

# GREAT K O N N E C T



# Editorial

Dear Great Laker,

Warm Greetings!

We are thrilled to get to you the January edition of Great Konnect.

With the Annual Alumni Meet being a grand success, we thank each and every alumni who made it to the event in midst of their busy schedules. Mumbai chapter of GLIMAA was launched officially at worli on January 19, 2017.

Number of events have taken place since the last edition of Great Konnect including NASMEI, Alumni meet. There are some success stories from the alumni and the students as well. Kindly read the magazine to know details about the events and more.

Please feel free to send your feedback and suggestions in order to make Great Konnect a better effort to connect with you!

Have a great read ahead!

ALCOM

Great Lakes Institute of Management

## Important Announcement

Going forward, requests from Alumni for Issuance of Attested Transcripts, Duplicated transcripts, Bonafide letter, Collecting original transcripts & Background Verification will be handled by the Centralized Academic Admin Department of Great Lakes (CAA). We kindly request you to send any such requests to: [caa.helpdesk@greatlakes.edu.in](mailto:caa.helpdesk@greatlakes.edu.in)

# Director's Column

Dear Great Laker,

Greetings from your Alma Mater !

I am happy to connect with you once again through this dedicated Alumni Newsletter-Great Konnect.

I am delighted to see the alumni movement getting stronger by time with the alumni meet seeing unprecedented involvement from the alumni and the students and made it a great success. With the GLIMAA Mumbai inauguration and GLIMAA chennai chapter meets, we are getting bigger and stronger. We are providing great value to the alumni community and building better relations.



I urge the alumni who could not be part of the alumni meet to come forward and participate in the regional chapters and make this movement much stronger than it is now. Looking forward to seeing you all yet again in the campus.

Another way to stay connected with fellow Great Lakers is the Alma Connect platform. Login/register in the Alumni portal at [www.great-lakes.almaconnect.com](http://www.great-lakes.almaconnect.com)

Please feel free to write to me with any news and we will be very glad to include them in Great Konnect.

Happy reading and with best wishes !

Prof. T. N. Swaminathan

Great Lakes, Chennai

# ALUMNI ACHIEVEMENTS



January 12, 2017: Great Lakes alumnus Mr. Sabarinath Nair's (PGPM 2008) company Skillveri Training Solutions Pvt Ltd, a Chennai-based training simulator maker, raises Rs 8 crore (\$1.1 million) in its Series A round of funding led by global philanthropic organisation Michael and Susan Dell Foundation. Skillveri Training Solutions Pvt Ltd

To know more, please click: <http://www.vccircle.com/news/technology/2017/01/12/training-simulator-maker-skillveri-raises-series-round>

## ALUMNI OF GREAT LAKES' INTERACTION WITH CEO OF AMBA



November 23, 2016: Mr. Andrew Main Wilson, CEO of AMBA (Association of MBAs, UK) interacted with the students and alumni of Great Lakes during his recent visit to the campus. More than 20 Alumni from different courses and batches attended the interaction which ended with a dinner meet. Mr. Wilson and his team apprised Great Lakes community about AMBA Membership and benefits extended to colleges accredited by them.

# GLIMAA MUMBAI LAUNCH



Great Lakes Alumni Associations Mumbai chapter was inaugurated officially on January 19, 2017 at BBQ Nation, Atria Mall, Worli, Mumbai. Prof. Bala V Balachandran, Dr. Vaidy Jayaraman & Dr. Himadri Das from Gurgaon graced the occasion which saw participation from more than 40 alumni in and around Mumbai. Uncle Bala formally inaugurated the chapter and spoke about his aspirations for the alumni community and Great Lakes in the future. The event was a grand success and we thank all the alumni who participated in the event. Updation and public availability of Mumbai alumni database, region specific alumni meetings and industry specific sessions are some of the activities that are being planned for this year.

All alumni in Mumbai are welcome to participate and contribute to the chapter. To know more about the chapter and its activities in the near future, kindly get in touch with any of the office bearers mentioned below.

