



"Our educational system needs to give equal importance to the intellect and the heart"  
- AMMA

# Pragyan

December 2021



**AMRITA**  
VISHWA VIDYAPEETHAM  
DEEMED TO BE UNIVERSITY

School of  
Business  
Coimbatore





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## Principal's Message



Amrita School of Business Coimbatore is bringing out this issue of newsletter Pragyan as the world is slowly recovering from the Covid-19 pandemic. We have started offline classes for the second year MBA students and are planning to bring the first year students to campus shortly. ASB brought on board the 26th batch of MBA students in August 2021.

ASB strived hard to maintain the high standards of MBA and PhD programmes even in the online mode that was forced on us by the pandemic. We trained our faculty on effective teaching in the online mode, had sessions with students on how best to cope with online classes and how to take care of their health, especially eyes. We gave access to our enviable library resources through a virtual private network. Online exams were conducted by maintaining the sanctity of exams using online proctoring methods.

During this difficult period, ASB has strived hard to improve quality. Faculty members produced a lot of good quality publications in this period. We have recruited

several outstanding faculty members, thus increasing our faculty strength. We have subscribed to an additional database for the library, thus adding access to more than 200 journals in addition to what we had. We have also purchased software required for research and are in the process of purchasing licenses for one more. For the benefit of students, ASB has subscribed to cases and simulations from Harvard Business School Publishing. Use of cases and simulations help enhance the learning experience for students.

Several workshops by leading academicians were conducted for the benefit of the PhD students.

ASB has recently signed an MoU to collaborate with the Coimbatore Management Association. This will help enhance our industry-connect.

Amrita Vishwa Vidyapeetham has been accredited by NAAC with the highest A++ grade. This was the third cycle for accreditation. In the NIRF rankings, Amrita Vishwa Vidyapeetham has been ranked as the 5th best University in India. ASB has embarked on the journey for getting accredited by NBA.

ASB faculty and students have excelled in various fields of activity in the preceding months. We are happy to present to you the latest issue of Pragyan.

**Dr. Shyam A V**

Principal, Amrita School of Business

## Chancellor AMMA Receives Honorary Doctorate from KIIT University, Odisha

**Our Chancellor, Sri Mata Amritanandamayi Devi** (Amma) received an honorary degree D.Litt. (Honoris causa) from the Kalinga Institute of Industrial Technology (KIIT) in Bhubaneswar. The degree was bestowed upon Amma virtually as part of the Deemed to be University's 17th Annual Convocation Ceremony in recognition of Amma's "great contributions in the field of spirituality, education, environmental issues, humanitarian efforts, love and compassion."

Upon conferring Amma with the degree, KIIT's Vice Chancellor, Prof. Sasmita Samanta, addressed Amma, saying, "In a world torn apart by strife and shaken by stress, all of humanity is lifting its eyes to you in hopes of finding the emotional support and strength to face the challenges of life with peace and equanimity. As the manifestation of the shining light of Bharata-samskara, you shine wherever you go and whatever you do."

The Vice-Chancellor went on to praise the spiritual, environmental and humanitarian accomplishments of the Mata Amritanandamayi Math, as well as the solutions to social problems Amma has shared at forums such as the United Nations, the Vatican and Parliament of the World's Religions. She concluded, "Be it an earthquake or tsunami in the Indian Ocean or anywhere else in the world, you always remain at the forefront, mitigating the suffering of the people. As the most personally accessible spiritual leader, even agnostics have to struggle to hold back their tears before you."

In her acceptance speech, Amma spoke about her vision of holistic education. She said, "Education should spread light within and without. Education should equally develop discernment and contemplation. It should develop the curiosity to know the internal world just as much as it does to know the external world. Education should teach us to keep our inner eye open just as much as our external eyes. Education should instill awareness and strengthen the deep bond between the student and his nation, the world, his fellow human beings and other creatures, Nature and God."

The degree was conferred to Amma in the presence of KIIT's Chancellor, Prof. Ved Prakash; Pro-Chancellor, Prof. (Dr.) Subrat Kumar Acharya; and Registrar Prof. Jnyana Ranjan Mohanty, as well as Chief Guest Sri. Dharmendra Pradhan, Honourable Minister of Education, Skill Development & Entrepreneurship.

This is the third honorary degree conferred upon Amma. In 2019 and 2010 she was presented with Honorary Doctorates of Letters from the University of Mysore and the State University of New York respectively.





## Amrita Vishwa Vidyapeetham Accredited (Cycle-3) with NAAC A++ Grade

Amrita Vishwa Vidyapeetham has been accredited (Cycle-3) with an A++ the highest grade by the National Assessment and Accreditation Council (NAAC), an autonomous body established in 1994 by the University Grants Commission (UGC) of India to assess and accredit institutions of higher education in the country and headquartered in Bengaluru. To be eligible to apply for the NAAC accreditation, an educational institution should have completed five years. Amrita Vishwa Vidyapeetham had just completed six years in January 2009 when it applied for accreditation.

This puts Amrita Vishwa Vidyapeetham under Category 1 Autonomy Higher Education Institution in India and will fulfill our mission to provide value-based education and align to the educational outlook of Amrita's Chancellor Sri Mata Amritanandamayi Devi, Amma, namely 'Education for Life and not just Education for a Living'.



## NIRF – 5<sup>th</sup> Best University in India in University category as per NIRF India Rankings 2021



Amrita Vishwa Vidyapeetham has emerged as the fifth best university in the National Institutional Ranking Framework (NIRF) Ranking 2021 for Indian Universities.

Amrita has been adjudged as one of the "Top 10 Universities in India" for the fifth consecutive year.

## Times Higher Education Impact Rankings 2021

Amrita is the only Indian University in World's Top 100 Universities in Times Higher Education Impact Rankings 2021

Amrita secures 81st position in the prestigious Rankings, the only Indian university to emerge in the Top 100 universities of the world

THE's Impact Rankings rate universities around the world against the United Nation's 17 Sustainable Development Goals (SDGs)

Amrita Vishwa Vidyapeetham has emerged in the Top 100 universities in the world in the just released Times Higher Education (THE) Impact Rankings. Holding 81st rank, Amrita is the only university from India to appear in the prestigious top 100 list.

THE's Impact Rankings rate universities against the United Nation's 17 Sustainable Development Goals (SDGs), which are global goals adopted by all UN member nations to improve life for all people in the world and protect the planet. They attempt to document evidence of the impact that universities have upon the society, in addition to their research and teaching performance.

Notably, Amrita has been ranked No. 5 in the world for furthering SDG4 (Quality Education) and No. 8 for SDG5 (Gender Equality). The varsity was also ranked 37th for SDG3 (Good Health & Well-Being); 52nd for SD6 (Clean Water & Sanitation); and between 101-200 for SDG 9 (Industry, Innovation & Infrastructure) as well as SDG17 (Partnership for The Goals).

