



*What we really are  
matters more than  
what other people  
think of us.*

*Jawaharlal Nehru*



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## From the Desk of the Director

Greetings!

Past few years have been a roller coaster ride for most economies across the world. Economies that were once characterized as being salient had to face the erosion of economic prosperity. India too had its share of setbacks but it is the time of introspection and execution which would lay the sound foundations of an economically prosperous and consistently developing society.



The major events at the Institute during the period were: the Institute organized the 14th NICOM 2011 during January 6 – 8, 2011, and Mr. Harsh Mariwala, Chairman & Managing Director, Marico Industries Limited inaugurated the conference. The Institute had its 11th Annual Convocation; Mr. Nimesh N. Kampani, Chairman and Managing Director of J M Financials was the Chief Guest. ANVESH-2011 - a conference for doctoral research in Management was held on April 1 and 2, 2011 and Perspective, the annual academic fest, was organized from Feb 11-13, 2011.

The Institute had also conducted one open-house and four in-house programmes for the executives of prominent organizations like Bharat Petroleum, Kalpataru, Torrent, etc.

New batches of MBA (Full-time), MBA (FB & E), and MBA (Part-time) and DPM joined the Institute. Sadhu Shree Pujya Vivek Jivandasji, BAPS and Swami Nikhileswarananda, Head, Ramakrishna Mission addressed the students.

A numbers of student activities were organized, such as Cultural Festivals (Richter 10), various Club activities, and social activities. Students also participated in various competitions and won prizes in different events.

We had a few very eminent visitors from abroad: Dr. Frank Linnehan, Interim Executive Director & Professor of Management, Dr. Paul Jensen, Director of LeBow College of Business Ph.D. Program, Dr. V.K. Narayanan, Stubbs Professor of Strategy & Entrepreneurship, LeBow College of Business (Drexel University), Dr. Albert K. Karnig, President, and Prof. Vipin Gupta, California State University, San Bernardino, Prof. Manish Shah, Associate Dean, R&D & Innovation, Lake Forest Graduate School of Management were some of the visitors who had come to the Institute during this period.

One new faculty member and three staff members joined the IMNU fraternity during this period.

I hope you will enjoy reading this issue of Sparsh.

**Dr. C. Gopalkrishnan**  
Director

Forum for intellectual stimulation

## Induction / Inauguration Programme

### Induction Programme

The MBA [Full Time] Programme for the batch 2011-13 was inaugurated on June 22, 2011. Mr. Pankaj Sachdeva, Managing Director, Kalpataru Power Transmission Ltd was the Chief Guest on the occasion. He in his address highlighted that though manufacturing sector may not provide glamorous job opportunities but management graduate can consider it as a platform to build their career as unlike other sectors where the burn out and stress is less. He also said that superior in an organization should have excellence in all the functional areas of work, which can help him to lead by examples.



*Mr. Pankaj Sachdeva, MD, Kalpataru Power Transmission Ltd., delivering the Inaugural Address to Batch (2011-13 of MBA (Full Time).*

The MBA (FB&E) Programme for the batch 2011-13 was inaugurated on June 27, 2011. Mr. S. Rajaram, CEO of Erhardt & Liemer Ltd dwelled on his long experiences of working with family based businesses. Mr. Rajaram touched upon issues of how each business family member (partners) need to add value for the business instead of being a defacto CEO. The partners of business families needs to have a coherent approach in matters of performance and where the organization is headed. As such the challenge of family businesses is not in keeping the entrepreneurial sparks flying but in managing the ventures to fruitful implementation of strategies by matching the resources of the organization with that of the environment and with better accounting norms, transparency in dealings and transactions.



*Mr. S. Rajaram, CEO, Erhardt & Leimer Ltd., sharing his experiences on Family Based Business with the Batch 2011-13.*

### Spiritual Talk / Discourse

- Sadhu Shree Pujya Vivek Jivandasji, BAPS, addressed the students of MBA-Full Time Programme on 25, 2011 at IMNU auditorium and delivered a talk on "Importance of Pride in Life".
- Swami Nikhileswarananda, Head-Ramakrishna Mission, Vivekananda Memorial, Baroda, addressed the students of MBA-FB&E on 28, 2011 at IMNU auditorium and delivered a talk on "Importance of Values and Ethics in Business ". He highlighted how a business enterprise can remain profitable and build a

reputation without comprising on ethical practices and the efforts needed by the leaders to achieve the same. The importance of values in business was stressed upon by the Swami, specially for the younger generation as they believe in instant gratification. The Swami stressed upon the fact that that it takes time to build reputations and nothing is achieved overnight.

## NICOM – 2011

The 14th Nirma International Conference on Management, 2011 (NICOM 2011), the Flagship event of the Institute of Management, Nirma University, was successfully held during January 6 – 8, 2011. The theme of the conference was “Managing in Turbulent Times – Creativity, Innovation, Entrepreneurship, Leadership & Learnings”. NICOM – 2011 received an overwhelming response from the academia, industry practitioners and students. 227 abstracts and 160 full papers were received from national and international delegates. Papers were received from across India as well as international delegates representing USA, South Africa, Romania, UK and Australia. Mr. Harsh Mariwala, Chairman & Managing Director, Marico Industries Limited inaugurated the conference and the guest of honour was Prof. Rafiq Dossani, Director, Centre for South Asia, Stanford University, USA. There were four plenary sessions in which eminent speakers from USA, UK, Romania, India discussed various issues related to the theme. The conference had 155 registered delegates and 105 papers were presented in 24 concurrent sessions organized in five tracks in three days. The other luminaries like Dr. Karsanbhai K. Patel, (President, Nirma University), Mr. Rakesh Patel (Vice Chairman, Nirma Ltd.), Dr. N. V. Vasani (Director General, Nirma University) and Dr. Larry Lemanski of Texas A & M University, USA were also present during the inaugural session.



