

## Resource Person



**Dr. Aravindan Logeishwaran**

Dr. Aravindan Logeishwaran, a graduate in Economics, spent twenty-two years in Telekom Malaysia, undertaking Marketing and Sales role for Corporate and Enterprise line of business customers. While working with TM, he continued his journey towards achieving academic excellence by completing MBA with University Kebangsaan Malaysia (UKM) in 2006 followed by Doctorate of Business Administration from University Utara Malaysia (UUM) in 2015. He has also played a pivotal role as a trainer in TM rebranding 2005 and had undertaken several consultancy and research initiatives. Dr. Aravindan Logeishwaran is actively involved in the supervision of PhD, DBA and MBA students. He is currently the International Liaison at the Faculty of Management, Multimedia University, Cyberjaya Campus.

REGISTRATION

- ▶ The participants may register for the lectures through e-mail/website.
- ▶ The registration fees can be paid at the venue also from 8.45 to 9.15 am on 21<sup>st</sup> March, 2018.

### Registration Fees

(Including Certificate and food)

**Rs. 650/-** (Limited Seats only)

- ▶ Last Date for Registration 17 / 03 / 2018
- ▶ Payment Mode: DD / MO in the name of "The Principal" Girideepam Institute of Advanced Learning payable at Kottayam.

### For Registration:

Contact No:



Tel : 0481-2307295

Mobile : 9495686861, 9895306652

Mail us : [info@girideepambschool.edu.in](mailto:info@girideepambschool.edu.in)

Visit us : [www.girideepambschool.edu.in](http://www.girideepambschool.edu.in)



**GIRIDEEPAM**  
*In Pursuit of Excellence*



**GBS**

**GIRIDEEPAM  
BUSINESS SCHOOL**  
Approved by AICTE &  
Affiliated to Mahatma Gandhi University, Kottayam

**MMU**  
MULTIMEDIA UNIVERSITY

## *International Lecture Series for Short Term Certificate Courses*



**Venue:**

**Conference Hall,  
Girideepam Business School**

**Date:** 21<sup>st</sup> March, 2018 10.00 am

## *International Lecture Series for Short Term Certificate Courses*

Girideepam Business School (GBS), in association with Multi Media University (MMU), Malaysia proudly presents International Lecture Series on variety of courses in management. The lectures by eminent Professors of Multi Media University are envisaged to provide the participants insights into novel areas of management profession. The inaugural lecture in this series will be delivered by Prof. Dr. Saravanan Muthaiyah, Professor and Director in Multi Media University on 21<sup>st</sup> March, 2018.

### **Inaugural Lectures:**

#### **Lecture 1**

#### **"VALUE PROPOSITION IN DIGITAL ECONOMY – SUSTAINABLE DEVELOPMENT OF SMART CITIES"**

**Prof. Dr. Saravanan Muthaiyah,**  
Director, Graduate School of Management,  
Multi Media University, Malaysia.

#### **Lecture 2**

#### **"INVOKING VALUES TOWARDS GRADUATE MARKETABILITY"**

**Dr. Aravindan Logeishwaran,**  
Professor, Graduate School of Management,  
Multi Media University, Malaysia.

**Venue:**  
**Conference Hall,  
Girideepam Business School**

**Date:**  
**March 21, 2018**

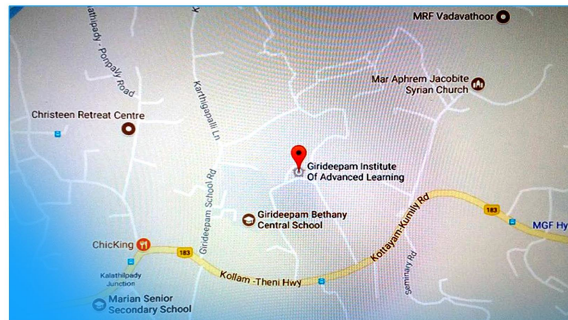
**Time:**  
**10.00 am**

## **About GBS**

Girideepam Business School, established in 2010 is owned and managed by Bethany Navajyothy Province, Desom, Aluva. Within a short span of time, the institution was steered to the top level in all key result areas of management education. The Business School has several accolades in academics, research, placements and consultancy. This lecture series is a part of the academic collaboration of GBS with Multi Media University.

## **About GSM – MMU**

Multi Media University, one of the top ranked Universities in the world, is owned and managed by Telecom Malaysia, the largest telecom company in Malaysia. MMU is the first private university in Malaysia with students from more than 79 countries across the world. Graduate School of Management (GSM) is the management education division of MMU and it offers programs at graduate and post graduate level.



## **Resource Person**



**Prof. Dr. Saravanan Muthaiyah**

Prof. Dr. Saravanan Muthaiyah is currently a full Professor attached to Multimedia University Malaysia and also the Director of Graduate School of Management (GSM). His corporate experience includes working as a systems analyst for IBM World Trade Corporation for 7 years and as auditor for Arthur Anderson. He has consulted with numerous companies including several based in the USA. Dr. Saravanan Muthaiyah holds a Ph.D. in Computer Science from the Volgenau School of Information Technology and Engineering, from George Mason University, USA. He is also a CADS-Intel Senior Research Fellow. His other academic qualifications include MSc in Information Technology and a bachelor's degree in Accounting and Finance. He is a Fulbright Scholar and Fellow and has won several doctoral fellowships during his graduate studies in the US. Dr. Muthaiyah was an invited technical keynote speaker at the International Symposium on Energy Challenges in the Knowledge Economy, 2015 together with the late Dr. APJ Abdul Kalam (former president of India) who was the other inaugural keynote speaker which was held in Colombo on 26<sup>th</sup> June, 2015.



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**International  
Lecture Series  
for  
Short Term  
Certificate  
Courses**

**21 March 2018**



**Inaugural Lectures:**

**Lecture 1**

**“VALUE PROPOSITION IN DIGITAL ECONOMY –  
SUSTAINABLE DEVELOPMENT OF SMART CITIES”**

**Prof. Dr. Saravanan Muthaiyah,**

Director, Graduate School of Management,

Multi Media University, Malaysia.

**Lecture 2**

**“INVOKING VALUES TOWARDS  
GRADUATE MARKETABILITY”**

**Dr. Aravindan Logeishwaran,**

Professor, Graduate School of Management,

Multi Media University, Malaysia.

**Registration Form**

**Name :**  
**Institution :**  
**Batch / Class :**  
**Email :**  
**Mobile Number :**  
**Registration :** Registration through E-mail [info@girideepamschool.edu.in](mailto:info@girideepamschool.edu.in)  
**Date of Registration :**  
**Amount :**

**Note:**

Each participant should submit  
separate registration form

**Last Date for Registration :**  
17 / 03 / 2018

**Registration Fees:** Rs.650 inclusive of  
Certificate and Lunch  
(Limited Seats only)

**Payment Mode:**  
DD / MO in the name of  
“The Principal”  
Girideepam Institute of Advanced Learning  
payable at Kottayam.

**For Registration details :**

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