



MIM NEWSLETTER

Volume 4 | Issue 7

April 2019

Students Achievement

Haritha

Presented her paper titled **Academic Motivation on Examinations Performance: The Moderating role of autonomous functions** in the 1st International Conference on Contemporary Issues 2019 (ICCI'19) at Malaysia. Dr Navin Kumar was Co-author and the mentor.

Alisha Maria Aranha

Presented her paper titled **Compulsive Buying and Consumer Remorse**. Secured third prize in the poster cum paper presentation competition organized as a part of the Manipal Research Colloquium organized by MAHE, Manipal during April 1-3, 2019. Dr Rajasekaran Pillai was the co-author.

Pallavi R Kamath

Research Scholar, Manipal Institute of Management, secured Second prize for her paper titled **Enhancing Customer Loyalty in Retail Banking** at the Manipal Research Colloquium 2019, organized by MAHE, Manipal during April 1-3, 2019. Dr Yogesh Pai P and Dr Nandan Prabhu KP were the co-authors of the paper.

Mithun Mohan M

Student of II MBA secured Third prize in the poster presentation for his paper titled **Intention to use MOOCs: An Empirical study of students in private University** at the Manipal Research Colloquium 2019, organized by MAHE, Manipal. Dr Pallavi Upadhyaya was the co-author.

Ankeet Yeshwant Redkar

Presented his paper titled **An Empirical Study on Service Quality and Customer Loyalty in Organized Home Appliances Retail Sector** in the National Conference Management NXT organized by SDM College of Business Management, Mangalore. Dr Kavitha T.C was the mentor.

Ashok Kumar

Presented his paper titled **Influence of Exercise Casualty Orientation on Sports Motivation of Athletes: Moderating Role of Coach Autonomy Support** in the 1st International Conference on Contemporary Issues 2019 (ICCI'19) at Malaysia. Dr Navin Kumar was Co-author and the mentor.

Rakshitha Nayak

Presented her paper titled **Brand Tribalism of Bullet Bikers**. Secured first prize in the poster cum paper presentation competition organized as a part of the Manipal Research Colloquium organized by MAHE, Manipal during April 1-3, 2019. Dr Rajasekaran Pillai was the co-author.

Shaon Sen

Research Scholar, Manipal Institute of Management, secured First prize for his paper titled **Influence of Internal Stimulus Factors on Impulse Buying**, at the Manipal Research Colloquium 2019, organized by MAHE, Manipal during April 1-3, 2019. Dr Smitha Nayak was the co-author of the paper.

Aishwarya Aravindan & Mohit Mishra

Presented their research article titled **An Empirical Study on Actual Usage and Behavioural Intention to Use E-Healthcare Services**, presented in International Conference on Global Health & Medical Tourism, organized by IIM-K has been published in the Conference Proceedings. Dr Kavitha T C and Dr Smitha Nayak were the co-authors of the research article.

Yashica Thimmaiah

Presented her paper titled **An empirical study on the factors influencing consumer's attitude towards green products** in the National Conference Management NXT organized by SDM College of Business Management, Mangalore. Dr Suhan Mendon and Dr Smitha Nayak were the mentors.

Nishanth Aravindan

Presented his paper titled **Consumer attitude and purchase intention of organic food products** in the National Conference on MANAGEMENT NXT held at Shri Dharmasthala Manjunatheshwara College of Business Management Post Graduate Centre for Management Studies and Research, Mangalore. Dr Suhan Mendon was the co-author.



MANIPAL
ACADEMY of HIGHER EDUCATION
(Deemed to be University under Section 3 of the UGC Act, 1956)

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Manipal Research Webinar Series

Dr Rajasekharan Pillai K, Professor, Manipal Institute of Management, Manipal presented his paper titled “**Versatile Learning Ecosystem: A Conceptual Framework.**” in the sixth Manipal Research Webinar series which was held on 9 April 2019. This research proposes an integrative framework to make learning versatile, comprehensive, and more effective, giving due cognizance to the fact that students of the future may require more knowledge and skill sets to thrive in the evolving digital era.

