

# List of Student Articles PGDM 2017-2021



INSTITUTE OF MANAGEMENT, CHENNAI

[List of Student Articles](#)

## STUDENT ARTICLES IN THE MEDIA

S. No	Publication	Date	Headline	Author	Link
1.	The Pioneer	Aug-2021	Post IPO Performance amid Retail Investor Rush	Arnab Sarkar Ranjitha A	<a href="https://www.dailypioneer.com/2021/columnists/post-ipo-performance-amid-retail-investor-rush.html">https://www.dailypioneer.com/2021/columnists/post-ipo-performance-amid-retail-investor-rush.html</a>
2.	BW Businessworld	Aug-2021	Implementation and Performance of CBDCs across economies	Arnab Sarkar Ranjitha A	<a href="https://vc-world.in/2021/08/25/implementation-and-performance-of-cbdc-across-economies-and-indias-opportunities-and-obstacles-for-the-same/">https://vc-world.in/2021/08/25/implementation-and-performance-of-cbdc-across-economies-and-indias-opportunities-and-obstacles-for-the-same/</a>
3.	MediaNews4U	Aug-2021	How Advertisements are Evolving to Reflect a Better Society	K Rajeshwari Ankita Bhuniya	<a href="https://www.medianews4u.com/how-are-advertisements-evolving-to-reflect-a-better-society/">https://www.medianews4u.com/how-are-advertisements-evolving-to-reflect-a-better-society/</a>
4.	ET & Asian Age	Jul-2021	Lakshya Chawla (PGDM 14) wins Times best wedding photographer	Lakshya Chawla featured	<a href="https://economictimes.indiatimes.com/magazines/panache/times-most-influential-personalities-2021-2/articleshow/85100756.cms?from=mdr">https://economictimes.indiatimes.com/magazines/panache/times-most-influential-personalities-2021-2/articleshow/85100756.cms?from=mdr</a>  <a href="https://www.asianage.com/entertainment/bollywood/040719/heres-all-you-need-to-know-about-lakshya-chawla.html">https://www.asianage.com/entertainment/bollywood/040719/heres-all-you-need-to-know-about-lakshya-chawla.html</a>
5.	ET Brand Equity	Jun-2021	Stop Spreading, Start Living! (COVID-19 Vaccine)	Shaina Dewan K Rajeshwari	<a href="https://brandequity.economictimes.indiatimes.com/news/marketing/the-vaccine-dilemma-stop-spreading-start-living/83135450">https://brandequity.economictimes.indiatimes.com/news/marketing/the-vaccine-dilemma-stop-spreading-start-living/83135450</a>
6.	BW Businessworld	May-2021	To Align with Customers, First Align with Businesses	Ashish Bharadwaj	<a href="http://bweducation.businessworld.in/article">http://bweducation.businessworld.in/article</a>

				K Rajeshwari	/To-Align-Businesses-First-Align-With-Customers/28-05-2021-391313/
7.	Education Today	May-2021	Higher Education should instil Social Consciousness	Muskan Jain K Rajeshwari	<a href="https://educationtoday.org.in/higher-education-should-instil-social-consciousness/">https://educationtoday.org.in/higher-education-should-instil-social-consciousness/</a>
8.	The Hindu Business Line on Campus	Feb-2020	A Budget that is supported by three strong themes	Akarsha Pandey	<a href="https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/a-budget-that-is-supported-by-three-strong-themes/article30792113.ece">https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/a-budget-that-is-supported-by-three-strong-themes/article30792113.ece</a>
9.	The Hindu Business Line on Campus	Jan-2020	The education sector should see more public-private partnerships	Akarsha Pandey	<a href="https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/education-sector-should-see-more-public-private-partnerships/article30675950.ece">https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/education-sector-should-see-more-public-private-partnerships/article30675950.ece</a>
10.	The Hindu Business Line on Campus	Jan-2020	R&D must be mandatory at all educational institutions	Akshay Agnihotri	<a href="https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/r-d-must-be-mandatory-at-all-educational-institutions/article30675252.ece">https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/r-d-must-be-mandatory-at-all-educational-institutions/article30675252.ece</a>
11.	Forbes	Jan-2020	Blockchain in Indian healthcare system	Parth Gupta	<a href="http://www.forbesindia.com/article/great-lakes-institute-of-management/blockchain-in-indian-healthcare-system/57281/1">http://www.forbesindia.com/article/great-lakes-institute-of-management/blockchain-in-indian-healthcare-system/57281/1</a>

