



*"We are what our thoughts
have made us; so take care
about what you think.
Words are secondary.
Thoughts live;
they travel far."*

Swami Vivekananda



Inside this issue...

Manthan 02

Forum for Intellectual Stimulation

Spandan 06

Student Activities

Utthan 09

Human Resource Development

Aagantuk 12

Visitors on the Campus

From the Desk of the Director

It is a matter of great contentment for all the stakeholders of the Institute of Management when the Institute receives good rankings in the press. During the period under review, The Week magazine ranked the Institute of Management, Nirma University as the 14th Best B-School in the country. At the same time, the All India Management Association [AIMA] ranked the Institute among the top sixteen in the country.



The Institute had also received the Dewang Mehta Best b-school Leadership Award at the 18th Business Affaire. The event was sponsored by Hindustan Unilever, RPG Lifesciences, E-clerx, Oberoi Constructions and Hexaware.

Important events during the period included the Institute lecture by Mr Rajdeep Sardesai, Editor-in-Chief of IBN18 Network. Mr. Sardesai spoke on the most important topic of today: recent developments in governance and the role of media.

The Institute has been conducting management development programmes for various organizations. Notable among them during the period were a long duration management development programme for Kalpataru Power Transmission Co. Ltd., Gandhinagar and repeat programmes for distributors of Bharat Petroleum Corporation Ltd.

The placement season has started at the Institute and the placement activities at the Institute have been progressing very well. Placement performance, as a matter of fact, reflects the mood of the industry and the performance of the Indian economy. It seems the industry and the economy is highly optimistic about the growth of the Indian economy, which bodes well for everybody.

With Best Wishes for a Very Happy New Year.

C Gopalkrishnan

Director

EDITORIAL BOARD

Dr. Sapna Parashar (Editor)

Mr. G. R. Nair

Mr. Vishal Acharya

Mr. Gaurang Ganatra

Ms. Esha Nagar



Forum for intellectual stimulation

Induction and Introduction

Induction Programme

Inauguration of the 12th Batch of EDP

Shri Anil Johari, Executive Director, ONGC, Ahmedabad, inaugurated the Twelfth Batch of the Executive Diploma Programme (EDP 2010-11) on July 4, 2010. Shri Johari lauded Nirma University's commitment to society by offering executive education for the twelfth time in a row. This year EDP has been offered in Marketing, Finance, and Operations Management.



Shri Anil Johari, Executive Director, ONGC, Ahmedabad, delivering the inaugural address to 12th batch of EDP (2010-11).

Prayaag '10 – Business Models 2015: Thinking Beyond the Obvious

The annual management conclave, Prayaag – 2010, was conducted over three days, August 19-21, 2010. The theme for this year's conclave was "Business Models 2015: Thinking Beyond the Obvious". The event was inaugurated on August 19, 2010, and Mr. Arvind Uplenchwar, CEO, PMC Projects India Pvt. Ltd., was the chief guest. The event featured prominent industry speakers from all over the country representing industry sectors such as infrastructure, telecom, financial services, pharmaceuticals, petroleum, information technology, and fast moving consumer goods, to name a few. The speakers presented their perspectives on how the respective industries would shape up in times to come, and how businesses would evolve in that context. Other speakers at the conclave included:



Mr. Arvind Uplenchwar, CEO, PMC Projects India Pvt. Ltd., addressing the students at Annual Management Conclave, Prayaag – 2010.

- Mr. Hanumant Lal Shukla, Head of Sales - Gujarat, AVP, Idea Cellular
- Mr. Satya Tiwari, Head - Contract Sales Organization, Novartis India Limited
- Mr. Sunil Khiani, Associate Director, The Nielsen Company
- Mr. Divyesh Desai, Marketing Manager, Hazira LNG Private Limited (Shell India)
- Mr. Vaibhav Kathju, Vice President and Head - Insurance, Religare Macquarie Private Wealth
- Mr. Prakash Dhoot, Vice President and Head - Finance, Motilal Oswal Private Equity Advisors
- Mr. Ashok Kumar, Vice President, Cisco Services, India and SAARC

Pragaman'10- Annual Entrepreneurship Conclave

Pragaman'10, the annual Entrepreneurship Conclave, was inaugurated on November 24, 2010. The conclave, was organized by students of the MBA (Family Business and Entrepreneurship) Programme and is specially designed for young minds with entrepreneurial zeal. The theme of this year's conclave was "Initiators and Inheritors: Perspectives and Priorities".

