What is the use of running, if ...

The captain of the fishing boat lost his way in the midst of a severe storm. While trying to control the boat and manage to prevent a wreck, he began feeling distress and annoyance.

The waves continued to turn more ferocious and lashed against the boat making it challenging for the captain to take control. However, he did not concede and kept trying harder every time the waves hit the boat. In his desperate attempts to stay stable and keep the boat steady, he was not able to hear one of his crew members yelling at him from a distance.

“Captain, Captain!” kept yelling the member, while holding on to one of the deck’s rails to avoid falling off the boat. “Captain, Captain!” reiterated the member.

This time, while trying to move closer to the captain, a huge wave almost made the boat tip over and the member fell and rolled on the deck till he luckily found another crossbar to hold on to.

After several attempts, the member finally was able to reach his fighting, drenched, and exhausted captain who had started to yell out his frustrations to the raging waves.

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Dr. G.P.C. Nayar
Founder & Chairman
SCMS Group of Educational Institutions

“I am a hard working captain and why does this happen to me? How can I escape from this situation? I have been sailing the open ocean for years to fish and support my family! Why, this desperation?” the captain lamented.

At that moment his crew member was able to reach out to the captain, grab his shoulder and make him turn so that the captain could hear him.

“Captain, Captain!” the member yelled again.

The captain looked at the member furiously for distracting him from his grueling task.

In which direction will you decide to go during a storm in your life? Will you feel despair and panic or take decisions with a well balanced mind? Will you turn to someone to seek for the direction? Or will you straightaway start adjusting your sails without knowing which direction to move in by relying on your efforts, courage and never give up attitude? It is the direction first and not hard work and the speed of action that should be taken into consideration when you are passing through a storm that throws uncertainty all around and brings your life into a state of disarray – isn’t it?

It is direction first that is more important than courage, efforts and speed in every phase of life.

What is the use of running, if you are on the wrong road?

Dr. G.P.C. Nayar

B Tech students bring laurels to SCMS

Electronics and Communication Engineering students of SCMS Engineering College have brought laurels to SCMS by bagging cash award of Rs.25,000 at the prestigious design and innovation competition – the Third Dialogue India Conclave – organised by Make in India and AICTE at IIT Delhi on June 24. The award was won competing with around 7000 entries from other educational institutions across the country. The event was organised with the purpose of promoting technological innovation in higher education.

A total of four innovative projects developed by the fifth semester and eighth semester KTU students of ECE Department were presented at the competition. The projects were developed under the guidance of

Contd. on page 2

The award winner students are seen along with the VIPs at the award ceremony.
PGDM batch 26 was inaugurated at a function held at SCMS COCHIN School of Business on July 24. The highlight of the programme was the presence of two energetic young entrepreneurs – Mr. George M.George, Managing Director, Muthoot Leisure and Hospitality and Mr. Jacob Joy, Founder Director, Liso Chocolatier and National Chair Yi – to share their experiences with the students.

"If you are not really innovative and committed to yourself, then, I don't think that any institution can help you to change your life," said Mr. George M.George, the chief guest in his inaugural address. Although people are involved, I find there is a lack of commitment these days, he clarified. Unless you help yourself you cannot help others. So I believe that the greatest investment that you can put for yourself is to invest in yourself, reasoned Mr.George. One of the key books that had actually changed my life when I was doing my master's degree is the book *The Lexus And The Olive Tree* written by Thomas Friedman. The book is all about globalisation. It was quite enlightening and had changed my entire perspective and how I looked at the whole world, he explained. It is very important to know how to sell ourselves. In an interview when there are 20 candidates you need to have the capacity to stand out among the 20 and that will happen only if you invest in yourself, committed to what you do with the passion for doing what you have to do, he argued.

We should never ever think that we are second to others, advised Mr. Jacob Joy who was the guest of honour. It is very important to think that you are the best, he asserted. You will have to work towards being the best. Great companies are there to offer jobs but at the end of the day, I think, we should also realise that we have something innate in us to become a job creator. To become that job creator you need think within yourself to find out what you are good at, he clarified. Very few of us understand that the freedom given to us is the responsibility to make the right choices. As PGDM students it is high time that you start making those choices. Are you here to make the right choices or are you here to somehow get through without making the right choices, think about it, he suggested.

