

## Honor for ICFAI

The ICFAI Group has been recognized as 'Education Evangelist of India 2013' by SkillTree Global Consortium in an annual television series on ETNOW, for its contribution to the field of education.

Mrs. Sobha Rani Nandury (Chairperson, The ICFAI Society) and Mr. Sudhakar Rao (Director, Branding and Communications, ICFAI Group) accepted the honor on behalf of ICFAI.

ICFAI Group has also been recognized with Karmaveer Chakra instituted by International Confederation of NGOs (iCongo) and the UN. For details: IBS:[http://issuu.com/element94/docs/education\\_evangelist\\_of\\_indi](http://issuu.com/element94/docs/education_evangelist_of_indi)

## Accolades to IBSCRC

The Awards of the Case Centre are recognized as "Annual Business Education Oscars" and awarded for excellence in case writing and teaching.

An IBS Hyderabad case entitled "Digital Marketing at Nike: From Communication to Dialogue" won the prestigious Case Award in the "Knowledge, Information and Communication Systems Management" category. The case study, authored by Prof. Debapratim Purkayastha and Mr. Adapa Srinivasa Rao is about the success of global sportswear giant Nike leveraging on the Information and Communication Technology.

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## Center for Women Development

IFHE enjoys the distinction of empowering the women by encouraging them to accept various responsibilities. Giving a further fillip to the women empowerment at IFHE the Center for Women Development is conceived to execute initiatives at a broader and wider level and beyond the realms of IFHE. It was inaugurated on January 22, 2014 by the Chief Guest Dr. Suvarna, Special Commissioner (Watersheds) Government of Andhra Pradesh. The Guests of Honor at the colorful program were Ms Vanitha Datla, CFO & Executive Director, Elico Ltd. and Ms. Karuna Gopal, Founder, Foundatoin for Futuristic Societies. It was presided over by Dr. J Maheder Reddy, VC and Dr. SV Sessaiah, Deputy Director, IBS Hyderabad



Dr. Vijayalakshmi, Chairperson, CFWD and Dr. Suvarna, Chief Guest, lighting the lamp



- ◆ Honor to ICFAI Group
- ◆ Accolades to CRC
- ◆ Center for Women Development

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## Editor Speaks...

***'Do not dwell in the past; do not dream of the future;  
Let your mind concentrate in the present moment'***

*The present is great and momentous at IFHE and its constituents and TP is happy to enamor you with the momentous news and events during Jan-Feb 2014.*



*It was a great honor for ICFAI group to receive the awards of 'Education Evangelist of India 2013' and 'Karmaveer Chakra'. The Center for Women Development has been a welcome initiative at IFHE.*

*IBS CRC has an array of achievements to share. International Conference on Finance, TRISHNA 2014, MDPs and workshops are the highlights at IBS Hyderabad. Admissions for the MBA Class of 2016 could be considered another major activity at IBS Hyderabad. Firefox OS Apps workshop and Alumni meet are the highpoints of FST. FOL is credited with Workshops and Seminars.*

*Thanks to each and every person at IFHE for the help and support to this newsletter and special thanks to Team TP.*

*Cordially yours*

**Prof. Mahesh Kumar**

## 10th International Conference on Business and Finance

The Department of Finance, IBS Hyderabad and Spears School of Business, Oklahoma State University, USA organized the 10th International Conference on Business and Finance, 2014 at IBS Hyderabad on January 9 & 10, 2014.

The Chief Guest for the program was Prof. I M Pandey from IIM Lucknow and the key note speaker was Prof. David Reeb from National University of Singapore.

Vice Chancellor Dr. J Mahender Reddy, presided over the function.

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## Accolades to IBSCRC

*Cont from page 1...*

Case Centre Awards, now in their 24th year, are presented by the UK-based The Case Centre, the largest repository of case studies in Management. This year's winners in other categories include Harvard Business School, IMD, INSEAD, London Business School, Ivey Business School, Darden School of Business, etc.

Earlier in February, 2014, Prof. Purkayastha and Mr. Rao's case study titled "Corporate Entrepreneurship and Innovation at Google Inc." was declared the winner of the 4<sup>th</sup> AESE Case Writing Competition, organized by AESE Business School, Portugal.

