youth to the problems faced by rural communities



Chief Coordinator of LILA:
**Dr. Sanjay Banerji,
Professor Emeritus, ASB**

in India through experiential learning opportunities that put theory-into-practice by generating innovative solutions and facilitating critical and collaborative problem solving abilities of participants. The program provides students

and researchers an opportunity to directly interact, observe, and study, while living in rural communities to gain a better understanding of problems in the areas of health and livelihood, education and technology, environment and farming, energy, and infrastructure and basic facilities. The program supports and facilitates students from multiple disciplines to first, delineate projects that address problems, and subsequently, to implement, test, and eventually demonstrate innovative, affordable, and comprehensive solutions. ASB Coimbatore has included LILA into the curriculum from 2015 batch.

ASB Coimbatore wins at the 6th Indian Management Conclave 2015



Among the 40+ top business schools competed at the 6th Indian Management Conclave 2015, organized by MBAUniverse.com in partnership with the Indian



School of Business (ISB), ASB faculty members Dr. Rajiv Prasad and Prof. Udhayakumar C S,

Associate Professors have won as the IMC Awards finalists. The theme for the contest was 'Innovations in Teaching Methodology'.

ASB Coimbatore students wins Chapter level National Business Quiz competition



Jahnavika B and Deepak Kumar T (MBA 2014) from ASB Coimbatore has secured second position in the chapter level National Business Quiz competition organized by National Institute of Personnel Management (NIPM), after defeating 49 teams from reputed management institutions. The duo was awarded a cash prize of INR 7,500 and will now compete for regional level competition at National NIPM meet.

ASB-IBM Business Analytics Lab: IBM collaborates with ASB Coimbatore to establish Business Analytics Lab

ASB Coimbatore and IBM jointly established ASB-IBM Business Analytics Lab in ASB campus through a Memorandum of Understanding (MoU) signed between the parties. The lab was inaugurated by Mr. Kaushik Bhaskar, Vice President - Information Integration & Governance Software, and India Software Labs IBM India and Dr. P. Venkat Rangan, Vice Chancellor, Amrita University.



In the Lab, under the Career Education program, IBM provides relevant software and training (FDPs) using various industry cases to the faculty members of ASB. Post the comple-



tion of the FDPs, the faculty members will train MBA students on Big Data and Descriptive Analytics and on Predictive Analytics, resulting in certification for students.

Student-Alumni Interaction

Arun Babu, *MBA 2010, Senior Associate Lead – Talent Acquisition, Infosys*



Arun visited the campus to provide career guidance to the newbies of ASB. In the interaction with the students, he provided valuable insights on various placement aspects including resume writings, interviews, and internships.

Navneet Anand Sunu, *MBA 2006, Area Sales Manager, Philips Lighting*



In the interaction, Navneet gave insights about the changing scenario of the marketing industry, emphasizing the growing demand for Marketing and HR jobs. He

also shared a brief about the growing ethical issues of the industry.

Gangadhar T G K, *MBA 2004, Regional Manager, Microsoft*



Gangadhar guided the first and second year MBA students on the methods to enhance productivity. Being from a core technology provider Microsoft, he taught students

the unexplored features of Microsoft Office, a product utilized by all computer users. In his two hours of interaction, he showcased 50 features of Microsoft Office, leaving the students awestruck.

ASB@ESOMAR

Vijayalakshmi S (MBA 2013) represents India at ESOMAR-APAC 2015

Vijayalakshmi S from ASB Coimbatore represented India at the recent ESOMAR-APAC 2015 conference held in Singapore. Vijayalakshmi made it to the top three after stringent review process, including interviews, written submission and a recommendation from the university. Specialized in marketing, she currently works at Zoho Corporation as Marketing Analyst. “At the event, some top class presentations were showcased by the best minds from the global organizations such as Google, L’Oreal, GfK, AC Nielsen, TNS and so on,” shared Vijayalakshmi.



Industry Certification

Certification in Business Analytics from IBM



The new MoU with IBM provides the students a certification in Business Analytics from IBM. The students will be trained in different aspects of business analytics, on Big Data and

Descriptive Analytics to start with and soon proceed to topics on Predictive Analytics. IBM trains the faculty members of ASB Coimbatore to impart the necessary skills to students through FDPs.

