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1st N J Yasaswy Memorial Lecture



The first N J Yasaswy Memorial Lecture was organized at IFHE to commemorate the first death anniversary of our revered founder, the late NJ Yasaswy. It was attended by the VC, Directors, Deans, coordinators, and members of faculty of the various ICFAI constituents. Rich tributes were paid and the NJ Yasaswy Memorial Guest Lecture was presented by Prof. Raghunath, CEO, GMR Varalakshmi Foundation, on the topic 'Defining Ethics in a Changing Society'. Besides, the IFHE Library is aptly christened as NJ Yasaswy Memorial Library.



1st N J Yasaswy Memorial Lecture @ IFHE



Editor Speaks...

Dear Friends,

Very special greetings!

Team TP is happy to present the November issue of TurningPoint which highlights the events of the preceding month.



October 2012 has been a very special and sacrosanct month for us all at IFHE as the first N J Yasaswy Memorial Lecture was held in fond memory of our revered founder, the late NJ Yasaswy. Everyone attended and paid their homage.

IBS witnessed its regular activities of guest lecture, faculty paper presentations, and a workshop on 'Structural Equation Modeling (SEM) Basics and Applications'. TP appreciates the special efforts made by the coordinators of the SEM Workshop, Dr.Sridhar Vaithianathan and Dr. Shirshendu Ganguli, from the Department of Operations and IT.

FST has something very special to showcase. The students of FST launched an impressive and relevant campaign as part of the green campus challenge 'Sustainability of Ecosystem'. The team 'Greenoholics' from FST is representing IFHE at the national competition. Besides, the faculty has an array of academic accomplishments.

FOL has commendable achievements to share. A 'Legal Aid Centre' has been inaugurated at FOL, its motto being 'access to justice for all'. Faculty participation at workshops, the sports meet, and other activities constitute the impressive activity profile of FOL.

Special thanks to team TP — Dr.Digvijay Nair from FST, Prof. Nandini from FOL, and Mr. Prasad from CRC.

Happy Reading...

- Prof. Mahesh

Red Carpet

Welcome to IFHE Family...

Dr. Renu Rani joined FST-IFHE on 20 July, 2012. She is a PhD in Chemistry from Osmania University, Hyderabad. Her area of research interest is Co-ordination Chemistry. She was earlier associated with IcfaiTech, first as professor in chemistry at the Hyderabad campus and later on to take care of Internship program for different campuses of IcfaiTech. She is one of the seniormost faculty members from IcfaiTech to have joined FST-IFHE.

Prof. Kanka Durga joined FST-IFHE on 6 August, 2012, in the Department of Physics. She is pursuing her PhD from Osmania University, Hyderabad, and her research interest is in Material Sciences. She too was actively associated with IcfaiTech between 2002 and 2009.

Prof. Vijaya joined FST-IFHE on 22 October, 2012. She has submitted her PhD thesis at Kakatiya University, Warangal. Her research work is in English Literature. She has worked at several places of repute like Kakatiya University, Ministry of Education in Eritrea (North-east Africa), and Acharya Management Sciences, Bangalore.

Guest Lecture@ IBS

IBS Hyd is proud to have hosted a Guest Lecture on 'India after the Global Crisis' by Dr.Shankar Acharya on October 5,2012.

Guest Lecture by Dr. Jayaprakash Narain



A guest Lecture by Dr.Jayaprakash Narayan, President, Lok Satta Party, and Member of the Legislative Assembly, Andhra Pradesh, was held on October 1, 2012. It was one of the most widely attended programs at IBS Hyd. Dr.Narayan enthralled the students speaking on the topic "Is Citizen Activism Necessary to Fight the Other Side of Democracy". He spoke at length on various issues concerning the nation and convincingly answered all the questions put to him by the students. The guest lecture was organized by Kaizen, the Operations Club of IBS Hyd. Dr. SasiKala is the Faculty Coordinator.

TP Congratulates...



Dr. Murale Venugopal
for completing his Phd

TP Congratulates...



