

# XTRAVA GATE

*The Business Probe...*

## Club Diaries

One plus Beats Apple in

Customer Satisfaction in India

## STARTUP INNOVATION

START-UPS IN HYDROPONICS

## FROM RAGS TO RICHES

*Jeff Bezos*

## Trending Topics

Bitcoin Survival

Bullet Train Foundation in India

*Movie Funda*

*The Big Short*

## Entrepreneur Magazine India article Review

AI Still Can't Create The Perfect Marketing Campaign For You



A Monthly Newsletter of Department of  
Management Studies, NIT Trichy



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## FROM THE EDITOR'S DESK

### Message to the Readers

**D**ear Readers,

As the focus is shifting from customer experience to customer co-creation, "hearing voices" is the key to the changing paradigm.

With informative talks, expert advice and deployments in place, integrity plays a crucial role. The market deserves to uphold only the deserving candidates and it tries to bypass those that bring down the fame. Hearing out one's customers is now leading the scenario and will be expected to be augmented further.

Striving to come up to the expectations of this agenda is a huge task, yet, an inevitable one. Rather than chasing the market segment, bringing the segment to one's doorstep would prove to be highly engaging. Proven

initiatives of crowdsourcing have resulted in greater success than compelled participation.

As the newsletter gets its stage and visibility, the team's efforts are focussed upon drawing the attention of the readers and enabling a crowdsourcing participation. With more and more engaging and quality focussed content, the newsletter would strive to be better versions of the past editions.

Until the next edition, *Happy Reading!*



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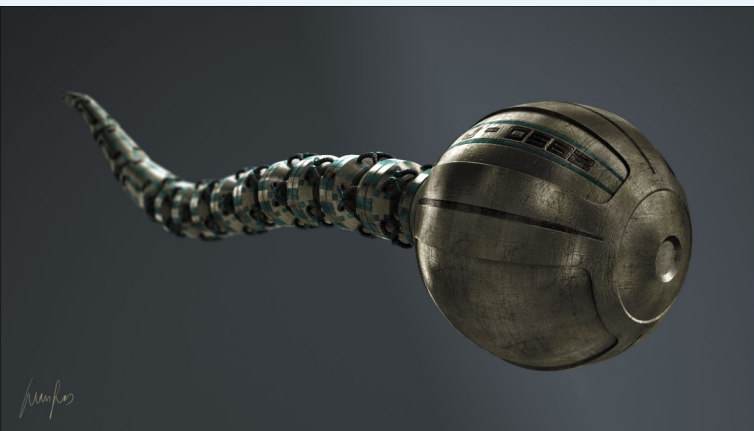
**Rise of The Machines**

The world is changing at a rapid pace. Technologies that seemed impossible to imagine are now a part of our everyday lives. AI is set to take over many jobs. This might seem too Sci-Fi but it is the truth. It may seem impossible to believe it now, but it is a high possibility. Today we can see AI detecting cancer, forecasting weather, driving cars and automating jobs which require routine and predictable human input.

If we look through the ages, our economies were initially based on the primary sector (farming, mining etc.), then later during the Industrial revolution countries started shifting towards a Secondary sector (Manufacturing, processing etc.) based economy. During industrial era, there was a notion that machines could cost jobs. However, this approach was wrong. Services sector jobs began to rise. Today most economies of the west are service-

Finally, the internet. The internet is the latest in this long list of disruptions. The list of businesses impacted by the internet is enormous. By the way Facebook has toppled countries (Arab Spring), how can companies stand a chance. AI, Machine learning etc. are all born out of the internet. Due to the internet, it has been possible to collect massive amount of data – which the machines learn from. These new technologies are progressing everyday – with every key press, like, share, photos, videos, phone call, tweet etc. People have starting cocooning themselves to the comfort of their home.

Nobody knows what would happen next. Experts have predicted that the shift would be different this time. However, we are not going to see a future depicted in Hollywood where there are robots for everything. You could be sitting at your desk regulating robots or it could be the other way around. Get ready for a bumpy future!



oriented economies. Later, when technologies like electricity arrived, people were worried about its impact. Electricity took some jobs but gave rise to a whole new economy. We can see the same with the rise of automobiles where it gave rise to suburbs which had a massive impact on the real estate scenario. All these scenarios basically say that new technologies gave rise to more jobs by killing some in the process.

