



February 2014

Alumnus of the Month

It has always been a pleasure to interact with our beloved alumni. The motivation that we derive from them is immense. No different was the talk with Mr. Vishwanathan Bharathan, a LIBA alumnus of the K batch and currently working as an Assistant Professor at School of Business - Manipal University Dubai campus in UAE. Mr. Bharathan began his career with Ranbaxy Laboratories in New Delhi in 1983. After a short stint with Orson electronics and Shalimar paints, he joined LIBA in 1989 to pursue his Post Graduation Degree in Business Administration.

According to Mr. Bharathan, the time spent at LIBA helped to mould himself to face the world outside. He said the skills he acquired held him in good stead as he ventured into the unexplored world. He opines that the planned class schedules, the excellence and experience of the teaching faculty and rigorous assignments

given at LIBA were the paramount reasons which helped him at every stage in his career progression.

After a decade of working in the industry Mr. Bharathan moved on to fulfill his passion for teaching. He started his academic career with



DAIMBA, a B-School in Gulbarga, Karnataka and also completed his M.Phil degree in 2005. He has also worked with TSM, Madurai as Professor and published research articles and papers. His books are now reference books for many educational institutes.

Mr. Bharathan says that the values imparted at LIBA guided him throughout his journey all these years. He attributed his success to the then Director Fr. Louis Xavier,

Professor Kumar and Professor Bhupathi and said he was grateful to them for their valuable inputs. He also said that his most cherished moment at LIBA was the post-project viva and the grilling Q&A session.

Mr. Bharathan mentioned that managers today need to be very professional in dealing with others, without compromising on their integrity. Managers today, he said, must also have an eye for detail and effectively manage their time.

Finally, as a word of advice to the current students, he said that MBA is not just to master management and business administration, but to develop one's **Mind** with positive thoughts, **Build** one's Knowledge and groom one's **Attitude** to contribute to the society.

Mr. Bharathan, walking the LIBA way, has made his Alma Mater proud!