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AbhiVyakti

...Expressing Synergies



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Foreword

To say that nothing is constant except change sounds clichéd, but the current issue of AbhiVyakti is a culmination of, this all permeating, omnipotent phenomenon called change. The DoMS family generously opened its arms for the 2006-08 batch and we were baptized as the students of this elite conglomerate. A change which is arguably a ritual in itself. As the academic year comes to a close, DoMS will yet again produce a coterie of extremely talented future business icons. The freshmen get ready to take on the baton from the passing out batch and change as the impetus for the process, asserts itself all over again. We, the new team of AbhiVyakti, under the guidance of the senior team are ready to embrace yet another phase of the impending change.

This issue marks a new beginning with the usual fare that we dish out for you and a new section dedicated to marketing. **Eventura**, as has been the tradition, brings to fore, the various events that marked the landscape of DoMS since the last issue, with flourish. **La Recontre'** furnishes a successful recipe to new age marketing with Mr. Ravi Kumar, peppering it with his experiences. The current issue witnesses a downpour of guest lecture sessions, all in a snapshot in **Erudition**. The fourth volume of AbhiVyakti witnesses the inception of a new section, **Markuest**. From self proclaimed Gurus to Turnaround strategies, from the hottest markets to the weirdest gimmicks we bring you the latest trends on the floor, in **Markuest**. **Finesse**, our feature for the finance buffs, focuses on the problems and repercussions of the growing inflation rate in the country. At the end, we have an Article by A. Sowmya (MBA II year) about **SPIRIT-Ed**, an initiative that DoMS is proud to be associated with. SPIRIT-Ed gives a new meaning to the much talked about ideology of "Giving back to the society". Watch it in practice, by DoMSians, in style.

AbhiVyakti has kept up the DoMS tradition of embracing change in style, and as we bid adieu to the senior team, we look forward to the unstinting support of the DoMS fraternity, in our endeavor to outperform ourselves with every issue of the magazine.

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Eventura

Ligature 06

It was difficult to miss the excitement at Gokulam Park in Chennai on 11th Nov 06 .The exuberance and enthusiasm of the DoMS fraternity touched newer heights at Ligature 06'. A much awaited event at DoMS, Ligature 06 stands for the strong ties that hold the DoMS family together. Ligature provides a platform for interaction among students, faculty and alumni members who try to review the various requirements of the department and offer constructive solutions for the same.



The proceedings started with the presidential address by Mr. K T Thomas. The highlights of the address being, the Formation of a registered association to represent Alumni, Students & Faculty, the institution of an alumni fund and the support offered by the Alumni for increasing the knowledge base of the department through Guest lectures. Some of the key issues raised by Faculty members were setting up of a corpus for the benefit of students, funds for promotion of research and consultancy & the up gradation of curriculum and development of infrastructure to meet international standards.

A brief review of the department's past and present activities was presented by Saptarishi Sengupta (MBA 1st year). Mr. Lalit Balooni (Batch 2003-05) shared some technical details regarding the functioning of the Alumni website. The floor was then thrown open for a general discussion,

- The Installation of a separate server for the Alumni website
- A one time membership joining fee of Rs. 1000 for Alumni
- Increasing the participation level of Guest Lecture committees (Alumni and Students)
- Mentorship program



After business, it was time to get informal .The Students, the Alumni and the Faculty, got together, for an informal chat, in an attempt to relive their experiences at DoMS!!!

Nostalgia -06

There are some moments in our lives that stand out from the hoards of memories that we have. These are the moments that we cherish for a lifetime. For the students of DoMS, it is the day of convocation, the day we are officially declared an MBA. As you step into the well-trodden portals of the department you can't help feeling nostalgic about the campus, the struggles, the late night stints, the canteen chats, the faculty, the classrooms and just about everything that touched your life in some way or the other.



Seniors from the Batch of 2004-06 sharing their experiences.....

As the Batch of 2004-2006 returned to DoMS on the 26th of December for their convocation, they were welcomed with great cheer and enthusiasm by the DoMS fraternity. The transition that they had made within the last six months was apparent in the way they carried themselves, the changes in them, perceptible. Nostalgia-06 saw the coming together of all the three batches of DoMS with fruitful interactions and sentimental instances.

