



Connecting Thinkers...

Editors' Message



Human beings like us, make up most of the world. We live life one day at a time, no major planning beyond maybe for one or two years or maximum for five years. For the majority of us, this planning happens mostly on the family and personal front, and less so on the professional front. New years and new beginnings have come and gone many times; umpteen opportunities have passed us by, but we are so busy living our everyday life that we seldom get out of our comfort zone. Let me ask how many of us have stuck to our new year resolutions for 2016 beyond the first month? How many of us made resolutions in the first place? Many of us may not know this but it has been established that making anything a habit requires us to repeat it for 21 days. Yes, it takes as little as three weeks to transform ourselves and our body and mind to get programmed to internalize it. So whatever big changes you have planned for yourself in this year, make it happen! One habit at a time, one small change in your daily routine every 21 days, may make a brand new 'You' by the end of this year... and we can only wish for a brand new World as we begin to transform ourselves for the better everyday. We at *Thinklet* wish you all the best in this endeavour.

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GUIDE'S COLUMN

Emerging Markets: An Evolving Research Paradigm

Emerging markets are at an inflexion point as the hotspots of growth. Close to half the world population lives in emerging markets, which have expanded to several countries in: Asia, Latin America, Central and Eastern Europe, the Middle East and also a few countries in Africa. India, China, Brazil and Russia, referred to collectively as BRIC, are among the largest emerging markets in the global world.

Over 70 Fortune 500 firms are from the emerging economies. A new breed of world-class companies from these economies is expanding their global operations fast through mergers and acquisitions. Although with quicker economic growth, rising incomes and growing population, emerging markets offer enormous marketing opportunities, several brands have failed in these markets when they tried to follow the traditional marketing models that work in developed markets. The unique cultural characteristics, tradition and dynamics of consumer behaviour in emerging economies call for a newness in the research paradigm among marketing scholars, going forward.

Emerging markets research in marketing is relatively unexplored. Emerging markets will impact research and thought leadership in marketing, as the next generation of scholars begin to acquire an intellectual curiosity of this evolving paradigm. Marketing scholars ought to create new learning that purports to understand real world problems as also thought leadership that engages conceptual rigor in emerging market scholarship.

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Among the range of themes in emerging markets, is innovation—with a global perspective. Newer opportunities for empirical research present themselves in strategic innovation as well as innovation in branding, where teaching, research, and scholarship can focus on the strategies of global brands as well as brand and product design management. Similarly, scholars ought to apply themselves to more meaningful inquiry in new areas of research: retailing and distribution innovation as well as emerging market communication strategies.

Looking beyond the obvious buyer and at those at the Bottom of the Pyramid must find a place in research by marketing scholars even while innovation and cross-cultural issues that explore the research worthiness of the cross-cultural dimensions in marketing research, marketing education and training gain importance, among others. At the same time, Chin-India—the rising powers in the global economy, can provide strong originality and value in empirical studies on local product adjustments, talent management and managing risks and failures. Finally, quality of life studies as well as new scholarship on ethics and corporate social responsibility should offer unique insights as also perspectives.

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‘Tigala’ :the community

Many scholars have expressed the view that Tigalas are basically Kshatriyas. The great poet Pampa who lived in the 10th Century Karnataka has identified this community as Kshatriyas in the great text “Pampabharata” also known as ‘Vikramarjunavijaya’. In 1891 in Madras Presidency, Nayakar T. Ayyakannu had submitted a memorandum to the British Government demanding that this community be identified as a Kshatriya Community. This has been recorded in his book ‘Vahnikulavelkam’ (a treatise of Vahnikula). Much before this, the members of this community celebrated the great Karaga Festival in which Draupadi is worshipped in the temple of Dharmaraya located in Bangalore, a tradition which continues till date. The members of this community are called as Vahnikula Kshatriyas or Tigalas.

The Sanskrit word ‘Vahni’ means fire. The chief of this community, brave Vahniraya, is believed to have evolved from Fire, due to which members of his lineage are called Vannivamsha, Vahnikula / Vannikula, Agnivamsha etc. As original inhabitants of Tamil Nadu, when this community migrated to Karnataka they were called as ‘Tigala’ and they spoke Kannada. They are also found in parts of Andhra Pradesh where they speak Telugu. They are mainly horticulturists growing vegetables and flowers. The interesting part is that the families are known by what they produce. If they are growing onion and garlic they are called ‘ullitigala’ and if they grow beetle leaves they are called ‘yeletigala’* Due to globalisation, members of this community prefer to be called as ‘vahnikulakshatriyas’ which they mention in all the literature used by them .

