



Loyola
Institute of
Business
Administration
(LIBA)

A Jesuit Business School

LiBiTES

(Monthly e-newsletter of LIBA Alumni)

October 2020

Volume 1/2020

IN THIS ISSUE

The New Normal

Guru Talks

LIBA during September - October 2020

Call for Articles on LiBiTES



Contact Us:

LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION (LIBA)

Loyola College Campus, Nungambakkam, Chennai - 600 034, TN, India

Phone : +91 44 28177100 / 28177237 / 28177183

Mobile: +91 9444678382 | Email: alumni@liba.edu | Website: www.liba.edu



Loyola
Institute of
Business
Administration
(LIBA)

A Jesuit Business School

ADMISSIONS
OPEN

FULL-TIME PGDM 2021



ELIGIBILITY

- CAT 2020 or XAT 2021 is a prerequisite to apply for LIBA's PGDM programme
- The candidate should have a consistent higher academic performance at first class level (minimum 60% marks) in STD X, STD XII & Graduation
- The candidate who have cleared all the subjects in their first attempt will be preferred. Candidate with a history of more than two arrears are asked NOT to apply. The candidate should be a graduate in any discipline from a recognised university (AIU) under regular mode ONLY

SELECTION PROCEDURE

- Candidates who have applied to LIBA will be shortlisted based on their CAT 2020 / XAT 2021 scores only
- Short-listed candidates will be called for a Group Discussion(GD) and a Personal Interview for final selection
- Group Discussions and Personal Interviews will be held at Bangalore, Chennai, Kolkata, Hyderabad, Mumbai, New Delhi, and Shillong (Provided there is sufficient candidates for the centre. In case of less than the quorum they will be called for GD/PI in Kolkata center)

Accredited and Recognised by



Placement Details

Highest: 15 LPA | Average: 9 LPA
Sectors: 11 | No. of companies: 72

To apply: <https://admissions.liba.edu>
Applications close on: **20th January 2021**

Phone: +91 44 28177100 / 28177116 | Mobile: +91 94440 28418
Email: admissions@liba.edu | Website: www.liba.edu

Director's Message



Norm-ally New, Not ab-Normal

Normal has norm-s. That is norm-al, and very obvious.
Trodden paths we trod
and unconsciously run familiar chores.
The terrain is known, and nature of battles seen before.
Questions are the usuals, you answer them predictably.

But now in post-COVID-19,
the normal is new, without any precedence.
No script to follow.
All seems new and closed inside the cave of uncertainty.
Business in B-Schools doesn't mean business,
Not ab-normal, but above and beyond normal it is.
Being human means touch that has lost its own touch now
Questions are unprecedented and answers become inventions.

Adapting to a new normality poses an existential question:
To connect or not to connect,
Like Sartre's existence that preceded essentialism.

The connected has different connections;
the disconnected are wrongly connected.
Then humanism means staying live in networks.
Death means only being disconnected, technically.
B-Schools define itself now by quality of the connection
they have with the learners.
A tech-touch, mechanical it is.
Loss of organic feel, it hurts.

Increasingly it is cerebral,
and non-humanly interactive.
Relegated eros and ethos cry for recognition.
How do we then humanize the wired and the wireless?
They ask in virtual meetings, with audio muted...

Physics of the tech-touch demands urgent familiarity
that will take us all to a future,
where we will have on-line and off-line
face-less in phases in learning-teaching-assessment.
We have reached LMS, a new planet where machines live
And humans are accommodated as well.
Disconnected physically...

Virtually Yours

A handwritten signature in black ink, appearing to read "C. Joe Arun, SJ".

Dr. C. Joe Arun, SJ
Director - LIBA

Chairperson Speaks



I am happy to bring out the second issue of the *LiBiTES* – LIBA Alumni monthly Newsletter.

My sincere appreciation to all the content contributors for the September 2020 issue on *Artificial Intelligence*. A Special thanks for the overwhelming response received and the co-operation rendered by our Alumni.

The newsletter is being circulated not only to all our Alumni but to all our recruiters, industry associates, sponsors, and stake holders. Since it covers a wide platform, I request all my dear Alumni to write to us not just on the theme but anything that will be of interest to the readers. Do write on your achievements, invited talks, keynote addresses you delivered and we will be happy to share your happiness by letting others know.

When the entire world is going through a change, trying to settle down with a new normal way of living, we have our Alumni who are employed in different fields like manufacturing and services, sharing with us their thoughts and ideas on – “The New Normal” in this October issue.

Coming up next month is on the theme - *Talent Density*. Waiting to hear from you alumni.newsletter@liba.edu.

We also have our Annual Bengaluru Chapter meeting lined up for this month on 29th November 2020, Sunday - both online and offline at 12.00 noon. The details of the event are shared in the invite which is sent through the portal, mail, and WhatsApp groups. Do join the eventful afternoon to relive your memories with your beloved LIBA Director, Dr. C. Joe Arun, SJ, all your professors and staff.

Lets' stay connected through LiBiTES.

Best wishes!

Dr. B. Aiswarya
Chair - Alumni Relations

Illuminator



Vimal R

PGDM | F 16

Assistant Manager & Lead – Credit & Product Analyst,
Cholamandalam Investment and Finance Company Limited

'And suddenly you just know it's time to start something new, and trust the magic of new beginnings'

Life always gives you the hope that the most abnormal and painful ending will result in a fruitful beginning. Yes! You are right my dear friend, "Hope". We have to be very optimistic in facing the aftermath of the recent pandemic, to want an outcome that will make your life better in some way. It does not limit in helping you bear the tough situation, but will eventually help you to improve your lives because envisioning a better future motivates you to take the steps to make the "Magic" happen.

Statistically economic activity has slowed down and India has started to head to a recovery trajectory. However the share market depicts a trend of unpredictable spikes up and down and the industry experts still believe that this new normal will allow us to settle down.

There are quite a few niggles in the normalisation behaviour of the shares, but the frequency indicators clearly depict that the industry drivers will contribute to revival of the economy. Standing up to the vision

of 'New India – The Digital India', all the key player's commitment in driving the digital economy, boosts the participation of the new entrants towards the same march. This confidence is the 'Magic', which will let India become one of the strongest economies worldwide. Adaptation and contribution by every Indian citizen will be the two main levers in impacting the 'New India – The Digital India' magic spell to happen. The end is not 'New India – The Digital India'. It is beyond that i.e. there is no real ending with respect to achievements and ambitions. Let's dream for a bigger and brighter India to be achieved in unity as a whole family by all of us, ensuring fullest commitment and contribution for the 'Magic' to happen. At this moment I would like to recall the famous quote of C.Joy Bell – "Ends are not bad things, they just mean that something else is about to begin. And there are many things that don't really end, anyway, they just begin again in a new way. Ends are not bad and many ends aren't really an ending; some things are never-ending".

'And suddenly you just know it's time to start something new and trust the magic of new beginnings' – Let's Hope!

THE NEW NORMAL



Maraline Fernandes

PGDM | F 17

Senior Manager, TATA Motors

It changes every day but what I miss right now is being able to walk up to my friends in the middle of my work day and drag them for an unscheduled chai break, no formalities attached, and definitely without the need to schedule a virtual meet for it!

At some point this year, all of us have had our “Bhadmeinjaye Corona, I’m going outside” moment. Of course, a reality check of the unforgiving nature of the pandemic quickly follows. A year is a weird thing to be mad at. It’s an arbitrarily sectioned slice of time, neither tangible nor sentient, incapable of motive, will, action — a non-thing”. It is when we truly accepted this fact that we began to look at the brighter side of life.

As the economy opens up, we begin to realize, that although we are stepping out on the same street, it is in fact, a different world. Today, we are welcomed at temperature gunpoint and blessed with sanitizer several times a day. Not to mention, we are still struggling to decipher the fumbled voices behind those masks! And these happen to be the least of the things that we have to adapt with.

Seven months into the pandemic, I bet everyone has already found and settled into their own version of the new normal. Nevertheless, I’d like to give you some pointers that you would not want to miss.

