

## Message

In recent past, Indian industry has found itself working closely with the non-governmental organizations or NGOs. The two have come together to add value to their businesses and influence the way they plan and build their organizations. It is a private-private partnership model that deliberately mixes commercial viability with social commitment. Given the vast network of NGOs in India estimated at 1.5 million by Indian NGOs an online knowledge platform for the social sector offers many benefits. It allows companies to access consumers in low income groups and those located in remote areas. Also, many NGOs are connected with communities that have large pools of semi-skilled labour which help companies in the infrastructure and retail businesses. It strengthens the supply chain by helping the link up with community organizations that collect and market agricultural produce, handmade textiles and craft products. And it helps companies create and manage effective corporate social responsibility programmes, as an NGO is best placed to identify the community needs and problems and deliver an effective solution. As per one of the recent issues of the Business World, the partnership is more than just a secure source of funds for NGOs. It provides them with managerial expertise, entry into large markets and the opportunity to scale up in their area of competence. Success is largely influenced by the ability of either partner to inspire trust in the other and to deliver on commitments. Without trust, these partnerships could easily fall by the wayside.

During the span of time from July to September this year, the Institute organized Management Conclave (Prayaag 2007) with Dr. Lin Chase of Accenture Technology Labs as Chief Guest; and Entrepreneurship Conclave with Dr. P.N. Bhagwati as Chief Guest. Regarding Management Development Programmes, five in-house and two open-house programmes were conducted for the executives of prominent organizations, such as ONGC Ltd., Gujarat Mineral Development Corporation and J.K. Lakshmi Cements Ltd. to name a few. Mr. T.N. Seshan, Former Chief Election Commissioner and Mr. Vineet Kaul, Philips India visited the Institute under Institute Lecture Series. The Zydus Emerging and Aspiring Leadership Programme was concluded and a new Executive Diploma Programme was initiated in the stream of International Business. A number of students' activities were organized, such as Talent Night and An Evening with Chahre. The students of the Institute participated in many events organized by various other institutions and organizations across the country. Six new members of faculty and staff joined the IMNU fraternity during this period. Faculty members actively involved themselves in various academic and professional activities. I am confident that you would enjoy going through this number of the newsletter.

**Dr. Upinder Dhar**  
Director



*"In the happiness of his subjects lies the king's happiness, in their welfare his welfare. He shall not consider as good only that which pleases him but treat as beneficial to him whatever pleases his subjects."*

**-Kautilya in Arthashastra**

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## Editors

Prof. Santosh Dhar  
Prof. Harismita Trivedi  
Prof. C. Gopalkrishnan

## Management Conclave: PRAYAAG -2007

“India Inc.: Going Global” was the theme for this year's Management Conclave “Prayaag 2007” which was held during August 30 -- September 1, 2007.

Dr. Lin Chase, Director, Accenture Technology Labs, India inaugurated the Conclave and spoke on “Technology and Business Process Innovation”.

This was followed by a series of lectures by other eminent speakers, which included Mr. Krishna Gopal, GM (Middle-East), Tech Mahindra, who talked about “Emerging Markets - Opportunities and Challenges for IT Industry”, Mr. Hemang Gajab, GM (Marketing), Siemens Ltd., who talked on “Challenges in Project Marketing and Management in a Competitive Marketplace”, and Mr. Ramesh Dhanani, GM, Bennett Coleman & Co., on “Benefits of Global Economy and Technology.”

The theme for the second day was Finance. Dr. S. Rajagopal, G.M., Urban Banks Department, Reserve Bank India made a presentation on “Indian Banking -- Global Challenges”. This was followed by a lecture by Mr. Sangram Barot, Sr. Associate Vice President, Darashaw, on “International Financial Markets vis-a- vis Indian Financial Markets”, by Mr. Yatrik Vin, Vice President (Finance), National Stock Exchange on “the Indian Capital Market,” and by Mr. Savan Godiawala, Director, Deloitte Haskins & Sells on “Foreign Exchange Management Act”.

The theme for the third day was “Information Technology and Operations”. Mr. Ashutosh Dhanesha, SSME Ambassador, IBM India gave a talk on “Services Science, Management and Technology for Service Education in B-Schools.” In the second session, Mr. Venkatesh Hariharan, Head, Open Source Affairs, Red Hat talked on the world of the open source community, and the final session was addressed by Mr. Yogesh Kale, Facility Management Group, Wipro, on the theme “Global Delivery Model”.