Dr.V.Raman Nair, Group Director, in his presidential address, said that more than knowledge what today matters, is attitude. Building the right attitude is not that so easy. Research studies have shown that there are in general people with two types of mindsets. There are people with fixed mindset and those with growth mindset. People with fixed mindset can’t change. They won’t grow. They only keep complaining. If anyone of you has such an attitude remove it and build yourself a growth attitude, he appealed.

Dr.Filomina P.George, Director, SCMS COCHIN School of Business welcomed the gathering and Prof.R.T.R.Varma, HoD-Marketing proposed the vote of thanks.

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Dr.Sunil Jacob, Professor-ECE. The four projects were: (1) brain signal neuro excitation for physically challenged (helps those who have lost mobility due to damage to backbone, to regain mobility), (2) artificial-based intelligent reconfigurable robot for any terrain with smart sensors, (3) brain signal neuro excitation for complete assistance system for blind (enables blind people to carry out activities on their own), and (4) autonomous intelligent cart for automatic load balancing and speed control for vehicle.

The cash prize was presented to the students by Mr.Ramesh Vidul MP Delhi and Commander V.K. Jaitly.

The short-listed finalist entries were displayed with the help of models at the exhibition organised at the venue. SCMS College of Engineering claimed the third prize.

A total of 16 students from SCMS participated. The student leaders were: Ganesh M. Nair, A. N. George, Jose K. Joseph, Ajish S., Arjun K. Ajayan, Nidhin S. Kumar, Derick Davis and Sidharth K.
Prof. Pramod P. Thevannoor at ACBSP Annual Conference at Los Angeles

Prof. Pramod P. Thevannoor, Vice Chairman, SCMS Group and President, ACBSP Region 10 participated in the ACBSP Annual Conference 2017 held at Anaheim, Los Angeles from June 24 to 27. He is seen (sixth from right) with other delegates from South Asia Council for Business Schools and Programs Region 10.

My first US trip

(Avinash S. Nair, PGDM batch 25, who was selected for the ACBSP Student Showcase Award for the best paper presented at ACBSP Region 10 Conference held at SCMS was offered a US trip to attend the ACBSP Annual Conference 2017 held at Anaheim, Los Angeles from June 24 to 27. He reports on his experience in attending the conference – Editor.)

It was on 24th April that my team was selected for the Best Paper Award in ACBSP Region 10. The exciting offer in connection with this award was the sponsored trip to USA to attend the annual conference of ACBSP where all the 10 regions participated. I got my US visa approved on June 17. I felt I was really lucky to get the US visa.

I landed in Los Angeles International Airport, also known as LAX, on June 23. The city was really magnificent. As my destination was 32 miles from LAX, I was able to get a complete glance of the city. Anaheim was my destination. Anaheim is very famous for Disneyland. I reached Marriot where the ACBSP conference was taking place. My accommodation was also arranged there. When I reached the hotel, I saw a smiling face that was Pramod sir. He was able to really feel my excitement.

The interesting things I noticed in the city were the traffic, road patterns and driving pattern of people and the like. Everything was set in a systematic manner. I stayed there for five days. A surprising observation was that although it was a tourist city I never heard a single horn honking. Riders always gave priority to pedestrians.

Disneyland was another of my childhood dream come true experience. From 4pm till 12 am I was moving in another world - the Disney world.

At the ACBSP conference, Pramod sir introduced me to many people who were from different universities and colleges. Interactions with them were really enriching experience for me. A proud moment came for me when Pramod sir introduced me to Mr. Jeffrey Alderman who is the CEO of ACBSP. On June 27, the last day of the conference, we had Salute to Regions Luncheon, during which I was presented with 2017 ACBSP Student Showcase Award for outstanding presentation. It was really a proud moment for me. I can't forget that day of my life.

I would like to thank Bindu mam for choosing me and my teammate for paper presentation. I thank my parents, my bestie and my teammate for their support and blessings. I can't forget the help, support and favours done by Pramod sir. I can't express by words how much I am grateful to him. I thank all my faculty members for their support and guidance.
UG programmes inaugurated

UG programmes B Com, B Sc, BA (Eco) and IMCA for the new academic year at SSTM were inaugurated on June 29. Mr.Rajeev Nair, CMD, Stallion Group of Companies was the chief guest.

