

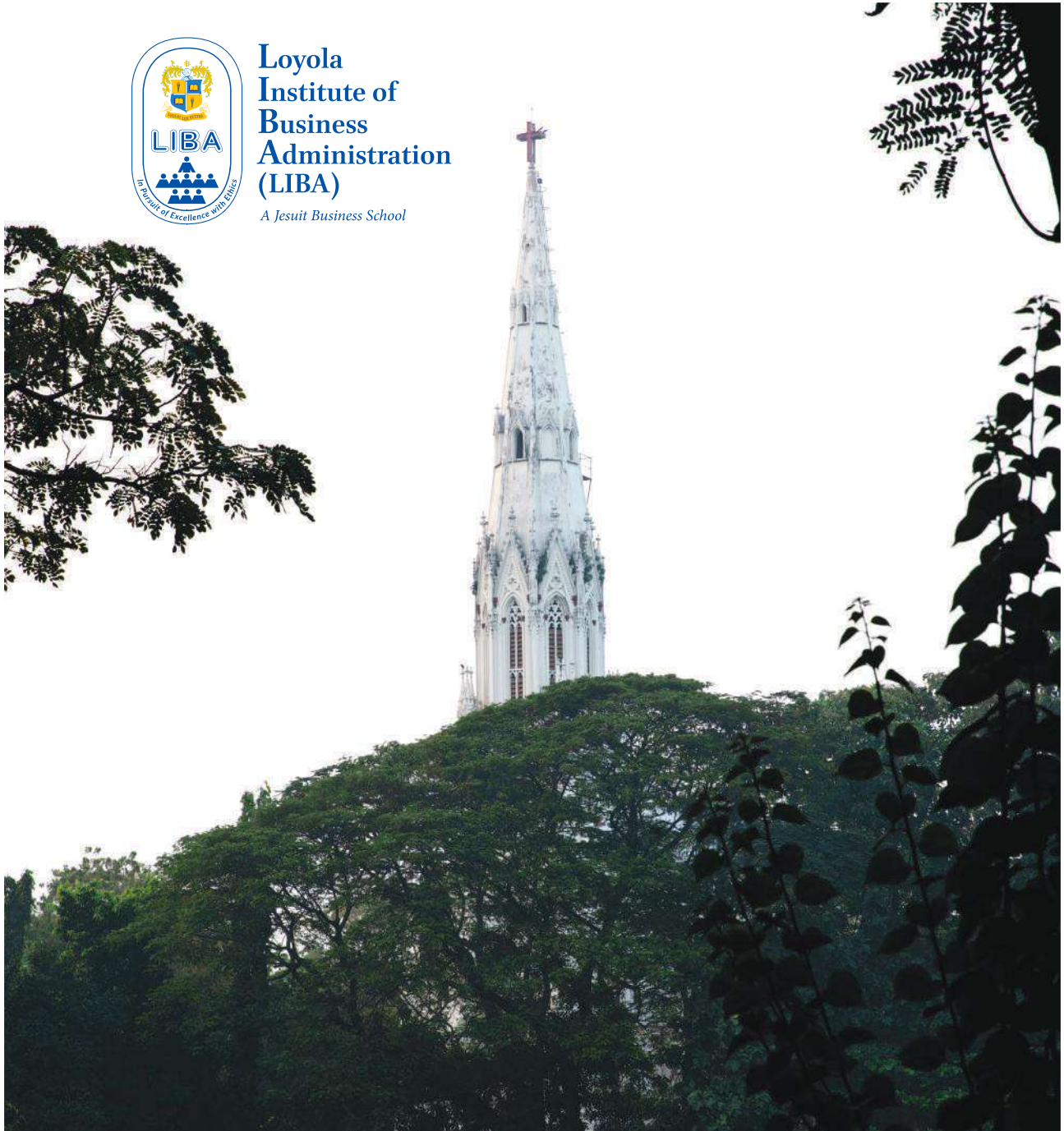
# LiBiTES

(E-Newsletter of LIBA Alumni)



Loyola  
Institute of  
Business  
Administration  
(LIBA)

*A Jesuit Business School*



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CALL FOR ARTICLES ON LIBITES

# FROM THE DIRECTOR



Fundamental to human being is to belong or attach oneself with something or somebody. Naturally, there is an innate desire to identify oneself with another. Who you are – identity – is to say what you are identified with. You give values to your belonging to strengthen your identity.

What you belong to is what you are. This is the foundation from which all affiliations such as caste, language, and ethnicity come. Every brand is built on this principle of belonging. It guides product development, behaviour, and communication. The colour you use, and the text and font you use in that text, represent that belonging. The tagline or mantra you use for the product or service Demonstrates meaning and character of the product.

Many say every brand represents set of human characteristics associated with a brand. Accordingly, human traits are reflected in brand personality. When a consumer chooses a product she feels it resembles her personality. This is why the brand's personality is fundamental to its identity and various benefits can flow from an appropriate brand personality.

We call it brand relationship, an experience of encounter between consumers and the brand. There is a tacit commitment by consumers to the brand, evoking intensity and involvement with the brand. In a sense, it extends customers' behavioural loyalty, attitudinal attachments, sense of community, and active engagement. What needs here is to realise the interdependence of customer and how this dependence leads to an intense attachment.

This is what life is. What you identify yourself with is what makes what you are. You create uniqueness of your personality. That is your brand. Constantly, you make efforts to associate or affiliate yourself with some people or some place, or something. Any attempt to detach yourself from this identification is to lose your-self, and it is being person without a name.

  
**Joe Arun SJ**  
Director, LIBA



## CHAIRPERSON SPEAKS



I am happy to release the June 2022 issue of the alumni newsletter, LiBiTES.

My appreciation and thanks to all the contributors to this issue on the theme of Branding and Identity-making. Business today is crowded with the digital market, where consumers' attention span is getting shorter, and the need to make an impression has become especially important. Identities are easily dissolved or swallowed by millions of units of content. A strong branding and identity-making is the need of the hour. Effective branding of a company- small or big, not only ensures building a large customer base but also allows the customer to feel confident about their choice.

We always associate personality with the brand that reflects the image style. Like products carrying the brand, every individual is a personality that has a brand identity. Personal branding is the reputation of what others think and say about you. It is something that enhances and builds a competitive edge over others.

We are happy to share with you that we are inaugurating the Kolkata chapter next month in addition to the existing alumni in Delhi, Mumbai, Bangalore, Kerala, Chennai, and the United Arab Emirates.

"Why does fitness matter?" will be the theme for the next issue. Please do write to us at [alumni.newsletter@liba.edu](mailto:alumni.newsletter@liba.edu). Your suggestions regarding any innovative and creative ideas that will help strengthen the institution-alumni bond are welcome. You can nominate your fellow alumni friends or even self-nominate for the alumni of the month based on remarkable contributions to society.

We are glad to share that the f15 batch had organized a reunion on 25th June 2022 at the LIBA campus. It was a pleasure to invite and have you all back on campus. We are looking forward to many more batches coming back to your alma mater.

Best wishes!  
With regards,

**Dr. B. Aiswarya**

Chair, Alumni Relations  
Loyola Institute of Business Administration  
Loyola College, Chennai



# Illuminator

**Satish Pranav D**  
F20  
Deputy Manager Grade 2  
at ICICI Bank

***"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well"***  
- Jeff Bezos

Branding is the process in which the company or brand tries to create a perception in the minds of consumers through different elements. Apple has established itself as a brand of innovation and design. Branding consists of tangible elements like the logo, packaging, designs used across various mediums and how employees conduct themselves. In the corporate world Branding plays a major role in creating a unique long-lasting identity in the minds of consumers. Right from the colours used in the logo which is chosen for a reason by a company to showcase its characteristics, brand identity is kept uniform and kept in conformity to the



guidelines set by the standards of the company. Snapchat chose yellow as its primary hue because it wanted to stand out from the crowd, and they discovered that none of the other major phone apps used it. Brand Personality is very important for creating an identity. Brand Personality helps in deciding what kind of tone the brand should position itself in the minds of consumers to get the desired results. A true Branding effort help in identity making when it rightly markets itself to the target audience and not to the whole public in general. Customer feedback must be asked regularly whether to proceed or modify its branding process. Starbucks launched 'My Starbucks' idea to start listening to the various customer ideas available. A

Vision Statement and mission statement is needed to create an identity for a long term. Tesla's vision statement is "To accelerate the world's transition to sustainable energy". A key word is necessary which needs to be integrated across all the products of the brand such as the word "magical" used by Disney which is essentially the feeling the customers get while interacting with the brand. The language needs to be aligned with the purpose the brand tries to achieve and at the end create an emotional bond with the consumers. Nestle used several campaigns to bring a sense of nostalgia when Maggi was temporarily banned, and the brand did not shy away from accepting its mistakes and getting back to market leadership once again. Finally, the world is filled with copycats so our brand identity should be authentic and unique as trying to be something you are not will soon reveal itself.



**Cyril M Jose**  
F20  
Senior Analyst

I am sure everyone doing an MBA has been told multiple times that networking is important, and every experienced corporate will also support this. But then the question is, is networking merely just about know people at organizations and only to help us get jobs? To answer this let me take you to my previous organization where I used to work as a software engineer. The company was into IT services and had a start-up like environment. The company only had one BDE who used to sit right beside my seat which opened an avenue for a lot of discussions about how the company got its project. From our conversations I could conclude that the major chunk of businesses (more than 95%) was from referrals of senior level managers, and a lot of customers who used to come



back with new projects. To me it was evident that, the managers over the years had built a strong network with a level of trust that was able to get them many projects and they did not require any form of marketing for them. The trust they built was the key component that helped them quite a bit in terms of getting projects. And that is my point too that, we should focus on building a network where people trust you. I personally think that just knowing people isn't enough but rather the people who know you

should trust you enough to refer you to jobs, help you get a business from a company, introduce you to another corporate who doesn't know you but is a mutual contact with a person from your network and so on and so forth. And to build this trust I feel we first need to be man or woman of integrity and always try to deliver more than what was promised like they tell you in sales, under promise and over deliver. Well, these are my thoughts on why networking is important, and I hope anyone who reads this can take away something from this.