*Dr. N. V. Vasani, Director General, Nirma University, Chief Guest Mr. Harsh Mariwala, MD, Marico Industries Ltd.; Guest of Honour, Prof. Rafiq Dossani and Dr. Karsanbhai Patel, President, Nirma University, Inaugurating the NICOM 2011 on January 6, 2011.*

## Convocation Ceremony 2011

The 11th Annual Convocation of the Nirma University was held on the varsity campus on Sunday April 3, 2011 where 330 management students and 13 Ph.D. students received their degrees. Mr. Nimesh N. Kampani, Chairman and Managing Director of J M Financials was the Chief Guest of the occasion. President of Nirma University, Dr. Karsanbhai K. Patel presided over the convocation function and delivered the welcome address and Dr. N. V. Vasani Director General, Nirma University, delivered the concluding address. Chief guest Mr. Kampani awarded 19 scholastic medals to students from various courses for securing the overall first, second and third ranks, the first rank specialization-wise and programme-wise best students. Thirteen Ph.D. students, 170 students from MBA [Full Time], 106 students from MBA [Family Business & Entrepreneurship] and 54 students from MBA [Part Time] received their degrees for successful completion of their academic programmes. Mr. Kampani, during his convocation address said, “Life will not start with a big bang or a bed of roses and one should not stop learning and find newer ways of enhancing knowledge.” He added that learning has to be a continuous process and one had to dream big to become bigger and better as no idea is a bad idea and any idea that you dream of can become a successful idea.



*Dr. N. V. Vasani, Director General, Nirma University; Mr. Nimesh Kampani, Chairman and Managing Director, JM Financials, Chief Guest and Dr. Karsanbhai Patel on the occasion of 11th Annual Convocation of Nirma University on April 3, 2011.*



## MOUs

- Institute of Management, Nirma University has signed an MoU with California State University, [CSUSB] on April 30, 2011. Dr. Albert Karnig, President and Prof. Vipin Gupta, from California State University, [CSUSB], San Bernadino had visited the Institute of Management, Nirma University to sign the MoU.
- Institute of Management, Nirma University has signed an MoU for partnership with Lake Forest Graduate School of Management, USA. Prof. Manish Shah, Associate Dean R&D and Innovation had represented Lake Forest Graduate School of Management, USA, and visited the Institute of Management, Nirma University in April 2011 for signing the MoU.



*Strengthening Relations: MOU for Partnership with Lake Forest Graduate School of Management, USA.*

## Rankings

The Institute has been rated as a `Super League 2` B-School and ranked among the top 20 B-Schools in the country by the survey conducted by the All India Management Association and Published in Indian Management, May 2011.

Business World B-School Survey ranked the Institute of Management among the top 25 Best B-Schools in the country, June 27, 2011.

IM-NU has been ranked as 9th among top 20 B-Schools in the Zonal ranking of West Zone by The Week, June 5, 2011.

## Awards

1. IM-NU, received best B-School Leadership Award, 18th Dewang Mehta Business School Awards, 24th November 2010.
2. The Institute of Management has received Competition Success Review Award of Excellence for 2010-11.
3. The Institute has been awarded the best B-School with Innovate Marketing to Target Segment by DNA and Stars of the Industry Group, during 2010.

## Anvesh-2011

ANVESH-2011 - a conference for doctoral research in Management was held on April 1-2, 2011 at the Institute of Management, Nirma University for providing a platform to the doctoral scholars coming from the various B-schools across the country to directly interact with peers, exchange ideas and discuss approaches and methodologies on various aspects of management.

Prof. A. K. Jain - Professor in the marketing area, IIMA, inaugurated ANVESH-2011. 33 abstracts of the selected research papers were received, 26 scholars presented their papers in the conference and 5 tracks were scheduled pertaining to different functional areas. Amongst 26 presentations made in different functional areas of management by participants across the country, 8 presentations were made by the DPM students of IMNU. A panel discussion was scheduled wherein the learned penalists shared their thoughts on "Management Research-challenges, opportunities and implications.

The valedictory session was chaired by Shri K. K. Patel, COO, Nirma University. He admired the efforts and gave away the certificates to the participants and best paper prizes to winners of paper co-authored by Rajeev Verma (FPM student-IIM Indore), Jyoti Verma (DPM student, IMNU) and Bindya Soni (Faculty, School of Law, NU.)



