

XTRAVAGATE

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Red Dragon in the room, should
Golden sparrow be afraid!!

Editor's Note

With the whirlwind of geopolitical occurrences across the globe, there are constant changes that the businesses are put through.

Decisions that are implemented in any corner of the world has either a direct or an indirect impact on the happenings of every other country.

In this issue, we focus on the various geopolitical issues and the impact it has on the business world. With articles ranging from the issues that cover trade war to major economic shifts, it provides an interesting perspective on how the world is slowly changing with the emergence of new global trends in business.

In addition to that, we also have industrial insights regarding career development from a distinguished speaker in recent times; and our very own alumni's inputs on neuro-marketing.

As we begin the new academic year, we welcome the new batch of DOMS who have been an integral part of this issue and have contributed in more ways than expected. Marking the milestone of crossing the 25th edition with this issue, I extend my thanks to the initiators for showing us immense support and encouragement in every way possible, without whom we would not have reached here.

As always its been a great pleasure to work with the team and the authors; for showcasing their enthusiasm and excitement to work for the betterment.

Srinidhi V

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Red Dragon in the room, should Golden sparrow be afraid?

Dragons in China are very famous. They are the kings of the ancient Chinese legends. And from the very beginning, India is honoured with the title of the Golden Sparrow.

Indo-China economic relations are increasing at an alarming rate resulting in China's involvement from inside and outside. Is it good or bad?

The year 2017 was kind of grim for India-China relations due to Doklam Standoff, Beijing's move to block the declaration of Jaish-e-Mohammed (JeM) chief Masood Azhar as a global terrorist at UN and China's refusal for India's Nuclear Suppliers Group (NSG) membership bid sullied relations. But the year ended on a positive note by the visit of Chinese foreign minister Wang Yi to New Delhi. This flurry of diplomatic activity continued in 2018 but not only with the focus on mitigating security issues but also addressing economic impediments in the relationship. At the recently concluded 11th session of Indo-China group on economic relations, trade, science, and technology, the two countries explored ways to enhance the development of bilateral trade and investment cooperation, touching upon ways to reduce their trade imbalance and potentially starting negotiations on Free Trade Agreement (FTA).



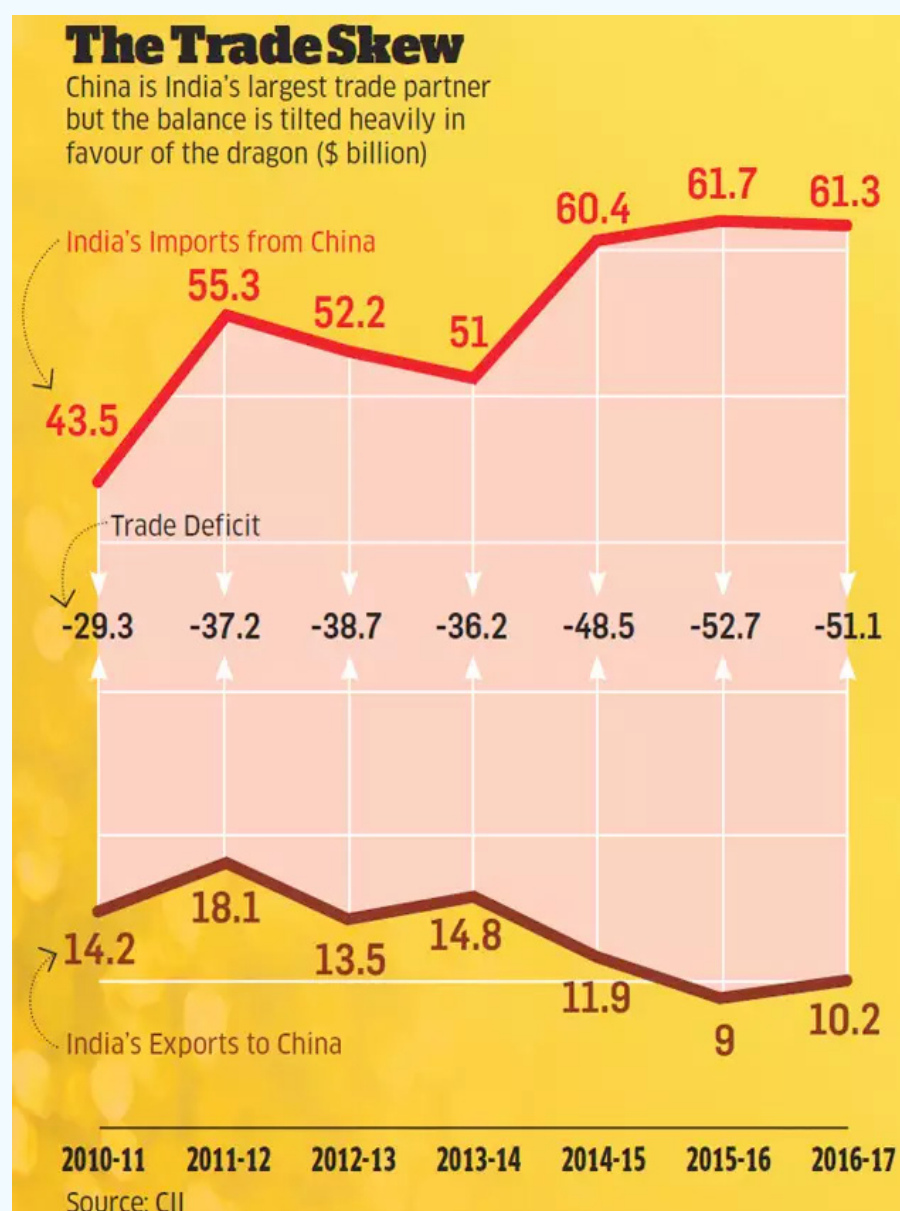
The success story has been significant as the private investment from China in Indian start-ups, especially technology and e-commerce has increased. Chinese companies like Alibaba, Fossum, Baidu, and Tencent have put in \$5.2 billion USD into 30 Indian start-ups. Chinese conglomerate Alibaba and its affiliates alone have invested about \$1.7 billion USD in Indian start-ups such as Paytm and Bigbasket.

Similar is the story with Power Sector. In the 12th Plan alone, almost 30% of the generating capacity was imported from China. In a rapidly growing solar energy sector, between April 2016 and January 2017, solar equipment from China had a share of 87% in a market pegged at \$1.9 billion and the same goes for the automobile sector. No doubt China is India's largest trading partner, with bilateral trade at \$71.5 billion, but it is heavily skewed in favour of China. India imports \$61.3 billion worth of Chinese products while it exports

back just \$10.2 billion worth of goods. From a trade deficit of \$37.2 billion in 2011-12, it has widened in last six years to \$51.1 billion.

This is due to the rise in demand and sudden popularity of Chinese products, which are available at cheaper prices. Many economists fear the decline of local manufacturing units or small-scale industries in India. This situation is giving nightmares to Indian industries to the extent that they have started sticking “Made in China” stickers on their products to boost their sales. No doubt Chinese products are relatively cheap, more advanced and affordable with high-profit margin but the other side which should also be considered is that they are unsafe, not long lasting, lead to outflow of capital, increase in imports and decrease in exports, resulting in the closure of many businesses, leading to unemployment and lower turnover.

Chinese manufacturing units produce goods on a large scale and they are using the big Indian market merely to dump their products and by doing so they are killing the Indian units.



It can be thus concluded that it is high time that our political leaders change their mindset and bring about the right kind of reforms without losing precious time in endless discussions. Necessary steps need to be taken so that we do not fall to the DRAGON's designs of capturing a major share of our growth, which could prove to be a setback for our economy in the future.

Yashu Mittal
1st year MBA



Donald Trump – A Nightmare that the World Shares

No matter how hard we try, as a civilisation, mob mentality has always led to fickle leaders in powerful positions. Speaking of which, the nightmare that just keeps on growing in terror and horror, the Trump presidency, is still going on. From calling international dictators as his friends and not calling out neo-Nazis he has done almost everything other than governing a country with grace and poise. There's a Wikipedia page dedicated to the nicknames that he has given people from foreign leaders to US media personalities to celebrities.

Let the man's policies speak for himself rather than what he says. Being a conservative president, he also liked his predecessors promises to cut taxes, reduce the deficit and increase defence spending. On the defence front, contrary to popular belief, Obama spent a lot more money than any of his predecessors, and even more than Trump who succeeded him. Trump had \$827.5 billion in FY-2018 as his highest so far, while Obama reached a peak of \$855.1 billion in FY-2011.

Unlike Obama, who was diplomatic in most of his interactions with foreign leaders, Trump refrains from doing such things vehemently. Obama brokered a deal with Iran to neutralise a nuclear threat peacefully by signing an agreement. Iran's economy has been improving after lifting of sanctions from the UN. After assuming power Trump wasted no time in pulling out of the agreement, leading to animosity in the political world.



On the debt and deficit front, Trump has promised to cut waste by firing programs of entitlement, foreign aid and increase defence spending. He plans to use the tax cuts proposed to spur growth and reduce debt as a counter effect. Estimates have shown that Trump might actually end up increasing the debt by \$8.3 trillion in just one term. Obama was not an exception in this case adding a total of \$8.5 trillion in FY-2017 to the debt.

Climate change has been a hot topic in the recent years provided that the top 5 hottest years ever recorded so far have been in the last decade. Obama made the Clean Power Plan a law which planned to reduce CO2 emissions by 32% of 2005 levels by 2030. On December 12, 2015, Obama led the countries of the world to sign the Paris Climate agreement, which was at the time seen as a huge step towards bringing down carbon emissions and limit global warming to 2 degrees. As he does best, Trump pulled out from the Paris Climate agreement and has promised to revive the coal industry.

The media of the world has been in a feeding frenzy on his actions. He has taken it upon himself to nourish the 24-hour cycle with stories just covering him. It almost seems like a reality show which never seems to end. Given his background in TV, Trump sure knows how to work for a crowd and captivate an audience.

Arun Chander
2nd year MBA



UNDERSTANDING THE TRIO- CHINA, NORTH KOREA AND USA.

2018 as of now was quite eventful, if not for you and me but definitely for the top powers of the world. The much-awaited get together the world had been looking forward to all these years, the US- NORTH KOREA summit, took place in Singapore amidst all attention from the world. The summit that had been scheduled long before was on the verge of not happening, but at times even destiny sets aside its busy schedule to make the impossible happen. The US-China trade war saw all new tax policy introductions from both sides of the rivalries adding fuel to the fire. Had one kept a close watch on the development of these events, one would definitely have thoughts of how uneventful our individual lives were.

Talking of this topic and reaching a conclusion may seem to be a herculean task with years of historical events attached to it. Keeping in mind the limited paper, time and space, we will stick on to the most recent trade business implications of the event.



US-CHINA TRADE WAR

Two of the world's strongest economies, interdependent on each other, seem to play each other's hand. The Trump administration looking up for initiatives to reduce the flow of Chinese goods into the country in order to uplift the domestic trade, introduced tariff on steel and aluminium imports from China earlier this year. Later around July, the US again imposed a 25% tariff on 34 million worth of Chinese goods. It was responded to by a similar action from the counter side. Hardly had four days passed by when Trump came up with another list of 200 million worth of goods having tax tariff of about 10%, which is to be implemented in the near future. As is the usual line of action, China responded severely, calling the proposed tariffs "irrational". The US administration backed up all these claiming to be their attempt to clean out unfair trade practices and intellectual property theft. All these are going to hit hard both the economies, China being a major dependent on exports will have to look for alternatives to keep up with the game.