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## Bullet Train Foundation in India

The plans to build India's first train with Japan's aid is a new bold step by Prime minister Modi. It is strategically planned to be completed by 15<sup>th</sup> of August 2022 which will be the 75<sup>th</sup> Independence day of India. The estimated cost of the bullet train is 1.10 Crore which is bought as a loan from Japan on an interest of mere 0.1% which PM says shows how close a relationship India shares with Japan. Japanese Prime Minister Shinzo Abe was also present and was very much involved while launching the ambitious Ahmedabad-Mumbai high speed train project in Ahmedabad. The bullet train will be the country's first 508 km high-speed rail project between Mumbai and Ah-

medabad. It will cover twelve stations and those are Mumbai, Thane, Virar, Boisar, Vapi, Bilimora, Surat, Bharuch, Vadodara, Anand, Ahmedabad and Sabarmati. Another interesting and novel introduction is that the major portion of the train's route would be elevated, except for a 4.3 mile that will stretch under the sea. The project will be based on the famed Japanese Shinkansen high-speed railway system with a record of zero casualties in its 50 years of operation.

As it is the case for any new idea to have its pros and cons, this project has also received its share of criticism for its cons. Most of the criticism is made by the political allies of Modi's Hindu nationalist Bharatiya Janata Party (BJP), opposition leaders, analysts and economists. They claim that a costly project such as this is, not really a necessity where crores of this money could be spent on other schemes where lack of money is the reason why the implementation of those schemes have been stopped. Taking the existing rail related problems where over 800 people had died in around 450 accidents between 2013 and 2017 due to poor maintenance, outdated rolling stock, corroded rail lines and bridges dating back to colonial times which need monetary attention. Due to decades-long recurring losses spawned by inefficiency and corruption, Indian railways is broke and is running on fumes. One political analyst questioned if the same investment on upgrading the entire Indian Railway network would be more economically beneficial, than a single, high cost bullet train project. But the answers to these questions are put to rest by Modi by explaining how the bullet train project will be "humanity friendly" and "eco-friendly" and will usher in the next generation economic growth along the corridor between the two cities and will take care of high speed, high growth and high-end technology and described it as "a symbol of New India". He claims that India-Japan partnership is special, strategic and global and Japan is committed to support 'Make in India' and has made many Japanese industries work with the country to boost the manufacturing base in India. For example, India's Bharat Heavy Electricals Ltd and Japan's Kawasaki Heavy Industries Ltd will tie up for manufacturing the rolling stock for bullet train project. Apart from that, a training centre in Vadodara will be set up to train over 4,000 employees who will be responsible for execution, operation and maintenance of the bullet train. The train is expected to service 1.5 crore travellers a year. These responses seem to be convincing but only time will tell if the new bullet train project is beneficial to India or for Indians.

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**BITCOIN Survival**

In 2009, when an unknown person (or a potential group of programmers) with a pseudonym of Satoshi Nakamoto created an electronic currency, it sent the monetary world into a frenzy. The very fact that there was no third-party control system for transaction of money, across borders led to an epic jaw drop moment. However, there is a certain level of apprehension regarding the way it works. It has created a schism between the monetary activists and the bitcoin enthusiasts.

The key driving force behind the popularity of Bitcoins is the increased ease and convenience that it offers to its users. Since it is a decentralized currency without any regulators, all that is required is a computer for the transaction to take place.

Blockchain, the ledger in which all the transactions are entered, is a highly secured system with cryptographic validation, offering its users the vault that is impossible to break. Transactions like property transfers and ownerships cannot be manipulated or changed easily since these are backed by complex coding.

In theory, it does seem like the ideal way in which the potential transactions would take place, but the complication arises when the practicality of it is taken into consideration.

The volatilities of Bitcoin over a period of 3 years reveals that the fluctuation is as great as 300%. The alarming rate of volatility is a big concern and must be settled before anyone considers using it.

A number of countries are taking a stance against the use of digital currency transactions. They see it as a threat to financial market stability. The countries that have banned Bitcoins include Bangladesh, Bolivia, Ec-

uador, and Kyrgyzstan.