*Strengthening Relations: MOU for Partnership with Lake Forest Graduate School of Management, USA. - Prof. A. K. Jain of IIM, Ahmedabad releasing the proceedings of Anvesh.*

## MDPs and FDPs

### Management Development Programme (Open) 2010-11

Name of the Programme	Date	Programme Leader
Organization Integration Through Effective Teams	February 11-13, 2011	Prof. Nina Muncherji

### Management Development Programme (In -House) 2010-11

Name of the Programme	Date	Programme Leader
Torrent (Management Development and Professional Skills Enhancement)	January 29, 2011	Prof. Sapna Parashar Prof. Nityesh Bhatt
Kalpataru (Management Development Programme)	15 September, 2010 – 7 April, 2011	Prof. Nityesh Bhatt Prof. Sapna Parashar
Bharat Petroleum Corporation Ltd.	March 3-4, 2011	Prof. Nityesh Bhatt Prof. Sapna Parashar
Bharat Petroleum Corporation Ltd.	March 7-8, 2011	Prof. Sapna Parashar Prof. Nityesh Bhatt

A 26 weeks long Management Development Programme was conducted for executives of Kalpataru Power Transmission Ltd. (KPTL) Gandhinagar from 15-Sept. 2010 to 7th April 2011. It covered all aspects of general management and strategy. Inaugural Function was blessed by the august presence of all Business Unit Heads, Shri Pankaj Sachdev, MD-KPTL, and Prof. C. Gopalkrishnan, Director-IMNU. Valedictory function was arranged on 7-April 2011, where Shri M.A. Baraiyya, President-HR and Shri Sharad Shah, GM-HR distributed the certificates to all successful candidates. Overall, the programme was coordinated by Dr. Sapna Parashar and Dr. Nityesh Bhatt.



Kalpataru MDP - Shri M. A. Baraiyya, President – HR, Kalpataru Power Transmission Ltd., addressing the participants at the valedictory function of 26 week MDP.

## Summer Internship & Final Placements

### Summer Internship

Summer Internship is an integral part of the curriculum at IMNU and provides the students an opportunity to gain a practical insight into the corporate world. 190 students from the batch 2010-12 started their summer internship in the first week of April, 2011. The duration of the internship was set to a minimum of 8 to 10 weeks.

This summer internship saw Banks, Investment Banks, FMCG companies, Consultancies, Market Research firms, Advertising agencies and many others visiting the campus. These companies offered a wide gamut of profiles in the field of Finance, Marketing, Operations, Human Resources and Information Management. IMNU also successfully established newer associations with companies like Ruchi Soya, Jones Lang Lasalle, Novartis, FINO and other such renowned corporations. The average stipend was approximately INR 6,000.

### Final Placements

On successful completion of the programme, the Institute helps the students to explore placement opportunities by inviting companies for campus recruitment. It had been an eventful year for the students with a plethora of companies from across all sectors making their presence felt at the campus. Participation of new companies like Ranbaxy Lab Ltd., Ruchi Soya, FINO, HCL Comnet and the likes, were the highlights of the year's placement with other leading companies from IT, Banking, Marketing / Market Research, Manufacturing, Consulting, Insurance, Financial Services offering dream profiles to students of IMNU. Over 40 companies participated in the process with the highest salary offered being Rs 10 Lakh per annum. The batch of 2011 observed a surge in the average salary offered which shot up to Rs 7 Lakh per annum from that of Rs 6.20 lakh per annum offered last year.





## Clubs and Committees

### Finnesse

The finance club of IMNU, Finnesse, on March 3, 2011 organized a Post-Budget Panel Discussion. The esteemed panel consisted of Mr. K. D. Shah, Former Vice President, Gujarat Chamber of Commerce and Industry [GCCII] and a leading Chartered Accountant, Mr. M. C. Gupta, a leading consultant in Corporate Affairs & Prof. M. Mallikarjun, Faculty-IMNU. Prof. Mallikarjun presented a very critical analysis of the Union Budget 2011 and touched on all the points ranging from oil prices to education. Mr. K. D. Shah stressed on the amendments that were proposed for in the budget and said that it was not very well handled while Mr. M. C. Gupta presented the Budget Analysis in the light of the Capital Markets.

### Imprintz

Imprintz – the HR Club had organized three events during January '11 to June '11 – Bouleterion and Bellatus Ultimus, during Perspective '11 and The Last Stand during NCL. Bouleterion was a mock COP 16 Summit, which was originally held at Cancun, Mexico. Each team was assigned a specific country, which was part of the actual COP 16 summit. This event had two rounds, first was a short quiz, conducted online and the second was the discussion round, held on campus. The event had participants from IMNU as well as other B-schools across India. Bellatus Ultimus was an event in which the participants were required to go through various rounds and after which the winner would be termed as the 'Best Manager'. The participants were short-listed on the basis of an objective quiz basing on which they were invited to the campus. The participants were further analysed on the basis of a Case Study, Writing analysis, Image Interpretation and Presentation of the Case Study (without using PowerPoint), The topic of group discussion was 'Sky is Red' and the decision of the winner was based on scores in each of the stages of the event. During NCL '11, "Last Stand" was the event organized in which the players of the six teams of IMNU MBA-FT, which played in NCL, were interviewed and were asked to analyze and discuss the games which had been played between the teams and also talk about the various strengths and weaknesses of each team. These interviews were video graphed and were circulated in the entire batch through the LAN network.

The students of Institute of Management organized a national level quiz, 'mIMNUrma' for MBA aspirants, those who were either pursuing their final degree examination or those who have passed their graduation and have appeared for CAT 2010. The quiz was conducted in two phases. Online quiz was conducted on January 16, 2011 wherein 142 teams [each team consisting of two persons] participated in the quiz. Six teams from top scorers were invited to the campus for the final quiz which was conducted on the campus on February 12, 2011. The teams were from Symbiosis Law School, Pune, BITS, Pilani, Christ University, Bangalore, NIT, Surat and two teams from ITNU, Ahmedabad. All the teams, except BITS, Pilani, participated in the final quiz. The team of Symbiosis won the first prize [cash award of Rs.30,000/-] followed by ITNU [cash award of Rs.15,000/-].

