



## Connecting Thinkers...

### From the Pro-VC's Desk



The just concluded month of January had several events at our University which were directly linked to our research programmes. The most important was our Annual Convocation where those who had completed their Ph.D. in the last one year received their doctoral degrees. It was truly both an inspiring and fulfilling moment to watch each one of them come on to the stage and be greeted by the dignitaries and be formally awarded their degrees. For each one of them it was not just the receiving of one of the highest degrees one can work towards being awarded...it was about the realization of a dream and the passion in their eyes was patently visible. As I had the privilege of reading out their names just before they stepped forward to receive their degrees, in that fleeting moment of eye contact I could experience the joy at having reached an important milestone and the satisfaction that they had given it their best.

One needed no better example of undertaking research as a passion than the case of the one who went on to the stage first to receive his degree. It was none other than the renowned musician L.Subramaniam. He has received several honorary doctoral degrees but he registered with us for Ph.D. to 'earn' the degree like all other scholars by going through all the steps that a Ph.D. programme involved. Many of those attending the Convocation assumed that he was present as a special guest and were pleasantly surprised to learn that he had submitted his thesis, defended his point of view at a public viva and had then been awarded the degree.

At the Convocation, it was not just those who got their Ph.D's but their family members who had enthusiastically come to be part of the celebration of achievement. One ran into a proud father who recalled important moments in the four year research journey and emphasized how his daughter's passion and commitment to her research rubbed off on the entire family. Yet another Ph.D. recipient came up and introduced his spouse who seemed to be as excited as her husband and beamed with pride and happiness. Another senior faculty member who had completed his Viva over eight months ago, came up to brief me about his post-doctoral research and publications. He was continuing with his commitment to quality research in the same way that he had dedicated time and energy for his doctoral research. One's heart was filled with joy seeing the passion and commitment demonstrated by our researchers.

I do hope as you read this Editorial, it gives you the inspiration and energy to push to a higher level your commitment and dedication to quality research. Ensuring quality and sustaining the passion for research is something that needs to be periodically reinforced and the Convocation provided many of us a platform to witness the laudable commitment, unbounded energy and unlimited zeal that our researchers bring to their work. Current doctoral students have the responsibility to take this commitment and mission forward with even great vigour and dedication.

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## GUIDE'S COLUMN

**“Excellence is a ray of sun falling on a peak, surrounded by dark clouds”**

**-Jitendra Mohan (2017)**

Human mind is indeed a powerhouse with untapped potential which has the ability to invent, create, experience and above all excel! The above quote beautifully captures this splendor of human striving- excellence! This quote has more meaning to me now as a guide because it takes me back to my own journey of doctoral research which was transformed by my research guide (Professor Emeritus Jitendra Mohan) who not only speaks about excellence but has been a living example of devotion to excellence even today. As I write this guide's column, I feel inspired by him and not only wish to motivate you all to excel in your research but also make it a way of life!

We, the researchers are a privileged lot as research indeed is a dream which the society sees through the eyes of the researcher, believing in the courage of change! This change becomes a revolution when it is touched by the indomitable spirit of excellence. Excellence is a colossal concept which is dynamic, vibrant and exemplifies reaching the zenith of our potential through harmonious collaboration of passion, commitment, perseverance and consistency of effort. It is often confused with perfectionism but they say that if you chase perfectionism, you can catch excellence; as excellence requires an incredible commitment to persist through the ups and downs associated with becoming the best and maintaining the best performance. It includes committing to, and being engaged in, an ongoing high quality preparation (mental, physical and technical) and the determination to give the best for the entire performance.

As you are on this journey of research, make excellence a part of it- the essence of it believing in the courage of transcending the mundane through your revolutionary ideas. Excellence is effortful accomplishment executed for a predictable outcome and requires the exemplification of the zenith and hallmark of dynamic capabilities, distinctiveness and competitiveness. It is a quality which bewilders and is admirable like a book well written, the virtuosity of mastering a discipline, the uncanny ability to hit the bulls eye, the singular capability to drive the ball to the goal, the brilliance of playing a musical instrument, the ease in conducting research that uncovers a hitherto mystery and enables scientific advancement (Garcia-Santos, Almeida & Werlang, 2012)!

Thus, in order to pursue excellence, you need to step outside your comfort zone, train with a spirit of endeavour, and accept the inevitability of trials and tribulations, which will then lead to expert performance. In addition, have a positive, can-do attitude, take pride in your own work and have a desire to simply give your best shot. This will take you a long way ultimately helping in making a unique contribution to the development and progress of society, thereby, enabling you to leave your footprints on the sands of time!

