



# SOM NEWSLETTER

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## Industry Academia Interface

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Advocate & Associate Professor  
SDM Law College, Mangalore

**Mr. Gautam Pai**

Assistant Manager  
Primarcy Industries



## Student Club Activities

- \* **Hard Sell** : An in-house marketing event organized by Sambandh, the International Relations Club in collaboration with Emporia, the Marketing Club on 26 October 2018.
- \* **Mad Ads Event**  
Organized by the Marketing Club and the International club , this Event tested students on their creativity and tried to inculcate an out of the box thinking approach .
- \* **Blood Donation Camp**  
As a CSR initiative, the VSS Club organized a blood donation drive on 4 December, 2018.
- \* **Stationery Donation Drive**  
With a motive of enhancing social accountability among students, the VSS Club arranged collection and distribution of stationary. All items were distributed to the students of Manchikodi Government Private School on 26 October, 2018.

## Recognitions

### Dr Yogesh Pai P

Appointed as the Guest Editor for a Special Issue entitled, **Global Business Dynamics: A Paradigm Shift** for the *Journal Cogent OA Economics & Finance*, published by Taylor & Francis.

## Faculty Conference Participation

### Dr. Kavitha T C

Presented a research paper at the International Conference on Engineering, Computers and Natural Sciences held at Goa on October 19-21, 2018.

## Guest Talk by Faculty

### Dr. Smitha Nayak

- As a resource person at the **Entrepreneurship Awareness Camp**, organized jointly by MUTBI and MIT, Manipal on 4-6 October 2018, Dr.Smitha delivered a interactive session on Market Assessment to aspiring entrepreneurs.

### Dr. Ranjith V K

- Invited as a guest speaker at MUTBI's **Entrepreneurship Awareness Camp** on 5 October, 2018.
- Delivered a session on 'Corporate Compliance' and Litigation at a Symposium held on 26 October 2018 at SDM Law College, Mangalore.

### Dr. Yogesh Pai P

- Delivered a guest lecture at the Induction Program of Justice K.S. Hegde Institute of Management, Nitte, on 10 October, 2018.
- Delivered a guest lecture on the topic 'Pitching Research' on 30 October, 2018 for the Interdisciplinary Conference on Healthcare & Technical Research (ICHTR)" in MAHE, Manipal on 29-31 October, 2018.

### Dr. Kavitha T C

- Chaired a technical session at the International Conference on Engineering, Computers, & Natural Sciences (ICECNS-2018) held on 19-21 October, 2018, at Goa.

## Key Dates

- Athletics and Sports Day on December 13, 2018 at MIT Ground, Manipal.
- International Conference on '**Fostering Innovation in Financial Inclusion**' on February 22, 2019 at Manipal.
- International Conference of '**Crafting Foundations for Sustainable and Inclusive Development**' on February 22 & 23, 2019, at Dubai.

## Journal Articles Published

- ◆ Joint research article by Dr Rajasekharan Pillai and Dr Pallavi Upadhyaya entitled, **Versatile Learning Ecosystem: A Conceptual Framework** is published in the prestigious SAGE Journal of *Higher Education for the Future*.
- ◆ Joint research article by Professor Navin Kumar and Dr Nandana Prabhu K P entitled, **Euthanasia: India`s Major Religious Point of Views** is published in the prestigious *Indian Journal of Public Health Research & Development*.
- ◆ Research article by Dr. Savitha Basri entitled, **Sources of Care Selection and Health Care Quality Perceptions: Does Health Insurance matter in Patient Satisfaction?** is published in the *Journal of Institutions and Economies* published by the University of Malaya.
- ◆ Research article by Dr Savitha Basri entitled, **Predicting E-Banking Adoption : An Evaluation of Perceptions and Behavioural Intentions of Small and Medium Enterprises in Karnataka**, is published in *Indian Journal of Finance*.

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## About our Director



**Dr. Raveendranath Nayak** has extensive experience in teaching, research, consulting and management, which includes a career of eight years in India followed by twenty years in Australia.

His Ph.D. thesis on Corporate Sustainability earned in Swinburne University of Technology, Melbourne, Australia won him the 2007 Professor John O. Miller award for the most distinguished Ph.D. thesis in the University.

In his immediate previous academic position in Federation University, Australia, he was the Chair of the Academic Progress Committee and the Coordinator of International Engagement.

As the Ph.D. guide, he has successfully supervised and examined several doctoral students.

His research that focuses on sustainability of business organizations and academic problems of International students in Australian higher education institutions is communicated by publishing a book, a book chapter, and more than fifteen refereed journals and conference papers.