

## CRC Wins an Award

Prof.G.V.Muralidhara received the prestigious 2013 European Foundation for Management Development (EFMD) Case Writing Award for Best Case in 'Emerging Global Chinese Competitors' category for the case 'Lenovo: Challenger to Leader'. The award was presented by Dr.Eric Cornuel, Director General & CEO of EFMD at the EFMD Conference in Vienna on June 16, 2014.



Prof.Muralidhara receiving the award from Dr.Eric Cornuel, Director General & CEO of EFMD

## IBS CRC @ Case Awards

Prof.Debapratim Putkayastha has the rare distinction of being invited to be a member of the jury for 'New Case Writer Competition', of the prestigious Case Awards 2014, organized by the UK-based The Case Centre.



The other distinguished members of the elite panel are

- Wee Beng Geok, Associate Professor, Nanyang Business School (also the director of the Asia Case Research Center)
- Greg Merkle, Associate Director of Case Publishing, Kellogg School of Management
- Richard McCracken (judging panel chair), Director, The Case Centre

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

The Department of Economics, IBS Hyderabad organized the 7<sup>th</sup> Doctoral Thesis Conference (DTC) on May 2 and 3, 2014 at IBS Hyderabad.

(Cont..2)



- CRC wins Award
- 7<sup>th</sup> Doctoral Thesis Conference

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## Editor Speaks...

If you fail to prepare, you are prepared to fail...

Kudos to CRC for two great achievements-

Prof.G.Muralidhara received the prestigious 2013 EFMD Case Writing Award for Best Case in 'Emerging Global Chinese Competitors' category for the case 'Lenovo: Challenger to Leader' and Prof.Debapratim Putkayastha is invited to be a member of the jury for 'New Case Writer Competition', of the prestigious Case Awards 2014, organized by the UK-based The Case Centre.



The faculty at IBS Hyderabad attended the Case Study Workshop and Knowledge Sharing Workshop. Besides, IBS Hyderabad organised 7<sup>th</sup> Doctoral Thesis Conference and a host of MDPs and Seminars. International Robotics Competition and Efficycle 2014 are the highlights at FST and the faculty of Law participated in various Seminars.

Thanks to each and every person at IFHE for the help and support to this newsletter and special thanks to Team TP. We welcome Prof. Veena from Faculty of Law into Team TP.

Prof. Mahesh Kumar Soma

## 7<sup>th</sup> Doctoral Thesis Conference (Cont..)

This edition of the Conference attracted a large participation from research scholars from Management Studies and Economics. Sixty outstanding research papers by doctoral students from India were presented in thirteen different tracks during the two-day conference.



Dr. J. Mahender Reddy, Prof. MR Rao and Dr. Koti Reddy during the release of Conference Proceedings

Prof. M Rammohan Rao, Dean Emeritus, Indian School of Business, Hyderabad was the Chief Guest at the inaugural. Prof. Rao highlighted the importance of knowledge creation and dissemination, the hallmark of scientific research. Dr. J. Mahender Reddy, the Vice-Chancellor of IFHE, introduced the University and the Chief Guest to the participants. The Conference Proceedings were released by Prof. M Rammohan Rao along with Dr. J. Mahender Reddy, Prof. T. Koti Reddy and Prof. M. Aruna. Prof. Devanath Tirupati, Director In-Charge and Academic Dean of IIM Bangalore was the Chief Guest at the Valedictory and gave his insight on the 'Role of Research in Indian Academia'.

Kudos to Dr Koti Reddy and Dr. M. Aruna, the Conference Conveners and Congratulations to the Organizing Committee Members-Prof. I R S Sarma, Prof. Jojo Mathew George, Prof. Laila Memdani and Prof. V Padmavathi.



Prof. M Rammohan Rao, Dean Emeritus, Indian School of Business, Hyderabad @ at the inaugural of DTC



Dr. J. Mahender Reddy presenting a Memento to the Chief Guest Prof. MR Rao

To succeed in life, the desire to succeed should be greater than the fear of failure

## Workshop on Basic Research Methods for Social Sciences & Management

A Workshop on Basic Research Methods for Social Sciences and Management was held at IBS Hyderabad on June 9 & 10, 2014. 28 participants could partake a wealth of information on an array of topics- Testing of Hypothesis, Anova Manova, Factor Analysis and Cluster Analysis, Bi-variate and Multi-variate Analysis, Dummy Variables and Panel Data Models, Logit Model and Publication Skills. Special appreciation to the Project Director Prof. Laila Memdani



Prof. Laila Memdani with participants of the workshop

## MDP @ IBS Hyd

An MDP was organized at IBS Hyd on 'Leadership Excellence for Better Customer Relationship Management' from May 12 to 14, 2014 with participation from Banks and Corporates. Accolades to Dr. SC Bihari, Project Director.