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## 7th Annual Convocation : Jain University

The 7<sup>th</sup> Annual Convocation ceremony of Jain University was held on 6th January 2018 at the Global Campus, Kanakpura. The welcome speech was delivered by the Vice-Chancellor of Jain University Dr. N. Sundararajan following which the Chancellor Dr. C.G. Krishnadas Nair, declared the Convocation ceremony open. The gathering was addressed by the Dr. Chenraj Roychand, President of Jain University Trust. The Deans of Faculty presented the awards of Degree (UG and PG), following the presentation of Ph.D and M.Phil degrees. The awards to gold medallists and rank certificates were also presented. The Chief Guest for the event, Smt. Nirmala Sitaraman, Hon'ble Defence Minister of India, could not attend the convocation due to some urgent work, but sent an inspiring message for the young graduates of the University, which was read out by Dr. Sandeep Shastri, Pro-VC. Some of our research scholars share their journeys in the following articles.

### Life during Research

*“The pursuit of PhD is an enduring daring adventure.” — Lailah Gifty Akita*

Being a Ph.D. student at Jain University is a unique experience, but it also comes with lots of challenges. Some students embark on this journey without fully understanding the requirements of such a venture. Completing your research successfully is surrounded by so many factors. These factors include your *interest* as a research scholar. Did you really want to pursue this research because you wanted to make contribution to a field of study and become a trained researcher, or are you just overtaken by the glamour of having the title? Were you motivated by an inner conviction to become a scholar or do you want to have a Ph.D. simply because your friend has one? The honest answer will only come from you. When you make the final decision that you want to start on this journey, here are some points that will help you to achieve your objectives. **Consult widely** with people who have either acquired a Ph.D. or are in the process of acquiring one. At Jain University we have faculty with rich teaching and research experience. Their experience was an important treasure for all of us. It helped us decide which approach to take. We heard different experiences from the beautiful, to the horrible and sometimes in-between. But *be aware that your own experience is going to be unique to yourself*. Think of a **research area that is interesting to you personally**. Read widely and make it a simple researchable area. Your proposal should clearly explain the main aspects of the study, why it is important to research the said area, outline the aims and objectives of the research, suggest some research questions to help you achieve the latter, and explain what the research will be contributing to your field of study.

*Think of a research area that is interesting to you personally.  
Read widely and make it a simple researchable area.*

**First stage: Seeking direction:** The first stage of your studies is the most difficult, but it is also the most promising. It is advisable that in the first year you avoid any distraction that will take you away from your studies. In my first year at Jain University, the person who inspired me or who inspires most of the doctoral scholars is Dr. Shastri. Every week I used to travel from Belagavi to Bengaluru for his valuable sessions, and never missed his classes.

**Second stage: Developing hope:** At the end of the first stage, you may be asked to present a report which will be used to determine whether your research has the quality of becoming Ph.D. or not. The lessons of the first year will be helpful here. Once you get the signal to continue with the research, it gives you a lot of hope and the feeling that Ph.D is possible. The next part involves fieldwork, organizing data, writing chapters etc. Writing the methodology chapter correctly is most important because if the methodology is not right then answering your research questions or hypothesis will be difficult.

**Third stage: Confusion:** While you have indeed made much progress, the third stage comes with its own challenges. Possibly some things that you needed to finish in the second stage might intrude into the third stage. This stage could be a bit confusing as you may need to be referring back to your previous work while trying to make progress. Your attention might also be focused on finishing the entire Ph.D. as there is the possibility that your funding will end after the third year. Revisit your literature review and update it. At this stage, since you have some data, you may consider attending conferences. Present part of your work as you will receive feedback that will enhance your work. Attend university workshops on how to write your thesis successfully. Use the feedback in writing your analysis chapters.

**Final Stage:** Revise the draft of your thesis, make corrections and arrange a mock viva with your supervisor. Never rush through the final process: it will be better to get it right than rush the process and be asked to resubmit. Discuss things with fellow Ph.D. students who have finished successfully and benefit from their experience. Relax and wait for the moment you will be crowned with the highest prize of the academic world.