Now, what are the possible repercussions of this cold war between the giants, in developing nations more specifically on the much smaller India? The waves of this war will not subside within just these territories. Rather it will spread slowly to the rest of the economies, including India. Though there may not be any big hit, trade diversions, fall in employment opportunities and oil price fluctuations are likely to take place eventually leading to the swaying of the rupee value.



US-NORTH KOREA TENSIONS

All the vibrations trace back to the Korean war which progressed eventually over the years, the forces building up to the extent of now ending with the nuclear warhead testing tensions. Over the years, the changing line of administration dragged on the issue, until recently when there were some decent efforts to find an end to long years of spiralling problems. The whole world closely observed each word said, drawing out all possible and impossible inferences and assumptions. The US had earlier warned other major economies to shed all forms of trade relations with North Korea.

Seeing a rainbow after a bad rain gives hopes for an improved and healthy economy. How long the white flag shall remain hoisted up is another question which will depend on the events which will take place in the upcoming months. So do keep a close watch of what happens outside your four walls.

Dhanya Johnson
1st year MBA



In Conversation with Mr. Ganesh Kuppala...

Best known as one of the leading motivational speakers, Ganesh Kuppala is an experienced Tax Manager at EY Tax (UK) and Motivational Speaker, Counsellor, Mentor and TV Speaker-Doctorate in Business Administration.

He is a seasoned Professional in Management and Assurance Services with vast experience in people management. He has more than 12 years of experience in the gamut of Tax Consultancy related operations and GAAP.

He holds the merit of being recognized as the 'Talent Transformer' in Deloitte India US offices for actively participating in the growth of the new people and for training and coaching them.

On a brief chat with him regarding career growth and development.

Alen Nero: How is career development achieved in one's life?

Ganesh Kuppala: Well, a good question. I'd like to start by defining what a career is. Career by definition is "an occupation undertaken for a significant period of a person's life and with opportunities for progress". However, in reality, it's much more than that. In today's era, a lot of us would be thinking about our career with every move of our lives.

Hence, there is so much of emphasis on career development in the past few decades. To answer your question -Career development is the lifelong process of managing learning, work, leisure, and transitions in order to move towards a personally determined and evolving preferred future, a preferred future in a very subjective element and also changes with time. So, when an individual evolves as a professional and starts building his/her dreams, preferred future will evolve.



Alen Nero: How to decide on the most suitable career option?

Ganesh Kuppala: Good question again! A simple answer to this would be- Choose your passion. You know you've discovered your passion when you love what you are doing. But wait a minute. Nothing is that simple is it? "One of the huge mistakes people make is that they try to force an interest on themselves. You don't choose your passion. Your passion chooses you".

Are you continue working to find what you love to do? Perhaps, starting with your personal development? Aim high. Explore. Stretch your boundaries. Let yourself fail sometimes. But be to put learning in your skill bag. And continue to build on that and build experiences which would take you close to your passion and be knowledgeable and master it – ultimately that's where you want to be!!

Alen Nero: How to focus on the holistic development as an individual along with the career development?

Ganesh Kuppala: I would suggest following a career development model, one of my favourite models is- 5point career development model designed with Ryerson's values as the starting point:



This is self-explanatory and does include personal development attributes. Please note that Career development is a self-initiated process with support and resources provided by managers and the organization and should be driven more by one's self.

Alen Nero: Sir, what are the objectives to be considered for the long term and short-term goals?

Ganesh Kuppala: If you live by the old proverb that states "Man plans, God laughs," you may decide that it is a waste of time to set long-term and short-term goals for your career. Don't

make that mistake. An unplanned future will be chaotic. Setting goals will help you have a satisfying career, but that old proverb isn't entirely wrong. Plans don't always work out, which is why you must be flexible enough to change them when the need arises.

Goal setting is a major component of the career planning process.

Your goals and the steps you take to achieve them will make up your career action plan. This is the roadmap that will take you from choosing a career to working and succeeding in it. In this context, your goals will be your career objectives, for example, a particular occupation, a rung on the career ladder, or an earnings level.

Goals can be broadly classified into two categories: short-term goals and long-term goals.

You will be able to accomplish a short-term goal in approximately six months to three years, while it will usually take three to five years to reach a long-term one.

Sometimes you can reach a short-term goal in fewer than three months and a long-term one may take more time.

For each long-term goal, you must accomplish a series of short-term goals. For example, let's say you aspire to become a doctor. That is a long-term goal. You must first graduate from college and medical school and then complete a medical residency. Those are also long-term goals. There are several short-term goals you have to reach before you can start working on them

7 Ways to Increase Your Chances of Reaching Your Goals

It is much easier to define a goal than it is to achieve it. Your hard work toward achieving it plays the biggest role in your success, but if you don't formulate your goals properly, it will be much more difficult to reach them.

Make sure they meet these criteria:

1. Your goals must be specific.
2. You must be able to measure the outcome of your goals. When you set a goal, include a time frame for achieving it.
3. Don't be negative: Make sure your goal is something you want, rather than something you want to avoid. For instance, instead of saying "I don't want to be stuck in this job for another four years," say "I want to improve my skills over the next four years so that I qualify for a better job."
4. Keep your goals realistic.
5. Is your goal reachable within your time frame?
6. Tie an action to each goal. For instance, if your goal is to become a writer, sign up for a writing class.
7. Be flexible about your goals.

Alen Nero: Sir, according to you what are the issues that are faced by the current generation in their jobs?

Ganesh Kuppala: Interesting one to be honest. Every new generation brings a new set of challenges and issues for workers and hiring managers to tackle if they want their companies to stick around for years to come. In 2018, jobs are shifting more towards A.I. technology. Managers are struggling to oversee multi-locational teams, and both millennial and baby-boomers are stumbling to communicate effectively. Clearly, today's modern workforce is faced with a unique set of hurdles for both employees and employers.

I'd like to list down a few challenges (maybe opportunities):

1. **Balancing Meaning and Duty:** Especially for millennials, the challenge is finding a job that is fulfilling and has a personal meaning. Then, they need to reconcile that with the work that "needs to get done" or some of the less fulfilling requirements and objectives of the position. We search for work that meets both business objectives and also fulfils the USA personally by aligning with our values – which at times becomes challenging.

2. **Abundance in Choices:** Today's single biggest career challenge is figuring out what you really want to do. There are more choices than ever before, and there is more information to process. People have difficulty deciding by themselves on the answers on what they want to do.

3. **Finding a Purpose:** We've been taught that finding a job we are passionate about is the key to success. The problem is that there just aren't enough jobs out there for all millennials to find a position that is full of both internal and external rewards. Entry-level jobs can seem mindless and insignificant, which is why it's vital for millennials to think about their medium and long-term goals instead of freaking out about not feeling a sense of purpose during the first years of their careers. Purpose comes with years of experience and investment towards goals and a healthy work/life balance.

4. **Lack of Workforce Mobility:** Long gone are the days of readily available employees who will move for the right development opportunities. On the employee side, it creates dynamics which result in a greater number of transitions

between companies throughout their career to drive professional development and career progression. On the employer side, it results in a continuing trend of increased “undesired” turnover.

“The residual effect of this issue is a challenge to corporations and hiring managers to rethink their traditional paradigms of “job hopping” and to be proactive in identifying talent-rich geographies for forecasted future employee growth.

5. Staying Current: Whether it is professional development specifically for your industry; learning the latest LinkedIn changes; or even mastering new computer programs, those who do not evolve will be left behind. If you aren't learning something, you are doomed to a stagnant career at best and potential long-term unemployment at the worst

There are only a few highlighted. But there would be many more. However, that's the fun of the working world. Face the challenges and crack them!!!

Alen Nero: Concluding, what would you advise the students who are entering the corporate world and those who are preparing for higher studies?

Ganesh Kuppala: Tough one but I will try. My advice would be in simple terms follow the below:

- **Collect experiences:** Everywhere you go and everything you do for a living becomes a valuable source of learning if you see it as an opportunity to gain practical knowledge. More than 40% of millennials expect to be in their current job for two years or less because they want to move on and collect new experiences. We are all sums of our experiences, so take advantage of each position to learn as much as possible.

- **Do what you like:** This may sound like a worn-out suggestion, but it's too real to be neglected.

People who work for money alone soon end up being exhausted, which strongly influences their productivity. But employees who find a position they love ensure the long-term satisfaction and efficiency. Just like Confucius said, “Choose a job you love, and you will never have to work a day in your life.”

- **Take risks:** As a young person, you have more freedom to do whatever you want and take risks and no one will blame you for making mistakes. But you should take risks when you feel like having the chance to do something really important. You miss all of the chances you don't take, so if you stumble upon a particularly intriguing side hustle or want to quit your job in order to go back to school, don't miss your chance!

- **Dream big:** Taking risks is impossible if you don't dream big. According to research, almost 40% of millennials left the job they liked because they found an even better opportunity elsewhere. They were willing to explore and look for new opportunities. You should embrace the same mindset early on in your career – don't settle for what you got unless it's the best option possible in your niche.

- **Build your resume:** Modern companies don't want sterile resumes that only reveal your previous positions. On the contrary, you need to write a CV using concrete career achievements. For instance, you could say something like this: “As a sales manager, I created a loyalty program that increased retention rate by 14%.” This way, you are not only giving your job title but also displaying your professional capabilities.

- **Never stop networking:** I know that social media play a major role in our lives, but you can't build a career exclusively online. You must spend some time meeting people and establishing connections that will help you later on throughout life. You might even launch a company in cooperation with other

colleagues. Everything is possible if you do a little networking and build friendships with good people.

- **Learn outside of work:** By definition, millennials are modern and proactive individuals. However, most of them focus on professional duties so much that they forget to think outside the box. You shouldn't stop investing time and money into travelling, meeting different cultures and learning languages. Everything you learn will help you stay open-minded and creative, which is the fundamental precondition for a fruitful career.

The more you learn, the more natural you'll fit into new business environments and stay above your peers.

Thank you, Mr Ganesh. That was a profoundly informative session.

I hope and believe these ideas will be of much value for those focusing on their career development. I am sure our readers will have a better clarity on their perspective towards their career path.

We wish you all the success in your future endeavours.



Alen Nero
2nd year MBA

POLITICAL FEUD BETWEEN THE GREATER POWER US & THE SINKING ECONOMY TURKEY

With Turkey's increasing inflation which is at a double-digit figure and the central bank of Turkey maintaining its repo rate lower than what it should be to uplift the sinking economy, Turkey faces the worst ever economic crisis it has faced in the history.

For starters, Turkey has heavy debts on international markets, and now faces a bill of \$250 billion a year to finance the foreign debt which is getting more expensive by the day due to the falling value of Lira.

Adding to the country's deteriorating economy, Turkey got on the wrong side of US by arresting the American Evangelical pastor Andrew Brunson in Ankara, accusing him of terrorism in October, 2016. The crisis erupted after US slapped sanctions on two ministers of the Turkish government for not releasing the US pastor. The Lira hit an all-time low of about 5 against the dollar at the time. The Lira has been worsening ever since the US started its feud against Turkey for arresting the pastor or is it the other way around?



Yet, Mr. Trump wasn't going to stop. Not many days later, Mr. Trump had tweeted about additional economic sanctions on Turkey — doubling tariffs on imported Turkish steel to 50 percent and on aluminium to 20 percent. This drove down the currency to a record low of 7.24 against the US dollar. Lira has lost more than 40% of its value against the US dollar this year. Turkey in defence or more as offense, responded by doubling tariffs on some imports from the US

- such as passenger cars, alcohol and tobacco. But does this affect a whale like US greatly?

