

Connect

SITM's Corporate newsletter

Communique '14 and its success.
Connexion and the biggest connections
Sparsh a thousand lives

SITM Rated Best Telecom B-School in the country

Issue 2

THEWEEK hansa research



Ranked in Top 40
Private B-Schools



Ranked 14th in
West Zone

**competition
success** review



Ranked in Top 20
B-Schools for Excellence

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Conference



Symbiosis Institute Of Telecom Management
(A CONSTITUENT of Symbiosis International University)



Director's Keynote:



Symbiosis Institute of Telecom Management (SITM) is the pioneer institute, founded in 1996 and since then the institute has provided excellent talent pool to the telecom and ICT industry and also to the other companies who have been part of the evolving ecosystem of telecom and IT in India and outside. The institute over the years has established strong connections with the companies globally. SITM continues to reach out to experts in the industry for seeking their participation in various events (panel discussions, workshops, guest lectures, seminars, etc.) but I personally feel that the time has come for SITM to have a multi-faceted relationship with the companies. This will involve jointly working on projects, internships, publications, exchange programs, and sabbaticals for the faculty as well as employees in companies. This will help both the parties in understanding each other better for creating a win-win scenario.

I personally visit several companies every year and enjoy immensely the kind of an interaction I have with the company officials. I learn a lot about the other side during these interactions which helps us at SITM in making necessary adjustments in the curriculum to keep it highly industry relevant. I intend to strengthen this initiative by seeking active participation of experts in the advisory council of SITM. Team SITM will continue to build even stronger relationship with the Corporate India and seek guidance, advice, suggestions for taking our relationships to the next level.

I wish lots of luck to the CSC team at SITM for connecting and integrating SITM with the Corporate India and outside. I will support this team every step of the way in this initiative and look forward to the next issue of the newsletter.

Prof. Sunil Patil
Director - SITM

CORPORATES AT SITM

MR. MONARK VYAS, GLOBAL SALES HEAD AND ANALYTICS, ACCENTURE DIGITAL



Mr. Vyas began the session by explaining the meaning of 'digital' and presented some interesting facts about the current marketing situation. The concept of ROBO i.e. 'research offline buy online' was explained. He emphasised on the fact that customers want services at the speed of light and hence it is important for retail stores and various other companies to go DIGITAL and be proactive on social media. Major trends of the digital world were discussed. The Accenture team addressed the queries of students thereafter. Students whole heartedly participated in various competitions and won Accenture goodies. The

session also had a quiz round and Ipods were given to the prize winners.

MR. SUMIT VERMA, ASSOCIATE, GSS INSIGHTS, FACEBOOK

Mr. Sumit Verma is an alumnus of SITM, hence it was a moment of pride for the students to be able to interact with him. He explained the differences between traditional and social media. He also spoke about ads and promotional pages on Facebook and what can be done to boost ones marketing skills on the platform. Students asked queries related to uploading videos, photos and posts on Facebook. He inspired students to follow their passion and be ready to be a risk taker in life. Students were motivated to pursue a career in the digital world.



NILADRI DUTTA, CUSTOMER PRINCIPAL - CONSULTING AND PRE-SALES - RMEA OC DRIVER ERICSSON AB

Sir is an esteemed alumnus of SITM. The session was conducted with the purpose of making students comfortable in the system as well as gearing them up for the upcoming challenges. He explained the objectives of summer internship to the first year students and cleared queries related to placements to the second year students. Various domains and job profiles were discussed, this helped students to have a better picture of the ICT industry. The session was very inspiring, as he encouraged students to learn and absorb as much as possible in their internships and two years of MBA. He also gave advice on how to choose the right career path and excel in whichever field you choose.



Digitalis, the panel discussion on Digital Marketing gave an insight on the current happenings of the digital world.

Events



Connexion'14, the *Annual Management Conclave* was on 2nd August, 2014. Latest business thinkers, corporate leaders, cutting-edge practitioners and eminent personalities from across verticals gathered on one platform to explore and discuss various strategies, challenges and opportunities for successful transformation towards excellence. The theme was "Culture and Communication: Positioning for future" which gave insights on how leadership and strategy plays a significant role in planning, executing and managing transformation. The key elements of the discussion were 4P's (People, Planning, Prospect and Performance). Mr Sandeep Bangia, Marketing Head of Idea cellular Ltd. was the chief guest of the HR event. Industry stalwarts from various companies such as LAVA, Zomato and Infosys etc. discussed plethora of strategies that keeps organizations agile and more flexible in adapting to a dynamic business environment. They also focussed on how to identify challenges and opportunities in fostering the change for further business growth and agility, how to learn effective communication skills and implementation of two way communication channels to drive enhanced workforce performance. Connexion symbolizes an idea to connect with corporates and utilize the forum to exchange ideas of today and the realities of tomorrow.

