



AMRITA
VISHWA VIDYAPEETHAM

DARPAN

**DEPARTMENT OF MANAGEMENT
KOCHI**

MESSAGE FROM CHANCELLOR



**Sri Mata Amritanandamayi Devi,
Chancellor,
Amrita Vishwa Vidyapeetham**

All our actions should be done with the attitude that this moment alone is ours; the next moment is not in our hands. Every action should be performed with discernment, alertness, enthusiasm and a smile. The goal of human life is God-realisation, understanding that we are not separate from God. A drop of this awareness is already present in us. What we need to do is expand this awareness and strengthen it. We should not let go our awareness of this goal. We should use our human life and this body towards that end. It is love that makes everything new and gives it freshness and novelty. We will only be able to experience as much newness and freshness in our life as there is love within us. If the light of love is not present in us, then even in new things we will only be able to experience darkness. We should move forward lighting the lamp of faith in this candle that is the body. You may wonder how you can transcend this immense darkness with the light of just a single candle. Just remember that as we take each step, this light will move forward along with us. In that light, other people can also walk forward in step as well. We should put forth the right effort with self-confidence. When we move forward in this way, we will ultimately be able to realise our true self. If our mind is filled with the light of God's love, all experiences- good and bad-will be able to bring us happiness. We will be able to celebrate not only our successes but also our failures.

MESSAGE FROM CHAIRPERSON



Prof. Sunanda Muralidharan
Chairperson

Aum Namah Shivaya!

We are happy to release the second edition of 'Darpan'- our yearly newsletter. The Department of Management, Kochi offers a two-year full time Master of Business Administration (MBA) programme with the aim of developing capable managers to solve complex management problems. We offer specializations in functional areas like Business Analytics, Finance, Human Resource Management, Marketing and Operations. Life at the department is not only filled with academics but is also a social experience with plenty of activities and cross-cultural interactions. This learning environment motivates our students to deliver their best.

The CIR department makes sure that the students get placed in the best companies in the market. As in the previous years, the students got placed in many leading companies and many got multiple offers. The first year students have received good internship offers as well. Students were also encouraged to take industry-recognized certifications in the areas of their interest. Final year students are at the final stage of their independent study course and are proceeding towards publications and conference presentations.

The major strength of the department is the skilled faculty members who are experts in their respective domains with both industry and academic experience. In addition to teaching, these faculty members are actively involved in research and consultancy.

Students are also actively involved in social outreach programmes. Every month they distribute rice and other provisions to the needy. In addition, they found quality time to spend with the specially abled children.

Amidst these activities, the cultural and sports fests were also organized with great excitement. The students showcased their talents during the competitions and matches held.

This edition of 'Darpan' will take you through the details of the worthwhile journey that we've had during the last year. Welcome to an enjoyable reading experience!

DOM, KOCHI WELCOMES DR. KISHORE GOPALAKRISHNA PILLAI



Dr. Kishore Gopalakrishna Pillai
Associate Dean
Amrita School of Business
and
Department of management,
Amrita Vishwa Vidyapeetham

Dr. Kishore G Pillai joins as Associate Dean at Amrita School of Business and Department of Management, Amrita Vishwa Vidyapeetham.

Professor Kishore holds a Ph. D. from Florida State University and an MBA from IIM Calcutta. Previously, he held academic positions in several leading British universities, including full professorial appointments at the Bradford University School of Management and the Norwich Business School, University of East Anglia. His research focus is on consumer knowledge, social networks and retailing. His papers have been published in leading journals such as the Journal of Retailing, International Journal of Research in Marketing, Journal of Product Innovation Management, British Journal of Management, Journal of Business Research, etc. He is on the editorial boards of Journal of Business Research & Industrial Marketing Management. His research has attracted funding from the British Academy. He has edited special issues of journals, chaired several conference tracks and given keynote/ plenary speeches at international conferences. Prior to his academic career, Kishore served in the industry and has been a senior project manager with TNS India and the Market Analyst at Arvind Brands Limited.

FINAL PLACEMENTS

As always, the placements at Amrita has been excellent. By the end of the course some of the students had been placed with multiple placements. The total number of companies that had come for placements were 130 and all eligible students from the 2017-19 batch were placed with these companies. The average salary was 5.43 LPA and the highest salary was 8.50 LPA for Kochi campus.