Faculty & participants @ the workshop on Leadership Excellence...

## Case Study Workshop @ IBS Hyderabad

A Case Study Workshop was organized on May 5 and 6, 2014 for IBS Faculty to help them gain an appreciation of the pedagogy. 18 faculty members from different functional areas attended the workshop. Case studies from each functional discipline were discussed by Prof. Narendra (Finance), Prof. PV Muralikrishna (Marketing) and Prof. Smita Kulkarni (Human Resources)

Dr. Venu Gopal Rao, Coordinator, Marketing Area was the facilitator of the workshop. Dr. S Venkata Seshiah, Dy Director, IBS shared his views on Case Pedagogy and evaluation system.



**Succes always hugs you in private; Failure always slaps you in public**



## Second Knowledge Sharing Workshop @ IBS

Based on the tremendous response to the first Knowledge Sharing Workshop, the second workshop was held from May 26-29, 2014 at IBS Hyderabad.

About 100 faculty members belonging to different streams participated. The faculty members were given half an hour to present on a topic of general interest. The objectives of the workshop are:

1. To create a platform for knowledge sharing in management education.
2. To provide an opportunity to all faculty members to learn from one another on diverse topics across domains
3. To provide an opportunity to all faculty members to get an exposure to different academic delivery styles across disciplines
4. To gain information and knowledge about opportunities for consulting, research grants, MDPs etc
5. To appreciate the nuances of effective student mentoring and counseling at the undergraduate and post-graduate levels.
6. To gain information on the different administrative issues such as academic coordination, sessions scheduling, examinations, evaluation so as to appreciate the challenges involved in running the academic administration.

Prof. CV Kumar, Dean, Prof. Rajan Mani and all area coordinators provided the required support in conducting the workshop. Dr. Venkata Seshiah, Dy Director briefed the participants about the importance of the workshop and the intended outcomes.

## Workshop on Structural Equation Modeling (SEM): Basics and Applications

A Workshop on Structural Equation Modeling was held on June 26 and 27, 2014 and attended by 20 participants, who 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.

Special appreciation to Dr. Shirshendu Ganguli & Prof. Abhilash Ponnampalath, the Convenors.

## PhD Awarded...

### TP Congratulates



Prof. G. Geetanjali



Sreejesh S



Rajdeep Chakraborty



Rajesh Pathak



Ajay Kumar Mishra



Ankit Kesharwani

The beauty of life does not depend on how happy you are; but on how happy others can be because of you..."



**Girish G P** for the article 'Energy Trading and Investing – A Book Review', co-authored with Dr. Vijayalakshmi S, published in the April 2014 issue of the Indian Journal of Finance, a Scopus indexed journal

**Dr. Ashok Kumar Goute** for the article 'Transformational and Transactional Leadership in the Indian Context' (Co-authors-Vikramaditya Ekkirala, Madhubala) published in the March 2014 issue of International Journal of Innovative Research & Development

**Dr. Tumpa Dey, Dr.Ashok Kumar & Dr.Y.L.N. Kumar** for the paper 'A New Look at the Antecedents and Consequences of Organizational Commitment: A Conceptual Study' published in the January 2014 issue of the International Journal of Humanities and Social Science

**Dr.YLN Kumar** for the paper 'Importance Of Ocbs In Enhancing Customer Service Indicators: A Review' published in the March 2014 issue of Journal of Management Research.

**Prof. Anand Chakravarthi and Sarat J. Chakravarthi** for the article(Case Study)' Problems faced by MSMEs in Energy, Transportation and Infrastructure Sectors located in Hyderabad and Ranga Reddy Districts of Andhra Pradesh (India):A case Study' published in the Excel International Journal of Multidisciplinary Management Studies ( EIJMMS ),May 2014 Issue

**Dr.Lakshmi Devasena, C.** for the paper 'Competency Assessment between JRip and Partial Decision Tree Classifiers for Credit Risk Estimation' published in the May 2014 issue of the International Journal of Advanced Research in Computer Science and Software Engineering

**Dr.Lakshmi Devasena** for the paper 'Multimodal region based Medical Image Fusion using FDCT and RDWT Transforms', (co-author: K. Sharath Kumar) presented at the IEEE International Conference on Advances in Engineering and Technology.

