

### All India Conference for Teachers

Prof. Dr. Rajagopala Nair was the invited resource person for the All India Conference for teachers organised by the Education and Research Centre, Bharatatiya Vidya

Bhavan on 29<sup>th</sup> December 2017. The topic was 'Commerce Education and its relevance in present day context'.



### Research Presentations & Publications by Faculty Members

1. Mr. Girish S. Pathy presented a paper on "Utilitarian Perception of Gold by Women-A Perception Mapping of the Women in Pre and Post Globalisation Era" at International Conference for Commerce and Busienss hosted by University of Kelaniya, Srilanka on 17<sup>th</sup> November 2017.
2. Ms. Rohini S. Nair presented a paper titled "Understanding the Relationship between Self-Efficacy and Workplace Spirituality: The Moderating Role of Knowledge Sharing Intention" at the 17<sup>th</sup> International Consortium of Students in Management Research organized by Indian Institute of Science, Bangalore on November 20-21, 2017.
3. Ms. Rohini S. Nair and Smitha Rajappan presented a paper titled "The Role of Workplace Spirituality and its Dimensions in Breaking the Climate of Silence" at the 5<sup>th</sup> PAN IIM World Management Conference held at IIM Lucknow from 14<sup>th</sup> to 16<sup>th</sup> December 2017.
4. Ms. Smitha Rajappan presented a paper titled "The Effect of Organizational Silence on Work Engagement and Job Embeddedness" organized by Indian Subcontinent Decision Sciences Institute and IIM Trichy held at IIM Trichy from 27<sup>th</sup> to 30<sup>th</sup> December, 2017.
5. Ms. Rohini S. Nair presented a paper titled "Workplace Spirituality - A New Paradigm for Knowledge Sharing and OBSE: Role of Locus of Control" organized by Indian Subcontinent Decision Sciences Institute and IIM Trichy held at IIM Trichy from 27<sup>th</sup> to 30<sup>th</sup> December, 2017.
6. Ms. Deepa Unnithan published her research work on "Individual Marketing Orientation-A Challenge to the Implementation of Startup India " in the

conference proceedings of International Conference for Commerce and Busienss hosted by University of Kelaniya, Srilanka on 17<sup>th</sup> November 2017.

7. Ms. Deepa Unnithan published her research paper, "Management Competencies For Startup Scalability: Perspectives of Experienced Entrepreneurs" in International Journal of Management and Economics Invention, Volume | 3 | | Issue | 11 | | Pages-1365-1370 | | Nov.-2017 | | ISSN (e): 2395-7220

**CUSAT MBA @ Bhavan's**

**Bhavan's**  
Royal Institute of Management  
Tripunithura, Kochi - 682305



**Highlights**

- # Affiliated to CUSAT
- # Managed by the Bharatiya Vidya Bhavan
- # Under the same management as S.P.Jain Institute of Management, Mumbai.
- # Excellent Placement Records
- # Separate Hostel for Boys & Girls
- # State of the Art facilities

**MBA Admissions 2018**

**Final Year Degree Students Can also Apply**

Contact : 9847333061  
0484-2775437  
www.brim.ac.in  
Follow us on Facebook  
- Bhavan's Royal Institute of Management -  
Bhavan's B-School

### Brand Refresh of Bhavan's Royal Institute of Management

Bhavan's Royal Institute of Management was set up in 2002 and since then has made a mark of its own with holistic educational practices by contributing competent management graduates driven by global outlook and rooted in magnificent Indian values. To stay true to our vision to be amongst the internationally acclaimed business school in India, nurturing global business leaders who can contribute to nation building, upholding the value system of Bharatiya Vidya Bhavan, we are embarking on a brand refresh, because the only thing that is constant is change.

Sri. Ramankutty Warriar, Director-Bharatiya Vidya Bhavan - Kochi Kendra released our refreshed brand identity, which includes new logo, colors, and font. The Director elaborated on the elements, and how the same reflects the deep association of Bhavan's Royal Institute of Management, with its parent institution, Bharatiya Vidya Bhavan. The new logo, rooted on the inimitable value system of Bharatiya Vidya Bhavan, uses the color purple, reflecting nobility, royalty and ambition. It was also decided to replace the acronym 'BRIM' with 'Bhavan's B-School' henceforth.