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## My Research Journey

My research journey in Jain University was truly enriching, and inspiring. I have learned a lot. One phenomenal aspect of Jain University research initiative is that it encourages students to pursue interdisciplinary research. Though I am a student of Sanskrit and Vedic literature I also studied environmental policies under Cultural Studies. This enabled me to combine ancient Indian environmental codes and modern day policy making. My research topic was “Aranyani, ancient Indian sources and UN policies; perspective on environment.” I am wholeheartedly grateful to my guide who helped me in choosing such a unique and contemporary topic for my research which is highly relevant in the current market economy and geopolitical scenario. Pollution, global warming, biodiversity, climate change etc. are certain issues are of much concern to everybody.

My guide inspired me in many ways. Being a great scholar, author, poet, activist, herself, her enthusiasm about gaining new knowledge always invokes my awe. I have learned a lot of things about research methodology from the fun and interactive classes of Dr. Shastri. I also thank Dr. Choodamani Nandagopal for always supporting me. I should admit that sometimes research can be tiring, and one needs to keep the motivation alive. Research needs lots of focus, patience, perseverance and time management. At the times of stress and lack of self confidence my family and friends assured me and my husband needs a special mention in this regard. Though I lost my father long back, on convocation day the thoughts of his happiness in seeing me receiving the Ph.D degree and fulfilling his dream, were paramount. This journey will stay with me forever. I will stay a researcher and learner all my life.

*Sometimes research can be tiring, and one needs to keep the motivation alive. Research needs lots of focus, patience, perseverance and time management.*

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## Convocation: The End to A New Beginning

Convocation; a mention of the word itself would give goose bumps to us. Yes, finally the day had arrived. After many years of struggle, the feeling of achievement flowed in each one's mind. As I stepped in to the campus that day, I felt that it never looked as beautiful and fresh, with everyone dressed in colours, and accompanied by their loved ones. I could hear cheerful thoughts from each corner. Once we entered the main hall and sat on our respective seats, we saw our teachers, guides, and mentors walk towards the stage in the official and majestic attire. It all had a magical feel to it, almost resembling one from the Harry Potter series. The program started with an inspiring talk by the Chairman and Founder of Jain group of institutions. Everyone was so excited to receive degrees from the Chancellor and Vice-Chancellor. After the program got over, there were discussions regarding future plans with teachers, friends and family. I was beaming with satisfaction, still remembering the inspirational words of the Chairman. After a sumptuous lunch all of us parted ways to our different journeys ahead.

*After many years of struggle, the feeling of achievement flowed in each one's mind.*

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## Award of Ph.D to the following Scholars– November to December 2017

1. Mouneshachari S in Computer Science and Engineering, for the thesis titled An Efficient Computing Model to Quantify Human Intelligence Index Using EEG Analysis, under the guidance of Dr. Sanjay Pande
2. Ashwini S kumar in Management, for the thesis titled Management Challenges In Information Technology Services Stratups: An Exploratory Study, under the guidance of Dr. Ananthapadmanabha Achar
3. Alamelu K Ramasami in Chemistry, for the thesis titled Syntheses And Characterization Of Metal Oxides And Metal-Complex Nanomaterials For Energy And Environmental Applications, under the guidance of Dr R Geetha Balakrishna and Dr. Ramakrishnappa T
4. Gurmeet Singh in Biotechnology, for the thesis titled Characterization Of Lipase Inhibitor From Streptomyces Tendae, under the guidance of Dr. Ravi Kumar Kadeppagari
5. A G Suresh in Electrical Engineering, for the thesis titled Pollution Performance Studies Of Outdoor Insulators, under the guidance of Dr. Pradipkumar Dixit
6. Mallikarjun in Electronics Engineering, for the thesis titled Brain Tumor Detection And Analysis Using Mri Multi Slice Sequences, under the guidance of Dr. N Krishnamurthy and Dr. Manjunath Ramachandra
7. Ramya P in Physics, for the thesis titled Synthesis And Charaterization Of Polymer / 1 Dimensional Silver Nanocomposites, under the guidance of Dr. Priya
8. Deepti S in Psychology, for the thesis titled Social Identity Of Employed, Young Adults In Bangalore City: Developing A Measurement Tool To Assess Hierarchy, under the guidance of Dr. Shailaja Shastri
9. Yuvraj Chakradhari in Biotechnology, for the thesis titled Development Of Laboratory Scale Microbial Fuel Cell With Efficient Electrogenic Bacterial Cultures, under the guidance of Dr. AranganathanVeeramani
10. Rakshit Ojha in Biotechnology, for the thesis titled Molecular Characterization And Phylogenetic Analysis Of Major Insect Orders Of Agricultural Importance, under the guidance of Dr. S K Jalali
11. Harini Kumari R in Psychology, for the thesis titled Development & Evaluation Of An Intervention Program To Manage Stress Among Trainees At The Indian Defence Academy, under the guidance of Dr. Shailaja Shastri
12. Jyoti Joshi in Management, for the thesis titled Diversity Management Gen Y's Workplace Expectations In The Psychological Contract Implication For Gender, Disability And Regional Diversity, under the guidance of Dr.V.Vijaya.
13. Chetan G K in Management, for the thesis titled A Study On Derivative Instuments Of Indian Capital Market - With Reference To Futures Contracts, under the guidance of Dr. Anilkumar G Garag
14. Richa Sharma in Computer Science and Engineering, for the thesis titled Studies For Disease Diagnosis Using Feature Extraction And Pattern Detection By Digital Signal Processing Techniques, under the guidance of Dr. T Gopalakrishna Nair
15. Kuldeep Singh in Management, for the thesis titled Applications Of Theory Of Constraints In Downstream Supply Chain : A Case Study Of FMCG Sector In India, under the guidance of Dr. Sheelan Mishra
16. Soumya R S in Management, for the thesis titled Leadership Development To Sustain Business Growth And People Stability, under the guidance of Dr. M M Bagali
17. Priyanka Pachauri in Biotechnology, for the thesis titled Bioethanol From Lignocellulosic Biomass Through Direct Fungal Colonization, under the guidance of Dr. Sudha Deshmukh and Dr. V.Aranganathan
18. Amith R in Computer Science and Engineering, for the thesis titled Moving Object Detection And Tracking In Video: Some Novel Approaches, under the guidance of Dr. V N Manjunath Aradhya
19. Neelam Bhardwaj in Management, for the thesis titled Corporate Governance Reporting Practices In India, under the guidance of Dr. B R Rao
20. N V H Krishnan in Management, for the thesis titled Impact Of Microfinance On Entrepreneurship Capacity Building, under the guidance of Dr. Sashi Shivaramakrishnan

