



Loyola  
Institute of  
Business  
Administration  
(LIBA)  
*A Jesuit Business School*

# LiBiTES

(Monthly e-newsletter of LIBA Alumni)

December 2020

Vol.1 | No.4 | 2021

## INNOVATE & INTERACT

### IN THIS ISSUE

Illuminator

LIBA during November - December 2020

Call for Articles on LiBiTES



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# Loyola Institute of Business Administration (LIBA)

*A Jesuit Business School*

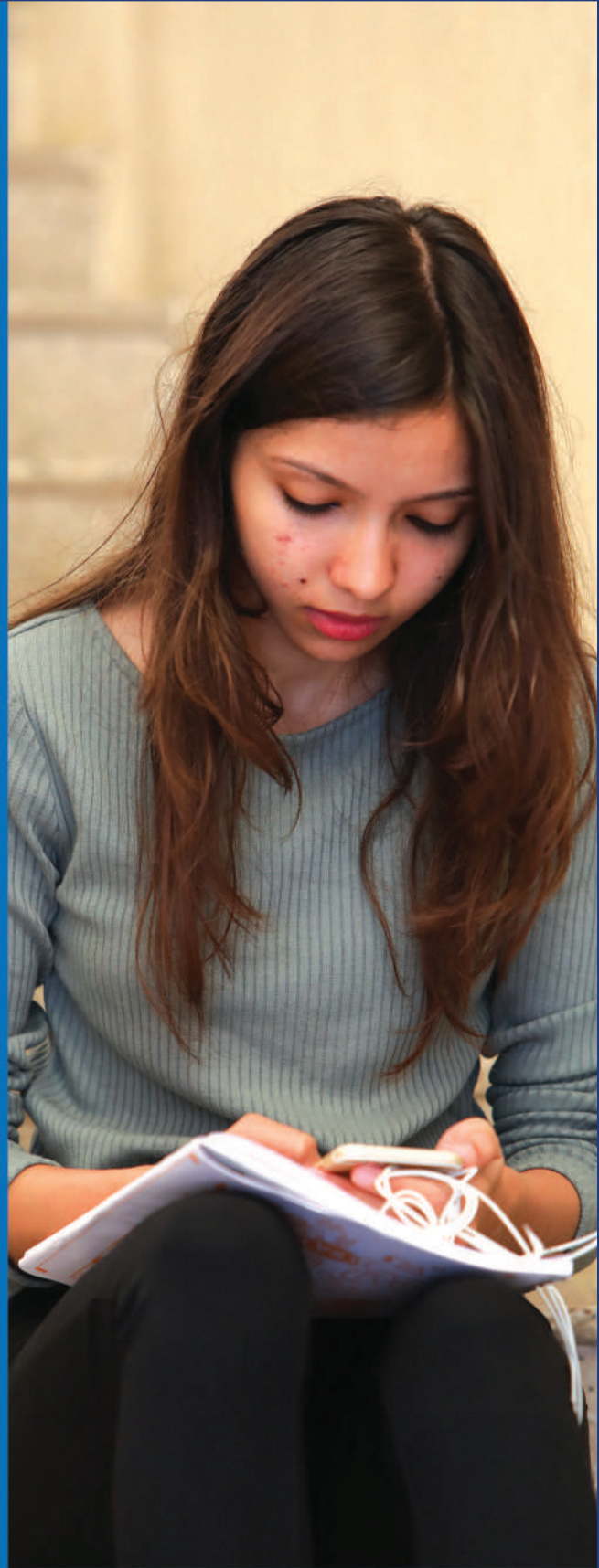
*Centre for Business Ethics  
and Corporate Governance  
invites you to*

## **STUDENTS' CONFERENCE**

*| Call for papers |*

*Submissions to be made to the email address: [ethics@liba.edu](mailto:ethics@liba.edu)*

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## Director's Message



### Innovate & Interact

Life is governed by *Pathos* (feelings), *Logos* (thinking) and *Ethos* (act) and lived by actions and interactions

In human interactions, minds mingle, feelings shared and opinions on things differ. This is where innovation happens. Therefore, interaction is important for innovation.

For it is not just an act, but inter – act.

When you meet someone you enter into the world of that person, if open, you are changed, tacitly.

In our origin in mother's womb, I start inter-acting with my mother, through umbilical cord. That connection is an organic connection by which I form my person.

Every interaction is an organic connection, in which growth happens. That growth is innovative. If you go back and look at how innovation has been achieved in many successful companies, you will see innovation happening in unexpected occurrences, demands of market, pressure of crisis and industry changes.

In such human interactions, ideation is shared by exchange of thoughts between individuals. Sparks of ideas are normally sprung while one sees another's view that never occurred to her before. This means that we need to work on quality of interactions and character of individuals in the interaction.

Consider *Apple* or *Google* or *Intuit*. All of them have come up with innovative ideas not in an isolated laboratory, but in the thick and thin of interactions in which emotions blend with thoughts leading to production of an innovative thought and finally innovative product or service.

It calls for a human interaction that is creative and innovative. In the post-COVID world, technology helps us interact. Can it lead to organic growth and innovation? It demands a serious thought process.

With good wishes,

A handwritten signature in black ink, appearing to read "Dr. C. Joe Arun, SJ". The signature is fluid and cursive, with a large initial "C" and "A".

**Dr. C. Joe Arun, SJ**  
Director - LIBA

## Chairperson Speaks



Dear Alumni/ae,

LIBA wishes all our alumni a Happy New Year, 2021

I am happy to share the December month issue of LiBites, 2020 – our monthly news letter.

LiBiTES is building a much stronger bond with our alumni. It is serving the purpose of connection and interaction through your articles, information about your achievements, new ventures, your thoughts, and opinion on trending events. I wish to thank you for the same and request you to keep going with the same spirit.

Similarly, we are also overwhelmed to keep you informed of all the academic and co academic events and happenings in your LIBA on a regular basis.

