



MIM NEWSLETTER

Volume 5 | Issue 1

November 2019

Faculty in limelight

Dr. Nandan Prabhu participated in the Mangaluru literature festival as a moderator of the panel discussion on 'Searching Truth or Exploring Beauty: Retelling Indian Epics and Puranas.' The panellists of this session were Mr Sanjay Dixit, the additional chief secretary of the Government of Rajasthan, and Mr Abhinav Agarwal, a writer on Ramayana and Mahabharata. Mr Sanjay Dixit is the promoter of the 'Jaipur Dialogues.' He is also a writer with two books on the events and issues surrounding Mahabharata, the historical fictions surrounding the life and events of Lord Krishna.

The literature festival had two tracks, the literature track and the ideological and current affairs' related discussions' track. Dr. Nandan Prabhu was invited to be a part of the resource persons in the literature track. The ideological discussions' track had many well-known intellectuals and luminaries of public life such as Mr. Arif Mohammed Khan, Mr K.K. Muhammed, Barkha Dutt etc. The literature festival spanned over a period of two days, i.e. November 29 and 30, 2019.



National Seminar on 'New Education Policy'

Dr. Nandan Prabhu delivered a keynote address in the national seminar held at Vivekananda college, Puttur on November 23, 2019. The seminar was held to discuss the different facets of the new education policy of 2019. The seminar was inaugurated by the honorable judge of the High court of the Government of Karnataka, Justice Sri Aravinda Kumar, who was also an additional solicitor general of the Government of India.

Lecture on 'Gandhiji and the harmony of religions'

Dr Nandan Prabhu delivered a lecture on the theme 'Gandhiji and the Harmony of Religions' at Dr TMA Pai College of Education, Udupi. The lecture was organized in connection with the 150th birth anniversary year of Mahatma Gandhi. The lecture was delivered on November 14, 2019.

Placement

Heartiest congratulations to the following students for being selected in campus placement:

Spectrum Consultants

Akhila Prashanth
Sailee Naik
Pooja S Devadiga
Nikhil Jathana

Vastu Housing Finance Corporation Ltd

Pradeep Kumar Vanapalli

RAAM Group

Shaunak Patnekar



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Executive Development Program

Manipal Institute of Management, MAHE conducted an Executive Development Programme for the Senior, Junior and JA grade executives of Konkan Railway Corporation Limited (KRCL), Madgoa, Goa on November 14 and 15 2019.

Mr Shridhara Avabhrath, IT Instructor, KRA/MAO, coordinated the programme.

Dr Suhan Mendon and Dr Suraj Francis Noronha of MIM were the resource persons.

Dr Suraj spoke about the need for Interpersonal and listening skills and how these skills help in achieving self-awareness and personal victory. The second session was on Negotiation and developing negotiation skills through activity-based methods.

Dr Suhan highlighted the importance of team and teamwork and the need for team dynamics in the organization. Role-play and team games were used in this session to understand the individual differences and how these differences affect team performance in organizations. Participants took active participation by listing and clarifying their doubts on certain issues.



Skill upgradation

Nahima Akthar PhD Scholar participated in the workshop on Systematic Review and Meta Analysis held from November 4 to 6, 2019 organized by Manipal College of Nursing, MAHE, Manipal.

Faculty as resource person

Dr Rajasekharan Pillai K was the resource person at two day FDP organized by St. Aloysius College, Mangalore. He conducted a session on "Publishing a Quality Research Paper" on November 14, 2019.

Guest Talk

Manipal Institute of Management, organized a guest talk on "Privacy Taxonomy and Related Regulations", for faculty and PhD scholars on November 30, 2019. The session was addressed by Dr V.Sridhar who is presently working as a professor with Centre for IT and Public Policy at the International Institute of Information Technology Bangalore (IIIT-B), India. In his address, Dr V.Sridhar emphasized on the significance of Data. His talk geared on various facets of Cyber Stalking, Extortion, Spoofing and Cyber Crimes. His talk pursued Privacy Policy for various applications that are freely available. He catered the usage of Disposable Email Accounts and explained the importance of it. Further in his address Dr.V.Sridhar discussed the importance of Data localization and the significant positive relationship between cross border Digital flows and the country's economic development. He also addressed some concerns and queries of the research scholars and gave some tips concerning the protection of privacy in the virtual world. It was a highly informative and motivating session for both the faculty and PhD students.





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Faculty Paper Presentation

Dr. Pallavi Upadhyaya

Presented a research paper titled **Customer Reaction to service failure and recovery in mobile digital wallets** at 2nd International Conference on Contemporary Issues in Economics, Management and Business held at National Economics University, Hanoi, Vietnam on November 26 and 27, 2019. The first author of the paper is Athul Mohan, who after completing MBA from Manipal Institute of Management, works as a manager at Federal Bank.



Dr. Rajasekharan Pillai K

Presented a research paper, **Relationship between brand personality and brand attachment: A study on the mediational role of brand trust** co-authored with Brelinda E. D'cruz, 2017-19 batch student, at 2nd International Conference on Contemporary Issues in Economics, Management and Business held at National Economics University, Hanoi, Vietnam on November 26 and 27, 2019.



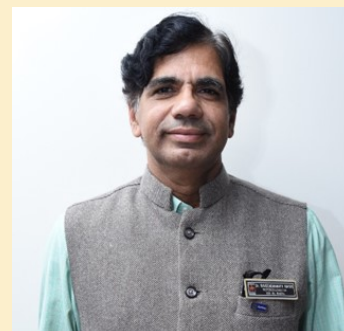
Workshop conducted

Dr Suhan Mendon conducted a workshop on International Business for the students of SDM College of Business Administration, Post Graduate Centre for Management Studies and Research, Mangalore on December 2, 2019. He discussed the intricacies of the international business and gave a practical overview of international business.

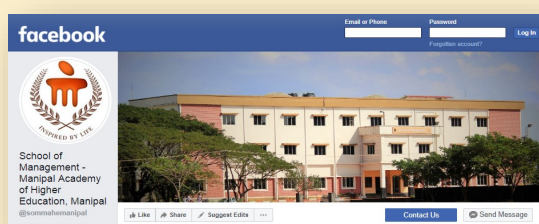


Director's Message

Technology has been playing a formidable role in transforming how we deliver management education and the way students learn. In MIM we've been the early adopters of technology. We deliver the contents on MOODLE Learning Management System (LMS). Our faculty members design and create information rich course pages consisting of lecture videos, podcasts, web links, MCQ tests, and online submission of assessment tasks. Our multimedia contents make the learning process interesting, providing a unique opportunity to learn anytime, anywhere. Our students enjoy writing their tests and exams on ePads. The MIM students are given access to a large number of COURSERA courses which are created and delivered by top professors of world class universities that augment the students' classroom learning. Most of our courses have lab component where the students attain great skillsets and learn how to apply these skills to solve business problems. Simulation software are used in our labs. I'm proud to say that we're way ahead in integrating technology in our learning and teaching, benefiting our learners.



Dr Raveendranath Nayak
Director



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