



MPBIM's prestigious management fest "Paradigm 2014 -Vridhhi" was celebrated on 22nd and 23rd May. Vridhhi in Sanskrit means "Growth". At the Vridhhi fest, competitions were held on various aspects to test the business acumen of brilliant minds who aspire to create a niche for themselves in the present global front . The events focused on the ancient political and economic strategist Chanakya and revolved around "Chanakya's Legacy". The Chief Guest for the event was Sri. Subhendu Panigrahi, co-founder at Venturesity, VentureHire and Co-Founder and Startup Curator of Innovation Angels. Sri Panigrahi was former Shelf Life Engineer at Infratab Inc., Coordinator at Entrepreneurship Cell and Summer Intern at IIM Lucknow and Technical University of Denmark after his stint at Indian Institute of Technology, Kharagpur. Sri N Ramanuja Chairman of MPBIM presided over the inauguration. Sri H N Suresh Director Bharatiya Vidya Bhavan was the Guest of Honour. The event had competitions on various aspects of management - Best Manager (Atharv), Marketing (Aavegham), HR (Atulyum), Theme Event (Angad), Finance (Aarohan), Counter Strike (Aayudh), Business Quiz (Aavrith) and Corporate Fashion Show (Aavishtam). The event saw participation from various B-Schools like IFIM, Dayanand Sagar College of Management, MES, MSRMI, Jain University, Priyamvada Birla Institute of Management, Mysore to name a few. The prizes were distributed to the winners at the Valedictory function on 23rd May, presided over by Prof. B Shekar Professor of QMIS area at IIMB.

PARADIGM
VRIDDHI 2014



Birlaites
The News Letter

| आ नो भद्राः क्रतवो यन्तु विश्वतः |

Let Noble Thoughts Comes To Us From Every side- Rig-Veda 1-89-1

Newsletter August 2014

Volume 2 , 2

PARADIGM
VRIDDHI 2014
22nd and 23rd May, 2014



**MPBIM WELCOMES
BATCH 2014-16**

Inside this issue

From Chairman's Desk

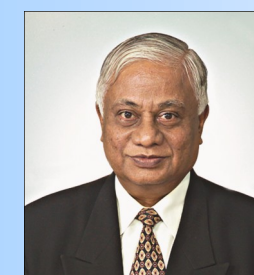
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My young friends

I was reading Jim Collin's 'Good to Great' and pondering over how to transform the organization we live in. I agree that several myths associated with change are really not so relevant to the members of the organization or the stake holders.

In an educational institution, all the people, faculty, staff and students, every one needs to share the vision of where we are going. Activities like accreditation and conformation do go on. But the in the journey of

From Chairman's Desk....

the path of excellence, there are no breaks, only new initiatives one after the other. These are not great steps but small ones all aimed at a common objective of achieving excellence. We have taken new initiatives in library, teaching methodology, encouraging the attitude for research among the students and faculty with more workshops, seminars, increased participation in seminars and conferences, more publications, et al.

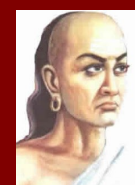
All these initiatives aim at one objective, making our students more acceptable whether for jobs or for higher education, in the vocation they chose to pursue. Every step aimed at making them successful in their chosen positions. Jim Collins makes a very relevant observation- no two mediocrities can make a great organization. We

need to constantly upgrade ourselves to ensure we do not get into that mould. It is a matter of pride that last year our students made a mark at IIMs in various events through their presentation of papers and also competitions.

The new batch of students of 2014-16 will be coming into our fold. All of us at the institution will ensue they have a good and fruitful stint in the college to ensure they emerge successful.

My hearty welcome to all the new comers and best wishes for a new academic season.

N. Ramanuja



Before you start some work, always ask yourself three questions - Why am I doing it, What the results might be and Will I be successful. Only when you think deeply and find satisfactory answers to these questions, go ahead.
- Chanakya



Inauguration of Vanya— Marketing Fest



Inauguration of Vridhhi— Paradigm 2014



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From Director's desk....

Don't be afraid to give your best to what seemingly are small jobs. Every time you conquer one it makes you that much stronger. If you do the little jobs well, the big ones will tend to take care of themselves.—Dale Carnegie



A change is not a new phenomenon. It is a constant companion of people who intend to grow & change upon in several ways. First, is in terms of growth of outward realization. One looks at the external world and absorbs what he/she needs. As a part of

phenomenon when this is manifested in action, others observe to notice it.

Another domain of change is the way we think. The thought process would manifest by confounding experience with intellect. This is characterized as change in personality. People behave, the way they are, because of the conflicts and confluence of interest.

When conflict outweighs confluence, emotions dominate the personality. On the contrary, when confluence dominates conflict,

the real aura of the personality gets exposed.

That, which make a person think, act and realize in communion with nature is the real change. The object which links up with the subject for manifest is the one that we should always look for. The initiative for change must come from us. The locus of path of movement is providence. Ultimately providence will lead us to change!

- Dr. N S Viswanath



Our students win prizes at RVIM fest

Sri N Ramanuja, Chairman MPBIM, addressed the students of SDMIMD, Mysore and outlined the role of human resource management in the corporate world. Welcoming the new batch of students for their management programme, he shared his experience as CEO of a major public sector and various initiatives in institution building.

Dr. N S Viswanath inaugurated the two days national conference on **New Perspectives in Indian Management** at MSRIT. Dr. K R S Murthy presided over the event.