Under the guidance and leadership of its Chancellor, Sri Mata Amritanandamayi Devi, Amrita varsity has a long-standing tradition of focusing its research to uplift the economically challenged and other vulnerable sections

of the society. This includes Live-in-Labs®, a credit-based programme through which students and faculty go to rural villages throughout India and, while living in those communities, identify and assess the villagers' needs and develop and implement viable solutions. With more than 150 projects in 21 states across India, Live-in-Labs® participants have touched the lives of approximately

60,000 rural residents during the past several years, clocking 200,000 + hours in the field working towards sustainable development in rural communities.

Amrita has also drawn acclaim for its adult-literacy programs and provision of Internet literacy in tribal populations. The varsity has India's first-ever UNESCO Chair on Gender Equality & Women's Empowerment, runs a massive women-empowerment program, and is home to NIRF's No 7-ranked teaching hospital that has conducted massive charitable outreach to the poor. The university is involved in a massive program to bring clean drinking water to 10 million people throughout India, among many other such programs.

In Times Higher Education Emerging Economies University Rankings 2021, Amrita is ranked at 134 and the only Private University in India in top 150.

In Times Higher Education Young University Rankings 2021 Amrita is ranked in 201-250 range and is the only Private University in India to be featured in this range





## Amrita Announces Rs 100 Crore to Set up 50 New Discovery & Innovation Labs

Amrita Vishwa Vidyapeetham has announced a grant of Rs100 crores to set up 50 state-of-the-art New Discovery and Innovation Labs at its campuses across India.

These research will have cutting-edge discoveries in fields such as engineering, medical sciences, computer sciences, material sciences, nanobiosciences, biotechnology, biomedical engineering, and sustainable development.

The announcement was made during a ceremony for the first-ever edition of the Amrita Innovation & Research Awards. Amma emphasized that the university is focused on compassion-driven research to find solutions for people in need, especially those who live in India's villages.

"My children's sincere efforts have resulted in projects that have greatly helped the lower strata of our society. These awards are a symbol of that happiness," said Amma at the event.

"There is no doubt that attaining new knowledge, conducting research, and pursuing innovations greatly contributes to the progress and development of individuals, as well as the nation. However, most often the direct beneficiaries of such knowledge are privileged, educated people in cities," she continued.

"Research should benefit the common people. At the same time, we should be careful to safeguard the serenity, beauty, and culture of our rural villages. Only then will the nation's progress become complete. Only a value-based research program can pave the way for such balanced progress. We have to move forward keeping this goal in mind."

Several Guests of Honour virtually attended the event, including government policy developers and professors with high-level institutions in India, the United States, Australia and Europe.



Sethuraman Panchanathan, the Director of the American Government's National Science Foundation (NSF) one of the dignitaries who attended the awards ceremony via webcam said, "The word AMRITA truly stands for Achieving Meaningful Research Innovations & Technology Advancements.

"That is what Amrita really is – it is a personification of true selfless service to humanity. All that Amrita has done is because of the divine grace of Amma, propelling every one of you, moving forward in science and technology, and Amrita is a great catalyst."

## Amrita Innovation & Research Awards to Honour Outstanding Faculty Prizes Worth Rs 2.5 Crore Awarded

The first ever edition of the Amrita Innovation and Research Awards (AIRA) was held on April 8, 2021. The awards were given in five categories to recognize and honor the university's outstanding faculty, including Chancellor's Research Excellence Award, Chancellor's Innovation Award, Chancellor's Publication Excellence Award, Publication Merit Award, and Certificate of Appreciation for Research. Prizes worth Rs 2.5 crores (\$350,000 US) were given in five categories to recognize and honor Amrita's outstanding faculty.

Sri Mata Amritanandamayi Devi, Amma, who is Chancellor of the university, presided over this prestigious event. She emphasized that the university is focused on compassion-driven research to find solutions for people in need, especially those who live in India's villages.

Seven distinguished professors of Amrita Vishwa Vidyapeetham bagged Chancellor's Research Excellence Awards for figuring in the list of top 2% scientists in the world in their respective fields. These included Dr. Shantikumar Nair (Dean, Research, Amrita Vishwa Vidyapeetham), Dr. Maneesha V. Ramesh (Dean, International Programs and Director, Amrita WNA), Dr. Jayakumar Rangasamy (Centre for Nanosciences and Molecular Medicine (ACNSMM)), Prof. Madhav



Dutta (Professor Emeritus, Materials Science), Dr. Radhika N. (Mechanical Engineering), Dr. Krishnakumar R. (Paediatric Cardiology) and Amrita alumni Dr. Vinay Kumar (Ph.D. Alumnus, Engineering). The Chancellor's Innovation Awards recognized 49 patents, both national and international, that were granted to Amrita faculty over the last five years. These patents created intellectual property for the varsity and the country in the areas of biotechnology, nanobiosciences, engineering and medicine. The Chancellor's Publication Excellence Awards were given to individual faculty members who distinguished themselves by publishing high-impact papers in Tier 1 journals around the world in pandemic times. About 500 faculty members of Amrita Vishwa Vidyapeetham, as authors and coauthors, published around 150 research papers in top-ranked peer-reviewed journals last year during the pandemic.

Several Guests of Honour virtually attended the event, including government policy developers and professors with high-level institutions in India, the United States, Australia and Europe. Other Guests of Honor included Subhasis

Chaudhuri (Director, Indian Institute of Technology Bombay; Venu Govindaraju, VP for Research and Economic Development, University at Buffalo, State University of New York; and Prasant Mohapatra, Vice Chancellor for Research, University of California.

The entire academic community of Amrita, including 1,500 faculty members and 15,000 students, attended the event via video conferencing on Zoom.

## MoU with Coimbatore Management Association

Amrita Vishwa Vidyapeetham, Coimbatore & Coimbatore Management Association (CMA) have signed a Memorandum of Understanding (MoU) for mutual cooperation in teaching, training, and research activities. This MoU was signed at the AMRITA Coimbatore campus on 12 November, 2021 by Prof. C. Parameswaran, Senior Director, Corporate & Industry Relations of AMRITA & Dr. A.V. Shyam, Principal, Amrita School of Business for AMRITA and Mr. Jayakumar Ramdass, CMA President & Director, Mahendra Pumps & Dr. Nithyanandan Devaraaj, CMA Secretary & Executive Director, Amex Alloys for CMA.

Proposed areas of collaboration include CMA students' chapter, Students' Projects, Internship Training, Industrial Visits, Management Events, Executive Development Programs (EDP), Management Development Programs (MDP) and Consultancy.