On September 2017, China announced plans to ban the cryptocurrency trading in the country. This led to the price plummeting by 35% from its highs before the ban.

India is yet another country that is hesitant to give the green signal. RBI has warned users regarding the potential risks arising from its usage.

Quite recently, JPMorgan Chase & Co. Chief Executive Officer Jamie Dimon slammed the Bitcoin calling it fraud and stated that he expected it to eventually blow up.

Dimon's criticism comes at a time when some of the most well-known figures on Wall Street have started to embrace the cryptocurrency.

Though it is unlikely that it would ever be an official currency, the usage towards the business transactions keeps increasing. Large corporations, such as Microsoft, Dell, Expedia, and Dish Network, have joined the list of merchants accepting bitcoin.

A unique combination of finance and technology gives it the potential to influence the global financial ecosystem.

Though the future prospects look promising, Bitcoins will have to pass the test of time and trust before it gets accepted in the mainstream.

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From Rags To Riches

**E**ntrepreneur and e-commerce pioneer Jeff Bezos was born on January 12, 1964, in Albuquerque, New Mexico. Bezos had an early love for computers and studied computer science and electrical engineering at Princeton University. After graduation he worked on Wall Street, and in 1990 he became the youngest senior vice president at the investment firm D.E. Shaw. Four years later, he quit his lucrative job to open Amazon.com, a virtual bookstore that became one of the internet's biggest success stories. In 2013, Bezos purchased The Washington Post in a \$250 million deal. His successful business ventures have made him one of the richest people in the world.

As a child, Jeff Bezos showed an early interest in how things work, turning his parents' garage into a laboratory and rigging electrical contraptions around his house. He moved to Miami with his family as a teenager, where he developed a love for computers and graduated valedictorian of his high school. It was during high school that he started his first business, the Dream Institute, an educational summer camp for fourth, fifth and sixth graders.

Bezos pursued his interest in computers at Princeton University, where he graduated summa cum laude in 1986 with a degree in computer science and electrical engineering. After graduation, he found work at several firms on Wall Street, including Fitel, Bankers Trust and the investment firm D.E. Shaw. It was there he met his wife, Mackenzie, and became the company's youngest vice president in 1990.

While his career in finance was extremely lucrative, Bezos chose to make a risky move into the nascent world of e-commerce. He quit his job in 1994, moved to Seattle and targeted the untapped potential of the internet market by opening an online bookstore.

The initial success of the company was meteoric. With no press promotion, Amazon.com sold books across the United States and in 45 foreign countries within 30 days. In two months, sales reached \$20,000 a week, growing faster than Bezos and his start-up team had envisioned.

Amazon.com went public in 1997, leading many market analysts to question whether the company could hold its own when traditional retailers launched their own e-commerce sites. Two years later, the start-up not only kept up, but also outpaced competitors, becoming an e-commerce leader.

Bezos continued to diversify Amazon's offerings with the sale of CDs and videos in 1998, and later clothes, electronics, toys and more through major retail partnerships. While many dot.coms of the early '90s went bust, Amazon flourished with yearly sales that jumped from \$510,000 in 1995 to over \$17 billion in 2011.

In 2006, Amazon.com launched its video on demand service; initially known as Amazon Unbox on TiVo, it was eventually rebranded as Amazon Instant Video. In 2007, the company released the Kindle, a handheld digital book reader that allowed users to buy, download, read and store their book selections. That same year, Bezos announced his investment in Blue Origin, a Seattle-based aerospace company that develops technol-

Bezos entered Amazon into the tablet marketplace with the unveiling of the Kindle Fire in 2011. The following September, he announced the new Kindle Fire HD, the company's next generation tablet designed to give Apple's iPad a run for its money. "We haven't built the best tablet at a certain price. We have built the best tablet at any price," Bezos said, according to ABC News.

Bezos oversaw one of Amazon's few major missteps when the company launched the Fire Phone in 2014; criticized for being too gimmicky, it was discontinued the following year. However, Bezos did score a victory with the development of original content through Amazon Studios. After premiering several new programs in 2013, Amazon hit it big in 2014 with the critically acclaimed *Transparent* and *Mozart in the Jungle*. In 2015, the company produced and released Spike Lee's *Chi-Raq* as its first original feature film.