### Niche

Bizzart was organized by marketing club of IMNU, Niche for Perspective'11 on February 11, 2011. The event was based on a case study on 'Rangat Hotels Ltd' and the participants were supposed to design an IMC plan and decide upon the future strategy with the given conditions in the case. It saw a huge participation from the top business schools in India including IIM A, K, I, IIT D, IIT K; NITIE, NMIMS, SIESCOMS and MICA including IMNU.

### xQuizit

QUIZMOS was organized by xQuizit as a part of Management festival 'Perspective 2011', on February 12, 2011, was hosted by 'The Daily Grill' and had 22 teams fighting for the trophy of merit. Teams from the top B –schools across the country viz. NITIE, MICA, IMNU, SIBM-P were a part of the battle. The Quiz was hosted by the founders of The Daily Grill and IMNU Alumni, Mahip Vyas and Raghav Rastogi along with Harshal Modi and Neha Sharma. The elimination format of the quiz was based on the Cricket world cup 2011.

### Sumantra

The club hosted Sahitya – the Literary Competition in Perspective '11 on February 12, 2011. It was a huge success as teams from colleges all across India participated with huge enthusiasm. It was a two level competition with 8 teams being selected by an online quiz for the on campus

rounds. These teams competed for the top three spots in short story writing, book review and poetry competition.

Another national level event that Sumantra was proud to host was Shabdanjali – a Hindi and Gujarati poetry recital which saw poets from IMNU and outside showcasing their creative geniuses on February 27, 2011. The event aimed to ensure that all creative people had a platform to showcase their ideas and help keep the spirit of poetry alive. Along with these events, book reviews, author introductions and other similar literary events are organized every fortnight for the book lovers in IMNU.

### Swayam

The SWAYAM Club organized the Business Plan Competition Srijan during Perspective 2011 which was

based on the theme of Social Entrepreneurship that responds to and fulfils the needs of those at the Bottom of the Pyramid. The event was sponsored by the State Bank of India and received more than 50 entries from top management institutes all over the country. The B-Plans were evaluated on various parameters like Business Concept, Social Aspect, Competitive Advantage, Sales and Marketing Strategy, Financials Viability, Risk Analysis and Clarity of the plan. The winners were from MICA, Ahmedabad. IRMA, Anand were the Runners-up. The highlight of the event was that the winning teams and runners up got funding offers from Mr. Ronak Shah – Director - Brand Communications, Ignite Mudra and these teams also received offers for mentorship support from the Venture Capitalist Mr. Arvind Modi.

## Cultural Committee

### Lohri Celebration

In the year 2011 Lohri –the Punjabi agricultural festival was celebrated with great enthusiasm with bonfire and contemporary Bhangra. This event witnessed high response from the students of IMNU.

### Richter-10

Institute of Management, Nirma University hosted its Annual Cultural Festival, Richter 2011 from February 11-13, 2011. It attracted participation from all over the country with teams participating from IIM A, IIM B, MICA, NITIE, NMIMS and K. J. Somaiya. Every single night in Richter had loads to offer. It started with the rock night where bands from different cities of India like Delhi, Mumbai, Baroda, etc. came to perform and rocked the campus with their own compositions. The energy of the crowd was at the peak as soon as the bands strung the guitar. A musical night was also arranged where students from IMNU as well as other reputed B-schools came and enjoyed the night full of music. The star event was Kavi Sammellan where the stage was graced by reputed Dr. Kumar Vishwas of “koi deewana kehta hain” fame, Mr. Surendra Sharma and Mr. Saral Sampat, who showcased the irony of the current situations through his poems. On the whole Richter-10 was a huge success and the campus was abuzz with many activities and events throughout the 3 days. Some of the fun events organized during this period were Antakshari, Kabaad Wars, Masquerade (Face Painting), Scavenger Hunt, Treasure Hunt, Showtime, Step up, Counter Strike, Aagaa and Rok Tok.



Richter-10 – Displaying talent thru Face Painting



Richter-10 – Dr. Kumar Vishwas with his impeccable comic timing



### Perspective

Perspective, the annual academic fest, was organized from Feb 11-13, 2011. It witnessed a number of interesting events like 'Bouletron', 'Money Messiah', 'Make the Cut' and many more. There was active participation from students of IMNU along with other eminent B-Schools like MICA, IMI, IIM Indore, JBIMS, IIM Kozhikode just to name a few. Perspective left no stone unturned by providing students opportunity to hone their analytical skills through events like Bizzart - The IMC Case Study Competition, Bouletron – The Mock Cancun Summit, Make The Cut – The Movie Promotion Event, Prayaas – The Social Marketing Event, Quizmos – Business Quiz and Srijan – The B-Plan Competition. Bellatus Ultimus – The Managerial Competition saw Chandni Joshi of MTV Hero Honda Roadies 08 as one of the judges.

### Farewell 2011

The last event that was organized by Cultural Committee in the academic calendar for 2010-2012 was the farewell party to bid adieu to their seniors. The event was a very special one for the outgoing batch and fun games were organized which was followed by dinner.