Dr. Ram R. Bishu, University of Nebraska trains MBA students on Six Sigma Yellow Belt



Dr. Ram R. Bishu, Professor, Department of Mechanical and Material Engineering, University of Nebraska – Lincoln, also the Education Chair, American Society for Quality conducted training for MBA students on Six Sigma

Yellow belt. The training provided the students a comprehension of the fundamental methodologies and tools utilized for Six Sigma, enabling them to gain a Six Sigma certification.

Mr. G. Balasubramanian, IFS, Deputy Chief of Mission, India's Deputy Permanent Representative to UNESCAP*

In an interactive session, Mr. G. Balasubramanian, spoke to the students from the Indian Embassy, Bangkok, and provided an overview of the historical connections that existed between India-Thailand over millennia, on the current commercial relations and the opportunities that exist for Indian businessmen and entrepreneurs in Thailand.

Mr. S. Inbasekar, IFS, First Secretary - Political, Indian Embassy, Brussels*

Mr. S. Inbasekar interacted with the students from Indian Embassy at Brussels, and discussed on various international relations and opportunities existing in abroad countries. He focused on the importance of understanding and adapting to the cultural environments prevailing in various countries, when people focus on doing business abroad.

(*Mr. Vijay Rajmohan, Director, Ministry of Commerce & Industry, Government of India who is a research scholar and visiting faculty at ASB Coimbatore organized and conducted the above interactions as a part the course International Business)

ASB Coimbatore students undergo Capstone Business Simulation program



Organizer:
Dr. Mridula Sahay
Associate Professor

ASB Coimbatore students recently underwent the Capstone Business Simulation program involving decisions on all the functional areas of a business enterprise. In this



web-based simulation, the students own a business and play the roles of managers, engage in an experience that integrates all functional areas of business. The students will soon compete in the Capsim Business Simulation Global Challenge with business students worldwide. In 2011, ASB Coimbatore student acquired 11th position worldwide in the challenge.

A sneak peek into the industry



Students of second year MBA visited Moksha Griha, a crematorium situated at Saravanampatti, Coimbatore as a part of the curriculum



Organizer:
Prof. Hemamala. K
Assistant Professor, ASB

of course 'Service Operations Management'. The intention was to understand the service aspect of a not-so-valued-industry, scrutinizing the front-end and back-end processes of a crematorium service. Prof. Hemamala, the course instructor, who organized the visit, expressed her satisfaction in providing a new perspective for the students through the visit. "Students undertake trips to industries during their semesters to embrace the actual scenario of the industry and connect it with their classroom learning. These visits provide them the firsthand knowledge about the business nature and methodology," she added.

Editorial Board

Chairman and Honorary Editor:
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Dr. Sangeetha Gunasekar
Prof. A. V. Shyam
Prof. Smriti Rekha
Prof. Hemamala. K
Prof. Bhawana Jain
Prof. Gopakumar. V

Design and Copy:
Ria Lakshman, Senior Content Writer



Pragati

This annual national-level business festival augments the classroom knowledge of students through thought-provoking management games. A host of games are conducted under domains of Marketing, Finance, HR, Operations and Systems, enabling the students to collaborate, co-create and compete to create novel management ideas. Pragati 2014 witnessed a participation of more than 300 students from 30 top-tier management schools and had Mr. Kiran Khalap, Co-founder & Managing Director, Chlorophyll as the Guest of Honor.



Utsav

Utsav delivers tons of fun and frolics, turning every slothful mind into energetic and confident individuals. This sports and cultural extravaganza aims to help students to explore their hidden talents and to put them on a new dais of courage.



Yi Net

ASB, Coimbatore in collaboration with Young Indians (Yi), an initiative of Confederation of Indian Industry (CII), established the first Yi Net in campus during December 2008. Under Yi Net, students actively organize and manage business conferences, enhance their skills and introduce social events. Yi Net also conducts Awaaz – the Clarion Call for Change, a national level symposium at ASB every year.

Kalakriti

Kalakriti is the talent fest for the first year students, conducted in the beginning of the semester. It provides a platform for the new entrants to showcase their talents.