## MBA 26<sup>th</sup> Batch Inauguration 2021

The 26th batch of MBA was inaugurated on 6th August 2021. As has been the tradition at Amrita the inaugural ceremony began with lighting of lamp and prayers. Prof. C. Parameswaran, Director – CIR, Mr. Venu, Director – HR, Air Cmde SR Menon (Retd) – Campus Director and Dr. A V Shyam, Principal, ASB lit the lamp.

In his inaugural address, Dr. A V Shyam extended a warm welcome to ASB's 26th batch students. He said ASB is among very few to get the prestigious AACSB accreditation. AACSB accreditation ensures students benefit from the best curriculum available, assurance of learning processes, better recognition of their degrees for higher education abroad etc. He said Amrita Vishwa Vidyapeetham is ranked 5th in NIRF Rankings 2021 in University category and Amrita is among the 10 private universities recommended for granting Institution of Eminence (IoE) status by UGC.

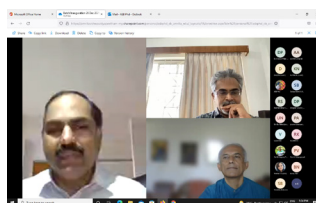
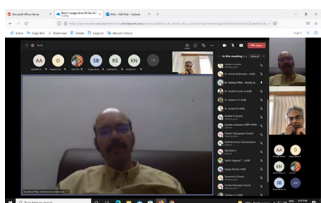


He also explained the CIR provides training to the students to be industry ready and the placements team helps in both summer internships and final placements. He also explained the central role played by ACIP in providing opportunities to the students regarding dual-degrees and exchange programmes offered by International Universities. He remarked ASB alumni are performing well in reputed organizations across the globe and in fact the guests of honour for batch Inauguration are alumnus of ASB. He spoke on how the orientation programme designed for students to give an overview of MBA programme, introduction to PGP committee and various functional areas etc. He also said print version of prescribed textbooks will be delivered to students directly and subscription to cases and simulations from Harvard Business Publishing have commenced starting from this year. He concluded by stating the advantages of consistently doing IAM technique and Amrita Yoga.

Guest of Honour, Mr. Jobin Daniel, Head of PMO & IT Business, Operations at Staples Solutions, Amsterdam, North Holland, Netherlands spoke on "Faster, Higher, Stronger – Together" and Guest of Honour, Ms. Madhubanti Chaudhuri, Associate Director – Sales Capability, Africa, Middle East and South Asia at Pepsico spoke on "How ASB shaped me into the professional I am today".

## PhD 13<sup>th</sup> Batch Inauguration 2021

ASB commenced the PhD 2021 programme on 26<sup>th</sup> December 2021. Dr. Muralee Krishnan C, Chair- PhD, Dr. Deepak Gupta, Professor and others lit the lamp. Dr. Muralee Krishnan C gave an overview of the PhD programme followed by address from Dr. Kishore G Pillai, Dean – ASB & DoM Bengaluru and Dr. A V Shyam, Principal, ASB.



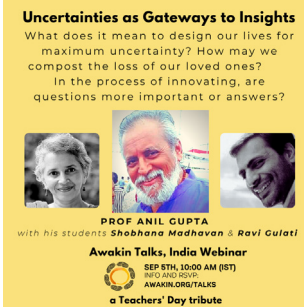


## Articles by Faculty

Dr. Shobhana Madhavan Interviews Her Faculty Mentor - Prof Anil K Gupta, IIM-A on Teacher's Day.

Dr. Shobhana Madhavan, Associate Professor ASB, and Ravi Gulati (Founder of the NGO Manzil) were invited by Awakin.org to interview Dr. Anil K Gupta, Padmashri Award winner, on Teacher's Day (5 September 2021). Dr. Gupta, who retired in 2017 after teaching at IIM Ahmedabad for 36 years, continues to be an internationally renowned academic and researcher in the field of grassroots innovations. He is the founder of Honey Bee Network, SRISTI and GIAN. Dr. Shobhana and Ravi Gulati are IIM Ahmedabad alumni and Dr. Anil Gupta was their faculty mentor when they studied at IIMA 30 years ago.

Watch the interview of a teacher who has inspired thousands of students to give back to society at <https://youtu.be/BccdlKEQyJE>



## Best Paper Award



A paper titled "The indirect experience of nature: biomorphic design forms in servicescapes" that **Dr. Shyam A V** co-authored with Dr. Deepak Kumar and Dr. Keyoor Purani of IIM Kozhikode got the award for highly commended paper in the Journal of Services Marketing Best Paper Awards 2021. The editors wrote, "The journal has a rejection rate of 85%, an impact factor of 3.195 and is ranked a Quartile 1 (Q1) journal on SCIMAGO which indicates the high quality level of the journal, so to win the best paper award is a testament to the quality of your work. Your paper has attracted a high level of downloads since publication indicating the interest in the services community about your topic".

This paper also received the prestigious 'Emerald Literati Award' for highly commended paper.

A case study by **Dr. R.G. Priyadarshini**, Associate Professor was featured in the prestigious Human Capital Magazine.

Human Capital is a leading HR Magazine in India with more than 65,000 readers across its social and digital platforms, it is India's leading, pioneer and most respected HR magazine, and the number one source of information related to HR.

Here is the link to the case study <https://humancapitalonline.com/Case-Study/details/2641/Glass%20Ceilings%20And%20Sticky%20Floors>



## Guest Editors



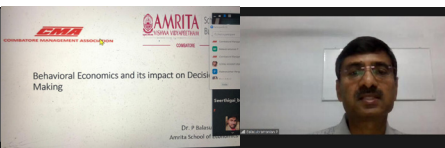
**Dr. Sangeetha Gunasekar** (along with 2 other guest editors) was invited by the reputed Qualitative Market Research Journal (ABDC-B ranked) to guest edit its special issue titled 'Re-imagining Marketing in a Post-Pandemic World: Challenges, Strategies, and Solutions'.

**Prof. Suresh M** is invited to be a Guest Editor for special issue of reputed International Journal of Management Concepts and Philosophy published by Inderscience publishers. The special issue is titled 'Lean Manufacturing and Industry 4.0'.

Special issue link: <https://www.inderscience.com/info/ingeneral/cfp.php?id=5437>



## Invited Talks



**Dr. P. Balasubramanian**, Professor gave a talk on the topic 'Behavioural Economics and its Impact in Decision Making' on the invitation of Coimbatore Management Association.

**Dr. Hemamala K.** was a keynote speaker at Indian Council of Social Science Research (ICSSR-SRC) Sponsored National Conference on "Industry 4.0: Recent Perspectives and Future Trends" organized by School of Management Studies, Kongu Engineering College on 30th & 31st July 2021.

**Dr. T. Sakthi Nagaraj**, Asst. Professor gave an Invited talk titled, 'Human Factors & Ergonomics in Agriculture Sector' at the invitation of Department of Agriculture Engineering, Excel Engineering College on 09th October 2021.





