



CHRIST
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CHRIST KONNECT



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CHRIST UNIVERSITY INSTITUTE OF MANAGEMENT - KENGERI CAMPUS



From the editor's desk

Dear Christites,

With pleasure, we invite you to explore the winter issue of the Konnect. The fifth trimester saw the commencement of placement season for the second years while the first years have finally made their specialization, and hence their career choices!

While the academic rigour was perhaps at its peak for the first years and the second years getting their grip on strategic aspects of their areas of specialization, both years seemed to enjoy and actively engage in co- and extra-curricular activities. Connaissance provided new meaning to students on the concept of co-curricular activities whereas another event organized at gauging selling skills (Sales-pitch event) prompted students to think professional.

December, as compared to other months of the year, is a period of anxiety and joy for students, placements dominating the agenda. December has also been a festive month on-campus with Christmas celebrations on Kengeri campus.

We hope you will enjoy reading this newsletter.

Wishing you a successful new year ahead.



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Find Meaning @ Work

Write-up of the article *Helping employees find meaning at work* by Schon Beechler- *The Hindu* Wednesday Dec 25th 2013.

This simple and convincing article caught the attention of a budding HR manager like me. The author very effectively drove the point - How can leaders help their employees find meaning in their work.

The article started with a personal example how the author found meaning in his routine work with the help of his Supervisor. The entire article draws on the statement by neurologist, psychiatrist Viktor Frankl- The search for meaning is universal. It is in the opinion of the author that leaders are instrumental in helping employees connect and reconnect to their sense of purpose and to what is meaningful in their lives. The current trend is filled with suggestions on how to engage, excite and keep employees. While job enrichment, flexible benefits packages and other levers can help engage talent, what can act as powerful motivator is to explicitly provide a link between individual values, what they find meaningful and the work that they do every day.

The author goes on to back his point with relevant research which show that there is an increase in commitment, happiness, satisfaction, engagement, effort, empowerment, happiness and a sense of fulfilment among those who find meaning in their work.

The author cites some interesting examples of how employees coped with jobs that many would consider extremely distasteful. The employees interviewed replied that their jobs were not simply a job but a calling.

The author draws on the Kim Cameron's book "Positive Leadership" which highlights how work is associated with meaningfulness. It does when the work has the following key attributes:

- The work has an important impact on well-being of human beings
- The work is associated with an important virtue
- The work builds supportive relationships or a sense of community.

An example of this can be Employee Appreciation Dinners, Community Service Programs, etc which make employees feel like a community.

The author concludes by saying that in an era of harsh economic realities, 24/7 work demands and increasing levels of stress, it is critically important that leaders find ways to help their employees to find a sense of purpose for coming to work every day.

My take on the article

The article gave deep insight into how leaders and managers can motivate employees by helping them find meaning in their work. The positive effects like reduction in stress, turnover, absenteeism and dissatisfaction all come when people feel they are pursuing a profound purpose or engaging in work that is important.

This article made me further think on how can a manager help employees find meaning at work? The answer can be found in Maslow's Need Hierarchy, Adam's Equity theory and various other time tested motivation theories.

What is more important is not the nature of the work but the relationship between individuals and their work. Every employee can succeed in finding meaning in their work and this is where the Manager comes into play.

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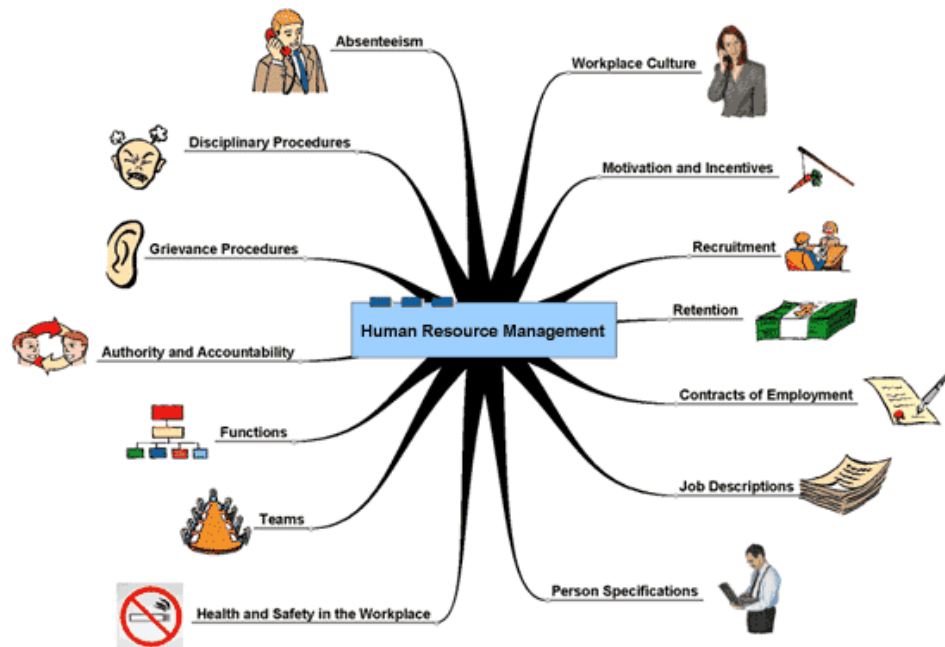
Human Resource Management Versus Employee Performance