Seminars@ASB

Prof. Sabarinathan, Chair, Centre for Entrepreneurial Learning, IIM B conducts seminar on Venture Capital industry in India



In an interactive seminar, Dr. G. Sabarinathan addressed the students on ‘Venture capital industry in India’. In the class, he discussed various aspects of venture capital, connecting it to the theoretical underpinnings of corporate finance, a core course for students of Finance specialization.

Former Director of Tamil Nadu Institute of Urban Studies, Dr. P. Kanagasabapathi intrigues students with Indian models of Business, Economy and Management



Through an interesting speech on ‘Indian Economic and Business model’, Dr. P. Kanagasabapathi derived the linkage between India’s cultural foundation and entrepreneurship strength. The talk challenged the students to have a deeper analysis of the business policies and practices existing in the country. Dr. P. Kanagasabapathi is the author of the book ‘Indian Models of Economy, Business and Management’, which is considered as a pioneering initiative towards indianizing the economic and management education in the country.

Corporate Speak

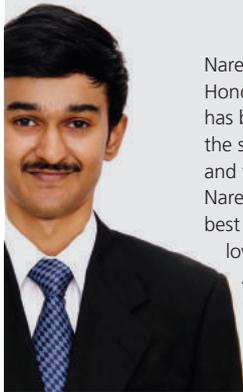
It is indeed a delightful moment for ASB to know that our students have excelled during their internships and have made some fantastic contributions to the companies. These students received letters of appreciation from the Heads of the companies they worked. ASB congratulates them and their guiding faculty members for the fabulous efforts showcased. Thank you for making ASB proud.

Naren Mohan

Specialization: Marketing

Company: Honda Cars India Ltd., Greater Noida

Mentor: Dr. Deepak Gupta



Naren Mohan came on as an intern for Honda's Mobile application this summer and has by far surpassed our expectations. He has the skills of an innovative marketing person and the creative insight to lead a small team. Naren San, we would like to wish you all the best for your future endeavors and would love to have you onboard!

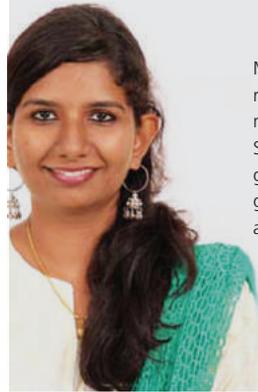
Aditya Ahuja
LLC & D'LITE Department (After Sales)
Honda Cars India Ltd.
Greater NOIDA

Arun Preethi Pillai

Specialization: Marketing

Company: TNS India Pvt. Ltd., Bangalore

Mentor: Dr. Deepak Gupta



Ms. Arun Preethi Pillai has done a recognizable performance during her 2 months internship with TNS Qualitative. She was instrumental in bringing up good value to key internal discussions by gaining a good understanding of data and analysis.

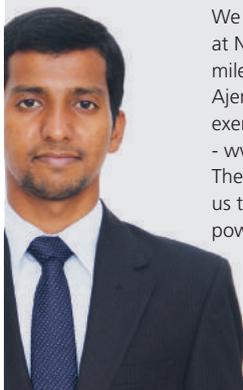
Piyush Mungle
Senior Research Executive
TNS India Pvt. Ltd., Bangalore

Munduri Ajendranath

Specialization: Marketing

Company: NetElixir, Hyderabad

Mentor: Prof. Shri Krishnan



We crossed the 100,000 hour mark today at NetElixir. To celebrate this remarkable milestone, our summer intern (India office), Ajendranath, created an amazing team exercise (and video recorded the entire event - www.youtube.com/watch?v=kySLXsrEIHo). There could not have been a better way for us to celebrate 100,000 hour mark and the power of smart people, than this. Thank you Ajendra!

Udayan Bose
Founder & CEO
NetElixir, Hyderabad

Pavithra A

Specialization: Finance

Company: India Ratings & Research (A Fitch Group Company), Chennai

Mentor: Dr. Sangeetha Gunasekar



I am inclined to give a glowing recommendation for Pavithra for the work that she has done during her short internship at India Ratings & Research. She exuded confidence and willingness to apply herself. Her most important quality, reflected in her work, is her logic and her ability to grasp concepts and processes quickly.