Mr. Chintan Parikh, founder and CEO of the Ashima group and current President of the GCCI, addressed the audience highlighting the difference between managers and entrepreneurs. His enlightening speech was followed by an eloquent and informative talk by Mr. Sujeet Bhatt, Technical Director of NexTenders. He shared with students the learnings from his journey of entrepreneurship and highlighted the issues he faced while setting up his new business venture.



Ms. Hina Shah, Director, ICECD, Ahmedabad, presents the valedictory address at PRAGAMAN 2010.

The first day of Pragaman also saw the inauguration of Swayam Business Clinic, which is part of Swayam- the Entrepreneurship Club. Swayam Business Clinic is a platform for students to offer management consultancy services at no cost to business units and is targeted specifically at micro and small businesses. The second day started with a motivating talk by Mr. Amitabh Shah, founder of Yuva Unstoppable, India movement. Mr. Manan Pancholi, Chairman of Webvertx and a self-made entrepreneur, spoke on his experiences for excellence. Following this was a session in which the father and son duo, Mr. Anand and Anay Mashruwala of the 99 year old enterprise, Venus Engineering Works, addressed students with their own experiences from a long history of managing inherited family business.

HR Conclave: Pravartan '10

On October 9, 2010, the Institute of Management held the annual HR Conclave, Pravartan '10, with the theme "HRM: Next Practices for Partnering Business Models 2015". The inaugural session was addressed by Mr. M. Muthaiah, Senior Vice President (HR), Carborandum Universal Limited, who emphasized on future leadership development through business leadership programmes, encouraging empowerment, and creativity. Mr Muthaiah spoke about key performance indicators in the corporate environment.

In the next session, students were addressed by Mr. Shantanu Dasmahapatra, Vice President- Corporate HR and Manufacturing, Bombay Dyeing & Manufacturing Company Ltd. He discussed in detail the significance of a balanced scorecard as a tool to translate strategy into action and aligning the activities of the organization to the strategy. The last session was addressed by Dr. M. K. Iyer, who has more than 30 years of experience in the Gujarat Electricity Board. Dr. Iyer had successfully handled the restructuring of GEB while it implemented the first ever IT initiative of end-to-end ERP implementation. He explained the transformational roles of HR as change agent, employee champion, administrative expert, and strategic partner. Each session was followed by an open house where students actively asked questions and clarified their doubts. The sessions widened the horizons of all students by improving their understanding of HR roles for future business models.



Inaugural ceremony of HR Conclave, Pravartan '10.

Institute Achievements

Awards

The Institute of Management has been honoured with the Best B-School Leadership Award. The award was conferred during the 18th Dewang Mehta Business School Awards held on November 24, 2010, at Hotel Taj Lands End, Mumbai. The Institute received the award in recognition of talent and leadership among the top business schools across the country. (Photo5)

The Institute has also been ranked as the 14th Best B-School in the country in a survey conducted by MaRS Monitoring and Research Systems and the results of the survey were published by a leading magazine in the October 2010 issue.

EDP Award Ceremony

The Eleventh Executive Diploma Award ceremony held on October 23, 2010. Sixty-three candidates were awarded the Executive Diploma in Finance, Human Resource Management, International Business, Marketing, and Operations Management.

Business Clinic

The Institute has launched a business clinic called Swayam Business Clinic. Shri Chintan Parikh, CMD, Ashima Group and President, GCCI, launched the initiative on November 24, 2010.

Swayam Business Clinic (SBC) is an initiative of the budding entrepreneurs of MBA (Family Business and Entrepreneurship) programme, combined with the analytical skills and pragmatism of participants of the other two MBA programmes and the research skills of participants of the Doctoral Programme in Management. The activities of SBC are managed by the students under the supervision of faculty members.