The belief that individual employee performance has implications for firm-level outcomes has been prevalent among academicians and practitioners for years together. Interest in this area has recently intensified. Scholars, also believe, that collectively, a firm's employees can also provide a unique source of competitive advantage that is difficult for its competitors to replicate. HRM practices influence employee skills through the acquisition and development of a firm's human capital. Recruiting procedures that provide a large pool of qualified applicants, paired with a valid selection procedure will have a substantial influence over the type and quality of skills the new employees possess. Providing formal and informal training experiences, such as basic skills training, on the job training, can influence an employee's development.

The effectiveness of a highly skilled employee would also be limited if he is not motivated to perform in the right direction. However, HRM practices can affect employee motivation by encouraging them to work harder and smarter. Examples of a firm's effort to direct and motivate employee behaviour include the use of employee performance appraisals that assess individual or work group performance, linking these appraisals directly with incentive compensation systems, the use of internal promotion system that focus on employee merit, and other forms of incentives intended to align the interests of the employees in line with those of the Shareholders.

Thus HRM practices can also influence a firm's performance through provision of organization structures that encourage participation among employees and allow them to improve upon how their jobs are performed. Cross-functional teams, job rotation, quality circles are all examples of such structures.

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Source: <http://www.google.co.in/imgres?sa=X&biw=1366&bih=677&tbm=isch&tbid=zummCvHO9a5gM:&i>

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Can we tame them?

Cyclone Phailin hit the beach town of Gopalpur in Ganjam district of Orissa on the night of October 12. The wind speed was more than 200 km per hour. The communication systems and power supply in all the affected districts of Orissa were badly hit. Most of the mud huts mostly in Ganjam were flattened. Representatives from Odisha's state government said that around 12 million people may be affected. So as part of the preparations, a number of buildings were recognized as cyclone shelters and people were evacuated from areas near the coast on an emergency basis.

Cyclones have drastically affected populations in India over the past quarter of a century. Future vulnerability to cyclones will be raised due to factors including urbanization, population growth, increasing coastal settlement, and, most importantly, global warming. The objectives of human population should be how to save the human race from the impact of cyclones so that mortality, injury to the human community can be reduced. The impact of natural disasters on human is pathetic if it is not given due attention.

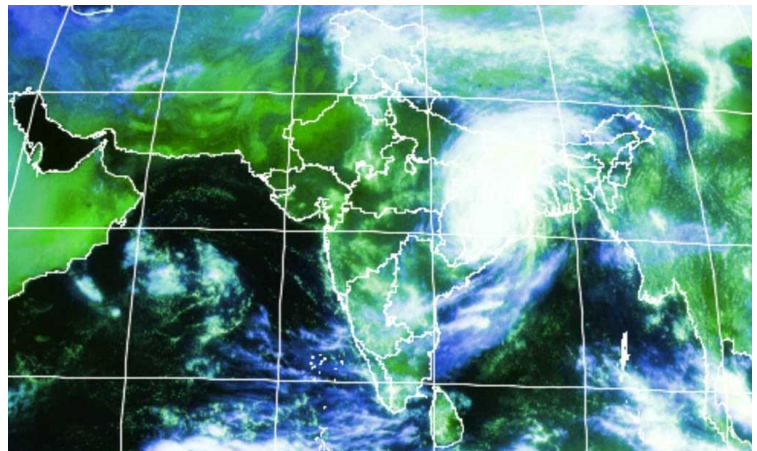
Every year emergency services, volunteers, local and state governments and departments related to emergency services advise communities residing near the coastal regions of India about the dangers of cyclones. They also suggest people how to save one's life when a cyclone is approaching. Nonetheless, people also need to take proper safety measures and responsibility for their own well-being. They should also be encouraged to build houses keeping in mind the arrival of cyclone so as to develop a cyclone plan to ensure their safety. It is not possible to tame any natural calamity; however as a responsible citizen of India we have to be more cautious. In fact, it can be mentioned that appropriate planning before the cyclone season can help really save lives, minimise property damage and help