In July 2017, Bezos briefly surpassed Microsoft founder Bill Gates to become the richest person in the world, according to Bloomberg. Gates, who was the richest person in the world since 2013, made \$90.7 billion, shy of Bezos' worth of \$90.9 billion, which rose with a surge in Amazon.com Inc. shares. However, by the close of the market, Gates' net worth climbed to \$90 billion while Bezos' had a net worth of over \$89 billion.



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START-UPS IN HYDROPONICS

The world as we know is developing at an extremely fast rate in the digital age. We can say that the development is happening in leaps and bounds. The technological developments which took hundreds of years to develop in the past is developing within a few days now. The development can be seen in all spheres of life. With the increase in development the human population has also increased at a fast rate. The total population of the earth is approximately 7 billion. This is expected to reach 8 billion by 2025. With the increase in population more and more living space is required on earth. The cities have grown tremendously providing the living space and work areas for the human beings. With this there is also the increase in use of devices, energy, Automobiles etc. leading to a number of problems like pollution, greenhouse effect etc. There is also one more major concern area which is the amount of Food required to feed all the human beings. There has been a considerable decrease in the forest cover and fertile fields over the past few decades. This is due to improper and unscientific cultivation methods. The changing climate is also affecting the food production in countries that are more dependent on rains and monsoon. The growth of the cities and buildings have reduced land area that can be used for cultivation. Thus no plant growth happens in cities due to lack of space. Thus we are in a difficult situation as we know that the land area available for cultivation will further reduce in the near future.

The question is can we still grow food crops in the cities and populated areas. There is a solution which is called Hydroponics. Hydroponics is the process of growing plants in water or sand, rather than soil. This is an indoor farming technique which induces plant growth, making the process faster than growth in soil.

A certain set of mineral nutrients are used in the water. This is a very beneficial process as it requires no sand, the plants grow faster, the plant is able to absorb the nutrients faster from the water than sand. The incurred amount of oxygen in the water help to increase the root growth also. As there is no sand used there is also no requirement of using chemicals and fertilizers. The biggest advantage is that this can be done easily in everyone's home and also in office spaces. We can say that hydroponics could possibly be the farming technique in the future and also the method to feed all the billions of people on earth. The process is far more efficient than the tradition farming process.

There are a number of start-ups in the world and also in India which have ventured unto the Hydroponics system of agriculture. Letcetra Agritech, Bit Mantis Innovations, Junga Freshn Green, Future Farms are some of the start-ups in India that are actively engaged in developing the hydroponics method of farming in our country. These tech firms are looking to set up the hydroponics farms in India. This will lead to increased yield, good quality yield, lesser use of pesticides and fertilizers, less negative impact on environment. The most important advantage is that it can utilize even the smallest city spaces, rooftops, building spaces etc. for cultivation of crops. In the coming years more and more organizations will be joining the hydroponics space. This future of agriculture really looks bright.



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## One Plus Beats Apple in Customer Satisfaction in India– CMR Survey

**A**pple's iPhone may be the aspirational smartphone of India, but, it is the new entrant OnePlus, manufactured by the Chinese company that also sells Oppo and Vivo mobiles, that has won the users' hearts. According to a recent survey carried out by CyberMedia Research, the flagship smartphone maker has emerged as the brand with maximum satisfied customers.

The survey places customer satisfaction with the quality of OnePlus premium phones at a perfect 100 percent. Additionally, a whopping 96 percent of respondents were satisfied with availability of spare parts and 90 percent were happy with the service/problem resolution offered by the company. With these figures, OnePlus has not only taken on but also beaten Apple in offering customers just what they need.

Even though Apple remains the top brand in terms of customer loyalty, it is interesting to note that OnePlus has managed to emerge from the halo surrounding, Apple, (as well as Samsung) and seized a sizable mind-share among premium smartphone buyers in India. It has done all this in less than three years of entering the Indian market, releasing one phone annually.

Latest statistics available with the International Data Corporation also indicate that OnePlus has overtaken Apple and Samsung to claim the top spot in the premium smartphone space, claiming more than half the market share. Its marketing strategy has had a lot to do with it. As opposed to other market players, which rope in top celebrities, flood newspaper pages, hoardings and TV space, OnePlus followed a 'digital first' approach.

