



Appointment

Suparswa Chakraborty has joined UMA as Dean of the Patna Campus. A former IAF fighter pilot, Suparswa is an FMS graduate and has extensive experience working with the likes of Price Waterhouse and ICFAI.

Upcoming Events

• Corporate Meet

Felicitation and thanks giving ceremony for the representatives of the companies participating in the summer internship program.

• NHRDN Weekly Meetings

Guest speakers will be Dr. Sangeeta, ex-Professor, Tokyo University, Japan, Mr. D. K. Srivastava, MD, Sudha Dairy Project, Patna, and Mr. I. C. Sinha, retd. ED, Mittal Steel, Romania.

• Indoor Games Meet

Carron Championship for the under-graduate students of BBA, BCA, and BSc (IT).

• Academic Council Meeting

Deans of all the Campuses to participate in the meeting to be opened by Dr. Saugata Banerjee, Director, UMESL, chaired by Mr. Raju Babu Sinha, VP, UMESL, and steered by Dr. Suvarna Sen,

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The Manager

Workshop on Research Methodology

Students of MBA, second semester, have begun attending a 20-hour workshop on research methodology. The workshop, being conducted by Animesh Karn, faculty at UMA Patna for Statistics and Economics, focuses on cutting edge analytical tools for marketing research using SPSS, and the R programming language.

SPSS is among the World's most widely used proprietary programs for statistical analysis, data management, and data documentation. The open source R programming language is the *de facto* standard among statisticians for high end data analysis.



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Network-based Marketing

A study, co-authored by Shawndra Hill of Stern Business School and Chris Volinsky of AT&T Labs Research, "provide[s] strong evidence that whether and how well a consumer is linked to existing customers is a powerful characteristic on which to base direct marketing decisions. ...a firm can benefit from the use of social networks to predict the likelihood of purchasing."

"Network neighbors -- those consumers linked to a prior customer -- adopt [...] at a rate three to five times greater than baseline groups selected by the best practices of the firm's marketing team," the study finds. "In addition, analyzing the network allows the firm to acquire new customers who otherwise would have fallen through the cracks, because they would not have been identified based on traditional attributes."

These findings can apply to a variety of social networks, such as MySpace and Orkut. "What these networks are enabling you to do is find likely customers who you may not have complete information on... potential customers... linked to your existing customer base."

The study quantifies that the "People who communicated with a [prior] customer ...were more likely to purchase the product than people not communicating with someone in the network, about 3.4 times more likely." Even "network neighbors" considered as poor prospects by traditional marketing analyses were about three times more likely to purchase than consumers considered good prospects but having no connection to a customer.

"Social theory tells us that people who communicate with each other are more likely to be similar to each other. ... Linked consumers probably are like-minded, and like-minded consumers tend to buy the same products."

Hill and Volinsky tried to answer whether the "network effect" works the same with all types of products. They note that people are more likely to talk about "a new, high-tech gadget or a recently released movie. We expect there to be less buzz for less 'sexy' products, like a new deodorant or a sale on grapes at the supermarket."



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Summer Internship Program @ UMA

Summer Internship at the Usha Martin Academy is an intensive, two months affair. This year UMA, Patna Campus students did their internships at KCC Limited, Sudha Dairy, and Adecco.

Interns at the Kalyanpur Cement Company conducted an extensive study surveying the customer and vendor satisfaction levels, consumer needs identification and buying behavior.

At the Sudha Dairy Project the interns were exposed to the exhaustive shop-floor management that goes into its massive operations. The interns got an intense hands-on learning right from planning delivery routes to quality control.

At Adecco the interns learned the detailed planning and groundwork that goes into a successful executive search, recruitment, learning and temporary staffing services for the clients.



Mobile Computing Applications: An Introduction

Jenny Stella,
Faculty, Information Technology & Computer Sciences

The most familiar aspect of mobile computing technology is the hand phone. About two decades ago, a hand phone was bulky and was only used for voice communication, a mere extension of the fixed line telephony. Now it is not only used for voice communication, but also, to send text and multimedia messages, Internet access, and high-speed data services.