IBS Hyderabad added another feather by selling 21,000 copies of its cases worldwide between October and

December 2013. This is the largest number of cases it has sold in a quarter. Over 100 institutions across the world, including London School of Economics, London School of Business, Manchester Business School and IMD, as well as organisations such as KPMG and McKinsey, are among the major buyers.



Hearty congratulations to Prof. G V Muralidhara and his dedicated team at CRC.

## Workshop on Leadership & Governance

A workshop on 'Leadership & Governance' was held on January 25, 2014 for the senior people of IFHE.

The resource persons were Prof.R.Natarajan, Member ,Board of Management IFHE & former Chairman, AICTE and Dr.Saji Gopinath from IIM,Kozikhod.

## 7<sup>th</sup> Doctoral Thesis Conference

Department of Economics, IBS Hyderabad Organizes

7<sup>th</sup> Doctoral Thesis Conference at IBS Hyderabad on May 1 & 2, 2014

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## MDP on Stressed Asset Management

Senior executives from the banks attended the three day MDP on 'Stressed Asset Management' at IBS Hyderabad from January 20 to 22, 2014. The Director, IBS Hyderabad Dr.Narasimhiah Gorla inaugurated the MDP.

At the Valedictory, Dr. S.V.Seshaiah, Dy Director (Academics), IBS, Hyderabad called upon the participants to take advantage of the program inputs and grow further in their career. Dr.B.K.Malleswari, Associate Dean, Centre for Management Development, IBS, Hyderabad graced the occasion. Kudos to Dr.SC Bihari, Project Director.



Dr.SC Bihari with the participants

## Guest Lecture at IBS Hyderabad

A Guest Lecture on 'Enterprise Risk Management in Corporate Strategy & Role of Chief Risk Officer' by Dr.Betty Simkins from Oklahoma State University, USA was organized on January 8, 2014 at IBS Hyderabad.

## MBA Admissions 2014

Admissions to the MBA (Class of 2016) were held between February 18 and 27, 2014 at IBS Hyderabad campus. The admission process was centralized and it was executed like a well-oiled machine. The faculty, staff and administrators deserve a special applause for the successful completion of the admission process.

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## Structural Equation Modeling (SEM):Basics and Applications".

A workshop on 'Structural Equation Modeling (SEM):Basics and Applications' was held on January 9 & 10, 2014.

The participants got a hands on experience in using sample data sets on how to specify, estimate and interpret models applying confirmatory factor analysis and path analysis with latent variables. Participants were introduced to Amos software for the estimation of structural equation models during lab sessions.The workshop was coordinated by Prof.Shirshendu Ganguli & Prof.Abhilash Ponnam.



SEM Workshop-Participants with the faculty,

## PhD News...

### TP Congratulates



Mr. Jighyasu Gaur

for

successfully defending his thesis

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## RECOGNITIONS

### TP Congratulates

**Dr. Surjit Kumar Kar & Tina Dasgupta** for the paper '*Fighter Brands & Indian consumers: Study of Brand Narratives using Ad content Analysis*' presented at the Centre for Marketing in Emerging Economies: The 2014 Annual Conference of the Emerging Markets held at IIM Lucknow (Noida Campus) from January 8-11, 2014.



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**Prof. Debapratim Purkayastha** who was featured in the print edition of 'The Hindu Business Line' dated January 13, 2014. His expert opinion on 'Why entrepreneurial ventures fail' was covered along with ISB's Dr. Kavil Ramchandran.



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**Mr. Girish** for his research paper 'Efficiency of S&P CNX Nifty Index Option of the National Stock Exchange (NSE), India, using Box Spread Arbitrage Strategy' co-authored with Dr. Nikhil Rastogi, published in Gadjah Mada International Journal of Business (a SCOPUS Indexed Journal).