It is so pleasant to read your articles on each month's topic which is very contemporary and innovative. The contributors of articles have not only voiced their ideas, but also inspired more and more of our alumni to write in the newsletter.

This month's topic is *Innovate and Interact*. The current situation of the pandemic has forced us to innovate our day to day activities, mode of functioning, both at a professional and personal front.

Our topic for next month is, **Care for Earth**. We look forward to your articles and responses in our inbox alumni. newsletter@liba.edu

Also, I wish to inform and invite you for the Mumbai chapter alumni meet on January 23<sup>rd</sup>, 2021. The invite is shared via portal, mail and WhatsApp groups. May I request you to join the online meet, to relive your memories with your beloved professors, and enthusiastic juniors at LIBA.

Wish you all a very Happy Pongal!!!

With regards,

A handwritten signature in black ink, appearing to read 'Aiswarya'.

**Dr. B. Aiswarya**  
Chair - Alumni Relations





**Archana Sam**  
EDHRM 18

## Illuminator

The word 'Corona' has become a household word and has taken the world by storm. The havoc created by it is like a tornado and has brought the whole world to a stand still, cowing down the progress achieved over the years. Who would have ever imagined this scenario? Everyone was aghast at this ruthless predator with no clue how to react. It brought about difficult times for thousands of people and left them in chaos.

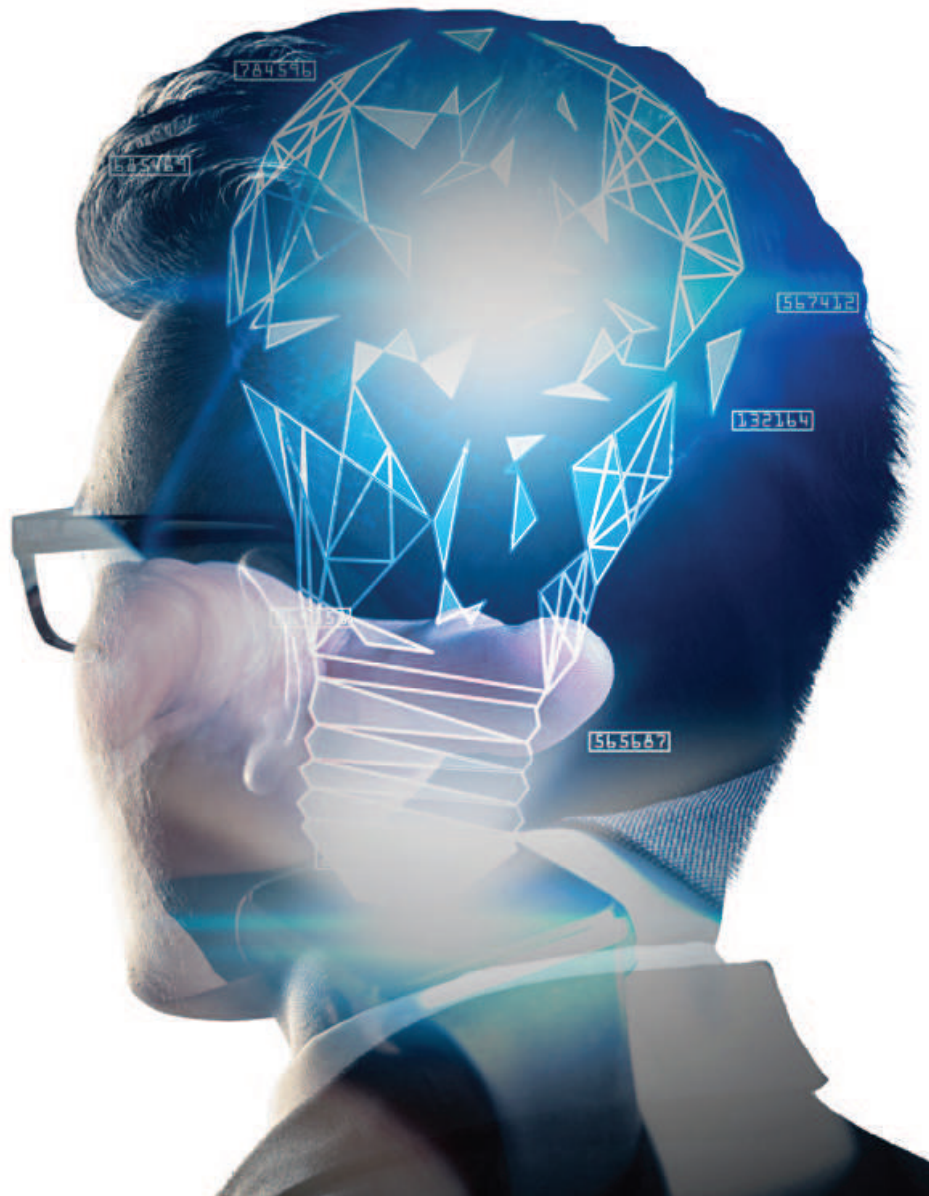
The day I found out I was expecting was the day the country wide lockdown was announced. Initially my excitement to stay at home, taking a break from the monotonous duties knew no bounds. The second extension of the lockdown and the restrictions and its consequences made me understand the seriousness of the situation. The concept of 'Work from home' became too real to handle. Day after day sitting in front of the laptop with no proper human interaction drove me nuts. The hours of work felt extended and absolutely no fun. Panic and anxiety crept in when my scans were postponed and who knew even a single sneeze could set off warning bells. Confinement to my room for the fear of catching the virus did a number on me and my mental well being. For someone who was excited to stay at home for a change, I dreaded every minute of it. When I should be cherishing the experience, I was in constant look out for signs of illness. The numerous COVID tests and waiting for its results was worse than any other tests I had taken in my entire existence. As my time for delivery came closer, so did the news of finding vaccinations in the near future arrived, bringing with it a sense of calmness and serenity.