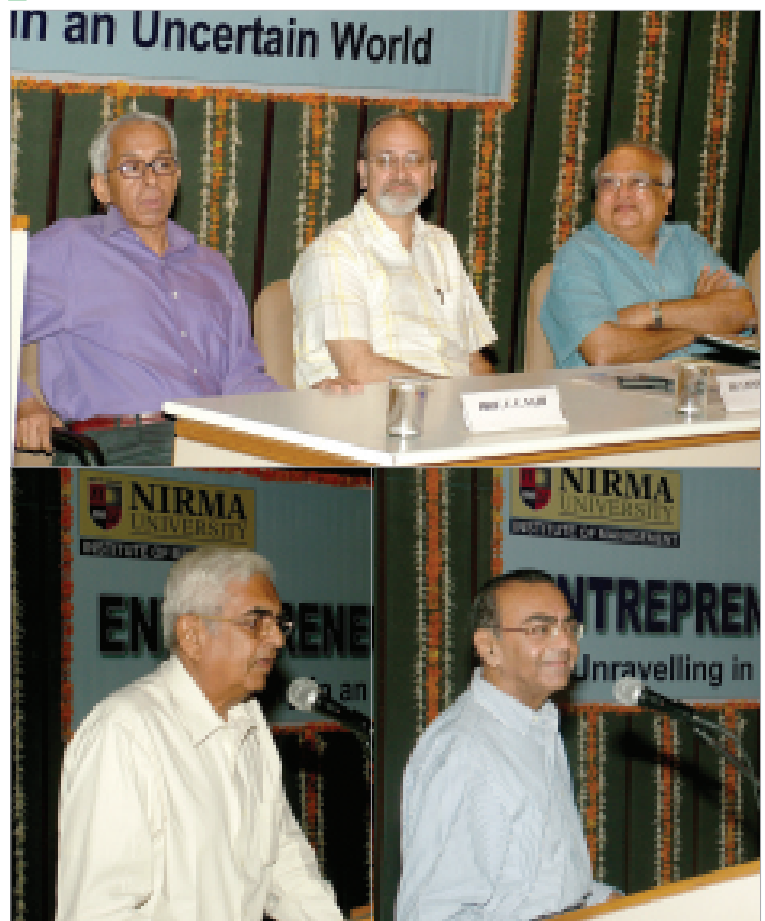
Dr. A.R. Dasgupta was the Chief Guest at the valedictory function. Dr Dasgupta discussed on Geoinformatics and how the lives are being made better every day by Geoinformatic System.





# Entrepreneurship Conclave

The Entrepreneurship Conclave this year was held on September 28 & 29, 2007. Dr. P.N. Bhagavati in his inaugural speech examined the changing environment facing entrepreneurs in India in particular and the world in general and how to meet the challenges facing the entrepreneurs. Dr. V.G. Patel, former director of Entrepreneurship Development Institute in his valedictory address discussed the different crises facing the entrepreneurs and how to face them. The other eminent speakers included, Mr. N.G. Mavlankar of Genest Engineers who discussed on Values and Entrepreneurs, Mr. Achal Bakeri of Symphony Systems, who discussed on innovation and entrepreneurship, Mr. Bipin Shah of NE Plastics, who discussed on succession planning, Mr. Parag Desai of Wagh Bakri Tea, who discussed on the challenges of the generation next, Mr. Jayakumar, VP of ABB Projects, who talked of corporate entrepreneurship and transformation, Ms. Geeta Goradia of Jewel Brushes, who discussed on managing new enterprises, Ms. Mona Dave of SEWA, who discussed on Social Entrepreneurship and SEWA, and Ms. Manjula Shroff, Chairperson, Calorx Foundation who discussed on Women Entrepreneurship.



# Management Development Programmes

## Corporate Training Activities

### In-House Programmes:

Two programmes under the ongoing series on Team Building and Conflict Resolution were conducted for ONGC LTD. during this quarter. About sixty managers from different locations of ONGC participated in the two programmes.

Futures First, a youthful organization, with young executives, in the financial services sector, invited the Institute to provide training to its executives on Motivation and Communication Skills, by a one-day workshop on July 26, 2007. The Company is headquartered at Bangalore and almost its entire senior executive team attended the workshop at Ahmedabad.