Dr. Shailendra Singh Bisht and **Prof. Surajit Ghosh Dastidat** for getting '**Second Prize**' in the case competition on "AAGAAS: Growing Organically for a Sustainable Future (Uttarakhand)" at the **Livelihoods India Conference 2012**.

Workshop on 'Structural Equation Modeling (SEM) Basics and Applications'

October 11 & 12, 2012 @ IBS Hyderabad



A Workshop on "Structural Equation Modeling (SEM) Basics and Applications" was conducted successfully under the aegis of the Centre for Management Development (CMD), on 11 & 12 October, 2012 @ IBS Hyderabad. The workshop received a very good response from research scholars, doctoral candidates, faculty members, and industry executives from across the country. The workshop had 31 participants, 26 external participants, and 5 internal. Many of them were research scholars/doctoral students and the rest were faculty members from various reputed educational institutes across the country.

The workshop was inaugurated by Prof. V. Muralidhara, Academic Dean. Prof. Sankara Narayanan, Area Co-ordinator, Operation and IT

department, and Prof. Suresh, CMD, also welcomed the participants. Dr. Narsimha Korla, Director, delivered the valedictory address and presented certificates to the participants.

The participants complimented Dr. Sridhar Vaithianathan and Dr. Shirshendu Ganguli, co-ordinators and resource persons of the workshop, for their exceptional course delivery and impeccable handling of the SEM subject with the right mix of theory and hands-on sessions. Participants also suggested that the SEM workshop be held more often in future. They evinced an interest in a SEM workshops being organized on topics such as mediation, moderation, and multi-group analysis.

New Additions @ Central Library

1. Pricing strategy: setting price levels, managing price discounts, and establishing price structures, By Smith, Tim J., Mason/South-Western Cengage Learning/2012
2. Statistics: the exploration and analysis of data, By Devore Jay/Peck, Roxy, Australia/Brooks/Cole Cengage Learning/2012
3. Multiannual macroeconomic programming techniques for developing economics, By Beckerman, Paul, New Jersey/World Scientific/2010
4. Macroeconomics-7, By Weerapana, Akila/Taylor, John B., Australia/South-Western Cengage Learning/2012
5. Statistics: a tool for social research, By Healey, Joseph F., Australia/Wadsworth Cengage Learning/2012
6. Research methods and statistics: a critical thinking approach-4, By Jackson, Sherri L., Australia/Wadsworth Cengage Learning/2012
7. A textbook of cultural economics, By Towse, Ruth, Cambridge/Cambridge University Press/2010
8. Economics, By Weerapana, Akila/Taylor, John B., Australia/South — Western Cengage Learning/2012
9. Modeling monetary economics-3, By Champ, Bruce/Freeman, Scott/Haslag, Joseph, Cambridge/Cambridge University Press/2011
10. Multiscale stochastic volatility for equity, interest rate, and credit derivatives, By Sircar, Ronnie/Solna, Knut/Papanicolaou, George/Fouque, Jean-Pierre, Cambridge/Cambridge University Press/2011
11. An introduction to international economics: new perspectives on the world economy, By Reinert, Kenneth A., Cambridge/Cambridge University Press/2012
12. The art of strategy: a game theorist's guide to success in business and life, By Nalabuff, Barry J./Dixit, Avinash K., New Delhi/Viva Books/2010
13. Microeconomics for MBA's: the economic way of thinking for managers-2, By Mckenzie, Richard B./Lee, Dwight R., Cambridge/Cambridge University Press/2011
14. Managerial economics: theory, applications, and cases-7, By Allen, W. Bruce/Doherty, Neil/Mansfield, Edwin/Weigelt, Keith, New Delhi/Viva Books/2011
15. Emotionomics: leveraging emotions for business success, By Hill, Dan, London/Kogan page/2009
16. An introduction to financial markets and institutions, By Nesiba, Reynold/Brown, Bruce/Burton, Maureen, Tamilnadu/Yes Dee Publishing Pvt. Ltd./2010
17. Musings of barefoot bankers lessons from ground zero: moorings for financial conclusion, By Chakrabarty, K.C., Hyderabad/BS Publication/2012