Sl No	PLACEMENT 2017-19		KOC - 56/56					
	Company	CTC (Rs.in lakhs p.a)	Kochi [56]					
			Mkt 49	Fin 9	HR 2	Op 5	BA 3	Tot 68
1	Amazon	8.50	0	0	0	1	0	1
2	AO Smith	6.00	3	0	0	0	0	3
3	Belong Technologies	4.50	0	0	1	0	0	1
4	Bridge2i	5.00	1	0	0	0	0	1
5	CAMS	4.50	0	0	0	0	1	1
6	Capital First	7.00	1	0	0	0	0	1
7	Capital Via	7.00	2	0	0	0	0	2
8	City Union Bank	4.70/6.35	0	5	0	0	0	5
9	Deloitte	6.00	0	4	0	0	0	4
10	ESAF Bank	5.00	1	0	0	0	0	1
11	Federal bank	6.67-9.44	1	0	0	0	0	1
12	HDFC Bank	4.23	7	0	0	0	0	7
13	ICICI Securities	4.00	9	0	0	0	0	9
14	IndusInd Bank	4.00	1	0	0	0	0	1
15	Jaro Education	6.30	1	0	0	0	0	1
16	Karur Vysa Bank (KYB)	6+incentives	1	0	0	0	0	1
17	LG Electronics	6.50	1	0	0	0	0	1
18	Linga Technologies	5.00	5	0	0	0	0	5
19	Mobius Knowledge Services	5.50	0	0	0	0	2	2
20	MRF Tyres	4.40	1	0	0	0	0	1
21	New AgeSys Solutions	3.42	0	0	1	0	0	1
22	NPCI(PPO)	4.00+1.35	2	0	0	0	0	2
23	Preethi	4.50	1	0	0	0	0	1
24	Redcarpet	4.50	4	0	0	0	0	4
25	Reliance Trends	n/a	1	0	0	0	0	1
26	SBI Cards	5.50	1	0	0	0	0	1
27	Tata Consultancy Services- IT	5.79	0	0	0	2	0	2
28	TVS Sons	7.95	1	0	0	0	0	1
	Ugam Solutions	4.50	0	0	0	2	0	2
80	UTI Mutual Fund	5.67	2	0	0	0	0	2
81	Visual Bi	6.00		0	0	0	2	2
TOTAL OFFERS		5.25	47	9	2	5	5	68

SUMMER INTERNSHIP PROGRAMME

The summer internship project is an essential part of the MBA programme at Kochi campus. Students undergo their internship at various reputed organizations across departments such as Marketing, Finance, HR, Operations and Analytics. An 8-week programme, it equips future management professionals with the skills required for the industry. Preparation of a detailed report of their experience & findings is part of the programme.



INTERNSHIP IN STARTUPS



Founded in 2006, Freshersworld.com is an online job portal that allows job seekers to search and apply for job vacancies across various sectors and companies pan India. Due to its extensive database of freshers, it holds the title of 'The No.1 Jobsite for Fresher in India'. With over 1.5+ crore resumes and more than 60,000 recruiters hiring through them, it is the leader in the entry-level segment and also one of the fastest-growing job portals in India. Two of our students from the 18-20 batch, Sarath Chandran and Nitin Sudhakaran got a chance to do an internship with Freshersworld.

About the Project

Branding is a key influencer of the consumer's perception of the brand and also plays a pivotal role in influencing the consumer's buying behaviour. A consumer's perception is subconsciously manipulated by various factors in and around him/her which eventually shape up the consumer behaviour. The decision of whether a person will purchase a product/service depends upon consumer behaviour, which further depends on the aforementioned factors. The overall scope of the present study is to establish a significant cause and effect link between branding and consumer behavior and to substantiate with findings from surveys.

Hashwave technologies is involved in software publishing, consultancy and supply. Software publishing includes production, supply & documentation of ready-made (non-customized) software, operating systems, business & other applications software, computer games for all platforms. Consultancy includes providing the best solution in the form of custom software after analyzing the user's requirements and problems. Custom software also includes made-to-order software based on orders from users for fulfilling their specific business requirements. Also, included are developing software of any kind following directives of the users; software maintenance, web-page design.

Two of our students Athira k and Archana Bhasi, from the 2018-20 batch got an opportunity to do an internship with Hashwave. Through the internship they both had gained exposure to marketing analytics and the topics of research were 'Comparison study between Google analytics and heap analytics tools' and 'Implementation of case study method and it's marketing automation to capture web visitor's data'.