The Institute also offered a two-day programme (August 1-2, 2007) on Motivation for Higher Performance for the employees of Gujarat Pipavav Port Limited, India's first private sector port, now operated by APM Terminals, one of the largest operators of container terminals in the world.

The Institute had also played hosts to forty managers of Gujarat Mineral Development Corporation for whom the Institute conducted a three-day programme on Finance for Non-finance Executives on September 19-21, 2007.

### Open Programmes

Two open programmes, viz., "Managerial Skills for Technical Personnel" and "Finance for Non-finance Executives" were also offered during this quarter. About thirty participants from different organizations attended the two programmes. Some of the organizations whose executives participated in these programmes were SAI Consulting Engineers Pvt. Ltd., Somany Ceramics Ltd., Xplora Design Skool, Sabar Engineering Pvt. Ltd., Shree Rama Multi Tech Ltd., Erhardt + Leimer India Pvt. Ltd., Maize Products, Amos Corporation (A Div. of Amos Enterprise Ltd.), BCM Corporation, Gujarat Mineral Development Corporation Ltd., L & T Sargent & Lundy Ltd., and J. K. Lakshmi Cement Ltd.





## Institute Lecture Series

### Mr. T. N. Seshan

Mr. T.N. Seshan, IAS (Retd.) former Chief Election Commissioner, Government of India visited the Institute on July 19, 2007, and gave a very popular lecture on India: Today and Tomorrow

This was the first in the Institute Lecture Series during the Academic Year 2007-2008. Mr. Seshan had an interactive session with the faculty prior to his lecture. Mr. Seshan led the audience through the history of India to its present state and created a vision of the future of our country. In his highly humorous and subtle style he emphasized the importance of ethics and dharma for students so that they can differentiate right from wrong. He closed the lecture by giving tips to the students on qualities like Fearlessness, Sacrifice, Courage, and Dharma which are essential for effective leadership.

### Mr. Vineet Kaul

Mr. Vineet Kaul, Executive Director & Vice President, (HR), Philips India, delivered the second Institute Lecture on 9th August 2007 at 4.00 PM in the Auditorium. Prior to the lecture, he met the faculty and had an interactive session with the faculty in the Board Room at 3:30 PM.

### Valedictory Function of ZEAL Programme

The Valedictory Function of Zydus Emerging & Aspiring Leadership (ZEAL) Programme was held on August 17, 2007. Mr. Pankaj Patel, CMD of Zydus Cadila graced the function.

### Independence Day Celebrations

Dr. Vidhyut Joshi, Former Vice Chancellor, Bhavnagar University was the chief guest at the Independence day Celebrations held at the Nirma University of Science and Technology. After Flag Hoisting ceremony, Dr. Vidyut Joshi met the faculty in the Boardroom of Institute of Technology.

### Inauguration of Executive Diploma Programme 2007-08

The inaugural function of Executive Diploma Programmes 2007-08 was held on Sunday, August 19, 2007 at 09:30 AM. Mr. Rajiv Vastupal, President, Ahmedabad Management Association was the Chief Guest.



## Talent Night (Le Mélange)

Right from its inception Institute of Management, Nirma University has been driven by its values that are Creativity, Academic Excellence, and Responsibility for Individual and Concern for Society.

Extending on the same lines the institute provides several platforms to all its students to showcase their creativity. "Talent night" is one such platform where in all students come together to put up a show having a great mix of variety, colours and flavor.

The "Le mélange" included dance, drama, songs, orchestra, fashion show etc. and was held on August 18, 2007 at the Institute Auditorium.

The night began with a classical dance, followed by some brilliant performances such as "Sabarmati Express" a skit and a beautiful Kathak dance. Other attractions were songs, group dances, fashion shows and a great musical show put up by the student band.





### Chehre

In the new academic year 2007-08 the journey of Chehre The Dramatics Club -- continued with rigor. They gave a platform to a new basket of talents through their stage plays, radio broadcasts and movie making. The first event "An evening with Chehre" showcased winning performances of the previous year for the first time on campus. Apart from a gripping radio play and a documentary the club also staged the play "Marnoparant". Close on the heels of this was the alumni meet where Chehre put up the play "Darmiyaan". The strengths of these fine works of theatre were intense scripts, excellent performances by talented actors and enthralling dialogue delivery. The last event of this quarter and one that attracted enthusiastic participation was "Showtime" a movie making competition. A new feature that has been added to the creative ensemble of the campus by the junior batch is a daily short broadcast radio scheduled at 12 PM every night called "Mid Night Radio".