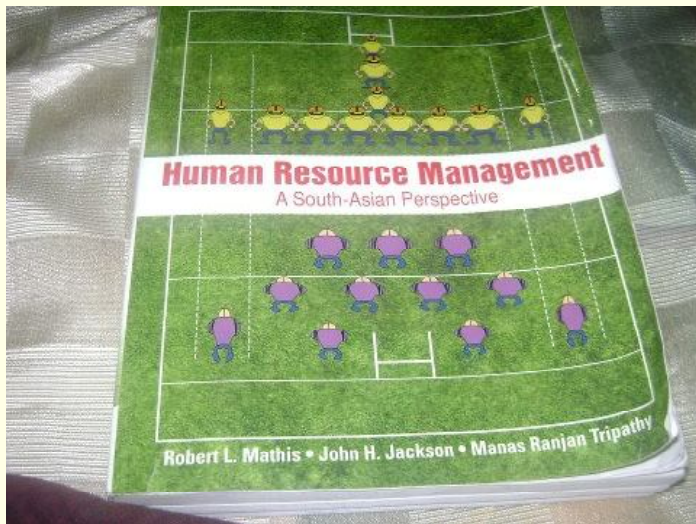
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RECOGNITIONS

Special Appreciation to Dr.Suresh Chandra Bihari for his articles\Papers entitled:



1. 'Trading Opportunities in Indian Commodity Market - A Focus on Bullion Market' accepted for June – August 2012 issue of i-manager's Journal on Management.
2. 'Customer Lifetime Value through Relationship Management – A case study of the big three new age banks in India' published in Gitam Journal of Management, 740X, Gitam University, Vol.10, NO-4, Oct-Dec 2012, PP 135-153.



TP congratulates Dr. & Manas Ranjan Tripathy for the book 'HRM — A South Asian Perspective' co-authored by Robert L Mathis and John H.Jackson which has been published recently by Cengage Learning. The original international edition (Mathis & Jackson) is a leading text on HRM global. The South Asian perspective to the book has been developed by Dr.Manas. The special features of the book include Chapter-relevant cases and text on Indian conditions as well as the best HR practices. These have been directly contributed by senior HR professionals from industry.

TP would like to express its appreciation to Dr. Kalyana Chakravarthi for presenting a paper titled 'Teaching Presentation Skills at MBA Level: An Innovative Technique' on 8 & 9 October, 2012, at the Third International ELT@I Rajasthan Conference on Interfacing Language, Culture, and Technology organized by BITS Pilani, Rajasthan..



Prof. Debapratim Purkayastha presented the case 'Ethical Breaches at News of the World' at the AOM Dark Side Symposium, organized by the Critical Management Studies Interest Group of Academy of Management (AOM). The AOM Conference is the most prestigious conference in management.

'Ethical Breaches at News of the World', written by Prof. Purkayastha with Ms. AJ Swapna, was one of only five cases from across the world to be presented at the prestigious Academy of Management (AOM) Conference, Boston, Massachusetts, USA (August 3-7, 2012). The other four cases were from HEC Montreal (Canada), University of Surrey (UK), Saint Mary's University (Canada), and Central European University (Hungary).

TP would like to express its appreciation to Prof.G.Gitanjali and Prof.Mahesh Kumar who presented a paper titled "Self Analysis through SPARK" at the Third International ELT@I Rajasthan Conference @ BITS Pilani.





TP would like to also express its appreciation to Prof. Radha Mohan Chebolu for his recent article 'Mahabharat from Management Lens' which has been published in one of the upcoming international management journals 'IJBMT' October Issue (Vol. II, No. 10).

REFLECTIONS...

Dear Sir

The latest issue of TP looks very informative covering many events comprehensively. Keep it up.

I congratulate you for bringing out the new issue in time with good quality.





