



MIM NEWSLETTER

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May 2019

Guest Editor

Dr B.R. Santhosh

Appointed as special guest editor for "International Journal of Information Systems and Social Change (IJISSC)" published by IGI Global. The special issue is on the Impact of Analytics on Management Decision Making.

Resource Person

Dr Kavitha T C

Delivered a guest talk on "Service Quality Research in Current Scenario" at the 19th World Conference on Applied Science Engineering and Technology during May 16th and 17th, 2019 at Bangkok, Thailand .

Chaired a session in the 19th World Conference on Applied Science Engineering and Technology during May 16 and 17, 2019 at Bangkok, Thailand.

Dr Nandan Prabhu, Dr Yogesh Pai P & Dr Rajasekaran Pillai

Invited as resource persons for the three-day workshop on Case study Approach on Research Paper writing Skills organized by the Department of Commerce which was held from 8-10 May 2019.

Dr.Nandan Prabhu KP delivered a talk on Literature review – Rationale, Process and Techniques, Dr.Yogesh Pai spoke on the topic How to Write an Empirical Paper and Dr.Rajasekaran Pillai shared his thoughts on the topic Identification and Refinement of Research topic.

Dr Nandan Prabhu, Dr S Lakshminarayanan & Dr Yogesh Pai P

Invited as the resource persons for the Five Day Hands-on Training on SPSS & AMOS held from 27-31 May 2019. The Workshop was organized by Department of Allied Hospitality Services(DAHS), Welcomgroup Graduate School of Hotel Administration, Manipal in association with SPSS South Asia Pvt Ltd.

Guest Visit

Dr K.G.Hemalatha

Professor & Head, & **Deepak. R** Associate Professor, Department of Management Studies, Dayananda Sagar College of Engineering, Bengaluru visited MIM and had an interaction with Dr.Raveendranath Nayak, Director MIM. The purpose of the visit was to explore collaboration in the area of research and consultancy and to study some of the best practices followed by MIM.

Faculty Research Publication

Dr Kavitha T C

Presented her research paper titled **An Empirical Analysis on E- Retail Service Quality, 3PL in Supply Chain L-SQUAL, E-SQUAL, and E-SRQUAL** in 19th World Conference on Applied Science Engineering and Technology during May 16t and 17, 2019 at Bangkok, Thailand.



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PhD Award

Ankitha Shetty

Research Scholar, MIM successfully defended her Thesis titled **Performance of Bancassurance and Traditional Agents Model in Life Insurance Industry** on April 16, 2019. She was guided by Dr.Savitha, Associate Professor, Manipal Institute of Management, Manipal.

Prathibha Patel M

Research Scholar, MIM successfully defended her Thesis titled **"Financial Health of Hospitals: A Structured Performance Measurement through Evaluation of Indicators and Dimensions"** on May 31, 2019. She was guided by Dr.V.K. Ranjith, Professor, Manipal Institute of Management, Manipal.

Director's Message

Unethical conduct in business is a huge issue; definitely, the rot in our society. Management educators are asked to teach business ethics in our MBA programs. Yes, it has been taught as a subject in management schools. The question is can it be taught same as the subjects in finance, HR, and operations. If it can be, which teaching method is more effective? Students' ethical foundation is more or less set when they enter postgraduate institutions. They learn right and wrong mainly from observing their parents' behavior in their family settings? If the consequences of unethical conduct have been found to be rewarding to their bread winners, then they might perceive that cheating in business is all right. However, it's not too late for us to change their perception. If anything can bring the change in them, it's our (teachers') own conduct in educational institutions that can set as good examples. Towards this, in MIM, we adhere to fair and good practices in marking student work. In fact, we have zero tolerance for copying from other's assignments and to malpractice in exams. We've incorporated the tenets of business ethics in each and every subject. Telling others to do this and don't do this (normative approach) can only achieve half the success. Every student must realize upon reflection that ethical conduct in business and organization is too important for everyone's good.



Dr Raveendranath Nayak
Director