The industry – academia partnership can bring benefits to both and is perceived as a win-win association. The objectives of the clinic include supporting micro and small businesses in Gujarat, giving students of our academic programmes an experience / exposure of working with industry on live projects, and using the expertise, knowledge, and skill sets available with faculty at the Institute to help small businesses.



Sense of Achievement: Best B-School Leadership Award conferred on IMNU during the 18th Dewang Mehta Business School Awards.



Joy of Accomplishment: EDP Award Ceremony 2010.



Launching of Swayam Business Clinic by Shri Chintan Parikh, founder and CEO of the Ashima group and current President of the GCCI.

MDPs and FDPs

Management Development Programme (Open)

| Name of the Programme | Date | Programme Leader |
|--|----------------------|--|
| Customer Experience Management | July 15-17, 2010 | Prof. Rajnish Jain Prof. Jayesh Aagja |
| Managerial Skills for Technical Professionals | July 22-23, 2010 | Prof. Harismita Trivedi |
| Interviewing Skills | August 5-6, 2010 | Prof. Harismita Trivedi Prof. Sameer Pingle |
| Finance for Non-finance Executives | August 11-13, 2010 | Prof. Deepak danak |
| Managerial Skills for Supervisory Personnel | October 5-6, 2010 | Prof. Sameer Pingle |
| Personality Development and Business Etiquette | December 10-11, 2010 | Prof. Nina Muncherji |

Management Development Programme (In -House) 2009-10

| Name of the Programme | Date | Programme Leader |
|--|----------------------------------|---|
| Gujarat State Fertilizers and Chemicals Limited (Finance for Non-finance Executives) | July 27-28, 2010 | Prof. Deepak Danak Prof. Devesh Baid |
| ONGC Ltd. (Performance Enhancement through Team Building) | September 27- October 1, 2010 | Prof. Sapna Parashar Prof. Nityesh Bhatt |
| Ingersoll Rand China ("Customer Experience Management") | September 28-29, 2010 | Prof. Rajnish Jain |
| Torrent (Management Development and Professional Skills Enhancement) | October 25-27, 2010 | Prof. Sapna Parashar Prof. Nityesh Bhatt |
| NGO project co-ordinators under project Jeevika, TDD – DSAG (Project Management and Professional Skills Enhancement) | November 22-24, 2010 | Prof. Sapna Parashar Prof. Nityesh Bhatt |
| Torrent (Management Development and Professional Skills Enhancement) | December 13-15, 2010 | Prof. Sapna Parashar Prof. Nityesh Bhatt |
| Kalpataru (Management Development Programme) | September 15 till date | Prof. Sapna Parashar Prof. Nityesh Bhatt |

Faculty Development Programme 2009-10

| Name of The Programme | Date | Programme Leader |
|--|-----------------------|---|
| Case Teaching Workshop for Management Teachers | September 28-29, 2010 | Prof. A.C. Brahmhatt Prof. Sameer Pingle |

Clubs and Committees

ChEhRe

ChEhRe- the dramatics club, kickstarted the new session by welcoming new members of the club and presented a play depicting the lives of Institute of Management students. Another event was dumbcharades championship which was filled with excitement, fun, and lots of chocolates, and left the audience dumbfounded.

Clique

Clique, the IT Club, organized a welcome session for first year students to update on the tools used among students for quick and effective communication in the hostel. The session involved guiding students about using IP messenger and other tools. There was a module on how to use wi-fi on the campus. About 90 students attended the session.

Xpressions

The Xpression Club organized its first event on August 10, 2010, which aimed at forging enduring bonds between seniors and juniors. What better way to do this than through team games. Expressions arranged a 'boxing ring' for the many clubs and committees to wrestle it out and prove their mettle!!!

Sumantra

Sumantra, the book club, organized "A Drop of Ink," an English poem recitation event, which was a platform for seasoned and budding poets to display their talents. The event encouraged students to take a break from their busy classroom schedules and nurture the creativity within them. The club also organized several book review sessions where book lovers come together and shared their views and opinions on various authors. Various fun-filled games and quizzes based on books and authors are conducted by the club frequently.