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**Dr. Suresh Chandra Bihari** for 'Wealth Management Practices by Banks in India-Issues and Challenges' published in WEALTH-International Journal of Money, Banking and Finance, ISSN NO. 2277-9388, VOL.2, ISSUE 2, JULY-DEC'2013

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**Dr. Suresh Chandra Bihari** for 'Intrinsic Value Of Stocks: Does Market Appreciate It? - A Study On Three Major Private Banks In India' published in *Economics, Management, and Financial Markets (LISTED IN SCOPUS)*- Volume 9(1), 2014, pp. -1-23, ISSN 1842-3191.



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**Dr. Laila Memdani and Prof. Rajyalakshmi** for 'Comparative Study of Corporate Governance Disclosure Practices Adopted by Listed Companies in Manufacturing and Software Sectors in India', accepted for publication in *Pacific Business Review* (listed in Cabell's).



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**Dr. Laila Memdani and Prof. Rajyalakshmi** for 'Relationship Between Prices In Commodity Market And Equity Market: A Case Of Steel Industry', published in *Academia*, an international multidisciplinary research journal of *South Asian Academic Research Journal* (listed in Cabell's).



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**Prof. Debapratim Purkayastha and Mr. Adapa Srinivasa Rao** for the case study 'Corporate Entrepreneurship and Innovation at Google Inc.', Winner of the 4<sup>th</sup> AESE Case Writing Competition, organized by AESE Business School, Portugal.

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## Firefox OS App Workshop

Firefox APPS DAY, a 24 hour hackathon was organized by Jayant Rajwani (Firefox Student Ambassador) at FST on January 8 & 9, 2014 for finding budding new developers who can contribute to Firefox with their imaginative ideas. 110 participants presented amazing uploads of 15+ apps in the Firefox marketplace .

The number of mobile app developers for Firefox OS is expected to triple over the next year, and there are more HTML5 developers who can participate without learning a new programming language.

Dr. Srinivas Reddy, Director, FST, appreciated the efforts of Firefox team comprising Raghu Ram, Santosh, Jayant and Sandeep.

## Alumni Get-Together at FST

The annual alumni meet 'Constantum 2013' organised on November 24, 2013 received an encouraging response from the alumni of FST serving in prestigious companies and industries in India and abroad.

The alumni shared their wealth of experience and gave guidance to final year FST students on the future prospects. The alumni suggested to institute an 'Institute-Industry collaboration' for technology exchange between FST and the organizations.

The get-together was inaugurated by Dr. M. Srinivasa Reddy, Director, FST. Dr. M. Raja, Advisor, IFHE and the Chief Patron of the Association emphasized the need for such meets on a regular basis.

## News from Faculty of Law (FOL)

Prof. V. Hemalatha Devi, Dean, FOL, Ms. Veena, Asst. Prof & Examination Coordinator and Mr. V.G. Ranganath, Asst. Prof & Academic Coordinator attended the workshop on 'Leadership and Governance' on January 25, 2014 organized by IFHE.

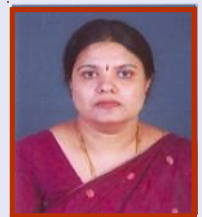
### Guest Lecture

Prof Y R Haragopal Reddy, Advisor- IFCAI Group & Former VC – ANU delivered a guest lecture on Fundamental Rights- A Comparative Analysis of US and Indian Constitution.



**Dr. Nandini C P** was awarded Ph.D from Osmania University for her dissertation on 'Internet Law and Fraud – An India Perspective'.

**Dr. Nandini C P** published a paper on 'Spying in virtual world- A Legal Perspective on Spyware' in the January, 2014 issue of Karnataka Law Journal, Part No. 1- RNI- KA/BGW235/2013-15- ISSN No - 0022-9091.



**Ms Veena & Dr. Nandini C P** attended 'Intellectual Property Teaching and Research Workshop' on February 15 & 16, 2014 hosted by National Law University, Delhi and University of Washington (School of Law). The Topic of discussion for this year was Clinical IP Education in India.



# News from Faculty of Law (FOL)

**Mr.V.G.Ranganath**, Asst.Professor presented a paper on 'Precautionary Principle- An Environmental Perspective' at the IPE Golden Jubilee International Conference on 'Climate Change and Sustainable Development- Global Perspective' jointly organized by the Institute of Public Enterprise(IPE), NABARD, and Central Research Institute for Dryland Agriculture, University College of Technology, Osmania University.