**David Jedidiah Elijah Paul**  
F20  
Business Development Analyst

Everyone has always talked about terminologies such as introversion and extroversion. Can we even say that the absolutes of either can be possible even in the smallest measure of human population? The only precinct where the aforementioned claim could possibly hold good on the smallest of scales would be within the confines of an asylum where the free will of inmates is kept in check. With this, we can extrapolate that 'interactions' are indispensable for existence. There are many reasons or pretexts for initiating, carrying on and prolonging interactions. Abraham Maslow proposed the hierarchy of needs that could explain in good detail the extent and depth of interactions in the 40s. The general trend is that the lower need levels which are the essential needs often require a depth of interaction while the higher esteem needs call for greater extent of interaction in a web. What it means is that at the lower basic, safety and security need levels, the individuals involved in interaction need high levels of mutual trust, loyalty etc. to help one another while at the higher levels, the more the number of people you know, the better for your esteem and image. This does not rule out the trust and loyalty factors on the higher need spectra, but their quality would be lower compared to the requisite quality for the maintenance of the same factors for the essential needs. The formal or organizational equivalent of interactions which is mostly for transactional purposes is 'networking'. Organizations have



always preferred experienced individuals who are part of a large network web as opposed to talented prospects who have only but a sparkling resume. This is because they must thrive in a never-ending tournament called the market where there is tough competition, and which requires them to have key insights about their adversaries while also maintaining a constant inflow of raw materials and a seamless outflow of products to meet and maintain the demand from their customer base. A phrase that all firms follow in obvious subtlety is, "You get paid in proportion to what you sell." And there really is not anything more to what an organization expects from the individuals it employs. With this as the underpinning clause of all employees' presence within the organization, networking is indispensable. This also helps individuals move up in an organization as well as help them move across organizations. Having a wide and active network makes an individual a necessary asset to be poached across organizations which could also increase his/her value in the current organization that values the contact base

of that individual. This is more palpable in B2B organizations where individuals who acquire purchase orders maintain a special level of trust built after umpteen meetings and exchanges of personal information. The sales jargon goes, "Relationship selling sees the buyer moving alongside the seller," which suggests a shift in the customer base of large order quantities with huge transactional amounts moving with sellers rather than brands as is the case on small-scale individual transactions. Hence, networking is important in an organization on an individual as well as organizational level because today's market is almost evenly matched on technology and the future market boasts of humanity aspects being limited only to customers as all other aspects can be mechanized and the respective employees displaced. The retained would be those whose absence would greatly cost the company in terms of reductions to the customer pools or the trims to accessibility of raw materials that organizations enjoyed as revenues and profits from these individual employees' networks.







## BMI – SESSION

### PSYCHOLOGY AND MARKETING – UNDERSTAND HOW WE MAKE BUYING DECISION



The virtual BMI meeting was held on 8th December 2021, where the students were addressed by Mr. Prem Shankar who is a young and energetic speaker. He delivered his speech on the topic, “Psychology and Marketing -Understanding how we make the buying decisions”. He briefed on how to understand psychology and how it helps in marketing. He also spoke about the marketing funnel consisting of five components

that includes Awareness, Interest, Desire, Action and Retention. His main agenda was to speak about how psychology paves the way for a customer’s buying journey, the ways in which brand puts a thought onto the minds of the customer and thereby making them to desire the product. The most natural end point of desire is consumption. And thereby by understanding the psychology of the brand image of the consumers, any marketer will be able to influence the buying process of the consumer.

## BMI – SESSION

### CONSUMER BEHAVIOUR IN FMCG - MR. VIBHU GANGAL - 15<sup>TH</sup> DECEMBER 2021



The 13th session of the BMI club was graced by Mr. Vibhu Gangal, Group Project Manager – Innovations, Marico Limited on December 15, 2021. With his vast experience in FMCG sector, he threw light on the topic, “Consumer Behaviour in the FMCG sector”. The session started with him explaining how the consumer is given more importance in this sector other than any other sectors. He also explained the AIDA (Attention, Interest, Desire, Action) model which helps in identifying which place a brand or product

is standing and what kind of intervention is required to grow the brand. The session ended with the chief guest describing the 12-step process of establishing a new product in the market and again emphasizing the fact that leveraging consumer behaviour is the most prominent way to growth of a brand marketer.

## BMI – SESSION

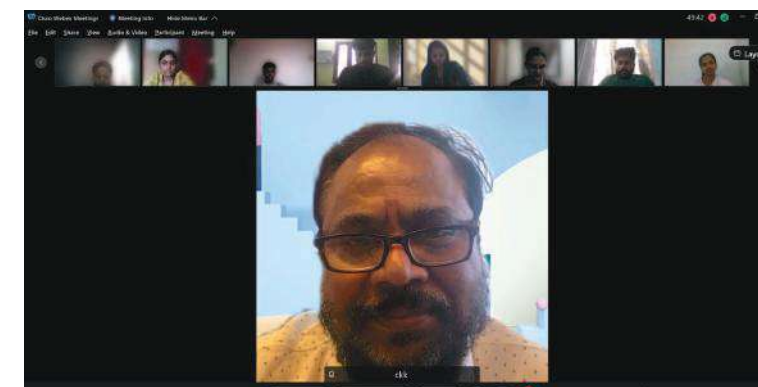
### PROJECT MANAGEMENT



The BMI session conducted on the 05th of January 2022 was lit up by a very energetic professional Mr. Bhuvana Sundara Soorappaiah, Program Manager (Automotive) at Bosch, and AVP (Certification) at PMI Chennai. This engaging and informative session was all about achieving financial freedom. The session was highly informative, where Mr. Soorappaiah, through his factual knowledge and expertise, briefed on the eligibility of becoming a project manager. He started the session by empathizing the concept and importance of project manager and how each and every profession is aligned with project management. He then gave a real time example of how project management is applied to optimize the various processes of any business by maximizing profit and minimizing cost.

## BMI – SESSION

### CHALLENGES AND OPPORTUNITIES IN A POST COVID WORLD



The 17th session of BMI was conducted on 12th January 2022, graced by Mr. C. K. Kumaravel, the CEO and co-founder of Naturals, India’s largest salon chain. He delivered an inspiring session on the topic “Challenges and Opportunities in a post - Covid world.” Mr. Kumaravel began the session with a quote on how to tackle our mindsets during pandemic, stating “When your mind is weak, the situation will look like a

problem. When the mind is in-between, the situation looks like a challenge. When the mind is strong, the situation looks like an opportunity.”

The speaker went on to throw light on the six stakeholders in any business environment, naming them to be customers, employees, vendors, financial institutions, government agencies and partners. He named a seventh stakeholder who emerged during the pandemic namely, the society and environment, urging to give as much importance and take care of the seventh stakeholder. It was an insightful session for the students ending with an interactive Q&A.

*Through this insightful session, students grasped the importance of being more environmentally conscious, which aligned with one of LIBA’s Vision components, ‘Ethics’.*



## BMI – SESSION

### MIND MAPPING FOR MANAGERIAL EXCELLENCE



The 18th session of BMI conducted on 19th January 2022 was graced by Mr. Dr. Sundararaman Chintamani, Professional Keynote Speaker / Trainer / Facilitator, Professional Speakers Association of India (PSAI).

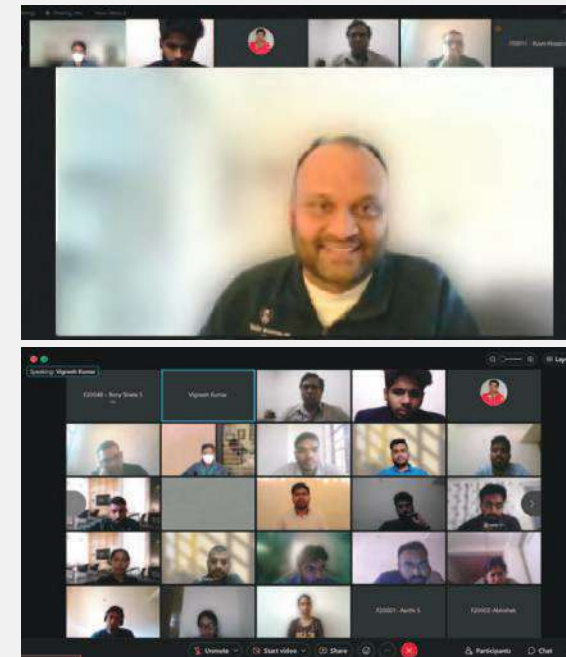
Mr. Sundararaman started the session with an example of the Google Maps and its preferred pictorial depiction by the audience. Picture is worth a thousand words, and so is the mind map.

He explained how Tony Buzan coined the term “Mind Map” in the late 1970s. Instead of linear thinking, a mind map is a visual representation of a new concept. A mind map is a hierarchical representation of relationships between parts of a larger whole. He described the process of developing a mind map, its applications, and benefits.

Mr. Sundararaman concluded the session by stating, “Clarity in topic without opening eyes and going through pages is mind map”. The webinar was followed by an interactive Q&A session and a vote of thanks.

## BMI – SESSION

### KILIMANJARO EXPERIENCE AND LESSONS



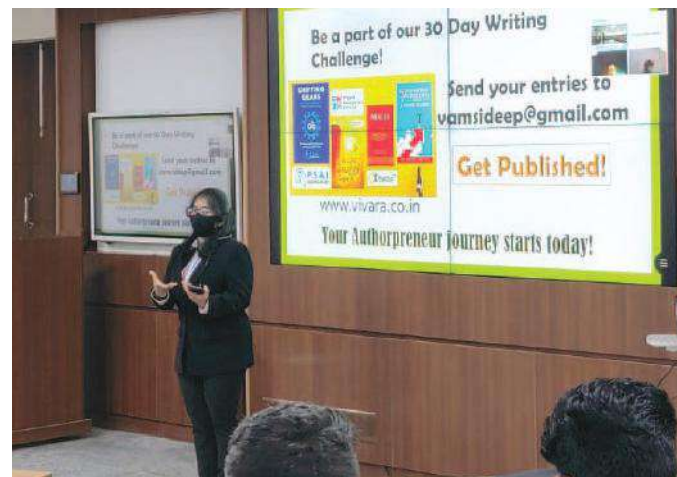
The 20th session of BMI for the academic year 2021-22 was on the topic, ‘Kilimanjaro Experience and Lessons’. Mr. Vignesh Kumar, Head of Technology – BearingPoint UK was invited as the guest speaker.

The session started with a brief overview of the peak and its popularity in Tanzania. Following this, Mr. Vignesh discussed his mountaineering expedition. The speaker narrated the week’s experience in 3 phases. Proceeding further, he highlighted the implications of his adventurous trip to Kilimanjaro, which would be applicable in the corporate world.

He emphasized the significance of the SMART principle – Specific, Measurable, Achievable, Relevant, and Time-Bound. The importance of being resilient and the significance of teamwork was highlighted. There was an interactive Q&A session, post which the BMI session came to an end with a vote of thanks.

## BMI – SESSION

### AUTHORPRENEUR



The BMI’s 19th Session took place on February 2, 2022. Mr. Vamsi Deepak Sankar, also known as “Authorpreneur,” was invited as the guest speaker.

Mr. Vamsi began the session by asking, ‘Why is writing important for management students?’ He discussed writing strategies and the differences between self-publishing and traditional publishing. He also mentioned Michelle Obama and JK Rowling, two well-known authors who overcame adversity in their lives to achieve success in the end.

Learning, investigation, and creativity are the key aspects of writing a book, and they are the most crucial factors to consider before starting. An author just like an entrepreneur. They create their own brand and then work hard to recoup their time investment. Hence, it is important to know how to create a sustainable brand which at the end of the day, provide profit and a sense of fulfilment to the life of an “Authorpreneur.”

