



Connecting Thinkers...

## Editors' Message



Dear Researchers, when we were in school, we were often told by our teachers and parents 'Try, try again, till you succeed'. This was often accompanied by stories or examples of success achieved by a person through consistent efforts and hard work. Over time, we realized that the path to success was often confusing, filled with uncertainties, lined with hardships, as was the definition of 'success'. It was simpler to measure success in marks, ranks, distinctions in school and college. When we became professionals, measuring success was more complex and complicated. Was it in terms of salary structures, or designations, or job profiles, or something else? While a sports person may be seen as successful because of the number of records broken, goals and runs scored and the like, a successful facilitator is seldom known by the pass percentage in her class. We usually define a successful facilitator in terms of students motivated, students who remember her words even after decades, students who feel that she made a difference to their lives.

In research however, success has another definition. Though the ultimate goal is to complete one's thesis/ report and submit it in the stipulated timeframe, does that alone symbolize success? If it is, then why do our supervisors and advisers keep sending us back to the drawing board to re-frame, re-think, re-work and re-write? Though success in research could be viewed as the satisfactory completion of one's work and the award of a degree, there are many successes that one ignores throughout the journey; support of family members even though you were not able to give them enough attention, friendships that last even beyond the years when you were too busy with research deadlines, encouraging words of guides and elders when you were clueless about your work, the sudden 'idea' that springs in your mind at 4 a.m. one morning, meaningful conversations with subject experts where you begin to engage more with your discipline and your area of study, and finally the recognition of your work in national and international forums and among peers. That is when all the hard work pays off.

We all work towards achieving success, thinking, that reaching the goal is what will give us happiness and satisfaction. But we forget to appreciate the journey. It will not be wrong to say that success in research is as much about the journey as the final destination. Though we may be temporarily disheartened by the setbacks we encounter, the learnings, the interactions, the ideas, are all part of a successful research journey. We at Thinklet, wish that each one of our readers have successful research journeys, and that you all ultimately reach your desired goal.

## Achievements

*Ms. Umme Ayman, a fourth semester student in M.Sc. Psychology, has been selected to participate as a Leader of Tomorrow in the St. Gallen Symposium at the University of St. Gallen, Switzerland, in May 2016. Her submission was ranked among the top 100 for the St. Gallen Wings of Excellence Award 2016. Readers would recall that last year, our doctoral student, Ms. Ashwini N.V., attended the St. Gallen Symposium and her idea was voted the best idea. Here is wishing Umme the very best!*

*Dr Reetika Syal, Assistant Professor of Political Science, Centre for Research in Social Sciences and Education, has been selected to participate in a prestigious programme on "Governance and Development in the Age of Globalization", that is being organized by The Brown International Advanced Research Institutes (BIARI), Brown University, Providence, Rhode Island, USA, from 4th to 18th June 2016. Thinklet wishes Dr. Reetika all success at the programme!*

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## GUIDE'S COLUMN

### Globalization of Management Thought and Research: An Appeal for Introspection

Management research is mostly influenced by concepts and principles emanating from the west and is deeply affected by modern scientific methods of empirical validity. It is difficult to understand and explain as to why we study and teach “Machiavelli” and not “Chanakya” in our management institutes. It is equally intriguing as to why we so easily accept labeling/constructs coined abroad, like, emerging economy, bottom of pyramid, empowerment, inclusive growth and so on. So, the limited purpose of this article is to provoke discussion among Indian management scholars to question some of these trends and develop our own approach to deal with such issues. Another objective is to explore possibilities of integrating Indian thought and method in prevalent management research.

We were initially called an ‘underdeveloped’ country, after which we became a ‘developing’ country and more recently an ‘emerging economy’. The third or fourth largest economy in purchasing power parity terms is still emerging and some of the declining and decaying economies have already emerged! Bhutan changed the rules of the game by coining ‘Gross National Happiness’. Why should we accept what is given to us without questions? Are the poor really at the bottom of the pyramid? Should income, wealth and consumption be the only criteria for this classification of humans? When we talk about empowering the ‘poor’ or ‘poor women’, aren’t we assuming that some of us are powerful enough to empower others? Why this arrogance? In ‘inclusiveness’ discussions why are such questions not asked? who will include whom? and with what objective? Should more responsible rural consumers imitate wasteful and unsustainable urban or western influenced consumption pattern in the name of inclusive growth? These dilemmas are not easy to resolve. But we need serious discussion and questioning.