Many factors such as forcefully reducing Turkey's exports to US by slapping expensive tariffs, a very large debt which Turkey owes to foreign creditors, the diminishing value of Lira, increasing inflation, very lowly set repo rate and the lack of actions of the Central Bank of Turkey as well as the authoritarianism of the President of Turkey, Mr. Erdogan severing ties with the Western nation have all led to a solid dent to the country's economy.

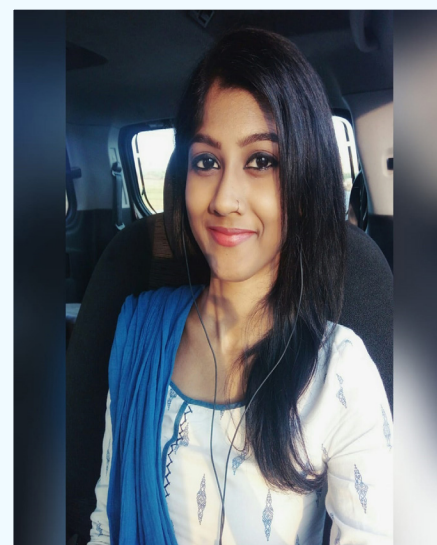
While all of this has happened, inflation of Turkey hit a 14 year high of 15.6 percent and still rose to 17.9 percent in the month of August, increasing the cost of everyday items in Turkey. Whom does such political feud immediately affect? The poor masses of the country face the consequence in their everyday lives.



After the big blow from the US, Turkey has also been forming its strategic alliances after support had come from Qatar for a \$15 billion investment in Turkey. Right after Trump's tweet, Mr. Erdogan spoke to the Russian President Vladimir Putin to discuss economic and regional issues. And tensions are heightening further after Turkey, despite being a NATO ally, entered into an understanding to buy Russia's advanced S-400 air defence system. Turkey had discussions with Iraq and France regarding Turkey's economic concerns. And many European and Middle Eastern nations have expressed their support for Turkey which could be a threat to US.

The state of affairs for Turkey isn't good at all currently but it definitely is not wise for US to continue to bully Turkey, which already is economically vulnerable due to many internal and external factors. Such actions of Mr. Trump could prove counterproductive sooner or later as these actions are actually infuriating the nations he is picking fights with and uniting them against the greater power he considers US to be. After all, the US-Turkey relationship is worth preserving!

Ishrath A R
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UNDERSTANDING NEURO-MARKETING WILL HELP TO GET BETTER BRAND VALUE

Neurology (the study of the human brain) and marketing has for long been brothers in arms. The application of neurology in marketing has been immense and marketers have always been trying to understand the human mind. Understanding the human mind helps the marketers to find ways and means to promote a particular product or services to the users.

One of the important aspects of neuro-marketing that marketers tend to focus is sensory marketing. Customers, unintentionally and subconsciously define their desires or want, their willingness to pay and the means and ways of a promotional activity that appeals them. The primary sensory aspects that marketers focus are smell, touch, and sound to influence/enhance the customer's buying decision making.

For instance, in a fashion store, the pleasant smell enriches the customer's buying experience as it portrays the products as high end, but on the contrary hardware or office, retail shop will be better off if they limit any noticeable smell. Likewise, with sound, the customer usually pay more attention to light objects if they hear more high pitched sounds, whereas more to dark objects when they hear low pitched sounds.

Neuro-marketing also deals with the understanding of psychological subtleties to impact the sale of products, for example by removing the currency sign from the products can help to increase the sale of the product as according to studies on seeing the currency subconsciously, the attention shifts to lose and not gain. On other examples, the chances of choosing a healthy menu increases when the healthy menu is

displayed on the left side and the unhealthy on the right. Similarly, open spaces in luxury stores or the ambiance are associated with high social status. Neuro-marketing also helps to understand the trends. As in case of PayPal, they discovered, through a study, that even though safety, security and efficiency is necessary, the customers are more immune to use a product if it provides convenience. PayPal thus changed their message, with focus on speed.

Tracking Brain activities:

Neuro-scientists mostly use two methods to track brain's activity and each of it has their own share of benefits and drawbacks: functional magnetic resonance imaging (fMRI) or electroencephalography (EEG) technology.

fMRI: This technique involves the application of a giant powerful magnet which tracks the flow of blood in the brain, of the subject, in response to audio and visual cues. Along with logistical limitations, fMRI also has cost limitations in operating a fMRI scanner usually costs between \$1000-\$1200 per hour. One must also be careful while using a fMRI scanner as it exerts a very strong magnetic field, which means no metal objects can be in the room or in the vicinity of the magnetic field. The key benefit of fMRI is as it tracks the blood flow, it can access the deep parts of the brain and thus if something at the display is desirable the changes the flow of blood will also be significant. Recent studies have shown a clear relationship that activity of the brain towards a product can predict the popularity of a product in the future.

Usage:

· fMRI has been used by National Cancer Institute's telephone hotline to understand the effectiveness of its 3 ads. fMRI helped to identify the ad campaign that elicited the highest amount of activity, at a particular region, in a human mind. This helped to identify the campaign that will have the maximum impact amongst the public.

EEG: As a technique, EEG is very cost effective, when compared to fMRI. EEG also addresses the inconvenience associated with the size of the equipment as only by using a cap attached with electrodes to the subject brain, it can measure the activities of the brain. EEG also allows the subject to move around. The flipside, though is that, even though EEG measures the electrical waves produced by the brain and enables the researchers to measure emotions such as happiness, anger, sorrow, excitement as well as lust through the variation in response to the activity and the emotion, EEG, unlike fMRI does not grant access to the deeper parts of the brain.

Usage:

- EEG imaging can be used in Emotion Response Analysis (ERA) to identify the response of an individual to an advertisement or product etc.
- EEG can also be employed to evaluate the level of customer satisfaction.
- EEG can also be employed to unravel hidden secrets as in case of a Cheetos ad where the woman pranked with her friend by filling her white laundry load with orange Cheetos. The focus groups reportedly disliked the ad but the EEG report of the same participants reported that they actually found it funny and liked it but did not reveal it thinking that they would come off as unkind and offend the other participants. Collection of names of few renowned Neuro-marketing companies:

Affectiva, Brain Intelligence, Buyology, Emotion Explorer Lab, FKF Applied Research, Forbes Consulting, Forebrain, Gallup & Robinson, HCD Research, Innerscope Research, Institute of Sensory Analysis, Keystone Network, Labiometrics, Merchant Mechanics, Mindlab International, Mindmetric, MindSign, MSW Research (MSW/LAB), Neurensics, Neuro-Insight, NeuroFocus, Neurosense, NeuroSpire, Olson Zaltman Associates, One To One Insight, Realeyes, SalesBrain, Sands Research, Sensory Logic, True Impact Marketing.

Understanding application of Neuro-marketing:

1. Decision Paralysis - Spoilt of Choice

According to a study by Columbia University, too many choices may hamper the decision making capability of a consumer. Apparently, product displays containing a wide variety of options is sure to confuse the customer in their decision making to make their purchase decision.

A case in point is some of the great customer product has fewer variants but more value, for instance, iPhone, every year one or two variants are launched, but subsequently the older variants are turned obsolete such as when iPhone 7 was launched iPhone 4 was turned obsolete by Apple when they stopped the support for it.

2. Anchoring – The differentiator

The human mind works in mysterious ways and neuroscientists have identified that individuals evaluate the value of a product or a service not based on its intrinsic value but based on the available options that are offered.

For instance, if 2 products of the same price are offered for a customer to choose from, if one contains slightly more quantity than the other, customers will usually prefer the one with higher quantity. Similar is the case of hotel booking, if two hotels quote the same price for their rooms but one offers complimentary breakfast, customers are more likely to prefer the one with complimentary breakfast.

3. Loosing - Fear of missing out

A human mind is essentially worried about things they will lose than to the things that they might gain. Marketers and brands have for long been using this technique to create the sense of “if you don’t buy it now, you are going to lose it”. The concept of “framing” is all about helping the customers to help purchase.

For instance, any marketing offer or discount which creates a sense of urgency is sure to grab the attention of the users and thereby increase the purchase.

4. Gamification - Reward and Punishment

Reward and punishment is a very important factor applied by game developers to keep the gamers hooked. Reward and punishment is a psychological principle which helps to make the game more engaging and engrossing. When a gamer gets rewarded, it increases the levels of dopamine, a neurotransmitter, in the brain. Dopamine is associated with the pleasure sensation of the brain and it increases the level of attachment. Thus increasing the reward in the game can help to increase the level of attachment.

5. Colour – The attraction

Colour evokes a myriad sense of emotions and it can be used as a very effective tool to connect with the customers. Colors help to increase the affinity of customers to the brand as well as portray a brand personification to the customers. The right mix of the primary colors red, blue and yellow.

For instance, blue is the most preferred color if the target audience is professionals. That is why if you see the social networks like LinkedIn or Twitter and even Facebook has a very high dose of blue.

Here is a quick guide to color parameters from Co-schedule:

- **Trust:** Most chose the color blue (34%), followed by white (21%) and green (11%)
- **Security:** Blue came out on top (28%), followed by black (16%) and green (12%)

- **Speed:** Red was overwhelmingly the favourite (76%)

- **Cheapness:** Orange came first (26%), followed by yellow (22%) and brown (13%)

- **High Quality:** Black was the clear winner (43%), then blue (20%)

- **High Tech:** This was almost evenly split, with black the top choice (26%) and blue and grey second (both 23%)

- **Reliability:** Blue was the top choice (43%), followed by black (24%)

- **Courage:** Most chose purple (29%), then red (28%), and finally blue (22%)

- **Fear/Terror:** Red came in first (41%) followed by black (38%)

- **Fun:** Orange was the top choice (28%), followed closely by yellow (26%) and then purple (17%)

6. Sliced Hippocampus

This technique has been widely used in newspaper headlines and well as by bloggers and advertisers to create attention-grabbing headlines.

The human brain is prone to constant predicting and comparing and if any phrase or sequence looks familiar it tends to predict the outcome. At the Wellcome Trust Centre for Neuroimaging at University College London researchers found that the brain’s hippocampus functions as a sort of comparison and prediction machine.

In fact, comedians use this very nature of the human brain and set up our brain to predict the outcome but when the end of the punch of the joke not as per the brain predicted, we laugh.

One the example of the sliced hippocampus is used by home automation companies where they use a regular phrase “Home, Smart Home” instead of “Home, Sweet Home”. Nevertheless, when the word comes at the end, it is even more effective, like “Practice makes Patron”, instead of “Practice makes perfect” and the brain as it recognizes the familiar phrase, tries to predict the final word and is surprised by the outcome.

PRACTICE
MAKES
PATRÓN.



7. Cheerleader Effect

Human beings are social animals and love to be in a group instead of being a lone ranger. The tendency of people to stay in the crowd and wait for someone to start is used by marketers in social media where once a group of people like or comment or share a piece of content, like-minded tend to do the same. This helps to influence and inspire engagement as well as conversion. It is also advisable to put a bunch of testimonials together than to put one or two. The reviews can also be used to as a means to show customer's engagement with the brand or the product. Another important growth hack of the cheerleader effect used by marketers is the referral, wherein, if a service or product is referred by someone trusted in their circle, they can be easily influenced to make a purchase.