## BMI – SESSION

### FUTURISM IN AI



The 22nd session of BMI was conducted on 23rd February 2022, graced by the presence of Mr. Syed Hassan, the Head of Global Delivery Service Management and Hyper Automation in DXC Technology.

He delivered an insightful session on the topic, “Futurism with AI”. Mr. Hassan started the session with a story about the tsunami which wreaked havoc on the 26th of December, 2004. The coastal residents weren’t expecting the wall of water washing over their homes and lives. He ended the story by saying, “This is what is happening in the field of AI and technology in the business world. AI has washed over businesses with no warning, just like the tsunami.”

The speaker then delved into the session, illustrating the Biblical story of David and Goliath. He explained David’s strategies that he used to win against Goliath, naming them to be; The surprise use of technology, Imagination (Right agility and speed) and, Legislation (Changed rules of the game).

It was indeed an insightful session, followed by an interactive Q and A session and the Vote of Thanks.

## BMI – SESSION

### B2M: B-SCHOOL STUDENT TO MANAGEMENT PROFESSIONAL

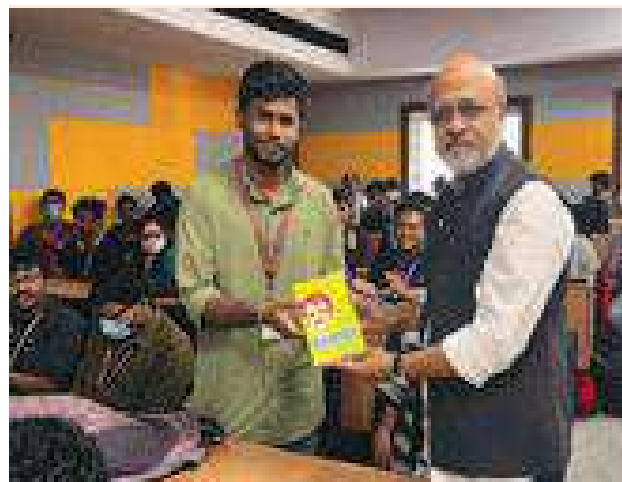


The 23rd session of BMI held on 2nd March 2022 was addressed by the vibrant F19 Alumni of Loyola Institute of Business Administration (LIBA), Mr. Sakthi Tijori, Consultant, RCGTH Consulting, CTS, and Mr. Harikishore, Unit Head – Services, Tamil Nadu Geography, Asian Paints.

In this special Ekalavya session on the topic “B2M: B-School Student to Management Professional”, the speakers shared their experience of entering the corporate world after finishing B-School and expressed the view that there would be tough situations in the workplace, and that it was our responsibility to be flexible and be open to any change. Mr. Hari Kishore pointed out three important aspects of the workplace. The first one was that, people will only listen to those who can prove themselves to be worthy of listening to. The second aspect is the power which comes with great responsibility. Fame is the third and last important aspect that should never be used for a person’s own benefits and should always set a benchmark. Both speakers provided guidance on how to prepare for work, how to ensure that students do not lose their composure and how to face all challenges in the workplace with confidence.

## BMI – SESSION

### THE JOY OF WRITING



On 16th March 2022, Mr. P.C. Balasubramaniam, a founder member of Matrix Business Service India Pvt. Ltd., graced the 24th Session of BMI with his esteemed presence. He has written various books, both fiction and nonfiction and endeared the students with his interesting way of explaining things in an enjoyable manner with a metaphorical comparison of lines from the films of the iconic Tamil actor Rajinikanth. Shedding light on the important attributes a person needs to possess to shine in the business sphere, his interactive session with a few students was extremely lively and students

who answered the questions were awarded his books. Many valuable insights, including how good communication is accomplished with the use of simple language, were some of the learnings. Finally the session concluded with his advice to students that to succeed in life one should dream and that at the end of the day, happiness was all that mattered.

## BMI – SESSION

### PRODUCT DIFFERENTIATION IS NOT JUST PHYSICAL BUT CAN BE CREATED IN THE CONSUMER MIND



The 25th Session of BMI held on 23rd March 2022 was graced by Mr. Vikas Mehta, Former CEO and MD, Lowe Mullen Lintas, Dubai, on the topic “Product Differentiation Is Not Just Physical but Can Be Created in the Consumer Mind”. Mr. Vikas started the discussion by addressing the fact that there had been no real change or disruption in the market, either at present or in the past 5 years. He acknowledged how there was a serious need for creating products and services that differentiate and create a real change or impact in the world. Mr. Vikas elucidated the importance of not only thinking over and over again to be consistent, but also the importance of thinking differently. He added how augmented products and the value that is being added to a product are the actual differentiators in the market. He explained this by quoting Amazon’s delivery system of ‘anyone can deliver to anyone’, and ended by saying that by finding the actual market gap or pain point and addressing it, any market can be easily entered into and penetrated, no matter how saturated it may seem. It was an insightful session that concluded with interactive questions and answers session.

## BMI – SESSION

### HOW TO KICK-START IN A START UP



The 26th session of BMI was conducted on 31st March 2021 by Ms Samantha Saradhy, Product Manager, Pick your Trail (PYT). Ms. Samantha listed her key takeaways from working in a start-up organisation, which are overall business understanding, different roles and hats, the need for constant evolving and learning, building the culture and humility and confidence. She spoke about the Start Up scene in India which is growing rapidly, and highlighted the new age roles that an aspirational entrepreneur should explore. The session concluded with her quote: “Small people, big world, and everything looks scary. But you will have to move on from your fears and look for solutions.”



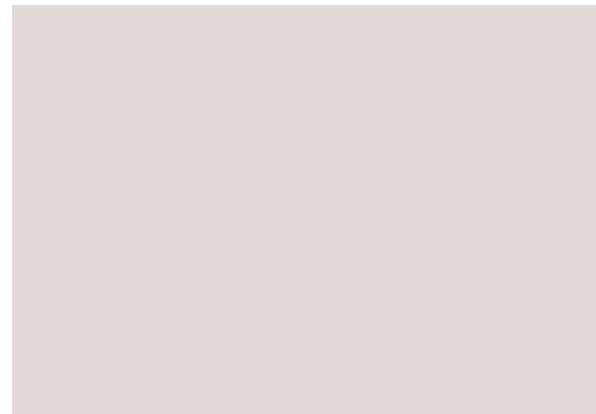
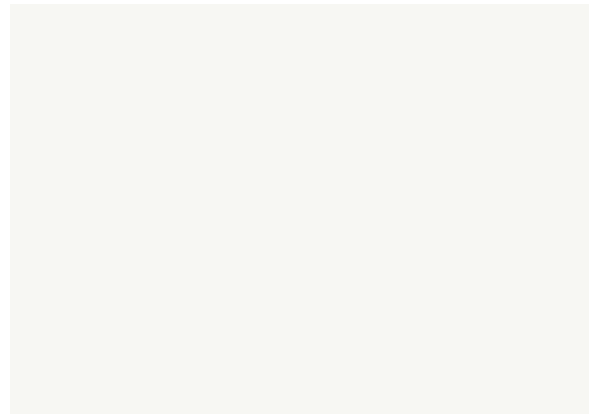
## BMI – SESSION

### HEALTHCARE, DESIGN THINKING AND YOU



The 27th session of BMI was conducted on 6th April 2022 by Mr. Rajarajan S., COO of MGM Healthcare. He introduced the students to the evolution of healthcare and how things have changed in the present times. He said that in order to look at this from a different perspective, we need to be a part of the Design Thinking Revolution. He went on to explain this in further detail -; differentiating MBA from Design Thinking; the journey of the relationship between Design Thinking and Healthcare; the meta tool of visualisation that brings ideas

together as a story; the Mind Mapping process which gives us the master list to work etc. It was an enriching session that ended with two of his valuable book recommendations leaving the students with a wealth of understanding in the area of Design Thinking.



# faculty dialogue

## SESSION 5

The 5th Faculty Dialogue session, December 1, 2021, was presented by Dr. Akanksha Jaiswal, Assistant Professor – Human Resources on the topic, “Diversity and Inclusion (DnI) as a strategy for effective Talent Management”. The session was critiqued by Dr. Deepa R, Assistant Professor – Human Resources. The audience included Faculty Members, Research Associates, Teaching Assistants and PhD Scholars who actively participated in the session. They shared their thoughts and views on this topic. The session was concluded by Prof. P. Chandiran, Associate Dean Part-Time and Diploma Programs



LIBA's faculty dialogue sessions engage Faculty in peer-led conversation on teaching and learning strategies. Dialogue sessions are designed and run by interested faculty from a range of fields. The fifth Faculty Dialogue session was held on 13th January 2022. The session began with a prayer for disposition by Dr. Deepak Mathivathanan. Prof. P. C. Lakshmi Narayanan and Dr. D. Madhava Priya presented the dialogue on the topic, “Not Investing in Stock Markets is more Risky”. They defended their views while integrating intellectual contributions from their peers



## Faculty Dialogue Session – 6

### Circular Economy Networks and Sustainable Development Goals



On the 3rd of February 2022, the Faculty Dialogue (FD) Session 6 was held at the Lecture Hall of LIBA. Dr. Deepa Ittimani Tholath began the Dialogue with a prayer and disposition. “Circular Economy Networks and Sustainable Development Goals” was the theme of Dr. Sivakumar’s thesis presentation. He briefed about the circular economy, which aims to extend the usefulness of a commodity by keeping its value as high as possible in the loop for as long as possible.



Dr. Deepak Mathivathanan extended the dialogue and presented the antithesis with a few questions especially on how the relationship will be established between circular economy and Sustainable Development Goals (SDGs). The session ended with the audience’s questions being answered satisfactorily.

## Faculty Seminar – Session 6

The Sixth Faculty Seminar Series and the session was presented by Dr. Uma Priyadarshini, Assistant Professor – Finance on the topic “Influence of Personality Traits and Behavioral Biases on Investment Decision”. The audience included Faculty Members, Research Associates, Teaching Assistants and PhD Scholars who actively participated in the session. They shared their thoughts and views on this topic. The session was well received by the audience as the topic was of interest to all. The session was concluded by Dr. Akanksha Jaiswal, Assistant Professor – Human Resources.



## Faculty Seminar

The Faculty Seminar (FS) 21 was held on 11th March 2022 in the Lecture Hall of LIBA. Dr. Deepa Ittimani Tholath initiated the Seminar with a prayer of disposition. Dr. Issac Varghese presented the seminar on the topic, “Waste to Wealth: Social Cost Benefit Analysis”. He initially briefed about how Thermocol which is used as packing materials needs to be reused, as recycling through pyrolysis process causes environmental harm. He also explained about the cost benefit method using Hedonic property value model and cost reduction method. The framework of his research involved developing social cost benefit analysis method in making wealth from waste, which can also be useful for selecting the best social work project. Director suggested that the project could be thought in the angle of systems thinking from the perspective of all stakeholders involved in the system. Dr. P. Chandiran also suggested the means to encourage extended producer responsibility as well as consumer responsibility in recycling products. The seminar ended with Director taking it to the next level of inviting a big project, synergizing the expertise and experience of faculty from different departments and said that would be funded by LIBA. He also suggested that one of the outcomes of this project could be presenting the benefits to corporates and to the government.