Some research conducted by management scholars on ‘Guna theory’ (sat, raj, tam) of personality and Panchkosha principles of human existence remains unexplored. The state of ‘Nirmal Anand’ might appear to be the ultimate goal but we are still stuck at satisfaction and happiness. Why unnecessarily look for competitive advantage or sustainable competitive advantage when there may be enough opportunity for collaborative growth, co-creation and peaceful co-existence? This is just the tip of the ice-berg, but may be enough to trigger a discussion. A related issue is to look for relevance and impact while evaluating research, rather than western certification. Influencing thoughts to broaden the publication agenda by considering/ including impactful journals rather than being confined to scopes listed journals are the first steps to the change that is necessary in the current times.

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## Curiosity and Change

One of the major goals of education is to use knowledge for further development of the society. When one studies based on his/her interest, the knowledge is more purposeful in its application. Classrooms in the current scenario strive to achieve such motivation in students in which learning can lead to thought at higher levels resulting in creativity and insight. Information that is applied to benefit the society, requires high motivation levels for its achievement. Hence learning based on one's individual interests and inspirations could lead to better quality of inventions for scientific and social change.

*This difference or variance in an individual's drive for knowledge or sensation seeking could be a direct result of one's environment and personality variables*

Curiosity is one such cognitive phenomenon which could motivate or drive the individual to seek more knowledge about the unknown in order to create change and efficiency in his/her current environment. I have always wondered why people have such varied interests and

drives, though they have almost similar origins. This complexity in the nature of human beings has been of interest to cognitivists around the world. An individual's need to know might range from neighborhood gossip to understanding how nuclear reactors are built. This difference or variance in an individual's drive for knowledge or sensation seeking could be a direct result of one's environment and personality variables. The phenomenon of curiosity has received limelight from cognitive and educational psychologists in trying to trace its biological basis and application in the classrooms respectively. Psychological research in understanding motivation and higher order learning can lead to better classroom habits and also make learning applicable to build a better society which works on more efficient processes.

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## Unsung Angels Of Healthcare Value Chain - Nurses

Improving patient experience and engagement has been of priority for every hospital or healthcare system across the world. One area under increased scrutiny is the physical workflow process as it pertains to patient-facing staff, particularly nurses and paramedical staff. Nurses are in the frontline of patient care and have a direct impact on how patients view hospital care. 'Nursing' is an extremely demanding, pious and taxing profession that often leads to issues that directly and indirectly affect the patient care experience, which in turn affects the entire value chain of healthcare delivery. While progress has been made in this area in recent years, research suggests that there are still workflow and safety issues that must be addressed in order to improve frontline performance of today's healthcare professionals, especially in the realm of a nurse's own health.

According to a research commissioned by *Ergotron*, nursing has the third highest reported injury rate of any profession. While common injuries encountered by nurses have been well documented, what has not received attention is how these injuries and discomfort affect patient care. In a recent survey conducted in the UK, a direct link between physical discomfort of the nurse and negative interactions with patients was established.

*Research suggests that there are still workflow and safety issues that must be addressed in order to improve frontline performance of today's healthcare professionals*

When nurses feel that they have done a good job, it improves their quality of care. Conversely, injuries and physical discomfort adversely affect patient interaction. Increased mobility and better workflow design alone will not cure all the problems of the healthcare industry or ensure that every patient experience meets the highest expectations. It will go a long way in improving the working conditions for those on the front lines of the patient/healthcare worker interaction.

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## Infertility: Are You Aware of This?

Human curiosity has made people think beyond the earth and make discoveries for the betterment of life and living. While achievements made are appreciable, humans are also sliding towards physiological abnormalities such as infertility, stress, diabetes, carcinomas, hypertension, obesity and the like. On a serious note, globally, infertility is rapidly growing. Each and every organism reproduces for perpetuation through new generations.

Declining fertility across the species is a global phenomenon. Higher incidence of infertility in human beings and animals is attributed to improper nutrition, personal health practice, environmental contaminants, and the like. Though males and females contribute equally to fertility, my research is focused on the male infertility. Men contribute about 40 % of global infertility rate and a recent study reported a 50 % drop in sperm count in the past 50 years. In India, 15-20% of couples face the problem of infertility. The major male factor influencing infertility is low sperm count or Oligospermia, complete absence of sperms or Azoospermia, poor sperm movement or Asthenospermia, abnormal sperm shape and structure or Teratospermia, and round sperms or Globozoospermia.