These are some of the commonly used neuro-marketing application used by brand and marketers. I hope you will make the best of these and share with us if you have applied any new technique.

Anshuman Dutta
DoMS Alumnus
(2011-2013)
Senior Manager, Fantain.

Views from NEWS

Topic:

North east blessed with 10000 crore aid by the central government for enhancing connectivity. Around 400 programs will be rolled out that would be related to enhancing telecom infrastructure, setting up BPO's, boosting electronics manufacturing and giving a push to electronic payments, cyber laws etc.

Review:

According to him, this move by the government would result in increased revenue generation of the north eastern states, will facilitate employment for the people and will eventually result in the development of the state.

As north eastern states have a rich natural ecosystem hence during this connectivity transformation it should not be disturbed (as happened in the case of Bangalore).

– Mr. Abhishek kar
(Businessman from Pune)

Review

He says that North Eastern states have been long thirsting for this. It is high time now that development takes place there. Special focus should be on the infrastructure services. North eastern states have a lot of potential in terms of boosting revenue through tourism sector. With better connectivity facilitation of better tourism industry may be seen.

– Mr. Saikrishna Iyengar
(IT professional from Chennai)

Topic:

Pakistan gets a new PM, now what's next!! In the recent general elections in Pakistan, Imran Khan led PTI registered a significant victory by emerging as a single largest party. What can be expected now, will it be a game changer for the country or will the nation continue on the same legacy.

Review:

The throne has been handed over to someone who belongs to a totally different aura. He has always been into luxuries and glamour of the sportsman culture. Not too confident that the current scenario would change much under his dominion as he lacks political experience. His victory can be credited to the agitation of people from the previous government. On the contrary if his chosen council of advisors is effective and they coordinate well with him, things could be other way round.

– Mr. Sharib
(a budding entrepreneur from Lucknow)

Review

Mr. Imran Khan is nothing but just a puppet in the hands of Pakistan army. Relations among India and Pakistan are not going to change in the long run as it is their army that "calls the shots". Although there may be some gestures to settle down things but more or less they will be useless. He registered success in the elections but that is just because the backing that he's been provided by the Pakistani army.

– Mr. Ashok Kumar
(Faculty from Dr. M.G.R University - Chennai)

Anupam
1st year MBA



Cuban economy under its first not Castro President

Cuba got a new president, and for the first time in six decades, his last name is not Castro. Cuba's National Assembly elected Miguel Diaz Canal on April 18, 2018, to replace 87-year-old Raul Castro, as the president of Cuba. Since Cuba gained its independence through the "classic" Cuban Revolution in 1959, it has been ruled by one of the Castros. Fidel Castro till 2006, and after he got down due to physical illness, his brother Raul Castro has been serving as the president of Cuba. The political rise of 57-year-old Diaz Canal represents the final stage of a transfer of power from the 'historic generation' that waged Cuba's 1959 revolution.

Though Miguel Diaz Canal has been promoted to Cuba's president from the post of vice president that he earlier held, the secretary of Cuban communist party is still Raul Castro. It is for the first time in the history of Cuba that the leader of the communist party and the leader of the government are two different people. Earlier, both Fidel and Raul Castro held the two positions simultaneously. Cuba must now sort out the lines of authority between the party and the state. Usually, the party leadership makes all the major economic, social and foreign relations policies, which the president is obliged to carry out. But now, since Diaz Canal staffs government ministries with his own team, he will gain more control over how the policy is interpreted and implemented.

There are many issues that may worry the incumbent President. First of all, Cuba's economy is struggling, dragged down by the dual currency system Fidel Castro adopted in 1994 to attract cash remittances from Cuban expats. Raul Castro has declared that currency reunification "cannot be delayed any longer". But it will be a tricky job for the incumbent President to adopt the currency reunification since it must be done with utmost care in order to prevent unpredictable economic consequences.



Diaz Canal will also face pressure to reinvigorate Cuban economy by pushing ahead with the controversial economic reform program launched by Raul Castro early in his tenure, which loosened restrictions on private enterprises and enabled foreign investment in Cuba. Carrying out this program is again very tricky because if Diaz Canal opens up Cuba's economy too quickly, he'll alienate Communist party conservatives. Going too slowly will anger reformers.

Another contentious issue that the Cuban leadership faces is the 'Freedom of Expression'. Public criticism of Cuban leadership is increasing as more and more citizens are getting connected through the internet.

The most difficult task before the incumbent President is to create consensus with the mercurial US administration. US president Donald Trump is not in an offhand mood regarding a relationship with Cuba. Even before the US presidential elections, candidate Donald Trump promised to “cancel” President Obama’s normalization policy. His administration made good on that promise last year with a number of measures rolling back key features of the incipient rapprochement. This included dire travel warnings, a dramatic 60 percent drawdown of US embassy personnel in Havana, and the eviction of 17 staff from Cuba’s embassy in Washington in September 2017 in response to unexplained health incidents affecting US diplomats.

Further, President Trump has given the responsibility for formulating the “Cuban Policy” to the conservative Cuban Americans in Congress, led by Senator Marco Rubio, a Republican from Florida.

Recent appointments made by Trump administration also do not bode well for the future of US – Cuban relations. The new secretary of State appointed by Trump, Mike Pompeo was a vocal opponent of Obama’s rapprochement with Havana. The incumbent National Security Adviser John Bolton once deemed Cuba part of an “axis of evil” falsely accusing it of developing biological weapons.

Thus, Miguel Diaz Canal not only faces problems from inside the country but also faces huge restrictions from a strong neighbour, USA. Hence there is a need for Miguel to rise to the situation and find a permanent and beneficial solution to the age-old US – Cuba tensions.



Jeevan Mathew
1st year MBA

When's the spring coming in the Arab world?

What's the correlation between an almost insignificant man immolating himself and Germany gaining a new dentist?

It's Arab springs. A mass civil resistance movement against the government in many countries in the middle east; which shook the entire Arab world and restructured the middle eastern political landscape.

It all started in 2010 in Tunisia, where a kind-hearted fruit vendor named Mohamed Bouazizi was left aggrieved with the behavior of corrupt officials who vandalized his small shop, and the dictatorship regime under Zine El Abidine Ben Ali ensured that he doesn't get justice, leading him to publicly self-immolate. This led to mass outrage throughout the country, the dictator tried to reign them in by shooting them down but this anger was beyond suppression. Around 80000 people marched in front of the president's office sending tremors and premonition to the government about what would happen if they don't give in. Government yielded, Democracy was established with Youssef Chahed as the new PM of Tunisia.



Ideological and contagious in nature, this movement spread to other countries. The movement was successful in Egypt with the leader Hosni Mubarak giving up his office letting Mohammed Morsi become the first democratically elected President of the country. In Libya, which was subjected to corrupt rule by King Idris, the movement finally made people strong enough to stand against such vile character and his coteries. In Yemen, a revolution exploded into a full-blown civil war leading to a situation where nobody had any modicum of idea about who's fighting whom, terrorist groups like Hezbollah and Al Qaeda being supported by regional powers with vested interests.

In Syria, perhaps the biggest by-product of Arab springs changed the entire demographic. An all-consuming militaristic jihadist organisation was spreading its wing to engulf all of Syria and bit of Iraq under its shadow, both metaphorically and literally. The ISIS, known for its violent and heinous crimes against humanity, saw an opportunity to make Syria a totalitarian Islamic

caliphate as civil unrest in the country was at its zenith when the authoritarian leader of the country Bashar Al-Assad refused to resign and declared war against its own people, in which more than 500 thousand people died and around 1.5 crores got dislocated. ISIS looted \$334.6 million from Iraqi city's central bank and became the richest terrorist organisation in the world. After capturing Kirkuk province in the north of Iraq, a region with abundant oil reserves, ISIS became a supplier of oil in the black market which became a major source for its funding. According to Iraq finance ministry, they were selling the stolen oil at 20\$ per barrel, is flabbergastingly four times cheaper than the market rate.

It is rumoured that Saudi Arabia is supporting ISIS and funding it to continue its expansion in Iraq. Iran, a Shia majority country and a bitter rival of Sunni Saudi Arabia is in a proxy war with Riyadh. Iran supports Hezbollah in Yemen to undercut Saudi Arabia and Saudi Arabia helped Sunni militants in Syria, and this war between the two Arabian giants is creating a major furore in middle-east. Arab springs gave them a playground to settle old scores. The unrest in Syria is an elaborate part of it and the biggest problem of refugee starts here.

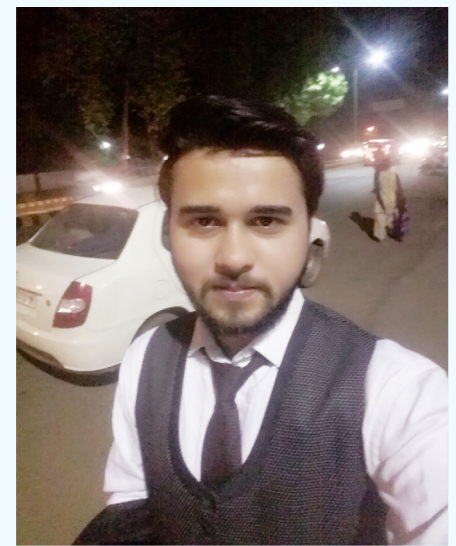


The Syrian population suppressed by the regime, rebel group and religious extremists, led to one of the highest refugee problems since World War II. One-third of the population has been displaced within Syria while around Four Million of them fled the country and have taken refuge in neighbouring countries. But European Union which had invested around € 2 Billion in defence, High-End technology and border patrol stood at great risk in allowing such huge influx of Muslim refugees in their states, putting them at huge social and security risk. To safeguard themselves various measures were employed, some even distasteful to the extent of backing out of the search and rescue mission, Mare Nostrum – with the motive being lesser the bodies reach their land, the lesser refugees they have to take in.



Finally, sanity prevailed. Germany opened their arms to the refugees. The tension that it might lead to Islamisation is overblown. For instance, even if all of 4 Million of Syrian refugees come to European Union and everyone being Muslim, the Muslim population of Europe will increase from 4% to a paltry 5%. The Syrian refugees are mostly educated and young which will help the European countries in offsetting their ageing population and more hardworking persons with a sense of gratitude for their adopted country. We are in the middle of writing history here and we need lesser xenophobic coward countries behind fences like Persian Gulf countries and more countries like Germany who took 800 thousand refugees alone in 2014 which is more than double of what entire Europe took in 2014 and be blessed with refugees who will contribute to the country heavily like studying and becoming a dentist, in Germany.

Aniket Sharma
1st year MBA



SCOTLAND'S POSSIBLE FREEDOM AND IT'S IMPACT ON THE UNITED KINGDOM

Scotland and Britain have had a bloody history beginning in the late 13th century and several wars have been waged between the two countries. After several attempts to resist the annexation by England, Scotland eventually entered into an agreement to become a member nation of the United Kingdom in the early 18th century. However, the Scottish folks have always been sentimental about their freedom and there have been several calls for independence.