Avinash Lodha
Associate Director
India Ratings & Research (A Fitch Group Company), Chennai



Thanks to Corporate and Industry Relations (CIR) of Amrita University and Placement Committee of ASB, our students spent their summers working for high profile organizations across the country and abroad. Below are the testimonies of their experience at the companies, in their own words:

Ashwini Babu

Specialization: Finance

Company: PricewaterhouseCoopers (PwC), Abu Dhabi

“External audit and its following procedures was the basis of my work. It gave me an extra edge when it comes to auditor’s report. I got an opportunity to know about IFRS and IAS, and how these affect the auditor’s report. Importance of re-evaluation and exact figures in financial statements is an aspect which made me aware about how confidential and careful the auditor’s work should be. For every process, there was a formal procedure, which has to be carried out from low level to the highest level in the form. I find this opportunity as a practical experience in this theory world that would definitely help me in my upcoming career.”



Munduri Ajendranath

Specialization: Marketing

Company: NetElixir, Hyderabad

“At NetElixir, I first worked along with inbound team, where I got a chance to give a creative touch to the project assigned to me. It was my privilege to give my first presentation in front of CEO. I told him about company reaching 100,000 hours on June 23. He appreciated the idea and asked me to shoot an ad on this theme. I felt so happy for the way my colleagues helped me in making this ad. I am so lucky to share my birthday with this 100,000 hours milestone. The appreciation mail I got from CEO on my birthday made that day more colorful.”



Namrata R Nair

Specialization: Human Resources

Company: Pepsi Co., Chennai

“The opportunity of interning at PepsiCo was a dream comes true. My project topic pertained to analyzing the

efficacy of employee engagement programs in different organizations in the manufacturing industry. I got the



opportunity to survey the HR managers of top organizations in the manufacturing industry. My mentor and the team constantly guided me throughout my project and I have come out with good learning from the same. My mentor urged me to refine my thinking process and approach, and I should be really happy to say that I have acquired certain skills in these two months of my project duration.”

Neethu Jimmy

Specialization: Finance

Company: RBI, Chennai

“I was very much excited on my first day as I stepped into RBI, but at the same time I was afraid if I could meet the expectations. The two month internship period in RBI was really a learning experience for me as I was able to work with such experienced and knowledgeable people. I was working in the Forex Department of RBI and my project was about “Policies on Foreign Trade and role of Banks in Exports”. All the employees in the department were really helpful and friendly. It really helped me in molding myself and gave me an exposure to the real work culture in an organization.”



Nirvaan Jayaprakash

Specialization: Marketing

Company: Philips Lightings, Trichy

“The project was to access the potential of a product category of Philips Lightings in the market along with sale closing for ‘Tube light LED’ as first and second phase. At first, I got a chance to learn about the different product category in Philips Lightings. In the next stage, I was assigned to do lead generation work, where I experienced



Summer Internships 2015



the real B2B segments by meeting the higher authorities of many industries. I could generate 13 actual leads, out of the 44 target segments visited. In the second phase, I did sale closing for certain targeted B2B industries, where I showcased my marketing skills.”

Vignesh Keerthi Kashyap

Specialization: Human Resources

Company: Nestle, Karnataka

“The company is full of set policies and methodologies that have to be followed by every person and they demand at-most cleanliness, as it is a food manufacturing company and ‘Hygiene’ is their primary motive. At first, I was made to join a learning and development project titled ‘Leadership Development’, to which I was also asked by the ‘Head of Department – HR’ to formulate an Induction Kit and a Module (consisting of both overview and specifics of every department) for Officer and above level new comers. I will cherish the moments of my internship till the end of my life.”



Deepak Kumar Thyagarajan

Specialization: Operations

Company: IFMR, Chennai

“My two months at IFMR Lead, Chennai was instrumental in understanding the various management concepts like Research Design, New Business setup, Recruitment, Project Management, Process & Policy Development etc., IFMR LEAD strengthened by foundation as an Operations manager aspirant, and subsequently, offered a platform to share my thoughts and ideas within the organization. The best part of my project is it substantially improved my problem solving and decision-making skills which is considered as one of the core strength of MBA’s graduates by various organizations. Starting a data entry company and setting up things for its day-to-day normal operations is a really challenging one and I enjoyed it to the core.”