Firstly, Communicate! Let the world know that you still exist. You are here for a reason and are capable of

achieving your set goals. We are slowly realizing that virtual communication can be as good as in-person meetings. However, more than half the world has not yet reached that milestone. In fact, it is up to you to go the extra mile, teach the client the new technology and if possible, help set it up for him. Clients will always remember people who were there when they needed it the most.

Secondly, Adapt. With workplaces and their associated culture constantly evolving, this year has categorized employees in two buckets: the over-worked horse and the idle Joe. While we are all wishing which side we’d rather be on, both these categories come with their own vices and virtues.

Although, the over-worked horse can view the extra responsibilities as growth opportunities, he has to trade in several extra work hours. On the other hand, our idle Joe risks being side-lined from that major promotion, but he has ample time to improve his skills, or learn a whole new skill altogether. Whichever side you end up on, make it a personal obligation to make the most out of the given situation.

Finally, Lead. in times of uncertainty: The world seeks out its leaders. As leaders of various teams and organizations, it becomes our duty to steer our team towards achieving their personal as well as organizational goals. Today, more than ever, the world needs someone to motivate and guide them. Let that someone be you!



Catherine Alex

PGDM | F 18

HR, Executive

The new normal is one term that we have been hearing all around us for the past few months that it does not feel new anymore. However the lifestyle of people in general has taken a big turn after the onset of the pandemic. Those parents who were reluctant to buy smartphones or laptops for their little ones are left with no other option now. ‘Classes that require no classrooms’, something that was once given as an essay topic to me in school, is now, no more an abstract concept. Waiting for movie releases every Friday has now become waiting to finish a season of a series within a night. Even that homemaker who preferred buying groceries from the kirana shop at the corner

of the street, now prefers to book a slot on Big Basket. Those parents who were always grumbling about how technology and smartphones have overpowered the current generation, have now accepted it as a part of their normal lifestyle.

Something that stands out in all this chaos is the fact that human beings are adaptable to any kind of challenges. Our ability to adjust and capitalize each challenge is what has kept us triumphing over the ages. But what I will miss the most in the post pandemic era is the flashing smile of people hidden behind their masks.



S. Jessy
PGDM | F 17

"The corporate park has been shut down. Someone in that building has been tested positive. I am really scared now", says a colleague and everyone stops their work and starts checking the flash news. Section 144 was implemented in certain places and it was only the 16th of March. Our work day would start at 10am and end at 7pm with hundreds of phone calls and lined up meetings. We felt a sudden halt of work that day. We were not accustomed to the WFH culture. Suddenly, we got mails with alternate days of work but we never knew even that would end abruptly. Prime Minister Mr.Modi announced 3 weeks of lockdown and we were a little thrilled to have a break from the busy schedule. Little did we know, it was going to be "THE NEW NORMAL."

I was in Pune and shared the flat with a flatmate. It was the first day of lockdown. Our maid stopped coming to work and we were excited to try our hands at cooking. We didn't stop with cooking, we cleaned our house, we painted, we danced to the beats and we sat down in



Visuvenkat E.V.
EDFM 19
VP & Regional Head, Jana Small Finance bank Ltd.

The Covid – 19 pandemics has changed life of many people around us. Some hard-hit areas are slowly reopening. Some signs of recovery are noticeable. Until a safe corona virus vaccine is ready, we must protect ourselves from the risk of infections. In India, especially in TN, we have lost some eminent personalities due to Covid which is an irreparable loss. To stay strong and to live the new normal we have to practice the protective measures which we have learned over the past 6 to 7 months that includes social distancing, hand washing, wearing mask, online payments, no biometrics etc.

I would also like to touch upon the sector which I am servicing into and that is the financial sector. All banks were asked to operate during this Covid to support customers and all the banks have given the best possible services to all the customers during this Covid times. The micro lenders have also faced very tough situation during this period. All banks were asked to

the balcony to listen to the rhythm of nature. We gave our 100 percent to work too. It was going smoothly but after a few days we started missing our colleagues, our office gossips, the 'tapriwala chai', and the joy to wake up and get ready in formals. We started wanting that busy schedule back yet we were grateful for all the self time attained. We grumbled, we complained, but knew we had to accept this and get customized to it. We understood and lived the true VUCA concept.

The New Normal didn't only mean working in pyjamas, it also involved a higher self orientation and discipline to segregate personal and professional life. Client meetings became zoom calls, board room discussions became conference calls and fun Fridays became E-fun at work.

I am really thankful to the new normal that made me accept challenges and grow from it. I could see a better version of myself with a bolder attitude and I believe the one reading this feels the same too.

maintain operations, manage workforce and sustain the organisation during and beyond the Covid. We did this successfully.

The new Normal is slowly showing positivity among retail customers. Thanks to the government for liberalising the transport and opening of business establishments. Even though the economy will be slow, most sectors have accepted to be with the new normal. Some sectors have taken a hit, but some sectors treated this as an opportunity and are seeing immense growth post Covid. The sectors are Digital and Internet economy, FMCG and Retail, Speciality chemicals & health care sector. So, according to me the New Normal is full of opportunities. Especially in India every Industry will grow back and flourish. While we have immense opportunity in front of us, we need to practise the protection, we have learnt through this pandemic. Good Luck!!



Udayakumar Rajarathinam

EDHRM 19

Societe Generale Global Solution Centre

The New Normal - Did we ever think such a term would be coined? Thanks to the pandemic, we're provided with an opportunity to experience the new normal.

I'm certain that the experience is new, challenging, exciting and incomparable in many aspects. We must have heard the term VUCA in many instances. I consider this new normal as the epitome of VUCA.

Highly VOLATILE!
Absolutely UNCERTAIN!
Fully COMPLEX!
Densely AMBIGUOUS!

Hence, the new normal requires new thinking and new perspectives to adapt and make the best out of it. It has changed and will continue to change the way we work, rest, engage and play. The challenge, and I think also the opportunity is now to start the process of new thinking about this "new normal".

Volatility - New Thinking: How can we leverage the volatile world to look at new ways of working? Stability is essential but rarely provides us with an opportunity to innovate and apply our creativity. The new normal is different and the success lies in adapting swiftly to this volatile situation, which means to change our perspectives & ways of working.

Uncertainty - New Thinking: Majority of us like things to be organized, undisturbed, settled and placed in a comfortable routine. A subset of people prefer uncertainty and embrace the opportunities it brings.

Imagine a routine, hassle-free travel to your favourite hill station & vis-a-vis the same travel where you're inevitably faced with:

- a. multiple re-routing by your mobile maps app
 - b. lashing rains / unpleasant weather
 - c. uneven roads / infrastructure
- and finally reaching the destination.

Which journey brings out the best in you? I'm confident it is the latter. Remember the quote by Mandy Hale: "Trust the wait. Embrace the uncertainty. Enjoy the beauty of becoming. When nothing is certain, anything is possible."

Complex - New Thinking: Creativity is the only hammer to break complexity. Observe how the pharmaceuticals industry is collaborating with a new discovered spirit to crack the complex challenge of finding a vaccine and therapeutics for the Covid-19 virus. Approaching a leaning attitude towards complexity rather than defending it is the catalyst to spark ingenious solutions.

Ambiguity - New Thinking: When there's no clarity, embrace the fact that we need to LOOK, THINK and ACT differently than what we were doing already. When faced with ambiguity and paradox, we often tend to find solutions for the perceived conflict, which mostly leads to wasted time and energy. However, when we learn to live with ambiguity and paradox, we're provided with multiple choices than binary ones, because camouflaged in there are innumerable opportunities to find the new and exciting.

This is our chance to reinvent and create a better world. We cannot re-write the chapters of history, but we can certainly learn from them, adapt and evolve. The new normal may even be a better normal, certainly a different normal.



Anu Mathew

PGDM | F 18

Business Analyst, Deloitte

The more fitting phrase would be 'The Normal' as the current way of life is not 'new' for us anymore. The ongoing state of affairs had qualified most of us to seek the best opportunities in spite of how challenging any situation could be.

The circumstance enables us each day to improve and diversify our own skills set, be it a favourite hobby or a unique skill we need in the workplace.