Communique, the flagship event of SITM witnessed its 17th year of grand success and 4th year as the *International Telecom Seminar*. The theme for this year was "**Transforming communication: Exploring contemporary business realms**". The event was organized on 19th and 20th September. Mr. Balakrishnan Shanmugham, Global Delivery Head-Communication Business Unit-Cognizant was the respected Chief Guest and Mr. Anurag Walia, VP Tata Communications was the Guest of Honour. SITM welcomed distinguished guests like Mr. Harshvardhan Lale from PWC, Mr. Madhukant Patel from ISRO, Mr. Anupam Dikhit from Twitter and many more giving their valuable insights on various dimensions of the evolving ICT industry. The topics for panel discussions were, "The next

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INTERNATIONAL TELECOM SEMINAR

frontier of conjugation-from internet of people to internet of everything", "Beyond technological horizons-embracing customer apprehensions for 4G", "Expounding communications-Unlocking the potential of analytics for Business Intelligence", "Future information convergence systems-Multimodal mobile & ubiquitous services". Students from various colleges of the city came to gain knowledge as well as got their questions answered by the esteemed panelists. The event concluded by Director's address, appreciating the hard work put in by the seminar committee with the hall echoing with applause.



Research Projects

At SITM, Research projects are conducted by the Faculty which act as a guiding light for the Telecom industry in India. One of our most experienced faculty Dr. Sujata Joshi is well known for the quality of Research Projects undertaken by her. She is currently working as Associate Professor (Marketing) with Symbiosis Institute of Telecom Management. An MBA and PhD in marketing, she has a rich experience of 18 years which includes academics as well as industry experience. Her research areas include Customer experience, Customer engagement, Strategy, Business Analytics, Social media, Churn management, Retail management and Consumer Behaviour. She has published many papers in journals as well as conferences in the above mentioned areas. She won the best paper award for her paper titled, "Enhancing Customer Experience using Business Intelligence Tools" presented in the International conference (SIM-SAARC) on Shaping the Future of Business and Society She has also undertaken marketing related consulting assignments on Customer experience, Retailer loyalty, VAS, and B2B sales for telecom companies. Below is the list of a few of the several projects undertaken by her recently.

Topic	Students Working on the Project	Company association
Customer experience for CSP's	Arindom Roy, Kiran Raikar, Jyoti Saini, Refad Shivani, Rohan Athnikar	Dr Sanjay Bhatia (Amdocs)
OTT Monetization Strategies	Sumit Gandhi, Shubham Purohit, Chintan Dharmani, Tanu dewan,	Mr Sohag Sarkar (KPMG) as industry mentors
Transforming Telecom Business: Scaling the Shift Using Predictive Analytics	Rohit Dalal	Mr Visahl Jain (E&Y), Mr Jayendran (E&Y) as industry mentors
Business analytics to understand customer expectations of senior citizens regarding smartphones.	Arindom Roy, Dikshit Thakkar, Anish Banik Gagan Deep Arora, Pallav Parashar	-
Case Study on Technex Technologies: Value Creation in the mobile application market.	Saurabh Saxena, Tanmay Satpathy	Anshuman Sen, Sachin, (TechNex Technologies), Prof Potdar (Curtin Uniiversity, Australia)
Mergers and acquisitions in telecom	Kumar Ashish, Sushant kohli, Rohit kumar Ranjan, Shanmukh Yenkala, Suvarna Manche, Vijaykamal Pallod	Akbar Boghani (Independent Consultant as industry mentor).
M2M	Arindom Roy, Mohit Chandwala, Shreyas Palsule, Gaurav Mantri, Suchita Paranjpe, Kajal Dasani.	Mr Vijayanand (Wipro Technologies) as industry mentor
Analysis of the innovative strategies for value creation in the smartphone market: A case study approach using blue ocean framework.	Saurabh Saxena, Juhi Trakas	-

The Perfect **HOME**COMING this time!



"Like Branches of a tree we may grow in different directions, yet our roots remain as one!!"

We loved the time spent here, and we had a tough time leaving what we called 'home'. They said time flies, but time stayed and we went, to paths carved by destinies taking us far apart. Friends, Canteen, Patch-ups and Break ups, Exams, Assignments, Bunks, Facebook and YouTube. While we never realized, we created memories for a lifetime. Now we return back to recreate and relive those happy days!!