**Dr. A. Senthil Kumar** delivered a keynote address at the national-level conference “Metamorphosis of Modern Management and Research 3MR 2021” organized by the School of Management, Bannari Amman Institute of Technology, Sathyamangalam on March 12, 2021. In his keynote address, Dr. Kumar spoke on the potential areas of business research in artificial intelligence in finance.

**Dr. A. Senthil Kumar** delivered an online guest lecture on “Bonds and Equity Shares - Valuation models” on May 29, 2021. The lecture was organized by KCT Business School and attended by the 180 students of KCTBS. Dr.Kumar explained about different valuation models and their applicability

to investment decisions.

**Dr. A. Senthil Kumar**, Assistant Professor (SG), ASB delivered an online invited talk on “Preparation of Cash Flow Statement” on September 07, 2021 @ 11.00 a.m. - 01.30 p.m. The e-talk was part of the three-month TBI-TNAU Capacity Building Programme conducted by Tamil Nadu Agricultural University for RKVY-R ABI-AOP Cohort III trainees & NIDHI ElRians. The session was attended by 26 Agri-business entrepreneurs from within and neighboring states of Tamil Nadu. Dr.A.Senthil Kumar demonstrated on the estimation of cash flows and its linkage to Agri-business investment projects. The session was delivered in Zoho platform using MS excel spreadsheet models.

**Dr. A. Senthil Kumar** delivered an invited online keynote address on October 27, 2021 (Wednesday) between 02.30 pm -03.30 pm at Amrita School of Arts and Science (ASAS), Mysuru. The lecture was delivered at the Annual Research Day 2021 events of the college. Dr. Senthil Kumar in his Lecture titled “Research in finance – multidisciplinary perspectives” highlighted the emerging multidisciplinary areas of artificial intelligence, block chain, covid-19 pandemic, and sustainability and how they can be intertwined with finance research. The lecture was attended in hybrid mode by around 40 participants of ASAS.

As a member in the MBA Board of studies, **Dr. A. Senthil Kumar** attended the board meetings of M.Kumarasamy College of Engineering, Karur; Coimbatore Institute of Engineering and Technology, Coimbatore; Rathinam College of Arts and Science, Coimbatore and SNS College of Technology, Coimbatore.

## Resource persons at FDP



**Dr. Shyam A V** handled a session on the topic “Artificial Intelligence in Business” in a Faculty Development Programme titled Trends and Challenges in Digital Business Innovation on 28th July 2021.

**Prof. Shri Krishnan** handled a session on the topic “Search engine optimization and conversation rate optimization” on 26th July 2021. This FDP was sponsored by APJ Abdul Kalam Technological University and was organized by Jawaharlal Business School @ Jawaharlal College of Engineering and Technology, Palakkad from 26th to 30th July 2021.



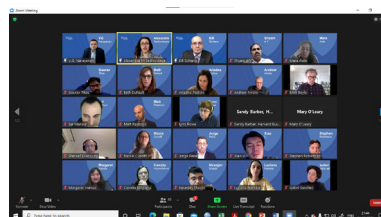
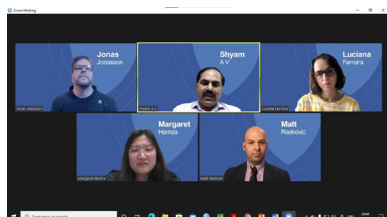
## Participation at FDP



**Dr. A. Senthil Kumar**, Assistant Professor (Sr.Gr), Amrita School of Business Coimbatore attended the online FDP on Machine Learning with Business Applications organized by IIM Bangalore during May 22-28, 2021. Twenty-seven participants from India and abroad participated. The sessions were delivered by Prof.Dr.U.Dinesh Kumar, Professor at IIM-B and his team of instructors at the DCAL lab of IIM-B. The sessions included primer on Big Data, Artificial Intelligence and Deep Learning. The sessions focused on Machine Learning, Descriptive, Predictive and Prescriptive Analytics, Supervised Learning Algorithms like Regression, Classification problems on Logistic Regression, Data visualization using Tableau, Decision Tress, Random Forest and Boosting, Ensemble methods

on analysis of imbalanced data sets, Clustering and segmentation, AI, Deep learning and forecasting, Text mining & Sentiment Analysis. The skill-based sessions included demonstrations with R, Rattle, Python. Case studies were discussed in the class to substantiate the learnings.

**Dr. Shyam A V** attended a 3-day FDP on “Teaching in Online and Hybrid Classes: Key Elements for Success” offered by Harvard Business Publishing on 2nd to 4th December 2021. About 50 participants from different parts of the world participated. Dr. V G Narayanan and Dr. Alexandra Sedlovskaya of Harvard Business School, and Dr. Bill Schiano of Bentley University were the facilitators.





## New Faculty Appointments



**Dr. Smitha Nair** has joined as Professor in Strategy & International Business at the Amrita School of Business, Amrita Vishwa Vidyapeetham, Coimbatore.

She has around 11 years of experience in the IT industry, following which she pursued her doctoral research (in Strategy & IB) with scholarship at the University of Sheffield, UK. She has authored/coauthored book chapters and scholarly articles in leading journals like British Journal of Management, International Business Review, Management International Review, International Journal of Management Reviews, Journal of Business Research and European Journal of Marketing. She is also on the Editorial Board of Journal of Knowledge Management.

She has handled courses on Strategic Management, International Business, Emerging Markets and Research Methods. Her research interests are in Organizational Innovation & Social Innovation, Knowledge Transfers in Organizations & Strategic Agility, Emerging markets firms and Inter-organizational collaborations & networks

Her Awards & Recognitions include Awarded British Academy funded project for £9970, "Organisational Innovation in IT firms – An individual level perspective", Received NBS academic support excellence award 2018 at University of East Anglia, UK, On the editorial board of Journal of Knowledge Management, Invited plenary speech (titled "Knowledge Transfer & Multinationals – Themes & Perspectives") at CIBOC, a two-day international conference on International Business organized by BSSS, Bhopal in February 2018, External examiner for Department of Economics & International Business, Anglia Ruskin University, UK since 2017 and Reviewer for journals like British Journal of Management, Journal of World Business, International Business Review etc.



**Dr. Hemalatha Venkataraman** has joined as Assistant Professor in OB & HR area. Prior to that, she was a Fellow and PhD candidate of the Nijmegen School of management, Radboud University, Nijmegen, the Netherlands. In her PhD dissertation, Hemalatha used an interdisciplinary approach to

examine the extent to which women's multiple embeddedness in their broader social context enables or constrains their entrepreneurial activities, and the role of organizations in facilitating economic, and normative social change in rural India. She has conducted extensive fieldwork in Northern and southern India on a number of issues encompassing women's entrepreneurship, psychosocial care, and the domestic, social, and economic realms of women's lives. She has presented papers at the Academy of Management Conference, and the European Group of Organization Studies, and has published in the Journal of Organization Studies. Her research interests lie broadly with issues on gender equality, diversity/inclusion inequality/hierarchy, ways of organizing, institutional theory, and sustainability.