When the company entered the Indian market in December 2014, the idea was to offer users great specs,

looks and performance minus the elephantine tag associated with the reigning smartphones of the time. The makers didn't expect to find many takers in the under Rs 25,000 segment, and so, it forayed into India with an exclusively digital distribution and sale strategy in partnership with Amazon India. It was only after the overwhelming response to its OnePlus 3 and OnePlus 3T, that it resorted to the tried and tested marketing gimmicks of leaks, teasers, and a melodramatic event to build the hype around its latest offering the OnePlus 5. The company has also ventured into offline retail space, partnering with Croma Retail and setting up its single store presence in Bengaluru.

Another thing that seemed to have worked in its favor is the pricing. Yes, the OnePlus phones are getting costlier every year but it still comes at a halfway mark as compared to premium offering from key competitors such as Apple and Samsung.

With its latest release, OnePlus tried to do an Apple, in terms of keeping up with the trend of offering annual upgrade on its flagship phones, and building and sustaining the hype around it. Nonetheless, in its nearly 3-year-long stint in the Indian smartphone market, OnePlus' journey has been a hallmark for smart business sense and shrewd marketing. Going by the figures at hand, this careful, calculated approach has definitely stood the new entrant in good stead. The question to dwell on now is whether it will be able to sustain the hype with its subsequent offerings.



## Great Story-telling Connects Employees to their work

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Once I spent a few delicious days studying Union Square Hospitality Group (USHG), a collection of high-end, casual eateries started by the famed New York restaurateur, Danny Meyer. He had recently claimed the key to his success was creating a “culture of hospitality.” I set out to discover how.

One day, at his Shake Shack (now a juggernaut global chain) in Madison Square Park, an employee I’ll call Bert was dragging a bit. Bert was relatively new and hadn’t really bought into the whole *hospitality* thing. He was sneaking peeks at his cell phone while pretending to be busy around the outdoor dining area when his supervisor spotted him and torpedoed toward him.

Most organizations have a few Berts in them. In fact, let’s be honest. Most of us are somewhat like Bert much of the time. We go through the motions, phoning it in, but engage in our work less than we are capable of. Measures of discretionary effort, the gap between what we’re giving and what we’re capable of giving show that most of us are “checked out” more often than “all in”. The consequence is not just lower productivity; it is lower quality of life. Half-hearted effort isn’t fun.

Fortunately, there is a lot a leader can do to help employees feel a deeper sense of motivation (and resultant satisfaction) in their work. And the first place to begin is with connection. Connection happens when you see past the details of a task to its human consequences. When you feel connected to the moral purpose of your work, you behave differently. Now “moral purpose” might sound lofty but it needn’t mean saving a puppy or curing cancer; it can involve any kind of human service. And at the end of the day, all business is about service.

That’s where leaders come in. The first responsibility of leaders, whether front line supervisors, middle managers, or executives, is to compensate for the inevitable alienation that complex organizations create, and provide employees with a visceral connection to the human purpose they serve. And that’s what I observed Danny Meyer’s leaders doing better than most.

What would you guess the Shake Shack supervisor did

with Bert? Deliver a reprimand? (“Pick up the pace, Bert!”) Lay on a guilt trip? (“The rest of the team is picking up your slack!”) Discipline? (“I’m putting you on notice!”). The supervisor did none of these. Instead, *she told a story.*

As Bert scrutinized his phone, he stood next to spattered and cluttered dining tables. Guests passed him on their way to order food. The supervisor pulled up in front of him, put her hand on his shoulder, and said in a serious and sincere tone, “Hey Bert, twenty minutes ago a young mother left her two-year-old daughter on one of these chairs while she went to the order window to buy their food. When she walked away, her daughter began sweeping her hand back and forth over the table that was smeared with catsup from one of our previous guests. Then she began licking it off her hand.” Bert cringed. Panicked, he looked at the tables to see which ones might put the next two-year-old at risk of catsup-borne disease and began wiping them down.

