



MIM NEWSLETTER

Management Development Programme

Dr Harish Joshi, MIM, MAHE, organized a two days Management Development Programme for the **District Development Managers of National Bank for Agriculture and Rural Development (NABARD)** at Manipal Institute of Management on July 1 & 2, 2019. The programme was inaugurated by Mr. Suryakumar P.V.S., the Chief General Manager, NABARD. Dr Raveendranath Nayak, Director, MIM gave a brief idea about MIM initiatives through FPOs in Udupi district. He also appealed the participants to follow such creative ideas in promoting FPOs in their respective district. The two days of training was conducted by Prof. Radhakrishna, a well-known HRD trainer.

Resource Person

Dr Suhan Mendon

Delivered a talk on **communication skills for the non-teaching staff** at Manipal College of Dental Science (MCOBS) Mangalore on July 7, 2019.

Dr Nandan Prabhu

Conducted a Faculty Development Program on **Research Writing for Publishing in Journals** at St. Aloysius college Institute of Management and Information Technology (AIMIT) on 17 July 2019.

Dr Yogesh Pai

Invited as a resource person by the St. Aloysius college Institute of Management and Information Technology (AIMIT), for the two-day workshop on **Research Paper Writing and Journal Publication Skills** organized by the PG Department of Business Administration, Beeri during July 17 & 18, 2019.

Dr B R Santhosh

Conducted one-day workshop on **Emerging Issues in HR** for the MBA students at Global Academy of Technology (GAT), Bangalore on July 6, 2019.

Alumni Achievement

Mr. Kaustubh Kolwankar

Mr Kaustubh Kolwankar (2015 -2017 batch of MBA Healthcare) of Manipal Institute of Management, Manipal Academy of Higher Education, working in Department of Radiology & Imaging, Nanavati Super Specialty Hospital received **The Best Radiology Department award (Individual Hospital Pvt/ Govt)** during the 2nd Edition of Radiology and Imaging Conclave 2019 held on July 12 & 13, 2019 at New Delhi - India. The award is given by The Indian Express Group and Express Healthcare.

Mr Sathyaraj

Mr Sathyaraj (2012 -2014 batch), of Manipal Institute of Management, Manipal Academy of Higher Education provided **strategic inputs in the area of Education policy implementation to the Government of Chhattisgarh** for the period from November

Alumni Guest Talk

Mr. Sunil Kumar Arora

Mr. Sunil Kumar Arora, Vice President-Pricing Strategy, Accenture delivered a talk on **Digital Marketing** to the students of First MBA Students and **Cross-Cultural Management issues** to the students of Second MBA (Global Business). Mr. Sunil Kumar Arora belongs to the 2002-2004 batch of MIM MBA.



MIM NEWSLETTER

Volume 4 | Issue 9

July 2019

Faculty Research Publication

Dr Rajasekaran Pillai, Soundarya Nallavalli and Christina Immaculate

Published their research article titled **Inexorable transformation in healthcare-seeking behaviour: a paradigm of choice** in the *International Journal of Pharmaceutical and Healthcare Marketing*.

Dr Pallavi Upadhyaya

Published her research article titled **Productivity and Efficiency of Cashew Processing: Comparison of Manual and Automated Systems** in the *Prabandhan: Indian Journal of Management*.

Dr Harish G Joshi

Published his research article titled **E-Commerce Framework for Strategic Marketing of Udupi Jasmine** in AGRIS on-line Papers in Economics and Informatics.

Published his research article titled **An integrated dataset on current adoption practices, readiness and willingness to use m-commerce amongst women fish vendors in Karnataka state, India** in Data in Brief.

Dr Ankitha Shetty and Dr Savitha Basri

Published their research article titled **The effect of relational selling on life insurance decision making in India**, in the *International Journal of Bank Marketing*.

Dr Swathi K S

Published her research article titled **Assessment of In-Patient Satisfaction Using Importance-Performance Map Analysis** in the *Indian Journal of Public Health Research & Development*.

Prof Chetana Maddodi

Published her research article titled **Influence of Facebook advertising for purchase of online products on youth in India**, in the *Journal of Advanced Research in Dynamical and Control Systems*.

Dr Navin Kumar

Published his research article titled **The Effects of Perceived Organizational Support (POS) and Perceived Organizational Justice (POJ) on Employee Engagement (EE) of Indian Employee in Information Technology** in the *International Journal of Recent Technology and Engineering bearing*.