Vishnu S. Nair

Specialization: Marketing

Company: Matrimony.com, Chennai

“I worked with the data and strategy team of the com-

pany, where I analyzed the customer demographics and end-to-end customer activities to understand the purchasing patterns of the customers. The



objective of my project was mainly to understand the product propensity among the customers and predict what customers will buy even before they know themselves.

The project involved sifting through mountains of data and analyzing them to identify the factors affecting a customer purchase decision, thus coming up with a model predicting future purchases. It provided me the chance to apply the business knowledge and technical skills that I had acquired while studying, to propose a solution to real business problem.”

Arun Preethi Pillai

Specialization: Marketing

Company: TNS India Pvt. Ltd., Bangalore

“I got to work on projects directed at testing new concepts that could be launched as products/services, checking the communication/reach



of advertisements of some global giants; competitor analysis in the E-Commerce market; usage of social networking in India to many more.

Once the field work for the projects were over, came the analysis part, which involved coming up with a project-based-template with sections demarcated based on their importance to the crux of the research.

It was followed by the data dump according to sections, secondary and tertiary analysis and final report writing. Right from the beginning, they let me partake in every step of the research process.”

Ganesh J

Specialization: Operations

Company: L&T Switch Gears, Coimbatore

“Internship in L&T had brought me with a galore of corporate exposure and provided me hands-on exposure of tackling the real Industry situations



using the concepts, which were thought in our Institution. I learnt Enterprise Planning from the Experts of the concerned people, they were all in readiness to teach and learn. My Internal mentor and Industry mentor remained as

pillar of support throughout.”

Faculty Development Program



IBM trains ASB faculty on Predictive Analytics use in SPSS software

As a part of the MoU signed to establish ASB-IBM Business Analytics lab, IBM conducted training session on 'Predictive Analytics use in SPSS software' for faculty members of ASB Coimbatore at the campus. Around 23 participants from ASB and other institutions of Amrita University participated in the three-day FDP. IBM will conduct more FDPs in the Data Analytics series, on Business Intelligence and on Big Data Analytics in the coming months.



FDP on Panel Data and Time Series Econometrics

The FDP, organized in association with Indian Econometric Society (IES) educated PhD scholars and faculty members on theory and estimation methods of panel data and time series econometric modeling methods. It provided the participants hands-on training in using computer software to estimate panel data and time series.



Dr. Sangeetha Gunasekar, Assistant Professor, ASB introduced the participants to panel data analysis using Stata, a data analysis and statistical software. Dr. Vijayamohan Pillai from Center for Development Studies, Thrivandrum provided audience an insight into the theoretical aspects of time series analysis. Dr. Sunil Paul and Dr. Sar-taj Rasool Rather from Madras School of Economics helped the participants with hands on session on Eviews, another powerful econometric and data analysis tool. The three-day workshop witnessed the participation of over 30 research scholars and academicians from various leading universities and colleges across the country.

Organizer -
Dr. Sangeetha
Gunasekar



Prof. S. Manikutty, IIM Ahemadabad conducts Case Teaching Workshop

Prof. S. Manikutty, Retired Professor, IIM Ahmedabad took the faculty members of ASB through the nuances of case study method of teaching at an FDP organized in the campus. The FDP encouraged the faculty members to review and enhance their own approach to case study teaching. Prof. Manikutty clearly defined the role of a faculty in classroom while handling cases, of that of a facilitator submitting facts and figures objectively, than that of a decision-maker who imposes right or wrong decisions to the students.



Prof. Bhawana Jain participates in summer school program held in IIM Calcutta

ASB Coimbatore faculty Prof. Bhawana Jain participated in the summer school program 'Empirical Finance and Accounting Research', held at Finance Lab, IIM Calcutta. This residential program was designed for faculty in the area of Finance and Accounting, and exposed the participants to 10 high-quality research papers published in top journals. "The program was an eye-opener. It helped me better the art of writing research paper. The program analyzed 10 research papers in detail, highlighting the motivation, research questions, hypotheses, methodology and results," shared Prof. Bhawana. There were eminent speakers such as Vikas Agarwal, Professor of Finance at Georgia State University, Sugata Ray, Assistant Professor of Finance at the University of Florida, and Ashok Banerjee, Professor – Finance and Control, IIM Calcutta.