Faculty Research Publication

Dr Nandan Prabhu K.P & Dr Yogesh Pai. P

Published their research article titled “Transformational Leadership and Workplace Spirituality: A Structural Model of Team Effectiveness”, in Prabandhan: Indian Journal of Management, 12(4), Page. 7-22. This Journal is Indexed in Scopus which is in Q3 and the Cite Score is 0.60.

Dr Savitha

Published her research article titled **Product diversification versus technical efficiency of conglomerate life micro insurance companies: evidence from India** in the Geneva Papers on Risk and Insurance - Issues and Practice. Palgrave Macmillan UK, pp.1-21. The Paper is co-authored by Banerjee, S. & Shetty A.

Dr Santhosh

Published his research article titled **Impact of Attention Deficit Disorder on Academic Performance of Children**, in Indian Journal of Public Health Research & Development, Vol. 10, No. 4, Page. 179-184. This Journal is Indexed in Scopus which is in Q4 and the Cite Score is 0.034.

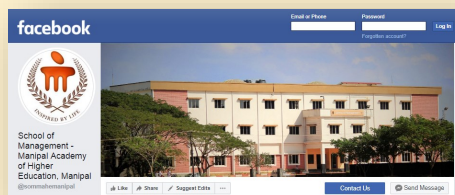
Resource Person

Dr Nandan Prabhu K.P

- ▶ Conducted a half-a-day workshop on 'Editorial expectations: Writing a research paper' at Sahyadri Institute of Management, Mangalore on 30 April 2019. The workshop was well received and appreciated by the faculty members.
- ▶ Conducted A Research writing workshop 'Setting the Hook': Writing the Introduction.' at Justice K.S. Hegde Institute of Management, NITTE on 9 April 2019. 'Setting the Hook' is the first of the series of the workshops to be organized every month. Prof. Sankaran, Director, Justice K.S. Hegde Institute of Management, NITTE along with twenty faculty members from various other institutes have enrolled for this workshop.

Dr Kavitha T C

Gave a guest talk on Corporate Readiness for MBA Students at Priyadarshini Engineering College, Tamilnadu on 2 April 2019.



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PhD Award

Dr Varun Kumar S.G

Assistant Professor, Manipal Institute of Management, MAHE completed his PhD titled **Development and Comparison of Genetic Algorithms for Vehicle Routing Problem with Simultaneous Deliveries and Pickups in a Supply Chain Network** from Pondicherry University. Dr R Panneerselvam was his guide.

Placement

Heartiest congratulations to the following students for being selected in campus placement:

- **Cerner Corporation**
Lakshmi Priya Maya
Swathi Sreeshan

Director's Message

I've been speaking to the HR Managers visiting MIM for campus interviews asking them what they expect from MBA graduates. While rigorous subject knowledge is inviolable to them, they also look for a range of soft skills such as communication skills, both oral and written, which include whether they can articulate their ideas and thoughts clearly, problem-solving skills, ability to work as an effective team member, and vivacity to think outside the box.

These skills, unfortunately, cannot be taken as granted in many MBA students. In MIM, in both first and second year of the students, we've taken a number of measures that enable our students to acquire these soft skills gradually. Our Placement Cell has organized the personality development and individual effectiveness workshops for our 2nd. year students, which are delivered by the ace team of faculty members from our Manipal Banking Academy, Bangalore. We have appointed as guest faculty an industry expert to deliver the Business Communications subject. In the classroom, our faculty members provide ample opportunities for students to discuss, debate and solve business problems. In lab work, which is integral to our pedagogy, the students engage in solving corporate problems in a simulated environment.

Besides our efforts to impart skillsets, the students themselves are encouraged to make extra efforts to improve their communication repertoire, particularly to improve their English language competences -- be it grammar, vocabulary or syntax. In our library, we've acquired a fabulous collection of modern and classic fiction and nonfiction in order to develop our students' prowess in the English language.

As a result, we're able to offer talented, business-savvy MBA graduates to managers who come to MIM for campus recruitment. Indeed, we've seen spectacular growth in campus placements.



Dr Raveendranath Nayak
Director