*Men contribute about 40 % of global infertility rate and a recent study reported a 50 % drop in sperm count in the past 50 years*

Various physiological and psychological reasons can be attributed to this. Infertility of unknown etiology holds the major share. Recent advances in Omics Technologies have given rise to high throughput diagnosis to solve problems associated with human infertility. These emerging technologies help us understand the complexity of the systems biology. A holistic approach of fertility management elucidates the involvement of reproductive, hormonal, nervous and immunological systems. Changes in the gamete biomolecules influences have trans-generational effects, affecting fertility and phenotype of the offspring as well as the subsequent generation. Hence, there is a need to conserve the originality of human genome. We can begin by practicing good health habits and eating nutritious food.

*Somashekhar*

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## Your Vote Counts

Different countries have different ways of voting- some of them use manual voting, i.e., paper based voting, others use electronic voting, i.e., mobile, smart cards, computers, internet, etc. Many countries vote for their Constitution, President, Parliament (Deputies and Senators), etc. The President may get power from the Constitution to select the Prime Minister from any registered and accepted political party.

*The one who has more votes will be the winner of the election based on your votes.*

The President and the Prime Minister then select the ministers from those parties and from other citizens who do not belong to any party to make the government; other countries elect the Prime Minister and he is the one to make the government. Few countries still have Monarchy (i.e. the King will be ruling the country).

For a vote to count, any eligible citizen should vote based on the candidate who has the minimum requirements to be able to take a positive decision on behalf of the population of the country, and can maintain the stability as well as develop the country. The one who has more votes will be the winner of the election based on your votes. Abraham Lincoln said “*Government of the people, by the people, for the people, shall not perish from the Earth*”.

Your good choice of a candidate for election means building and sustaining the benefit of the citizens, the country and the world.

*Kabandana Innocent*

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## Ethnography: An Evolving Research Method in Various Domains

Ethnography is the in-depth study of naturally occurring behaviors within a culture or social group. It seeks to understand the relationship between culture and behavior with culture referring to the beliefs, values and attitudes of a specific group of people. Ethnographic research method was developed by anthropologists as a way of studying and describing human cultures from the late 19<sup>th</sup> century.

*Ethnography provides the researcher an openness which means having no bias and the researcher being aware of and openly discussing his/her role in the study*

Traditional ethnography was carried out by anthropologists in small scale and relatively isolated societies. Anthropologists immerse themselves in the lives of people they study using primarily extended observation and occasionally in-depth interviewing. Ethnographic approaches were later developed and applied to all societies. It has been developed to look at aspects of identity such as ethnicity or social position, workplace, educational and social settings. Ethnography builds on the perspectives of the people in the research setting.

An ethnographer undertakes the study without any hypothesis to avoid pre-determining what could be observed or what elicited from participants. The ethnographer explores and tests hypotheses, but hypotheses evolve out of the fieldwork itself. The term ethnography is used to refer both the work of studying a culture and also the end product of the research. According to Splinder Hammond, characteristics of a good ethnographic research include extended participant observation, long time at the site, collection of large volumes of materials such as notes, artifacts, and audio and video tapes. Ethnography provides the researcher an openness which means having no bias and the researcher being aware of and openly discussing his/her role in the study in a way that honors and respects the site and participants. On the basis of several researches, because it is scientific and investigative, over the past two decades the importance of local culture as a context of research has helped to increase the visibility and perceived value of ethnography.

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***The University is organizing its Research Retreat for Guides and Doctoral Scholars on 21st and 22nd of May, 2016. Please keep these dates free. Doctoral Students will receive a mail in the next few days. More details in the May issue of Thinklet!***

***“The more that you read, the more things you will know.  
The more that you learn, the more places you'll go”***

***-Dr. Seuss***



## Two of our Research Scholars who have recently been provisionally awarded the Doctoral degree, share their experiences here about their respective journeys

### Research Journey

Journey needs a clear destination else traveler will end up in a loop. I returned from Africa in year 2012 after a prolonged business assignment through Tata Consultancy Services, a large MNC. My passion to do things differently and knowledge on International Business challenges during my Africa assignment motivated me to pursue a doctoral degree.

*My passion to do things differently and knowledge on International Business challenges during my Africa assignment motivated me to pursue a doctoral degree.*

The most exciting part of this journey was the well-designed coursework that lasted for a year. This helped me as scholar in building a strong foundation to research work. The participative approach during the coursework created an opportunity for me to meet many experts in the fields of industry, academics and also eminent scholars through the workshops and research discussions. It is the decision of the scholar to take advantage of these tools in reaching destination. Having said that, "NO SHORT-CUT WORKS!!" I must say that the strong foundation built during course work made my life easy in reaching my targeted goals and also collect the desired knowledge. I would like to conclude saying that 'Research' is just not reserved for academicians, a large scale engagement in research is a must for the corporate or business crowd to boost up their innovation activities.