Holi Celebrations

04-Mar-2007, Sunday

Holi - The festival of colors is one of the most popular festivals celebrated in DOMS. A festival of youth, festivity, fun and excitement, Holi brings with it a spirit of oneness that is an integral part of the DoMS culture. The celebrations started off with the HOD, Dr.J.Raja conveying his greetings to the students on this occasion. The air at DoMS was mirrored with different hues, as the students sprayed colors on anyone who was an easy target. Dancing on traditional Holi songs, rhythmic drum beats and wild processions the Students smeared each other's faces with colors. The department reverberated with exuberant cries of 'Holi hai!' and the spirit just caught on.



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La Recontre'

Q. Let us begin with your academic background. Tell us about your educational background.

Born in a humble South Indian family, Most of my education was in CBSE. I went on to pursue my B.E in Computer Science from Bharatidasan University and then joined MBA in DoMS.

Q. Taking you back to the golden days, tell us about your stint as a student here. How was college life, batch mates, teachers, placements; the entire gamut of an MBA at DoMS.

For most of us, Post Graduate Education is a much more serious and rigorous affair than graduation and I was no exception. I have very fond memories of my close friend Elil, who works with Cognizant who was and is a gem of a batch mate. YLR Moorthi was outstanding. I would fail if I don't recall esteemed faculty members like Dr. Raja, Dr. Kannabiran and Dr. Punniyamurthy. I still have good memories of Mr. Senthil and Mr. Thirumalai Arasan (TA).

Q. Coming to your professional life, please explain your career path in detail. Tell us about the learning experiences you had, ups and downs in your career, the trials and tribulations?

I Joined Philips India with great hopes of being a Management Graduate, but to my dismay, was thrown into the field unscrupulously and had to work my way up. The initial sales days were challenging but the experience was one of a kind. I then decided to move to Gulf to make some quick bucks but that was not to be!! I was destined to meet a horrible Boss (At this point, let me mention, the Boss is always RIGHT!) and decided to return to India and got an offer in NIIT Ltd. Eight years went by peacefully until I met another boss who only knew to micro-manage and decided to take up Entrepreneurship. I was CASed

(Conditional Access System) by the Govt. of India in Chennai in 2002 and got into a Public Sector Bank (Indian Bank) without any influence. No mean achievement during those days!!! Spent three good years in the Bank and then over the last 9 months have been with the fast paced BPO industry at Sutherland Global Services heading the Training function.

My advice: Whenever you are up, say it is because of your Boss and when you are down, learn to take the blame on yourself. Innovate, make mistakes and take decisions and own up every bit of action. Be honest, it really helps!!!

Q. Given the enormous growth opportunities in the BPO sector, what is the scenario like for the current crop of MBA's?

BPO is currently employing over 1.2 Million people with a share of US\$ 60 Million, making India the real superpower in terms of offshore outsourcing. MBAs don't seem to believe that this industry is worth them. There are a lot of brilliant Non-MBAs who are managing the BPOs very well. There are MBAs who are doing well in this sector. Join early in the BPO industry and don't bother even if you have to take calls, you can come up the hard way. There is no way success will come to your door-steps until and unless you dirty your hands in the lower most rung of any organization.

Q. What are the prospects for a business risk analyst? What kind of role does this profile encompass?

Business Risk Analyst is a Functional Specialist Role. I am not really sure of the growth possibilities though!!! And that happens to be my personal opinion solely. If someone were to look at only the salary growth and not look at other professional challenges, they could actually like the profile.

Q. Taking into account the din made in the financial media about the Indian BPO industry, most of us are under the impression that our country commands a big chunk of the global BPO market. Is that true or do you feel India still has a long way to go?

India is big in terms of offshore outsourcing and would continue to play a significant role because of the enviable human capital that we possess. The industry is poised for a three-fold growth by 2010 and it needs to be seen if we can hold onto the 50% share. But on specific verticals like Technical Support for ITC companies and BFSI segment, we would be a dominant player. Given the inflationary situation in India and early signs of a Global meltdown, India would settle for 40% and no less (I can actually bet on that!).

Q. With the voice operations being low in value right now & the industry too vulnerable to manpower attrition, there has been a shift in the business operations to countries with lower overall costs such as Philippines, Vietnam & Bangladesh. Do you think India has an edge over these countries or is it going to go the IT industry way?