Our education system has to change in such a way that at least from standard 8 onwards an integration of education with the industry has to happen, said Mr. Rajeev Nair in his inaugural address. In countries like Germany, education is linked to the industry. The industry prefers to recruit people who can be productive from day one onwards. To make it possible linking with the industry is important, he clarified. “You have to dream and constantly follow up the dream,” he pleaded to the students. Hard work is always a catalyst for success, he argued quoting a couple of true success stories. “You are in the beginning of a golden era of India,” he reminded the students. “Make sure that you become a part of the growth story of the country,” Mr.Rajeev Nair concluded.

When you selected SCMS for your UG programme it was a wise decision because you guys can get a good start here,” said Mr.Ramesh Lakshmikanthan, Assistant VP, Kotak Life Insurance. Others from L-R: Dr.Radha P. Thevannoor, Group Director, Mr.Ramesh Lakshmikanthan, Assistant VP, Kotak Life Insurance, Dr.Sashi Kumar G., Principal, SSTM, Dr.C.Mohankumar, Director, SCMS Institute for Bioscience and Biotech Research and Development and Dr.Sherin Mariam Alex, Vice Principal.

Mr.Rajeev Nair, CMD, Stallion Group of Companies inaugurating the UG programmes at SSTM. Others from L-R: Dr.Radha P. Thevannoor, Group Director, Mr.Ramesh Lakshmikanthan, Assistant VP, Kotak Life Insurance, Dr.Sashi Kumar G., Principal, SSTM, Dr.C.Mohankumar, Director, SCMS Institute for Bioscience and Biotech Research and Development and Dr.Sherin Mariam Alex, Vice Principal.

Publications

Ms. Catherine Mary Mathew, Assistant Professor published an article titled ‘Role of Social Media in Crisis Communication in the Business Context: A Study With Indian Examples’ in International Journal of Research in Commerce, IT and Management, Volume 7 (2017), Issue No. 6 (June), ISSN 2231-5756.

Mr. V.S.Binu, Assistant Professor, published an article titled ‘An analysis of trends of Banks in Nifty Bank using relative strength index (RSI) and rate of change indicator (ROC)’ in International Journal of Research in Management & Social Science Volume 5, Issue 3 (I): July - September, 2017.


Faculty achievement

Ms. Devi S. Nair has successfully completed a certificate course on Introduction to Data Science conducted by Microsoft Virtual Academy, Microsoft.

Mr. Manu Melwin Joy, Assistant Professor, has been nominated as an approved reviewer for the Scopus Indexed Emerald Journal Personnel Review (ISSN: 0048-3486).

MBA Operations Students visit DP World Cochin

A group of 21 students of MBA Batch 14, specialising in Supply Chain and Logistics, visited International Container Transhipment Terminal built and operated by DP World Cochin at Willingdon Island, on July 11. The visit was part of their outcome-based educational programme and they were accompanied by faculty member, Mr. Santhosh S., Associate Professor. DP World started
Contd. from page 4
its container operations in Kochi in April 2005 and currently has a capacity to handle 1 million TEU (Twenty Foot Equivalent Unit) per annum. No other Indian port enjoys such a strategic geographic proximity to the major maritime sea routes. It is also a natural gateway to the vast industrial and agricultural hinterland of southern India. The students were initially taken through a virtual tour of the facility in the seminar hall followed by an actual tour around the facility, accompanied by DP World’s officials. The students also witnessed the cranes loading 40 tonnes containers on a container ship which was berthed alongside the quay. The whole experience gave the students first-hand experience of international port operations and valuable insights into logistics management.

Dr.C.Mohankumar spoke at St.Xavier’s College
Dr.C.Mohankumar, Director, SCMS Institute for Bioscience and Biotech Research & Development interacted with selected graduate students of all science disciplines under ‘walk-with-scholar’ scheme sponsored by Collegiate Education Council, Government of Kerala, at St.Xavier’s College, Aluva on July 10. The purpose of the programme was to motivate and guide the students to identify appropriate areas for their higher studies.