Niche

Niche, the marketing club, organized the event "RannBhumi" which included branding one's section and "Do Aur Do Paanch," a co-branding competition. An

interactive session "Ideas that Work" was conducted by Mr. Uttam Solanki, who explained the concept of a high value idea to students and focused on how brand equity is based on a single idea.

Xquizite

Xquizite organized the IMNU quiz contest (IQC) 2010 to test the quizzing quotient of the students. The fight for the trophy turned out to be very intense between six teams. The audience gave full support to their teams and chocolates for themselves.

After the Diwali vacation, the Nirmayans got a chance to exercise their grey cells through "Cognizance" conducted by xQuiZit. The theme this time was "Commonly used Internet Sites and Softwares" which tested the participants' observatory skills and acumen. The response to the quiz was fantastic in which 22 teams participated and competed intensely.

Imprintz

Imprintz, the HR club, conducted "Whose Line is it Anyways?" where participants were given situations on which they had to talk or act spontaneously. This was followed by "The Mock Interview- Devil's Advocate," an event which provided a chance for participants to step into the shoes of their favourite celebrities and answer questions based on their lives. The event provided plenty of entertainment to the judges, participants, and onlookers.



Beyond Classroom: Students of Expression Club.

CULTURE COMMITTEE

TALENT NITE '10: MONTAGE

The Culture Committee organized Talent Nite 2010-12 on August 7, 2010, an event filled with dazzling lights, music, sizzling participants, and power packed audience all geared to take a ride and discover a new streak of fun and talent of first year students. It is rightly said that the truest expression of people is in its dance and music. Students and faculty witnessed varied talents and creativity through a unique representation of emotions like fun, love, patriotism, stress and friendship through razzling dances. The soul touching performance on 'Vande Mataram' by MBA (FB) students further rejuvenated patriotism towards our beloved country India.

Amidst this razzledazzle and overrunning of emotions in various forms the most stand-out performance was "The Expressionless" dance performed by the non-dancers who proved that even they have the talent to entertain audiences. It was a mind blowing performance. Music lovers were also left spellbound with the performance of students who sang and played guitar. Even the underprivileged kids got a chance to showcase their talent. The Fashion Show saw participants flaunting dresses on varied themes such as politics, corporate, criminals, party freaks, and the youth of today. (Photo9)

Celebrating Festivals Away From Home!

Janmashtmi was celebrated with full fervour and devotion to Lord Krishna. It started with a puja ceremony in the hostel. Students danced with enthusiasm and passion. The festive mood was on full swing on the campus. The best part of this celebration was the matki phod ritual which is a delight to watch.

Ganesh Chaturthi was celebrated vibrantly on the campus. The Ganapati murti sthapna took place in the boys hostel with the students in a devotional mood. Beautiful rangolis made by the students added to the colour and spirit of the festival. There was religious aura all around.

Students also celebrated Navratri by organizing a Durga puja and performed garba.

SportsCom

The sporting community at the Institute never rests. The major event was Copa Nirma which was pursued with great vigour and ebullience.

Copa Nirma is a platform to showcase the talents of footballers associations of the Institute. This event began



Discovering Streak of Fun and Talent: Performance by first year students of IMNU on Talent Nite'10: Montage.

on October 1, 2010. As the event proceeded the clash between teams got heated and there were two finalists – Pirates (MBA FT 1st Year Section B) and Titans (MBA FT 1st Year Section A),. They came face to face on the battlefield where both teams showcased great defence. The game went to penalty shootouts which ensured the victory of Pirates.

The Sports Committee also organized a bucket of sports events for the alumni during their two days stay at the Institute. This reminded the alumni of their days of fun and frolic.