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### The Sojourn of My Research

I began the journey of research in January 2012 at Jain University. Eager to learn, I was curious about the research program. The rigor of the program was hard to follow. As I look back, it is a pleasant sojourn that has equipped me with skills— research as well as a pedagogical toolkit.

Coming from the discipline of humanities, I understand academics in the 21st Century as being emphatically about acquisition of 'skills'. The research program is designed to present a learning arena, providing the researcher with a toolkit of research skills— methodology as well as researching skills. The challenge is in the ability of the researcher to cohere the originality of idea and expression to prescribed format of the thesis. It is this 'skill' of coherence that the researcher acquires in the research program.

*The creativity of the researcher is tested in this ability to emerge with a theoretical framework that binds originality with discipline.*

Such a demand is especially difficult with literature. Each literary text brings new challenges to the reader; so the position a reader takes can be antonymic. Each literary text demands a renewed engagement in order to interpret it and discuss the text to take the conversation ahead. The challenge is to emerge with reading strategies that enable a positive step to take the conversation ahead. The creativity of the researcher is tested in this ability to emerge with a theoretical framework that binds originality with discipline. This is a skill that supports and encourages in continuing future research as well. This, I believe, is the most lasting skill that the research program engenders in a serious researcher—the enthusiasm to continue to be a researcher always.

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## Notification of Ph.D. Awards

Ten Scholars were provisionally awarded the Doctoral degree last month in Jain University. The names and the topics of study are as follows:

- *Buddha Anuradha* for the study on “Corporate Social Responsibility: A Study on Indian Private Multinational Companies” under the guidance of Dr. M.M. Bagali, in the department of Management.
- *Jyothi. M.S.* for the study on “Studies on Preparation and Characterization of Polysulfone Blend and Composite Membranes for water purification” under the guidance of Dr. R. Geetha Balakrishna, in the department of Chemistry.
- *Manja Naik* for the study on “Development of a New Approach for Intra Frame Coding in Advanced Video Coding Standard to Control PSNR and Bitrate using Gaussian Pulse” under the guidance of Dr. Manjunath Ramachandra in the department of Electronics and Electrical Engineering.
- *Poonam Sharma* for the study on “Design and Development of Photonic Crystal based Biosensor” under the guidance of Dr. Preetha Sharan in the department of Electronics Engineering.
- *Poorva Ranade* for the study on “Development and Outcome of an Awareness Programme about Stress in Children: A Research with Dual Earner Parents” under the guidance of Dr. Pooja Surana, in the department of Psychology.
- *Pushpavathi T.P.* for the study on “An Enhanced Approach for Prediction of Software Project Success Using Fuzzy C Means, Genetic Algorithm and Random Forest in Software Industry” under the guidance of Dr. V. Ramaswamy and co-guidance of Dr. V. Suma in the department of Computer Science Engineering.
- *Rekha Datta* for the study on “Folk Realism in the Contemporary Indian Literature in the Edited Works of Kirin Narayan, Sadhana Naithani and Vivek Shanbhag” under the guidance of Dr. K.G. Bhuvanamaheshwari in the department of English.
- *Sairam A.* for the study on “A Study on Investment Pattern Amongst the Academicians in Bangalore” under the guidance of Dr. B. Raghavendra Rao in the department of Management.
- *Shrishail Angadi* for the study on “Development of a Business Model for Successful Entry of Indian ICT Industries into International Business: Reference to Africa Continent” under the guidance of Dr. N.M. Bhatta in the department of Management.
- *Sujatha Das* for the study on “Mangalamukhiyaru : Ondu Adhyana”, under the guidance of Dr. Talavar Vamadeva in the department of Kannada.

Congratulations to all the scholars! All the best for your future endeavours.

### MURPHY'S LAW

“EVERYTHING THAT CAN GO WRONG, WILL GO WRONG.”

### MURPHY'S RESEARCH LAW

“EVERYTHING THAT CAN GO WRONG, WILL GO WRONG UNLESS IT'S YOUR HYPOTHESIS THAT'S ACTUALLY WRONG, IN WHICH CASE THERE'S NOTHING WRONG WITH YOUR DATA, YOU JUST HAVE TO START ALL OVER AGAIN.”

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ARTICLES FOR NEXT ISSUE SHOULD BE SENT BY

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PLEASE INCLUDE YOUR NAME, E-MAIL ADDRESS AND THE KNOWLEDGE DOMAIN OF YOUR INTEREST

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