Industrial visit to DP World
B.A Economics students of SSTM went on an industrial visit to DP World Cochin as a part of their curriculum. The primary objective of the trip was to make the students aware of the shipping process and cargo management. They attended an hour-long class where they were given an idea about the company, its departments and future opportunities of trade through Vallarpadam. The students were also taken around to see container movements and other allied activities.

Survey conducted for KMRL
A group of MCA students successfully conducted a survey for KMRL as a part of Kochi Metro’s campaign ‘Last Mile Connectivity.’ The opinion survey was conducted among the samples belonging to auto drivers and households in the vicinity of 11 metro stations. The students were also required to map the various feeder routs identified into Google Earth.

A total of 36 students participated in the project which was done under the guidance of Dr.Radha P.Thevannoor, Group Director, Dr.V.Raman Nair, Group Director, Dr. Sashi Kumar, Principal, Mr.Sujay K., Assistant Professor-SSET and Ms.Anupama Usha, Assistant Professor-MCA.

As a token of appreciation for the good work done, on successful completion of the project, certificates were distributed to the students by KMRL on July 17. Mr.B.J.Antony, Senior Deputy Commissioner and Advisor to KMRL was the chief guest on the occasion.
11th International Conference on Advanced Computational Engineering and Experimenting - 2017 in Vienna.

(Dr. Sheeja Janardhanan, Associate Professor - Mechanical Engineering participated in the 11th International Conference on Advanced Computational Engineering and Experimenting – 2017 held in Vienna, Austria from July 3 to 6. She also presented a keynote address. Her report.)

Most significant conference
ACEX 2017 will be remembered as the most significant conference of my life as it brought me the opportunity to deliver a keynote address for the first time in the City of Dreams, Vienna, the capital city of a beautiful central European country, Austria. The ACEX conferences are aimed at attracting a balanced portion of delegates from academia, industry and research institutions and laboratories involved with research and development work. In doing so, the conference provides a binding platform for academics and industrialists to network together, exchange ideas, provide new information, and give new insights into overcoming the current challenges which are faced by academics and the industrialists based on computational engineering and experimenting. The event held in the Austria Trend Savoyen Hotel provided ample opportunity for the delegates to network and improve their knowledge in an attractive, cultural and friendly environment.

The objective of the conference was to deliberate on the computational methods in modern mechanical engineering and also to discuss various numerical tools developed recently to visualise and analyse the data of numerical experiments, popularly known as simulations.

There were delegates from all over the globe. Invited speakers particularly were from Universities of the European Union (Schengen), UK, Russia, Canada, USA, Taiwan, Korea, Malaysia, Japan and India.

The only Indian speaker
For me it was a proud moment as I was the only Indian speaker representing the SCMS fraternity. It was invigorating and exciting for me to present the research of SSET standing abreast with the rest of the world. My presentation was categorised under the session ‘Scientific Visualisation and Imaging Systems.’ I presented the research I have been carrying out over the past decade on Numerical Towing Tanks. For this talk especially I chose the data analysis and the mathematical interpretation part of my work. I also briefly discussed the other research areas I deal with at SSET. My work was well appreciated and its potential to expand more for the sake of navigational safety of ships was pointed out by fellow researchers.

Paper presentations
Mr. Santhosh G., Associate Professor - Civil presented a paper titled ‘Jarofix as Partial Replacement of Fine Aggregate in Concrete’ in Advances in Technology, Engineering and Computing - A Multinational Colloquium 2017 held at SSET on June 22 and 23.

Seminars and workshops
Ms. Lekshmi Nair M. and Ms. Mary Catherine, Assistant Professors of Electronics and Communication Engineering participated in the workshop on Matlab and Simulink Applications organised by Department of Electronics and Communication Engineering, Adi Sankara Institute of Engineering and Technology, Kalady in association with Coreel Technologies and Math Works on July 3 and 4.

Ms. Beena Puthillath, Assistant Professor, Electrical and Electronics Engineering participated in the workshop on Time Series Analysis of Electronic Devices and Systems.