### Bhavan's Floreecer - 2017

'Bhavan's Floreecer' was a one day intercollegiate management event for UG students organized by the Bhavan's B-School on 19<sup>th</sup> December 2017. Floreecer was a platform to unleash their latent management aptitude through "Introspect-The Budding Managers" game and

"Inquisite-The Quiz competition". The event witnessed enthusiastic participation from colleges in and around the city of Cochin. The 1<sup>st</sup> and 2<sup>nd</sup> Prizes for "Introspect - The Budding Managers" were bagged by St. Teresa's College, Ernakulam. The 1<sup>st</sup> and 2<sup>nd</sup> Prizes for "Inquisite-





The Quiz competition" was won by UC College, Aluva and St. Pauls College Kalamassery respectively.

The valedictory function was held in the afternoon with Sri. E. Ramankutty, Director, BVB, Kochi Kendra as the Chief Guest. Prof. (Dr.) Rajagopala Nair, Dean, Bhavan's Royal Institute of Management, welcomed the gathering. The prizes were given away by Sri. E. Ramankutty, Director, BVB, Kochi Kendra.

### World Accountancy Education Day Celebration-2017



The Accountancy Education Day was celebrated on 10<sup>th</sup> November 2017 by Bhavan's College of Arts and Commerce. Prof. (Dr.) Rajagopala Nair, Dean-Bhavan's Royal Institute of Management was the Keynote Speaker

for the programme. The programme was inaugurated by Sri.Venugopal C. Govind, Chairman-Bhartiya Vidya Bhavan, Kochi Kendra.

### Rotaract Club of Bhavan's Royal Institute of Management

The installation ceremony of the Rotaract Club of Bhavans Royal Institute of management was held on 14 December 2017. Prof.(Dr.)Rajagopala Nair, Dean, welcomed the gathering. Rtn.Venugopal Menon was the chief guest on the occasion who inaugurated the club. As an official introduction, Rtn. Kishore presented a brief report on the various activities organized by the club and administered Rotaract oath to the new

Rotaractors and wished them with bright future. Arabind Chandra Shekar, the president of Rotary, acted as the Installation Officer at the function and he installed Mr. Adith Chand of MBA 4th semester, as the president of Bhavans Royal Institute of Management for 2017-18, who in turn installed the office bearers for the year. The key note speaker Rtn. Meena Viswanath, elaborated on plethora of service opportunities the management



### Christmas Cheer for Tabitha Old Age Home by Bhavan's B-School

X'mas is the time of God showing His great love for us. It can be a time of healing and renewed strength. The spirit of Christmas was shared with the inmates of Tabitha Old Age Home, by organizing a Christmas celebration. The staff and students visited the home, sang carols, shook a leg and treated their elderly friends to Christmas treats, all in the spirit of Christmas. Christmas gifts were given to the inmates by our students. The day ended up being amongst the

most memorable days in the life of both the inmates and Bhavanites. It was really a heartwarming learning experience for the members of Bhavan's to visit the old age home and interact with its inmates, as they realized elders are the real assets of every family. They became aware of the joy of serving as well as internalized the predicaments and problems of society which every human being should be empathetic.



### Snowflakes-The Christmas celebration

This year also, Bhavan's B-School celebrated the spirit of Christmas with Joy and Cheer. The festivities included Christmas carols and delicious cakes. We also had Santa Claus joined the celebrations and

exchange of gifts among Christmas friends. The celebrations culminated with Christmas feast at the College canteen after which the students left homes for their Christmas vacation.



### Orientation Programme by the Dean

Prof. (Dr.) Rajagopala Nair, Dean, Bhavan's B-School, was the Resource Person for the orientation programme for college teachers at the Academic Staff College, University of Calicut on 2<sup>nd</sup> December 2017.