Dr. N S Viswanath was chairperson of a National Conference on **"Sustainable Development through Global Business and Technological Advancement"** on Saturday, 31st May, 2014 at Brindavan College. He made a presentation on the topic at the conference.

Sri Praveen Savadi and Smt. Manjula Librarians at MPBIM attended National Workshops on **implementation of KOHA** held at New Delhi and Bangalore

Dr. N S Viswanath inaugurated a **seminar on Research Methods** at Oxford Institute of Management on 25th April 2014.

Happenings...

Research paper of Amruta published in Southern Economist



The dissertation report of Amruta Terdal student of 2009-11 batch, entitled "Day of the week effect in Indian stock markets: An econometric analysis of BSE Sensex" has been published in the Journal *Southern Economist*, vol 53, Number 6, 2014. This is the first part of the article. The next issue will publish the second part.

The research paper was aimed at finding 'Day-of-the-week' effect in Indian stock markets specifically considering BSE Sensex index, which is considered as the barometer of the Indian stock markets for the period 2005-2013. The study finds presence of Day-of-the-week effect in the study. The study concludes that investors have to be made more aware of these patterns to utilize these trends in short term trading.

Samadhan- Research Corner

Editorial Panel

Student Editors

Indrani Bannerjee
Mohamed Suhaib

Editorial Guidance

Dr. N S Viswanath
Director & Principal
Dr. Nagesh Malavalli, Dean
Sudhindra Gargesa
Deputy Director
Prof. Rohini G Shetty
Asst. Professor



Dr. Sumitra Sreenath, a senior faculty member of MPBIM obtained her PhD award from Symbiosis International University during April 2014. Her doctoral thesis was on

'Competency based e-Learning systems'. Corporate e-learning initiatives are often being implemented with too little consideration for organizational issues; potential benefits of e-Learning as a tool for creating organizational competencies are usually not realized to a full extent. The focus of the thesis was on integrating Corporate e-Learning

and Competency for the organizational environment and benefits of linking these two important concepts for utilizing human capital to the maximum possible extent.

Dr. N S Viswanath, Director and Principal of MPBIM and Director of the Institute's Research Centre was the guide for Dr. Sumitra.

Panel Discussion on Union Budget 2014

Panel Discussion on **Union Budget 2014** was held on July 11th, 2014 at MPBIM. Dr. N S Viswanath, Director and Principal, MPBIM welcomed the panelists and the audience, which comprised of faculty members and students from various management institutes and bank besides faculty members and students of MPBIM.

The Panel comprised of Dr. S Bisilaiah, former Vice Chancellor, University of Agricultural sciences and World Bank expert on Agriculture, Dr. N S Viswanath, Director and Principal MPBIM, Dr. Nagesh Malavalli, Dean MPBIM, Prof. S. Ramagopal and Prof. R. Deepak members of the faculty of MPBIM. Prof. Basanna Patagundi was the rapporteur. Dr. S. Bisaliah, spoke at length on various aspects of the budget and opined that the budget consisted of "statement of good intentions". He analyzed budget across five macroeconomic factors, namely decelerated GDP, persistent inflation, fiscal deficit, current account deficit and value of Indian rupee in Forex market. He opined that the GDP growth can be revived through good governance, restoration of investment cycle and supply side economic model. Prof. Deepak viewed the budget from the angle of market expectations. He drew parallels with the budget presented by Sri Madhu Dandavate in 1991. Prof. S. Ramgopal focused on the strategic areas of budget. He opined that defense, food production, healthcare and education are the key strategic areas covered in budget. Dr. N.S.Viswanath stated that the numbers presented by the finance minister are fine tuned to the requirement of the government. The stability of government in terms of the execution of plan is critical for the economic growth of the country. Common market for agriculture products is not possible and proper policies are necessary for controlling food inflation. Dr. Viswanath felt that the government need not be dependent on FDI for investments, instead domestic savings have to be encouraged and necessary support system such as banking, financial literacy etc need to be provided.



Dr. Bisilaiah, Dr. Nagesh Malavalli, Prof. Deepak, Prof. Ramagopal and Dr. N S Viswanath at the Panel Discussion on Union Budget 2014

Vanya - Marketing Fest

Vanya - Marketing Fest was held June 24th June 2014. The fest highlights the capabilities in the students in marketing the products they have chosen. The theme for this years marketing fest was **'Go Green'**

Inaugurating the event, Dr. B. Shekar Professor of Quantitative Methods and Information Systems (QMIS) area at IIM Bangalore and Chief Guest for the event spoke of creativity in advertisement. Sri H R Ranganath, CEO of Public TV and Guest of Honour, stressed on the need to have differentiation in marketing and capable to recall. Sri Vijay Raghavendra, young actor of kannada film industry and Guest of Honour, said that the awareness on environment should become a life style rather than one time movement. He stressed that Go-Green concept was a social responsibility of all individuals. Dr. N S Viswanath Director and Principal said that the students need to be complemented for this choice of guests, who have their own individual styles which have brought them success. He stressed that students must aim at being creatively constructive. Dr. Nagesh Malavalli, Dean, felt that it is important where learning comes from. He said that this fest gives the students a chance to implement what they have learnt. He complimented the students for the efforts put in by them.

E-Cycle team and **'Green Stop'** team won first and second prizes. **'Earth Nature'** team won the consolation prize. **T Jahaj team** won the first prize for their Teasers. Second prize was won by **Kagadam team**.



Views of the stalls and the guests Sri Vijay Raghavendra and Prof. Shekar with Dr. N S Viswanath at the stalls of Vanya