*Onion and garlic are ‘erulli’ & ‘Bellulli’ and beetle leaf is ‘villedele’ in Kannada

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*Translated from Kannada to English by Dr. Mythili P. Rao
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Why I Like to Fall Back Upon the Evolution Theory

In my journey as a research student, I have fumbled over various concepts recurring during my review of literature. At this stage, I have arrived at the significance of the concept of ‘Identity’ in humanities and my research project could not help but be charmed by the spell of this concept. This connects with the basic theory of science- the theory of evolution.

Why do communities form themselves and why do they claim superiority? If one could look at colonialism from an intimate quarter and a perspective which is more humane, one might not fail to notice a strand more common to every single community- an urge of assertion. The western tradition of anthropology described it based on their experience of the East on the backdrop of western cognitive reservoir- simply an act of self assertion from the other side of the spectrum- a power play. One can definitely not deny the long term effects it had on the East; despite that there is also a need to widen the spectrum and stand at a vantage point which would help us appreciate that phase of colonialism as just another act of people driven by chance, necessity and curiosity, which could enable us to understand ‘colonialism’ in a broader context. This might also help us to step out of a ‘mythological paradise lost’ and appreciate the glory of the story of human civilization with the ‘coloniser’ and the ‘colonised’ being nothing but the subjects of this story.

Colonies are colonised in the post colonial sense only when they let it colonise their minds, one can definitely not deny the long term effects it had on east

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Cloud computing: The Buzz in Information Technology Arena

The general public has been leveraging different forms of internet based computing since the mid 1990's in the form of search engines (Yahoo!, Google) e-mail services (Hotmail, Gmail), open publishing platforms (MySpace, Facebook, YouTube) and social media like (Twitter, LinkedIn). However it wasn't until 2006 that the term "cloud computing" boomed in the commercial arena. "Cloud computing is a style of computing in which scalable and elastic IT-enabled capabilities are delivered as a service to external consumers using internet technologies on a subscription basis usage".

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Cloud computing has three service models including the Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS) and four deployment models- Public cloud, Community cloud, Private Cloud and Hybrid Cloud.

As of now, Amazon Web Services (AWS) is the undisputed leader in the market and Microsoft cloud offering (Azure) holds the number two spot after a relatively late start. This reflects the software's giant investment in cloud. Cloud will continue to evolve over the next few years and its demand will continue to surge. Most of the companies will be moving to the cloud in one way or the other in upcoming years.

According to Gartner trends cloud computing is growing at the rate of compound annual growth rate (CAGR) of 22.8% from 2014 to 2018, and will reach \$127.5B by 2018.

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Sport Team Identification and the Need to Understand Fan Behaviours

Generally associated with superior physical health, it is a rarely known fact that being involved in sports can also enhance one's psychological and social well-being. In the field of Sports Psychology, many researches are being dedicated towards athletes and performance enhancement of sports persons, and coaches and managers in sports. One of the newer grounds of research in this domain keeps its focal point on the fans of sports, where their connection with the team and sport that they associate themselves with is understood. In this context, one important concept that arises is *Sport Team Identification* which is the extent to which a fan feels a psychological connection to a team and views team's performances as self-relevant. Fans grow from merely being attracted to a sports team to pledging allegiance and loyalty to it. This depends upon how fans develop stronger emotional reactions to the team, gain more functional knowledge about the team, and cultivate greater symbolic value for benefits and qualities associated with the team. How a fan perceives the team and the team's performances lays a way into the level of involvement and behavioural loyalty that one develops with that team. Individuals become fans of a particular sport, and gradually identify with a team because of several reasons including parents and/or family influence, closest team, born and/or live in the city and/or state, peers, media, etc.

Fans grow from merely being attracted to a sports team to pledging allegiance and loyalty to it.

Some fans even have a tendency to place these teams above their own needs, and give a lot of importance to be identified as a fan of that team and building a strong identity for themselves in association with their teams. Due to this, the team has both psychological and social consequences on the fans, and previous researches show that these consequences are almost always positive in nature since they promote social relationships, well-being and happiness.

Being a sports fan, and having been identified to one sport team for many years, could bring a great impact on how the individual functions. Therefore, there arises a need to scientifically understand fan behaviours and their effects on a sport team and sporting event and vice-versa.

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Teaching Methods



“Change your thoughts and you change your world.”

-Norman Vincent Peale

ARTICLES FOR NEXT ISSUE SHOULD BE
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PLEASE INCLUDE YOUR NAME, E-MAIL
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