## Faculty Seminar – Artificial Emotional Intelligence: How Emotions Build Brands







The last Faculty Seminar for the academic year 2021-22 was held on 28th March 2022 in The Learning Gallery1 of LIBA. Dr. Deepa Ittimani Tholath initiated the Seminar with a prayer of dispositions. Mr. Vigneshwar, Teaching Assistant, presented the seminar on the topic, “Artificial Emotional Intelligence: How Emotions Build Brands.” He started with the story of Atari, a video game company, which was running at a loss. However, after twenty years there was a spurt and the information spread, following which the

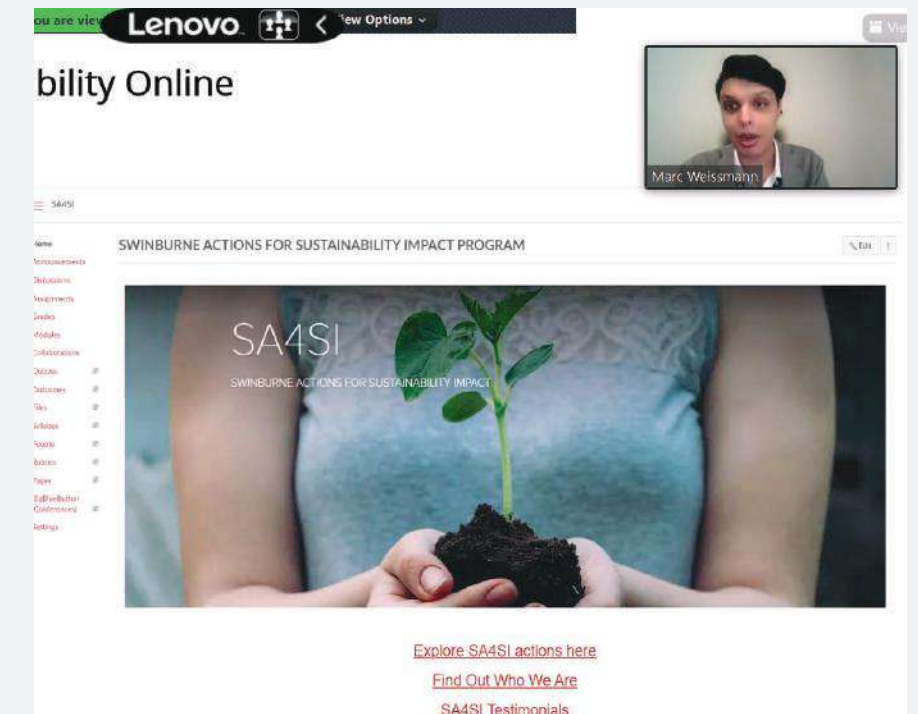
sales picked up again. He stressed that many companies like Zoom, Google meet, etc. had a spurt in growth after the rise in internet and especially during Covid times. Mr. Vigneshwar explained that Artificial emotional intelligence insists on psychographic and behavioural segmentation looking at purchasing, browsing, spending and the loyalty of customers explained. Thus, the emotions influence the purchase decision and decision-making. The research framework was based on studying the AI enabled emotional intelligence on brand building. The audience offered suggestions to conduct more such seminars as Artificial Intelligence has been chosen as the intellectual thrust of LIBA for the next three years.

## LIBA International Webinar Series 2021/ 4

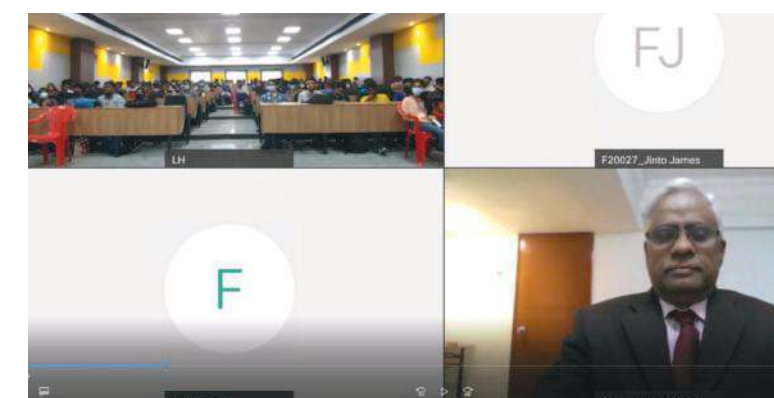
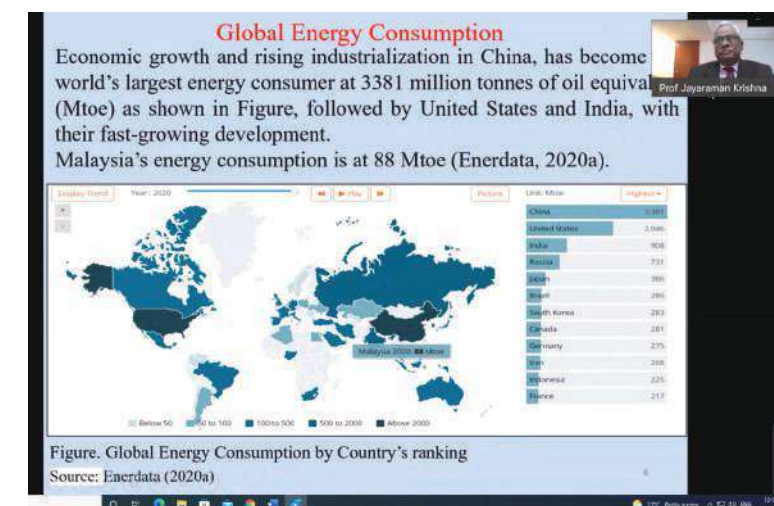


The 4th session of the LIBA International Webinar Series 2021 was conducted virtually on 29th November 2021. The webinar was graced by Dr. Marc Arul Weissmann, Faculty of Business, Design and Arts, Swinburne University of Technology, Malaysia.

Dr. Marc spoke on the topic, ‘Business Schools Addressing Societal Challenges’. He explained on building a sustainable ecosystem and the convergence of sustainability and digital imperatives and its impact on the society. The session concluded with an interactive Q&A.



## LIBA International Webinar Series 2021/ 5



The 5th session of the LIBA International Webinar Series 2021 was conducted virtually on 13th December 2021 @ 2:00 pm. The webinar was graced by Prof. Jayaraman Krishnaswamy Editor-in-Chief – Taylor’s Business Review (TBR) School of Management and Marketing Faculty of Business & law – Taylor’s University Selangor, Malaysia.

Prof. Jayaraman spoke on the topic, ‘Technology Acceptance and Service Innovation in Marketing’. He spoke about the importance of Service Innovation on Market Operational Performance in the Malaysian Telecommunications Sector. He highlighted that non-technical innovation is related to the primary activity and the operational component within an organization. This non-technical innovation affects and changes the technical system of the company. The session was well received and concluded with an interactive Q&A session.



## LIBA International Webinar Series 2021/ 6



The International Relations of LIBA facilitates international partnership and provides great international learning opportunities to students. In line with this goal the 6th International Webinar Series 2022 was organized on 24th March 2022 by Dr. Sandhya Sastry, Faculty Academic Director for the Strategic Partnerships University of the West of England, United Kingdom. Dr. Sandhya spoke on the topic “Ethics of Technology Innovation”. She said that

technology innovation speaks about ethics in two contexts, firstly, whether the pace of technological innovation is benefiting humankind or not, and secondly, whether technology empowers some people while creating obstacles or challenges for others. She also explained that companies that occupy only a small space in an ecosystem risk losing sight of the big picture and often, these disrupters focus solely on consumer demand without regard for any long-term negative consequences on society. The session was well received and concluded with an interactive question and answer session.

## Webinar on ‘Ethics in Board Process – Autonomy of an Independent Director’

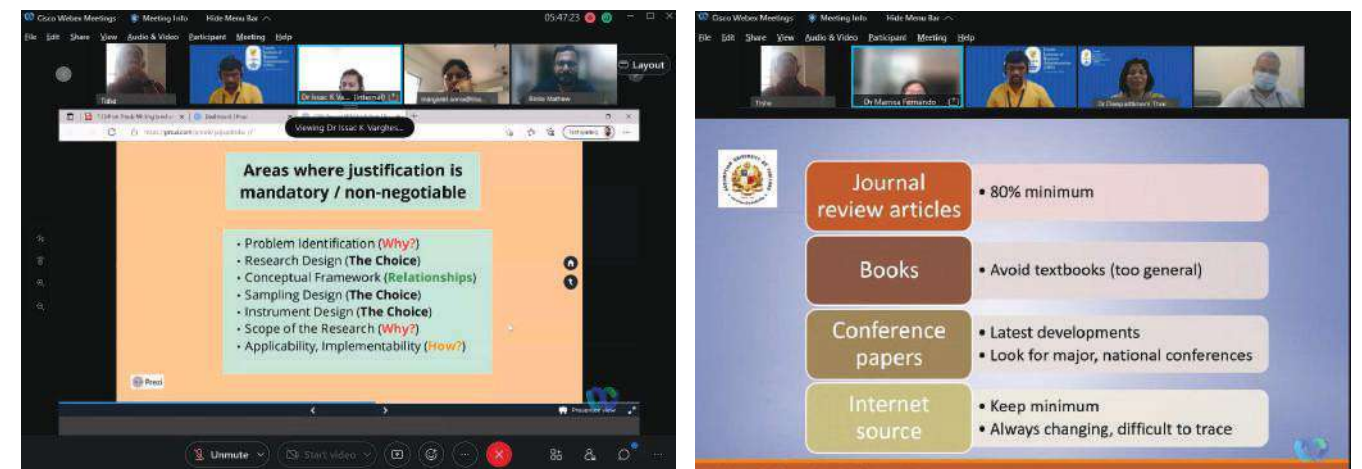


The Centre for Business Ethics and Corporate Governance (CEG) of LIBA organized a webinar on 8th February 2022 on the topic ‘Ethics in Board Process – Autonomy of an Independent Director’. Mr. K. Gaurav Kumar – an alumnus of LIBA and a practicing Company Secretary was the guest speaker. The speaker began the session highlighting the tagline of LIBA i.e., Excellence with Ethics. The Guest took the participants through the roles and responsibilities of an Independent Director in the board. Having been the voice of ethical concern on many such boards, Mr. Gaurav laid out the framework by which students, the future business leaders of tomorrow could bring ethical considerations to a company’s conference table. The Guest, being an alumnus of LIBA recalled the fond memories about his time in the campus and recalled with gratitude the strong foundations laid by the Professors of LIBA.