## Award of Ph.D to the following Scholars– November to December 2017

21. Amit B Mirji in Management, for the thesis titled Influence Of Behavioral Biases On Investment Decisions: A Case Study Of North Karnataka, under the guidance of Dr. Prashanth C
22. Aarthi Ganesan in Physics, for the thesis titled Electron Correlation Effects In Atomic Photoionization, under the guidance of : Dr. Sudha Deshmukh and Dr. Pranav C Deshmukh
23. Geetha G A in Life Sciences (Botany) , for the thesis titled Effect Of Temperature On Reproductive Physiology, Fruit Maturity And Fruit Quality Of Mango, under the guidance of Dr K S Shivashankar
24. S N Prasad in Electronics Engineering, for the thesis titled Design And Implementation Of Efficient Artificial Neural Network Architecture For Embedded Application, under the guidance of Dr. S Y Kulkarni
25. Mutabaruka Jean de Dieu in Civil Engineering, for the thesis titled Investigation On Crushed Volcanic Rocks As Aggregates For Infrastructure Construction, under the guidance of Dr. M R Pranesh
26. Maheshwari Kumari Singh in Biochemistry, for the thesis titled Isolation And Purification Of Latex Proteases For Pharmacological And Biotechnological Applications, under the guidance of Dr. Bindhu O S
27. Shalini Shukla in Management, for the thesis titled A Study On Women In Corporate : Lessons For Management Studies under the guidance of Dr. M M Bagali

### Publications and Achievements

Dr. Suja Nair, PhD in Management, Jain University has published a paper titled “Analyzing the relationship between store attributes, satisfaction, patronage-intention and lifestyle in food and grocery store choice behavior” in the International Journal of Retail & Distribution Management. Vol 46. Issue 1. We would like to acknowledge that Dr. Nair chose to affiliate this article as a Research Scholar at Jain University despite having being awarded her doctoral degree. Read the article at: <http://www.emeraldinsight.com/doi/abs/10.1108/IJRDM-06-2016-0102>

Ms. Menaka Thammaiah, PhD Scholar in Political Science and Dr. Reetika Syal, Assistant Professor, Jain University have published a paper titled “Good Governance through E- Governance in Karnataka” in the International Journal of Research in Engineering, IT and Social Sciences. Vol 8. Issue 1. Read the article at: [http://indusedu.org/pdfs/IJREISS/IJREISS\\_1560\\_76688.pdf](http://indusedu.org/pdfs/IJREISS/IJREISS_1560_76688.pdf)

Mr. K R Shrinivasa, Head of fashion design department at the National Institute of Fashion Technology, Gandhi Nagar, and a research scholar at Jain University has recently designed a uniform for the Accredited Social Health Activists (ASHA) of Gujarat State. The Uniform is a sari or salwar, which is likely to be distributed to the ASHA workers post-election. The idea behind giving the ASHA worker a uniform is to celebrate her dignity. As per the Health Department this is a first of a kind initiative. Mr. Shrinivasa had earlier designed saris for the anganwadi workers of the State.