This pandemic gave us ample time to introspect without any hindrance. In spite of the rampage it has wreaked, it has not failed to bestow some benefits and blessings to the entire human race. The watch word 'social distancing' has

caused a rift which is very difficult to bridge. For months it ceased our routine life and helped us renew and strengthen the bond with the family. It has created an exotic moment of strange quietness making us to ponder and reflect upon the realities of life.

In the midst of this unpredicted turbulence, people found ways and means to get their work done in the best possible way. Adaptability was observed in every walk of life making us to realize we have indeed stepped into the digital world. I for one, did not expect the whole education system to go cyber overnight.

This malicious beast we call COVID19 made our fast paced world realise how life is transient and how grateful one should be for everything.





**Abdul Basheer Khan**

FT 09

Proprietor, Sattar Sanitary stores

In business, interaction is not just about networking within one's organization but is also about making connections outside one's circle. And innovation is nothing but creating a product/service in such a way that it helps the firm in developing a competitive advantage. I have been a third-generation entrepreneur and can't express how much innovation and networking have benefitted me and how much the two are synonymous with business. You don't have to just believe what I say but you can just observe the numbers I am about to present.

According to LinkedIn global survey conducted in the year 2017 with 15905 participants across 17 countries, it was found that "nearly 80% professionals find that networking is the key to professional success." And another study by Accenture 2015 US Innovation survey stated that "84% executives considered their future success to be very or extremely dependent on innovation."

While networking provides a perspective which is different from our own, it also helps in generating ideas, solving problems, building relationship, creating new customers and suppliers; and Innovation increases productivity, lowers costs, improves competitiveness, brand recognition and improves turnover and profits.

The two terms are very much interconnected in business. Networking allows us to be up to date with information and market trends; assess competition, helps in recruitment and finding new talents which is key to innovation. Innovation also leverages on these

networking skills to enable out of the box thinking.

But the two are not without problems- Both of them are difficult to practice. Another finding of the fore mentioned survey by LinkedIn was that "38% of the participants find it hard to stay in touch with their network." And according to a report by Startup Genome "92% of startups fail."

But their solution is the same- EFFORT!!! One has to go out of their comfort zone to network/interact and also to innovate, both being compulsory for the organization. Here are a few key take aways from my experience-

1. Be sincere in developing relationships as faking in relationships will not benefit in the long run. Genuinely love people and show compassion.
2. If one wants to connect with an unknown person then he/she must find out from known circles how to connect with him/her. This is in simple terms called referral. Referrals are more powerful than direct contact.
3. Innovation will not succeed until its incremental and aligned to your business goals and must be acceptable to your employees and the market.
4. Be a visionary. Plan for the future and stay ahead of the business curve to innovate
5. Develop a culture in your organization for interaction and innovation.



**Akshay Munoth**

EDIBM 18

Proprietor, Swarna Sagar Jewellers

“Productive interactions with knowledgeable people lead to fruitful innovations”

The pandemic brought a number of challenges and opportunities for people across sectors, starting from basic primary education to the most advanced tech companies in the market.

Teaching faculties in our country who were earlier used to the regular classroom, “chalk and talk” method of teaching, switched to video conferencing. With initial difficulties to adjust and modify the teaching style, it is now being implemented throughout the world and this is not limited to the field of education alone. People are coming together for a soiree or joining business meets virtually. The world is both, adapting and evolving simultaneously to the current situation...

Just like there are two sides to every story, “work from home” has become both a boon and a bane to the employers and employees in all sectors. The operating costs have reduced drastically but the essential criteria of human touch has become next to zero. But this type of working model can be considered to be persistent in the coming years as Giants like Google & Facebook have released statements stating that this new culture of working from home might continue even after this pandemic is no longer considered a threat.

Given the current situation, we have also made major changes to our style of doing business.

I am a Gold Jeweller, undertaking solely wholesale dealings in various types of gold ornaments. Our

clientele is spread across Tamilnadu and parts of Andhra Pradesh and Kerala.

Before the pandemic, we followed a policy of counter sales and counter payment, wherein our clients used to personally visit our workplace, select from our wide range of products, make payments and then collect their items. But given the trying times, we came up with a system that required the least amount of human contact yet fulfilling the needs of our clients. We instructed our clients to send their requirements via networking apps. Products were packed and kept ready for dispatch. Payment was made either over the counter or via online portals.

This helped us ensure our human contact was almost zero. Initially, we were a bit sceptical about the effectiveness of this practice, but this method of doing business made it business at ease for us.

It is imperative that we imbibe what we can from our surroundings and adjust it as per our needs. Engaging in more of small yet worthwhile conversations, with people across different fields of business/profession will help you in learning about their experiences and implementing the same.

As aspiring Entrepreneurs/Professionals, remember that you are -

*Never too young*

*Never too old*

*To try something new*

*To try something bold.*





**Abhinab Bharali**

F 18

Business analyst, Thoughtworks

The year 2020 brought a lot of changes. It led the human race to look for ways to adapt to the new situation. One of the silver linings of 2020 was the shift from traditional means of communication to online communication.

I come from a family where both of my parents are in the teaching profession. As I was waiting for my joining date, I could help them out with their online classes. The roles changed and the professors were now students and trying to learn new applications. Pen and paper exams were now being conducted through google forms and I could see the excitement in my parents when a test was successfully conducted online.

The eagerness to learn something new is one of the most important qualities in today's time. Many of us suffer from tech phobia, but I believe with determination and will power anyone at any age can pick it up.

In my personal experience, I had to wait a long time to join my company as the training which was supposed to be conducted physically could not be carried out due to the ongoing restrictions. Again, it was innovations that made it possible to conduct the training sessions online. The necessity to look for new ways of communication and innovate has been in my opinion, a silver lining amidst the dark clouds.