the families residing near the coastal areas to cope during a cyclone. The very harsh tropical cyclone that struck October 12 night near Gopalpur in Ganjam district of Orissa has left a trail of devastation in and around the state of Orissa thereby bringing heavy rainfall and damaging human lives and property. It also caused floods in the nearby areas. As a human being we have to equip ourselves from this natural calamity. It is only then the challenges to live with the nature become more thrilling.

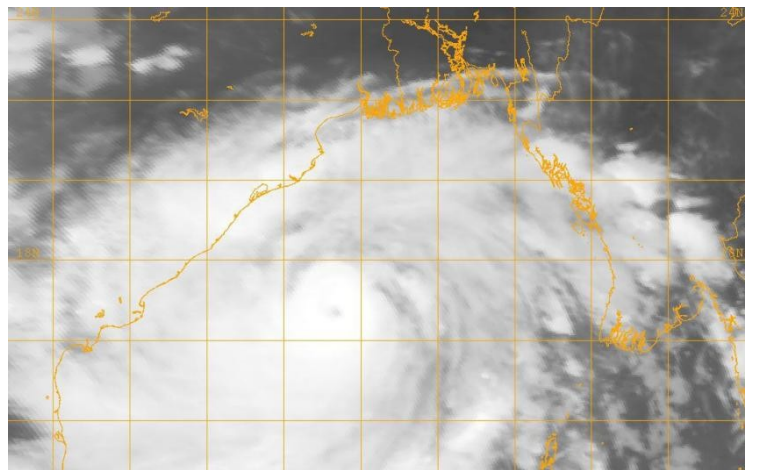
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Japan vs. South Korea. Who is the new rock star in consumer products?

It is an interesting fact that Korea was once under Japanese rule. You can blame it on the frequent earthquakes and natural disasters or the increased competition from other countries but when it comes to consumer products apparently the Koreans rule Japan. Deloitte lists Samsung, Sony and Panasonic in the top ten consumer product companies but both Sony and Panasonic show a negative sales growth while Samsung boosts a 6.7% increase in sale. It is obvious that Samsung is aggressive in its price and product range that targets consumers of all income levels. This explains why Samsung continues to remain at the top in smartphone sales volume and catching up to be one of the trusted consumer electronics companies too. But why the Japanese companies did not anticipate and retaliate is the question to be answered.

Post 2001, and primarily after the earthquake in 2011 most companies in Japan were playing defensive on the field including Sony with many cost cutting measures. The company that was pioneer cum genesis of personal music gadgets right from audio cassettes to the Walkman mobile series lost out to Apple in the ultimate lap of digital music, the iPod. Till that point, the personal music industry was more relevant to Sony than Apple.

After a near debacle in personal music gadget and mobile phone market Sony eyed more on the revenue from its flagship gaming product, PlayStation which currently accounts for about 50% compared to revenue from its mobile phone business. Sony then had to share the pie with the Microsoft on its entry in to the game console market. Also missing the opportunity during the entry of android was another step back for the company. It never anticipated Android to sweep the market and was neither prepared nor had plans to accommodate the changes that were thrown at it. This forced Sony to compromise more on the market share to companies like Samsung, LG, Lenovo, HTC and ZTE. Windows 8 that it resorted to did not quite catch up with the consumers as expected. Sony has now accommodated Android in certain models of Xperia series. Android is seen as the way of the future with market share as high as 79% compared to 3.3% by Microsoft and with Samsung dominating in android market Sony has a long way to go.