**Dr. Ashish Bollimbala** has joined as Assistant Professor in the area of marketing at Amrita School of Business, Coimbatore. He holds a Ph.D. degree in management studies from TAPMI, a research center of Manipal Academy of Higher Education, Manipal. His doctoral research was a multidisciplinary study that investigated the impact of physical activity on individual's creativity. His research articles are published in reputed international journals that are ABDC listed and SCOPUS indexed such as Acta Psychologica (ABDC-A), American Journal of Psychology (ABDC-B), and Perceptual and Motor Skills (ABDC-C, till 2019). His research interests are broadly in the area of behavioral science, especially in understanding creative behavior in different contexts like consumer creativity, entrepreneurial creativity, and team creativity.

Prior to his doctoral research journey, Dr. Ashish worked as an assistant manager-marketing in Indian Overseas Bank for some time. He handled marketing responsibilities of more than 30 branches of IOB in Ludhiana region. He has done MBA in marketing specialization from St. Aloysius Institute of Management and Information Technology (AIMIT), Mangalore and has a BSc degree in microbiology from St. Aloysius College, Mangalore.



**Dr. Govind G. Verma** has joined as Assistant Professor at Amrita School of Business (ASB), Coimbatore. He carries cross-functional experience in development management practice, research, teaching, and consulting. Govind is a Fellow in Management (FPM) from the Institute of Rural Management

Anand (IRMA) and was awarded Junior Research Fellow (JRF) from University Grant Commission (UGC) in 2013.

Before joining ASB, he was an Assistant Professor at Navrachana University, Vadodara. He teaches courses on Values and Business Ethics, Organizational Behavior, Corporate Social Responsibility, Humanistic Management, and Human Resource Management.

His research interests include Ethical Workplace Climate, Nonprofit Management, Leadership, Collective Actions & Cooperation, etc. He has presented his research paper at Australasian Business Ethics Network (ABEN) Conference conducted at RMIT University, Australia. Prior to entering academia, he extensively worked on different community development themes at grassroots organizations like DHAN Foundation, SIFFS, etc.



**Dr. T Sakthi Nagaraj** has joined as Assistant Professor at the School of Business, Coimbatore.

Dr. Sakthi holds a Ph.D. and M.Tech. in Industrial Engineering & Management from the Department of Production Engineering, National Institute of

Technology, Tiruchirappalli, India.

He has been teaching, research, coaching and consultancy assignments for the last eight years including

international industrial experience. He has published research articles in various International Journals, in proceedings of the leading international conferences and book chapters.

He is excelling in Lean Management, Lean Six-Sigma, Innovation Management, Design Thinking, Data Analytics, Total Quality Management, Innovative Problem-Solving Techniques, Human-Centered Design Approaches and Ergonomic interventions. He is Member of The Institution of Engineers (India) and Indian Society of Ergonomics.



**Dr. Ajitha Soundararaj** has joined as Assitant Professor in the Amrita School of Buisness Coimbatore Campus.

She has 3.5 years of teaching experience in School of Entrpreneurship and Management Studies, SRM University-AP, India.

She has been awarded UGC research fellowship to pursue her PhD at NIT, Trichy. She was gold medalist in her postgraduate degree, and university rank 3<sup>rd</sup> for her undergraduate degree.

She has more than 5 years of research experience and has been invited by reputed B-schools, to deliver guest lectures on her research interest - luxury marketing, and represented as judge/panelist for research conferences. She also worked as an industrial trainer and ran workshops to train marketing employees (Chennai Gate – Rice Industry).

She has several papers in peer-reviewed conferences. She has published papers in the top tier journals like Journal of Retailing and Consumer Services, Journal of Fashion Marketing and Management and Transboundary and Emerging Diseases. She is also a reviewer for top tier journals too.






**Dr. Radhakrishnan B** has joined as Assistant Professor. He has a unique blend of extensive IT industry expensive coupled with academic credentials including Executive Fellowship (PhD) from Indian Institute of Management, Raipur, and MBA from San Jose

State University, California. As part of his industry experience, Radha had played senior-management roles with HCL Technologies and Ernst and Young, handled high-performance teams, and delivered solutions on Data Management, Data Science and Analytics. Radha had worked as a Data Analytics/Data Management consultant in San Francisco Bay Area for a period of 14 years, primarily focusing on OLAP, Data Warehousing, Business Intelligence and Reporting.

Radha’s passion towards academics had driven him quit his IT job, and pursue a PhD degree in the area of Strategic Management. As part of his PhD, Radha has published two papers in reputed International Journals. Radha’s research interests are in Digital Transformation, Technology Strategy related to using technologies such as Block-chain, IoT, data analytics, technology management and innovation management.

## Thesis Defenses

The following PhD scholars successfully defended their thesis from Jun 2020 to Nov 2021:

	Name	Thesis Advisor	Thesis Title
	Jayaraman C	Dr. P K Viswanathan, Dept. of Mgmt, Kochi	Challenges in the adoption of energy-efficient measures: Developing behaviourally informed intervention tools for SME industries
	Rojalin Patri	Dr. Suresh M, Amrita School of Business, Coimbatore	Leanness and Agility in Healthcare: An exploration of interplay among the factors and assessment of leanness and agility in hospitals
	K G Sofi	Dr Rejikumar G, Dept. of Mgmt, Kochi	Consumer Behavior in Collaborative Consumption: Evidence from Carpooling
	V Vaishnavi	Dr. Suresh M, Amrita School of Business, Coimbatore	A Study on Organizational Readiness for Implementing Lean Six Sigma and Agility in Healthcare Organization
	Kalyanasundaram K	Dr. Prashob Palakeel, Dept. of Mgmt, Bengaluru	mServQual – Mobile Banking in India
	Sandhya G	Dr. Deepak Gupta, Amrita School of Business, Coimbatore	Buying Behaviour of Indian Consumers towards Organic Cotton Apparel: Socio Psychological Model
	Bhawana Singhvi	Dr. Balasubramanian P, Amrita School of Business, Coimbatore	Long-term Investment Behaviour, Use of Proceeds, and Performance of Family firms around Initial Public Offerings



## Students' Achievements

### Accolades at Internships

Many of our students did a commendable job during their internships. We are featuring here three students who did their internships at 'Our Sacred Space' at Hyderabad. The founder of 'Our Sacred Space', Ms. Nayantara Nandakumar was so overwhelmed, she penned this message to Dr. Deepak Gupta, Professor at ASB. She wrote: "... we had the best Adivaram Angadi we have had in years. The ASB super troopers have helped us recover from the downturn of the pandemic. They have done an effective and informative survey which:

1. Got us started on our next big project - The Shop - The Trust
2. Revived our organic farmers market Adivaram Angadi,
3. Improved our classes and workshops' viability ...