The current times could also be effectively used to introspect and evolve as better human beings to make the world a better place to live!



Jasmin Jose Pullickeel

PGDM | F 18

Research Analyst, Deloitte Support Services India Pvt. Ltd.

With a quick adieu to college days and an unforeseen return to homes early this year, COVID-19 was a new shock to routines. Probably, human resilience has never been put to a larger test. But after more than 8 months into the pandemic, this situation has come to be the new normal. Delayed job on-boarding, work from home and social distancing have become common amongst the pandemic progress. Businesses and companies have adapted to new work conditions and taking care of employee well-being has started becoming a priority. As this pandemic has become the new normal of every society, new opportunities await those who seek for them.



Shyamala Ramesh Babu

EDHRM 16

Motivational speaker, Chisel and Evolve

With the employer turning an employee; teacher turning a learner to teach online; and in worst cases a street side vendor; students empowered to use Android phones, that were once strictly prohibited, as their learning tool; doctors getting professionally sick; fitness gurus bloating with a paunch behind the closed doors of gym; the housewife becoming an online entrepreneur overnight and the busy husband becoming a house husband, this pandemic has paralysed the entire world beyond doubt and with the lock down in phases along with the plummeting economy we all suffer helplessly from sequel fatigue .

We get more nostalgic raving about our lives in the precovid days, cursing the present and dreaming about COVID free future.

With nomadic facemasks, and social distancing close to our routines, we forcefully shift ourselves from real virtues to virtual reality, thus rewriting our adage as "Divided we stand and united we fall "in this testing times.

"New Normal" has now become the common household term. Flaunting our wealth in social gatherings like wedding ceremonies, birthday parties, family get togethers etc have become stories of yester year and everything is now confined to the touch screen space of our phones

All this is quite true but yet is just one side of this pandemic and the other side is all about the highest degree of adaptability that our genes are loaded with, for which we must be thankful to our parents.

With mankind being the highly evolved species on this earth, every phase of evolution would definitely have imposed draconian changes thus dragging our ancestors far away from their then normalcy to a new uncharted territory.

What if they were struck with their old normal denying to cope with the new normal? That would have marked the end of evolution.

Let us be bold enough to say that we are the ones playing the toughest game of life that no one has ever even dreamt of in the last hundred years.

We are the ones that have learnt the art of saving more and spending less thus adopting the minimalist lifestyle.

We are the ones that have not fallen sick in the past 9months and had not used common cold as our default reason to stay away from work.

We are the ones to practically care for the well-being of the whole world which was only ceremoniously said, taught and preached until recently.

Though we are the ones to go through stringent screening procedures right from grocery shops, Banks, malls, theatres, to hospitals and airports let us be reminded of the fact that every other person is mutually involved in our well-being and safety.

A school going child would long to be on its mother's lap

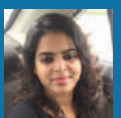
A college goer would long to relive his /her school days

We love to act matured when young and be young at old age.

We love to work when free and look forward for a holiday when at work.

As Buddha says "Leave your past in the Past" there is nothing called New normal and old normal when we are expected to evolve on a day to day basis.

And thus in this testing time let us evolve by being mindful and celebrate the very fact that we are alive.



Danya Dasan

EDHRM 18

DM-HR, Cholamandalam Risk services Ltd.

The COVID-19 pandemic has changed, and will continue to change, the world and the way we work, rest and play. Being a Mother, Daughter In Law and a HR professional, Covid 19 has taught me all the possible options to explore and get a win win situation. Depressions and Frustrations were on an equally high note, and the other side Togetherness &

Safety which I personally feel, have been motivators to overcome The Lockdown scenario.

"We cannot re-write the chapters of history already past, but we can learn from them, evolve and adapt. The new normal may even be a better normal, certainly a different normal."

LIBA Talk



Dr. Akanksha Jaiswal

Research Associate

When India went into a lockdown in the last week of March 2020, no one had expected that the upcoming months would bring about unprecedented changes in our lives. A tremendous amount of uncertainty prevailed in the initial few months across all levels – global, national, societal, organizational, and individual. As I recollect the happenings in the past 7 months, it was nothing less than a roller coaster ride. Leveraging the power of information and communication technology, most organizations encouraged employees to work from home (WFH). WFH is not a new practice, especially in the technology sector; however, COVID-19 ceremoniously made it the only viable phenomenon for the economy's survival. People were stressed – many lost their jobs and were devastated while others who were still employed did not know how to balance their personal and professional lives.

Besides the ambiguity and anxiety related to the novel Coronavirus disease itself, at the home front, people had to manage all the household chores by themselves as suddenly there was no domestic help! Domestic help is an inseparable part of most middle-class homes with dual-career families. In addition, there was homeschooling, lack of support for child care and elderly care. Further, most people working in virtual environments felt that work was not happening as swiftly as in the normal times, there was a reduced sense of belongingness to their organizations, trust among peers and managers was dwindling – in short, employees felt professionally isolated and incomplete (some even started thinking that they were becoming incompetent!).

While most people saw the COVID-19 lockdown as a vicious cycle of negative events and emotions, there was a ray of positivity. Home confinement strengthened

the bond among family members. Household work and office work both had to be done – but the family figured out how to do it together. A substantial amount of time which people spent commuting or travelling for work was now spent with WFH or with the family. Some employees whom I interviewed for a research study on this theme said that they were happy to actually see their kids growing and were amazed to witness their overall rapid development!

In our daily run of routine life, we are mostly performing tasks that are urgent but not important. Eisenhower's time management matrix (popularized by Stephen Covey in his book *The 7 Habits of Highly Effective People*, highlights the importance of Quadrant II i.e. people must engage themselves in tasks that are not urgent yet important in the long term. I believe the COVID-19 lockdown was a time for true introspection and for people to expand Quadrant II. While some employees found the time to address not so pressing yet long-pending organizational issues, others found time to upskill themselves by updating themselves with either domain-specific knowledge or expanding their overall understanding of the various phenomenon. By solving pending organizational problems or upskilling themselves, they not only contributed to the organization's bottom-line but also enriched themselves (which was also long due!).

As we enter this phase popularly called the new normal, let us continue to expand our horizons of knowledge and understanding and invest our efforts in long-term development. Though the COVID-19 lockdown physically confined all of us to the four walls of our houses, yet, for some it unlocked the true potential hidden inside them! So, what did you unlock during the lockdown that you would leverage in the new normal?





Dr. Rajalakshmi Ramprakash
Senior Research Associate

Remember the times when you had a few days of heartburn and walked into a clinic to see a doctor? In the post COVID world, this no longer might be possible. Visiting a clinic or a hospital might not only expose an otherwise healthy person to coronavirus, but doctors and healthcare providers are hesitant to see patients as they too are at risk of exposure. So, what might become the new normal is a 'hybrid consultation'. You may initially call your doctor over the phone, who then asks you to get a diagnostic report from elsewhere which you may send via email or WhatsApp. A video consultation may follow with an e-prescription and few text messages exchanges. You may then pay the consultation fees through Gpay or Paytm. Meeting the doctor in person will be based on the doctor's judgement. Many doctors today are available through digital consultation platforms like DocsApp, PluseRx, Practo, Docprime, etc. Though travel and waiting time can be saved through



teleconsultations, patients might miss the personal touch and attention they receive in face to face consultations. Not all doctors have embraced digital consultations completely too. For senior citizens, children, rural, non-literate persons, digital consultations might pose specific challenges. In March 2020, the NitiAyog brought out specific guidelines on use of telemedicine including which drugs can be prescribed via which channel, maintaining documentation, data privacy and confidentiality, etc. The guidelines specifically state that Artificial Intelligence/ Machine learning are not allowed to counsel the patients or prescribe any medicines but can serve only as technical aids to a Registered Medical Practitioner. While this field is still evolving, with new generation smart phones and wearables, there are endless possibilities to improve the access and affordability of health services through digital platforms. Very soon, we may have a new adage – An apple(watch) a day, keeps the doctor(app) away!!