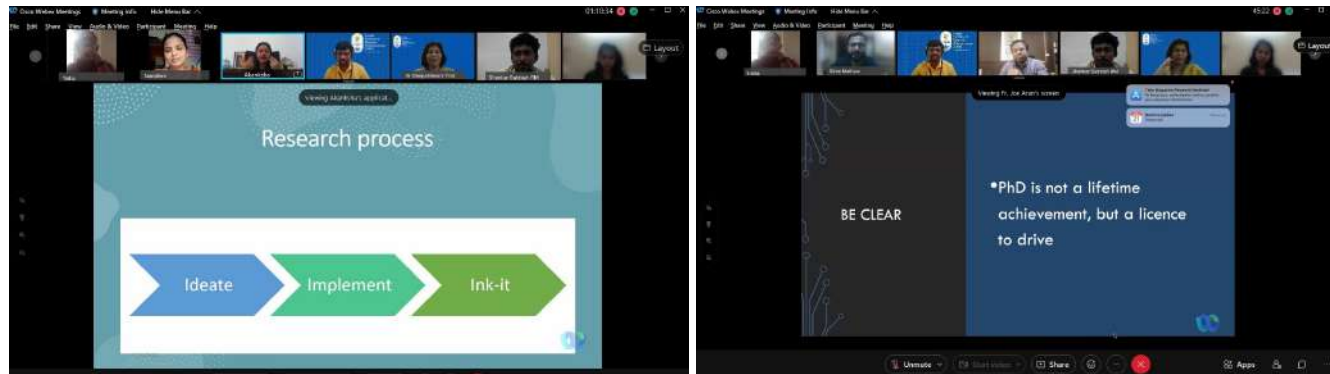
## FDP on thesis writing in collaboration with Assumption University, Thailand

LIBA in collaboration with Assumption University, Thailand jointly organized the online FDP on Thesis Writing on 20th January 2022. Overwhelmingly, more than 145 participants from Loyola campuses as well as from different academic institutions spanning across India attended the online FDP.

The LIBA Research Department organized the FDP and Dr. Deepa Ittimani, the convenor, delivered an







introduction and summary of the relevance of the Thesis Writing workshop. The session was inaugurated by Director, Rev. Fr. C. Joe Arun, who talked on the theme “Why Thesis?” Dr. Akanksha Jaiswal initiated the first session, which focused on “Writing quality journal articles, with an emphasis on abstracts and paragraphs.” Dr. Marrisona Fernando, MMOD, Assumption University, Thailand, led the second session, which was titled “Literature Review.” The session on “Justification of Research Methodology” was led by Dr. Isaac Varghese. Dr. Deepak

Mathivathanan led the final session, which covered “Research database software Mendeley and plagiarism checking with Turnitin.” The FDP inspired and educated both Ph.D. students and guides on the fundamentals of quality research, chapter organization, and hands-on instruction with the research database software Mendeley, culminating in a demonstration of plagiarism detection using Turnitin software. The participants expressed a desire to attend more LIBA organized FDPs in the future, particularly on advanced research issues.

## FDP – Teaching with Simulations



An FDP on “Teaching with Simulations” was conducted exclusively for LIBA Faculty, Research Associates (RAs) and Teaching Assistants (TAs) on 22nd March 2022. The FDP was organized with content support from Harvard Business Publishing. This FDP was aimed at familiarizing users with the usage of business simulations as part of courses which is a widely sought-after pedagogy in leading business schools. Mr. Taran Pant, Strategic Relationship Manager – Higher Education at Harvard Business

Publishing, gave an overview about the content available on the website. He also highlighted the fact that those simulations could be easily used both in synchronous and asynchronous manners. This innovative technique has been found to be helpful in engaging students better in hybrid modes of education. Ms. Tarika Seth, Digital Product Specialist, Higher Education, Harvard Business Publishing, helped the participants

understand the nuances of using simulation. She also provided a demonstration of Change Management Simulation. Faculty, RAs and TAs got a hands on experience of using a simulation. The Food truck simulation was used by Dr Issac K Varghese, to facilitate the hands-on sessions. Attendees got to understand the various options available with the educator login screen that could be used to administer simulation for their courses, thereby allowing LIBA to improve classroom conditions and the outcomes of its academic programs.





# LIBA

## UNVEILS ITS INDOOR SPORTS FACILITY

LIBA unveiled its newly completed indoor sports facility at Dr. Xavier Britto auditorium on 2nd December 2021 by Rev. Fr. Joe Arun, SJ, Director. Fr. Director, emphasized the role of sports in mental and physical wellbeing and the necessity of being fit. He urged the Students, Faculty, Research Associates and Teaching Assistants to involve in at least one of the sports regularly to maintain good health.

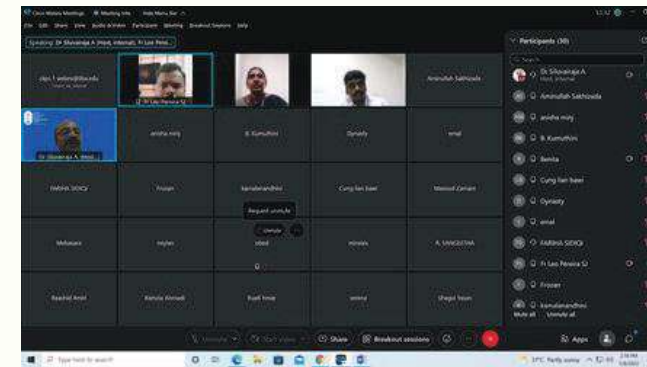
The auditorium boasts three badminton courts, table tennis and carrom play area which were officially thrown open for playing. The opening ceremony was followed by an enthralling tennis match between Fr. Director, Faculty and Students.



# CKPC CENTRE @ LIBA UPSKILLS THE REFUGEE YOUTH

In consonance with the Jesuit charter, LIBA aims to uplift underprivileged and marginalized sections of society. This aim is achieved through Prof. C. K. Prahalad Centre for Emerging India (CKPC) by the Centre offering skill-building/enhancing courses to the youth, women, migrants, refugees, underprivileged and marginalized segments in the society.

CKP Centre inaugurated a training programme, "Upskilling in Excel and Digital Business Accounting"



on January 8, 2022, for skilling the refugee youth. This programme was specifically organized for the marginalized refugee youths such as Srilankan, Chin, and Afghan. Mr Amala Frank, LIBA delivered the first session on Excel Essentials and Digital business Accounts. The training programme will continue to span across three months on weekdays.

## Master Mind Quiz in association with Business Standard

Master mind, the quiz event for the academic year 2021-2022 was organized by LR club and Mind works club in association with Business Standard on December 17, 2021. The event was graced by Mr. Jayaram S, Region Head, Marketing Development, Business Standard and Mr. Gurav Sri Krishna, a Business leader, Global head and an avid business quizzier.

The event began with the prayer song by LIBA choir followed by the Tamizh Thai vazhthu. Prof. Lakshmi Narayanan, Dean – Academics, gave the opening remarks for the event. As a token of appreciation, mementos were distributed to the chief guests, Mr. Jayaram S, and the quiz master, Mr. Gurav Sri Krishna. Six teams competed in the Mastermind quiz, each with three members. Mr. Gurav Sri Krishna, the quiz master, conducted the quiz in three rounds. The prizes were distributed for the Winners from Team F Mr. Romulus, Mr. Kamal and Mr. Hariharan of F21-C, and Runners from Team B Mr. Reston Richard Rodrigues, Mr. Aditya Gregory and Ms. Sarumathi of F20-B, to all the participants and the audience who answered the questions.





# LIBA ALUMNI MUMBAI CHAPTER MEET

Across the globe, LIBA alumni come together to share their expertise, celebrate, and give back to their alma mater. This culture of LIBA stems from the Ignatian value, 'Cura Personalis' (Care of the individual).

LIBA, Alumni Relations, organized the Mumbai Chapter Meet on the 18th of December 2021, virtually. The event started by invoking God's blessings. Rev. Fr. C. Joe Arun, Director, LIBA, and Prof. Lakshmi Narayanan, Dean, Academics along with Mr. Michael Ashof, President, Mumbai Chapter, jointly inaugurated the event by e-watering the plant portraying the growth and prosperity of the relationship between the Alumni and LIBA.

Dr. Aiswarya, Chair, Alumni Relations welcomed the participants and proudly escorted the Alumni on a virtual tour of the new LIBA building. Fr. Director highlighted, how LIBA as an institution has grown, how its learning and teaching methods are constantly evolving to meet the needs of the corporate environment. After this, Michael Ashof, president of the Mumbai chapter, shared his experiences at LIBA. Dr Sunil Vakayil, Chair-Management Development Centre, LIBA and Dr Aravind Kumaran, Chair-Placement & Training, LIBA took the opportunity in extending a call for support from the Alumni in terms of training, placement, exchange of thoughts and knowledge sharing.

The session of experience sharing was nostalgic as the alumni reminisced their professors and days in LIBA with a special mention to the long hours spent in the library. The meeting ended with a hope that the next Annual meet will be held in the sprawling campus in all its pomp and glory.



