

Newspaper Clips

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Scam effect: Course in biz ethics must at new IIMs

Mathang Seshagiri | TNN

Bangalore: After playing out in the courtrooms and boardrooms, some of India Inc's scams have crashed into the classrooms of the Indian Institutes of Management (IIMs).

A slew of scams, including Satyam, 2G, Bhopal gas tragedy (Dow Chemical Company) and their protagonists have become a talking point at the new IIMs. Business ethics and values will now be taught as a part of the flagship postgraduate programme in management.

The newest IIM at Trichy, mentored by IIM-Bangalore, will introduce a full credit mandatory course in ethics, corporate social responsibility and values this summer for its maiden batch. "India has always been known for its values and ethics. But things have changed in recent times. We be-



HIGH ON VALUES?

lieve each student passing out of the institute should act as change agents with socially responsive behaviour. During the interview stage, we are looking for qualities like ethical behaviour, integrity and spirit of inquiry among prospective students," said IIM-T director Prafulla Agnihotri.

Aditya Somani, a first year student at IIM-Ranchi, recently completed a second term course in business ethics and

values. He said, "The course did not teach him how to be ethical per se but focused on ethical decision making. "I remember the Bhopal tragedy case where we discussed what ought to be done and what happened in reality. Professors throw up situations and we discuss how to tackle them."

Heads of some of the biggest corporate houses, who hold honorary positions at IIMs, had pitched for these courses. Tata Motors vice-chairman Ravi Kant, who is chairman, board of governors at IIM-Rohtak, suggested a rejig of the curriculum to include ethical business practices and CSR. In the first board meeting of the B-school in June 2010, he stressed the need for "sensitisation of budding managers on sustainable profit making in long-term perspective versus short-term profitability."

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Tweaked protein can conquer Aids

Experts Identify & Engineer Compound That Blocks HIV From Entering Cells

Washington: In a possible breakthrough in the fight against Aids, scientists claim to have engineered a new protein that prevents the virus from entering cells.

The scientists say this protein is based on a naturally occurring protein in the body, called RANTES, which is part of the body's immune system and protects cells from viruses. RANTES naturally defends the body against HIV/Aids, but cannot be used as a drug or drug candidate because it has several other biological effects which could

cause harmful inflammation.

After examining the precise molecular structure of the RANTES protein, the scientists discovered that only a small fragment of the RANTES protein is actually responsible for blocking HIV entry into cells. From there, they dissected the desired section of the RANTES protein and worked to stabilise it without compromising its protective effects, The FASEB Journal reported.

After several sequential steps of molecular refinement and some virtual mod-

Cure for cancer, arthritis gets a boost

Scientists have identified a protein which controls inflammation, a key finding that they claim could play a critical role in the future treatment of cancers and autoimmune diseases.

An international team, led by Imperial College London and funded by Cancer Research UK, has characterised the role of 'Sharpin', a protein that controls inflammation induced by 'Tumour Necrosis Factor' — a vital part of body's defences against cancer, the 'Nature' journal reported. According to the scientists, the research may also shed light on the causes of certain autoimmune diseases, such as rheumatoid arthritis and psoriasis. PTI

elling, the researchers created a peptide with very high potency against HIV, with possible benefits for treating inflammatory diseases such

as arthritis and lupus, as well as the prevention of transplant rejection.

"This is science fiction made reality. These research-

ers took a protein apart and removed the portion that causes harm, then stabilised and modified the section that has a therapeutic effect. This research paves the way for similar work for many, many other illnesses," said Gerald Weissmann, editor of The FASEB Journal.

"We're finally able to design smart anti-HIV drugs aimed at the right target. That's because scientists have spent decades figuring out the molecular details of how the virus enters cells, and the exact chemical structures involved." en

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New tech can read face, tap into user's emotions

San Francisco: Computers may soon understand people better than their spouses do, courtesy of innovations from startup Affectiva that expand on groundbreaking sensing research at the Massachusetts Institute of Technology (MIT).

Affectiva co-founder and MIT professor Rosalind Picard showed off the fledgling firm's feelings-sensing applications at a Web 2.0 Expo in San Francisco. "Feelings are complicated," she said. "Now, we can begin to measure them and learn."

Affectiva technology enables computers powering websites to scan web camera imagery for facial expressions, eye movements, and gestures that provide clues to emotional reactions to anything from film scenes, to game action or ads. Picard provided a glimpse at a "Q Sensor" that can be strapped to a wrist or ankle to assess when people are excited or bored.



MIND READER: The tech enables computers to scan web camera imagery for facial expressions, eye movements and gestures

The sensor measures electricity being conducted through the skin to determine arousal.

Affectiva has built prototype eyeglasses with a small camera and other technology in the frames. Wearers engaged in conversations are signaled with tiny green, yellow, or red lights when they are being captivating, losing a companion's attention, or should simply shut up, according to Picard. AFP

Business Line ND 02/04/2011 P-5

Research must herald innovations

'Social insights more powerful than consumer insights'

Our Bureau

Mumbai, April 1

Can research help companies spot emerging trends for companies to grow profitable businesses, rather than look into the past and study what occurred in the market or influenced it?

Building on the subject of predicting demand, speakers discussed the role of marketing research in creating leads for marketing, and the need for research to reveal latent demand, on day two of CII's marketing summit on Friday.

Mr Chitranjan Dar, Chief Executive, ITC Foods, said, "Market research, we believe, is a way of connecting with consumers. And you cannot ignore a million voices on the net and focus on 100 through traditional research methods alone."

"Increasingly relevant and powerful consumer insights are being obtained only through observational techniques. And observing non-users of our brand can be more rewarding, helping us understand why they are not consuming and filling that



(left to right) Mr Chandramouli Venkatesan, Category Director - Chocolates and Strategy, Cadbury India; Mr Chitranjan Dar, Chief Executive, ITC Foods; Mr Piyush Mathur, President - India Region - The Nielsen Company; Mr Rick Kash, CEO, The Cambridge Group and Mr Govind Rajan, GM - Skincare, HUL, on the second day of the CII summit in Mumbai on Friday.

gap. Insights are not the end — you need to innovate on those insights and go to the market," noted Mr Dar.

PREMIUM-ISATION

He cited the trend of 'premium-isation,' where consumers are seeking out relatively premium offerings even in rural markets and at the bottom of the pyramid, thanks to higher disposable incomes. "We need solutions to monetise this premium-isation, and insights to drive products in

the space," added Mr Dar.

Larger social insights, on consumer groups (like families), can be more powerful than insights mined from individual consumers, contended Chandramouli Venkatesan, Category Director - Chocolates and Strategy, Cadbury India.

"The means to social insights is not research. You need to observe the social process and collective trends in society - that can lead to powerful insights. Research

can then validate this hypothesis."

Brands in mature stages of lifecycle had no choice but to keep looking at social insights to grow, according to Mr Venkatesan.

Social insights could help redefine categories like it has for Cadbury India, moving from looking at chocolates as a category to sweets (mithai) with Celebrations, he outlined.

"Marketing research has lived for too long in the past, telling us what happened. When the role of marketing research appends the future for marketing and management, we will have a new position of CRO (chief research officer)," observed Mr Rick Kash, CEO, The Cambridge Group.

OUTLOOK TO SOCIAL MEDIA

On the outlook to social media, he said, "Social media is not just about media — social media is social. It is a large, social movement. If we see it only as a medium, then we're missing the larger picture."