12.	The Hindu Business Line on Campus	Nov-2019	Addressing structural issues in the economy	Parth Gupta	<a href="https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/addressing-structural-issues-in-the-economy/article29964236.ece">https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/addressing-structural-issues-in-the-economy/article29964236.ece</a>
13.	India Today	Nov-2019	How to write CAT exam to score maximum percentile	Parth Gupta	<a href="https://www.indiatoday.in/education-today/tips-and-tricks/story/how-to-write-cat-exam-to-score-maximum-percentile-1622118-2019-11-24">https://www.indiatoday.in/education-today/tips-and-tricks/story/how-to-write-cat-exam-to-score-maximum-percentile-1622118-2019-11-24</a>
14.	Market Oracle	Oct-2019	2 %: A Magic Number or an Obsession?	Muhammed Arf	<a href="http://marketoracle.co.uk/Article66027.html">http://marketoracle.co.uk/Article66027.html</a>
15.	The Hindu Business Line on Campus	Jul-2019	Manufacturing industry requires immediate attention	Akarsha Pandey	<a href="https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/manufacturing-industry-requires-immediate-attention/article28075951.ece">https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/manufacturing-industry-requires-immediate-attention/article28075951.ece</a>
16.	The Hindu Business Line on Campus	Jul-2019	Economy is awaiting Modi's magic	Aakar Gangrade	<a href="https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/economy-is-awaiting-modis-magic/article28272122.ece">https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/economy-is-awaiting-modis-magic/article28272122.ece</a>
17.	The Hindu Business Line on Campus	Jul-2019	Time to tackle the liquidity crunch	Gaurav Kumar	<a href="https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/time-to-tackle-the-liquidity-crunch/article28273513.ece">https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/time-to-tackle-the-liquidity-crunch/article28273513.ece</a>

18.	The Hindu Business Line on Campus	Jul-2019	Revamp of business laws needed for Industry 4.0 to succeed	Kishan Barchha	<a href="https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/revamp-of-business-laws-needed-for-industry-40-to-succeed/article28273704.ece">https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/revamp-of-business-laws-needed-for-industry-40-to-succeed/article28273704.ece</a>
19.	The Hindu Business Line on Campus	Jul-2019	Developing bond market can widen funding options	Mourjya Sanyal	<a href="https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/developing-bond-market-can-widen-funding-options/article28274818.ece">https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/developing-bond-market-can-widen-funding-options/article28274818.ece</a>
20.	The Hindu Business Line on Campus	Jul-2019	Remove obstacles to economic development-	Venkata Vivek Vasireddy	<a href="https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/remove-obstacles-to-economic-development/article28126073.ece">https://bloncampus.thehindubusinessline.com/b-school-corner/studentspeak/remove-obstacles-to-economic-development/article28126073.ece</a>
21.	The Hindu	Mar-2019	The right connect	Aastha Kapoor	<a href="https://www.thehindu.com/education/the-right-connect/article26552786.ece">https://www.thehindu.com/education/the-right-connect/article26552786.ece</a>
22.	The Hindu Business Line on Campus	Feb-2019	Strong business model can create value for all	Priya Prasad	<a href="https://bloncampus.thehindubusinessline.com/case-studies/strong-business-model-can-create-value-for-all/article26388095.ece">https://bloncampus.thehindubusinessline.com/case-studies/strong-business-model-can-create-value-for-all/article26388095.ece</a>
23.	InsidelIIM	Feb-2019	Media: Still A Mouthpiece for Free Speech?	Surabhi Kalra	<a href="https://insideiim.com/media-still-mouthpiece-free-speech-surabhi-kalra-critique-submission-3">https://insideiim.com/media-still-mouthpiece-free-speech-surabhi-kalra-critique-submission-3</a>