National Football Tournament - GOALZZZ

Next was the Mucho Grand event, GOALZZZ, where teams from national B-schools competed for the precious crown.. This year the tournament lasted from October 15 to 17, 2010. Teams from leading B-schools like IIM-A, NITIE, K J Somaiya, Sydenham, and MICA fought bitterly. The final match was played between K J Somaiya and IIM-A. The latter snatched away the GOALZZZ Cup from them and once again mended its broken chain of victories.



Supreme Confidence: Students displaying their Talent at Goalzzz 2010.

Social Cells

SARAL

On October 2, 2010, the dream to empower underprivileged kids with education turned into reality with Saral, the Social Cell of the Institute having completed a year of formation. The club focuses on enriching the lives of underprivileged children. It conducted various activities throughout the year which included celebration of events like Independence Day, Raksha Bandhan, Diwali, Utrayan, and other national and cultural festivals. The children were provided with kites and crackers on the occasion of Utrayan and Diwali respectively while on the occasion of Raksha Bandhan, the kids themselves made rakhis. The club also organized a trip to Kankaria Lake. The kids were filled with enthusiasm as it was a first of its kind for them and enjoyed different types of rides. Another trip that the children enjoyed was to the Vasihnodevi Temple on S.G. Highway.

The club has taken some path-breaking initiatives which include hiring a tutor during summer breaks to teach the children so that their learning does not get interrupted due to the absence of the club members. The club has also started drives for collecting clothes and winter wear from the fellow residents at Nirma. The club has succeeded at enrolling the kids into Sri Sri Ravishankar Vidya Mandir (SSRVM), a renowned school in Ahmedabad which provides quality education to underprivileged kids through evening slum school apart from educating on a regular fee based schooling. The school has graciously agreed to provide quality education to the children free of cost and also provide them with basic necessities like school uniform, evening dinner, books, etc. The Social Cell is online at Saralfoundation.org.



*Reaching the underprivileged kids:
Saral's Clothes Collection Drive.*

ROTARACT

The Rotaract Club of IMNU, in association with the Indian Red Cross Society, organized a blood donation camp on July 15, 2010. The camp attracted several first time as well as regular donors. Each donor was served coffee/tea and biscuits after the donation. A total of 101 volunteers turned out for the camp and 61 units of blood were collected. All the donors were given a blood donor card. The camp helped in creating awareness among people who did not match the criteria for correct haemoglobin and BP levels. The Red Cross presented the Rotaract Club of IMNU with nine blood coupons which can be used for getting nine blood units.



*Blood donation camp organized by
Rotaract Club IMNU and Red Cross Society.*

Student Achievements

The Institute believes in developing an all-round personality of students. Students from the Institute have been participating in several events in B-schools all over India. Some of them have performed exceptionally well and won prizes in events such as quizzes, case study analysis, simulation games, and sports tournaments.

Since June 2010, teams that have won their respective events are:

- Karan Chawla and Vipul Yadav – Business Quiz at MICA, Ahmedabad
- Rohit Adukia – Photography Competition at Pratibimb – K. J. Somaiya, Mumbai
- The chess team defeated MICA and IIM-A at Shaurya (sports tournament at IIM-A)

Faculty News

Prof. Nitin Merh

Delivered a lecture on the topic “Optimal Model Design of Artificial Neural Networks for Time Series Forecasting in Indian Context” at the 15th annual conference of Gwalior Academy of Mathematical Sciences on the theme Mathematics and Development of ICT (including Allied Applications) at Mohyal Education and Research Institute of Technology, New Delhi, December 12-14, 2010.

Prof. Rajesh Jain

Selected as Reviewer to the SDM IMD Journal of Management, Mysore

“Total Quality Management Implementation in Emergency Services,” *Atharva Journal of Management*, 2(2), 2010, pp 14-20.

Prof. Pawan K. Chugan

Reviewed a paper for the Global Business and Technology Association (GBATA), State University of New York at Old Westbury, New York, for its 12th international conference on “Generating Innovative Solutions to Recurring Problems in the Global Business Environment,” scheduled to be held at Kruger National Park Vicinity, Mpumalanga, South Africa, during July 5-9, 2010.

