



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.

AMRITA
VISHWA VIDYAPEETHAM
DEEMED UNIVERSITY



ASB SNAPSHOT, SEPT-OCT : E-BULLETIN

Greetings from Amrita School of Business (ASB). We are pleased to send you the latest edition of our e-bulletin, ASB Snapshot, Sept-Oct.05, which provides an overview of key happenings at our B-School for the benefit of all our stakeholders, partners and well-wishers. (Earlier issues of ASB Snapshot can be accessed from our website www.amrita.edu/asb).

1. **ASB Professor teaches in Chinese B-School** : On invitation, [Dr.V S Somanath](#), Professor, ASB taught a course in International Financial Management for the MBA program at Tianjin University of Finance and Economics, Tianjin, China, between October 10-20, 2005.

2. **ASB Launches Unique CMDP for ELGI** : ASB has launched a Continuing [Management Development Programme \(CMDP\)](#) for senior management executives of ELGI Equipments, Coimbatore. The CMDP is a customised learning programme which runs for over a year with classes being held on alternate weekends at ASB. Comprising a Basic and Advanced Course, the CMDP is designed like an Executive MBA Programme, covering all key functional areas of Management like Finance, General Management, HRM, Marketing, Operations and Systems.

3. **SUNY BUFFALO Explores Alliance with ASB** : Professors from State University of New York, Buffalo visited ASB and had discussions with faculty to explore potential for alliances with ASB. The Professors were Dr Ram Ramesh and Dr Nallan Suresh.

4. **Convocation - Class of 2005**: The [Convocation](#) of the Amrita University was held at the Coimbatore campus, wherein degrees were conferred on graduating students of MBA, M.Tech., M.Sc and PG Diploma in Journalism by Swami Ramakrishnananda Puri, Trustee, M.A.Math. Ms.Aparna S was awarded the First Prize for topping the MBA Class of 2005. The functional areawise top performance awards went to - Mr Nemit Shroff (Finance); Ms Krutika D (HR); Ms.Aparna S. (Marketing); Ms.Babita George (Operations); Ms Sreedevi (Systems). The Chief Guest was eminent scientist and academician, Dr C.N.R.Rao, FRS.

5. **Jyolsna Ravishankar Memorial Award Instituted**: In fond memory of Ms Jyolsna Ravishankar, a student of ASB, who passed away unexpectedly in 2005, her parents have instituted the Jyolsna Ravishankar Memorial Award carrying a cash prize of Rs 5000 for the topper in MBA at ASB every year. The Award for 2005 was presented to Ms Aparna.S at the Convocation.

6. **Eminent Thought Leaders at ASB**: In Jul-Aug.05, a number of eminent persons addressed and interacted with ASB students, notably -

- Prof. K.R.S.Murthy, Ex-Director IIM-B
- Dr Jairam Varadaraj, MD, ELGI Equipments
- Dr. Ram Ramesh, Professor, Management Science and Systems, State University

of New York, Buffalo

- Dr Nallan Suresh, Professor ,Operations Management,State University of New York ,Buffalo
- Mr Mannivannan ,Head HR,BPL Mobile
- Mr Paul Mathew, Director,Academy of Transformational Learning
- Mr P.Narasimham,Head HR,HP
- Mr H.Kripesh,GM HR,Pantaloons India
- Lt.Col.Korath Mathew,Jt.Director(Automation),Indian Army HQ

7.ASB Faculty Contributions: During the period faculty were involved in research ,consultancy ,workshops --

- The Journal, Marketing Science, USA,published a paper co-authored by [Dr Ramya Neelamegham](#),Assoc.Prof. ASB, titled " Effects of Brand Preference,Product Attributes and Marketing Mix Variables in Technology Product Markets "This paper is co-authored by Prof.S. Sriram, University of Connecticut and Prof. Pradeep Chintagunta,University of Chicago
- The International Journal of Applied Economics and Econometrics ,accepted a research paper of [Dr Biresah Sahoo](#), Assoc.Prof,ASB,titled "Measuring Productivity Growth and Capacity Utilization in DEA :An Application".
- An External Audit on "Training Methodology" was conducted by [Prof. Shrikant Kulkarni](#),ASB for INS Agrani ,Indian Navy.The Report was submitted to INS Agrani with Findings and Recommendations
- Prof Shrikant Kulkarni made presentations on "Ethics in Management " to Central Institute of Business Management Research & Development,Nagpur; UGC Advanced Staff College,Nagpur University; and Global Business School,Nagpur.
- [Dr Rooplekha Khuntia](#), Asst.Prof,ASB attended a one-day workshop on "New Developments in Organizational Behaviour" at SDM Institute for Management Development, Mysore. The workshop was facilitated by Dr. Udai Pareek.