ALUMNI TESTIMONIAL



SMIBI M J
BUSINESS ANALYST
TATA CONSULTANCY SERVICES

Two years at Amrita ...a memory to cherish for a lifetime. This is the place where I found my passion...This is the place that helped me find a career I love. Taking Business Analytics as major was the best decision I have ever made.

Everyone has atleast one teacher who inspired them to the best that they could be. I was lucky enough to have a lot of great teachers here, but one in particular shaped the person I am today, Dr. Vivek Menon. He gave me the strength, positivity and encouragement I needed to take the steps towards achieving my dream career in Analytics. He taught me to be humble and never stop learning a lesson for lifetime.

The quality of training at Amrita makes you a better person to face the challenges of the corporate world. To start my career as Business Analyst in the Analytics and Insights unit of TCS has been a dream come true for me.

A big thanks to teachers, friends and seniors for accompanying me through this journey.

Let the Amrita flag fly high.. Forever!



SMRITI PILLAI
BUSINESS ANALYST
MOBIUS KNOWLEDGE SERVICES

Being an Amritian is always a blessing for which I am glad and fortunate enough. My journey starting from B.Com in Amrita did not just end with MBA from Kochi Campus, it continued with other aspects of being disciplined etc.

This course offered by Kochi has truly benefitted me both from the personal and professional front. The amount of support that we get at each and every step is impeccable that helps in building our managerial capabilities within one self. Starting from case studies to applications of theory is something that is taught and hence required. All in all, I am very proud to be a part of this family and hope the legacy of this learning continues in the coming times.

INTERVIEW WITH MR. SUREJ SHAMS

(ALUMNUS OF DEPARTMENT OF MANAGEMENT, KOCHI)



Mr. Surej Shams
Founder, Director – DIGITUG
Batch 2012-14

Mr. Surej Shams an alumnus, Department of Management, Kochi started his own company named DIGITUG. Digitug offers digital marketing consulting to businesses and entrepreneurs who want to succeed in the long-term through genuine white-hat methods. Mr. Surej Shams has expertise in Facebook lead generation, content marketing & SEO, and email marketing. He started his career in advertisement sales and after working for more than 2 years in sales roles, he switches to digital marketing. Now, he is a full-time digital marketing consultant and a blogger.

Could you tell us about your organisation and the motive behind it?

I run a digital marketing consultancy called Digitug. As of now, it is only me running the show, though I have few freelancers who help me often. I started my career in sales and later found out my interest in online marketing, content creation, and blogging. Since then, I have been trying to build this on the side. I was doing consulting and freelance digital marketing projects since 2017, even while I was part of an in-house team in Bangalore. Recently, I just decided to do it full-time. Currently, I have only 4-5 projects at a time and I am planning to expand very soon.

What inspired you to start this organisation on your own?

My main inspiration to start this organization is my passion for online marketing and content creation.

How do you measure success in your terms?

Success in my terms is happiness when you do what you like and of course revenue which we get out of our job.

Whether being an entrepreneur has affected your personal life?

Being an entrepreneur takes a lot of effort and so it is important to have a family who understands and supports us.

As the founder of Digitug what are your main responsibilities?

As the founder, my main responsibility is to create content and deliver it to my customers to get good results.

What is your favourite aspect about being an entrepreneur?

My favourite aspect of being an entrepreneur is that I have the freedom, ability to make decisions on my own and of course creating an impact among others.

What keeps you motivating even when you are down at times?

I have a few personal favourites whom I follow, who have had great successes in the field of online marketing. People like Brian Dean, Gary Vee, Harsh Agrawal, John Morrow, and their lifestyle always keeps on motivating me when I am down.

Where do you see your organization in the near future?

I see my organisation growing more as a team and taking in more projects in the future.

How did you feel yourself after starting your own organisation?

I felt great and the challenges that I faced kept me inspired to do more.

Which book or movie has inspired you the most?

The books which inspired me the most are 'Dot Com Secrets' by Russel Brunson and 'The 4 Hour Work Week' by Tim Ferris

How has MBA in Amrita contributed to your success as an individual and as an organisation?

I started my online marketing journey from ASB. I got a summer internship at Hidesign in Pondicherry where I received exposure to Facebook advertising and some knowledge about PPC.