Dr. Irudaya Veni Mary
Research Associate

New Normal is defined as "a previously unfamiliar or atypical situation that has become standard, usual, or expected (Oxford Dictionary). Children in the adolescence stage tend to be independent from their family members' control and try to fit themselves among their peers in schools (Young, 2020). It is the age when they find various ways and means to meet their friends, go out with friends, explore the world outside their families, share their emotions etc. Quite the reverse, COVID-19 pandemic locked them inside the four walls. It pushed them to depend on electronic gadgets to satisfy their needs of staying connected with their friends through online games and chats. On the other hand, parents are anxious about the health of their children as they are always with the electronic gadgets both for

online classes and for socialization with friends. Parents work hard to explore new methods and techniques to detach their children from getting addicted to electronic gadgets. In such situations parents must see this as an opportunity to ensure their love for them and inculcate family values among children through spending quality time with them. It is possible by setting schedules to have tasty and healthy meals together, to pray together, to play indoor games together, to do school home work, to chat with friends, to practice minor household activities etc. These types of activities will engage them with the family members and at the same time it will slowly detach them from electronic gadgets. This will make them feel comfortable and happy in the new normal of "Staying at Home".



Dr. Ragu Prasadh

Research Associate

Adjusting to change can be challenging. There has been an unprecedented shift in our way of life due to COVID-19. Masks and gloves are common everywhere. Queuing is now the norm when visiting health professionals, going to the shops, or even getting in a lift. Public transport looks very different with people following social distancing and commuters wearing masks and gloves. Whenever we cough and sneeze, we have become extremely vigilant for these symptoms. Holidays are being spent in one's own backyards due to travel restrictions. We are hopeful that our local small businesses – our hairdressers, barbers, cafes, restaurants, health professionals, newsagents, boutiques survive through this tough phase. The way we work or study has changed. Schools and universities have moved online, some blending face-to-face with online lectures. Universities around the world are feeling the impact from the absence of International Students. Conferences are paused, and international collaborations and sabbaticals now look very different to previous years. So many of us shifted to working from home to minimise travelling on public transport and gathering in groups at the office. Zoom meetings even became our new normal. People have said goodbye (for now) to attending concerts, plays, movies, festivals, museums, etc. We are not seeing loved ones for their benefit. Elderly parents and grandparents, pregnant friends or new parents, or those with health conditions that render them more vulnerable to coronavirus – we're staying away to keep them safe. However, this pandemic is a blessing in disguise which will help man re-plan, course-correct and build a positive approach to life. With less distraction, COVID-19 helps some people to be more focused and productive in their work.



Dr. Navena Nesakumari

Research Associate

The COVID-19 pandemic stole the world in no time, and transformed the whole of the global economy. The recommendations from WHO states that community level measures such as testing, contact tracing, physical distancing, hygiene practices and masks etc are to be made compulsory at schools. It also emphasizes the policies and infrastructure to protect the health and safety of school personnel who tends to have higher risk. The behavioural aspect considers understanding the age and capacity of the students at school. The safety and security measures ensures that school closure and opening timings may have an effect on the most vulnerable students, for those who seek special attention. It also ensures hygiene and daily practices at the school and classroom level and physical distancing outside classrooms. Finally it recommends to maintain a distance of at least 1 metre for both students (all age groups) and staff, where feasible. Hence the educational institutions face a very challenging situation in entering the new normal of Pandemic.



Dr. C. Theophilus Dhyankumar

Research Associate

New normal is the buzz word that now almost everyone is aware about. Whether wearing a mask or washing hands frequently or maintaining social distance in a crowd, this has been something new for everyone to become a routine habit. The new normal has brought in the "awareness" that I had to keep with me every time in addition to my normal routines. I have become cautious while using public utility, more of a habit in using my knuckles to operate the buttons or sometimes my non-dominant hand. Earlier utilization and sharing were the key for economy, but now safety which is a diametrically opposed and conflicting objective has in this trying time made it mandatory to stress more on individualism. For example earlier we were asked to use public transport for not only improving economy but also preventing environmental pollution because of the vehicular exhaust it creates, but now we are asked to avoid public transport, so that we don't acquire the deadly virus and more importantly not spread it to our loved ones. This is just one among many examples that the new normal has changed the way we think and act, at least partially, if not completely. The versions of lockdown also bring a shift in our mindset in facing the challenge. The uncertainty still prevails along with the fear when this might come to an end, but it has on the other side provided greater opportunities to adapt and realign ourselves swiftly towards achieving our goals.

**Rochelle Simon***Senior Executive Secretary to the Director | LIBA*

Wikipedia has added a new web page to explain 'the new normal' – A new normal is a state to which an economy, society, etc. settles following a crisis, when this differs from the situation that prevailed prior to the start of the crisis. The challenges that the COVID-19 pandemic has presented to organizations, employees and families, locally and globally has been and continues to be enormous and severe. While we look for ways to adjust to the 'new normal' that this challenge has thrown us, organizations are implementing new ways of working. At LIBA we have looked at the crises as a challenge that has given way to tremendous opportunity to better the ways in which we function as an organization.

During the initial lockdown period, employees like me were given the chance to 'work from home' – an approach to work that was completely new and life-changing. Truly a blessing in disguise, we found time to balance work and life. Merging of the two (work and life) happened as days passed on, so much so that work became life and life got more exciting! We learned to upskill, allowed ourselves to become online platform experts so we could zoom meet colleagues and google meet friends. Microsoft teams gave way to online chat sessions and group discussions – virtual office space was born.

Finding no end in sight, we learned to adapt to this 'new normal'. We are blessed at LIBA to have excellent Directorship and management who came together virtually, during the lockdown, to implement a Centre for Technology and Innovation (CTI) – unique and significant to the economic growth of the Institute. Precautions were put in place on campus – classes rearranged keeping in mind social distancing, sanitizer facilities put in place, masks provided to all employees and signages indicating basic hygiene displayed at

strategic points. The LIBA Hostels were revamped, more technically qualified employees recruited and a new canteen area allocated to incorporate post COVID regulations.

Research says the 'new normal' is here to stay as no one knows when the pandemic will finally end and when we will see a vaccine to limit the risk of getting infected. So at present, the implications leave us no choice but to study things further, explore new dimensions at work, find different ways and means of online interaction and settle into the routine that revolves around wearing a mask and washing your hands with soap and water for at least 20 seconds. Future research could include online employee hubs, interacting with internationally located faculty and students through advanced media technology and involving AI empowered systems and processes to get daily routine tasks done.

Practical implications seem to suggest that 'new normal' is in fact a myth as the future seems anything but normal. Managerial decisions will now have to include building employee robustness that enhances employee work culture which in turn positively impacts the institution, in such a way that it thrives in the face of constant turbulence. Promotion of virtual, digital and automated initiatives will serve as parameters for excellence in performance of every employee irrespective of their roles and responsibilities. Further, it is clear that we cannot go back to the old way of doing things and employees should note how being tech savvy is no more an option, but a means to survival in this 'new normal' environment. As Charles Darwin said: "It is not the strongest or the most intelligent who will survive but those who can best manage change". This then is my mantra for a new and normal future.





Dr. Renu Isidore

Research Associate

The “New Normal,” quite a fancy term to read about, but to live it and be a witness of it for this generation, is a real challenge. None of us were prepared mentally, physically, emotionally, and economically for this New Normal and the future looked very blurred. The Indian government initially announced one-day lockdown and, then became a 21-days lockdown and now it has been more than six months of a different lifestyle all together. It was our tolerance put to test. Many people lost their jobs, closed businesses, shifted houses, to be short, lifestyles changed. It was a life not even dreamt of, with no social life at all. The problems for the daily wage and migrant workers were worse. They were left homeless and penniless. Due to the fear of COVID-19 virus, there were not many volunteers to come forward in the open to help. The healthcare professionals and their families had to risk their lives to serve the infected patients. It was a turnaround of events with the economy reaching rock bottom.