## Sports Committee

### Nirma Champions League '11

Nirma Champions League (NCL), the Annual Sports Meet of Institute of Management, Nirma University organized by the Sports Committee for students of IMNU. As the tag line of Sports Committee says “Khelo Nirma Khelo”, mission of the event is to encourage participation from all students

and to be a part of the enriching experience. Continuing with the tradition of IMNU, Sports Committee organized NCL '11, a 10 days event which started from January 9, 2011 was inaugurated by Mr. Bhanwar Lal, Sports Minister of Rajasthan and successfully ended on January 17, 2011. The sporting extravaganza consisted of 11 teams competing for the Championship. It was an intense battle fought for the crown over a period of one week. Students of IMNU challenged each other in the arenas of Carrom, Chess, Table Tennis, Badminton, Volleyball, Throwball, Basketball, Lawn Tennis, Football, Cricket and Athletics. The grounds were filled with supporters and cheer leaders from all the teams with their banners, slogans and posters raising high in the sky. The participating teams were Samurai (MBA-FT- I- SEC B), Vikings (MBA-FT- I- SEC A), Bohemians (MBA-FT-I-SEC C), Falcons (MBA FB&E-I-SEC A), Dynamos (MBA FB&E-I-SEC B), Titans (MBA-FT-II-SEC A), Pirates (MBA-FT-II-SEC B), Stallions (MBA-FT-II-SEC C), Phoenix-A (MBA FB&E-II-SEC A), Phoenix-B (MBA FB&E-II-SEC A) and Part Time.

Stakes were high as bids were placed on each team on the Nirma Index, which saw huge fluctuations after every match. The games were played in true spirits of sportsmanship and were marked end with the neck to neck match between Stallions and Samurai which concluded with a win for Stallions. The Closing Ceremony for NCL'11 was celebrated in the back lawns on January 26, 2011 where the ultimate winners were declared. Ending ceremony included giving accolades to the winning teams of each event. Stallions had a whopping victory with 406 points while Vikings gave a tough competition to the winners and stood at the runner-up position with 278 points. Satyajit Jadeja from Stallions triumphed the games and won the championship of NCL'11 with the maximum number of gold medals.



Strategy formulations: Participants of NCL 2011)

## Aavjo

Aavjo, a cricket event was based on the IPL theme and named as IMNU's Premiere League (IPL) was held from February 24 to March 6, 2011. The tournament had four teams, namely, Northern Knights, Western Warriors, Southern Superstars, And Eastern Eagles fighting for the title. The formation of these teams happened through the bidding process facilitated by 3 regional representatives from each region. The auction took place on February 11, 2011 and began with the Grand Opening Ceremony on February 24, 2011 in IMNU auditorium. The attraction of the series was the IMNU Faculty/Staff vs. IMNU Students Match which was scheduled for March 6, 2011, just before the Grand Finale of AAVJO. The IMNU Faculty/Staff Team won the match against the IMNU Students Team and the Northern Knights won the finals against the Western Warriors and remained undefeated throughout the tournament. The tournament generated a lot of interest at IMNU and the format provided an opportunity to the faculty, staff & students IMNU to bond over Cricket. The organizers of the tournament were Sarang Dani & Ranjeet

Singh, MBA-2nd year students of IMNU Batch 09-11.

## Parakram

Parakram 2011, the two day National level sports extravaganza was organized by Institute of Management, Nirma University on February 13, 2011. Teams from B-schools across, included IIM-I, MICA, IRMA, SPM Gandhinagar and AES Ahmedabad. Each B-school had a squad of 30 players who participated across various team games, viz. cricket, football, volleyball, basketball and throw ball and individual games, viz. tennis, table tennis, badminton, athletics and chess. Officials from the Sports Authority of India (SAI) were referees for all of the events. Large crowds came to support their respective colleges and all the matches were full of excitement and high adrenaline. The spectators were treated with some breathtaking performances and eventually IMNU came out on top, followed by MICA and IIM-I in the final points tally.



Aiming for success: Parakram 2011

## Social Cells

### Rotaract Club of IMNU

The induction ceremony for the new Board members of Rotaract Club took place in IMNU campus. The chief guest for the session were Rtn. Jaiprakash Vyas, ex- District Governor, (Dist: 3050) and Rtn. S. B. Singh along with faculty co-ordinator of Rotaract IMNU, Prof. Sapna Parashar. Joining the dignitaries on stage were New President and Secretary, Rajesh Sawant and Gaurav Somani respectively. The chief guest on the occasion Rtn. Jaiprakash Vyas took forward the session and gave an inspiring speech, followed by that was the oath taking ceremony. Rajesh, President – Rotaract Club of IMNU addressed the audience and briefed the audience with the future plans and goals established by the new board for the year 2011-12. The certificate distribution was done by Rtn. S. B. Singh to bid farewell to the senior rotaract members. Gaurav Somani, Secretary, proposed a vote of thanks and concluded the ceremony.



Oath Taking Ceremony of Rotaract Club of IMNU 2011-12

### SARAL

The year 2011 started with the celebration of lohri and uttarayan festivals with SARAL kids (i.e. children of construction workers) getting a chance to witness the diversified culture of India. This was followed by Republic Day celebrations which included flag hoisting and collage

competition with the help of IMNU students. Then came the grand event Sanidhya which saw the participation of social cells of IIM-A, MICA, MANAVSADHNA-NGO along with SARAL kids. The kids first attended a craft-workshop, followed by a cultural event and a sports evening. Sanidhya provided a platform for all the participating institutions to share and enhance their learning and experience. It also marked the transition of “SARAL-SOCIAL CELL” of IMNU into NGO “SARAL” run by students of IMNU. Along with all the fun studies has been the key focus area for SARAL. All the SARAL kids who gave exams in the academic year 2009-10 have passed with flying colors.