# INNOVATION CONCLAVE 2022

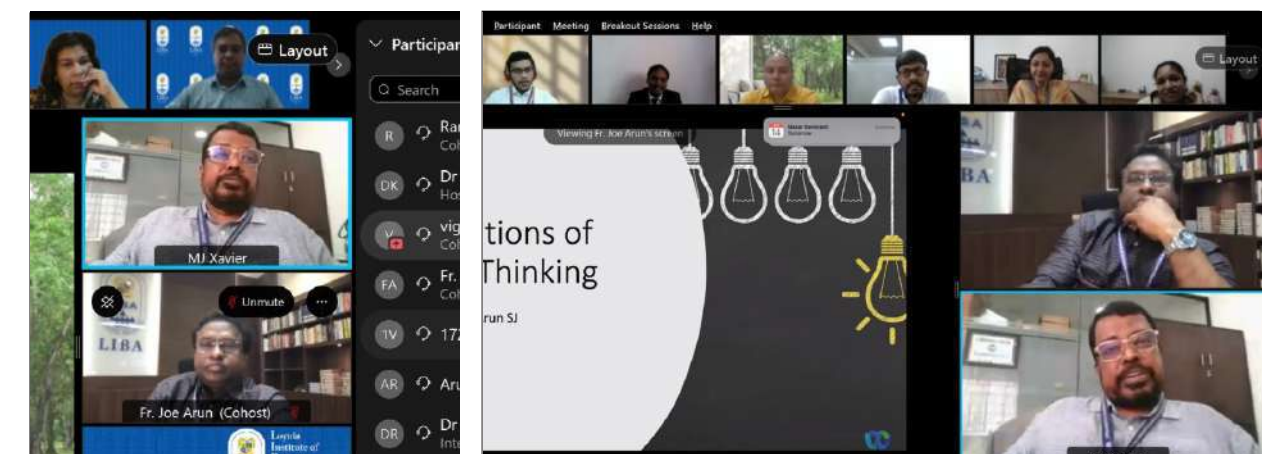
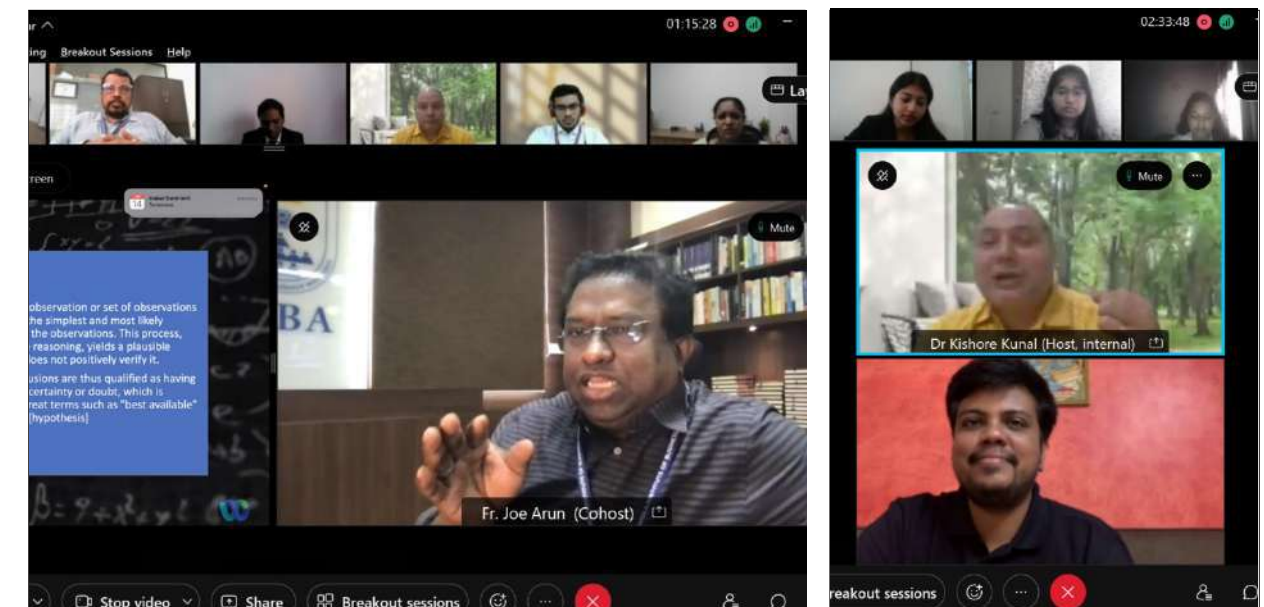
*The Innovation Incubation Council (IIC) of LIBA aims to nurture entrepreneurship by providing incubation support to promising business ideas. LIBA-IIC Incubator is an ecosystem that will help aspiring entrepreneurs to turn their ideas, energy and thoughts into profitable business ventures.*

Innovation Conclave 2022 was organized by IIC on January 13, 2022, on the theme "Radical Innovation in Turbulent Times". Prof. M.J. Xavier, Vice-President of IIC gave the welcome address.

Rev. Fr. C. Joe Arun, SJ, Director, LIBA delivered his address on design thinking. He highlighted the fact that design thinkers are not those with brilliant imagination but are those who are practical and logical.

The Chief-Guest, Mr. Sudarshan Babu, Founder of JingleBid, shared his innovative start-up experiences, especially in the reverse auction marketplace. Finally, Dr. Kishore Kunal, Convenor, IIC, delivered his speech on product-market fit and its importance.

This Conclave paved way for the new age innovators





## LIBA MARKED THE 73RD REPUBLIC DAY CELEBRATING THE DIGNITY OF DIFFERENCES



The Faculty, Research associates, Teaching Assistants and Staff of LIBA gathered to mark the 73rd Republic Day.

Addressing the gathering on, 'Celebrating the Dignity of Differences', Rev. Fr. Dr. C. Joe Arun SJ, Director, highlighted, 'LIBA is not united by the religion we belong to or the language we speak, but by the mission'. Father, mentioned during the previous three years, the honourable act of unfurling the flag at LIBA has been given to the unsung heroes who have served for LIBA.

This year, Mr. Alagu Sundaram, Assistant Co-Ordinator- Learning, who served LIBA for 24 years was given the privilege to unfurl the Indian flag. Prof. Chitraa Venkatachalam, shared her overwhelming feeling of patriotism and pride in our identity as a nation and a rich history that has passed through several vicissitudes.

Followed by which, Rev. Fr. Ilanko Xavier M blessed and inaugurated LIBA-GYM for the well-being of the students, faculty, and staff of LIBA. The celebration came to an end with a sumptuous breakfast, served at Maggis Cafe.



## Leadership Development Programme by LIBA's Centre for Leadership & Excellence (CLE) and Management Development Centre (MDC)



A 3-day Leadership Development Programme for the senior-level leadership team from DMI and MMI Congregations was organized on January 28 – 30, 2022. Designed to enhance the competencies necessary for effective leadership at the senior level, The programme was jointly organized by LIBA's Centre for Leadership & Excellence (CLE) and Management Development Centre (MDC).

The programme began with a prayer followed by Director, Rev. Fr. C. Joe Arun's session on Introduction to Organizational Leadership, Vision and Alignment. Prof. B. Aiswarya, Area Chair – HR, and the HR team led two discussion and activity-driven sessions on Organizational Behavior.

Day 2 focused on Financial Skills and Basics of Finance by the Finance Faculty. The day closed with an engaging session on Legal & Statutory Compliance by Prof. P. C. Lakshmi Narayanan, Dean Academics. Participants were taken on a tour of the new building by Mr. Janardhanan Menon, Coordinator -MDC & Administrator.

On Day 3 Prof. MJ Xavier, Chair, Centre for Technology & Innovation and Dr. Kishore Kunal, Chair, Online Education, highlighted the need for developing Entrepreneurial and Intrapreneurial skills. Prof. Shanthi Venkatesh, Area

Chair – Marketing and the marketing Faculty, conducted an activity-filled session on Marketing of Services. The final session on summing up was conducted by Fr. Director. The programme was coordinated by Dr. Sunil Vakayil, Chair – MDC and the MDC team.

This programme equipped the participants to forge a clear path forward in their role as a leader.



# MDP ON 'REINVENTING YOURSELF' TO TANCEM PROFESSIONALS

LIBA organized a Management Development Program (MDP) titled, 'Reinventing Yourself' for Tamil Nadu Cements Corporation Limited (TANCEM) on 11th February 2022. Thirty-two participants from the Sales and Marketing department from various parts of Tamil Nadu participated in the program. Mr. Anil Meshram IAS Managing Director – TANCEM, briefly attended the program. Prof. Chitraa Venkataachalam, Dr. Ramya K. Prasad and Mr. Arun Prasad were the resource persons from LIBA. Tactical activities and exercises for rebooting was conducted as a part of the session. The program was well received by all and garnered positive feedback.



## PRE-BUDGET DISCUSSION AND LIVE STREAMING OF THE UNION BUDGET 2022 ON 1 FEBRUARY 2022



The Pre- Budget Discussion and the Live Streaming of the Union Budget 2022 was organized at LIBA on 1st February 2022 at 10.45 a.m. The live streaming of the Union Budget has been an enduring tradition followed at LIBA.

Rev. Fr. C. Joe Arun, SJ, the Director of LIBA, Prof. P.C. Lakshmi Narayanan, Dean-Academics, the Faculty Members, Research Associates, Teaching Assistants participated in the discussion and witnessed the live steaming of the Budget Session. The event began with the discussion on the expectations from the Union Budget 2022. A team of Finance Faculty presented their views and expectations on the Budget Proposals under the able guidance and support of Dr. M.P. Pandikumar, Associate Professor, Area-Chair Finance and IQAC Convenor of LIBA.

Dr. D. Madhava Priya, Assistant Dean- Students' Attendance and Discipline and Assistant Professor – Finance, presented her views and expectations from the budget on the industries. Dr. P.A. Mary Auxilia, Assistant Professor-

Finance, shared the expectations and the Impact of the budget on the Financial Markets of India. Dr. S. Uma Priyadharshini, Assistant Professor-Finance and Chair- Centre for Business Ethics and Corporate Governance, highlighted the expectations from a Taxpayer's Perspective. The discussion was followed by the live streaming of the Union Budget 2022 presented by the Union Finance Minister, Mrs. Nirmala Sitharaman.





# LIBA HOSTS ITS Graduation Day 2021

Loyola Institute of Business Administration (LIBA) held its 2021 Graduation ceremony for the PGDM (Part-Time) & Executive Diploma Programmes on 20th February 2022, at LIBA new building's Dr. Xavier Britto Auditorium.

The ceremony was graced by the presence of the Chief Guest, Mr. Shankar R. Executive Director, TVS Supply Chain Solutions Ltd, Rev. Fr. C. Joe Arun, SJ, Director of LIBA and Rev. Fr. Louie Albert, SJ, Dean-Administration. The graduation ceremony began with a ceremonial procession of the faculty members of LIBA along with the dignitaries.

A total of 190 students were conferred their Post Graduate Diploma in Management (PGDM) and Executive Diplomas. Fr. Director, declared the graduation open and welcomed the gathering. He congratulated the students and highlighted the transformation that LIBA is undergoing to provide the best education while instilling its motto, 'Excellence with Ethics' in its students.

The chief guest, Mr. Shankar delivered his Graduation address emphasizing on various kinds of future leaders required by the industry. He briefed on the significance of continuous pursuit of learning to mark their achievement in the corporate world. He also urged the graduates to support the under-privileged and cherish the personal happiness that it brings in. The ceremony ended with LIBA Anthem followed by National Anthem.