If you have a piece of advice to someone who is just starting out, what would it be?

My advice would be like don't chase money alone. Find your passion, work on it, build skills, the money will follow.

The logo for Digitug, featuring the word "DIGITUG" in a bold, purple, sans-serif font. Each letter has a thin horizontal line underneath it. The text is centered within a bright yellow rectangular background with rounded corners.

MBA 11th BATCH INAUGURATION

The official inauguration of 2019-2021 MBA batch was conducted on July 21, 2019, at Amriteshwari Hall, Kochi campus. Prof. Sunanda Muralidharan, Chairperson, Department of Management, Amrita Vishwa Vidyapeetham, Kochi Campus, welcomed the new students as they embarked on a new journey for their career. Sampoojya Swami Purnamritananda Puri, General Secretary, Mata Amritanandamayi Math, was present on occasion and delivered the benedictory address emphasizing the importance of quality education. Mr. Raja Ray, Director, Audit Management, KPMG was the chief guest for the occasion. Dr. (Col) Vishal Marwaha, Principal of Amrita School of Medicine and Dr Balachandran, Deputy Director CIR spoke during the occasion and Dr Murale V, PGP Chair spoke during the function.



GRADUATION DAY



The Department of Management, Kochi, celebrated its 9th Graduation Day of 2017-19 batch on 14th September 2019. The occasion was graced by the divine presence of Sampoojya Swami Purnamritananda Puri, who enlightened the students with his words of wisdom during his benedictory address. Mr. Ashok Rajan was the chief guest. The students, teaching and non-teaching staff led the celebration with relish. Mr. Ashok Rajan spoke about the art of decision making and shared his valuable experiences from work. He spoke about how MBA alone doesn't guarantee a successful career and emphasized the importance of innovation. Dr. Col. Vishal Marwaha, Principal of Amrita School of Medicine gave the Presidential address. He shared his valuable experiences and encouraged the graduates to be self-motivated and highlighted the importance of self-management, which is the most important quality that an MBA graduate should have.

Dr. P K Viswanathan presented the annual report for 2018-19.

Prof. Sunanda Muralidharan, Chairperson and Dr. Murale V, PGP Chair presented the welcome address and vote of thanks respectively.

PRANA - “A DAY WITH SPECIAL CHILDREN

‘PRANA’ was conducted as a precursor to ASTHRA, the flagship event of Department of Management, Amrita Vishwa Vidhyapeetham, Kochi campus at the Kochi Municipal Corporation Town Hall on 20th February 2019. It aimed at uplifting the lives of some extremely talented children, confined by their physical disabilities. They took the initiative to contribute back to society by creating a platform for the differently-abled to showcase their talents and their craft. The programme began with the lighting of the lamp by Sampoojya Swami Purnamritananda Puri (General Secretary, Mata Amritanandamayi Math) along with other dignitaries. The inauguration was done by Mr P.M. Harris (Chairman, Standing Committee for Works, Kochi Municipal Corporation). The students of Snehanilayam and the Department of Management jointly performed various cultural activities. A colourful Chavittu Nadakam and a scintillating dance were performed by Snehanilayam Special School. With the support of Cochin Shipyard, the department donated 15 wheelchairs, 10 walking sticks and a stretcher. Film actor Bala did the distribution. Mr Sambath (Assistant General Manager, Corporate Social Responsibility, Cochin Shipyard) and Prof. N.R. Menon (Visiting Faculty, Department of Management, Amrita Vishwa Vidhyapeetham, Kochi campus) were also among the dignitaries present. The students also sold products made by the differently-abled children to the public, thereby earning revenue for them.



CHAKRAVYUH



Chakravyukh is organized as a part of 8th edition of ASTHRA. It is an event of a Business Plan competition, and its main objective is to encourage the budding entrepreneurs to come up with innovative and viable solutions to utilize the scope of unexplored business opportunities.

Business Plan competition provides a common platform for both students and professionals to bring in their ideas and plans with the objective of unleashing the entrepreneur in them. The participants have an excellent opportunity to meet successful entrepreneurs to obtain knowledge and experience from them. This completion is done in collaboration with Amrita Technology Business Incubator. The judges for the competition were Mr Premy Varghese (Founder & CEO, Z-Crossing Solutions), Mr. K. C. Jagadeep (MD, Offshorent Solutions Pvt. Ltd.) and Ms Silpa Sivan (Program Manager, Amrita TBI).