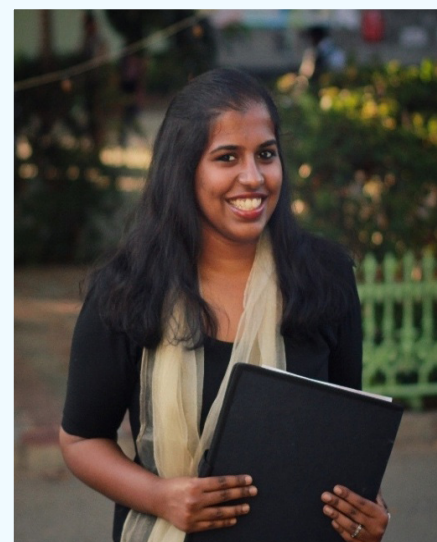
In 2014, a referendum on Scottish Independence took place with a high turnout of 84.60%. 55% of the citizens voted against independence and 45% voted in favour. As the majority voted against independence, Scotland continued to be a part of the UK. Things changed in 2016, with the United Kingdom leaving the European Union (EU). A large majority of Scots had voted to stay in the EU and their ties with the EU brought in about \$20 billion per year to the Scottish economy. It was quite evident that Scotland was not happy with Brexit.

Shortly following the Brexit vote, Scottish First Minister Nicola Sturgeon hinted that a second referendum on Scottish independence was highly likely. Recent polls also suggested that a majority of Scottish voters changed their mind post-Brexit and wanted to move towards independence. The referendum is yet to take place but if Scotland attains freedom, there will be several implications on both the economies.

The question of which currency would Scotland adopt would be an important matter as it would have implications for trade, interest rates, government spending and the whole financial system. Scotland is laden with natural resources and the UK would lose control over the oil and natural gas supplies. The division of the North Sea oil would also determine the GDP of the two nations. Scotland would benefit in terms of import and export if it becomes a member of the EU and this would help boost its economic growth. UK's balance of payment will be significantly affected as Scotland's exports and imports won't be considered. However, the UK would benefit as they no longer have to bear the budget deficits from Scotland.

If the referendum were to take place, the decision will likely be finalized based on the economic benefits that Scotland will derive either by staying with the UK or venturing out as an independent country. As a country with rich culture, an industrial history and rich natural resources, the current situation may favour Scotland's centuries-old dream of an independent country.

Miriam Ann Philip
1st year MBA



The potential impacts of Brexit on the Global Economy

Brexit, the famous “British exit” from the European Union is expected to have various political, social as well as financial implications at the global level.



It is likely to result in lower levels of capital investment, reduced access to external finance, reduced innovative activity and lower levels of growth. Future plans for capital investment within innovative Small and Medium-sized firms seem likely to be affected. Also, the “No deal is better than a bad deal” negotiating stance of the current UK government coupled with the high political complexity surrounding Brexit will most certainly prolong and even amplify concerns in all sizes of business. At the macro level, consequences of Brexit on the

financial markets in the coming years is highly uncertain. However, an immediate repercussion could be that the impending British-EU divorce will push capital away from the general Eurozone to more stable regions like the US and Japan. This, in turn, results in stronger US dollar and Japanese Yen, which is detrimental to both these economies export sectors. This puts a roadblock in the efforts of the Japanese government to come out of their perpetual state of deflation.

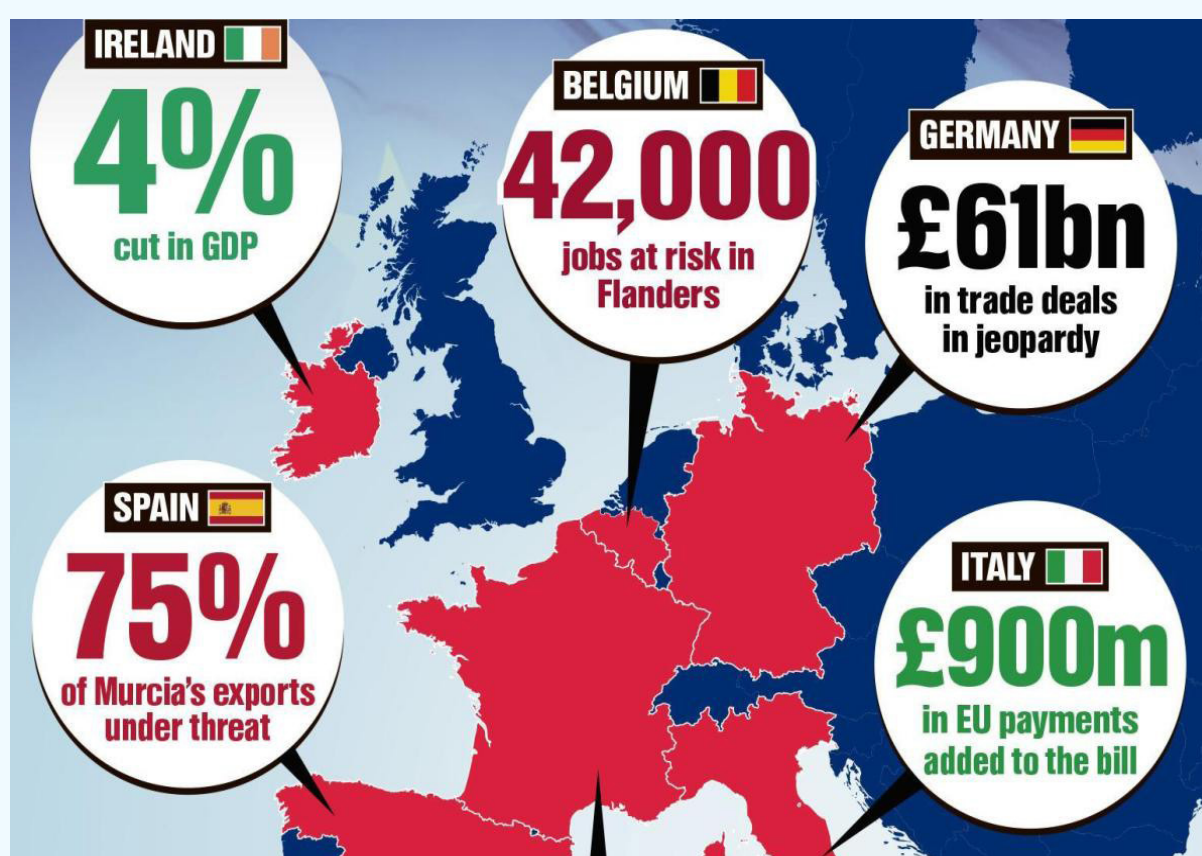
The higher US dollar also triggers additional pressure on China to float the Yuan lower, as it is caught in the divergence between its two largest exports market- EU and US. However, China’s actual economy may be impacted very little from Brexit. Exports to the UK are equivalent to just 0.5% of China’s GDP, so even a sharp slowdown in the UK economy would have a very small impact on Chinese growth. There is also an opportunity for Chinese firms to purchase assets in the UK at discount, as the exchange rate remains favourable with regard to the Chinese Yuan.

The negative impact of Brexit is accelerating among Northern Ireland firms. The Northern Ireland Chamber of Commerce surveyed 228 companies and found that 32% believe Brexit is having the adverse effect on business compared to 20% in the immediate aftermath of the referendum in 2016. The availability of skilled staff remains the biggest issue. A clear immigration policy that addresses skills shortage, critical to local business, is their best shot at coming out of this economic crisis.

The impact of Brexit on Indian business in the UK- or those looking to invest, remains a major and perhaps unanswerable one. There are over 800 companies from India that have operations in the UK with a large number of them having deep connections to the country. Tata Steel, Jaguar Land Rover, Bharti Airtel, HCL Technologies, Emcure Pharmaceuticals and Apollo Tyres to name a few.

Indian companies are in a variety of sectors from pharmaceuticals to manufacturing and financial services. So, when one talks about the impact of Brexit, they are facing a very similar situation across the board to UK business. The car manufacturing industries with a cross Europe supply chain certainly have a reason to be worried along with steel industry which is also highly dependent on the EU. Similar uncertainty hovers over the pharmaceuticals sector.

The question is whether the headquarters would be under a hard Brexit, and that could potentially hit pharmaceutical companies and their access to European registration for their drugs.



One of the most significantly impacted industry is likely to be the IT sector. In a policy, ahead of the referendum, Indian IT industry body Nasscom spelt out the sector's concerns which included the decline of the fact that the IT sector relies on being able to move skilled workers across the EU from London headquarters.

While the large players have largely remained silent, the change in the exchange rate has already begun to impact decisions. Anil Mudumbi, an Indian origin entrepreneur who founded Analytics, which develops software for financial institutions in the UK and has developers in both India and UK, says initial plans to hire developers in India in the next round of expansion were being reconsidered with the currency movement making Britain a more affordable option. On the whole, we will continue to be in a period of heightened political volatility reflected everywhere from Russia to Spain to the UK and US, the financial implications of which can only be speculated.

V. Rajini
1st year MBA



Campus Connect

Sports Fete 2018

Sports Fete, the annual inter-departmental sports festival of NIT Trichy took off on September 5 with the NIT Trichy Marathon being the first event. The event witnessed a good participation from DOMS with 9 students finishing within the timeline. DOMS had an enthusiastic participation in multiple events bagging 54.5 points overall including two winners – one from Badminton and the other from Carrom.



Guest Lectures

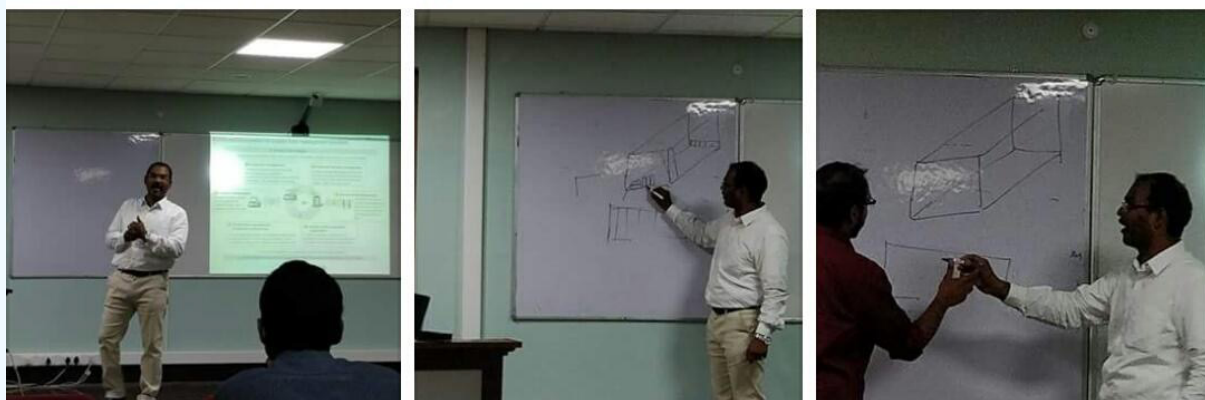
24th August

DoMS, NIT Tiruchirappalli was happy to have Dr. Prakash Sai L, Professor & Head, Department of Management Studies, IIT-Madras for a guest lecture on ' Strategic Management and Business Models' on 24th August 2018. He enlightened the students with an engaging and thought-provoking session on the basics of Strategic Management, Business Canvas Models and Balanced Scorecard.



13th August

The DoMS family was obliged to have Dr. K. Ganesh, Global lead from Mickensy and company, who has a rich experience in Supply Chain Management as a guest faculty on 13th August 2018, Monday. He delivered the students, an engaging and thought-provoking session on 'Logistics and Supply Chain Management'. He enlightened the students with the basics of Logistics Management, the need and scope of logistics and supply chain in today's world and the concepts bound with it.