Thank you Vignesh, Divya and Sreelakshmi for the brilliant, timely work. I am grateful for the intelligent support and as importantly the enthusiasm you have infused into our team... Adivaram Angadi lives on thanks to your efforts....The plan for the shop which was withering after the pandemic - when you joined - has got new life and will be far more effective now that it is based on the insights of the survey. We have changed our plans on what we invest our capital and I know from experience that the guidance of the survey is sound. It pointed out directions to take, strengths and weaknesses while presenting the findings in a readable, fun, stylish format."



### IVAMA CEO Meet

2020-2021 batch student Sowmya J collected detailed information for about 300 companies across the country as part her summer internship with IVAMA (Indian Valve and Actuator Manufacturers Association). The data was validated and analyzed with the help of Director General and Directors of IVAMA Association.

After two months of intense data collection and two months of data validation and analysis, IVAMA Association launched the report on "The Status of Indian Industrial Valves and Actuators Industry" at the CEO Meet 2021 on the 23rd of October at Le Meridian, Coimbatore. This is among the first in-depth and detailed studies of the Valve and Actuator market in India. The work done by Sowmya was deeply appreciated by the IVAMA Board of Directors and the industry leaders participating in the meet. It was informed by IVAMA Association that this report would be an annual publication in collaboration with Amrita School of Business, Coimbatore so that the members of IVAMA Association, the key players of the Indian Valve Industry, remain regularly updated about the evolving trends and opportunities in the industry. Sowmya was mentored by Dr. Deepak Gupta.



### Scholarships

Congratulations to these students of 2020 – 2022 batch on winning merit scholarships based on stellar academic performance in the first year of the MBA programme.



Dharsana S Kumar



Aparna Jayakumar



Nair Kartika  
Balachandran Bindu



Gokul K



Sreenidhi Raghavan



G Narendra



Deepthi R Panicker



Visalya



Thulasi Kumar K N



Martin John



Harikrishnan Ajith



Sujith D Pai



Sowmya J

## Innovative Games based Learning

Amrita School of Business, Coimbatore and Dalal Street Investment Journal (DSIJ) jointly hosted a stock market investment game “Finvest21”. The online game was played by the Investment Analysis and Portfolio Management course students from August 02 to October 30, 2021. Each student actively managed their investments by using the virtual money of Rs. 1 million for asset allocation, stock selection, portfolio construction, portfolio revision and portfolio evaluation in a real-time online environment. The participants’ portfolio was continuously ranked based on the wealth created daily. The gamified learning in finance is directly mapped to the outcomes of IAPM course. The participants documented their learnings and submit Finvest21 learning report for assessment and feedback. Dr. A. Senthil Kumar coordinated this investment game.

## Workshops for PhD Scholars

The following workshops were conducted for PhD scholars from May to August 2021.

Name of the Faculty	Designation	University	Name of the Workshop
Dr. Deepak S Kumar	Assistant Professor	IIM Kozhikode	On Experimental Research Methods
Dr. Richa Agarwal	Associate Professor	DoMS IIT-M	Scale Development and Validation
Dr. Prasad Naik	Professor	UC Davis	The Beauty of Models
Dr. Rajiv Kozhikode	Associate Professor	Simon Fraser University, Canada	Impactful Research Using Secondary Data - Down a Rabbit Hole Lies a Wonderland
Dr. Ella Roininen	Professor	KarlsHochschule International University, Germany	Introduction to Discourse Analysis as a Theory and Method
Dr. Angan Sengupta	Assistant Professor	Amrita School of Business	An Understanding of Systematic Reviews and Meta-Analysis
Dr. Kishore Pillai	Professor and Associate Dean	Amrita School of Business	Reflections on my Research Journey and Some Lessons Learnt
Dr. PNSV Narasimham	Co-President and Chief Human Resource Officer	Cyient	A Picture is Worth a Thousand Words - The Visual as Research Method
Dr. Amalendu Jyotishi	Professor	Azim Premji University	Ethics in Field Research: An Experiential Reflection
Ms. Suvira Srivastav	Editorial Director Journals	Springer Nature	How to write a research paper for an international Journal - - Tips, Traps & Tricks
Dr. Holly M Hapke	Director of Research Development	UC Irvine	Gender, Intersectionality and Ethics in Research: A Workshop on Feminist Methodology
Dr. Saseendran Pallikadavath	Professor of Demography and Global Health	University of Portsmouth, UK	Ethics in Research



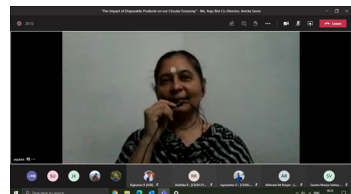
## Colloquiums

### Topic: Digital Transformations and Innovations in Business

**Mr. Gaurav Nigam**, Manager at Corporate Marketing Unit, Infosys explained the importance of content writing and how content should be written, how it creates a profound impact on marketing. He spoke on the importance of certifications for a successful career, the best combination of knowledge a MBA student must have, how customer experiences will become important in marketing. He also spoke of the digital era and how strategies are made to compete in a digital space. He cited McDonalds' social distancing campaign and Budweiser campaign as some of best commercials to have made an impact in the current pandemic times.

### Topic: Impact of disposable products in our circular economy

**Ms. Anju Bist**, Co-Director, Amrita Serve spoke about the reusable "Saukhyam Pads". She briefly explained about how she and a bunch of socially active people formed a business unit and manufactured these ecofriendly disposable pads. These pads are made of fiber from Banana plant, through this they are aiming to fully utilize a matured banana plant which can also help in reducing plastic waste from the environment. She also explained how much waste are generated using the common sanitary napkins and how it is a made and its side effects as well as the impact on the environment.



### Topic: Journey of a Young Entrepreneur

**Mr. Mayank Agarwal**, Director at FinCRM and Empre solutions gave insights on the challenges he faced while doing his online business. He said it is important to have trust and belief in oneself. He explained on the importance of knowing the audience and try innovative marketing techniques on the targeted audiences. He also talked about the importance of reading books and update oneself according to the current marketing trends. Mr. Mayank being the co-founder of The Engineer Bro, a youth community on social media with more than three million community members, shared his experience of how he started, how the idea of establishing a meme page in social media germinated and the various digital marketing strategies he applied that helped to make it a successful one.