***Thinklet Congratulates the achievers and wishes them Good Luck for all their future endeavours!***

***"If you don't go after what you want, you'll never have it. If you don't ask, the answer is always no. If you don't step forward, you're always in the same place."***

***— Nora Roberts***

## Learning by Doing: Class Activity for Research Scholars of August 2017 Batch

While we celebrate the successful completion of the research journey of many doctoral students, we also rejoice in the joys of new learnings with the current batch of scholars who joined the research program in August 2017. In one of the classes of Quantitative Research Methodology held on 22<sup>nd</sup> December 2017, the class was divided into groups and asked to conduct a small research activity. The idea was to understand how to pose research questions, state hypothesis and try to gather 'field evidence' on the basis of questionnaires. It also entailed analyzing data, presentation of the findings and finally concluding whether the null hypothesis was rejected or not. While the activity did not follow a strict methodological procedure of sample selection and data analysis, all the scholars completed the activity successfully. The following are excerpts about the activity as submitted by some of the groups.

### Group 1: Rohit Rammurthy, Punith Raj KN, Reji Meprathe, Radhika Venkat, Prathibha J, Sujatha M and Dilip Kaushik (Management and Commerce)

"You can't learn swimming by reading a book. For that you need to jump into the pool." We as a team would summarise the essence of the class in this manner. Understanding how to frame a research question at the start and then forming a hypothesis with defining clearly the null, alternative and directional hypothesis was the way the activity started. We took up the question 'Do Millennials contribute to the Higher Turnover rate in today's organisation?' We needed to operationalize the term millennials (person aged 20 to 34 years) and turnover rate (attrition in the organization). Brainstorming what were the dependent and independent variables was the next step. We defined our hypothesis, got clarity about variables and formed questions to be asked to the respondents. Three closed ended questions were formed and opinions of 15 respondents were taken. During this activity we as a team realized that each one of us had different and unique ideas to contribute and together we succeeded in making a big impact with our pool of ideas. This certainly is an example of "Unity is Strength". Our results showed that all the 10 millennial respondents were working in the current organisation for less than 5 years, and that millennials carry 2 different organisations' experience in less than 5 years. Also, the non-millennial respondents were working in the same organisation for more than 5 years which shows less turnover rate. Based on the data available and its findings, we found some proof of support for Millennials and Turnover rate. Therefore, our group concluded that we could accept the alternate hypothesis and reject the null hypothesis. The entire exercise saw a huge participation from all the scholars and all the groups' presentations helped in making the concept of hypothesis testing crystal clear.

### Group 2: Meera, Shikha, Seema, Sreeja, Sumeeth, Harshith, and Ramesh (Management and Commerce)

Our group had seven members with different domain preferences including finance, human resource management, marketing, and strategy. The diversity in the group brought inputs from different fields and we chose the topic "effect of advertisement in social media on consumer buying behavior". After identifying the dependent and independent variables, we used random sampling technique with structured questionnaire and based on analysis from eight samples collected; we concluded the results and presented the same. Our group found that though all the respondents had an account on social media, and most of them bought products online, the advertisements did not influence their purchasing behavior. Hence we were not able to reject the null hypothesis. The overall experience was very refreshing and different from normal theory class; this hands-on experience gave us an insight about importance of time frame and the practical problems that the researchers face in the field during data collection. When we presented, the questions posed by the fellow students and faculty made us realize how prepared and open one has to be to defend their research topic in reality.