**Dr.Lakshmi Devasena** for 'Exploring E-Governance Development in Large Populace Countries in the World', (Co-author: Punitha Lakshmi Balraj), presented at the April 2014 issue of International Journal of Advanced Research in Computer Science and Software Engineering

**Dr.Lakshmi Devasena** for 'E-Governance in Southern States of India - Towards Whole-of-Government (WoG)'(Co-author: Punitha Lakshmi Balraj) published in the March 2014 issue of International Journal of Emerging Trends & Technology in Computer Science (IJETTCS)

**Dr.Lakshmi Devasena** for 'Efficiency Comparison of Multilayer Perceptron and SMO Classifier for Credit Risk Prediction' published in the April 2014 issue of International Journal of Advanced Research in

**Dr. Kartikeya Bolar Pramoda** for the research article 'End-user acceptance of Technology Interface in Transaction based Environment' published in the Journal of Internet Banking and Commerce, Canada, an open access journal listed in Scopus and ABDC.

**Dr.SC Bihari** for the article 'Asset Quality Concerns in Indian Banking' published in the June 2014 issue of The Indian Banker, journal of Indian Banks Association.

**Dr.SC Bihari** for 'Current Pricing Of IPOs: Is It Genuine To The Investors?' published in the March – May 2014 issue of I-manager's Journal on Management

**Dr. Nasina Jigeesh** for successfully guiding a PhD student Mr. N. Sai Nandeswara Rao from JNTU, Hyderabad

**Happiness is not a destination, it's a journey.**

# News from Faculty of Science & Technology (FST)

**Efficycle 2014** is an intercollegiate design competition for undergraduate and graduate engineering students organized by the Society of Automotive Engineers at Krishna Institute of Engineering and Technology, Ghaziabad from June 20 to 22, 2014.

The students of FST designed an energy efficient, hybrid, human-powered three wheeled-electric vehicle.

## Two Day International Robotics Competition and Workshop series

FST organized a two-day International Workshop and Competition on Arthrobotics from March 7 to 9, 2014. 100 students from various Colleges and Universities participated. The winners will represent the University & India at RoboGames, USA which is the World's Largest Robotics Competition.

Mr. Chandra Mouli Bajja, Deputy General Manager, Infotech Enterprises Limited was the Chief Guest at the inaugural. He emphasized on the importance of the Robotics and its effect in our day-to-day life.

Dr. M. Raja, Advisor, FST emphasized that Robotics is a key science of this century and needs a multidisciplinary approach.

Dr. M. Srinivasa Reddy, Director FST, highlighted the areas of application robotics to meet societal challenges.

The students who won the competition participated in the next round at Indo-US Robo League held at IIT Bombay on March 22 and 23, 2014.



Happiness is not tomorrow, it is now.

## TP Congratulates



**Dr. Raghavendra Guru Prasad Aluru and Prof. V. Srilalitha** for the following research accomplishments..

1. Dastagiri Reddy, Raghavendra Guru Prasad Aluru, Spoorthy Y. Narasimha and Ravindranath L. Krishna Rao, Synthesis, characterisation and electrochemical studies of aryl hydrazones containing 1,3,4-oxadiazoles and pyrazoline-3-one moiety, December 2013, *Anal. Bioanal. Electrochem.*, Vol. 5, No. 6, 740-763.
2. V. Srilalitha, A. Raghavendra Guru Prasad, K. Ramana Kumar, Y. N. Spoorthy, L.K. Ravindranath, Electrochemical behavior of metal complexes of salicylic acid hydrazide, December 2013, *Hecettepe J. of Biol. & Chem.*, 41(4), 301-315.
3. K. Ramana Kumar, A. Raghavendra Guru Prasad, V. Srilalitha, L.K. Ravindranath, Synthesis and characterization of malonic acid dihydrazide and its metal complexes, December 2013, *Periodico Tch Quimica*. Vol. 11, No. 21, 26-31.
4. Venkata Narayana Rao Desabattina, Raghavendra Guru Prasad Aluru, Spoorthy Yadati Narasimha, Raghunatha Rao Dharmapuri, Ravindranath Lakshmana Rao Krishna Rao, Synthesis, characterization and antimicrobial studies of certain 1,2,4-triazole derivatives, January 2014, *Journal of Applied Pharmacy*, 6(1), 1-7.
5. Desabattina Venkata Narayana Rao, Aluru Raghavendra Guru Prasad, Yadati Narasimha Spoorthy, Mokkaapati Pariplavi, Lakshmana Rao Krishna Rao Ravindranath, Synthesis, characterization and biological studies of substituted

quinozoline-4-(3H)-one containing diazepine moiety, January 2014, *Annales Pharmaceutiques Françaises*, 72(1), 51-58.