Collaborative research
I could make a networking with fellow researchers from Canada as well as European countries such as Bulgaria, Croatia and Portugal who have expressed their interests in carrying out collaborative research projects and also faculty-student exchange programmes with SSET. Prof. Dean Vucinic, Senior Scientist and Professor from Virje Universiteit Brussel, Belgium, one of the organisers of the conference, who had been in SSET during 16th to 26th June 2017, has shouldered the responsibility of co-ordinating the activities for setting up a Centre for Computational Excellence at SSET. He has also arranged to provide us with few licenses of the software ‘Flow Vision’ which is the upcoming most preferred solver in CFD. CCE is envisaged to be a joint venture by SSET, European and Canadian Universities for carrying out high end research projects pertaining to the field of Computational Fluid Dynamics (CFD) at SSET. The venture will also help SSET emerge as a recognised CFD centre in the country.

Share mutual expertise
Research using CFD entails high performance computing sources and softwares which sometimes have to be supplemented with experimental facilities. Setting up of such facilities in an institute may not be feasible economically. I feel that by doing a collaborative research with institutes already equipped with all these facilities, we may not only help to share mutual expertise and computational burden but can also improve the quality of research publications, update with emerging methods, expand our reach and above all build cost-effective research laboratories.

Outlook for Future
An established research lab will definitely help in fetching us consultancy projects from CSIR, Naval Research Board, Indian Register of Shipping and the like where CFD is a very important computational tool.
SSET, the only engineering college selected by Government of India AMRUT Mission

Kerala State Level Technical Committee which is responsible for approving Government of India projects connected with AMRUT Mission (Atal Bihari Vajpayee Mission for Rejuvenation and Urban Transportation) has approved SCMS Water Institute of SCMS Engineering College for conducting the feasibility study for the first desalination plant in the state at Guruvayur. SCMS Engineering College is the only engineering college in the state to have selected to undertake any of the consultancy projects under the AMRUT Mission of Government of India.

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using R-Package held at Department of Statistics, CUSAT, Kochi on June 29 and 30.

Ms. Reshma R., Ms. Sophia Cleetus, Ms. Nuja M. Unnikrishnan and Ms. Preema T. S., Assistant Professors of Basic Science department participated in the workshop on Linear Algebra, Graph Theory and Cryptography held at Rajagiri School of Engineering and Technology, Kakkanad from June 28 to 30.

Staff achievements

Mr. Varun G. Menon, Assistant Professor-CSE has been selected to the Review Board of one of the prestigious journals of IEEE, IEEE Transactions on Vehicular Technology with Impact Factor 4.066. He has also been selected to the Editorial Review Board of the Journal of Organisational and End User Computing with Impact Factor 0.759.

Mr. Varun G. Menon has obtained M Sc in Applied Psychology from Bharatiar University

Placement news

Al Meerath Motors, UAE conducted telephonic interview for Automobile Engineering students on July 19.

Konfidence Group conducted the Aptitude training classes for B Tech seventh semester students on July 20 and 21.

SCMS, knowledge partner of ICLEI

International Council of Local Environmental Initiatives (ICLEI) based in Bonn, Germany has decided to accept SCMS Water Institute as their knowledge partner for their project in Cochin Corporation. They are funding the Corporation for solar energy initiatives, biodiversity conservation and so on. They are going to start a four-year project in collaboration with Cochin Corporation on urban biodiversity conservation.

A high level team from ICLEI visited SCMS on July 5 and had detailed discussions on their proposal for collaboration with SCMS. Prof.P.C.Pillai, Senior Group Director, Dr.Sunny George, Director, SCMS Water Institute and Dr.Ratheesh Menon, Associate Professor participated in the discussions with Dr.Ingrid Coetzee, South African Chief of ICLEI, Dr.Ernita Van Wyk, also from South Africa, and Dr.Monalisa Sen, Indian Chief of ICLEI, the expert team members from ICLEI.

Dr. Sunny George spoke on Indica

Dr.Sunny George, Director, SCMS Water Institute introduced the book ‘INDICA – A Deep History of Indian Subcontinent’ to the audience at a discussion on the book organised by Chalakudy Taluk Library Council and Kerala Sastra Sahitya Parishad on July 8. The book written by Mr. Pranay Lal and published by Penguin Random House is the first definitive natural history of Indian subcontinent.