### 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.

Since January 2011, teams that have won their respective events are:

1. Karan Chawla and Vipul Yadav stood third in MBA - Dare-2011, a Business quiz at IIPM, New Delhi.
2. Dhirej Jotwani won 2nd prize on Best Paper “Business Cycle Synchronization of the Emerging Asian Economies with the Developed US Economy” which was presented in Nirma International Conference on Management –2011.
3. Jyoti Verma won 1st Prize on Best Paper “The Role of Customer Orientation as a Moderator of the Job Demand–Burnout–Performance Relationship: A Study of Service Organizations in Augmenting Organizational Capabilities” which was presented in Nirma International Conference on Management –2011.
4. Vrinda Sood, Ms. Anuja Parmar and Nidhi Magiya won 3rd Prize on Best Paper “A Study of the Impact of Consolidation on the Banking Sector: A Financial, Marketing and HR Perspective which was presented in Nirma International Conference on Management –2011.



## Faculty News

### Prof. C. Gopalkrishnan

1. Prof. C. Gopalkrishnan, Director, IMNU was invited to participate in the Business Professor Teaching Summit conducted by LeBow College of Business, (Centre for Teaching Excellence), Drexel University, Philadelphia, USA. During his visit he addressed the faculty members and made a presentation on "Innovative Pedagogical Approaches Implemented at the Institute of Management, Nirma University" on May 20, 2011.

### Prof. Anamika Sinha

1. Attended a conference (ALHP) organized by ISABS Delhi at Dona Sylvia, Goa from May 24 to May 29, 2011.

### Prof. Ashwini K. Awasthi

1. Attended the National Conference on Contemporary Issues in Marketing and Intellectual Property Rights organized by Guru Gobind Singh Indraprastha University, New Delhi at MSME Development Institute, New Delhi on March 26, 2011 and presented a paper on "Customer Participation in Service Encounters – A Pilot Study On Customers' Perspective."

### Prof. Deepak Danak

1. Delivered half a day module on Risk management in Banks in the training programme for officers of Bank of Baroda at Bank of Baroda Staff College, Ahmedabad on May 7, 2011.
2. Attended Nirma International Conference on Management-2011 held at Institute of Management, Nirma University, Ahmedabad from January 6-8, 2011 and presented a paper on "Designing Management Control System for Creating Value through Real Options."
3. Attended Eighth AIMS International Conference on Management organised by AIMS International at IIM, Ahmedabad from January 1-4, 2011 and presented a paper on "Addressing the Challenges of Management Education in 2020: Four 'S' Framework."

### Prof. Deepak Srivastava

1. Delivered lectures in Corvinus University of Budapest, Hungary, Szechenyi Istvan University, Hungary and in BI

Norwegian Business School, Oslo, TSE, Turu University.

2. Delivered lectures for Masters Program students and in International Staff Training Program and also acted as a commentator in Collaborative Service Development and Innovation Work shop, Conducted by Turku University, Finland.
3. Editorial Board Member for Asian Journal of Case Research, Graduate School of Management (GSM), Universiti Putra Malaysia, IMT Case Journal, IMT; Nagpur and SDM IMD Journal of Management.
4. Paper Reviewer for South Asian Journal of Management, India

### Prof. Jayesh Aagja

1. Attended one day training programme on Programming With R: A Pragmatic Introduction organized by R-Metrics Group Indira Gandhi Institute Of Development & Research, Mumbai on March 24, 2011.

### Prof. Kshamanidhi Adabar

1. Attended conference organized by Faculty of Commerce, M. S. University, Baroda from March 4-5, 2011 on the theme "Employment Scenarios in India Post Reforms Period" and presented a paper on "Determinants of Employment across Indian States."

### Prof. M. Mallikarjun

1. Attended the 42nd Annual Regional Science Conference organized by MS University, Baroda at Dona Sylvia, Goa from May 24 to May 29, 2011 on the theme "Asset Inequality and Poverty in India: A Spatial Analysis."

### Prof. Neeraj Amarnani

1. Awarded Ph.D. in Management from Dharmsinh Desai University, Nadiad. The research was in the area of Investor Behaviour and was titled "Study of Disposition Effect Among Indian Investors in the IPO Aftermarket".

### Prof. Neha Parashar

1. Published a book on "Mutual Funds and Investors" by Classical Publishing House, New Delhi with ISBN No.: 978-81-7054-557-6 in March 2011.

2. Published an article on “Effect of trading on spot price volatility for NSE Nifty using time series regression and GARCH model” in 2011 in South Asian Journal Management Research, volume number: 3, January 2011, page no:148 to 159.