### Swayam - The Entrepreneurship Club

Swayam ,the Entrepreneurship Club, was dormant last year. This year the club has come up with ideas of various activities. These include lectures by eminent entrepreneurs, deals and games. To start with, the Club has started to summarize the life of great entrepreneurs and circulate the summaries among the students and faculty. The Club had arranged various programmes for the students of the Institute during the period.

### BIM Trichy Quiz Competition

Thejaswi Parameshwaran & Chandrashekhar Desiredy (II Year) and Mahip Vyas & Raghav Rustogi (I Year) qualified for the online BIM Trichy Quiz Finals and were rated among the top 30 teams at the national level amongst 500 teams who participated in the event.

Thejaswi Parameshwaran and Chandrasekhar Desiredy then went on to garner the First Prize in the Quiz Final ,with Mahip Vyas and Raghav Rastogi coming in fifth place overall.

### Teachers' Day Celebrations

The Teachers Day was celebrated on the evening of 5th of September, by the first year students. All faculty members were invited to be part of the celebrations. The event began with a beautiful song, followed by different fun-filled games and activities organized for the faculty such as Dumb Charades and Musical Chair. It was real fun to interact on topics other than academics. The evening concluded with a valedictory speech by Dr. Upindar Dhar, Director (IM NU).





## SIFE National competition:

A team of our students (Prerna Kapoor, Santosh Bhagat, Shenal Shah, Shivaditya Singh, and Tushar Mishra and ably supported by alumnus Kushan Jasani, under the faculty guidance of Prof. Neeraj Amarnani) had participated in the SIFE National Competition, 2007 held at Mumbai (June 19-20, '07).

The team was invited to Mumbai after their entry was selected on the basis of their initial report. The final competition was held in two stages in Mumbai - Regional round followed by National final. The Institute team won the regional round, and made it to the finals.



## New Faculty



**Prof. Sapna Parashar**

M.B.A. (Vikram University), Area: Marketing

Prof. Sapna Parashar has joined the Institute as faculty in the Area of Marketing on August 1, 2007. Prof. Parashar has been engaged in industry, teaching and research for the last eight years. She has published forty research papers and cases in refereed journals and a monograph. She was Assistant Editor of Prestige Journal of Management for three years. She has also presented research papers in a number of National and International Conferences. She is a life member of Indian Society for Training and Development and was chairman of ISTD Indore Chapter. Her areas of interest include consumer behaviour, services marketing, human values and business ethics.

## New Staff



**Mr. Krishan Kumar**

M.A., P.GD.T.M.  
Programme Officer

Mr. Krishan Kumar Joined the Institute as Programme Officer. Mr. Kumar has vast experience of about 21 years in the field of Administration. Before joining the

Institute, he had worked for 20 years in the Indian Air Force in Administrative branch as a combatant member and for one year in the Institute of Technology, Nirma University. He did his graduation from MD University, Rohtak, post graduation in English Literature from Annamalai University and PG Diploma in Tourism Management also from Annamalai University, Chidambaram. Besides, he has also done courses in the fields of Administration, Leadership and Management from the Indian Air Force Institutes.



**Mr. Mahendra Singh Rao**

B.A., M.L.I.Sc.  
Assistant Librarian

Mr. Mahendra Singh Rao joined the Institute on July 20, 2007 as Assistant Librarian. Mr. Rao has done Bachelor of Arts (1998), Bachelor of Library and Information Sciences (2002) and Master of Library and Information Sciences (2003). Before joining the Institute, he had worked in Advent Institute of Management Studies. Mr. Rao has over six years' of experience in library management.



**Mrs. Beena K. Patel**

B.Com

Mrs. Beena K. Patel joined the Institute as Stenographer (Secretary to Deputy Registrar) on October 27, 2007. Mrs. Patel has done B. Com. (1993). Before joining the Institute of Management, she had worked as a

stenographer in Government Pleaders' Office, High Court of Gujarat, Ahmedabad. Mrs. Patel has over 12 years' of experience in secretarial work.