Guest Editor

Dr Yogesh Pai P

Appointed as the Guest Editor for the Special Issue for the *Journal of Indian Business Research* (Scopus Indexed and ABDC ranked), published by the Emerald.

Faculty Development Program

Prof. Raveendra Rao

Attended a Three days FDP-SI conducted by All India Council of Technical Education organized at Mangalore Institute of Technology and Engineering, during May14-16, 2019.



MANIPAL

ACADEMY of HIGHER EDUCATION

(Deemed to be University under Section 3 of the UGC Act, 1956)

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Volume 4 | Issue 9

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STUDENT CLUB OFFICE BEARERS 2019-2020

Leadership Club

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JOINT SECRETARY	RAVEENA PRIYA FURTADO
	FLEXON JOSEPH FERNANDES
	APOORVA ALVA
	THUMMALAPALLI SHIVANI RAVI
TREASURER	SAILEE MAHESH NAIK
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	KIRAN GANESH SHETIGAR
	FINLEY JOHNSON PHILIP
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	POOJA NAYAK
	RAKSHANA GIRIRAJAN
	HARSHDEEP KAUR
	MARTIN PETER
	SIDDHARTH M
	ANKITHA (Rep. of MAHESRF)
JASMINE ALKA NORONHA (VSO Club Rep)	

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MIM NEWSLETTER

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Cultural Club

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VICE PRESIDENT	TEJAS T.H
SECRETARY	AKHILA PRASHANT
JOINT SECRETARY	SHANTANU.S.PAI
	TEENA THOMAS
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	SHRIHARI. B

STUDENT COUNCIL OFFICE BEARERS 2019-20

ARUN S
VARUN V SHETTY
SUDHISH MENON
RAESSHMA KANNA C
AKHILA PRASHANT
BASANGOUDA R PATIL
SAILEE MAHESH NAIK
SNEEHA
VAISHNAVI



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Interaction with MIM Alumna Ms. Vatika Pai, CEO Vatika International

As a part of the Induction program of MBA, MBA (Global Business) and MBA (Healthcare Management), MIM alumna Ms. Vatika Pai was invited to share her experience as an entrepreneur with the new batch of students on July 11, 2019. Ms Vatika briefed about her journey as an entrepreneur and as President of Canara Chamber of Commerce and Industry, Mangalore. Ms Vatika elaborated the challenges she encountered during the journey. She also shared her experience as a student of MIM and how the MBA course at MIM helped her and groomed her as an effective manager to take over her family business. She shared some tips for the new batch of students to equip themselves with skills required when they enter the Industry.

Student Achievement

Ms Richa Kaushik MBA- Global Business (2019-21) attended VISTA the three days' International business summit at Indian Institute of Management-Bengaluru (IIM-B) from 26-28 July 2019. Eminent people like Mr Suresh Narayanan, MD Nestle, Mr Abhisek, Co-founder & CEO Shadow fax, Mr Ashish Goel, Co-founder and CEO Urban Ladder, Mr Viren Shetty, Executive Director and Group COO Narayana Health, Mr Richard Lobo, CHRO, Infosys, Mr Shridhar Venkat, CEO, Akshay Patra. Mr Devdutt Pattanaik, Author & Writer, Tamanna Inamdar, Senior Editor Policy and Politics, ET Now and Amuleek Singh Bijral, CEO, Chai Point shared their insights about various topics in the area of business management.

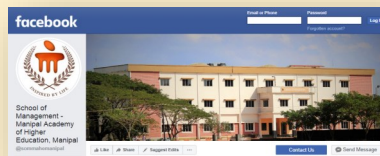
Directors Message

We've announced the names of the office-bearers for the MIM Student Council and the 3 Students Clubs--Leadership Club, Athletics & Sports Club, and Cultural Club. Our Student Council and Clubs play a vital role in enhancing the quality of student life in the campus. We expect them to ideate, plan, organize and conduct frequent and wide-ranging activities and programs for the students. The initiative must come from the students and their leaders who must take ownership of the show. We are there to merely fund the activities. The only stop gate test we carry out is whether these programs create value to our students. Are they aimed at developing students' soft skills? Do they improve their personal effectiveness? In other words, we don't approve activities that appear as show biz and pomp.

I wish all the best to the newly installed Student Council and Student Clubs in the academic year ahead.



Dr Raveendranath Nayak
Director



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