### Prof. Nityesh Bhatt

1. As a Conference Chairperson, organised 14th Nirma International Conference on Management (NICOM) at an AICTE sponsored International Conference at Institute of Management, Nirma University on the theme Managing the Turbulent Times: Creativity, Entrepreneurship, Innovation and Leadership from Jan 6-8, 2011.
2. As a member of editorial board, reviewed 3 papers in the IT Area for International Conference – GBATA.
3. As a member of editorial board, reviewed 3 papers for Journal NITARA, an Online International Journal of Computer Science and Engineering.
4. Got a two months project from Indian Space Research Organisation (ISRO), Ahmedabad for writing a position paper for in the area of 'Rural Communication Requirements' for their upcoming national level research project. Period (May 22 – July 22, 2011).
5. Published an article on “Managing in Turbulent Times: Functional Initiatives and Technological Implications” in 2011 in Book ISBN - 978-93-80697-45-1. It was co-authored by Bindi Mehta.
6. Published an article on “Managing in Turbulent Times: Business Ecosystem and Macro Perspectives” in 2011 in Book ISBN - 978-93-80697-45-1. It was co-authored by Bindi Mehta.

### Prof. Pawan Kumar Chugan

1. Appointed as programme Co-chair from India for the Global Business and Technology Association (GBATA) State University of New York at Old Westbury, New York's 13th International Conference on the theme of “Fulfilling the Worldwide Sustainability Challenge: Strategies, Innovation, and Perspectives for Forward Momentum in Turbulent Times” July 12-16, 2011, at Istanbul, Turkey.
2. Chapter Reviewer for the forthcoming book entitled “Service Science Research, Strategy and Innovation: Dynamic Knowledge Management Methods” Edited by N. Delener, Ph.D. Dean, State University of New York, at

Old Westbury, USA, to be published by the IGI global NY, USA (under publication).

3. Engaged as Member Editorial Board, “Monthly Journal – Advances in Management”, Indore.
4. Engaged as Member Editorial Board, “Indian Journal of Training and Development (IJTD)”, Indian Society for Training and Development, New Delhi.
5. Conference Paper Reviewer for Global Business and Technology Association (GBATA) State University of New York at Old Westbury, New York's 13th Conference on the theme of “Fulfilling the Worldwide Sustainability Challenge: Strategies, Innovation, and Perspectives for Forward Momentum in Turbulent Times” to be held during July 12-16, 2011, at Istanbul, Turkey.
6. Published an article on “Technical Textiles: The Opportunities for Indian Textiles Industry in Turbulent Times” in 2011 in book entitled “Managing in Turbulent Times: Business Ecosystem & Macro Perspectives”, (ED) Prof. Bindi Mehta and Prof. Nityesh Bhatt, Excel Books, New Delhi, Jan. 2011, p.p. 494 –509.
7. Book Review: Foreign Entry, Market Development & Strategy Implementation by Michael R. Czinkota, Ilkka A. Ronkainen, Carlyle Farrell and Ronald Mctavish (2008), Toronto: Nelson Education. Pp. xxviii+674 published in 2011 in Indian Journal of Training and Development, Vol. XXXXI, No. 1, Jan.-March, 2011, Indian Society of Training and Development, New Delhi. It was co-authored by Upinder Dhar.
8. Presented a paper on “Technical Textiles: The Opportunities for Indian Textiles Industry in Turbulent Times” in the Nirma International Conference on Management 2011 held at Institute of Management, Nirma University, Ahmedabad.

### Prof. Sameer Pingle

1. Invited by ICICI Bank for ICICI Bank Leadership Development Programme with NIIT University, Rajasthan as Selection Committee member from February 11-12, 2011.
2. Attended the International conference on Human Resource Management – GCeMP 2k11 which was organized by Ganpat University, Mehsana and Victoria University, Australia at Mehsana, Gujarat from February 24-26, 2011 and presented 2 papers;

- (i) Paper titled "Missing Links In Performance Appraisal: Yesterday, Today, Tomorrow" which was co-authored by Shrabani Bhattacharjee and Jyoti Verma.
- (ii) Paper titled "Performance Management in Institutes of Higher Education through Balanced Scorecard: A Conceptual Study" which was co-authored by Nataasha Kaul and won the First Prize for this paper.
3. Conducted 'Human Resource Management' course at IIT Gandhinagar.
4. Reviewed the following Books for the forthcoming issues : Industrial Relations by Monappa, New Delhi: TataMcGraw Hill in June 2011 Ø Performance Management, New Delhi: Pearson Education in March 2011 Human Resource Management, New Delhi: Pearson Education in February 2011.
5. Published an article on "Impact of Turbulence on Business Schools: A Comparative Study of India and Australia" in 2011 in Managing in Turbulent Times: Enterprise Initiatives and Technological Implications edited by Prof. Nityesh Bhatt and Prof. Bindi Mehta. It was co-authored by Rayani, Lucy.
6. Article on "Leadership Styles during Turbulent Times: A Study of IT/ ITES Organizations in India" published in 2011 in Managing in Turbulent Times: Enterprise Initiatives and Technological Implications edited by Prof. Nityesh Bhatt and Prof. Bindi Mehta. It was co-authored by Vrinda Sood.

### Prof. Sanjay Jain

1. Attended Nirma International Conference on Management-2011 held at Institute of Management, Nirma University, Ahmedabad from January 6-8, 2011 and presented a paper on "Marketing Communication of Prescription Drugs: A Study of Medical Representatives". Was also the Session Chair for the track on Functional and Cross Functional Challenges During Turbulence.
2. Resource person for Research Methodology Workshop (For MBA Students) organised by Faculty of Management Studies, Sukhadia University, Udaipur on April 16, 2011 on "Data Analysis through SPSS."
3. Resource person for Refresher Course organised by Academic Staff College, D.A.V. University, Indore on July 4, 2011 on "Research Design and Data Analysis through SPSS."