ASTHRA

The department conducted its flagship event, “ASTHRA” on 8th March 2019. The theme for the year was ‘Managing Business in a VUCA World’ and was held at Amriteshwari Hall, Hospital Campus, Kochi. Asthra 8th edition addresses the contemporary topic of uncertainties prevailing in today’s business scenario. This international symposium provided a forum for the exchange of new ideas in the areas of management and the corporate world. It brought together leading researchers, corporate practitioners and other subject matter experts.

Dr Angappa Gunasekaran (Dean and Professor at School of Business & Public Administration, California State University, Bakersfield)

was the keynote speaker. He spoke on the topic ‘Framework and methodology for IR on the application of big data and business analytics’. He emphasized that the two key decision-making areas are strategic and operating decisions, urging the importance of using tailored tools for developing algorithms for predicting natural disasters.



Dr Rajkanth Raju (Deputy Manager, Ford Motor Company, India) spoke on “the role of data analytics” started the session with history and challenges faced by motors in VUCA market and how they applied data analytical in their day to day operations in 3 years ago.

Dr Sanjeev Singh (Chief Medical Superintendent, AIMS, Kochi) spoke on the topic “managing business in health care.”

He related health care with respect to the six sigma process.

Mr Hiren Gandhi (Co-founder and Director, Urbanpods) detailed on the concept of ‘Pod-Hotel’ in India



FACULTY ACHIEVEMENT



Dr. Sandhya G
Assistant Professor

Dr. Sandhya G, Assistant Professor, Department of Management, Amrita Vishwa Vidyapeetham, Kochi, presented a paper titled 'Thematic Analysis to Assess Indian Consumers' Purchase Intentions for Organic Apparel' at the 10th Annual TQR, The Qualitative Research Conference, held at the Nova Southeastern University, Florida, USA, on January 16-18, 2019.

Prof. Sofi Dinesh
Assistant Professor



Ms. Sofi Dinesh, Assistant Professor, Department of Management, Amrita Vishwa Vidyapeetham, Kochi, presented her research papers titled 'The Role of Cognitive Complexity and Risk Evasiveness in Herd Behaviour' and 'Consumer Behaviour in Collaborative Consumption: The Role of Cognitive Complexity and Psychological Empowerment on Customer Value' at 2019 AMA (American Marketing Association) Summer Academic Conference held at Chicago, USA, from August 9-11, 2019. Both papers were co-authored with Dr. Rejikumar G. (Associate Professor, Department of Management, Amrita Vishwa Vidyapeetham, Kochi), her thesis supervisor.



Dr. P.K.Viswanathan

Professor

1. Presented a paper titled, “Diffusion of innovations in coffee: A study of Chandragiri variety in Karnataka”, at the Research Advisory Committee Meeting held on 28 February 2019, National Research Programme on Plantation Development, Centre for Development Studies, Thiruvananthapuram.
2. Presented a paper, titled, “The Deluge and its Aftermath: A Roadmap towards Integrating Eco-restoration based Sustainable Agriculture Systems in Kerala”, at the National Seminar on “Society, Polity and Economy of Kerala: Shifting Paradigm after Flood”, organised by Public Policy Research Institute, Thiruvananthapuram, 26 April 2019 (co-authored with Ms. Kavya Krishnakumar).
3. Delivered a keynote paper, titled, “Natural Resources and Livelihoods Management Challenges of Western Ghats Region states of India”, at the 2nd Ostrom Retreat on “Redefining Diversity and Dynamism of Natural Resources Management in Asia”, AIT, Bangkok and Chiang Mai University, 11-15 July 2019.
4. Presented a paper, titled, “Reinventing the Institutional Architecture and Water Governance Paradigms in a Dynamic Context: the case of Irrigation Systems in Deccan Region”, paper presented at the 2nd Ostrom Retreat on “Redefining Diversity and Dynamism of Natural Resources Management in Asia”, AIT, Bangkok and Chiang Mai University, 11-15 July 2019 (with Ms. Kavya Krishnakumar).
5. Presented a paper, titled, “Reinventing the Institutional Architecture and Governance Systems in India’s Water Sector”, 1st Annual Amrita Tel Aviv University Sustainable Development Workshop on Water, held at Amritapuri, Kerala, September 19 - 25, 2019.
6. Presented a paper, titled, "Contesting Social Deprivations in a dynamic Trade Reforms context: The Curious Case of Tea Plantation Workers in India" at the 2nd NRAS National Policy Conference “Beyond Productivity and Populism: Reimagining India’s Agricultural and Rural Policies” to be held at IIT Delhi, during September 26-28, 2019 (with Ms Kavya Krishnakumar).