**Mr. Jignesh Ishwarlal Amin**

B.Sc., M.L.I.Sc.  
Library Assistant

Mr. Jignesh Amin joined the Institute on July 9, 2007 as a Library Assistant. Mr. Amin has done B.Sc. (2003), Bachelor of Library and Information Sciences (2005) and Master of Library and Information Sciences (2006). Before joining the Institute, he had worked as Junior Library Assistant in Consumer Education and Research Society, Ahmedabad. Mr. Amin has over three years' of experience in library management.



### Ms Pragna Jayantilal Prajapati

B. Com, M.L.I.Sc.  
Library Assistant

Ms Pragna Prajapati joined the Institute on June 14, 2007 as Library Assistant. Ms Prajapati has done B. Com (2004), Bachelor of Library and Information Sciences (2005), and Master of Library and Information Sciences (2006). Before joining the Institute, she had worked as Assistant Librarian at Indus Institute of Technology and Engineering, Ahmedabad. Ms. Prajapati has over two years' of experience in library management.

## Faculty News

### Chief Warden

Professor Pawan Kumar Chugan has been appointed as Chief Warden of boys and girls hostels of Nirma University. He has assumed the additional responsibilities as Chief Warden from August 6, 2007.

### Faculty Training

A training session was arranged on August 2, 2007 (2.00 pm to 3.00 pm) to update the students and faculty on the new features in the ISI emerging market database.

## Publications and other activities of the faculty

### Nityesh Bhatt

Certified as an Accredited Management Teacher (AMT) by All India Management Association (AIMA), New Delhi

Empanelled as a Research Associate at Development and Educational Communication Unit (DECU) of Indian Space Research Organization (ISRO), Ahmedabad for various information & communication technology specific researches.

A Paper "E-Tailing in India: Scope and Perspective" (Co-authored with Sangwan S.) was published in NICE Journal of Business.

As a part of three members team of Computer Society of India (CSI), evaluated four e-Governance projects of Gujarat government for annual CSI-Nihilent e-Governance awards.

Delivered key note address on topic 'IT enabled Marketing' in second technical session of the national conference titled "New Facets of Marketing: The Indian Miracle" organized by NIS Sparta at Udaipur

Paper "A Critical Evaluation of Indian Government's Strategies to bridge Digital Divide" was published in the

journal of UNIVERSITY OF GALATI, THE ANNALS OF "DUNĂREA DE JOS", Economics and Applied Informatics.

### Pawan Kumar Chugan

#### Program Co-Chair

Programme Co-Chair from India in the Ninth International Conference on "Achieving Competitive Advantage through Managing Global Resources", organized by Global Business and Technology





Association (GBATA), State University of New York at Old Westbury, and Fu Jen Catholic University, Taipei, Taiwan during July 3-7, 2007 and was awarded with a citation of **Global Excellence Award** in appreciation for dedication and support as a program Co-Chair of the above Conference.

### Paper Presented

Presented a paper "Advance Pricing Arrangement, Transfer Pricing, and Multinational Corporations (MNCs): The Implication for foreign Investment in India" in the above conference. The paper was published in the conference reading book, "Achieving Competitive Advantage through Managing Global Resources", by Nejdret Delener, Leonora Fuxman, Luis Eduardo Rivera Solis and Che-Jen Su, (eds.), published by Global Business and Technology Association, State University of New York at Old Westbury, New York USA, (pp. 382-392).

### Session Chair, Discussant and Speaker

Chaired a session on "Global Ethics and Social Responsibility", and was also a discussant at the technical session on "Global Financial Management: Investment and Commodity Issues" and Speaker at the special session on "Meet the Editors" at the above mentioned 9<sup>th</sup> international conference held at Taipei, Taiwan during July 3-7, 2007.

### Reviewer for International Journal

Was invited to join a team of reviewers for the "International Journal of Business and Emerging

Markets" published by the Interscience Publisher, England, U. K.

## Santosh Dhar

### Publications

New Markets and Consumers: A **Reaction** to Advertisements was published In Proceedings of Nineteenth AIMS Convention on **Emerging India: Strategic Transformation of Indian Industry and Management Education**, held at IIM Calcutta, Kolkata on August 23-25, 2007. (with Dr. Upinder Dhar)

A case **Noorani Hotel: A Success Story** was published and registered by European Case Clearing House under registration no 507-131-1

A case The Thrill Bazaar: A Success Story was published and registered by European Case Clearing House under registration no 507- 133-1

### Other Activities

Participated and presented research paper entitled New Markets and Consumers: A Reaction to Advertisements in the Nineteenth AIMS Convention on **Emerging India: Strategic Transformation of Indian Industry and Management Education**, held at IIM Calcutta, Kolkata on August 23-25, 2007.