**Saurabh Mishra**

F 18

Management Trainee , Hexaware

In an ever changing world, innovation is the key to success. The past few decades have shown several instances where those who weren't willing to change have come crumbling down from their unchallenged supremacy. The key reason to why someone fails, is the fact that they fail to resonate with the people. Let's take the example of Ambassador cars. Once, owning an Ambassador in India was a sign of power, opulence and status. With very limited resistance from its competitors in their prime era, Hindustan Motors became extremely complacent. Little did they know, that after a few years later all that arrogance would break after the arrival of new Asian cars in the Indian market. Better looks, better pricing, better features are something that Hindustan Motors had overlooked upon in their days of dominance. Hence, it was just a matter of time when a new and fresh breed of automobiles would snatch the throne from Hindustan Motors. Even if you look at the current scenario, with the advent of online lectures, work from home routines and growth in digital payments, COVID has indeed proved that "Necessity is the mother of innovation". In short, times change, people change, circumstances change and hence any organization should be at the forefront to embrace that change.

When you say "innovate and interact", you are delivering the message that you respond to the voice of the people and innovate in accordance to that.

**Gouri Sreekumar**

F 15

Advanced Analyst, Ernst &amp; Young GDS

It has been a real challenge when Covid 19 struck - in terms of team meetings, offhand connects, leisure times and all sorts of communication at work. There was a moment of agony in my team as to how we will handle the on-going peak season - particularly for a team who never even allowed work from home despite a company policy of granting weekly two days' of logging in from home. There were several issues with regards to trust, quality and communication gaps within the team. To add on, due to the immense volume of Skype calls, the app came to a halt!

No matter what - work must move on. So the next immediate step was to figure out what could be done to improve the situation and to instil confidence in the





top management. MS TEAMS is a platform that changed our work life. Having several issues with Skype, TEAMS was a life changer with exciting features and user friendly options. In a team where we had hardly a connect every month, we ended up having a weekly video call to check our well-being. In a call that started to check on our health and personal updates, it later opened up wider prospects for an employee at every level in the team - starting from the YTD targets, discussions on novel ideas for pitching in business (especially given the dull period), on new technologies, sharing various learnings particularly technical skills, sessions where several seniors shared experiences on their interesting projects and not to forget the occasional ice breaking sessions. It was interesting to play virtual games like a Pictionary, 'Know your team mates' and celebrating occasions over a TEAMS call. First of a kind virtual celebrations! There were several challenges to this weekly connect like network issues, being presentable and the continuous roaring of the Dialogue of 2020 - 'You are on mute!!' There was a time when we eagerly looked forward to these calls to hear the weekly updates.

However, as the saying goes, excess of everything is bad! As this weekly connect went on for more than six months, all of us were out of topics to discuss and there was too much talk on weekly utilisation. It was more like a weekly test and discussing the results in front of the whole class to gain nothing but humiliation. The agenda was quite hazy every week and we ran out of ideas - not even a question was posed on our wellbeing but only on the work we do and the hours we spent on it. Though it is an important area to discuss on the work and its progress, given the longer than expected tough scenario, it would have been more humane to discuss on our well-being and have casual connect at least once in a month!

I am inclined to believe that the top management must consciously put in efforts to make their employees feel wanted. Due to the absence of a face to face team connect for quite a long period and the overwhelming volume of work these days, we are losing the connect with our colleagues. The best solution for such a situation would be to open up with your immediate manager on your concerns about the deteriorating company/team culture and have a discussion amongst the broader forum to set a balanced agenda for these weekly connects. Hoping to start the year on a positive note with such changes.

PS: Whatever mentioned in the above article is purely my personal opinion and one may choose to agree or disagree to it.



**Anand Suresh**

EDM 19

With a Product based SaaS background and a Masters in International Business from Singapore, I have had ups and downs in dealing with my personal and professional life in the last one year. After being quickly evacuated back to India in the month of March 2020 due to the soaring high levels of COVID positive cases along with other indians in my class. Although my time abroad was short lived, I faced the challenge of coping with both my social and professional life in a way that was quite opposite to how it was when I left home for Singapore.

In other words, my Interaction with the world had to be approached with more Innovation!

The tables had turned for me back home in India, as my social life had to be experienced in a rather peculiar digital way, a method my outgoing nature would not have resorted to otherwise! Video-Calls and Social Media sessions, which I never used before, were the only ways to keep in touch with friends and family at this time. Although this was supportive, it did not keep relationships intact for long, as the element of 1:1 interaction could not be matched. This is when Innovation kicked in, with games and community apps coming into play, thereby enabling new levels of engagement with peers for a longer period of time. In the course of the last 6 months I have learnt the ways of being impactful and interesting as an individual, to the social circle around me. It has come to my understanding that this bubble that situations have built around us can be penetrated if not shattered with rising innovative technologies.

My approach to communicate with recruiters needed to be re-evaluated in order to secure the best opportunities in these strange times. I had to resort to social media outreach instead of conventional applications, as they had a more targeted impact on hiring staff. Once onboarded into an organization, the remote WFH setup made it difficult for me to learn and train myself about the business thereby affecting my impact with my team. The remote way of working has certainly taken a toll on all working class, as it disrupts the ease of interaction and understanding that takes place at the workplace we're all so used to! This overall affects mental health and fitness unless one views and inputs in a concrete yet digestible fashion with team members to help learn and grow with the business while making a solid impact. This can only be done with remote interaction platforms like Zoom and Google Meet, where members of a team are encouraged to do standup sessions everyday to understand each member's work progress and challenges. This helps keep the connection with the organization intact and healthy, while being able to resolve issues easily.

I have experienced the ups and downs of facing society and career remotely and digitally, and have learnt to work way around both with the level of innovation that today's technology offers to the users while enabling convenience and speed. I have reaped its benefits to project my candidature, views and emotions with both colleagues and personal friends. However, I still look forward to the day I get to interact with peers both in office and outside, the old fashioned yet effective non remote way.



### Balaji Singaram K R

EDHRM 18

HR Executive, HCL Technologies

The moment the words Innovate and Interact come together, I think that this can be rephrased as - "Interact & Innovate".