7. Paper, titled, "Reimagining the Ark of Noah': A Case for Building Climate Resilience in Indian Farm Households", was accepted for presentation at the 79th Annual Conference of the Indian Society of Agricultural Economics, held at the College of Agriculture, Indira Gandhi Krishi Vishwa Vidyalaya, Raipur (Chhatisgarh), November 21- 23, 2019 (with Ms Kavya Krishnakumar).

8. Acted as Moderator and presented a concept paper, titled, "Accessing Healthcare technologies: developing country perspective" at a Session of the Amritacon 2019: Amrita International Public Health Conference on "Gender, Public Health and Clinical Care: Evidence Informed Practice", held on 25-26 November 2019, at Amrita Institute of Medical Sciences and Research Center, Kochi, Kerala.

9. Paper, titled, "Economic Reforms and Social Deprivations: A Study of Tea Plantations in India", was accepted for presentation at the 61st Annual Conference of the Indian Society of Labour Economics held during 7-9 December 2019 at Centre for Development Economics and Innovation Studies (CDEIS), Punjabi University, Patiala, Punjab (with Ms Kavya Krishnakumar).

Dr. Rejikumar G **Associate Professor**



1. 2 Days Certificate Training programme in International Trade, Foreign Trade Policy (2015-2020) updates, Incentive Schemes, International Banking, International Marketing, GST Refund Procedures, Customs Procedures Foreign Exchange Risk Management, Credit Risk Management etc... 26 th & 27 th September 2019, Kochi by FIEO

2. Awareness Workshop on Vendor Development for MSME Entrepreneurs in Kerala on 20 December 2018 at Hotel Maurya Rajadhani, Thiruvananthapuram by FICCI

3. Awareness on Removing the Bottlenecks inhibiting the Growth of MSMEs & Marketing Strategies for Expanding the Domestic as well as International Business on Vendor Development Programme for MSME Entrepreneurs held on Tuesday, 12 February 2019 at Hotel Abad Plaza, Kochi by FICCI

4. "Removing the Bottlenecks inhibiting the Growth of MSMEs & Marketing Strategies for Expanding the Domestic as well as International Business" organised by Department of Industries and Kerala Bureau of Industrial Promotion (K-BIP), Govt. of Kerala along with Federation of Indian Chambers of Commerce & Industry (FICCI) on 28 May 2019 at Hotel Malabar Palace, Kozhikode. by FICCI

FACULTY PUBLICATIONS

1. C.S. Bahinipati and P.K. Viswanathan (2019): 'Incentivizing resource efficient technologies in India: Evidence from diffusion of micro-irrigation in the dark zone regions of Gujarat', *Land Use Policy*, 86 (2019) 253–260.
2. C.S. Bahinipati and P.K. Viswanathan (2019): Can Micro-Irrigation Technologies Resolve India's Groundwater Crisis? Reflections from Dark-Regions in Gujarat, *Inter-national Journal of the Commons*, 13(2): 848–858.
3. Kavya Krishnakumar and P.K. Viswanathan (2019): Reimagining the Ark of Noah': A Case for Building Climate Resilience in Indian Farm Households, *Indian Journal of Agricultural Economics, Summaries, Conference Number*, 74 (3): 376, July-September.
4. Karin Astrid Siegmann, Sajitha A., Karin F., K J Joseph, Romeshun K., Rachel, K and P.K. Viswanathan (2019): 'Testing Fairtrade's labour rights commitments in South Asian tea plantations: A good match of civic and industrial conventions?', *Revue internationale des études du développement*, 240 (2019-4): 63-94
5. M. Vijaya Baskar and P.K. Viswanathan (2019): 'Emerging Vulnerabilities in India's Plantation Economy', in: K.R. Syam Sundar (Eds.), *Globalization, Labour Market Institutions, Processes and Policies in India, Essays in Honour of Lalit K. Deshpande*, Palgrave Macmillan, Singapore, pp. 167-86.
6. V. Gopikumar, Smitha Nair, Krishnan, A., and R., S. V., "A Comparison of the Return Forecasting Power of Domestic and International Equity Investors: Evidence from India", *International Journal of Management Concepts and Philosophy*, 2019.
7. V. Gopikumar, Smitha Nair, S., S., and R., S. V., "Financial strength information and institutional investor demand: Evidence from India", *Cogent Economics & Finance*, 2019.