Dr. Sanjay Banerji, Professor Emeritus, ASB presents paper at 3rd AEDCEE, Thailand



Dr. Sanjay Banerji, Founder Director, Professor Emeritus participated in the third International Conference of Alternative Energy for Developing Countries and Emerging Economies (AEDCEE) held at Bangkok,

Thailand. Prof. Banerji presented three papers at the conference co-authored with ASB faculty Prof. Gyanendra Sisodia. There were pre-conference workshops on topics such as ‘Smart Grid for Renewable Energy Integration’, ‘Alternative Power Generation’, ‘Wind Power’, ‘Benefits of Electric Vehicle Integrated into Electricity Network’ and ‘Cost Calculation of Electricity for Solar Farm and Wind Farm’.

Dr. M. Suresh presents paper at IEOM 2015, Dubai



Assistant Professor of Operations Management Dr. M. Suresh presented a paper ‘Selection of New Product: A Case of Clay-Pot-Refrigerator’ at the 5th International Conference on Industrial Engineering and Operations Management (IEOM 2015) held at Dubai, UAE. The objective of this paper

is to select the best Clay-Pot-Refrigerator model using Complex Proportional Assessment (COPRAS) of alternatives with Grey relations method.

The best Clay-Pot-Refrigerator model will be helpful to potters clusters to improve their production on the particular model Pot to meet the customers’ expectation.



Prof. Shweta Premanandan visits Uppsala University, Sweden for research collaboration



Prof. Shweta Premanandan visited Uppsala University, Sweden on a special invitation from her research supervisor Dr. Asa Cajendar to collaborate with her, and her team of researchers from the Human Computer Interaction (HCI) group.



She presented her tentative PhD proposal titled ‘Role of National Culture in the adoption of e-government systems’ at two seminars, one at Uppsala Computing Education Research Group (UpCERG) and another at Visual Information and Interaction (Vi2), Department of Information Technology.

Prof Shobana Madhavan and Dr. Deepak Kumar present paper at Academy of International Business Conference 2015



ASB Coimbatore faculty members Prof.

Shobhana Madhavan and Dr. Deepak Gupta presented paper on “The influence of liabilities of origin on EMNC cross-border acquisition completion” at the Academy of International Business annual conference held in Bengaluru, India. The host of the conference was IIM Bangalore.

Dr. Balasubramaniam presents paper at SERC 2015, Singapore



Dr. Balasubramaniam, Associate Professor, presented his paper “Sunk cost fallacy - Effect of situational knowledge on irrational choices” at the Singapore Economic Review conference 2015.

Alumni Connect

ASB Coimbatore alumni Nemit Shroff connects with his Alma

Dr. Nemit Shroff (MBA 2003), Associate Professor of Accounting, MIT Sloan School of Management and his family met Dr. R. Raghu Raman, Chairman of ASB Coimbatore at the recent UNAI-Amrita Conference and discussed ways to encourage students to pursue an academic path.



ASB Faculty as invited speaker at the International Conference on Yoga for Holistic Health

ASB Coimbatore faculty Prof. C. S. Udhayakumar gave an invited talk to the gathered attendees of the 7th technical panel session in the International Conference on Yoga for Holistic Health in Vigyan Bhavan, New Delhi. At the session ‘Yoga for



Holistic Health’, Prof. Udhayakumar addressed several interesting queries from the audience, which had a participation of more than 600 delegates, invitees and officials from India and abroad. In the valedictory function of the event, Sadhguru Jaggi Vasudev was the

Other Faculty Initiatives

ASB Chairman invited for panel discussion at National NCD Summit



Prof. Raghu Raman was invited for the panel discussion at the 2nd National NCD Summit – Shaping Health Policies in Public

Sector Enterprises (PSE) organized by CII-Public Health and Eli Lilly. Dr. APJ Abdul Kalam delivered the keynote address at the event. Prof. Raman spoke about the emerging role of robust Health Management Information System (HMIS) at PSEs to manage the emerging NCD burden. He shared his experience of deploying country’s first Electronic Medical Record (EMR) System across 33 Govt. Medical hospitals in the state of Maharashtra.