Why First Interact and the Innovate?

This Universe has largely evolved over inventions – From the invention of steam engines to motorcycles. The main motto of any invention is to serve the purpose of what is required. For instance the invention of a steam engine is lead to the development of trains which had the purpose of carrying thousands of people from once destination to another.

Now does everything stop after the invention? - No, not at all.

Here comes the interaction part when large number of folks who travelled by steam engine supported trains felt that these are of less speed and there was a need for air conditioned cabins in the compartments for

elite customers and also many other requirements. Hence came the innovation of Electric Trains which are just modifications of steam engines where the need of quick travel and other facilities such as air conditioned rooms were met with and now even the Super-Fast Bullet trains have been innovated.

Let us take this pandemic example- All our college professors were used to taking classes with white the board for several decades. But after the Covid influenza, all our teachers have started to use the method of teaching through virtual means with the help of Zoom meetings and Webinars. While here the invention is a white board and through various interactions it led to the innovation of Zoom and other e- Learning tools.

Hence the interaction with the customers are the idea generators behind every innovation and the interaction can be either direct or indirect.



### Jovita M S

F 18

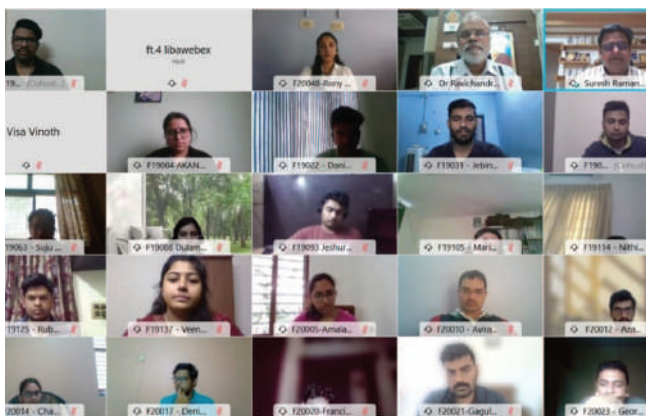
Financial Analyst, Ujjivan Small Finance Bank

Innovation and Interaction are two most important things in today's world. Though a powerful individual might be able to innovate things, it is through interactions, collaboration, and socialization that the idea gets life and develops into a viable solution to address a new market opportunity and create business value. The way people interact has been constantly developing and it has reached great heights during the pandemic. In spite of all the steps we take in reading articles and blogs over the internet to stay updated with the current market conditions and innovations happening around, the amount of knowledge we would get by having a conversation with our colleagues and friends in different organizations will be humongous. One instance I could relate to as when a friend of my manager, who is next in line to the chief operating officer of a nationalised bank, told him about how a Business Correspondent(BC) of their bank became

bankrupt and 244 BC touch points which enabled the bank to perform various operations across a state had to be shut down. And during this confusing situation, the COO went to the locality and camped there for almost a month and found a vendor who might be suitable for their need and made him open outlets right next to the places wherever the old BC was located. This gave the customers a delusion that it is the old company that has been rebranded and within a month the revenue from the state was back at full swing. This became potential contingency plan for our organization. Similarly, internal collaboration brings people together, boosts morale across the organization and helps in increasing retention rate. Collaboration spurs creativity, improves productivity and creates lasting bonds. Innovation and interaction are critical contributors to business success as well as personnel development.

## BMI VIRTUAL TALK 1

### Staying on the Turf - Longer, Happier by Mr. Suresh Ramanujam



The BMI session conducted on 2nd of December'20 was graced by Mr. Suresh Ramanujam, the co-founder and Managing Director of Metis Family Office Services. Mr. Suresh has more than 25 years of experience in the financial services industry where he has been dealing with family businesses in terms of providing banking credit facilities, managing wealth, structuring JVs, mergers & acquisitions etc.

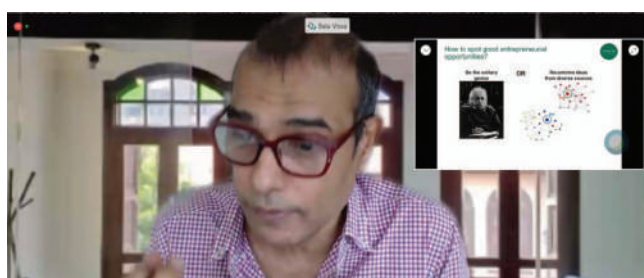
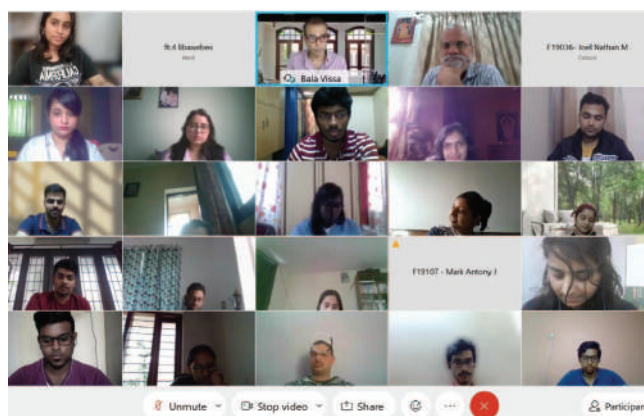
“In order to flawlessly go about with your doing one must fix your being”. He started off by explaining how focusing on your being is important whether it is in your job or in your personal life. He also elaborated about the different steps to make sure one stays on the turf. “Finding your turf is the most important step and one should always choose a turf that aligns with one’s core nature. One should experiment constantly to understand the right turf to understand yourself but it is important to make sure you have a safety net and that you move away from your comfort zone”. He explained about the importance of self-assessment and introspection both in professional and personal life, after all life is all about learning, unlearning and relearning. “Humans should focus more on doing than on being”. Fixing the Being is the most important ingredient to stay on turf without losing patience. He also talked about how success boosts ones confidence and that helps increase self-esteem which in turn pushes a person to reach higher goals. This cycle is continuous but the most important step is to first keep a simple goal and taste success. He ended the session by explaining that in the end the most important step is to be happy, to accept oneself, to stay balanced and to have a larger purpose.