Conducted training session on Manpower Mentor & Team Cohesiveness for Central Board for Workers Education (Ministry of Labour & Employment, Govt. of India on Sept 20, 2007)

Conducted session on Managing Change in Globalization Era for The Centre for Entrepreneurship Development on Sept.29, 2007

Ph.D. degree was awarded to Ms. Monica Chauhan by Devi Ahilya University, Indore (Supervised jointly with Dr.Upinder Dhar).

Ph.D. degree was awarded to Ms. Varsha Jain by Devi Ahilya University, Indore

## Upinder Dhar

### Books

Santosh Rangnekar and Upinder Dhar (2007). *Improving Managerial Effectiveness*. New Delhi: Himalaya.

### Article

Subhash Khode, Upinder Dhar and Manish Anand (2007). Bibliometric Analysis of Prestige Journal of Management and Research, 1997-2006. *Prestige Journal of Management and Research*, 11 (1), 16-22.

### Cases

The case Intelligent Movements: Anywhere Anytime was published and registered by European Case Clearing House under registration no 507-105-1

The case Tested Strategies New Environment was published and registered by European Case Clearing House under registration no 507-132-1

### Other Activities

- Elected as "National Vice President" of the *Indian Society for Training and Development* (ISTD) for the year 2007-08.
- Delivered the valedictory address in a conference at L.N. Patel College of Education, Kalyanpura, Kadi on July 1, 2007.
- Conducted sessions as Guest Faculty of the Indian Institute of Management Calcutta in the MDP on *Cutting Edge for Creating Wealth* for Indian Oil Corporation at Indianoil Institute of Petroleum Management (IIPM), Gurgaon on July 22-23.
- Delivered an orientation lecture on 'Creative Problem Solving' at the Institute of Science, NUST on July 24, 2007.
- Delivered an orientation lecture on 'How to Improve Memory' at the Institute of Pharmacy, NUST on July 25, 2007.
- Inaugurated the "**Post Graduate Diploma in HRM**" at Mahatma Gandhi Labour Institute, Ahmedabad on August 9, 2007.
- Chaired the Panel for Best Research Paper Award of the Association of Indian Management Schools on August 24, 2007 at the Indian Institute of Management Calcutta, Kolkata.
- Invited by *Air India* and *Gujarat Samachar* on the Selection Panel for the prestigious **National Rank & Bolt Award** - 2006-07 for Students and Teachers on September 2, 2007.
- Nominated to the AIMS Executive Board as "Honorary Treasurer" for the term 2007-08 fourth time in the last one decade.





## Human Resource Development

- Invited by the *National Institute of Cooperative Management, Gandhinagar* as Chief Guest in the Valedictory function of “PARAKH 2007” a State Level Summer Project Contest for the MBA Students on September 8, 2007.
- Visited Vikram University, Ujjain as Examiner for conducting the viva-voce of a Ph.D. scholar on September 10, 2007.
- Delivered the Inaugural Address on the occasion of “Hindi Fortnight” organized by the Physical Research Laboratory on September 14, 2007.
- Invited by the Academy of HRD, Ahmedabad on the Interview Panel for the Selection of Dean / Programme Director on September 18, 2007.
- Conducted a session for the *Central Board for Workers Education* on “Multi Skilling” on September 20, 2007 and also presided over the Valedictory session at Diu.
- Conducted technical sessions as a Guest Faculty of the Indian Society for Training and Development in a Training Programme for the Executives of Nuclear Power Station at Tarapur on September 27, 2007.
- Ph.D. degree was awarded to Ms. Monica Chauhan by Devi Ahilya University, Indore (Supervised jointly with Prof. Santosh Dhar).
- Appointed as Chairman of the *Programmes Committee* of the Indian Society for Training and Development, New Delhi third time in the last one decade.
- Elected as an Institutional Representative on the *Council of Management* of the All India Management Association, New Delhi.
- Invited as a Member on the Editorial Board of the *Indian Journal of Training and Development*.