Leaders can maintain a lively sense of connection, as the Shake Shack manager did, through storytelling. It needn’t be an elaborate ritual involving an audience gathered for a relaxed evening. It isn’t. Most storytelling is brief. It involves using concrete examples that reframe a moment by personifying human consequences. People’s feelings about their work are only partly about the work itself. They are equally, if not more so, about how they frame their work. Do they see what they’re doing as a mindless ritual? Do they see it as empty compliance? Or do they see it as sacred duty? If you change the frame you change the feeling. And nothing changes frames faster than a story.

It’s easy to go on autopilot like Bert did. Research shows that once a task becomes familiar, our brains devote far less cognitive resources to it. One of the downsides of this brilliant evolutionary design is that we “disconnect”. We stop seeing past our work to the people we affect.

In every organization, there will be a strong sense of moral motivation if the leaders are storytellers. They understood and acted on their responsibility to overcome the inevitable alienation of routine organizational life by connecting employees with those they serve. This article is by Joseph Grenny, a four-time *New York Times* bestselling author, keynote speaker, and leading social scientist for business performance. His work has been translated into 28 languages, is available in 36 countries, and has generated results for 300 of the Fortune 500. He is the cofounder of VitalSmarts, an innovator in corporate training and leadership development



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### Review

From this article, we can deduce that corporate storytelling is the practice of using narration from within the organization, relating to its people, practices, policies and visions to engage more deeply with employees as a means to personalize the message between the sender and receiver, and in turn greatly enhancing the capacity for commitment. It highlights the use of corporate storytelling as a valuable strategy to heighten employee engagement, which may improve internal loyalty of the employees to the corporate brand and eventually fortifying the internal and external reputation.

Public relations practice is essential in moulding the values of an organization's brand through internal communication strategies to engage with employees and this can be effectively brought about by the use of storytelling as a strategic tool, as opposed to more traditional communication media. This article is vital as there is insignificant literature relating to corporate storytelling as a public relations strategy to and stands out as an example that a strong link exists between building motivation of employees through corporate storytelling and thereby forging a stimulus in them to work with effort and interest.

How can stories prove to be a powerful mode for communication? According to Denning, "Storytelling is a phenomenon that is fundamental to all nations, societies and cultures, and has been so since time immemorial". By telling a meaningful story, one can start and maintain valuable communication and separate constructive communication from the 'mundane message overflow' associated with more traditional corporate communication. Stories can enable the narrator to construct a believable depiction for receivers in harmony with their own ideas and goals, making the narration more captivating. Stories can carve up knowledge amongst employees who infer the narration in line with their own experiences, allowing personalized cognition about issues and solutions.

The significance added by stories and metaphor is considerable because a story can affix a personal emotion of understanding and connection that statistics cannot achieve. Another key advantage of storytelling is its universal appeal to culturally diverse audiences who have an array of interests and learning fashion. Stories offer a flexible agenda for the narrator to reproduce the organization's position in line with the selected interests of the employees on whom they want to make an impression upon. These features enable stories to carry a symbolic module of information and convey meaning and thus enhance commitment. Hence, to maintain a fruitful and harmonious working environment, it is advisable for authorities in an organization to inculcate storytelling as an emotionally heightening method for conversing with their employees, so that all Berts can involve in their work with interest and responsibility.

**(Business Performance)**

**Credits: Harvard Business Review**



## AI Still Can't Create The Perfect Marketing Campaign For You

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**M**achines have already replaced some learnings to make marketing more efficient. For example, online algorithms like the ones used in Google ads have made it easier to determine purchase intent and predict when prospects are ready to buy. Machines are brilliant at processing data that represents purchase signals. But, what they miss is context about buyers' existing brand perceptions and the motivations behind their purchase decisions.

### **Context: The key to creating meaningful brand experiences**

Anything that informs motivations is context. Let me give you a personal example. I may be searching for signs of a failing hard drive or for good deals on a lightweight PC. To Google, these searches will likely signal that I'm in the market for a computer. What sort of computer will it choose to show in an ad?

Maybe Google knows I'm in marketing, I work at a tech company and I live in a creative hub -- Austin, Texas -- all of which might increase the odds of me being in the market for a Mac. What kind of Mac, though? A check of my search history likely reveals I frequently hunt for good airfares when traveling for business, which leads Google to present me with travel-friendly laptop options.