- Priya George

## BMI VIRTUAL TALK 2

### Entrepreneurship as a Career Option, by Mr. Balagopal Vissa

The BMI session conducted on 9th of December'20 was graced by Dr. Balagopal Vissa, Professor of Entrepreneurship, INSEAD, Singapore. This session was all about exploring Entrepreneurship as a Career Option. The session began as Dr. Balagopal Vissa shed some light on what entrepreneurship is and on how to minimize the chances of failure in entrepreneurship. He then explained what is networking and how it is essential for an entrepreneur. He then effectively illustrated on what it means to have a good inner circle and also went on to explain how to build a good one too! Dr. Balagopal Vissa shared his knowledge on how to spot good



entrepreneurial opportunities, how to build an external and internal network, how to grow from a small venture to a profitable business. He then concluded the session by giving a detailed insight into the styles of networking, the principles of networking and on how an entrepreneur has to grow, build and manage relationships in a business environment. While mentioning that, “Networks are the hidden foundation for entrepreneurial success,” he also added a thought-provoking statement that “Entrepreneurship is a very risky and lonely journey but networking gives us the support and confidence to venture on our own.”

- Akash U



## Faculty Seminar Series - Session 7



Ms. Deepika R shared her thoughts on the topic "Remote working: Its impact on employee's work productivity in the new normal". She took the participants through her research on working from home ; factors affecting psychological stress during the remote working process and its effect on the perceived productivity of the participants. Dr. Aiswarya, Associate Dean Student Relations, Alumni & Area Chair- Human Resource, moderated the session. The seminar came to end with vote of thanks by Prof. M J Xavier, Chair, Centre for Technology and Innovation.

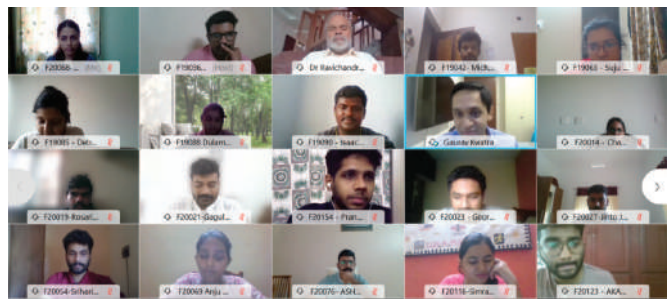
## Faculty Seminar Series - Session 8



Ms. Margaret Susairaj shared her thoughts on the topic "Factors Affecting Sustainable and Minimalistic Consumption.". She took the participants through her research process from the literature review process through the drawing up of a framework which looks at the various factors affecting Sustainable and Minimalistic consumption. Prof.M J Xavier, Chair, Centre for Technology and Innovation, moderated the session. The seminar came to end with vote of thanks by Prof.Chandiran, Associate Dean, Part-Time and Diploma Programmes.

## BMI VIRTUAL TALK 3

### Stories from the first ten years after an MBA, by Mr. Gaurav Kwatra



The BMI session conducted on 16th of December'20 was graced by Mr. Gaurav Kwatra, an INSEAD MBA graduate and one of the partners at Oliver Wyman an international management consulting firm providing specialized services in strategy, operations, risk management and organizational transformation.

He started the session on a positive note that though 2020 is a strange year because of the pandemic, this difficult time shall too pass. He also told the listeners about the four major objectives that he had about his career: 1) To get high payment; 2) To secure a job that makes him look cool among his friends; 3) To be in a job that requires him to solve problems and 4) To be in a people service job.

He elaborated on how he started to value time more than anything. His major takeaway after ten years of MBA is that time is the most valuable asset. He mentioned about the Herzberg's Motivation Theory, where money and fame are hygiene factors. Though they do not provide job satisfaction yet lack of them leads to job dissatisfaction, so he advised the listeners to find their measure of those hygiene factors.

He also encouraged the listeners to read as many books as possible to get an outlook on what they actually expect in their career, life. He emphasized on the importance of seeking opportunities that gives both motivation and fun.

- Angeline Poorani Therese B

## WEBINAR

### LIBA – Centre for Ethics and Corporate Governance

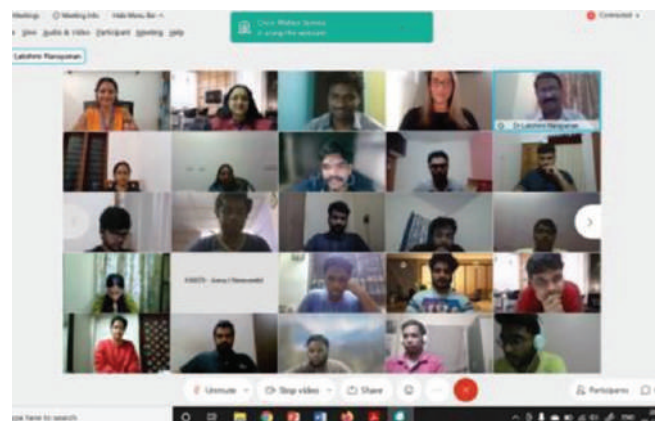
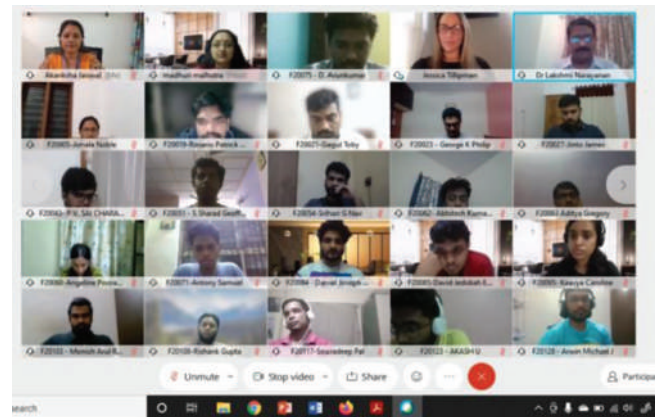
The LIBA Centre for Ethics and Corporate Governance conducted a WEBINAR on the topic “Best Practices in Corporate Ethics and Anti-Corruption Compliance Programs”, on December 9, 2020.