On the brighter side, the New Normal has indeed taught us important life skills and has fed us with a lot of patience. With no domestic support system, multitasking between work, home-schooling the kids, housekeeping and cooking has become the new routine. Health and hygiene have taken a front seat whereas fun and adventure, a back seat. Families are now able to spend more quality time in sharing the work. The real meaning of gender equality is put into practice with more men sharing household work. Many have found new jobs, converted their passion into businesses and have even moved to their natives, closer to their families. Businesses have found new product lines and have also come up with innovative contactless shopping experiences for the customers. Applications like Zoom, Webex, Whatsapp, Google duo, etc have all become a part of life. In short, the New Normal is indeed a tough road to tread but by holding hands the journey gets better.

Guru Talks



Dr. Sunil Vakayil

*Associate Professor &
Chair - Management Development Centre (MDC)*

The Lifestyle Shift: Thanks Corona!!!

Life was going on well, and then on the 24th of March 2020 everything changed. All at home thought it was just a weeks affair. Never did we think it would rock our lives to the extent it did. One small virus which can't be even seen by naked eye, has changed so much in our lives, from the way we greet people to the way we dine, or may it be way we teach our students.

But this also has given us the opportunity to go back to our time tested habits like washing hands and body as soon as we come back .Also it has given us an opportunity to stay home and eat home cooked food , rather than eating out. Travelling these days is being done only if necessary.

All is not negative in life for Corona has also disrupted our lifestyle positively too: All at home, including those who were averse to technology have become tech savvy and have started using technology enabled means and methods to reach out to other stake holders.

The amount of quality time we have been spending with family has gone up many folds. Not just kids even men have started doing chores at home which was once ear marked as a women's domain. Another change which I have noticed is the shift from regular shopping to e shopping or m commerce procurement and usage of digital payments have gone up drastically.

I wish that Corona vanishes at the earliest, but the learning which we acquired during this time will stay on forever.



Dr. L. Aravindh Kumaran

Chair, Placements

Assistant Professor in Operations, and Analytics

My experience as a new normal is, started expecting the purchase of any product through all the channels and to be delivered at last mile. Realized to give importance to personal health and familial health with traditional medicines. Learned to interact and also to majority of the official work in virtual mode. Embraced technology for most of the activities in day to day life. Realised the real value of relationship with family members and friends.

Explored all the possibilities of doing my purchase from nearest possible sources including street vendors. Stopped few regular habits, unknowing affected the mental health so far. Cultured to move from one bubble of workplace to another bubble of family environment with good safety measures. Thus, new normal has paved the way for me to explore more alternatives for doing each activity.



Dr. Deepak Mathivathanan

Assistant Professor – Logistics & Supply Chain Management

The COVID-19 outbreak from CHINA has gone everywhere around the globe. With lockdowns and unlocking happening in stages life has not been the same as before for us. Even before we know it, we have let go our old normal and now adapting into what we call as our new normal. The way we live is now different with wearing masks in common places and following a queue system when shopping for groceries, meeting healthcare professionals or even getting into elevators. Personally, I avoid using the public transport, limit my movement away from home, avoid visiting barbers, cafes, restaurants and even started celebrating events and holidays only within my social bubble. The pandemic also has changed the way I work to a great extent. Thanks to the technology, I have now moved from chalk and talk teaching to online and flip models. WebEx meetings and LMS announcements became my new normal helped me to re-connect with my students effectively. Though I miss my old ways, I have started to embrace

the New normal and follow social distancing and avoided getting packed into crowds, I do not visit my elderly grandparents (for now) for their safety; said no to interstate or overseas travel; opted for and have take-aways and home deliveries instead of dine-in for quite some time now. Though it seems I have been in hibernation mode surprisingly I have also managed to stay connected with my friends and loved ones more than ever – only in a different manner via skype, WhatsApp and whichever social media platform is accessible. The virtual meetings and connection have helped me to stay psychologically positive in these extraordinary times and navigate to this New-normal without compromising on my focus in work to deliver the needs every day. LIBA as an incredible institution with a dynamic Director and has made me feel that we are in to this new normal together and leads the way for me and many other organizations to more than cope with the pandemic and I am proud to work here during this difficult times.

In your LIBA

Testimonials

“Today’s BMI session by Dr. Sindhuja Sankaran was an insight into the world of refugees. Many fail to believe that one person can change the world, but she is a testimonial to what one person can achieve and how one person can change their world for many. Sindhuja ma’am truly is a glimpse of what I aspire to become as a human being.”

– **Jawahar Jayakumar, F20 Batch**

“During the lecture, Dr. Sankaran managed to shine light on the plight of refugees and helped us understand the various issues faced by them, particularly on a psychological perspective. It was surprising for many of us to learn about the biased media narratives in Europe about refugees and their political implications. Overall, it was a very informative and thought-provoking session for all of us.”

– **Ayyappan P, F20 Batch**

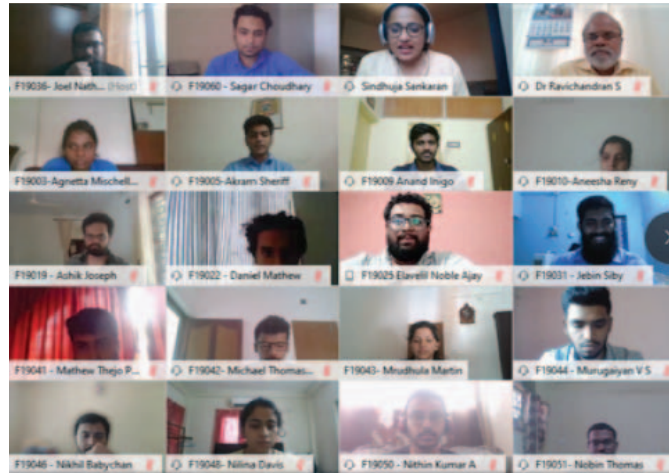
“The session was very insightful to me personally. I had some knowledge about this situation, but still it was only from one perspective. Now I know better, the plight of the refugees and I am inspired to help them reach their dreams and goals which were shattered due to the conditions in their motherland. I thank BMI for organizing this talk and looking forward to associate with Dr. Sindhuja Sankaran in future.”

– **Cyril M Jose, F20 Batch**



BMI VIRTUAL TALK 1

“Why should we care about Refugees? - A Social Psychology Perspective”

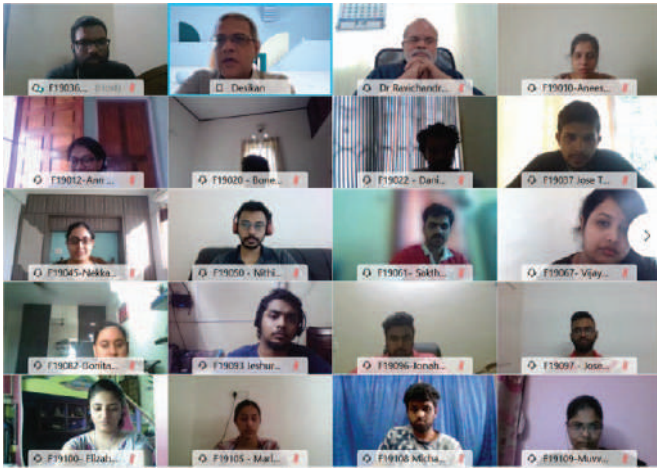


The virtual BMI session conducted on 30th September 2020, was graced by the presence of Ms. Sindhuja Sankaran, Faculty of Social Psychology and Founder of Rethinking Refugees-Knowledge & Action. She delivered informative insights on the application of social psychology in understanding the social problem of the situation of refugees. The speaker highlighted the situation of refugees as a humanitarian crisis, with a dual perspective. On one hand, expressing what refugees experience when they leave their country fleeing war and persecution, and on the other, the host country citizens’ impression and acceptance of refugees. Invalidating the concept of dehumanization, which is treating people as if they are less than fully human, she urged to start humanizing the idea of refugees, elaborating on media and photography as the perpetrators of dehumanization. The session was concluded stating that, the key to refugee humanization is to talk to them as a fellow peer, a friend, a family member, be it about music, food, or friends. The more one normalizes a conversation, the more we start seeing refugees beyond their label.