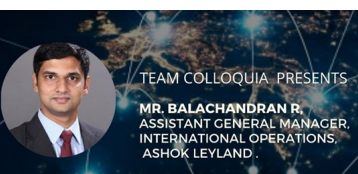
### Topic: Career by Choice Vs Career by Default and India Ahead- Expectations from the budget 2021 – 2022

**Mr. Krishnan Rangamani**, Managing Partner, Rangamani & Co, Chartered Accountants, Alleppey, Kerala talked about the career choices he made and the steps the students must follow while choosing a career path. Mr. Rangamani stressed on how a student should not get influenced by the society or family while choosing an area of study the student should opt to study in an interested area and should make every measure to make it a success. He also dwelt on what to expect from the ensuing budget and answered to questions from students.



### Topic: International Business Growth Strategies

**Mr. Balachandran R**, Assistant General Manager, International Operations of Ashok Leyland explained about different factors to be considered in International business, and the basic requirements to be taken care of such as market study, legal requirements, competitors etc. He provided insights about how to stay updated in an international market and act according to the fast changing environment. He took the example of Africa and contrasted it with western countries and explained about the ease and difficulties of doing business in different geographies.



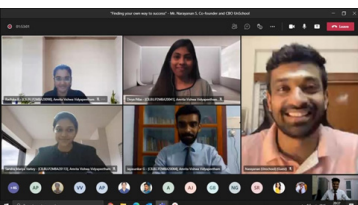
### Topic: Innovation and Entrepreneurship

**Mr Sreerag Rajan**, Incubation Manager of Amrita Technology Business Incubator explained about Amrita TBI and how it receives funds and about its mentors. When an idea germinates, the services provided by Amrita TBI ensure funding, working spaces and complete handholding and mentoring for the start up to grow into a full-fledged company. He explained about sustained campaigns like the pitch fest, NIDHI EIR programme, NIDHI Prayas, the innovation challenge etc. and also the incubation model followed at Amrita TBI.



### Topic: Finding Your Way to Success

**Mr. Narayanan S** Co-founder & Chief Business Officer at Unschool shared his experiences of working in McDonald at a very young age and how his learning's has helped him to navigate the uncharted territory of being an entrepreneur. He told how he and his friend came up with the idea of a startup and the struggles they underwent to make it successful. He gave a perspective of entrepreneurship to the students breaking the pre-defined idea of ownership. He explained the potential pitfalls an entrepreneur would encounter and how to surmount them with renewed vigor and enthusiasm and also gave a peek of how Unschool's future endeavors.



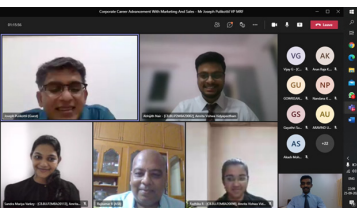
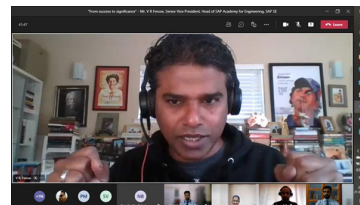


### Topic: "Personal Finance - Get it right the first time"

**Mr. Harshad Chetanwala**, CFP Co-founder at MyWealthGrowth starting with explaining the basics like how to start managing your money, what are the saving methods that can be adopted at this young age, the advantages of starting to save money early in life etc. He suggested some of the investment plans that gives better returns and explained how a person should take small risks in life to meet larger goals in the longer run. Mr. Chetanwala, throughout his presentation was patient enough to clarify doubts of students and also give them a reality check on what they doing wrong in their financial decisions.

### Topic: Success to Significance

**Mr. V R Ferose**, Senior Vice President, Head of SAP Academy for Engineering, SAP SE explained the importance of the people around us in success. He also listed the risk taking attitude and its benefits, effective decision-making process for coming out successful. He shared his experience on how he saw a perfect employee characteristic in Autistic people. He signed off saying how he feels very proud of giving back to the society and nudged students to do good for the people around them by giving them the opportunity to stand on their own feet.



### Topic: Corporate Career Advancement with Marketing & Sales

**Mr. Joseph Pulikottil**, VP Market Development, MRF explained the VUCA(Volatility, Uncertainty, Complexity, and Ambiguity) environment and briefed the changes in consumer behaviour before and after the pandemic. He also spoke about transitions, business transitions, transition points in career and challenges in leadership. He talked about motivation in the workplace and maintaining relationships with peers and subordinates. He also shared his personal experiences while in Asian Paints which was a great learning experience for the students.

## Alumni Batch Reunion

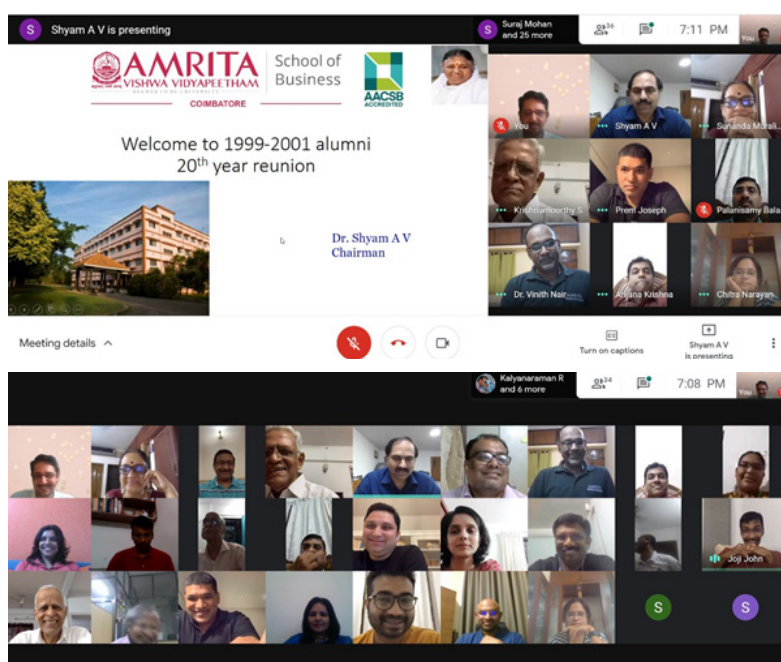
The 20th year reunion of 4th batch of Amrita School of Business (then known as Amrita Institute of Management) was held from 7 PM to 8.30 PM on Saturday 17th April 2021.

Dr. Vinith Nair from the batch co-ordinated the Reunion on behalf of the batch. He gave the welcome address.

Dr. A V Shyam, Principal of ASB spoke about the current academic process, AACSB Accreditation, new Infrastructure and learning resources in the campus and also read out the message from Dr. A K Sengupta.

Dr. Sanjay Banerji, founder director of ASB, Dr. S. Krishnamoorthy, founder registrar of Amrita Vishwa Vidyapeetham, Dr. Ramana Acharyulu, Dr. Shrikant Kulkarni, Dr. Sudhakar Menon Achath, Prof. CS Udhayakumar, Dr. Balasubramanian P, Prof. Sunanda Muralidharan and Dr. K P Soman who had taught the batch shared the reminiscences during the time. Mr. Sathanarayanan from Administrative office also participated. It was followed by reminiscences of the alumni of the batch.