The speaker of the session was Jessica Tillipman, Assistant Dean for Field Placement and Professorial Lecturer in Law in the George Washington University Law School, Washington, D.C. She has published numerous articles on anti-corruption, white collar crime and government contracts topics, including the Foreign Corrupt Practices Act, domestic corruption, compliance, suspension and debarment, and government ethics.

The webinar started with a silent prayer, followed by the introduction of the speaker by the Dean Academics - Dr. Lakshmi Narayanan. The Webinar was moderated by Dr. Madhuri Malhotra.

The speaker explained about the importance of corporate compliance and the ways to identify compliant firms. She also elaborated on the importance of ethical practices at workplace that helps in corporate sustainability.

The webinar was well received by the participants. The participants actively participated in the question answer session and benefited by the interaction with the guest speaker. Prof. I. Thiagarajan gave his remarks in the end and the session was concluded with a vote of thanks by Dr. Akanksha Jaiswal.



## WORKSHOP

### Faculty as Mentors

Loyola Institute of Business Administration organised a workshop on “Faculty as Mentors” on 4th December, 2020 from 9.30am – 1:00 pm. The program highlighted the need for Mentoring skills for faculty, for the wellbeing of the students and the institution. The program was inaugurated by Rev. Fr. Francis Xavier, Rector Loyola College. The Resource person was Prof. Irudhaya Raj, Adjunct faculty LIBA, and former Professor at XLRI in the area of Organizational Behaviour.





## First Year Inauguration 2020-21

Loyola Institute of Business Administration (LIBA) organised the inauguration for the first years F20's on 14th December 2020 at 10.30.a.m in the OAT.

The program started off with a prayer dance to thank God for all The Grace shown during the difficult times. The prayer song was written, composed, and sung by our father Director. Ms. Berne Bernard from F20 performed the dance and started the event on an aesthetic and gracious note.

The ceremony of watering of the plants was initiated and led by the Director with a team of faculty, research associates, teaching assistants, staff, and students. This is not only to symbolise growth and prosperity but also to demonstrate that we are environmentally sensitive and unique in whatever we do.

Father Director Rev. Fr. C. Joe Arun SJ delivered the inaugural address. He appreciated the students for the right attitude and also inspired them to boldly face any circumstance that come their way. He highlighted the need for trust in life for one to progress. He

alerted the students to carry themselves with great responsibility in the New normal. Director's words of motivation and encouragement filled all the students with confidence and trust.

The Dean academics Dr. Lakshmi Narayanan in his address explained to the students the policies, rules and regulations that are followed in LIBA. He stressed the discipline of the students, and also highlighted the Standard Operating Procedures to be followed in the New normal and welcomed both the first years and second years for the reopening of the physical classroom learning.

The Associate Dean of Student Relations, Dr. B. Aiswarya, reported the list of all the students related activities both academic and co – academic that took place from the beginning of the academic year, till date through the online mode.

She welcomed the students and ensured them that the institution will take utmost care and protect the students to realise their dreams.





## Christmas Celebrations 2020

Christmas is essentially The Spirit of Giving. Christmas when we celebrate it by giving and sharing to those who need it the most. The celebrations began with the Chrisma – Chrischild game conclusion. The declaration day saw lots of fun, surprises and gifting when each of the faculty, staff and RAs & TAs shared gifts with their respective Christchild.

After a long time, our very first offline Christmas celebration was held on campus. The spirit of Christmas filled the campus with joy of giving and gratitude. The event officially commenced with our Rev. Fr. Director Joe Arun S.J, lighting the Christmas candle along with the key officials. The the song “Joy to the world” was sung by our carolers in the background which set the spirit of Christmas. This was followed by Joy of Giving – generous contributions given by LIBA faculty, staff and management to the Hope Charitable Foundation.

Later, members of faculty Dr. Ramasubramaniam and Dr. Uma Priyadharshini shared their reflection on “What does Christmas mean to me” followed by Sarumathi from F20, who also reflected upon the same topic. F20 students spread the joy of Christmas by singing carols and giving a dance performance. The carols and dance performances by the F20 batch were stellar, which, along with the surprise entrance by two Santa Claus brought magical Christmas vibes to the campus. Both the Santas distributed cakes and chocolates

The concluding remarks were presented by Ms. Nikita Xavier from F20. The celebrations concluded with Father’s prayer service where he prayed for the well-being of the children of the faculty, staff, RA and TA. All those who were present lit the Christmas candles and joined in the prayers. The celebration concluded with a “Merry Christmas” song and a hearty lunch. The celebration came to an end this year but will remain alive in the hearts of many for a long time.

“Nothing ever seems too bad, too harsh, or too sad, when you’ve got Christmas in your hearts”.





## Freaka-thon: A Holistic Health

LIBA Wellbeing Desk organised a holistic wellness program 'Freak-A-Thon' on 30th December 2020 from 2 pm to 4 pm. The founder of this creative concept is Mr. Ashok Kumar who facilitated the 2 hour power-packed session. Dr. Chitraa Venkataachalam, Counsellor of Wellbeing, LIBA- commenced the session with a short introduction and prayer. This was followed by Mr. Ashok's vibrant program including warm up stretches, exercises, Zumba and Freestyle dancing. Mr. Ashok also captivated the students with his interesting storytelling and motivational talk which eased them into the session. The session then took off with songs ranging from zesty numbers to

light hearted ones which pumped up the energy of the participants that had a profound positive impact on the mood of the faculty, staff and students. The participants shed their inhibitions and got relieved of their stress and were seen dancing with joy. They were completely involved and immersed in that pulsating 2 hour session. Overall, the session was enjoyed by everyone on campus. This session of Freak-A-Thon showed that dancing can be facilitated even with social distancing. The lively program enabled them to dance, move, bond, be themselves and end this challenging year on a positive note. It was a treat to watch the participants dance their way in to a healthy 2021.