Testimonials

BMI VIRTUAL TALK 2

“Skills Irrelevance”



On 23rd October 2020, the virtual BMI session was graced by the presence of Mr. Desikan Jagannathan, Head of Credit, Consumer and Retail Banking at ADCB, Dubai, U.A.E. who shared valuable insights on the irrelevancy of skills in the current scenario. The speaker pointed out that skill irrelevance was not a natural process, rather one induced by a change influenced by technology, automation and change in behavior of the customers. In every walk of life, things will always change. All the skills that one knows today are susceptible to disappearance, so to adapt oneself to constant change and evolution, one must be vigilant and watchful of what is happening in the industry. The key factors are: a) use the window of the opportunity to self-learn through interaction, b) be regularly in touch with the market, c) Look at any change as an early warning signal and an opportunity to take a lead. The only way to stay relevant in the organization is to get ahead of the curve and the only way to get ahead is by being aware. Understand the change management process and compress the time lag between the denial mode to becoming the promoter of change. Never underestimate the speed of adaption and obsolescence but be mindful of both. Unlearn and Relearn. The speaker concluded by advising students to get their basics right, spend time on communication, be customer centric and keep high levels of integrity.

“I really loved the way Mr. Desikan took the guest lecture. It was very conversational and informative. He stressed on the importance of being in the trend, being flexible. He gave real time examples which we could relate. Also, he painted the actual future when he spoke about EV, oil industry and automobile industry. Thank you, BMI, for organizing such an insightful session.”

- Lincy Florence, F19 Batch

“In the course of the lecture, Mr Desikan spoke about the importance to develop and sustain a skill, how fast those learned skills would become obsolete in the future and open-mindedness, that matters much in the present times. His take on adaptability of older generations with technology and innovations on important aspects of life was refreshing and I liked that he posed an activity for the students to ponder. All in all, it was a very engaging session.”

- Arunkumar D, F20 Batch

“His way of talking was really engaging. He shared his personal experiences which were insightful for learners like us. Overall, this session was worthy for our long run in corporate world.”

- Amala Noble, F20 Batch



Testimonials

“LIBA through its BMI invited Dr. Aarthi Krishnan, a leading global cybersecurity expert to share her experiences about the field of cybersecurity with the students of LIBA. She dwelled upon topics such as data security, data localization, need for defense mechanism in an organization in form of cybersecurity, lot of statistical data on the loss of revenue due to hacking was shared which was shocking and she emphasized the need to use the electronic devices and internet in a safe manner by not exposing ourselves to risk. She highlighted the various risk associated from cybersecurity perspective such as Phishing, ransomware attacks, dark web etc. It was a very insightful session and also a thought provoking one on how technology has become a boon as well as bane.”

- Jeffrey Selvaraju, F20 Batch

“It was a very insightful session by Dr. Aarthi Krishna, It is evident that she had to go out of her way to make sure each student has a positive experience. I feel that every student would have been very satisfied as she created a friendly environment. The Cyber Security industry is literally top-notch, I consider them as a partner, rather than a service provider. Brilliant overview and in-depth presentation of topics and subject matter gave an exciting learning experience. I have been truly impressed and really enjoyed every minute.”

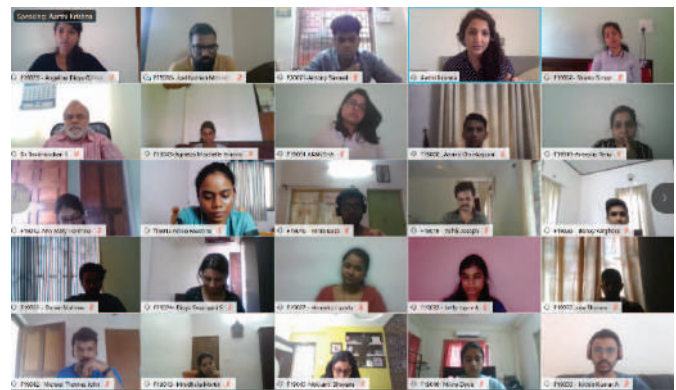
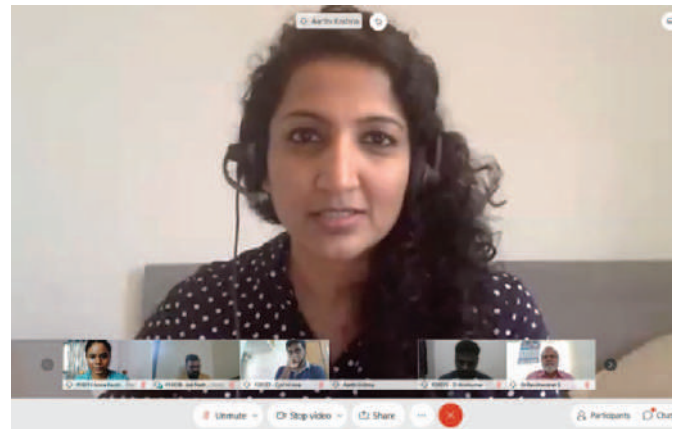
-Aishwarya Jose, F20 Batch

“Today’s BMI session (07-10-2020) was really an insightful session to all our F19 and F20 batch students. As the Challenges and opportunities in cybersecurity is increasing day by day Dr Aarthi Krishna, Head of the Student Advisory Services and practice, has spent her valuable time in explaining us on the emerging cybersecurity threats and told the need to learn and unlearn concepts in the changing time. It was also an interactive session where she cleared every student who raised doubts in the class. Overall, it was really a wonderful session and thanks to the BMI Team for creating this wonderful opportunity to interact with such a person.”

- ViviyaRenny B, F20 Batch

BMI VIRTUAL TALK 3

“Challenges and Opportunities in Cyber Security”



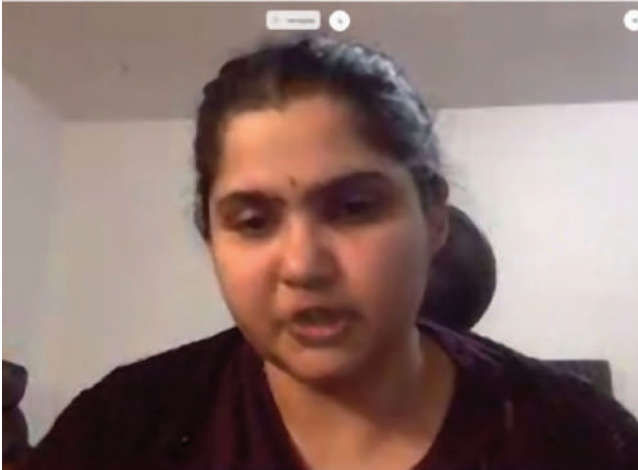
The BMI session conducted on 7th of October’20 was graced by Dr. Aarthi Krishna, Head of Security Advisory Services and Practice, BT, London. The session addressed the challenges and opportunities in cyber security.

Dr. Aarthi spoke about how the cyber security had gone all in during this pandemic, due to the individual workstations being connected to the home internet, which makes it vulnerable to the attackers to hack and get the potential information. Security is about doing just enough to provide layers of protection to exhaust the hackers, as the number of such cases increased rapidly in this scenario. It is a constant balancing act between the investment and the risk involved. Dr. Aarthi shared several fascinating cases including connected cars where the data is monitored constantly that can be life threatening, lightening systems, fertilising manufacturing company and beer organisation thus giving us an insight about the mind map of top hackers and how they correlate several events to target the enemy in an unprecedented way. It is imperative to understand the line between black and white as the data shared in social media is never lost. It is left to the user to understand this and act accordingly. The speaker concluded stating that data is the new oil and it should be secured without any discrepancies.

- Angelina Divya G, BMI

BMI VIRTUAL TALK 4

“A Logician’s Perspective of Paradigms in Machine Learning”



The virtual BMI session conducted on 30th September 2020, was graced by the presence of Ms. Sindhuja Sankaran, Faculty of Social Psychology and Founder of Rethinking Refugees-Knowledge & Action. She delivered informative insights on the application of social psychology in understanding the social problem of the situation of refugees. The speaker highlighted the situation of refugees as a humanitarian crisis, with a dual perspective. On one hand, expressing what refugees experience when they leave their country fleeing war and persecution, and on the other, the host country citizens’ impression and acceptance of refugees. Invalidating the concept of dehumanization, which is treating people as if they are less than fully human, she urged to start humanizing the idea of refugees, elaborating on media and photography as the perpetrators of dehumanization. The session was concluded stating that, the key to refugee humanization is to talk to them as a fellow peer, a friend, a family member, be it about music, food, or friends. The more one normalizes a conversation, the more we start seeing refugees beyond their label.