Chapters Reviewer for the forthcoming book *Service Science Research, Strategy and Innovation: Dynamic Knowledge Management Methods* edited by N. J. Delener, and published by the IGI Global New York.

Nominated as the country Co-chair – India for GBATA's 13th international conference to be organized by the Global Business and Technology Association (GBATA), State University of New York at Old Westbury during July 12-16, 2011 in Istanbul, Turkey. Prof. Chugan will review papers to be presented at the conference. He has also been elected as the Vice-Chairman of the Indian Society for Training and Development (ISTD), Ahmedabad Chapter, for 2010-11.

Editorial Board Member of the monthly journal *Advances in Management*, published from Indore.

Prof. Pawan K. Chugan and Prof. Sapna Parashar IM NU, Prof. Nisarg Joshi, NICM and Prof. Bhavik Panchasara, RKCBM, “No Pain No Gain: A Case of Tasty Ice Cream” with teaching note, European Case Clearing House (ECCH),

December, 2010. Case Study Ref. No. 310-204-1, Teaching Note Ref. No. 310-204-8.

“Advance Pricing Arrangements for International Transfer Pricing in India: The Implications for MNCs and Taxation Authority,” *Nirma University Journal of Business and Management Studies*, 3(4), January–July 2010, pp. 3-17 (published in 2010).

Prof. Deepak Srivastava

Editorial Board Member, *Asian Journal of Case Research*, Graduate School of Management (GSM), Universiti Putra Malaysia.

Editorial Reviewer Board Member, *Asia Pacific Management Review*, College of Management, National Cheng Kung University, Taiwan; Editorial Board Member, *IMT Case Journal*, IMT, Nagpur, and Editorial Board Member, *SDMIMD Journal of Management*, SDM Institute for Management Development, Mysore

Mike W. Peng and Deepak K. Srivastava (2011) *Global Business*, South Western Cengage Learning.

Prof. Sameer Pingle

“Sales India: Surge or Purge”, case and teaching note registered is published with European Case Clearing House (ECCH), June 2010.

Review of India Inc.: How India's Top 10 Entrepreneurs are Winning Globally by Vikas Pota published in *Sugyaan*, June 2010.

Prof. Sameer Pingle and Prof. Sumeet Arora, “Adaptability, Compatibility, and Role Perception of Faculty Members in Management Institutes: A Pilot Study,” *WIM Journal of Management*, 2(1), July 2010, pp.19-33.

Prof. Sameer Pingle and Aashish Jindal, “Aggarwal Foundry and Engineering Works,” case and teaching note registered with European Case Clearing House (ECCH), July 2010. Case Registration No:310-137-1, Teaching Note Registration No. 310-137-8.

Invited to conduct sessions on Human Resource Management for the students of Diploma programme on HRM at Ahmedabad Management Association during October-November 2010

Invited as panelist during the HR Convention “Innovative HR Practices” organized by the Gujarat Employers' Organization at Gateway Hotel, Vadodara, for the panel discussion “HR- Strategic Business Partner: Delusion or Reality?” on December 18, 2010.

“Factor Analysis of Adaptability, Compatibility and Role Perception of Faculty Members of Management institutes in Maharashtra,” Journal of Institute of Environment and Management, 3(2), July-December 2010, pp. 50-56.

Presented a paper at the international conference on Management of MSMES 2010 titled “Critical Analysis of HR Practices in SMEs,” at IMT, Nagpur.

Prof. Sanjay Jain

Invited as a resource person at the Research Methodology Workshop (AICTE sponsored) organized by Sagar Institute of Research and Technology, Bhopal, and Faculty Development Programme (AICTE sponsored), organized by the Institute of Management Studies, Ghaziabad.

Presented paper on "Tourism Marketing in India: Challenges, Opportunities and Strategies," at the ITC North Zone Conference on “Challenges and Strategic Interventions for Tourism in India”.

"Lifestyle and General Medicines: A Study of Promotional-Mix Strategies in India," Journal of Medical Marketing (in press).

Prof. Deepak Danak

'The Divine Side of Enterprise,' Journal of Human Values, 16(1), 2010, pp.71-86.

