



AMRITA B-SCHOOL E-BULLETIN

To keep industry, students, parents and other target audiences continually aware of happenings at the School, an e-Bulletin was launched, the Amrita B-School Snapshot. It carries the highlights of various milestones, achievements and happenings at the B-School.

ASB SNAPSHOT JUL-AUG 04

We have great pleasure in sending (presenting to) you the second issue of our E-Bulletin, ASB Snapshot that keeps you updated about key happenings at the Amrita School of Business (ASB)

1. Flash News

The Amrita School of Business has just been ranked among the Top-30 B-Schools in India by Outlook magazine (September 27, 2004)

2. Business Chiefs from ITC-Agri, TCS, Maruti, Mudra at the School

To supplement academic rigour with business relevance ASB has been inviting industry leaders to share real-time experiences with students. Top industry professionals who visited our B-School for knowledge-share included:

1. Mr.S.Sivakumar, CEO, ITC-Agribusiness [more>>](#)
2. Mr. Arun Malhotra, GM, Maruti Udyog Limited [more>>](#)
3. Mr Jayaramakrishnan, VP-Sales, TCS [more>>](#)
4. Mr Biju Dominic,VP, Mudra Communications [more>>](#)
5. Mr. C.K.Ravish,Head-HR, Easa Saleh Al Gurg, Dubai

3. Overseas Faculty Lectures

ASB has an active interface with International faculty from prestigious institutions across the world. Among those who addressed the students in the past two months are:

1. Mr Jay Misra, (MBA Harvard) who has taught at Stanford and guest lectured at Harvard ; worked in Intel, 3com, George Soros Capital Investment
2. Prof. Sherry Tousley, St Catherines, Minnesota, USA
3. Prof Ramesh Venkataraman, Indiana University ,USA

4. Management Development Programmes

(i) Entrepreneurial Management

Customised 15-day Residential MDP for Kerala Govt Senior Officers : The Govt. of Kerala deputed 30 senior officers (upto the level GM/JD) for a MDP at the Amrita School of Business. The MDP comprised 10 Modules with a focus on entrepreneurial management in the SSI sector. The sessions handled by ASB faculty used case studies, lectures, group presentations, field visits, electronic library search and post-MDP action. Mr PH Kurian , IAS, Secretary, Investment Promotion, Govt.of Kerala conducted a mid-term review for this programme. The Programme Director was Dr S.Banerji, Professor Emeritus, ASB

(ii) Customer Satisfaction Management

Delegates from leading companies like TCS, SFL, ESAB, Marico, Kancor, Manorama, Idea Cellular and Popular attended a 2-day MDP at ASB where the Industry Domain Expert was Mr R.Ravi, GM, Maruti Udyog and the Programme Director was

Mr.Shrikant Kulkarni, Professor, ASB

iii) Logistics as a Competitive Advantage

This 2-day MDP had delegates from companies including Hewlett-Packard, BPL, Roots India, and Cochin Shipyard, . The Industry Domain Expert was Mr KB Nagaraju, Country Manager, HP and Programme Director, Dr S.Banerji.

(iv) Turn Around Strategy

The programme which had representation from companies in Coimbatore was conducted by Mr K.A. Neelakantan, Visiting Faculty,ASB; alongwith Mr Jay Misra , ex-MD,George Soros Capital Investment, USA

5. International / National Recognition for ASB Faculty

The ASB Faculty is recognised globally for their intellectual capital .This is the reason why they are constantly invited to participate in various international fora. Some of the faculty accomplishments for the period are highlighted below.

1. Paper of [Dr. Ramya Neelamegham](#), Assoc.Professor accepted for publication by "Quantitative Marketing & Economics", University of Chicago
2. Papers of [Dr Biresh Sahoo](#), Assoc.Professor, accepted by "European Journal of OR", " Annals of OR",Japan and "Socio-Economic Planning Sciences",Japan
3. Paper of [Dr Srinivasan Rangan](#), Assoc.Professor, listed on US-based SSRN as Top 10 Download List for "Management Practice Abstracts Recent Hits"
4. [Dr Saji Nair](#) , Assoc.Professor, served as Reviewer of editorial board at the 2004 Annual Meetings of (a) Academy of International Business, Sweden (b) International Management Division of Academy of Management, USA
5. [Dr Deepak Gupta](#), Assoc.Professor, filed his PhD. at UC Berkeley, USA
6. [Mr Vivek Menon](#), Research Associate, presented a paper at Ph.D Student Session at European Agents Systems Summer School, University of Liverpool
7. Dr A.Sengupta, Adjunct Professor, published an article "HRD in India" in "Decisions"

6. ASB Students Bag Four Awards

At the Inter-B.School Contest held by Palakkad Management Association and Calicut University, ASB students won 4 Awards : Ist Prize "Communication Games" Ist Prize for "Best Manager" * 3rd Prize in "Brand Wars" and *Overall 2nd Prize"

7. Faculty Lectures

The INS Agrani Naval Base invited Mr Shrikant Kulkarni and Mr A.V.R Acharayulu , Assoc.Professor to deliver lectures on "Communication" and "Conflict Management". Mr R.K.Murthy spoke on "Strategic Cost Management" at Coimbatore Management Association.

8. Alumni Meet, Bangalore

Alumni got together with the Dean and Mr Shrikant Kulkarni for an interaction at Bangalore.

9. ASB at Roots India

The management team of Roots India presented a case on how the company managed the supply of automotive horns to Ford, USA in record time-- this was part of the Operations Management Course of our MBA students.

10. Corporate Theatre Programme

Mr Paul Mathew, Academy of Transformational Learning, conducted a communication workshop using the Corporate Theatre methodology for all MBA students.

We thank our well-wishers all across the world for their constant support , and pray that the Grace of the Mother be present in all endeavours. We will be glad to receive your feedback . Please forward, if possible, the Snapshot to your acquaintances who

may find it useful.

Best wishes

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