Testimonial

“It really sowed the seeds for research ideas in this field with promising future”

- Nikita Mary Joseph, F19

Staff Development Programme



Rev. Fr. Joe Arun, SJ, Director, inaugurated the first Staff Development Programme (SDP) on 22nd October 2020 at 2:30 PM. In his inaugural address, Director emphasised on the importance of up skilling. He also pointed out the importance of having the right mind-set and skill-set to learn and grow in one’s career and thereby contribute towards the growth of the institution. Prof. Chitraa Venkataachalam was the speaker for the day. She spoke on the topic ‘Attitude and Aptitude determine one’s Altitude’. She highlighted the importance of spreading positivity and how vital it is to love yourselves and make a connection with your inner-self. When one has the right attitude, it becomes easier for us to form a bigger and happier LIBA family.

Memorandum of Understanding between LIBA, Chennai and Kerry Indev Logistics Pvt. Ltd.



Loyola Institute of Business Administration (LIBA) and Kerry Indev Logistics Pvt. Ltd. have signed a Memorandum of Understanding on collaboration in the area of academics involving teaching, curriculum development, research, internship and placement.

Rev. Fr. C. Joe Arun SJ, the Director of LIBA and Dr. Xavier Britto, the Chairman of Kerry Indev Logistics have signed and exchanged the memorandum of understanding on 12th October, 2020 at The LIBA premises. Given each other's strengths in academics and industry. This will mutually benefit students, faculties, logistic professionals and customers. This MoU seeks to promote and enhance academic interests and human resources development in the area of Logistics between LIBA and Kerry Indev.

Kerry Indev at its own expense is designating its highly distinguished and well experienced logistics professionals Mr. Srikantha and Mr. Girivasan to assist LIBA in promoting knowledge sharing and building technical know-how in the field/activities as enumerated in this MOU. Through this collaboration, LIBA can offer many academic programs in The Logistics vertical, ranging from short term certificate courses to two-year full-time MBA programs in Logistics and Supply Chain Management. Kerry Indev offers to provide internships and final placement in different field of Logistics like Port, Customs Handling, Freight forwarding, Transportation, CFS, and Warehousing. Kerry Indev also offers support in industry inputs in academic programs through curriculum development, industrial visits, and guest lectures.

Coffee Break with Staff



Rev. Fr. Joe Arun, SJ, Director initiated the first informal session of coffee break with staff on 15th October 2020. During his address, he appreciated the staff for their contribution to LIBA, especially during these testing times and advised to continue the good work. He shared his plans regarding staff engagement and development programmes. He also emphasized on doing a self-evaluation, on a daily basis, which is a Jesuit practice. Finally, he assured that sincere and honest employees will be honoured during LIBA Day.

Faculty Seminar Series - Session 3



Mr. K.R. Ramprakash shared his thoughts on Options, Option Chain & High Frequency Trading in finance and connected the concept of algorithm-initiated trades to the thrust area of AI for this year in LIBA. He took the participants through the process of option trading and went on to speak about the algorithm-based trading strategies in the modern trading process. Dr Pandikumar, Associate Professor and Area Chair – Finance moderated the session. The seminar came to end with vote of thanks by Prof. Chandiran, Associate Dean, Part-Time and Diploma Programmes.

Faculty Seminar Series - Session 4

Ms. Vasumathi Palaniswamy shared her thoughts on the topic "Marketing of Agro products: Stay tuned with Digital Marketing". She took the participants through the process of Agro Marketing and explained how Digital Technology and Marketing has brought about a phenomenal change in the farm to fork process. Prof. Shanthi Venkatesh, Associate Dean, moderated the session. The seminar came to end with vote of thanks by Prof. Chandiran, Associate Dean, Part-Time and Diploma Programmes.

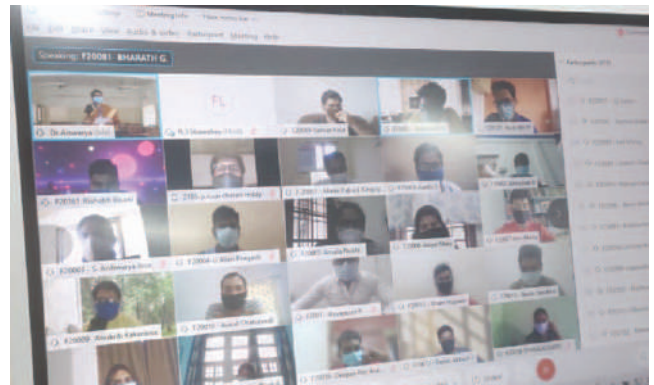


Jan Andolan Campaign

The Faculty, Research Assistants, Teaching Assistants and Staff of LIBA unanimously took part in the low-cost, high-intensity campaign. A campaign emphasising on people's participation to "Unlock with precautions" and COVID-19 appropriate behaviour in view of opening up of economy.

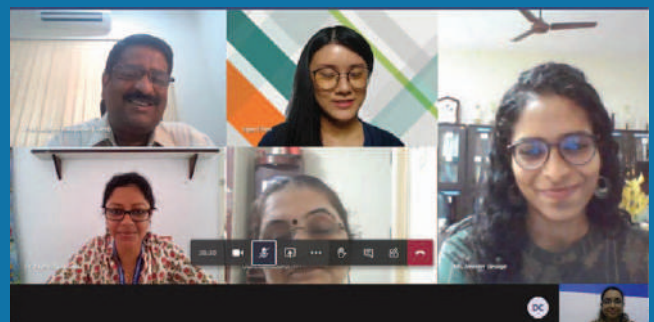
Rev. Fr. Joe Arun, SJ, Director initiated the movement at LIBA and briefed the participants on the motive behind the campaign and insisted all to strengthen their immune system. The participants recited the pledge after Dean-Academics, while the students took part in the campaign virtually during the online classes.

The three main highlights of the - to wear a mask, to follow physical distancing and maintain hand hygiene were adhered during the campaign.

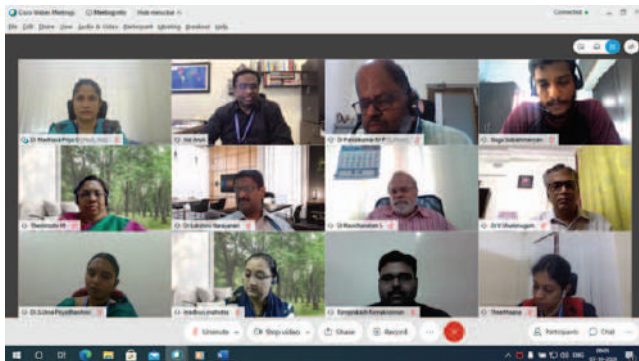


AACSB Accreditation Initiation Process Meeting

AACSB team met with the representative Ms. Liyan Chen to initiate the process of becoming AACSB accredited.



First Advisory Council Meeting for the Finance Area 2020



The first advisory council meeting for finance area was held on 7th Oct, 2020 at 9.00 am, virtually through Cisco Webex. The meeting started with a prayer and The Area-Chair welcomed the gathering of both The Internal board as well as The Advisory council members. Rev. Fr. Joe Arun, SJ, Director, LIBA set the tone of enlisting guiding principles exclusively for Finance Area to focus during the curriculum development process. Prof. P.C. Lakshminarayanan, Dean-Academics thanked The Advisory Council members for accepting the invitation. The members were Dr. Thenmozhi, Professor, Finance, (Department of Management Studies,) IIT, Madras, Dr. Shunmugam V, Expert, Financial and Commodity Markets and Mr. Nagasubrahmanian, F15, Rating Analyst, CRISIL, Asia-Pacific Region Banks. The members highlighted necessity of Statistical applications in Market dynamics, Econometrics in Financial Modelling, ensuring connectivity between Portfolio management and Derivatives and Transfer pricing applications in modern business scenarios. Finally The Advisory Council meeting proceedings was summarized and Dr. Madhava Priya gave the vote of thanks.