Prof. Sapna Parashar

Prof. Pawan K. Chugan and Prof. Sapna Parashar, IMNU, Prof. Nisarg Joshi, NICM, and Prof. Bhavik Panchasara, RKCBM, “No Pain No Gain: A Case of Tasty Ice Cream” with teaching note, European Case Clearing House (ECCH), December 2010. Case Study Ref. No. 310-204-1, Teaching Note Ref. No. 310-204-8.

Prof. Kshamanidhi Adabar

"Convergence in Human Development in India," Regional Symbiosis, 18, 2010.

Prof. Nina Muncherji

Co-authored a paper with Hardik Shah, “Fatigue and Job Satisfaction Among Healthcare Professionals: Issues,

Challenges, and Strategies” in Nirma University Journal of Business and Management Studies, 4(1-2), July-December 2009 (published in 2010).

Conducted a training session for Indian Air Force personnel at Vadsar Base on “Self Effectiveness” on December 22, 2010.

Prof. Sari Mattila

Presented a paper at 26th EGOS Colloquium 2010 on Waves of Globalization: Repetition and Difference in Organizing Over Time and Space titled “Wise Organizations, Unwise People or the Other Way Around?” Faculdade de Economia, Universidade Nova de Lisboa, Lisbon, Portugal, June-July 2010.

Delivered an invited session on ethics titled “Managing Ethical Dimensions” for students at CEPT University, Ahmedabad, on August 16, 2010.

Vichar Vinimay Seminar, IMNU, presentation on “Reflections on Power/Knowledge,” December 2010.

Presented at the second International Conference on Corporate Governance, at the Institute of Public Enterprise, Hyderabad, a co-authored paper titled “Corporate Governance : A Stool with Too Few Legs?” December 9-10, 2010.

Attended a session as visiting faculty at the Workshop on Strategic Management of Intellectual Capital and Organizational Knowledge, Indian Institute of Management, Ahmedabad.

Presented a paper at the Power and Knowledge second international conference, “The Power of Value: Whose Value and Where?” at University of Tampere, Finland.

Attended two sessions as visiting faculty in the FPM course on “Action Research Methodologies,” at Indian Institute of Management, Ahmedabad.

Prof. Arvind Brahmhatt

Delivered an inaugural address on “Essentials of Ideal Research” at the state level workshop on Research Methodology in Commerce and Management at the Department of Business Studies, Sardar Patel University, Vallabh Vidyanagar , December 2, 2010

Delivered a conclusive lecture on “Facets of Legal Research Methodology” at the Faculty Capacity Building Programme conducted by the School of Law, Nirma University, December 9, 2010.

New Faculty



Anamika Sinha

Assistant Professor

Ph. D.

Area : OB & HR • E-mail : anamika@imnu.ac.in

Dr. Anamika Sinha holds a Ph. D. degree in Organization Behavior from Lucknow University. She had four years of industry experience in business and non-profit organizations prior to joining academia three years back. To hone up her skills in academics, she is presently pursuing the Management Teachers Programme offered by the Strategic Management Forum and has attended several workshops at IIM, Bangalore; IIM, Lucknow; and IIM, Kozhikode. She has a deep level understanding of human lab processes and has been an active participant of ISABS, New Delhi.



Manaswini Acharya

Ph. D. (Utkal University)

Area : Marketing / Strategy

E-mail : manaswini@imnu.ac.in

Dr. Manaswini Acharya is a Fulbright Scholar from the University of Virginia and Southern Illinois, Carbondale. She has 16 years of teaching experience, and has taught at universities in US, UK, and Denmark. She is a consultant to UNDP, Unilever, and Greg Rowland Semiotic Centre, UK.



Neha Parashar

Assistant Professor

Ph.D., MBA (Finance and Marketing), M.Com (Accounting and Taxation), FDP (IIM A)

Area : Economics and Finance • E-mail : neha@imnu.ac.in

Dr. Neha Parashar has completed the four month rigorous Faculty Development Programme from Indian Institute of Management, Ahmedabad. Earlier she was Assistant Professor at the Symbiosis Centre for Management and Human Resource Development, Pune. She has participated and presented papers at various national level conferences and seminars. Her research interests are in the fields of behavioural finance, management of financial services including banking, and asset management. Recently she has organized a nation wide academic summit on "Valuation and Financial Modelling".