Even in Voice Operations, there is Tier-1 and Tier-2. Tier-1 is not only attractive but also figures in the higher pyramid of the value chain. Attrition is universal and so are the other challenges of managing large and complex operations in a BPO.

Countries like Philippines (incidentally Sutherland has a firm base of three delivery centers) and Vietnam have cost advantages, no doubt. The requirement of manpower can be handled only in India & nowhere else. Thanks to the staggering number of 6, 00,000 graduates being churned out every year in India.

Who said we have faded in IT ? We have established a grand presence and we have been talked about as a country only after the IT boom. Don't forget that IT meant only Income Tax in our own country just about 25 years back!

As far as IT is concerned we are not producing products worth our Engineers and that is the only worry, if at all. We haven't even penetrated more than 2% in the Global IT scenario.

In my view, it would not be prudent to compare the IT industry (where the dynamics are different) with the BPO industry, where we are at a significant advantage over any other country.

Q. Today there is talk in the industry about building existing capabilities to switch to higher value added services and utilities. Can you envisage India making it to the next level, especially with the present immaturity of the industry, poor infrastructure & weak enforcement of data protection and privacy laws?

Well, this is a good question!! India is short of visionary entrepreneurs like Mr. Narayanamurthy, and to me, this is a serious challenge. India must produce risk-taking entrepreneurs. If this problem is cracked, then believe me all other problems can be addressed.

Q. All in all, can a certain degree of optimism be expressed about the future viability of small vendors in the BPO space for India, with the captive offshore facilities of their foreign clients being set up here?

Captive offshoring would be a failure because we thrive in chaos and the rest of the world hates it. Small BPOs who do not have the capability to scale up would find themselves in jeopardy. There are about 3000 such small BPOs in India. If even 10% of them succeed I would be surprised. If we can grow at 50% as a country and touch about US\$150 Million in the next 3-4 years, it would reflect a great run for the industry. I am a die-hard optimist on this.

Q. In recent times there has been a spurt of activities to bring the DoMS alumni together. What are your suggestions to improve and strengthen this community for the benefit of DoMS fraternity .How can it

facilitate the opening up of global avenues for MBAs from DoMS?

All of us need to carve out 30 minutes in a month for DoMS in our calendar during office hours and if we can do it, we would certainly achieve the much-required mind-share. In suggesting this, I assure you that I would do it.

Q. Your message to the students of DOMS.

Don't choose the company; choose your career. Today, the industry is dynamic and opportunities are abundant. Prepare a chart of earnings and ensure you take up Entrepreneurship and that's the way to be a role-model institute.

Q. Closing question, what kind of attachment do you have with your Alma Mater?

Let me confess, it is a temple of learning. My attitude towards life underwent a radical change at DoMS. In those years, I had the compelling experience of being aloof (sans Elil and Thamarai) because of my abrasive behavior. I have changed a lot due to my Alma Mater. If anything, I owe a good part of my life to that. Ping me and am there. Rest assured. No tall commitments. If there were an opportunity to pursue Ph D here, I would be first one to enroll.

Thank you sir.

DoMS Shining

As the tradition goes, DoMSians have time and again proved their mettle. Be it quiz contests, paper presentations or innovative Adzap contests, DoMS fraternity have always delivered when it mattered the most and kept the flag of DoMS flying high..

Conquering BIM!!!

Athenaeum 2007

The Athenaeum at BIM provided a confluence of academia and industry to discuss topics on contemporary management research. The two broad themes chosen were Human Resource Management and Systems & IT Management. The proceedings included two days of deliberations, with the best paper in each category to be rewarded a cash prize of Rs 10000.

The process was initiated with a call for research papers. The students from DoMS participated in the event with contributions from the team of Radha S, Vinodkrishna & GuruPrasad (MBA II Year) on zany topics of 'employer branding' and 'Creativity and innovation in organizations' in the field of HRM. The area of Systems & IT Management saw intriguing contributions from K Balakrishnan & P Gautam Herle (MBA II Year) with a paper titled 'Predictive Analytics for Fraud Detection' and Akash Rana, Shiuli Chanda & Deepak Sharma (MBA II Year) presenting a paper titled 'Modeling Tacit Knowledge through Morphological Analysis'.