### Group 3: Sister Jessy, Shruti Jayakumar, Chaitra and Sumithra Sridhar (Psychology)

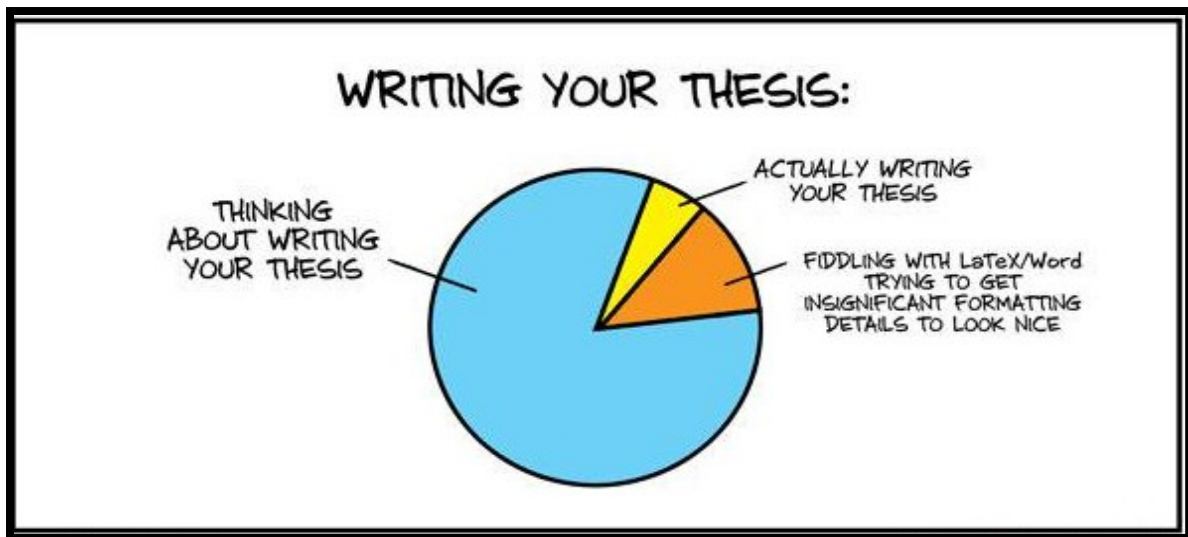
As our group and other disciplines presented the mini research, the concept of testing different types of hypothesis became comprehensive and we understood the research process better. The activity started with us understanding a broad topic of research that could easily be understood and conducted by the group within a short span of time. The discussions were about topics that ranged from self-esteem to happiness, from job satisfaction to stress. As a group, we wanted to touch on something that was simple, significant but relatable to all members of the class. We were also looking forward to creating an awareness, hence we chose the topic of 'Self-esteem and estimated WhatsApp usage among middle-aged home makers' where the hypothesis was that there was a significant relationship between the two factors and that more the WhatsApp usage, lesser the level of self-esteem. The sampling method was purposive and

our questionnaire had questions related to frequency of using the App, the number of hours they used it for, purpose they use the app for, which time of the day they would prefer using it and how they felt when they probably received less or no messages. The results of our study showed that 75% of the participants used the app in a minimal way. The participants spent an average of 30 minutes checking their WhatsApp messages per day. The participants mentioned that they do not feel anything when they didn't receive messages, with one participant saying that she would be relieved if it were that way. Hence we found minimal support for our hypothesis and could not reject the null hypothesis from the findings of our study. The activity was recreational as well as informative. It gave us the chance to interact with our peers.

Group 4: Abhijith, Shivram, Kakali, Sharanya, Ragini, Rashmi, and Chaitra (Humanities and Cultural Studies)

We were asked to choose a topic related to our domain, and the research question selected by our group was: Is there a relationship between stage lighting and dance performance and thus the experience felt by the audience? Post serious brainstorming, we finalized 3 Survey Questions, accompanied by options or a likert scale. The survey was conducted on 10 randomly selected respondents in the class, and the results were as follows: a majority of respondents said that they preferred to watch the performance in artificial lighting and in the auditorium than in temple setting and natural light. Most of them also agreed that the stage lighting complements dancers costume, make up and expression. Based on the survey results, the null hypothesis was rejected in favour of a directional hypothesis that an improvement in the thematic designing of stage lighting enhances the dance experience felt by the audience.

Compiled by Dr. Reetika Syal



Thinklet would like to welcome Ms. Anjali Sankar, a Ph.D research scholar in Economics (batch of 2017) to its team. Anjali has joined us as a Research Assistant at CERSSE and is also actively involved with the research program of the university. We are excited to have her on board and look forward to working with her.

**Team Thinklet**

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ARTICLES FOR NEXT ISSUE SHOULD BE SENT BY  
**February 20, 2018 WITH NOT MORE THAN  
 250 WORDS**  
 PLEASE INCLUDE YOUR NAME, E-MAIL ADDRESS AND THE KNOWLEDGE DOMAIN OF YOUR INTEREST