Regards.

- Dr. Kalyana Chakravarthi.T

News from Faculty of Science & Technology

PhD Admissions



FST congratulates the following faculty members for being selected to the PhD program of various universities.

- **Prof. Chandra Shekar** from the Mechanical Engineering Department, selected to the PhD program of JNTU, Hyderabad. His area of research is Optimal Design of Spatial Parallel Robots Based on Properties of Isotropy and Point of Isotropy 
- **Prof. I.V.Sarma** from the Civil Engineering Department, selected to the PhD program of IIIT-Hyderabad. His area of research is Numerical Modeling of Landslides. 
- **Prof Suresh** from the Mechanical Engineering Department, selected to the PhD program of JNTU-Hyderabad. 
- **Prof Santosh** from the Mechanical Engineering Department, selected to the PhD program of JNTU-Hyderabad.
- **Prof P.R.Vijay Kumar** from the Department of Mathematics, selected to the PhD program of JNTU-Kakinada. He has an active research interest in the area of core algebra. 

Details of Papers Presented in Conferences/Seminars/Workshops

1. **Prof Ajit K. Jain and Prof. B. S. Balaji** (*Department of Computer Science & Department of Chemistry*)  
Ajit K. Jain and B. S. Balaji, "Recent Trends in virtualization of services in enterprise and cloud computing", International Conference on Business Intelligence Analysis and Knowledge Mangement, 19 & 20 April, 2012, IBS, Hyderabad.
2. **Prof Sudip Chatterjee and Prof A. Chandra Sekhar** (*Department of Physics & Department of Mechanical Engineering*)  
Sudip Chatterjee and A. Chandra Sekhar, National Conference on Nano Science, Nano Engineering & Applications, 27 & 28 April, 2012, Center for Nano Science and technology, IST, JNTUH, Hyderabad-85.
3. **Prof Ch. Rajesh** (*Department of Mechanical Engineering*) 
Ch. Rajesh, Amarnath Reddy, A.C.S. Kumar, and B.Sridhar, Modeling Turning Parameters of PCD cutting tool for decision process by Evolutionary Multi-objective optimization techniques using Micro Genetic Algorithms, International Conference on Business intelligence Analysis and Knowledge Management, 19 & 20 April -20, 2012, IBS, Hyderabad.
4. **Prof D.Ganesh** (*Department of Electrical & Electronics Engineering*) 
D.Ganesh, J Thukaram, V Sravan Kumar," Investigation of PWM current mode controllers for UPF Three Phase — Rectifier with Split DC Bus Based on the Scott Transformer", at International conference on Advances in Power Conversion and Energy Technologies, AP CET, 2 to 4 August, 2012

Research Publications in Journals

1. **Dr M.Srinivasa Reddy** (*Director, FST-IFHE Hyderabad*)
M.Srinivasa Reddy, Shaik Riyaz Ali, K.S. Ravi Kumar, "Application of an optical sensor for micron level surface profile measurements of flat and cylindrical surfaces", International Journal of Engineering Science and Technology, Vol.4, No:06; Jun-2012, pp.2736-2742, ISSN; 0975-5462.
2. **Dr S Srinivas Rau and Dr G Sudhaamsh Mohan Reddy** (*Mathematics Department*)  
S Srinivas Rau and G Sudhaamsh Mohan Reddy, "Isospectral Flat Connexions" Bol. Soc. Paran. Mat., (3s.) v. 31 2 (2013): 1-3, ISSN-00378712 (In Press).
3. **Prof Kishore K Kumar** (*Department of Electronics & Communication Engineering*) 
Kishore K Kumar, Movva Pavani, and Seshu V Babu, "Adaptive Hybrid Video Watermarking using WBCT and NMF", International Journal of Computer Applications 56(16):18-25, October 2012, Published by Foundation of Computer Science, New York, USA.
4. **Dr A. Raghavendra Guru Prasad** (*Department of Chemistry*) 
K. Raman Kumar, A. Raghavendra Guru Prasad, V. Srilalitha, V. Seshagiri, and L. K. Ravindranath, Electrochemical studies of certain nitro substituted pyrazolin-5-ones Ovidius University Annals of Chemistry, Volume 23, Number 1, pp.5-20, 2012.
K. Raman Kumar, A. Raghavendra Guru Prasad, V. Srilalitha, V. Seshagiri, and L. K. Ravindranath, Synthesis and electrochemical investigations on certain pyrazolin-5-ones Scientia Iranica, Transactions C: Chemistry and Chemical Engineering 19 (2012) 605-618.
K. Raman Kumar, A. Raghavendra Guru Prasad, V. Srilalitha, V. Seshagiri, and L. K. Ravindranath, Synthesis and Characterization of Iron Complexes of Resacetophenone Salicyloyl Hydrazone, Chemical Bulletin of Politehnic University of Timisoara, 2012, 57(71), 1, 7-14.