Dr Deepak Kumar conducts EDP for Women at NIT Calicut

Dr. Deepak S Kumar was invited as a resource person for Women EDP 2015 at NIT Calicut.. In the EDP, he handled topics such as Importance of market analysis, tools for market analysis, preparing the questionnaire and analyzing the survey.



Chief Guest and Sri Rajnath Singh, the Home Minister, was also present.

Faculty Publication: Organizational Change and Development by Dr. R. G. Priyadarshni



Dr. R. G. Priyadarshni
Associate Professor



The Book ‘Organizational Change & Development’

Understanding the dearth in comprehensive study materials in the area of change management in the corporate world, Dr. R. G. Priyadarshni, Associate Professor, ASB Coimbatore has authored the book ‘Organizational Change and Development’. The book benefits those students interested in acquiring higher management positions. It is published by Cengage Learning.

ASB Coimbatore faculty members contribute case study for Tata Consultancy Services Smart Manager Case Contest

Dr. Deepak Gupta, Professor and Prof. Shobhana Madhavan, Associate Professor of ASB contributed case study for Tata Consultancy Services Smart Manager Case Contest, the prestigious 11-year old competition



for management students and working professionals. Their case study, titled ‘a closed chapter?’ presented an intriguing situation of an education software provider. It appeared in January-February 2015 issue of the magazine.

New Faculty Appointments



Dr. S. Aramvalarthan

Dr. S. Aramvalarthan, former Dean at Xavier Institute of Management and Entrepreneurship (XIME), Bangalore is a pioneer in Finance, with several recognitions in the field. He is a member of the prestigious Institute of Chartered Accountants of India (CA), the Institute of Cost and Management Accountants of India (CMA) and the Institute of Company Secretaries of India (CS). He served in reputed companies in India and abroad, and has several edited volumes of books to his credit.



Prof. A. V. Shyam

Prof. A. V. Shyam is finishing his Fellow programme from IIM-Kozhikode in IT and Systems. Earlier, he worked for eight years in industry and academia. Immediately before joining IIM Kozhikode, he was a full-time faculty member at ASB engaged in teaching, research, consultancy and academic administration. Currently, he is the Chair of the PGP committee in the campus.



Dr. Deepak S. Kumar

Dr. Deepak S. Kumar completed his Architectural Engineering from NITC and is a Fellow (Marketing) from IIM Kozhikode and has worked in industry for more than six years. His research interest areas include servicescape, aesthetics and green marketing and have published in reputed journals like The Marketing Review, IIM Kozhikode Society & Management Review.



Gopakumar. V

Gopakumar. V has joined as Faculty Associate at ASB with his varied experience of 12 years in Consulting, Retail, Branding & Marketing, Entrepreneurship, and Sales and Distribution. He's also an entrepreneur by himself and is passionate about consumer behavior, retailing and rural marketing. He is currently pursuing his PhD at ASB and teaches Marketing Management, Retail Management and Rural Management for students.

Global Footprints

Towards New Standards of Success, Dr. Geoff Perry from AACSB visits ASB



ASB

Coimbatore is a member of the Association to Advance Collegiate Schools of Business (AACSB). It is one of the Gold Standards of Business Schools, an enviable position desired by many management schools across

the world. Towards bettering ourselves and to become one among the five percent of the world's 13,000 business programs that have earned AACSB accreditation, ASB Coimbatore has also filed its eligibility report with AACSB for accreditation. Towards the process of accreditation, Dr. Geoff Perry, AUT Business School Dean, a mentor from AACSB visited ASB. Dr. Perry educated the faculty members and management executives about the set of standards prescribed by AACSB for accreditation.

ASB alumnus Dr. Maneesha V. Ramesh presents at UNAI-START Conference, United Nations



Dr.

Maneesha V. Ramesh presented project on wireless warning and disaster mitigation at the recent UNAI-START conference (co-hosted by Amrita Univer-

sity) on 'Technology for Sustainable Development' at United Nations, New York. Considering the increasing landslides at places like Himalayas, Dr. Maneesha and her team have been striving to create the wireless system to provide early warning and monitoring for landslides to save lives. At the conference, she along with the Heads of other collaborative research institutions pledged to complete and have running the first landslide early warning and monitoring system in the heights of the Himalayas.