24.	IIM Ranchi - Marqueline	Jan-2019	Marketing – Making Lives Better	Roshan James	See Annexure
25.	India Today	Dec-2018	Working hard for your MBA? These key points can lead you ahead in Business Management	Rajath Shetty	<a href="https://www.indiatoday.in/education-today/featurephilia/story/mba-business-management-mba-degree-divd-1398626-2018-11-29">https://www.indiatoday.in/education-today/featurephilia/story/mba-business-management-mba-degree-divd-1398626-2018-11-29</a>
26.	The Pioneer	Dec-2018	Making sense of the surreal	Tushar Manchanda	<a href="https://www.dailypioneer.com/2018/columnists/emerging-flavour-in-retail-business.html">https://www.dailypioneer.com/2018/columnists/emerging-flavour-in-retail-business.html</a>
27.	The Pioneer	Jun-2018	Making sense of the surreal	Tushar Manchanda	<a href="https://www.dailypioneer.com/2018/columnists/making-sense-of-the-surreal.html">https://www.dailypioneer.com/2018/columnists/making-sense-of-the-surreal.html</a>
28.	AMBA Blog	Apr-2018	MBA Stories	Bharat S Raj	<a href="https://community.mba-world.com/blog/b/weblog/posts/mba-stories-bharat-s-raj">https://community.mba-world.com/blog/b/weblog/posts/mba-stories-bharat-s-raj</a>
29.	Tech Story	Mar-2018	Information Security – A Capability Overlooked or a Feature Assumed?	Swati Agarwal	<a href="https://techstory.in/information-security-capability-overlooked-or-feature-assumed/">https://techstory.in/information-security-capability-overlooked-or-feature-assumed/</a>
30.	The Hindu Business Line on Campus	Mar-2018	Things to know while lending to margin traders	Shiv Garg	<a href="https://bloncampus.thehindubusinessline.com/b-school-corner/things-to-know-while-lending-to-margin-traders/article24154268.ece">https://bloncampus.thehindubusinessline.com/b-school-corner/things-to-know-while-lending-to-margin-traders/article24154268.ece</a>
31.	India Today	Feb-2018	Here's how you can ace your B-school interviews	Lakshita R	<a href="https://www.indiatoday.in/education-today/featurephilia/story/b-school-interview-tips-1155380-2018-01-27">https://www.indiatoday.in/education-today/featurephilia/story/b-school-interview-tips-1155380-2018-01-27</a>
32.	BrainBuxa	Feb-2018	Life before and after MBA	Prapti Dhywala	<a href="https://www.brainbuxa.com/blog/life-before-and-after-mba">https://www.brainbuxa.com/blog/life-before-and-after-mba</a>



33.	India Today	Feb-2018	Budget 2018: Education sector analysis	Rohit Viswanathan	<a href="https://www.indiatoday.in/education-today/news/story/budget-2018-education-sector-analysis-1172823-2018-02-19">https://www.indiatoday.in/education-today/news/story/budget-2018-education-sector-analysis-1172823-2018-02-19</a>
34.	MBA Skool	Jan-2018	BOARDROOM BATTLES IN THE INDIAN CORPORATE	Sunakshi Charan Pahari	<a href="https://www.mbaskool.com/business-articles/human-resource/17465-boardroom-battles-in-indian-companies.html">https://www.mbaskool.com/business-articles/human-resource/17465-boardroom-battles-in-indian-companies.html</a>
35.	India Today	Nov-2017	Here's how you can prepare well for a campus interview	Amit Goenka	<a href="http://indiatoday.intoday.in/education/story/campus-interview/1/1093328.html">http://indiatoday.intoday.in/education/story/campus-interview/1/1093328.html</a>
36.	India Today	May-2017	How does MBA help you gain skills and industry insights?	Sukanya Chaturvedi	<a href="https://www.indiatoday.in/education-today/jobs-and-careers/story/mba-975908-2017-05-08">https://www.indiatoday.in/education-today/jobs-and-careers/story/mba-975908-2017-05-08</a>