Now let's take a deeper look at Samsung, the consumer electronics giant from Seoul, South Korea. From a humble beginning, had image makeover time and again and now the no.1 manufacturer of mobile phone both by revenue and sales volume. It relied on push marketing with touch, text/touch and blackberry lookalikes with a varied combination of configurations and price. Nobody had a reason not to buy a Samsung mobile. It was affordable and available in the outlets that were launched exclusive to Samsung smartphones. Soon Samsung grew up to be a challenge to every other company and their competency. Apple had to sue Samsung alleg-

ing patent infringement which created nothing but more admired perception on Samsung's technological capability. Galaxy Gear Watch was another significant addition. It also surprised the world by launching Gear Glass a similar product as that of Google Glass. Samsung knew what the consumer wanted. They had quick perpetual working innovation, market coverage with appealing ads and most importantly, the right price.

LG electronics is the next big conglomerate in Korea that has found itself a place with other top ranked companies. Though not as big as Samsung, LG enjoys a huge market in US, Russia, Brazil, India and South Korea.

In the automotive sector, apart from Toyota, Nissan and Honda, Hyundai became one of the favourite cars manufacturers in US, Europe and Asian market. Hyundai and Kia's growing popularity globally which was mainly attributed to their price and design was believed to have worked out for them in almost every market, was a huge concern for the Japanese automotive companies. This year Japan breathes easy because the sales of its automotive companies are turning around positively and much better compared to Hyundai. Toyota has reported the highest sales bagging few important awards which have resulted in slowest growth rate forecast of 4% the lowest in the decade for Hyundai. The fact is Samsung, Hyundai and LG alone contributes more than 50% of South Korea's export and 52% of the country's GDP is from its exports.

There is no denying that Japan still has the most reputed companies like Nintendo, Matsushita, Honda, Sharp, Toyota, Bridgestone, Hitachi, Sony, Fujifilm, canon etc. But it is to be noted that many of premium brands from the past are sluggish and are losing their race struggling to show profit consistently; the worst of this is witnessed in the consumer electronics. Gone are the days when Sony, Panasonic, Sharp were seen as the pioneers of electronics and consumers were paying premium price to own a Japanese made product. Now these companies lag behind Samsung in mastering new technologies and in turn missing the first mover advantage.

The spending on Research and development is another indicator that gives a picture of long term economic growth of a country. South Korea is ahead with 3.74% of its GDP spent on R&D compared to Japan's 3.67% as of 2011. South Korea also tops in average annual hours worked per person among the OECD countries as high as 2,193 hours compared to Japan's 1700 hours which might explain why IMF forecasted South Korea to get richer than Japan in another five years in terms of purchasing power parity. The praise for Korean companies and that being compared to Japan eventually can be traced back to the



rise of Samsung and Hyundai to the top in the most dramatic way. It has made the world turn, look at Korea and the way they do their business. It has also changed the negative perception that people had over Korean products for centuries. It is again a perfect example of a company that spends the most on R&D being successful in the long run. If the Japanese companies were able to reach the notch with their quality production and innovation in 90's; time has come for them to reform and revamp their practices and strategize again for an inclusive and prospective growth in future.

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SOURCE: WWW.TRADINGECONOMICS.COM | MINISTRY OF TRADE, INDUSTRY & ENERGY (MOTIE)

Worldwide Smartphone Sales to End Users by Vendor in 2Q13 (Thousands of Units)

Company	2Q13 Units	2Q13 Market Share (%)	2Q12 Units	2Q12 Market Share (%)
Samsung	71,380.9	31.7	45,603.8	29.7
Apple	31,899.7	14.2	28,935.0	18.8
LG Electronics	11,473.0	5.1	5,827.8	3.8
Lenovo	10,671.4	4.7	4,370.9	2.8
ZTE	9,687.6	4.3	6,331.4	4.1
Others	90,213.6	40.0	62,704.0	40.8
Total	225,326.2	100.0	153,772.9	100.0

Source: Gartner (August 2013)

Connecting People





Connaissance 2013

Connaissance, a National Level Paper Presentation event was held on 2nd December 2013. Connaissance is a platform designed to bring out the ingenuity and innovation of participants. This year's theme was 'World Class Enterprise'. The wheels started rolling in August 2013. The response to this year's Connaissance was overwhelming and we received about 40 abstracts by October. After a screening process 14 papers were selected for the final presentation.

Connaissance 2013 was inaugurated by Dr. Murali Pratibandla, the Guest of Honor by lighting the lamp and delivering the keynote address. Dr. Murali Pratibandla is an eminent faculty from IIM Bangalore. He holds a PhD and Masters in Economics. He emphasized the importance of research and appreciated Connaissance which serves as a platform for young researchers. Associate Dean Mr. Ghadially Zoher spoke about the importance of research.