4. Published an article on "Lifestyle and General Medicines: A Study of Promotional-Mix Strategies in India" in Journal of Medical Marketing, Vol.11, Issue 2, co-authored by Karunesh Saxena.

### Prof. Sapna Parashar

1. As a MDP Chairperson, arranged, coordinated & delivered sessions in the MDPs for BPCL on Internal Marketing for Business Effectiveness" for Bharat Petroleum Corporation Limited in three days "Entrepreneurial Development Programme" for Western Region Star Distributors at Institute of Management, Nirma University, Ahmedabad on March 21-23, 2011 and March 24-26, 2011.
2. As a MDP Chairperson, arranged, coordinated & delivered sessions in the MDPs for Kalpataru Power Transmission and Torrent Pharma.
3. Panel Member for Ph.D. Synopsis Presentation at Ganapat University, Mehsana
4. Coordinated Pre-Conference Workshop on Creativity and Innovation held on Jan 5, 2011 at Institute of Management, Nirma University.
5. Published an article on "Customer Purchase Intention of Private Label Brands in Indian Grocery Retailing" in 2011 in Managing in Turbulent Times : Enterprise Initiatives and Technological Implications edited by Prof. Nityesh Bhatt and Prof. Bindi Mehta. It was co-authored by Sapna Chararia.
6. Attended Nirma International Conference on Management-2011 held at Institute of Management, Nirma University, Ahmedabad from January 6-8, 2011 and presented a paper on "Customer Purchase Intention of Private Label Brands in Indian Grocery Retailing."

### Prof. Sari Mattila

1. Article on "Corporate Governance: A Chair with too Few Legs?" published in 2011 in Corporate Governance and Corporate Social Responsibility: A Way of Life. R. K. Mishra, M. Sahay, S. Jhunjhunwala and S. Bavirishetty (Eds.), MacMillan Advanced Research Series, ISBN 978-0230-32295-0. It was co-authored by A. N. Mathur.



**Prof. Satish K. Nair**

1. Guest lectures in the Diploma in Marketing Management programme at Ahmedabad Management Association.
2. Article on "The City Branding of Ahmedabad" published in 2011 City Branding: Text and Cases, by Keith Dinnie (ed), ISBN No. 9780230241855.

**Prof. Swarup Kumar Dutta**

1. Participated in the International Case Masters Competition organized by IIM, Ahmedabad on July 10, 2011 at KLMDC Auditorium and submitted a case titled "Eveready Industries - The Magic Lamp that Changed the Fortunes". The case was adjudged amongst the top 5 in the Emerging Markets Category.

**NEW FACULTY/ STAFF**



**Chetan Jhaveri - Assistant Professor**

M.Sc., PGDCA  
 Area : Statistics & OR  
 E-mail : chetan@imnu.ac.in

Prof. Chetan Jhaveri has over 15 years of experience in Academia. He is pursuing his PhD in the area of Operations Research. He has been teaching Quantitative Techniques, Operations Research and Operations Management to MBA, PGDBM and MDP participants for the last 15 years. He had been a visiting faculty for Quantitative management at several management institutes like Mudra Institute of Communication(MICA), School of management, Gujarat University. He has presented several papers in national seminars and conferences and has published research papers in reputed international and national journals. His research interest includes Supply chain management and application of simulation for decision making. He is life member of Operations Research Society of India (ORSI).



**Harshal Bhagwat**

Joined as Manager – Corporate Relations and Placements,  
 M.B.A. (Marketing/IT)

Harshal Bhagwat is an astute professional with an experience of 10+ years in Corporate Relations & Placements (Domestic / International) with some of the top ranked business schools in the country. Before joining academics he was associated with IT Industry in Human Resource Information System and Marketing functions His Proactive, hands-on style, extensive team leadership with personality development skills, networking abilities, interpersonal skills and acumen of understanding business makes him successful in the corporate relations function. His passion about technology and its application leverages him to excel in his tasks.



**Mr. Nimit Modh**

Jr. Assistant  
 B.Com., PGDCA

Nimit Modh joined the Institute on May 2, 2011 as Program Assistant – MBA (PT) Program. He has 6 years of experience in academic administration and has worked with Laljibhai Chaturbhai Institute of Technology.



**Mr. Vishal Sutariya**

Jr. Assistant  
 B.A., DCA

Vishal Sutariya has joined the Institute on June 2, 2011 as Admin Assistant. He has 6 years of experience in Academic Administration and has worked with Gujarat Council of Primary Education (DPEP) & Sarva Shiksha Abhiyan (SSA), Gandhinagar.



### Dignitaries Visited

We had a few very eminent visitors from abroad:

1. Dr. Frank Linnehan, Interim Executive Director & Professor of Management - Drexel University, Philadelphia, USA
2. Dr. Paul Jensen, Director - LeBow College of Business Ph.D. Program
3. Dr. V.K. Narayanan, Stubbs Professor of Strategy & Entrepreneurship - LeBow College of Business (Drexel University)
4. Dr. Albert K. Karnig, President, and Prof. Vipin Gupta - California State University, San Bernardino
5. Prof. Manish Shah, Associate Dean, R&D & Innovation - Lake Forest Graduate School of Management



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