11th August 2018

Dr. Raja Shekar Bellamkonda was invited to deliver a guest lecture to the first-year batch of DoMS, NIT Tiruchirappalli on 11th August, 2018. The current Dean of the School of Management Studies, University of Hyderabad connected well with the young minds of DoMS to bring out the practical use of Statistics and its application in daily office life. He gave a lot of insightful and interesting inputs on the various applications of Microsoft Excel.



Raghul K R
1st year MBA

The first step towards the society we want to create

India a place of various religions, cultures and languages was once the perfect blend of society. A place where each person had their rights and privileges. Though not explicitly explained by the term we use today, Hindu scriptures such as the Ardhanarishvara has events where many deities are represented as both male and female at different times and in different incarnations or may manifest with characteristics of both genders at once. They showed us the blessing one has got by obtaining the characteristics of both the genders. Hindu epics also have many examples of deities changing gender, manifesting themselves in different genders at different times. In Arthashastra there are many depictions of homosexual sex and their portrayal used to be very graphical as well as illustrious. The Stories in which Shiva knows of Mohini's (Female self of Lord Vishnu) true nature have been interpreted to "suggest the fluidity of gender in sexual attraction and still being attracted towards her showed the openness and relatable theme of scripture with the modern times.

Even if we go and look in old architecture of India, the wall paintings they have done for example in the Sun temple of Odisha, but now even to imagine this looks like a dream of a very distant future. One may ponder how effectively we have turned our wheel. India has been a very conservative country for the last few hundred years, influenced by the puritanism of several groups, including Islamic dynasties, British lords and the country's own Brahmin and Islamic priestly caste.

The issue which we are going to discuss today is Article 377 against LGBTQ (Lesbian, gay, bisexual, transgender, queer) which until recently stated Unnatural offences: Whoever voluntarily has carnal intercourse against the order of nature with any man,

woman or animal shall be punished with imprisonment for life, or with imprisonment of either description for a term which may extend to ten years, and shall also be liable to fine. The law was introduced by the Britisher when we were a colony of their vast empire. English people imposed their law, as the Victorian era was particularly known for their stance on sodomy, this can be understood from the fact that the 36 nations of the commonwealth still consider LGBTQ to be unnatural.

There have been many protests in the past regarding the removal of harsh law but all in vain, the puritanical people of society remained unaffected but for the first time a major change has occurred and has shown that one should always fight for the rights they believe.

Get ready for the rainbows. India's Supreme Court moved to decriminalize gay sex on Thursday creating a landmark decision in the world's biggest democracy. The decision came unanimously where the five judges voted to overrule Section 377 of the Indian Penal Code, a 157-year-old statute that deemed gay sex illegal and a punishable offence. The Supreme Court justified the ruling as an interpretation "per the requirement of changing times. "This moment of joy and happiness belongs to the (LGBTQ) people, whose right has been suppressed for very long and have withstood all the tyranny and despotism of common masses.

Gaining recognition from the law was the first step of a very turbulent and vigorous journey. The real struggle lies ahead and the road to the map is very difficult. One positive which we can draw is that the social media seem fine with the judgement and homosexuality in general. People posted in support of the decision by the court and they all applauded the Indian law system. But, the social media truly does not represent the opinion of masses and often the



majority of the population states things very differently from what they feel. As the fight for rights has barely begun, more backlash will follow as we will go into civil liberty debates and in the awareness campaign. There are people who don't want to rent property to unmarried heterosexual couples (in urban areas), imagine if you go and apply as a homosexual couple (this clearly shows that they are just showing them to be liberal, in reality, they themselves are not sure). Right, I understand what you are thinking, they can just go as friends, sure, why not, they have lived in hiding for so long so it is not an issue for them. The other most important part is the generation that controls the parliament is incredibly homophobic, (check the number of people who supported the bill introduced by Shashi Tharoor). By all parameters, our generation is better in accepting the differences, but there exists a pervasive homophobia around the subject. The stage where we are today can be understood by the debate we are having, that homosexuality should be legal because it is natural and not because people deserve the right to express and lead a dignified life. It gives us the lucid view of society we are living in without diving deep into it.

Now is the time to tackle society's prejudice. The social bigotry towards gay and lesbian people is completely wrong and stems from categorical thinking.

These misperceptions are ubiquitous and wrong as many people don't personally recognise a gay or lesbian person. Since only a few LGBTQ people are known to the society, many people don't know about the community. It's a vicious loop which now finally has a chance to be broken due to the Supreme Court's landmark judgment. The publicity surrounding this decision has raised the profile of the LGBTQ community and educated the mainstream community about their lives and their presence. The next step is to remove the social stigma associated with the term LGBTQ by creating awareness among the people. We can have certain days of the month reserved for these communities where they can express themselves freely and can educate the society that there is nothing like natural order in sexual preferences.

Hence, I strongly believe India has a long way to go in achieving equal rights and definitely have many questions to answer like what next for LGBTQ people like marriage, adaption, social acceptance the answer to which will come only when we together look for the answers.



Aman Varshney
1st year MBA

Australian Economy-A TrendSetter Once, Now on The Verge Of Grim Future

It's very difficult to maintain the constant economic growth for more than two decades amidst different economic crises occurring at other parts of the world. It's really a remarkable achievement and should be applauded.

Lets have some facts and figures which will authenticate the above statement.

The economy of Australia is a big mixed-market economy, with a GDP of A\$1.69 trillion as of 2017. Australia is the second-wealthiest nation in terms of wealth per adult, after Switzerland. In 2016, Australia was 14th-largest economy by nominal GDP, 20th-largest by PPP, and 25th-largest goods exporter and 20th-largest goods importer. Australia has the record for the longest run of uninterrupted GDP growth in the developed world.

It is Australia's strong economic policy that has helped her fight the economic crisis safely which includes GFC and Asian Financial Crisis. Australia had been untouched by recession for last 27 years and the unemployment rate had never gone above 10% since 1994. The RBA targeting inflation has been the backbone of Australia's economic policy over the time. But the backbone now seems to be bending.

Now the question is how can a country like Australia, which is an example to the world for her economic growth, can see such a major fall? The RBA has been trying to maintain a constant inflation rate between 2 and 3 percent over time. The concept is to freeze the inflation rate within a predictable range without affecting other economic policies and this process is called inflation targeting and Australia is a pioneer in this process. This has worked brilliantly but now at this point of time, inflation is persistently out of target range.

The impacts are potentially quite disturbing. If we thoroughly study RBA, we will get to know that in the last year or so, to what extent they were targeting inflation. In the past also, many other so called developed nations have faced economic crisis but have shown better temperament and risen from the ashes, because they had a leader with a vision to take their country to the next level. But here, Philip Lowe, the RBA governor spoke something which was not expected from him. The governor of RBA normally chooses his words wisely and judiciously. What he seemed to be saying was, that they have taken their eyes off inflation and are now also focusing on "high debt and high asset prices", that makes cutting interest rates very difficult. "It does leave us with the possibility of accepting that inflation might be just a bit lower than we'd like for a while", said Mr Lowe.

It was surprising when the governor used the word Triple Mandate in his speech. The RBA never usually talks about a triple mandate. It normally talks about targeting inflation. In summary, talk of a triple mandate is new, which indicates that RBA is no longer focused on targeting inflation, and represents a potentially important change in one of the most fundamental economic policies, which might be of concern for anyone who wants Australia's economy to run smoothly for the next 27 years.



Rohit Kumar
1st year MBA

Oil- An individual's Opinion

When it comes to a nation and the aspects surrounding it, there is one statement, personally, that accurately gets me into using my proper senses. "If we use the crude oil reserves the same way we are using today, in about 100 years there will be nothing left". This is from my social class in 3rd standard, and from a textbook that even my parents had in their curriculum. The current day scenario nowhere speaks about these things. It only includes the little things that surround the aspect.

There was a time when oil-rich nations had a potential to rule over the others but were not allowed by another which now is affecting the scene and paying for the consequences that occurred in the past. This simultaneous phenomenon appears to go on till the sun rises in the west. The reasons may be many but the motives that surround these speak a different tone. That involves the recent move by a powerhouse in the Middle East and its pivoting move towards a more realistic version of methods adopted by the US and China sometime earlier.

Other approaches and moves were recurring this entire time. The US sanctions on Venezuela and Iran is not a new thing. It's backing from the Iran nuclear deal and demanding the others to do the same can have drastic effects on the financial projections and national policies of several nations. India being one of them and as an ally to both the parties has a necessity to possess a strong stand against the high tides that are going to hit the shore in a period that can be very crucial in deciding the nation's mark in the coming future where it has a potential of becoming a world power.

Despite the outer policies and strategic moves, the internal affairs that involve people and their lives handle a different opinion that entirely depends on the ulterior motives of known parties. And in a nation like India, where the tariffs on fuel are already at its peak, the price rise and fall have become an everyday routine. There is a necessity for fuel, no matter what price it is available at, to not get into the side of commodity study- which did happen inevitably. And this situation can never find the singularity it's been following.

To conclude, it was never about the right, wrong or the inevitable, but has always been about various other grey aspects which have contradictions in their very existence. All these nations' policies may or may not serve them with the purpose, but will leave with the idea of how a statement can shape an individuals' approach towards a future where there will only be consequences of decisions that were made in the favour of hope and opportunity and nothing else.



Sanjay Sankar Pydi
1st year MBA

A LAND-LOCKED NATION AT THE CRACK OF DAWN

Well it's natural to be amused and confused by seeing the name of the topic, but let's not forget that being a management and more specifically a marketing student it's my core job to bring the feeling of excitement in the mind of my readers before they turn this page and unravel their journey to the next page. Jokes apart, this topic is quite serious for you, me and our whole nation. Nepal, the only Hindu country in the world is quite hostile in its behaviour towards India, be it in trade or military.

This hostility has many reasons. It can be the new globalisation policy of the nation to make its expansion in the 21st century. Secondly, the Himalayan land-locked nation no longer wants to be undermined and influenced by the two giants, India and China, who are completely land locking it. Thirdly, China's new influencing foreign policy like OBOR as compared to India's new undermining foreign policies. The high Himalayan range in northern Nepal has always served as a natural barrier prompting the country to trade with its neighbour at the flat border, India, but the latter's current blockade and new trade policy against Nepal has forced it to explore the trade prospects with China and tackle the challenges that come in the way of its modernization. Both economists and businessmen now seem to be of the view that Nepal should seriously consider its trade with China which has been increasing consistently over the past decade. If given the chance to grow, which I feel Nepal-China trade can also work as a means to end the country's over-dependence on India for trade, which is quite alarming for us. Business with China has been booming in recent years, though the trade balance is largely tilted towards China as compared to India. According to the statistics maintained by the Trade and Export Promotion Centre (TEPC), the growth rate in Nepal's commerce with China has outpaced that with India, Nepal's largest trading partner; it grew more than 17 times since 2006. "Lately, China has been growing in importance not only in the Asian Continent but also in the worldwide view," says former finance minister Dr. Ram Sharan Mahat, "Because of new trade horizons and the cheappricing of Chinese goods, Chinese trade vis-à-vis Nepal has been growing from the past



The volume of trade between Nepal-China has increased by more than double between 2010 and 2014. Although India still stands as number one when it comes to trade volume, the growth rate of trade with China has shot up and is rising continuously and looks to surpass India in few years. There are obvious benefits to increasing trade with the world's second-largest economy following the US. Experts roundly believe that Nepal can only stand to gain if it fully explores and concludes business deals with the ancient middle-kingdom. However, our country's export to China is far less than the import from there. In fact, the import has been rising every year while export hasn't been able to keep pace with the rising import.