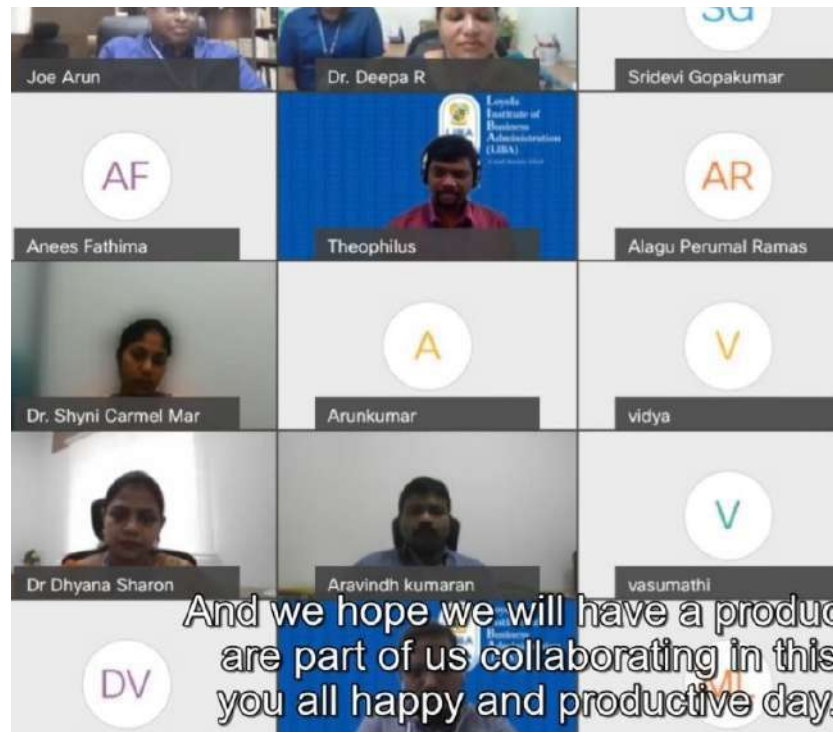
# LIBA organized a Case Development Conference 2022 ON FEBRUARY 17<sup>TH</sup> AND 18<sup>TH</sup>, 2022

LIBA organized a two-day Case Development Conference on developing teaching cases on February 17th and 18th, 2022.

The keynote lecture was given by the Director, Rev. Fr. C. Joe Arun SJ, on the relevance of case building and case writing in academics and their impact on the development of critical thinking skills in students.

The speaker, Prof. N M Agrawal, Adjunct Faculty, IIM Bangalore, a specialist in case-writing and a renowned academician emphasized the importance of simple approach to multi-disciplinary research interests. He highlighted learning effectiveness by using case study.

More than 250 people from all around India registered and actively participated in the programme. A total of 95 cases were submitted, with a panel of internal and external panelists shortlisting 30 of them. Three of the best-case presentations were awarded cash prizes.



## Case Writing and Developing the Teaching Note

- Case writing and developing the teaching note is best done in parallel
- Provide the summary of the case, learning objectives of the case and position in a course
- Examine whether the learning objectives discussed in the teaching note are emerging from the case-analysis
- Think through the questions which need to be raised during the analysis of the case
- Provide a time-frame for discussing the different parts of the case and learning from the case
- Encourage the participants to get in touch with their learning from the case and its relevance in their work context

# INAUGURAL OF EXECUTIVE POST GRADUATE PROGRAMME IN GENERAL MANAGEMENT (EPGPGM) BATCH 2022-2024



Management Development Centre (MDC) of LIBA inaugurated the Executive Post Graduate Programme in General Management (EPGPGM) for the batch 2022-2024 on 26th February 2022. The program commenced with a brief prayer, further to which Dr. Sunil Vakayil – Chair, Management Development Centre-LIBA gave a brief overview about the program, Prof. P. Chandiran- Associate Dean- Part-Time and Diploma Programs delivered the inaugural address.

EPGPGM is an integrated approach to general management that combines imagination and creativity with the strong functional focus of operating managers. The participants would go through 24 subjects during this 24-month program



# LIBA CELEBRATES *India's linguistic Diversity*

In a motive to promote multilingualism and awareness of cultural and linguistic diversity, LIBA celebrated the Matribhasha Diwas on 16th, 17th and 21st of February 2022. Various competitions such as essay writing, oratory and singing were held on the theme, 'My Language My Pride' in languages such as Tamil, Hindi, Telugu, Malayalam, Odia, Bhojpuri, Sankethi and Bengali. The winners for the competitions were rewarded with attractive prizes.



## GOVERNING COUNCIL MEETING (GCM) OF LIBA 2021-22

The Governing Council Meeting (GCM) of LIBA for the year 2021-22 was conducted on 28th February, 2022 at 3.00 pm in the LIBA Board Room. The meeting began with the invoking of God's blessings, followed by Rev. Fr. Francis P. Xavier, SJ, Rector – Loyola Institutions and Vice Chairman, LIBA Governing Council welcoming the members present. Rev. Fr. C. Joe Arun, SJ, Director – LIBA introduced all the

GC members, after which the minutes of the previous meeting was ratified and Action taken report reviewed and approved by the council. Fr. Director then presented the New Initiatives and Future Orientations of LIBA with the council and members gave their suggestions and remarks on various fronts. Rev. Fr. Rector closed the meeting with his concluding remarks.





# LIBA ALUMNI RELATIONS INTERNATIONAL ALUMNI MEET UNITED ARAB EMIRATES CHAPTER



LIBA, Alumni relations organized the International Alumni Meet – UAE Chapter on 4th March, 2022 virtually. The event was presided over by Fr. Dr. C. Joe Arun SJ – Director LIBA, coordinated by Dr. B. Aiswarya, Chair Alumni relations. Faculty, Research Associates, Teaching Assistants, Student Alumni Committee and more than 30 beloved alumni from UAE attended the meet.



# Chrysalis 2022



Chrysalis '22, the flagship event of Loyola Institute of Business Administration (LIBA), is a national-level inter-B-school management festival hosted year on year. The 26th edition of the synergy of academic and co-academic activities was launched this year with the theme "Alleviating the Disparities." It was held on 9th and 10th March 2022 at Xavier Britto Auditorium at LIBA. The inauguration ceremony was held at 9.30 am on the first day, in the presence of Rev. Fr. C. Joe Arun, SJ and, Mr. Sivarajah Ramanathan, CEO, Tamil Nadu Startup and

Innovation Mission (TANSIM). Father Director in his address, started with the quote of Friedrich Nietzsche "If you want to grow, struggle" and emphasized the importance of struggle in our life. He also mentioned the relevance of inspiration to struggle and competition from Squid Game. The event was a fun mix of activities designed to put the contestants' talent, mental aptitude, logical reasoning, and ingenuity to the test. The enthusiastic participation of students from all over the country, with a registration of 482 participants, made the event a grand success. The event concluded with a valedictory ceremony on 10th March at 3.30 pm, in the presence of Mr. S T Thiyaaga Chemmel, Managing Editor, News7Tamil, Mr. Sampath Kumar Sridharam, Director-Operations, RRD, and Mr. Ramkumar, VP Growth, Pepul. True to its name Chrysalis 2022 saw an immense growth in students' talent and participation, that could be called astronomical.



## WOMEN'S DAY 2022



With the passing away of every good thing from Pandora's box, only "HOPE" remains with us, and that "HOPE" is certainly our Mother, Sister, Wife and Daughter. "HOPE" is WOMEN.

This year Loyola Institute of Business Administration (LIBA) celebrated its first ever International Women's Day, and embraced this particular day to celebrate every woman in LIBA for their contribution and dedication not just as faculty, students or helpers but as strong pillars of the institution, handling all their responsibilities effortlessly and gracefully. The event was jointly organised by Prof. C.K. Prahalad Centre for Emerging India and LIBA Student Activities Council (SAC). It wouldn't be wrong to call 11th March, 2022 as a Grand Slam, as the day had various prominent women amongst the gathering, each who paved their own paths and stood with their heads held high as motivation for other women to carve their own niche.

Tmt. Kanimozhi, Honourable Member of Parliament and Secretary, Women's Wing, DMK was invited as the Chief Guest to address everyone present, along with two other renowned trendsetters, Ms. Nilavarasi, the Youngest Woman Councilor – Ward 136, Greater Chennai Corporation and Ms. Sabitha, representative of transgender community.

The event began with our LIBA choir, euphoniously invoking God's blessings. Later, true to LIBA tradition, came the watering of the plant sapling by our Chief guest, Tmt. Kanimozhi followed by Ms. Nilavarasi and Ms. Amala Noble, Treasurer, SAC. This act symbolized our desire and our attitude towards preserving and protecting the environment. Fr Director along with Fr Rector welcomed our esteemed Chief Guest, with a souvenir – a photo frame that contained signatures of all the LIBA women on it. After this warm welcome came forth yet another gratifying moment where our beloved transgenders who were trained by LIBA were called upon the stage and were facilitated by our Fr Director and Fr Rector.

## BEACON- 2022 (THE ANNUAL ETHICS CONFERENCE) MEDIA-TING ETHICS

Beacon 2022 - the Annual Ethics Conference of LIBA and the Mother Teresa Award for Corporate Citizenship 2020-21 was held on 12th March 2022 at 4:30 p.m. at the Xavier Britto Auditorium. The theme for Beacon 2022 was Media-ting Ethics, designed with an intent to reflect on how this powerful system of media mediates ethics and stays responsible. Rev. Fr. Joe Arun, SJ, Director - LIBA delivered the welcome address and the concept note for the conference. Rev. Fr. Francis Xavier, SJ, Rector - Loyola College Institutions oriented the students on the topic. Mr. K.T. Jaganathan, the Senior Financial Journalist, stated that the media had undergone an unimaginable metamorphosis and there was constant stress over one-upmanship. Mr. N. Umasankar, Advocate, Madras High Court, emphasized that ethics lies not only in portraying the information as it is, but sometimes it also lay in withholding confidential data.



Mr. L. Nitin Chordia, Co-Founder of Cocotrait, elaborated that bringing ethics into the core of business would result in profits eventually. The event was jointly organized by the Centre for Business Ethics and Corporate Governance (CBEG) and Prof. C.K. Prahalad's Centre for Emerging India (CKPC) of LIBA.





# MOTHER TERESA AWARD FOR CORPORATE CITIZEN 2020-21

LIBA is committed to forming men and women who Excel with Ethics imbued with a spirit of innovation, entrepreneurship, and social commitment. In keeping with its social orientation, LIBA, since 1998, has been appreciating responsible corporate citizens, whose commitment to society goes far beyond the call of their core operating strategies, with the prestigious Mother Teresa Award for Corporates, to draw the attention of students, corporates and society at large. Dr. Qazi Kholiquzzaman Ahmad, Chairman, Palli Karma-Sahayak



Foundation, Bangladesh delivered the Mother Teresa Memorial Oration online from Bangladesh, at this year's award ceremony. Distinguished members from the corporate world were present on the ceremonial occasion. The prestigious Mother Teresa Award for Corporate Citizen 2020-21 was conferred on Ujjivan Small Finance Bank Limited and City Corporation Limited received the Special Award for Corporate Citizen 2020-21. LIBA looks at business education differently, not just informing knowledge, but forming the character of students and these programs stand as a testimony to this mission.



# LIBA SPORTS CLUB

The month-long sporting extravaganza of LIBA culminated in the Annual Sports Day Celebrations which spanned two days – 19th and 21st March 2022. A breathtaking array of sports events covered not only the full-time PGDM students, but also attracted active participation from Faculty, Research Associates, Teaching Assistants, Research Scholars, and all the non-teaching Staff. The LIBA Annual Sports Day commenced on 19th March 2022 at 8:00 am at Dr. Xavier Britto Auditorium with a prayer song followed by an inspiring and encour-

aging inauguration speech by our Director Rev. Fr. Dr. C. Joe Arun, SJ. Day-2, 21st March 2022 involved several competitive outdoor events namely, Cricket at Loyola College Cricket Ground and Athletic events of 100m, 200m, 400m, 800m, relay at the football ground. Further competitive events, football, volleyball, basketball, throw ball, and open events such as photography, video editing, face painting, treasure hunt, and poster design were organized throughout the day. The winners were felicitated in the valedictory function on 21st March 2022 by the Director - Rev. Fr. C. Joe Arun; Dean – Academics, Prof. P.C. Lakshmi Narayanan, and Coordinator – LIBA Sports Club, Dr. Deepak Mathivathanan.