In addition to the hand phone, various types of mobile devices are now available, for example, personal digital assistants (PDAs), ultra mobile personal computers (UMPCs) and global positioning system device (GPS).

Another category of mobile applications that is gaining popularity is mobile commerce or m-commerce, which is likely to become an important application of this technology. M-commerce application can be classified into ten types:

Mobile financial application business to customer (B2C) and business to business (B2B): The mobile device is used as a powerful financial medium.

Mobile advertising (B2C): It turns the wireless infrastructure & devices into a powerful marketing medium.

Proactive service management (B2C & B2B): It attempts to locate products and services that are needed.

Mobile inventory management (B2C and B2B) or product locating and shopping (B2C and B2B): It is an attempt to reduce the amount of inventory needed by managing in-house and on-the-move inventory. It also includes applications that help to locate products and services that are needed.

Wireless reengineering (B2C and B2B): It focuses on improving the quality of business services using mobile devices and wireless infrastructure.

Mobile auction or reverse auction (B2C and B2B): It allows users to buy or sell certain items using multicast support of wireless infrastructure.

Mobile entertainment services and games (B2C): It provides entertainment services to users on a per-event or subscription basis.

The applications are used in many different fields and may perform generic functions or be tailored to specific needs.

Mobile office (B2C): It provides the complete office environment to mobile users anywhere, anytime. Mobile distance education (B2C): It extends distance or virtual education support for mobile users everywhere.

Wireless data center (B2C and B2B): It supports large amounts of stored data to be made available to mobile users for making "intelligent" decisions.



Bargaining For Advantage

"Every minute you're not negotiating skillfully is an opportunity cost," says Richard Shell, chair of the legal studies department at Wharton and author of a book that takes its name from Wharton's Executive Negotiation Workshop, *Bargaining for Advantage*.

He stresses that negotiators should begin with close attention to detail. An important first step in negotiations is knowing yourself.

Identifying whether you are likely to compromise, accommodate or become aggressive in a negotiating session helps you compensate for possible weaknesses and begin scouting your counterparts. The goal is not to find a one-size-fits-all negotiating place but to select the optimal strategy for each situation.

Knowing what puts other people at ease, which topics excite them and how to read non-verbal cues are all critical pieces of information gathered during negotiations.

"There's a natural tendency to lean back when someone else leans in toward you. Fight that impulse and lean in. People will trust you more," he says. "Eye contact and body language are also important. The more you know, the more you can affect the process," he adds.

Putting customer's needs first is the grease that helps get things done. Another key strategy is being sure to talk to the right person. Bargaining with someone who lacks the authority to act can both waste time and benefit an adversary.

FAQ

Q. How do the students of UMA keep themselves updated about the latest technologies and processes?

A. Usha Martin Group is a global conglomerate with diversified business verticals. The groups educative initiative, Usha Martin Academy is an industry focused academic institution to provide end-to-end learning and skill building solutions.

Our students, the budding managers are exposed to extensive industry orientation through regular real-time industry projects, industry visits and training. The corporate guest lectures by eminent industry professionals puts the corporate legends closer to the budding managers. Thus the adventure of corporate world unfolds before the future managers as they get to know the live experiences of industry people who are working constantly with all latest technologies & processes.

HAPPENINGS NHRDN@UMA

The National HRD Network is an association of professionals committed to enhancing the capability of human resource professionals through education, training, research and experience sharing. The network is managed by HR professionals in an honorary capacity, stemming from their interest in contributing to the HR profession.

The network's Patna Chapter regularly holds meetings, seminars and workshops at UMA's Patna Campus under the able direction of its Secretary, Manoj Kumar Sinha, who is also the Faculty for Strategic Marketing at UMA Patna.

BUZZ Under-graduate Program in Management

Students of the BBA course are now being offered an under-graduate diploma in management by Usha Martin Academy.