In 2010-11 total export earnings from China declined to INR 750 million from INR 1 billion in 2009-10. In 2014-15, total exports to China stood at INR 2.36 billion declining from INR 2.99 billion in the previous fiscal year, although the funny thing to notice here is the fabulous performance of the Bollywood movies in the Chinese market. Even though China has given zero tariff entry to nearly 9,000 Nepali products, Nepal hasn't been able to bring the trade deficit down as they should have done strategically. Thus, if Nepal really wants to come out of the dawn period they must prosper in their boundary strategically and not by blindly trusting China. The new acquisition of two ports from China by Nepal is something cheerful for the small nation and they must acquire the resources from the big nations ideally and strategically if they want to have a dominating say and influence in the Indo sub-continent.

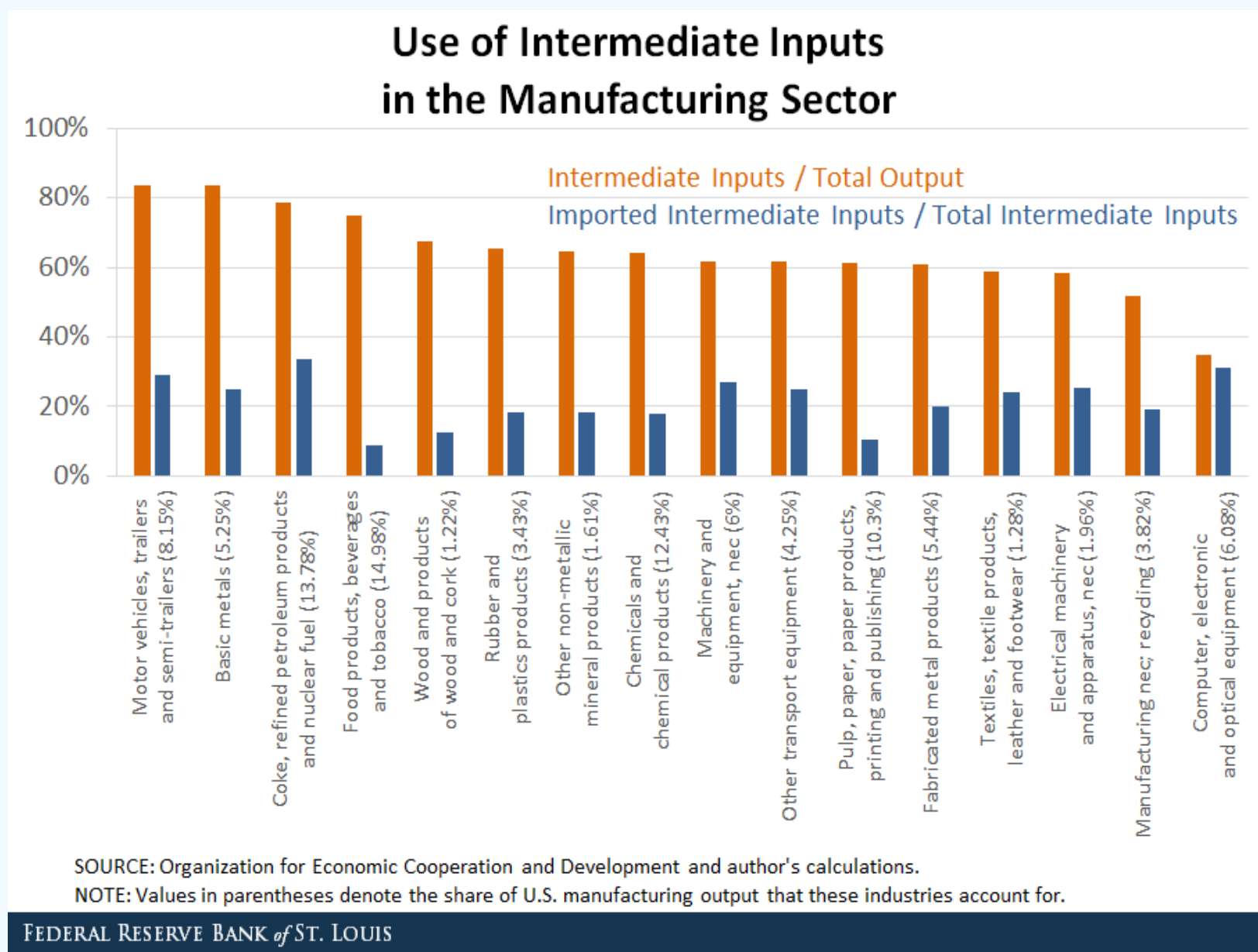
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U.S-CHINA TRADE WAR - DID THE BOOMERANG HIT BACK U.S.?

The clashes between the US and China and their want to become superior has turned into a trade war between the world's two largest economies. At 12:01 am Friday, on the night of 6th of July, the Trump administration imposed sweeping tariffs on \$34 billion worth of Chinese goods. The goods marked for tariffs will now face a punishing 25% border tax when they're imported into the US. The fact of the matter is to rebuff China by making Chinese items costlier for American customers and organizations to purchase. In the event that Chinese items turn out to be costlier, they'll purchase the same items from elsewhere, and Chinese organizations will lose cash.

If Trump's intent was to help U.S. steel producers, there's evidence he's succeeding: ArcelorMittal, which operates 26 sites in the country, recently said the tariffs the U.S. has slapped on steel imports are allowing it to charge higher prices. And with American steelmakers adding to production, railroad CSX gets paid to haul more ore. But every steel producer has multiple customers, and that's where some of the pain comes in: Caterpillar, a big buyer of steel to build its construction equipment, said it's preparing for as much as \$200 million in tariff-related costs in the second half. Caterpillar joins General Motors, Harley-Davidson and a host of other companies that say tariffs are cutting into their profits and forcing them to raise prices.



The hiked tariffs in imports ultimately affect the U.S manufacturers. Intermediate inputs play a key role in the U.S. manufacturing industry. It is found that U.S. manufacturing industries use intermediate inputs very intensively, with huge expenditures on intermediates, accounting for 64% of the total value of production on average. The above data suggests that raising tariffs on intermediate inputs may have an adverse impact on U.S. manufacturers. The price hike of intermediates and the recent tariff increase may force U.S. manufacturers to hike their prices, thus reducing the consumers and leading to a decrease in production.

Moreover, some firms may not be able to compete in this alternative environment and may have to shut down. On one end, nearly 30% of motor vehicles, trailers, semi-trailers, computer, electronic and optical equipment industries are dependent on foreign supplies. On the other end, food products, beverages, tobacco, pulp, paper, paper products, printing and publishing industries only source around 10% of their intermediates internationally. The above statistics make it clear that all industries within the U.S. manufacturing sector make intensive use of intermediate inputs and source at least 10% of these internationally. Insofar these imported intermediates are hard to be substituted with domestic counterparts, they are likely to have a significant impact on the functioning of U.S. manufacturers.

Moreover, if we talk about the impact of China over the U.S then one name arises which could be used as a 'bargaining chip' in the trade war between them, Apple Inc. U.S President Donald Trump proposed \$200 billion in tariffs on China-made products. Now does Apple manufacture Apple Watch, AirPods headphones, HomePod smart speaker, etc.? No, and Apple Macs and computer parts are more expensive domestically due to the 25% increase in import tax. As Apple made \$9.6 billion in revenues in China in the June quarter, which helped the U.S. giant to recently hit China for a \$1 trillion valuation. But the continuing trade war between the U.S. and China could leave Apple and other U.S. firms vulnerable as "bargaining chips" for Beijing.

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The Great Iranian Oil Saga

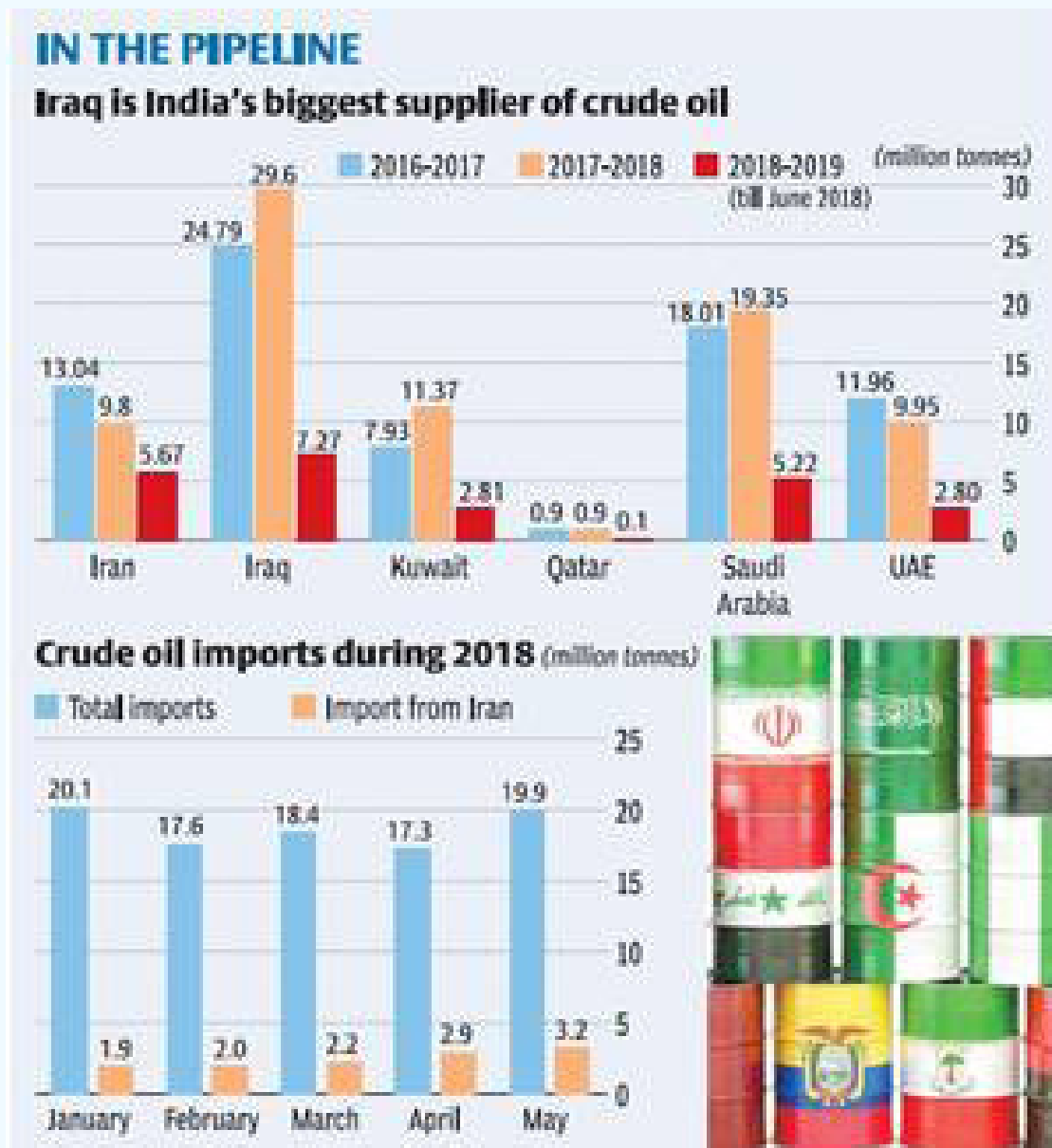
The Trump Administration has been explicit and belligerent in attacking the Iranian regime recently. It has withdrawn from the multilateral Iranian Nuclear Deal and has promised to impose increasing sanctions on the Islamic Republic. The US is also increasingly lobbying the other parties involved to impose similar sanctions and isolate Iran. This has posed a major problem to India, a long-term ally of Tehran, while at the same time becoming cozier with Washington.