8.ASB Student Bags Award : At the Inter-B.School Management Meet , "Elixir 2005",ASB won the Best Manager Award.The Contest was conducted by Palakkad Management Students Association ,MBA Centre,Calicut University. In the AIMA-Infosys B-School Contest,ASB students reached the Regional Finals.

9. Alumni Meet : To coincide with the Convocation an [Alumni Meet](#) was held at ASB which included knowledge-share/counselling sessions by alumni for existing students and a cultural programme followed by dinner.

10.ASB Alumni Milestones : A glimpse of key alumni achievements based on mails received from ASB alumni.

ALUMNI MILESTONES

Batch 1999:

Mr. Rajeev Kaimal has been promoted to District Manager of Citifinancial, Coimbatore & Madurai

Mr. O Bhuvanesh has become 'Team Lead' in Infinite Computer Solutions, Bangalore

Mr. Roopak N has become Manager Sales in Span Outsourcing, Bangalore

Ms. Babuji N is pursuing her MS in Industrial Organizational Psychology in University Detroit Mercy, Michigan, USA.

Batch 2000:

Mr. Pramod K. has joined Infoys, Bangalore.

Mrs. Pratheeta has joined SPA Capital Ltd, Mumbai

Batch 2001:

Mr. Pravin Vijay has been inducted to the Gerson Lehrman Group Financial Services Council and is entitled to offer online consultancy in the banking and financial services IT space. He also got an opportunity to work with TM Forum, a global forum having around 450 members in Telecom Industry, in a prestigious project

titled 'Telecom Application Map' along with representatives from global companies like AT&T, BT, Colt Telecommunications, Nextel, and Sprint.

Mr. Ragath Santhosh is Area Sales Manager with HP India. Hyderabad.

Mr. Mohammed Shahir is Relationship Manager, Private Banking Group, ICICI, Bangalore.

Ms. Krishnakala P is Asst Sales manager with ICICI Prulife

Batch 2002:

Mr. SS Sanjeev stood first in terms of YOY performance among 200 sales professionals from across the world in for the most Prestigious Award in FedEx called THE PRESIDENTS CLUB, awarded to the best of the sales performers every year.

Ms. Nadia Latif has joined Citifinancial in Calicut as Asst Manager, Personnel Loans.

Mr. Shahnavaaz has joined as Manager Business Development, in HDFC Bank, Coimbatore.

Mr. Skandan Sethuraman is following his MBA in Internal Auditing & Information Systems in Louisiana State University, USA.

Ms. Nini Thomas is Sr Executive, Satyam Computer Services, Secunderabad.

Batch 2003:

Mr. Vivek Tiwari joined Sonata Software in Bangalore and is Currently at Coventry UK with one of Sonata's clients.

Mr. Deepak.P has moved from Coca-Cola and has taken an assignment with Shasun Chemicals and Drugs Limited, which is the third largest manufacturer of Ibuprofen in the world with manufacturing facilities at Pondicherry, Cuddalore and Chennai.

Mr. Kamaleshwaran has joined as Area Sales Officer in VST, Chennai.

Mr. Satyan has joined National Panasonic as Marketing Manager-New Products at Chennai.

Mr. Ajay Prasad Menon has joined as Area Executive in ITC Ltd. Cochin.

Mr. Achath Sandeep has joined Scope International Ltd.

Ms. Amrita.V is Asst Manager, Personnel Loans with Citifinancial, Calicut

Mr. Nashid N is Asst Manager, Personnel Loans with Citifinancial, Calicut

Mr. Siji Shabdeen is with Infosys, US.

Ms.Sabitha Vunugopal has joined Deloitte-FAS, Hyderabad.

Mr. Jiten Hemant Sangvi has joined Deloitte-FAS, Hyderabad

Batch 2004:

Ms. Aruna A has moved to Coca Cola Coimbatore from Dharwad.

Mr. Chandrashekar CC is with CMFL (Citi Bank)

Ms. Swetha Achuthanandan has joined Fountainhead Promotions Pvt. Ltd, Bangalore as Manager- Client Servicing.

Mr. A. Sairam has joined i3 Software Pvt ltd as Business Development Executive.

Mr. Lean Joy has moved to Chennai from Kottaym to cover larger areas in Chennai.

Mr Jacob George has joined Citifinancial in Kottayam.

Ms. Lejina Jacob is with Shoba Constructions, Bangalore.

We thank well-wishers across the world for their constant support, and pray that the Grace of the Mother be present in all endeavors. We will be delighted to receive

your feedback on the Snapshot. Please forward, if possible, this Snapshot to all your acquaintances who may find it useful

Best wishes

[A.Sushil Kumar](#)

Dean,

Amrita School of Business

www.amrita.edu/asb