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# ANNUAL ALUMNI MEET



The Annual alumni meet was held on 21st and 22nd January, 2017 at the institute's campus at Manamai. With the motto "Connect, Create and Communicate", this was a great event conceptualised from the inputs of the alumni all over the world and with no doubt turned out to be the best so far.

The ALCOM team assimilated all inputs from the alumni and gave us an event which had the right mix of humour entertainment and some gyaan. The two-day meet witnessed the participation of alumni from various parts of the country. A number of alumni visited the campus with their families making the event all the more interesting. The events began with an ice-breaker session for alumni to facilitate interaction between alumni from various batches.

Following the ice-breaker session, the Meet was officially inaugurated by Dr. Bala V balachandran, Prof. T. N. Swaminathan and Dr. Vaidy jayaraman. Welcoming everyone at the inauguration, Prof. T.N. Swaminathan said briefed about the alumni community and its presence globally. It is overwhelming to know that in a short span of time, Great Lakers globally are more than 5000 in numbers spread across 30 countries at various postions. There are 50+ startups conceived by the alumni of Great lakes institute of Management. Prof. Swaminathan also applauded the several achievements of the alumni in both corporate sector and entrepreneurship including 50 + start-ups. meets in different parts of the country and abroad.

Uncle Bala said that he is delighted over this yearly activity of connecting the vast alumni network of Great Lakes. Pointing out how alumni of Great Lakes have played a major role in making the institute one of India's top 10, he said he was pleased with the increase in the number of alumni turning into successful entrepreneurs every year. "You are focusing on becoming job creators and thereby making this country and the institute proud", he said. He also commended the efforts of the GLIMAA members who have made it to a point to hold periodic regional meets, most of which was attended by him. the meets were not only organized in India by in places like Chicago, Singapore and Dubai.

Speaking about the various developments in the alumni front, Dr. Vaidy jayaraman, Associate Dean, Great Lakes Institute of Management, Chennai pointed out the various initiatives taken by Great Lakes Alumni Association across its regional chapters and how it has helped toenrich professional networking amongst the alumni. He also added that the faculty and the alumni have together contributed towards making Great Lakes a global institute.

Soon after the inauguration, the students gave their seniors a surprise with a Flash mob with foot tapping numbers. The energy in the place was unbelievable and the spirits were too high that each and every person in the room felt like they are back in their college days. This was followed by a sumptuous lunch and some more events that never let that energy go down for the entire day.



Apart from the formal sessions, the event was planned to be a perfect blend of informative informal sessions that the alumni can enjoy and benefit at the same time. The stand up comedy by Pushkar Bendre had everyone in splits and got the crowd going. The performance included various puns and jokes from life at Great Lakes which made it not only funny but also very relatable and rekindle the memories from the past. It was followed by an informal discussion on offbeat career choices when three of our alums who chose different career paths such blogging, stand up comedy and enlightened the audience with the story of how their career has shaped up despite choosing the path less travelled. The quiz conducted by Mr. Ramesh Natarajan, another alumni of Great Lakes was as thrilling and enjoyable as any competition as all alumni want-

as all alumni wanted a taste of victory and got competitive. The questions were brilliantly framed around things that happen and related to Great Lakes institute of Management. The gala dinner in the evening provided a great opportunity to network and had some amazing performances by the students of Great Lakes. The dinner also saw a power talk by Mr. Anantha Ramakrishnan, Vertical Head - EEIT Global Data Insight and Analytics - Ford Motors, Chennai, who shared his expertise on Analytics in a session titled "Analytics impacting business landscape". The second day of the event was also filled with fun activities. The day started with alumni Kartik Kanna, Nikhlesh Murthy presented their travel stories with fellow travelers and others which was truly inspirational and informative stimulating everybody's travel desires. It was followed with a treasure hunt event and a sports match before the event came to an end with lots of memories rekindled and new memories formed.