MoU with Télécom Ecole De Management (TEM), France



Through a Memorandum of Understanding (MoU), ASB collaborates with Télécom Ecole De Management (TEM), France to offer a degree MSc in International Management. Students who have successfully completed five trimesters at ASB can spend two semesters at TEM, with the second semester comprising of a professionally advantageous internship. As a part of the student exchange program, a student Charlotte Cheffer from TEM, France visited the campus.

MoU with University of Groningen, Netherlands



The MoU signed with University of Groningen University calls for active exchange of staff, scholars, students, academic information and materials between ASB and Faculty of Economics, and

the faculty of Management, University of Groningen. So far, five students from Groningen have spent a semester at ASB and ASB faculties have visited Groningen on research collaboration.

MoU with Deakin University, Australia



As a part of the MoU signed with the university, two doctoral

students from Amrita will be able to pursue their studies and research projects in Deakin University. They will be given a stipend to cover living expenses in Australia and will not be charged any tuition fees. Prof. Shobhana Madhavan from the ASB Coimbatore is the first participant in this program.

First employee of ASB Coimbatore retires



After 19 years of tenure at ASB, Coimbatore, Shri. Balasubramaniam, Administration Officer has retired from the service. On the occasion, a farewell party was conducted at the campus.

ASB Rankings

Acknowledged as
the Best

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Ranked A3 by **Business Standard** in their Best B-School Survey 2015



Ranked 20th among B-schools in India by **Career 360**



Among the best of Asian B-schools 2014 by **Newsweek**



Among Top 25 B-schools by **MBA Universe.com**



Testimonials on ASB

“There is a lot of learning. From classrooms, peer clubs, management festivals, teamwork, alumni meets, corporate interactions, the wonderful faculty, summer internship to just the admirable campus you have become a part of. There is a lot to be taken away from this place.”

Shruti Khaitan (MBA 2013)

Marketing Analyst, Freshdesk



“The teachers at ASB helped me a lot during the placement process. They conducted sessions on industry specific Profiles and roles, and took care of each student understanding what he/she was looking for. This really helped many of us to achieve our dreams.

We are given real case studies from Harvard Business Review, Business scenarios etc.

The courses like Innovation are being taught at only a few B-Schools in India, and ASB is one of the B-School which has this course. This subject helped me to understand some of the fundamental ideas that fuel innovation and I was able to talk about it during my interview process.

The Alumni network also helped a lot during the Placement season. Many of them shared their experience in the industry and also gave situations, which helped me to develop a perspective which I believe helped me land on my dream job.

The Boot Camp conducted by Place-Com helped me a lot and is a great time to learning, where alumni from different industries conducted mock interviews, group discussions and suggested on what I should improve during my interview process. In short ASB is a great place to learn with great Teachers and friends as one family, a true learning experience.”

Mr. Ashwin S K (MBA 2013)

Territory Sales Manager, Philips India



“ASB, unlike other B-Schools gives students practical situations to apply what you have learned, through Live projects, Case Studies, Summer Internship under guidance of experienced faculties and Alumni, management fests etc. In fact, most of the events and programs are student initiatives. We get to conceptualize, operationalize and execute the management Fest itself. All these experiences and real-time learning ensured that I am ready to face the corporate world. The Alumni also extended their support by giving advices on profiles, company and giving individual mentoring. I am ever grateful to ASB, my teachers and Alumni for this.”

Ms. Meera S (MBA 2013)

Management Trainee, Idea Cellular, Kerala



“It was my Teachers in ASB who helped me identify my strong areas and made me realize my true potential and therefore the right job! For me the best thing about ASB is that you are never spoon-fed anything and you have to strive to achieve what you want. The environment at ASB is truly beautiful for anyone wanting to learn, adapt and achieve. My two years at Amrita are definitely the best and the most productive years of my life not to forget the friends and Teachers who are as good as family to me.”

Mr. Jatin Shriyan (MBA 2013)

Marketing Analyst, Zoho Corporation, Chennai



World-Class Campus



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