# Management Matters

## Call for Papers



Management Matters announces the forthcoming issue (April, 2021, Vol. 18, No. 1) with the theme: ***“The Business Not Usual: The New Normal of the Market in the post-COVID world.”***

Some research questions/topics may include but are not limited to:

1. Impact of COVID-19 on new shopping habits.
2. Changing consumer behaviors transforming the industry.
3. How are AI, big data analytics, and optimization techniques used in critical operations and supply chain decisions in demand forecasting, supply and demand matching, allocation and rationing, transportation scheduling, and last mile delivery?
4. How do government agencies and non-profit organizations collaborate with for-profit enterprises and leverage their technologies to manage the supply and distribution of medical supplies and essential goods?
5. Impact of COVID-19 on financial market dynamics.
6. The changing perception of risk and re-strategizing health care.
7. Wellbeing issues confronting organizations and individuals.
8. Changes in personal lives due to changes in the world of work in the wake of the COVID-19 pandemic.
9. What could be the future of human labour and productivity in the context of Working-From-Home (WFH)?

Soft copy of the paper to be sent to: [journal@liba.edu](mailto:journal@liba.edu) by 15th January 2021. For further details please click on this link:

<https://liba.edu/wp-content/uploads/2020/09/Call-for-papers-April-2021.pdf>

## Upcoming Events

The following are the forthcoming Annual Chapter Events:

S.No.	Forthcoming Annual Chapter Meet	Date (tentative)
1.	Mumbai	23rd January 2021, Saturday
2.	Annual Alumni Congress	6th February 2021, Saturday
3.	Kerala	13th March 2021, Saturday

- Pongal Celebrations - 18th January 2021
- Spiritual Retreat - 21st January 2021
- Insight - 22nd January 2021
- Republic Day Celebrations - 26th January 2021
- Libaazar - 14th February 2021



# Announcements

## LiBiTES *Call for Articles*

**LiBiTES** is a monthly e-newsletter of LIBA Alumni Association. We are happy to announce that this e-newsletter will reach your desktop on the 10th of every month.

**LiBiTES** was formulated to connect you with your Almamater and tell her how future ready you are, what you have achieved and your business insights. You are the powerful ambassador of LIBA in the social and business community. We are proud that you are shining in your respective fields. We love to know what and how you run your business and your career.

The newsletter is a platform to share such feelings with the alumni community. The letter will have the following heads:

- **SHINE:** Your professional achievements / success stories
- **RADIANCE:** Placement info (any placement offers your company announces or you wish to partner with LIBA)
- **ILLUMINATE:** your thoughts to the readers about your career, life vision, profession, values, feelings and experiences and about the theme of the month

Every month the letter will be based on a theme. The theme for the January issue is **Care for Earth**.

Please contribute your thoughts and insights by 5th February 2021 to [alumni.newsletter@liba.edu](mailto:alumni.newsletter@liba.edu). When you send your articles, experiences, job vacancy information, do not forget to mention your name, contact details, the batch of LIBA / the year of graduation, current designation and company.

Your suggestion/ideas/partnerships apart from the articles to the newsletter may be sent to [alumni@liba.edu](mailto:alumni@liba.edu)

Feel free to update your contact/job details on the Alumni portal below:

<https://alumni.liba.edu/>



Loyola  
Institute of  
Business  
Administration  
(LIBA)  
*A Jesuit Business School*

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# ALUMNI MEET

## MUMBAI CHAPTER [Virtual]

**23<sup>rd</sup>** *January*  
**2021**

*Saturday | 6.30 PM*



## LiBiTES Editorial Team

Dr. C. Joe Arun, SJ - Director, LIBA  
*Editor-in-Chief*

Dr. B. Aiswarya - Chair, Alumni Relations  
*Associate Editor*

Ms. K. Udaya - Executive, MDC  
*Layout Designer*

## Student Alumni Committee

Alka Nibedita | F 19  
Ambika Sarawgi | F 19  
Ankita Asher | F 19  
Aneesha Anna | F 19  
Asheem Kumar | F 19  
Daniel Mathew | F 19  
Harshita Krishnan | F 19  
Joseph Peter | F 19  
Nikhil Babychan | F 19  
Niranjan Vasagam | F 19  
Nithin Kumar | F 19  
Shivam Sanwaria | F 19  
Syama Gopinath | F 19

## About Loyola Institute of Business Administration

Loyola Institute of Business Administration (LIBA) is a premier B-school, established in 1979 within the premises of Loyola College, to form competent and committed leaders who are ethical, principle-centred and socially responsible with a global perspective and entrepreneurial spirit. LIBA is managed by Jesuits of the Loyola College Society well-known for their outstanding contribution to higher education. LIBA stands for 'Excellence with Ethics' which are the hallmarks of Jesuit business education and all its programmes and activities embody these two elements. LIBA earnestly strives to inculcate in the students the values of excellence, justice, honesty, inclusiveness and service to the society.

LIBA primarily offers a two-year Full-time PGDM course, approved by AICTE and recognized by AIU. It also offers other programmes: Part-time PGDM (AICTE approved), Ph.D. (affiliated to the University of Madras) and one-year executive diploma programmes. The Management Development Centre offers various customised programmes (short-term and long-term) with a focus on skill development. LIBA concentrates on the holistic formation of students in all aspects viz., intellectual, social, emotional and spiritual. The Institution works with an undeterred zeal to offer its students the best education, blending classroom and experiential learning.

### Disclaimer:

*The views expressed in the articles and other material published in LiBiTES do not reflect the opinions of the Institute.*