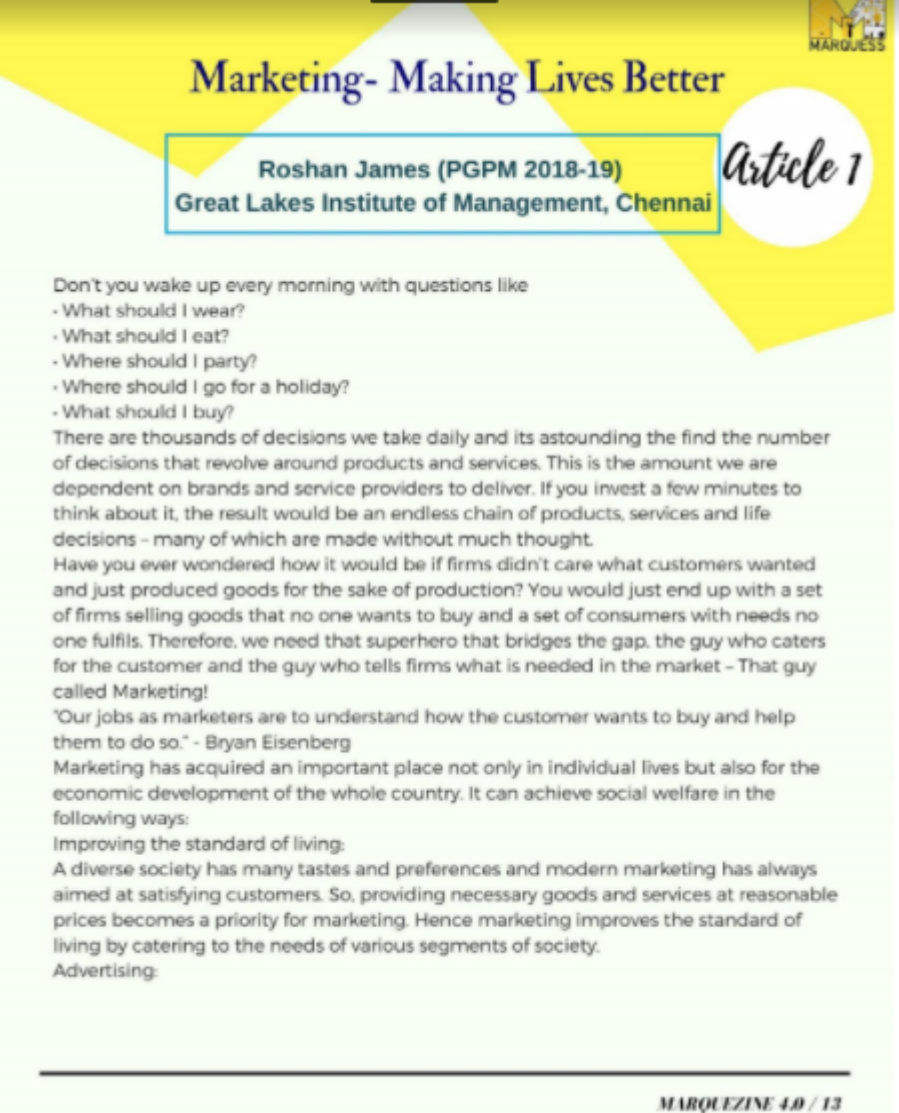
## ANNEXURE

Headline: **Marketing – Making Lives Better**

Publication: **IIM Ranchi - Marqueezine**

Date: Jan-19

Author: Roshan James



**Marketing- Making Lives Better**

Roshan James (PGPM 2018-19)  
Great Lakes Institute of Management, Chennai

*Article 1*

Don't you wake up every morning with questions like

- What should I wear?
- What should I eat?
- Where should I party?
- Where should I go for a holiday?
- What should I buy?

There are thousands of decisions we take daily and its astounding the find the number of decisions that revolve around products and services. This is the amount we are dependent on brands and service providers to deliver. If you invest a few minutes to think about it, the result would be an endless chain of products, services and life decisions – many of which are made without much thought.

Have you ever wondered how it would be if firms didn't care what customers wanted and just produced goods for the sake of production? You would just end up with a set of firms selling goods that no one wants to buy and a set of consumers with needs no one fulfils. Therefore, we need that superhero that bridges the gap, the guy who caters for the customer and the guy who tells firms what is needed in the market – That guy called Marketing!

"Our jobs as marketers are to understand how the customer wants to buy and help them to do so." - Bryan Eisenberg

Marketing has acquired an important place not only in individual lives but also for the economic development of the whole country. It can achieve social welfare in the following ways:

Improving the standard of living:  
A diverse society has many tastes and preferences and modern marketing has always aimed at satisfying customers. So, providing necessary goods and services at reasonable prices becomes a priority for marketing. Hence marketing improves the standard of living by catering to the needs of various segments of society.

Advertising:

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