HC'14 began on a high! The positive vibes and a splendid aura in the campus set a perfect stage for the first-of-its kind event since the inception of SITM! It was celebrating 18 glorious years with our meticulous and ardent alumni who continue to make a mark in the industry and being beacons of SITM in Global Telecom and ICT industry.

The three day event began on the 12th September evening with a bonfire night. The glowing fire under the tree, under the dark sky we began! The moments once spent together were awakened to life! The lost conversations revived!



The Day 2 had a plethora of events which began with unveiling our computing lab facilities to the students of the ZP school, Susgaon to teach them basic Computer Sciences.

We had a Faculty Interaction for our Alumni to take them back to their classroom session to mark them "Present" all over again.

A Student Interaction was also planned to help the budding Techno-Managers get wishful insights from our esteemed Alumni and the Alumni equally enjoyed answering and taking discussions forward with the young enthusiastic crowd.

The evening was all gala with Pune' Reconnect Chapter and thus... with a wonderful blend of Corporate Interactions and Nostalgic conversations... Day 2 made beacons rise high and raise a toast to the First Chapter of Homecoming @SITM

SPARSH A THOUSAND LIVES

Blood donation drive

Symbiosis Institute of Telecom Management organizes a blood donation drive each year on 31st July, which falls on the birthday of Dr. S.B. Mujumdar, President, Founder, Director, Symbiosis Society. The blood donation camp is organized by the S.P.A.R.S.H committee in collaboration with Symbiosis Centre for Health Care (SCHC) and the Jankalyan Blood Bank. This year more than 750 students took part in the blood donation camp which was inaugurated by Dr. Sunil Patil, Director SITM. The S.P.A.R.S.H team also organizes various campaigns, flash mobs and awareness



programs to encourage and create awareness about blood donation, which can indeed save a person's Life.

UTSAV

Symbiosis Institute of Telecom Management celebrated "UTSAV" on 30th September, 2014 with great enthusiasm. The one day gala event was organized by SPARSH, just before Diwali, by setting a stage for five NGOs in Pune (Seva Sahayog,

Maheer, Idea Foundation, Sneha Kshitij and Deep Griha Society) to market their products to the young and enthusiastic crowd at the SIU Lavale campus. Product categories ranged from beautiful diyas, scented candles, jelly candles, trendy jute bags etc to corporate file holders, pens, short diaries, wonderful terracotta show pieces – a perfect blend to cash on the festive mood. As unique the products were, so were its makers, all made by physically and mentally challenged children, and some by blind children too. Team SPARSH achieved a whopping sales of approximately INR 25000 /- , indeed lighting a lamp in someone's life this Diwali!



International Research Conference

Symbiosis Institute of Telecom Management, India a pioneer in the field of Telecom Management in SAARC region, in collaboration with Telecom Ecole de Management, France, an international management school with expertise in science, management and informational technology and telecom had recently organised the first International Research Conference on 16th & 17th January, 2015.



The theme of the conference was:

“Striving for Excellence through Research & Innovation in Management, Telecom & ICT”

The objective of the conference was to gather the researchers across the world on a single platform to share research findings, generate ideas to address key issues and to discover the insights as well as emerging trends in technology and business to deploy commercial plan has been successfully achieved. This definitely helped in expanding knowledge as well as the peer network to generate the new business ideas in collaboration.

The conference proved to be a very rewarding networking opportunity for the authors and participants as well as a great knowledge sharing session. The major verticals of the conference were General Management, Telecom, Information Technology, Finance, Economics, Marketing, Human Resources and Organizational Behaviour. The papers were received not only from India but also from various countries like France, China, UK, Israel, Italy, Dubai and others. About 143 Abstracts were received across the globe on the whole 66 full papers were selected out of which 15 papers were international.

The 1st Day of this 2 day event comprised of several keynote sessions and tutorials delivered by Dr. Bhumika Gupta, TEM, France; Dr. Emmanuel Boudin, TEM, France; Mr. Raju Wadalkar, CTO, Tech Mahindra and Dr. V. Siridhar, IIIT Bengaluru. The 2nd Day began with great enthusiasm. Many authors as well as corporates presented their research papers on various tracks.

3 best papers were selected each from Telecom, IT, OB/HR/GM, Marketing and Finance & Economics tracks in International, Domestic and Student categories. The conference indeed was a collaborative effort of team from TEM, France, SITM faculty, staff and student organizing team.



Upcoming event
TED^xSIULavale
 x = independently organized TED event
 On 21st February, 2015

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