Workshops Attended

1. G. Sudhaamsh Mohan Reddy attended the "National workshop on Cryptology and Number Theory", 3-6 May, 2012, Center for Mathematical Sciences, Banasthali University, Rajasthan.
2. Ch. Venugopal attended the two-week **ISTE** workshop on Computational Fluid Dynamics, 12 June, 2012 – 22 June, 2012, IIT Bombay, Mumbai.
3. G.Suresh Kumar & Ch. Rajesh attended the two-week **ISTE** workshop on Computational Fluid Dynamics, 12 June ,2012 to 22 June, 2012, IIT Bombay, Mumbai.
4. Kishore Kumar, L.Koteswar Rao, and A.K.Jain attended the National Level Two-Day Workshop on Recent Trends & Research Opportunities in Image Processing, TEQIP-II, 24 August– 25 August, Vasavi College, Hyderabad
5. D.Ganesh, H.Sudheer, & S.Hashmi attended a seminar on **MATLAB and Simulink for Engineering Education**, on 31 August, 2012, at The Park Hotel – Trillion Ballroom 22, Raj Bhavan Road Somajiguda, Hyderabad
6. K.Kishore Kumar & L.Koteswar Rao attended a seminar on **Designing and Implementing Signal Processing, Video Processing and Communication Systems using MATLAB and Simulink** on 11 September, 2012.

Green Campus Challenge

'Sustainability of Ecosystem'