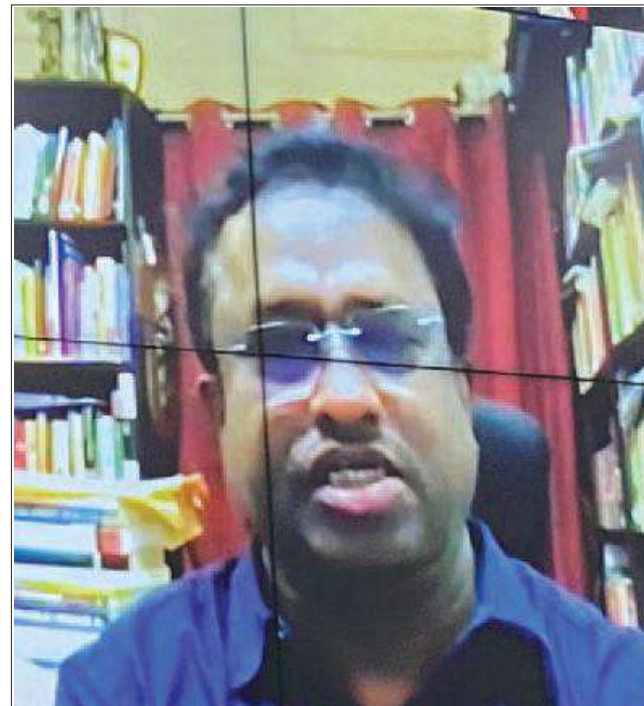




# ANNUAL ALUMNI MEET

## - KERALA CHAPTER -

LIBA, Alumni Relations organized the Annual Alumni Meet for Kerala Chapter on 26th March 2022 virtually. The event was presided over by Fr. Dr. C. Joe Arun SJ Director LIBA and coordinated by Dr. B. Aiswarya, Chair Alumni Relations. Faculty, Research Associates, Teaching Assistants, Student Alumni Committee, and more than 20 beloved alumni from Kerala attended the meeting.



# LIBAzaar 2022



Chrysalis '22, the flagship event of Loyola Institute of Business Administration (LIBA), is a national-level inter-B-school management festival hosted year on year. The 26th edition of the synergy of academic and co-academic activities was launched this year with the theme "Alleviating the Disparities." It was held on 9th and 10th March 2022 at Xavier Britto Auditorium at LIBA. The inauguration ceremony was held at 9.30 am on the first day, in the presence of Rev. Fr. C. Joe Arun, SJ and, Mr. Sivarajah Ramanathan, CEO, Tamil Nadu Startup and

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## SIGNING OF MOU BETWEEN LIBA-MDC AND CARISMA SOLUTIONS

A MoU was signed between Loyola Institute of Business Administration (LIBA) and M/s Carisma Solutions to build synergies and to augment the capabilities of both the organizations. The MoU was signed by Rev. Fr. C. Joe Arun, SJ, Director – LIBA, and Mr. Jonah Stephen, Managing Director, Carisma Solutions on 7th April 2022 at the Board Room, LIBA, in the presence of the Officials and Faculty from LIBA and the core team from Carisma Solutions.

## STRATEGIC PLAN FOR LOYOLA ACADEMY, SECUNDERABAD TO BECOME A UNIVERSITY

Loyola Institute of Business Administration (LIBA) as part of its consultancy projects, conducted a strategic audit and suggested growth strategies and targets for Loyola Academy in its efforts to envision a future of becoming a global technology university. Specifically, the tasks assigned were to:

- (i) Identify areas of growth (Strengths and Opportunities)
- (ii) Identify areas to grow (Weaknesses and Challenges)

A team of Professors from LIBA visited Loyola Academy on 20th November 2021 and formulated a preliminary report to develop a methodology for further research. The research comprised of the survey as well as qualitative interviews with different stakeholders undertaken on 10th February 2022. Vision, mission, and values were rewritten, based on the finding from all the analyses, strategies evolved. The top-line findings were presented by the Consultancy Team led by Rev Fr Joe Arun SJ, Director, LIBA to the Loyola Academy officials on 11th April 2022.





# OFFER LETTER DISTRIBUTION

The offer letter distribution ceremony was held on 18th April 2022. The ceremony was held to celebrate the successful placement of all students of the F20 batch. Rev. Fr. Joe Arun spoke to the students and advised them to serve as brand ambassadors of LIBA and to form a close-knit community. He also prayed for the students and asked them to reflect on their personal growth over the last 2 years.



# ADIEU F20 – JAMMING SESSION

The Farewell Celebrations for the outgoing F20 batch began with an evening filled with music, dance and fun at the Magis Café Courtyard at LIBA on 18th April 2022 at 7 pm. The students of the F21 batch organized a 'Jamming Session' as a prelude to the Farewell for the F20 batch and encouraged them to participate and sing along to popular songs in various languages. Our beloved Fr Director, Rev. Fr. C. Joe Arun, S.J graced the occasion with his esteemed presence and enthusiastically joined the celebrations with a couple of melodious tunes and also shared the dance floor with the students. He appreciated the efforts of the students of F21 for bringing in the true spirit of LIBA- "Happiness in togetherness and creating amazing memories in unity." The whole LIBA family joined the celebrations to bid adieu to the F20s. The event was supported by the LIBA Choir who set the tone for the evening with their foot-tapping rhythms. The energy in the courtyard rose up by several notches when some of the F20 students in the audience joined in and performed. The event concluded with everyone joining in singing the chorus of the song "See You Again" and releasing white balloons into the sky, in the hope that the memories made in LIBA never fade away.



# LIBA DAY

LIBA Day was celebrated at the Dr. S. Xavier Britto Auditorium on 20th April, 2022 to express gratitude for the past academic year and to recognize and appreciate the students who had consistently performed well in their academic and co-academic activities. The hoisting of the LIBA Flag marked the commencement of the programme after which Fr. C Joe Arun, Director – LIBA addressed the gathering, urging all to pray for the students of the outgoing batch to become leaders who embody the values of the institution by being excellent and ethical. A short video was then projected showcasing the academic and co-academic activities that were conducted during the year. Representatives from faculty, research associates, teaching assistants, staff, PhD Scholars, F20 and F21 batch students shared their experiences of how LIBA has shaped them and helped them grow. The highlight of the programme was the LIBA awards ceremony conferred on outgoing student leaders who had set an example by their conduct for their batch mates and juniors during their two years of learning at LIBA.





# FAREWELL DAY

## “EVERY ENDING HAS A NEW BEGINNING”

Farewell Day for the outgoing F20 batch was held on 20th April 2022 at 6 pm at the Dr. S. Xavier Britto Auditorium and commenced with a prayer by the LIBA Choir. Director, Rev. Fr. C. Joe Arun, SJ. Led the gathering in prayer as he read out their names of each student from the batch. A few F20 students recounted their nostalgic experiences in their two years of formation at LIBA. A surprise video showcasing memories of life at LIBA took the F20s down memory lane. The fun-filled evening ended with a sumptuous dinner at the Magis Cafe.



# FACULTY RETREAT 2022

Before closing the academic year 2021-22, LIBA organized its customary three-day Faculty Retreat for Faculty, Research Associates (RA's), Teaching Assistants (TA's) on 26th- 28th April, at Esthells, Chennai. Prof. P.C. Lakshmi Narayanan, Dean-Academics, welcomed the gathering and presented the agenda of the retreat. Rev. Fr. C. Joe Arun, Director-LIBA, led the gathering through the prayer for disposition and shared the perspectives of the Faculty Retreat 2022. He also envisioned that LIBA must build its capacities to become tech talented and be able to think and act differently for which diversity, equity, and inclusion are strategic necessities. Fr. Director set the perspective for the academic year 2022-23 as “Collaboration” which would be the energy that would drive everyone forward in LIBA and said that this act of discernment in academic areas will pervade team spirit and collaboration. The Retreat helped to review the implementation of plan made at the last year's retreat and gain a reorientation for the coming academic year for which goals and action plans were evolved at all levels of teaching-learning-assessment, and at the level of Centres of Excellence





43<sup>rd</sup>



# Convocation

CEREMONY 2022

Loyola Institute of Business Administration (LIBA) conducted its 43rd Convocation Ceremony on 23rd April 2022, at the Dr. S. Xavier Britto Auditorium. The dignitaries present at the ceremony were: Chief Guest Prof. C. Raj Kumar, Founder Vice-Chancellor, O.P. Jindal Global University, Rev. Fr. Francis P. Xavier, SJ, Rector, Loyola College Institutions, Rev. Fr. Joe Arun, SJ, Director, LIBA, Rev. Fr. Louie Albert, SJ, Dean-Administration, Prof. P.C. Lakshmi Narayanan, Dean-Academics.

Two Ph.D Scholars and 194 graduands attended the grand occasion to receive their degree and diplomas at this Convocation.

Rev. Fr. Director presented the annual report that explained steady growth of LIBA by innovation and expansion. This included an audio visual highlighting the accomplishments and the signature events of LIBA for the year 2021-22. Prof. Dr. C. Raj Kumar, the Chief Guest delivered the convocation address and conferred the diplomas on the graduating students. Rev Fr. Rector offered his felicitations to the graduating students after which the Placement brochure, Research monograph and the BMI monograph were released by the Chief Guest with the respective Faculty coordinators receiving the first copies. Ms. Kevin Abraham and Ms. Angeline Poorani Therese B from the graduating batch shared their memorable experiences of two years of formation and study in LIBA.



## PROFESSIONAL DEVELOPMENT PROGRAM FOR THE PRINCIPALS AND ADMINISTRATORS OF DMI SCHOOLS

As part of its consultancy projects, LIBA organized a Professional development program for DMI Group of Institutions from 10th to 12th May 2022, for the Principals and Administrators of 26 DMI run schools. In all, a total of 58 members participated in the program. Throughout the program, the need for each one of the participants to align with the vision of the Founder was emphasized. They were taught how to develop annual and long-term plans which included a financial plan, Marketing plan, HR plan, and Technology plan. The current trends in school education and the need to introduce student-centric teaching-learning processes were also covered. The outcome was a detailed action plan with timelines for the transformation of the entire school system.





# LiBiTES

## *Call for Articles*

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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 alternative month. LiBiTES was formulated to connect you with your Alma mater 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 September issue is Why Fitness Matters

Please contribute your thoughts and insights by 10th July 2022 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*

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





### ***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.