Iran is currently the third largest supplier of crude oil to India, just behind Iraq and the Kingdom of Saudi Arabia. Estimates say that a total of 27 million tonnes of oil was imported in the previous year to the various refineries in India. From the Iranian perspective, India is its second-largest buyer, behind the People's Republic of China. This, coupled with the common interests in fighting the Taliban, and the investment in the Chabahar port for international trade, makes Iran a great ally to India.



Some of the major reasons Indian refiners find the Iranian crude oil attractive is the lesser haul time, and also the fact that Iran is willing to sell at very cheap prices, enabled by their high rate of production and wanting to be a major player in the middle east. This is a major incentive, and one that developing countries like India find hard to avoid. If the import from Iran is to come to a sudden halt, India will have to rely on the more expensive oil from KSA and other OPEC states. Washington has reportedly offered India a helping hand by providing imports from the Gulf of Mexico, but the long-haul time makes it nowhere as profitable to the Iranian one.

So, what would it mean to Indian businesses if the Iranian imports were cut down? The prices would obviously go up, driving transportation costs over the roof, which will eventually drive up the costs of essential goods and services. Finding a reliable alternative will take more time, and the Indian diplomats seem to be trying hard to strike a balance and not to either upset Washington or Tehran. Sources from the government have hinted that prices will alone dictate any change in the current arrangement, and a sudden compliance with US demands would hurt the Indian economy badly. With the US looking to decrease trade deficits with India, it would seem unlikely that it would strike hard on an ally like India, which they see as a buffer against the growing hegemony of China in the region.



So, it seems that the saga will continue with both Tehran and Washington throwing rhetorics against each other, but for countries like India, who needs diplomatic and economic ties with both nations, it is pertinent to find a solution that works for all parties, while not compromising on its own economic interests. The rising fuel prices are already posing a problem due to strong Dollar, and sudden import cuts from an affordable source like Iran can deal a hard blow to the entire business infrastructure of the country.



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Venezuela's Economic Crisis

Venezuela, a country which was once one of the most prosperous countries of Latin America, is now bleeding. A country to which people migrated for better opportunities is now seeing one of the worst emigrations in its history. So, what is the reason behind its economic peril? Why Venezuela's economy is on the brink of collapse?

The seeds of this crisis were sown almost two decades ago by the then President Hugo Chavez. The populist policies of Hugo Chavez coupled with over-reliance on oil exports are mainly responsible for the economic crisis of Venezuela. Today Venezuela is witnessing hyperinflation, frequent power cuts, a huge shortage of foods, grinding poverty, shortage of medicines, malnutrition etc. The inflation rate in Venezuela is 200000% and is expected to reach 1000000% by the end of this year. According to a recent survey, 90% of Venezuelans are living below poverty. Venezuela has one of the worst crime rates in the world. People are compelled to leave their homeland and flee to other countries to earn for living. Spaniards who once had migrated to Venezuela for a good life are now heading back to Spain. Women of Venezuela are turning into sex slaves in the neighbouring border country of Colombia to feed their family.

The Venezuelan government used the oil boom post-2004 to meet their fiscal targets. The Venezuelan government also borrowed massively from the international markets. They borrowed so much that later on they were denied funds from international markets. With the plummeting oil prices post 2014, it became harder for the government to meet its fiscal target, so the Venezuelan government started printing money which led to hyperinflation. Recently Venezuelan government decided to slash five zeros from its currency and launched its own cryptocurrency "Petro" to contain inflation.

India has been one of the biggest importers of crude oil from Venezuela. So, this crisis may affect Indian market but to a very small extent as India can increase its import from OPEC countries. But the troubles of Venezuela are far from being under control or so in the near future, given the interdependencies of major superpowers like China, USA and others and their respective economies.

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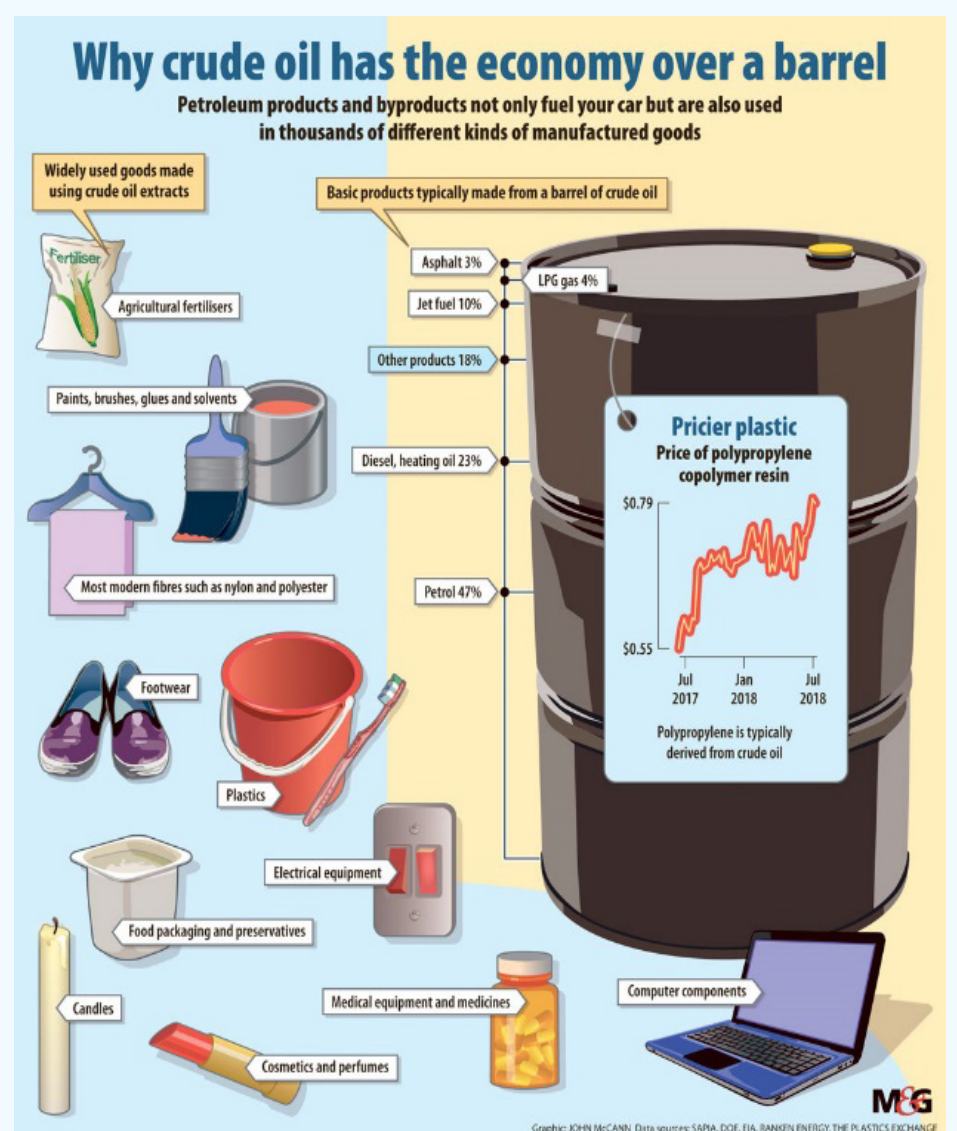


India's Geopolitical Climate: Pitfalls and Potentials

India is an exception on the world stage. It houses a massive population of 1.3 billion people with seemingly limitless potential, stretching 1000s of miles tall and wide with one of the most sizeable economies in the world. As India lurches towards the 2019 general elections, it might be appropriate to list some of the pitfalls and potentials that confront the country. With an accelerated nine-quarter high at 8.2% growth in the first quarter of 2018-19, India has beaten expectations due to a strong pickup in the manufacturing sector. Despite this remarkable growth, the country's geopolitical challenges are well known: political, economic and security problems with a deceitful neighbour on the western border; China's aggressive expansionism and a full-blown US-China Trade war.

The two major risks that impinge on India's geo-economics are turbulent situation surrounding oil prices and the ongoing trade war between the US and China.

As with the uncertainty over the oil prices, India's high dependency on oil imports has exerted inflationary pressure on the government with the crude oil price rising to \$75 per barrel. A huge part of India's manufacturing sector depends on healthy crude oil prices. This includes tyre, lubricants, footwear, refining and airline companies. An increase in the price of crude oil indirectly increases the production cost. The profitability of these companies is adversely affected due to higher input costs. This price rise would finally be passed on to consumers resulting in inflation. This could negatively impact stock prices in the near term. On the other hand, oil exploration companies in the country could benefit from a rise in oil prices.



Coupled with this is the challenge of a trade war between the US and China. As both nations slap tariffs worth \$34 billion on each other's exports, several countries including India face severe repercussions. As the US has imposed duties on steel and aluminium, India now has to pay approximately \$241 million worth of tax to the US. India has thus been forced to react by imposing \$238 million as duties on imports from the US. This, however, is not a favourable climate for consumers as everything that falls under the tariff scanner is expected to become more expensive.



For example, as US has imposed duties on steel and aluminium, India now has to pay approximately \$241 million worth of tax to the US. India has also been forced to react by imposing \$238 million as duties on imports from US. This however is not a favourable climate for consumers as everything that falls under the tariff scanner is expected to become more expensive. The additional duty imposed could have a detrimental impact, as the cost of production will go up due to the rise in the price of raw materials.

However, India is a country with young demographics, abundant and cheap labour and a global competitive IT sector. These advantages have been reinforced by the government's attempts to improve the business climate by, among other things, loosening restrictions on FDI, implementing a new bankruptcy law, and reforming the tax code. The implementation of GST, in particular, pushes us ever so closer towards formalisation of the economy. This is especially a good news for businesses not only because one tax now subsumes 17 different taxes and 23 cesses but also because restrictions on inter-state movement of goods have been lessened. However, this game changing reform is more of a Marathon than Sprint for the country as we are expected to accrue benefits for next few decades. And the results are starting to show up already with India regaining the fastest growing economy status in the world and breaching into Top 100 countries in the World Bank's Ease of Doing Business index for the first time.

Studies show sectors that have done well are agriculture (5.3% growth), manufacturing (13.5% growth), electricity and gas (7.3% growth) and, construction (8.7% growth) in the last quarter.

The strong performance by agriculture and manufacturing sector is a positive development for a stronger export growth. India also has another opportunity lurking over the horizon with the recent US-China Trade war escalating in the past few months. China has seen a fall in exports and is finding it difficult to mitigate the additional tariffs levied by the US as it moves to protect its export-dependent manufacturing industries. JP Morgan predicts China is set to lose as much as 700,000 jobs if the US imposes the proposed 25% tariffs on \$200 billion of



Chinese exports. This creates a massive opportunity to India as it tries to fill the gaps on the US market for items in the categories of machinery, electrical equipment, vehicles and transport parts, chemicals, plastics and rubber products.

To summarize the ongoing geopolitical climate of the country, the current trend tends to be pessimistic politically, but more optimistic in economic terms. As one of the fastest growing and closely observed economies in the world, the next few decades will be crucial for India and serve as a determination of whether it will join the elite economic super power club of the future or if it's destined to stay in the league of developing countries for ever.



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