Advisory Council Meeting for Human Resources Area 2020

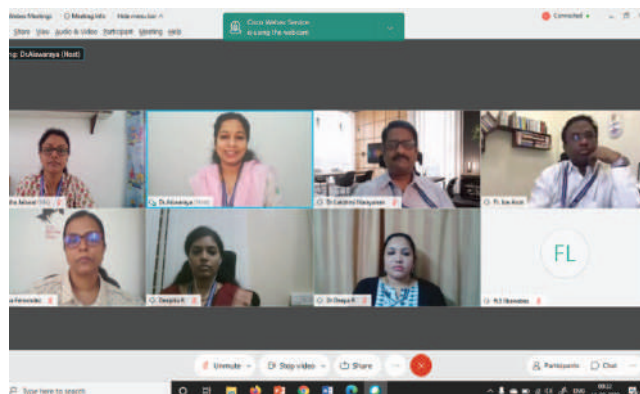
The Human Resources Functional Area conducted the Advisory Council meeting on 11 September 2020. The HR curriculum was reviewed by the members, Rev. Fr. C. Joe Arun, SJ, Director, Dr. P.C. Lakshmi Narayanan, Dean Academics, Dr. B. Aiswarya, Chair, Human Resources, Dr. Agna Fernandez, Associate Professor, Dr. R. Deepa, Assistant Professor, Dr. Akanksha Jaiswal, Research Associate and Ms. Deepika R, Teaching Assistant. In addition, floating of industry specific new elective papers, collaborative teaching, HR lab, personal growth lab, HR conclave, HR club activities and various other new initiatives were discussed in the meeting.

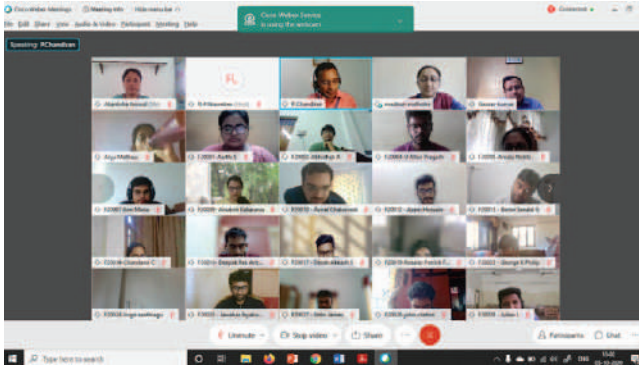
LIBA ranked among 10 Best Global Institutes for Marketing Programmes, 2020



MoA between LIBA and NLU

Loyola Institute of Business Administration (LIBA), e-signed a Memorandum of Agreement with Wyższa Szkoła Biznesu - National Louis University, Poland on 30 September 2020 to encourage academic and research collaborations between the two institutions by exchange of faculty, students, and exchange of information. Rev. Fr. C. Joe Arun, S J, Director of LIBA, expressed his happiness about the collaborative initiative and charted a road map for working together.





Centre for Business Ethics and Corporate Governance organised a Webinar

Centre for Business Ethics and Corporate Governance organised a Webinar on the topics, "Insolvency of Corporates - Corporate Governance Issues or Ethical Issues?"

LIBA conducts National Seminar on "Technology for Women Entrepreneurs"

Loyola Institute of Business Administration (LIBA), Chennai conducted a National Seminar on 'Technology for Women Entrepreneurs' on 05th October 2020 in association with Indian Council of Social Science Research (ICSSR). It was conducted in the premise of Loyola Higher Secondary school, Kuppayanallur, a rural village near Uthiramerur. 60 widows participated in this seminar.

Dr. C. Joe Arun SJ, Director, LIBA inaugurated the National Seminar by watering a plant virtually. In his inaugural address he emphasized on the role of women as change agents and catalysts for socio-economic progress. Highlighting the urgency of women empowerment, he engrained the curiosity on improving livelihood opportunities for rural women through the use of mobile phones and internet facilities. He said, "Such seminars should take us forward in generating innovative thoughts, imagination and new possibilities for development. All that required is change of our perspective." Later, Dr.Siluvairaja, Centre Head, C.K. Prahalad centre, interacted with the women and shared the intervention strategies of the center.

Fr. Dominic Jayakumar, coordinated the program and Dr.P.R. Nisha, Dr.K. Devaki, Mr. Edin were among the resource persons who delivered strategies for rural economy and women empowerment. The participants learnt about livestock rearing- especially cows, disease control, fodder management, fertility, marketing and value addition. The women were encouraged to make cow-rearing, goat farming and poultry farming more profitable through the use of social media and internet and creating jobs even during the times of COVID and slowdown. Without being trapped by money-lenders, the poor can manage financial contingencies by selling a few goats. They were educated on UZHAVAN app to increase the awareness of various government schemes, availed through the app.

Fr. Devasagayam, SJ, Superior and correspondent of the school and all the participants profusely thanked the Director, LIBA for organizing the National



Seminar continuously in this rural village for the past one decade. Dr. B. Aiswarya, who played a pivotal role in planning and executing the seminar in the school received accolades from the delegates and participants.



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 November issue is **Talent Density**. 'The business landscape has changed fundamentally; tomorrow's environment will be different, but no less rich in possibilities for those who are prepared. It is increasingly clear that the current downturn is fundamentally different from recessions of recent decades. We are experiencing not merely another turn of the business cycle, but a restructuring of the economic order,' says The McKinsey report.

So tell us how you cope/adapt/emerge taking your field of work and suggest ideas and brainstorm to speak to your junior business leaders on the trends the future holds.

Please contribute your thoughts and insights by 30th November 2020 to 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

Feel free to update your contact/job details on the Alumni portal <https://alumni.liba.edu/>

MANAGEMENT MATTERS

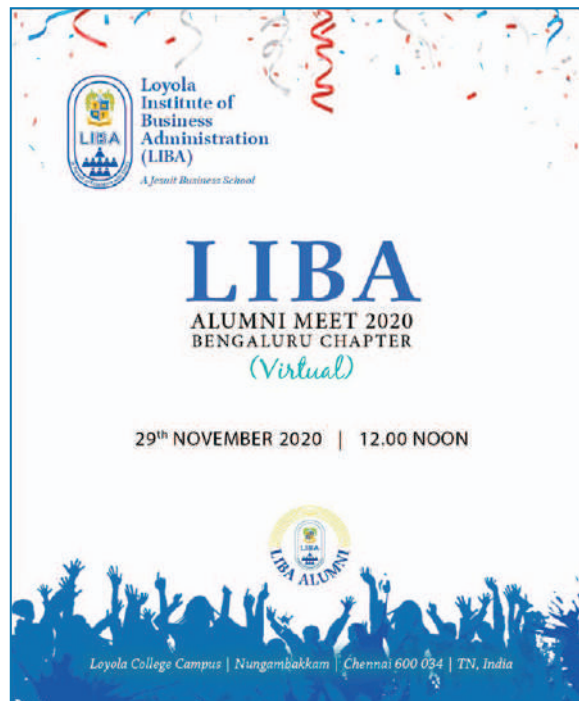
Call for Papers

LIBA published the in-house bi-annual peer reviewed journal "Management Matters" (Vol. 17, No. 2) on 30th September, 2020 with a focus on the theme "Sustainable Businesses for Inclusive Growth: Perspectives and Challenges". Further, LIBA invites research papers, case studies and book reviews on the theme of "The Business Not Usual: The New Normal of the Market in the Post-COVID World" for the journal (*Management Matters*, Vol. 18, No. 1) to be published on 1st April, 2021. For further details please contact the Associate Editor at journal@liba.edu.



Upcoming Events

S.No.	Forthcoming Annual Chapter Meet	Date (tentative)
1.	Bengaluru	29th November 2020, Sunday
2.	Mumbai	23rd January 2021, Saturday
3.	Annual Alumni Congress	6th February 2021, Saturday
4.	Kerala	13th March 2021, Saturday



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.