6. D.V. Narayana Rao, A. Raghavendra Guru Prasad, Y.N. Spoorthy, D. Raghunatha Rao, L.K. Ravindranath. *In vitro* microbiological evaluation of novel bis pyrazolones, March 2014, *Annales Pharmaceutiques Françaises*, 72(2), 101-106.
7. E. Krishna Naik, Raghavendra Guru Prasad Aluru, Spoorthy Y. Narasimha, Pariplavi Mokkaapati and Ravindranath L. Krishna Rao, Novel Compounds containing 1,3,4-oxadiazole and pyrazole-3-one Nuclei – Synthesis and Antimicrobial Evaluation, April 2014, *An.Real Acad.Farm*, 80(1), 201---213.

Besides, Dr. Raghavendra Guru Prasad Aluru is also Nominated as Associate Editor of 'American Journal of Drug Discovery and Development', a Science Alert Journal.

## Snippets...

- Take care of your body. It is the only place you have to live
- Maid in India is important than made in India
- Smoking is injurious to wealth (After the hefty hike on excise duty on cigarettes)
- Every new idea is a joke until a worthy result is achieved

**Happiness is not dependency, it is a decision.**



# News from Faculty of Law (FOL)

**Admissions** to BBA.LLB (Hons) are completed and the Classes will commence from August 1, 2014. The Staff and faculty of Law is getting ready to extend a hearty welcome to the Class of 2014 – 19.

**Internship:** The students are busy with their internship programs at reputed legal firms, advocates and other corporate offices. Some of the students are doing their internship abroad with legal firms such as Glassman and Zissimopoulos Law, Florida, United States.

## Faculty Achievements

**Ms Veena**, Asst. Professor, Faculty of Law is awarded with 'Doctorate' by Osmania University for her thesis 'Protection of Software: A Comparative Analysis of IPR Regime in India and US'.



**Mr. V G Ranganth** presented a paper on 'Need for Judicial Appointment Commission' at the National Seminar on Need of Reservations in Higher Judiciary of India' at Post Graduate College of Law (Centre for Social Justice), Osmania University, Hyderabad on May 10 and 11, 2014-07-14

He also presented a paper 'Food Security-Issues and Concerns' at the International Conference on 'Free Trade-Opportunities and Challenges' organized by Departments of Commerce & Economics, AMS Arts & Science College for Women, Osmania University Campus, Hyderabad in collaboration with APSCHE from June 12-14, 2014 at IICT, Hyderabad.



Prof.V G Ranganath receiving Certificate for paper presentation.

**Dr. Achyutananda Mishra** presented a paper on 'Reservation in Higher judiciary : No panacea to bring about Social Justice' at the two day National Seminar on 'Need for Reservations in Higher judiciary of India' organized by P. G. College of law (Osmania University) Hyderabad on May 10 and 11, 2014. He also presented a paper on 'WTO and International Competition Policy' at the International Conference on 'Free Trade -

Opportunities and Challenges' organized by AMS Arts & Science College for Women (Osmania University) Hyderabad from June 12-14 2014 at IICT, Hyderabad.

**Mrs. Annpurna Devi Munaganti** presented a paper on 'India and the Concludings of Doha Round Negotiations on Agricultural Subsidies: Where India Stands?' at the three-day International Conference on 'Free Trade - Opportunities and Challenges, FTOC- 2014' organized by Andhra Mahila Sabha Arts and Science College for Women from June 12 - 14 , 2014 at IITC Auditorium, Hyderabad.

## REFLECTIONS...

Dear Prof. Mahesh

Greetings!

Please accept my congratulations for turning out such a wonderful bulletin in TurningPoint. Having been into marketing communications for nearly 15 years I truly understand what it takes to compile and circulate such a well done piece time and again.

Wishes for you to keep the initiative flying high!

Warm Regards,  
Smitha Sarma Ranganathan  
IBS Bangalore

Happiness is what you are, not what you have