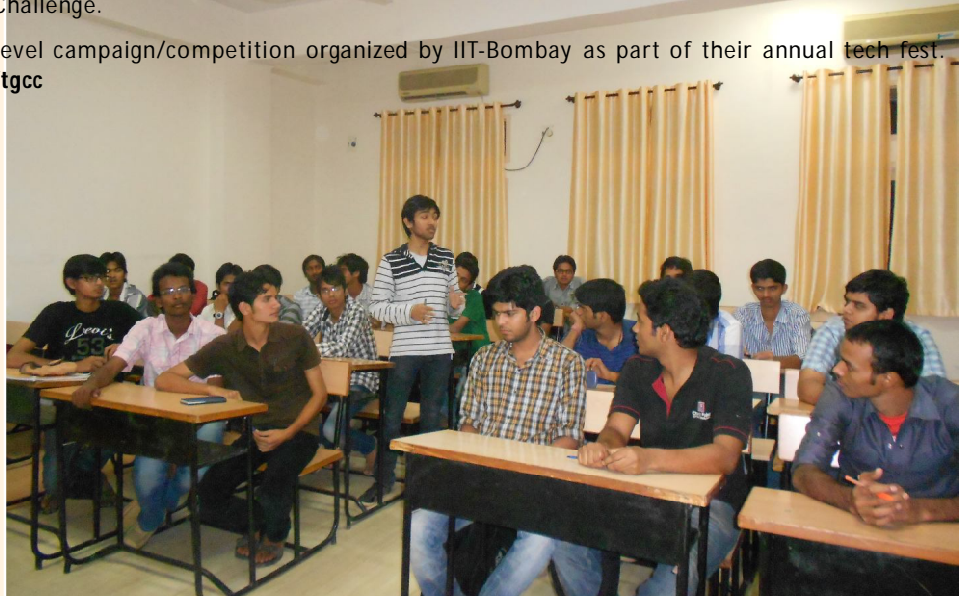


A campaign was launched at the IFHE Campus by FST students to create awareness among all the students and the staff on the need for protecting and preserving the ecosystem and safeguarding our planet against extensive carbon emission and to be part of the global efforts in educating the masses about ecological degradation due to the use of plastics and its associated hazards. This initiative was launched as part of the Tech fest Green Campus Challenge.

These students are participating in the national level campaign/competition organized by IIT-Bombay as part of their annual tech fest. Details are available at the link www.techfest.org/tgcc

A team of 10 students with Mr Utkash Bhurat from 3rd year ECE as team representative and under the team name "Greenoholics" was registered at the event. As part of their drive to create awareness on environmental issues and perform the various tasks listed by them (techfest), Greenoholics held several classroom sessions involving many students and saw an encouraging response from participants.

With the vision of making every campus in India sustainable, green, and eco-friendly and educating the youth about the importance of sustainable development, the Techfest Green Campus Challenge organized by **Techfest 2013, IIT Bombay** is the first initiative of its kind in India.



News from Faculty of Law (FOL)

Inauguration of Legal Aid Center



The Legal Aid Centre was inaugurated on the FOL premises on October 10, 2012. The motto of the Centre is to provide access to justice for all. With this, the mandate by the Bar Council of India that there should be a Legal Aid Centre at the University has been fulfilled.

The modest numbers of students of FOL are continuously showcasing their vibrant talent by conducting various activities. Other than learning the legal aspects in classes and practical experience they are gearing up to serve the society through the Legal Aid Center. Other activities include playing games with enthusiasm to build team spirit, singing to relax & de-stress, and critically evaluating the social and legal aspects in the Indian society through cinema.

Mr. Ravi Kumar, District Judge and Member Secretary, A.P. State Legal Services Authority, Hyderabad inaugurated the Centre. Addressing the students, the Honorable judge explained the objectives and purpose of the Centre. He suggested that the Centre take up Legal Aid camps and Legal Literary and Awareness Programs. The Centre is open for Pre-litigation counselling also. Prof. V. Hemalatha Devi, Dean, FOL presided over the program and Ms. L. Lakshmi, Asst. Professor, was nominated as the Director of the Legal Aid Centre. Ms. Lakshmi outlined an impressive list of programs to be held in future by the Centre. Faculty members, secretarial staff, and students participated in the program.

'KNIGHTRANGERS'- The Sports Club



The sports club of FOL organized an internal sports tournament between 3 September, 2012 and 8 September, 2012, under the leadership of Mr. V. G. Ranganath, Faculty Member & Sports Coordinator. Various games and sports like *carroms*, *badminton*, *football*, and *cricket* were conducted. Students of all the semesters participated.

- 1 In carroms, there were 18 teams and the winners of the carrom tournament were Harish. K and Yasasvi. G.V (Sem -V) while the runners- up were Vamshi Krishna. D and Sundar Kumar K (Sem- I)
- 2 In badminton, there were 11 teams (Men) and 4 teams (Women). The Winners of the badminton tournament were Priyatham.G and Ashish.G (Sem -V) and the runners-Up were Manu Nair and Aniruddha Dey Sarkar (Sem -III).
- 3 **Cricket:**
The teams consisted of Sem-III and a combined team of Sem I &V. The final match was inaugurated by the Dean of FOL. The combined team of Sem I & V emerged as winners in a nail biting finish.
- 4 The Peles of FOL kicked off a good Football match. The Sem-III students won the match against the combined team of Sem I & V with two goals to nil.