## C. Gopalkrishnan

Conducted a workshop on Case Method of Teaching & Learning at the School of Communication and Management Studies, Cochin (Kerala). About 240 students of PG Diploma Programme at SCMS attended

the workshop.

Was invited to be a Governing Council Member, Om Vindhyavasini Institute of Management (Saurashtra University).

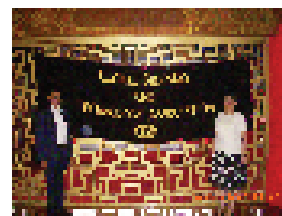
Was invited to be an Advisory Council Member, Shree Narayana Guru Educational Trust, Ahmedabad

Delivered valedictory address at Parivartan programme of the State Bank of India and State Bank of Saurashtra, State Bank of India Staff Training College, September 10, 2007

## Nina Muncherji

Participated in the GBATA's (Global Business and Technology Association) Ninth International Conference on the theme “Achieving Competitive Advantage through Managing Global Resources,” held at Taipei, Taiwan during July 3-7,

2007. She presented a paper titled 'An Approach Paper on Pedagogy in a B-School An Indian Study'. She also chaired a technical session at the conference. Her paper was also published in the Proceedings of the Conference.



# Visitors to the Institute

## Professor Geoffrey Durden

Professor Geoffrey Durden, Head Graduate School of Management, La Trobe University, Australia visited the Institute of Management on Tuesday, July 31, 2007 and interacted with the faculty.



Professor Durden has extensive teaching experience at the postgraduate and post experience levels, including MBA and Masters of Management. His major teaching interests are in International Marketing and Services Marketing.

Professor Durden is an active researcher and since joining the School has published in a number of international journals, including the Journal of International Marketing, International Marketing Review, Corporate Governance: The International Journal of Business in Society. Current research projects include a five-nation study into export marketing information use, a cross-national study of sales manager problem resolution styles (UK, Australia and New Zealand) and a cross-national study of internationalization modes for SMEs (France and Australia). He also has a wide range of consulting experience in both, the public and private sector.

## Dr. Lin L Chase

Dr. Lin L. Chase, Director, Accenture Technology Labs India, visited the Institute on 29th August, 2007 and interacted with the faculty and talked to the students.

Chase was selected to head the new India lab in December 2005, just nine months after joining Accenture as a systems integration researcher in Palo Alto. There she focused on semantic data integration, business process modeling and service-oriented architecture.

Prior to Accenture, Chase's career centered on artificial intelligence (AI) and speech technologies. She became interested in robotics and AI as an undergraduate at

Carnegie Mellon University in Pittsburghan impressive endeavor for someone who grew up on a dairy farm in western Pennsylvania and didn't see a computer until she was 19. After graduating with a degree in physics, she joined a company that had just been started by several of her professors to develop AI applications for corporations.

Almost five years later, she returned to Carnegie Mellon to earn her Ph.D. in computer science and robotics. While in graduate school, she started her own consulting company to capitalize on the growing wave of interest in speech recognition technologies.

Chase then worked across Europe in a variety of technology jobs, including launching the European division of an American startup software company called SpeechWorks International. In 2002, she moved to the San Francisco Bay area and founded NeoSpeech after a South Korean speech technology company called Voiceware offered her \$2 million in seed money to start her own business.

She sold her share of the company two years after its successful launch. And joined Accenture Technology Labs and, she says, there's nowhere else she would rather be.

"It's a tremendous accomplishment to build a world-class facility like this in India," she says, referring to the official launch of Accenture Technology Labs India in November 2006. "Our team is developing that R&D spirit together. Now we can really start to 'play cricket,' as they say here."



## Forthcoming Events



**H R Conclave**  
**October 05-06, 2007**

**Perspective 2007-2008**  
**December 12 -13, 2007**

**Cultural Festival**  
**December 14-15, 2007**

**NICOM, 2008**  
**January 09 11, 2008**

**For Private Circulation only**

Editorial Council: Prof. Santosh Dhar, Prof. Harismita Trivedi & Prof. C. Gopalkrishnan  
Editorial Associates: Dinesh Iyengar, Neha Poddar, Ronnie Reuben, & Hitesh Patel

Edited by Prof. C. Gopalkrishnan and published by G. Ramachandran Nair for and on behalf of Institute of Management, Nirma University of Science and Technology, Ahmedabad and printed at Print Quick, Ahmedabad



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