Mr. J. Shri Krishnan, Senior Manager (Admissions, Media and Alumni Relations) of ASB proposed the Vote of Thanks.

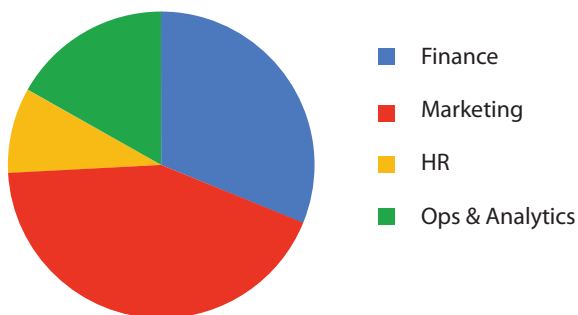




## Internships

### Summer Internships 2021

Domain	Number of students
Finance	42
Marketing	58
HR	12
Ops & Analytics	23
	135



## Placements

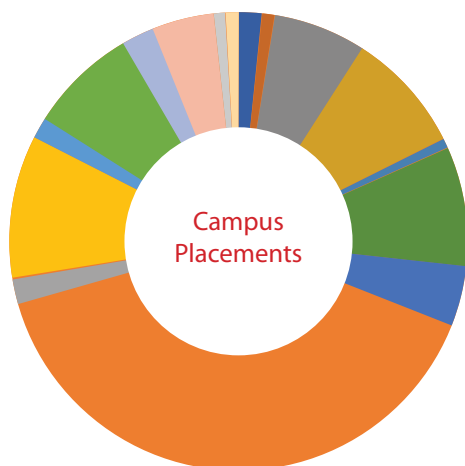
### Final Placement Summary - 2021

The strength of any program can be evaluated by the diversity of profile that is on offer, for the candidates. The diversity of roles that were available for the students stands as a testament to the fact that ASB has one of the popular general management programs of the country. This year has seen a substantial increase in the number of first-time recruiters visiting the campus. The median compensation has increased to 6.11 LPA this year. This season saw the continuing strong-hold of the institute in the domain of Finance and Marketing with 315 offers. Another positive trend was the increase in the number of companies offering General Management profiles. Coveted recruiters like Federal Bank, South Indian Bank, Deloitte, City Union Bank, IDFC First, TCS, MRF Limited, Asian Paints, etc., offered roles in this domain to the candidates.

### Final Placement Highlights



### Sector-wise Number of Companies



#### Sector :

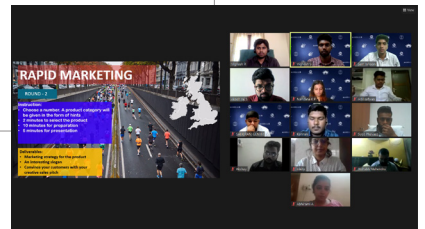
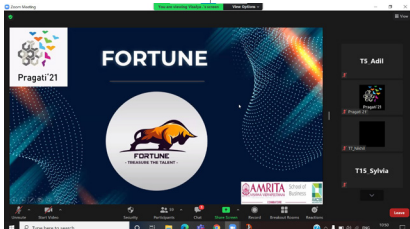
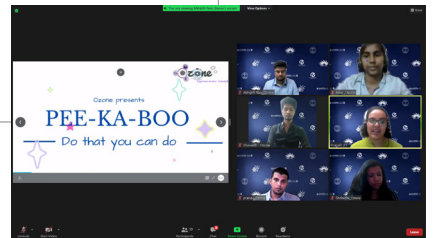
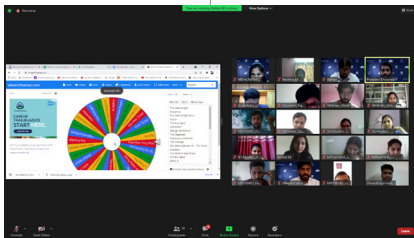
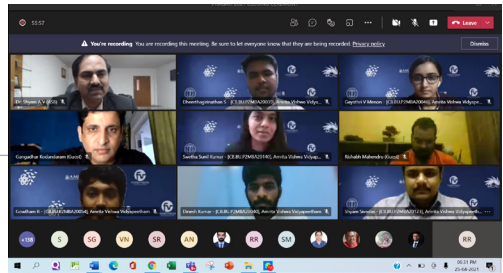
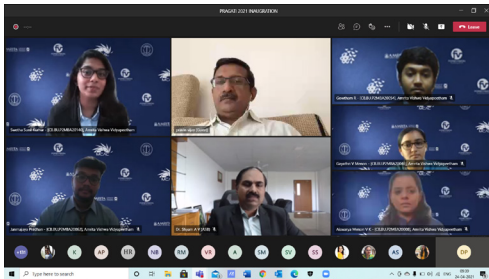
- Automobile
- Beverages
- BFSI
- Consulting
- E-commerce
- EduTech
- FMCG
- IT/ITeS
- Logistics
- Manufacturing
- Media
- NBFE
- Real Estate

## Pragati 2021

Launched in the year 1999 with the motive of encouraging management students, Pragati is a national level Business fest conducted by Amrita School of Business, Coimbatore with more than 400+ participants annually and a reach of over 50+ colleges in India with prizes worth Rs. 5 lakhs. This Business fest provides a perfect platform for aspiring managers to set standards and compete with their counterparts in immersive games designed and created by students exclusively for the fest. It comprises of various management and non-management games providing students with a perfect platform to showcase their in-built talents and Einstein's knowledge.

Pragati '21 has the distinction of being the First Digital Pragati and was conducted on 24th & 25th April 2021. This year's theme was 'Embracing Evolution – Challenges. Changes. Creations', featuring a palette of 10+ management and non-management games integrating learning and leadership.

It comprised of 6 Management games in various business domains, 4 non-management games, and 3 cultural games. The first day started with the inauguration of the event with Mr. Pravin Vijay, Head of Marketing at Flytxt as the Chief guest along with Dr. A.V. Shyam, Chairman and Prof. Shri Krishnan, Faculty in-charge along with faculties, alumni, participants, and students. The second day was concluded by result announcements of the winners and runners of the games with Mr. Gangadhar Kodandaram, Chief Revenue Officer, Vernacular.ai as the Chief guest along with participation faculty, alumni, participants, and students.





## Life @ ASB

After 1.5 years in virtual mode, 2020-2022 batch had on 28th November 2021 a get together in offline mode for the first time.







Pragyan



**AMRITA**  
VISHWA VIDYAPEETHAM  
DEEMED TO BE UNIVERSITY

School of  
Business  
Coimbatore