Refuel your vehicle in the morning

Some of us may have heard that refueling of vehicles is good early in the morning, but I am sure that many of us don’t know the reason behind it. In the mornings you get more value for the money you spend. More worth for the price you pay. How? Here is the reason. It is quite simple as well.

If you’re filling up in the morning, the temperature is less, fuel is denser and hence you may get more percentage of fuel for the money you’ve paid. But in the afternoon or during the day petroleum products start to expand, so due to the expansion you end up with a lesser percentage of fuel for the money you’ve paid.

Next time if you’re looking for a full tank fuel, it is advisable to do it in the morning or even at late night, rather than do it in the afternoon or during the day.

Next time while refueling, have a look on the fuel dispenser and realise the ‘density’ reading along with ‘price’ and ‘volume.’ Fuel & enjoy your ride.

Dr. MANOJ KUMAR B.
Associate Professor
Department of Automobile Engineering

Blood donation camp

A blood donation camp was organised at SSA campus on July 18 with the cooperation of United Nations Academic Impact (UNAI) and Indian Medical Association Cochin Chapter. Students, faculty members and staff participated.

It was followed by a seminar on the importance of blood donation. The students staged at SSET amphitheatre a skit highlighting the significance of blood donation.

SSA News
SCMS School of Architecture

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Building Cumulative Advantage - The New Challenge

Dr. Sobha Menon MA, MBA, PhD
Associate Professor

Sustainable competitive advantage, firms capturing their brand loyalty is the proposition to the target markets and over its competitors. Offering a unique value focuses on the leverage that a business has advantage enunciated by Porter in 1985. The traditional concept of competitive contradiction.

MasterCard, Tropicana and Animal Planet are rebranding which further reconfirms this profile of the consumers. Instagram, PepsiCo, models in tune with the changing dynamic communication strategies and business reconfigure your marketing and contradicts an established marketing axiom – largely remaining unchanged. This means that automatic choice is more preferred than conscious choice as it is the easiest thing to do. This means that the consumer will pick her favourite brand from the mall shelf as she has been doing every time she buys that product. Not only that, every time she does so, it becomes easier for her to do so again next time – provided, of course, the chosen product meets her expectations in every way. Meanwhile, it becomes ever so much harder for the consumer to buy another product that she did not choose, and with each purchase this gap widens. Thus, every time the consumer chooses one product over another, the advantage of the chosen product cumulates. Laffey and Martin calls this the ‘cumulative advantage.’ They postulate that if a firm wants to extend the initial competitive advantage, the firm must invest in turning this advantage into a habit rather than choice. They have thus defined cumulative advantage as “a layer that a company builds on its initial competitive advantage by making its product or service an ever more instinctively comfortable choice for the customer.”

Starbucks has a brand personality that comes through in every communication. No matter where the consumer is in the world, the logo, storefront and store presence all have a familiar look and feel and indicates refreshment is nearby. Facebook is another company which built cumulative advantage by successfully maintaining its look. When it made its entry into mobile space, it retained the same look which the consumer experienced on the desktop. Thus Facebook used cumulative advantage by building on familiarity to become the most popular social networking site.

Laffey and Martin have enumerated four rules to build the cumulative advantage.

a. Companies should focus on garnering market share as early as possible so that it can later on benefit from decreasing costs resulting from the company’s production experience.

b. Companies must design for the product offering becoming an automatic consumer response. Facebook succeeded in making its million customers making checking for updates a daily habit. Consistency in design of the visible product elements and ease of use of the product in a user’s environment are some essential features that should be incorporated.

c. Any updating of the brand due to technological changes should be done in a manner that allows the newer versions retain or add to the cumulative advantage.

d. The subconscious habit-driven decision making is faster than the conscious decision making so advertisements and other forms of communication should be simple and uncomplicated.

Thus the theory of cumulative advantage states that it is the subconscious mind that dominates decision making in a consumer and products and services that are easy to access and reinforce comfortable buying habits will triumph over new innovative products.

However, habits can change and when new technologies change the business environment, consumer habits change very rapidly. So, the more skilled the marketers become in understanding the underlying motivations of consumers, the better they will succeed in building habitual behaviour and foresee the change in habits. Making the brand a habit is the main challenge for all marketers in today’s fast changing business environment.