View all pictures of the alumni meet in the following link: [https://drive.google.com/open?id=0BxS\\_Jkpo5lRkU05tampUYk1jXzA](https://drive.google.com/open?id=0BxS_Jkpo5lRkU05tampUYk1jXzA)



# NASMEI 2016



Dr. Suresh Ramanathan addressing the gathering

10th NASMEI (North American Society for Marketing Education in India) annual conference was organized in the campus on December 23rd & 24th, 2016. The two day conference began with the inaugural ceremony presided by the key note speaker Dr. Suresh Ramanathan, David R Norcom'73 – Professor at Mays Business School, Texas A&M University.

Around 120 delegates comprising of professors and doctoral students from leading national and international schools like University of Kansas, Texas A&M University, Curtin University- Australia, University of Arizona, Washington University, Penn State Abington, IIMs, IITs, ISB – Hyderabad, SIBM, NIT, participated in the event and will be presenting their research papers. Welcoming the gathering over a live video conference and highlighting on Great Lakes plans in terms of Research, Uncle Bala said that Research is more important in any marketing field.

key note Speaker Dr. Suresh Ramanathan, David R Norcom'73 – Professor at Mays Business School, Texas A&M University spoke about the future of consumer behaviour and the strong need of being innovative in research, he said that the biggest dilemma that researchers around the world today face is the fear of being seen as not innovative enough and hence it is imperative that we address this issue. Further talking about why it is important to be innovative researchers, Mr. Suresh Ramanathan opined that it's the only way research scholars can survive.

The 10th NASMEI Conference had insightful research papers presented on the evolving trends in Marketing across various industries and countries.

The presentations included diverse marketing topics like Nostalgia Advertising and Consumer-brand Relationship, Exploring the influence of online pricing strategies, Emotional intelligence on Marketing, Machine Learning Approaches to Modeling Category Sales, Employee Brand Equity, consumer arbitration among many others. The event also offered delegates with the best networking opportunities, Q&A's with guest speakers and open discussions, thus contributing to everyone's learning.

A unique feature of this year's conference is the doctoral workshop conducted by eminent researchers (Arvind Rangaswamy - Penn State; Nanda Kumar - Univ of Texas, Dallas; Pradeep Chintagunta - Booth School of Business, Chicago and Vithala Rao - Cornell University)

Topics covered during the workshop include structural models in marketing, estimating discrete-choice models, logit models of brand choice, marketing analytics using cluster analysis, discriminant analysis and logistic regression. The researchers were also exposed to discussions on what it takes to do quality research and publish in top-tier journals. SAS and R statistical programming software were used to demonstrate and learn the various data analysis techniques. The takeaways from this 5-day intensive workshop would help the serious researcher to understand the contemporary issues and developments in marketing and analytics and help them engage in doing quality research work.



Dr. Pradeep Chintagupta talking to students in the Doctoral workshop



*Chennai-based Great lakes Institute of Management's course curricula are ahead of the curve, yet rooted in Indian traditions.*

by Venkatesha Babu



GREAT GOING: A class in progress at the Old Great Lakes saidapet, Chennai campus

Not many have worn the entrepreneurial hat at 67. But for Bala V. Balachandran, the decision to turn 'edupreneur' in 2004 with Chennai-based Great Lakes Institute of Management was irresistible. "I had to sell my house to set up the institute," says the now 79-year-old. Balachandran, a Kellogg Distinguished Professor of Accounting and Information Management at Northwestern University, Illinois, US, is also credited with giving shape to Management Development Institute in Gurgaon and Indian School of Business, Hyderabad.

Great Lakes has taken great strides under the guidance of 'Uncle' and former students vouch by his

contribution to their lives. "The institute honed my leadership and entrepreneurship skills, and taught me the essence of people management," says Prachi Garg, who runs a travel planning portal Ghoomophiro.com and has authored a book Super Women.

**Networking is Key:** Balachandran, who shuttles between India and the US, says management education is undergoing a massive shift. "Therefore, we continue to craft cutting-edge curricula around machine learning, neural networks and artificial intelligence."