The papers were evaluated by an expert panel of eminent research scholars. The selected papers were short-listed for presentation on the day of the symposium. Both the papers in the area of Systems & IT Management from DoMS were shortlisted as part of the top 10 papers in that category. The symposium was graced by eminent personalities and provided a professional forum for the interchange of some ground breaking ideas. However, the Bravehearts that gleamed on the D-Day were Balki & Gautam who took home the

honors by sharing the best paper award in the area of Systems & IT Management. Kudos guys, you have done us proud!!!

CricketMania

Ruby Cup & Inter-NIT Cricket Tournament



Rakesh once again rocks the field with a splendid performance!!!

India might have fallen at the world cup but it is hard to take the spirit of cricket out of an Indian. This was reflected in the zeal & zest with which the MBA cricket teams of Sapphire & Beryl hostels participated in the Ruby Cup. The Sapphire Hostel team made it to the pre-quarters of the tournament.

B Rakesh of MBA II Year figured in the NITT cricket team that participated in the Inter-NIT cricket tournament held at NIT Calicut. He was a major contributor to the inherent success of the team as they rose to the occasion and won the Bronze medal at the event.

HR Fest (St. Joseph College Trichy)

On Feb 26th St Joseph College, Trichy hosted its annual managerial event the “HR Fest”. A six member

team from MBA 1st year represented the college. The success of the DoMS team played witness to the synergy that existed among team members. Amit Ranjan and Kabita Tiwary (MBA I Year) justified the cause by securing 3rd position in paper presentation. DoMS quizzing acumen was illustrated by Saswadhan Ranjith and Biju John (MBA I Year) who secured 1st position in the quizzing event. Without a trace of complacency, the six member team went on to secure the 1st position in Product launch and bagged the 2nd prize in Adzap. The team comprised of Amit Ranjan, Kabita Tiwary, Saswadhan Ranjith, Biju John, Vinod and Saptarshi Sengupta, all first years. The toil of the day didn't go in vain and the DoMS team won the overall rolling shield for the best team of the event.

Rapture (STC Pollachi)

The stage was set for two days of intense competition with teams from various colleges. DoMS students at their best (again!!), set the ball rolling by securing the 1st position in paper presentation. Debajit Boro, K B Lakshmanan and Saptarshi Sengupta (MBA I Year) made a splendid presentation on the topic "SEZs – Islands of prosperity" and fielded some tricky questions to claim the award. The DoMS team was on a winning spree, when Debajit Boro and Manohar Singh Chauhan (MBA I Year) reigned supreme in the stock game of the event. Luv Chawla and Manohar Singh (MBA I Year) provided the finishing touches by securing the 1st prize in "Chaska Maska", the debating event.

Annamalai University

On 7th of March, it was more like a beehive than a management meet, when more than 50 B-schools participated in Annamalai University's Annual B-school Event. Annulling the solemnity of the competition, Swaminathan C V and Venkatraman S (MBA I Year) bagged the 2nd prize in the quizzing event.

Faculty Achievements

Dr. G KANNABIRAN

G Kannabiran, Professor, Department of Management Studies, National Institute of Technology, Trichy, has added yet another feather in his cap. He & his team have won the best paper award at the fourth international conference on Electronic Governance held in New Delhi.

The paper was titled 'RURAL DEVELOPMENT THROUGH INTERNET KIOSKS-A Longitudinal evaluation of RASI (Rural Access to Service through Internet) Project in India'.

Mr. N. THAMARASELVAN

Mr. N Thamaraiselvan completed his Doctoral program on March 01, 2007. Some of his papers include:
NATIONAL JOURNALS

1. Thamaraiselvan N and Raja J, (2006), Consumer evaluation of service brand extensions – An Indian perspective, PSG Journal of Management Research 1(1).
2. Thamaraiselvan N and Raja J, (2006), “Consumer evaluation of service brand extensions – An Indian perspective”, PSG Journal of Management Research 1(1).
3. Thamaraiselvan N and Raja J, (2007),” Customer evaluations of automated teller machines (ATMs) service encounters – An empirical model”, Journal of Contemporary Management Research 1 (1), March.
4. Thamaraiselvan N and Raja J, (2008), “How do consumers evaluate brand extensions – Research finding from India”, Journal of Services Research Vol.8, No.1, April. (Accepted for publication)