Nitin Merh Assistant Professor

Ph. D. (Jiwaji University, Gwalior), M.Sc. (Jiwaji University, Gwalior)

Area : IM • E-mail : nitin@imnu.ac.in

Dr. Nitin Merh has thirteen years of teaching experience at undergraduate and post-graduate levels. He has received the best teacher award from the Prestige Institute of Management and Research, Indore, in 2008. He is a life member of scientific and professional bodies such as the Indian Science Congress Association, Kolkata; Society of Interdisciplinary Research and Technology, Bhopal; and Gwalior Academy of Mathematical Sciences, Gwalior; and was institutional member of the Computer Society of India. He has been on the board of studies of KRG Government Autonomous P.G. College, Gwalior, and Prestige Institute of Management and Research, Indore. He is an executive committee member of the governing body of the Society for Interdisciplinary Research and Technology, Bhopal, for 2010 and Assistant Editorial Secretary, Gwalior Academy of Mathematical Sciences (GAMS), Gwalior. His research interests include time series forecasting using techniques of artificial neural networks and econometrics tools. He has thirty-seven publications to his credit. He has presented research papers at national and international conferences and has conducted training programmes for Nicholas Piramal India Limited, Indore, and Indore Management Association.



Sanjay Jain Associate Professor

MBA, Ph.D.

Area : Marketing • E-mail : sanjayjain@imnu.ac.in

Dr. Sanjay Jain has more than 11 years of experience in industry and academia and was a fellow of the Indian Council of Social Science and Research (ICSSR), New Delhi. He has received the best thesis award at the Doctoral Confluence organized by IBS, Gurgaon. He has attended the Faculty Development Programme offered by Indian Institute of Management, Ahmedabad. He has published numerous research papers in national and international journals. He has also attended many conferences and acted as a resource person for a number of workshops and seminars. His areas of research include strategic marketing, services marketing, marketing research, and sales and distribution management.



Lectures Delivered

An Institute seminar was held on August 13, 2010, where Dr. Michael Morris, Director for Community Learning and Public Service, addressed the audience on the topic "A Matter of Perspective – Social Responsibility, Youth Participation or Civic Duty."

Mr Alay Desai, earlier with Microsoft-USA as Director of Business Development and an independent consultant, delivered a lecture on "Role of Business Developer in the Corporate World" on September 23, 2010.

Mr. Greg Weiler, GM and Director ASQ Asia, delivered a lecture on "Total Quality Management" on October 20, 2010.

Mr. David Nallathambi, Senior Vice President (Human Resources), Scope International Private Limited (a wholly owned subsidiary of Standard Chartered Bank, UK), delivered a lecture on October 21, 2010, under the Institute Seminar series.

Mr. Rajdeep Sardesai, Editor-in-Chief, IBN18 Network delivered the 16th Institute Lecture on "Media and Governance" on December 18, 2010.

Mr. R. Bala Subramanyam, Managing Director Sankara Eye Hospital, Bangalore, delivered a lecture on "Marketing in Service Industry" and shared experiences about his organization on December 27, 2010, under the Institute Seminar Series.

Dignitaries Visited

Dr. Eileen Peacock, Ph.D., Vice President, AACSB, International Chief Officer, Singapore, was on campus in August 2010.

Mr. S. Jayabalan, Marketing Director, London School of Business Management, London visited the Institute in August 2010.

Mr. Damien Farrell, Director – International, Global School of Applied Management, visited the Institute on September 23, 2010.

Dr. Henryk Stermic Zuk, Director of Graduate Programmes, Faculty of Business, University of New Brunswick at St. John, visited the Institute on December 6, 2010.



Mr. Rajdeep Sardesai, Editor-in-Chief, IBN18 Network sharing his valuable experience from the media world.