A former managing director of Tiger Global's India operations, Mohan Lakhamraju, runs the day-to-day operations as the Vice Chairman and CEO. Lakhamraju, an IIT-Bombay, Stanford, and University of California, Berkley, alumnus, was always passionate about the education sector and its ability to impact millions. "Prof 'Seenu' Srinivasan (Balachandran's brother) who taught me quant at Stanford put us in touch and we decided to join hands." The two complemented each other well. "My net worth is my network. Mohan brings youthful vigour and dynamism," says Balachandran.

"Our average placement salaries for the one-year programme was Rs 12.2 lakh and for the two-year programme it was Rs 9.11 lakh." More and more companies from other sectors such as auto, pharma, investment banking, fast-moving consumer goods and telecom are hiring.

**High on Agenda:** The institute boasts a 27.5-acre green campus in Chennai. "We have provided world-class facilities," says Balachandran. GL also runs a smaller campus in Gurgaon, which offers a unique programme in energy management. Lakhamraju says



*"We craft cutting edge curricula around machine learning, neural networks and artificial intelligence"*

## Global Outlook, Indian Roots

Balachandran, who believes in value-based education, has structured courses that are ahead of the curve, yet rooted in Indian traditions. Jayaram Rajaram, Managing Partner, Brilindia, and a former student of GL, says: "We had a faculty and student-mix that was better than the best B-schools. I had phenomenal takeaways in finance, marketing and strategy, but what impacted me most were the karma yoga and nishkama karma courses." GL had initially launched a one-year Post Graduate Programme in Management. Today, it also offers a two-year Post Graduate Diploma in Management approved by All India Council for Technical Education, and has about 800 students. One-third of the students is women. The institute also offers online

the aim of the institution is to "neither create extremely small islands of excellence or a large ocean of mediocrity".

Balachandran is planning a campus at Sri City in Andhra Pradesh. "I worked closely with Chandrababu (Naidu) while setting up ISB. I could not say no, when he asked us to set up our institute in his new state." He also does not rule out future expansions to other cities. "I keep telling my students to focus on LSD - Lakshmi for wealth, Saraswathi for knowledge and Durga for courage." The mantra seems to be clearly working for the institute.

*This Article appeared in Business Today Magazine on December 04, 2016)*

# STUDENT ACHIEVEMENTS

## Great Lakers win 3rd prize at the “TechnalytIQs – The Quest for Ultimate Business Brainiacs”



Suhrud Patwardhan

Balaji Iyer

Great Lakers Balaji Iyer and Suhrud Patwardhan (PGPM 2017) win 3rd prize at the “TechnalytIQs – The Quest for Ultimate Business Brainiacs” organized by Dell Performance Analytics Group (PAG).

Balaji and Suhrud competed against 300+ student teams from various colleges and sealed their position into top 3



ANITHA KRISHNAKUMAR

S JAYASHREE

## Two teams from Great Lakes among the Top-5 in Business Line’s BLoC Case-study contest.

Two teams from Great Lakes among the Top-5 in Business Line’s BLoC Case-study contest. Titled “Can Micromax max it again in the Indian market?”, the teams from Great Lakes were the second and third runners up.

Anitha Krishnakumar and S Jayashree - Second Runner-Up  
Sanchit Thareja and Suveer Vidyarthi - Third Runner-Up



SANCHIT THAREJA

SUVEER VIDYARTHI

Details of the contest and the case-study are available in the below link:  
<http://www.bloncampus.com/case-studies/>

# GREAT KONNECT



GROUPS

CHENNAI

BENGALURU

MUMBAI

DELHI

GROUPS

HYDERABAD

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UAE

PAGES

GREAT LAKES ALUMNI

GLAA—CHENNAI

BUILD

THE FAMILY!

<http://www.greatlakes.edu.in/pgpm-talent-listing/>

## ASSOCIATIONS



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