8. Smitha Nair, V. Gopikumar, Ajith, A., and R., S. V., "Exploring Bequest Intentions of Indian Households", Cogent Economics & Finance, 2019.
9. G. Sisodia, Vandana M., and Venugopalan, M., "Social Influence on Career Choice Decisions of Business School Graduates in India-An Exploratory Analysis", International Journal of Management Concepts and Philosophy, vol. 12, no. 4, pp. 463-485, 2019.
10. R. Sreedharan V, M, V. Sunder, Vandana M., and Gurumurthy, A., "Development of Lean Six Sigma Training Module: Evidence from an Emerging Economy", International Journal of Quality & Reliability Management, vol. ahead-of-print, 2019.
11. Dr Dhanya.M., Sreedharan, V. R. Kek, V., Anjaly, S., Arunprasad P., (in press) (2019) Understanding the role of logistics in humanitarian operations: key findings and analysis from literature, Int. J. Logistics Systems and Management.
12. Dr Dhanya, M., Sreelakshmi.S.R., Sreenivasan, A., Networking telemedicine through kiosk: a tripartite approach, Int. J. of Business Excellence (accepted) (2019).
13. K.G Sofi Dinesh., and Rejikumar G., "Demystifying collaborative consumption: A systematic literature review", International journal of Business and Globalisation (accepted) (2019).
14. K.G Sofi Dinesh., and Keerthy S Sayi., "A study on SME coir traders' perspective towards technology adoption for online sale of coir mats", International journal of technology transfer and commercialisation, 2019.

STUDENT ACHIEVEMENTS



Aardra Muraleedharan, Abhishek J M Nair, Parvathy J & Vishakha Nair won the second prize in the HR game, part of the National Level Fest, “Ascend 2k19”, organized by Department of Commerce and Management Studies, Calicut University.

Sarath Chandran and Reuben Thomas Mathew emerged as the winners of YUVA 2019, a series of activities and contests organized by ITC’s TM&D division. They emerged as winners out of 25 teams that reached the final round.



COLLOQUIA



Prof. Muraleedharan. S
(Economics, MA, Phd.,)

The Department of Management, Amrita Vishwa Vidyapeetham, Kochi, organized a colloquium on Union budget 2019-2020 on July 6, 2019. The main focus of the session was on the key features of the budget such as transforming the rural lives, strengthening connectivity infrastructure, enhancing ease of direct and indirect taxation, new JAL SHAKTHI mantralaya to ensure 'har ghar jal', and 'STUDY IN INDIA' programme. The major takeaways from the session are MUDRA for women entrepreneurs which lead to self-employment, discussion on Big Push theory- investment in infrastructure which leads to positive impact in the Indian economy, policy regarding income tax deduction of interest on loans for e-vehicle purchase and Aadhaar and PAN interchangeability.

Ms. Babita George
(Principal Consultant, Banking
&, TEGS
Consulting LLC, Dubai,
Finance UAE)



The Department of Management, Amrita Vishwa Vidyapeetham, Kochi campus organized a colloquium on 'Life after College' on July 26, 2019. She explained about her life after college and recommended the students to add more values to the education by learning and updating constantly. She also discussed the crucial points that are essential for the students to scale new heights in their careers by considering their life as a business model and work towards improving various aspects that need improvement, thereby achieve success.



**Dr. Bala Prasad
(Retd. Special Secretary,
Ministry of Panchayat Raj,
Govt. of India)**

The topic of the session conducted on August 19, 2019, was "Leadership and Strategic" and Dr. Bala explained the attributes of a good leader. He advised that a good leader should take the right decision at the right time and motivated the students by portraying the leadership qualities possessed by an MBA graduate.

**Mr. Harikrishnan M.R
(Area Sales Manager,
Bajaj Auto Finance Ltd.)**



It was a privileged occasion for the faculties and students at the Department of Management, Kochi, as this time the speaker was Mr Harikrishnan, an alumnus of the college. He explained the importance of choosing the specialization and insisted that the students take specializations only after conducting thorough research on it.