Post inaugural session, we had two sessions of paper presentation- a pre-lunch session and a post-lunch session. The closing ceremony of Connaissance 2013 included Dr. Jeevananda presenting the Valedictory Speech and Prof Rashmi Sundriyal who summarized the proceedings. The first prize was bagged by Himanshu Atre and Tanju Govalkar from Symbiosis Centre for Information Technology, Pune for their paper titled 'Managing Technical Debt in Scrum Projects'. Chidananda Sahu and Santosh Deepak Dasari from International School of Business & Research were the runners up. All in all the event ended on a successful note which was evident from the positive feedback from external participants. Kudos to the Connaissance Team 2013-15.

K.V Nijaa Reddy,

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Sales Pitch Competition



Sales Pitch Competition was held in CUIM Kengeri Campus for the senior marketing student batch 2012-2014 on 9th November 2013 under the supervision of Prof. S.G Rajashekar and Dr. S.Jeevananda. The events started by 9.00 am with welcoming of all the judges from the corporate world, gracing the occasion were:

Ankur Dasgupta – Senior Director - Corporate Marketing in NTT Data

Bhanu Dasgupta – Alumni of the institute and currently manages Sales teams in Oracle India

Sajid Mustafa Baig – Manager in Silver Line realty

Shinto Joseph – Operations and Sales Director at LDRA Technologies(also Alumni of the institute)

R Venkat – CEO of Four Clover - a real estate advisory

Guruprakash Ramachandran – National Manager for BFSI Segment in SAS. Also he has many years of Sales experience in IT industry

Prashanth Hebbar – Co founded Knobly Media Ventures Pvt. Ltd. and is currently managing it. He has seen the Indian IT media industry evolve and has been a key player in that industry for most of his career .

Roshan Kumar – Manages the Practice for Back up recovery systems for EMC in Indian and SAARC region.

The event kick started with an inauguration ceremony which included welcoming and introduction of competition to both judges and participants, rolling towards the first round of event named “Elevator Pitch” of 3 minutes per participants. Each of the judges was accompanied by one student coordinator from junior marketing batch. 10 students were to make pitch in front of each judge. All the Participants received their feedback as required after the completion of 1st round, 2 among every pool were selected for the second round – “Discovery and initial proposal meeting“. Other participants proceeded towards the auditorium where different sales videos were screened for enriching student knowledge.

After a round of refreshments, second round started around 11.30 am which included further screening of the selected candidates. Every candidate presented their proposals on their respective scenarios to the panel of two judges for 7 minutes each followed up by a feedback session at the end of the round. One panel had 4 candidates among which one was selected for the final round of sales pitch.

Finally, it boiled down to four finalists – Fatima Sadia, Dr. Swathy Prasad, Ajit K. and Yateendra Agarwal from the batch of 81 participants. The four finalists were then handed the scenario for the final round where they were to represent placement coordinator head of CUIM to the corporates in post lunch session at the Auditorium.

Post-lunch, the judges addressed the gathering of junior and senior management students giving an insight into Sales. It was a resource of knowledge for all. Now, time had come for final showdown where finalists lock horns to impress the judges. After a round of powerful presentations and courageous facing of judges’ questions, it was time for result. It was a close competition with Ajit and Fatima sharing the spot of 2nd Runner up, Yateendra being 1st Runner up, Swathy emerged as the WINNER of the Competition being the ‘Salesperson of the Year’.Dr. S. Jeevananda, the Campus Coordinator did the honors of giving away the prize to the WINNER. Vote of Thanks was presented by Prof. S.G Rajashekar giving away token of appreciation and mementos to the judges. The whole team of juniors who helped conduct the event was appreciated profusely and being called on stage. It was a huge learning experience for one and all, and it helped us develop ourselves.



Visit To Banaswadi

The visit to Banaswadi proved a great way to kick-start the year 2014. Under the guidance of Prof. Lakshmi Iyer, CSR members of CUIM, Kengeri visited kids whose education was sponsored by the CSR Members of Kengeri. The visit to Banaswadi gave us a different learning! We reached there at 4.30 and where we received a warm welcome by the centre head and the cheerful kids of the facility. After a small briefing session about the centre, we interacted with those kids which established memorable bonds. The crowd was a mix of kids from different parts of India sharing a different story.

We organized an action song session followed by a few games. They were also given a chance to showcase their talents in singing and dancing. The enthusiasm shown by these little angels added colour and meaning to our visit.