**Mr.V.G.Ranganath**, Asst.Professor published a paper on 'Judicial Interpretation-Quashing of Criminal Proceedings' in Law Summary (Fortnightly Journal) 2013 (3) L.S Journal Page No.45-50., Regd.No.PRAKASAM/13/2009-2011.'Unshackle Bureaucracy' 2014 (1) ALT Journal (January 2014) Page 12-13 Regd.No.HSE/633/2012-14: R.N.I No.69919/99.

**Dr. Achyutananda Mishra** published an article 'Evolution of the Relationship Between Fundamental Rights and Directive Principles Under the Constitution of India' in The IUP Law Review Vol. IV No. 1 January 2014. He also attended a National Conference on 'The Changing Role of The Media in India: Constitutional Perspectives' organized by Christ University, Bangalore on February 28 & March 1, 2014 and presented a paper entitled 'Fourth Estate in Indian Democracy'.

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**Mr Irfan Rasool** Faculty Associate published the following papers:

'Jammu and Kashmir: A Confederate within a Federal System' in the Economic and Political Weekly (ISSN 0012-9976) Vol. XLIX No. 4 (Jan 25, 2014), p 68-73.

'Human Rights: A Jurisprudential Perception' in the Journal of International Law (ISSN 2277-9361), Vol 2 Issue 4 (Jan-March 2014), p 204-213 and

'Gradual Development of Human Rights' in the International Journal of Research in Social Science (ISSN 2249-2496) Vol 4 Issue 1 (Feb 2014) p 195-207.

**Dr. Nandini C.P** and **Mrs M. Annapurna Devi** attended a workshop on **Cyber Crimes- Prevention and Safeguards** on January 25, 2014 at Hotel Courtyard Marriot, Hyderabad organized by Princeton Academy, Mumbai.



## Snippets...

Small people teach big lessons in life

Cheap technology is costlier in the long run

Cheap employee is costly to the organization

Life is a question...Nobody can answer it;  
Death is an answer.. Nobody can question it....

The best way to teach your kids about taxes is to eat 30% of their icecream

Stu..zee...Students' Zone highlights the student activities organized by various Student Clubs at the IFHE constituents

## 'Knightrangers' Club

The 'KnightRangers' Club of FOL conducted sports events from January 6 to 10, 2014. Competitions in Cricket, Football and Badminton were held.

The enthusiastic participants have shown immense passion and flair all thorough the tournament. It was an entertainment platform for the participants and supporters.



## Triti 2014...

Triti 2014 is the inter-collegiate techno-cultural-management fest of the undergraduate students of IFHE, hosted by Faculties of Law, Management and Science & Technology from February 12 to 15, 2014.



## REFLECTIONS...

Please mail your suggestions to [maheshk@ibsindia.org](mailto:maheshk@ibsindia.org)

The highlights of the fest were events such as 'Battle of Brains - Zero Hour Parliament', 'Best Manager', 'Mech-n-ficient' etc., which saw student participation from various colleges in Hyderabad. The cultural competitions - singing, dancing and dramatics, were a huge hit amidst the student fraternity.

Dr. M. Sreenivas Reddy, Director, FST, Dr SV Seshaiiah Dy Director, Prof CV Kumar Dean and Prof Jojo Mathew, Cordinator Students Activities, Mr. Samad, Additional Registrar, IFHE, Mr. Aroop Das, Dr. Hemalatha Devi, Dean, FOL, Dr. P. Sashikala, Coordinator, BBA, graced the occasion.

Special appreciation to Dr. Nandini, Prof. Digvijay Nair and Prof. Tulika Sharma, faculty coordinators of Triti 2014.

## TRISHNA 2014

The annual B-School fest of IBS Hyderabad TRISHNA 2014 was organized from January 17 to 19, 2014. It was an extravagant event attended by the management students of the top B-Schools of the country. The student's clubs of IBS Hyderabad organised a plethora of events to tap the talent of future managers in various disciplines. Special appreciation to Prof. Jo Jo Mathews, Co-ordinator-Student Activities, IBS Hyderabad.