Ms. Veena, Asst Prof attended a Workshop on Orientation to Teaching and Research in Law at the Training Center, National Law School of India University, Bengaluru, from 13 -22 October, 2012. The Workshop was organized by IBA – CLE Chair, NLSIU, and the Menon Institute of Legal Advocacy Training.

ADVOGADO- The Legal Club



Post Production Prosecution

In order to assess the impact values through the medium of cinema on society in general, FOL started 'Post Production Prosecution' (PPP) under the coordination of Ms. L Lakshmi, Asst Prof, on 12 Oct, 2012. In PPP, the club members screen a cinema and critically evaluate its various socio-legal aspects. As part of this endeavor, the movie 'English Vinglish' was screened by club members. A questionnaire was administered on the influence of this movie on various issues — discrimination against women, the language and age barrier for seeking education, importance of education of the girl child, the role played by cinema in driving the above issues.

GSL Priyanka, student of Sem-V, participated in the National Seminar on "Environmental Law - Contemporary Issues, Challenges, and Future Perspectives" and presented a paper titled "Waste Management, E-Waste, and Solid Waste management" conducted by Damodaram Sanjivayya National Law University, Visakhapatnam, on 6 and 7 October, 2012.

'VIBGYOR'- The Cultural Club



Organized a musical evening "GANA KACHERI" on 20th, October 2012. The Dean inaugurated the program with a carnatic music number. The students and members of faculty showcased their singing talent. It was entertaining and relaxing and was coordinated by Ms. Nandini C P, Asst Prof.

Faculty Achievements

- **Dr. Madhavi R** Asst Prof- published an article titled "Executive Imbroglia — Institutional Introspection" in the legal magazine "Legally Yours", published by the Law Achievers' Guild, Bhopal in September, 2012 issue, pg nos-2-4. (Circulated in October).
- **Dr. Madhavi R** Asst Prof - presented a paper titled "Logistic Disaster – Changing Contours Of Disaster Dimensions" at a 3-Day International Conference on 'Disaster Management: Preparedness, Response & Rehabilitation' (ICDM) organized by the Institute of Asian Studies, A.V. College of Arts, Science & Commerce and Osmania University College for Women, Hyderabad, India from 18–20 October, 2012.
- **Mr. Ranganath**, Faculty Member, published a paper titled 'Whistleblower Protection Act: An Overview in, IUP Law Review Vol.II No.4, October 2012, Page No's-46-60. ISSN 2231-3095

- **Nandini C. P.**, Asst Prof -FOL, Coordinator TP

New Additions @ Central Library

Contd... from Page 3

18. Financial enterprise risk management, By Sweeting, Paul, Cambridge/Cambridge University Press/2011
19. Financial markets and institutions: a European prospective-2nd, By Haan, Jakob De., Cambridge/Cambridge University Press/2009
20. Financial derivative investments: an introduction to structured products, By Bateson, Richard D., London/Imperial College Press/2011
21. Dealing with endogeneity in regression models with dynamic coefficients, By Kim, Chang - Jin, USA/Now Publishers Inc./2010
22. International financial management-3rd, By Vij, Madhu., New Delhi/Excel Books/2001
23. International business management text and cases, By Dutta, Bholanath., New Delhi/Excel Books/2010
24. Introduction to statistics and data analysis, By Peck, Roxy./Olsen, Chris./Devore, Jay L., Australia/Brooks /cole cengage learning/2012
25. How to be an even better manager, By Armstrong, Michael, London/Kogan page/1983
26. Project governance: a practical guide to effective project decision making, By Garland, Ross., London/Kogan page/2009
27. Working capital management, By Rangarajan, Krish/Misra, Anil., New Delhi/Excel Books/2005
28. Financial derivatives, By Mishra, Bishnupriya/Debasish, Sathya Swaroop, New Delhi/Excel Books/2007

Happy Birthday to...



Dr. Prageetha Raju

and

Prof. Srabasthi. . .

Celebrated on October 15, 2012

Suggestions...

'Feedback is the breakfast of champions'. Please send your feedback and suggestions to maheshk.soma@gmail.com