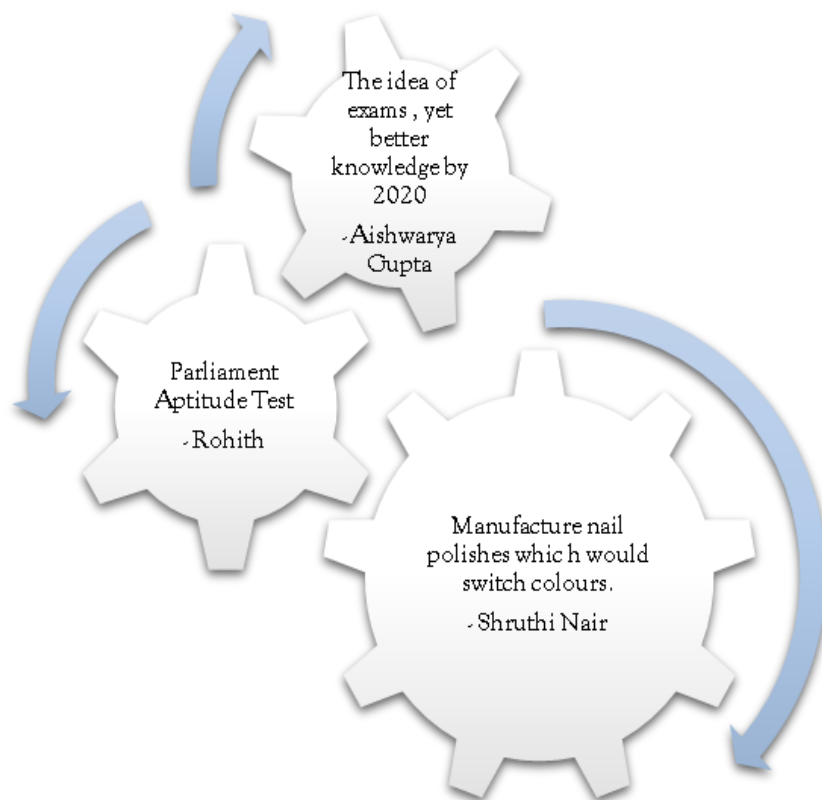
The games organized concluded with a prize distribution followed by a round of refreshments. The second phase of the trip was a 'slum walk'. Though it was for a short span, it reflected conditions of life to which we weren't exposed. It helped in a self-realization of how blessed we were. I also enjoyed the company of couple of kids holding my hands during the slum walk and it turned out to be one of the best moments of the day. All in all it proved to be a day well spent.

M. Sri Sowmiya

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Crazy Vision 2020.



Memorable Moments at CUIM



The most memorable time for me in CUIM was the day when Sachin Tendulkar retired and for the first time ever the lounge was full of students who were eagerly listening to Sachin Tendulkar's farewell speech. The entire student community stood for 20 minutes listening to what the God of cricket had to say. The applause which this great man received was simply adorable. It was a sad day yet a memorable one at CUIM.

By Sujith Jose, Marketing.

The administration at Kengeri campus especially our campus co-ordinator used to scare me. But over this exciting eventful journey of 2 years, he has become the best memory of CUIM Kengeri as a guardian and mentor who would like a father punish, forgive and protect us from harm.

By Fatima Sadia, Marketing

The moment I first entered the campus is still fresh in my memory. The long pathway between the hostel and college entrance is full of greenery which is a visual treat. The serenity of the campus which is a sign of demarcation from the hustle bustle of the city is remarkable.

By Saurajit Mallick,, LOS

The OBT experience was fun and I enjoyed a great deal. It helped in creating a bond amidst our differences. It was an experience that you learn each day being a part of **Christ Ko nnect**, the Kengeri Campus Newsletter. It was a great opportunity to learn and better my skills. CUIM introduced a couple of good souls in my life with whom I would like to keep in touch for a long time to come.

By Vineet R Joseph,, LOS

Most memorable incident was the jam session we had for the Blossoms musical event and the stay in HR class in the second year is been a rollercoaster ride.

By Yashwant, HR

I think the best moments I had in Christ was watching the theatre play ' Francesco ' which really touched me. Magnificat 2013 was another beautiful experience even the traditional day celebrated when colours of different culture came together was a beautiful scene to behold .

By Shamine D'Souza, HR



Pic Courtesy: Pristin Pallickal, 1 MBA

The Spirit of Christmas at Kengeri



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