Mr. Satish Kumar Menon
(Head of Research & Development,
Environmental Systems Research
Institute
(ESRI), Sharjah, UAE)

This colloquium session was in line with ideals taught in SAPG (Self Awareness and Personal Growth). The paths of self-realization, namely Karma, Bhakti and Gyana from Gita were discussed, and the importance of implementing them in real life was explained. The very question as to why self-awareness about oneself is essential. A piece of key advice on maintaining a book where one can keep track of changes happening daily life. A Three-minute meditation technique was prescribed as a tool for keeping oneself calm and composed. A combination of advice and action will make lives better and help individuals move closer to success.

Dr. Dorothy Siaw-Asamoah
(Asst Professor, Buffalo
University, New York)



Dr. Dorothy Siaw-Asamoah is a Clinical Assistant Professor, Organization and Human Resources at the School of Management, University at Buffalo. She had visited the campus and interacted with the faculty and students. The topics of discussion were learning, identifying one's strengths and leadership. She also gave a comparative analysis of the learning practices in the other parts of the world and India.

ONAM CELEBRATION

Onam celebration at the department was a joyful event including games and fun-filled activities. The eventful day began with the onapookkalam competition” followed by the inauguration by the Chairperson. The cultural programs got started after the inauguration with the arrival of Mahabali. The programs included an enthralling thiruvathira performance and onapattu by the students and a musical chair session by the faculties. Students participated in the Malayali Manka/Sreeman. A traditional onam feast was served. The celebrations came to an end with a friendly tug of war session between the students and a flash mob by the 1st year students followed by a chenda melam session.



ALUMNI MEET - "SMRITHI 2K19"



Team Niyukti placement committee of Department of Management, Kochi successfully organised the annual alumni meet, "Smrithi", on 9th November, 2019, Smrithi provided an opportunity to the alumni to revisit their memories, to reminisce with friends, reconnect with teachers and also to interact and provide guidance to their juniors.



The event was inaugurated by Associate Dean, Dr. Kishore Pillai and Chairperson Sunanda Muralidharan. It was followed by interactive sessions, games and performances by the alumni and the students.



BUDGET ANALYSIS



The students got a chance to be part of a live budget discussion on Manorama News TV during the presentation of the Union Budget by honourable Finance Minister Mrs Nirmala Sitharaman. There were various eminent speakers, political party representatives and industrialists who debated, discussed various aspects of the budget allocations and policies that were formulated for the benefit of the nation. The students also raised questions, and the speakers clarified doubts with patience and utmost diligence.

THATTEKAD BIRD SANCTUARY VISIT

Together with nature...

The second year students went on a day-trip to the 'Thattekkad Bird Sanctuary' on 25th July 2019. They had an opportunity to observe and study various species of birds. Renowned ornithologist Dr. R. Sugathan (also known as Kerala's Birdman) gave a session on the importance of conserving the environment and the ecosystem.



PLANT A SAPLING

Planting a tree is essential, considering today's global climate change and increasing carbon emissions. The students took a small step towards this and planted few saplings in the campus on 12th Jan 2019 led by Chairperson Prof. Sunanda Muralidharan. This was part of the SAPG (Self Awareness for Personal Growth) programme. Dr N R Menon and Mr Vinod were present during the event. Mr Vinod, an environmentalist, working with Mathrubhumi, gave insights on environment friendly living and stressed the importance of planting trees.



HOLI @ ASB



FELICITATION BY SAKSHAM

A felicitation ceremony to recognize the multiple initiatives taken by the students of the department to uplift the differently abled in the society was conducted by the Kerala chapter of SAKSHAM (Samdrushti Kshamata Vikas Evam Anusandhan Mandal), a registered national level charitable organization dedicated to the empowerment of the differently abled. Prof. Sunanda Muralidharan, received the memento from Shri V.V. Pradeep (Secretary - SAKSHAM, Kerala) on behalf of the Department. Dr N. R. Menon (President- SAKSHAM Kerala) and Dr Kishore Pillai (Associate Dean, ASB) spoke during the occasion.



“Don’t be discouraged by your incapacity to dispel darkness from the world. Light your little candle and step forward”

- AMMA



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