A new, souped-up MacBook sounds great ... for just about anyone else but me. I've just never been an Apple guy; my brand loyalties lie elsewhere, which is crucial context when presenting me with an offer. Despite the purchase signals I was sending, my brand preferences were overlooked and the ad was essentially a waste of time. So, how can we expect AI technology to create and execute a full marketing campaign if today's algorithms aren't even equipped to display an effective ad?

### **The challenge for marketers: Injecting context, interpreting data**

That doesn't mean machines that process data and interpret buying signals are unimportant. But, they still lack context about buyers' existing brand perceptions and whether or not those perceptions can be influenced. They also lack the ability to define what experi-

ences should be created to reach buyers that are receptive to your message.

Sure, machines can provide data to help marketers find prospects that might be in the market for their product. They can also help inform micro-decisions to more efficiently run and promote campaigns. But, they're not equipped to create personalized brand experiences that can grab your attention.

To effectively reach and engage buyers, an understanding of their current perceptions and past experiences with your brand is required. That's why the creative exercise of developing impactful experiences that take prospects further down the funnel, from awareness to consideration, is still better informed by marketers than machines.

### **Artificial intelligence for a data-driven future**

But, if you think about it, context is just another layer of data so there could be a future where machines expand their algorithms to better understand how customers and prospects perceive brands and consume experiences.

For example, let's say you're launching a new brand campaign to reaffirm your commitment to customers. Using a model that examines certain behaviours, such as browsing history, Google searches, social media interests and more, AI technology might be able to tell you which customers are more likely to jump ship to a competitor and need a little more attention. But, what experiences should be created to effectively reach the customers at risk? That question should still be answered by a human being.

Plus, the privacy implications for harnessing this sort of data for AI are vast. Look at Facebook for example. What if my likes and dislikes, and the time and place I clicked on content that interests me, were made public? What if my friends that share my interests were made public as well? Suddenly, machines would be infused with an extra layer of context -- context provided by the personal elements of my life.

But, I might not like that, and it may encourage me to share a manufactured or curated version of myself while hiding the parts I want to remain secret. Or, I may choose to stop sharing anything at all.

All of which brings us back to the human experience. Machines are capable of ingesting and processing and making some limited meaning out of more data today than ever before. That's good, but it may not get us as any closer to our customers.

Why? Because data and signals are nothing without context, and context is informed by our existing perceptions and motivations that can be easily hidden. Until AI can perfectly replicate the artful act of human engagement and then make educated decisions about tapping into those motivations, marketers will not be replaced. Today's machines can't do all that, and it'll likely to be years, or even decades, before they can.



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## Review

Artificial intelligence is taking over the business world by storm. It has become an influential factor especially in the human resources and marketing domain.

This article is a brief summary on why AI cannot create an effective marketing campaign at present and needs the help of marketers to achieve the same.

Though AI has helped in the effective predictions of consumer requirements, it has not been able to consider the brand perceptions and decision factors that enable buying decisions. This has led to a loss of a meaningful market experience, with irrelevant products being suggested to the consumer. Also, machines are not well equipped to analyse past experiences and create personalized brand experiences.

While AI can relate only to the technical analysis of consumer perceptions, they lack the technique of experiential marketing, so as to attract consumers at the risk of defection. To create such a technique using AI, the consumers' private data has to be added to the context, which leads to privacy issues, and at times, provision of falsified content.

From this, we can arrive at the conclusion that until these issues are resolved, AI cannot be used as an effective tool for marketing campaigns. The resolution of these issues can be done only when machines learn the human thinking and engagement methodology and arrive at decisions based on the findings. Until today's machines become advanced so as to perform these tasks, marketers cannot be replaced.

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**The Big Short**

Directed By: Adam McKay  
 Screenplay By: Adam McKay and Charles Rudolph,  
 Based on book by Michael Lewis  
 Starring: Christian Bale, Steve Carell, Ryan Gosling and Brad Pitt

**T**he movie "The Big Short" is a biographical comedy drama regarding a housing market crisis 2007 that haunted the United States and entire financial world as a whole and the people who saw it coming and made money out of it. The movie was both a critical and financial success grossing \$133 million against a \$50 million budget also receiving near unanimous acclaim for its direction, screenplay and acting.

Starting with its source material, Michael Lewis crafted in near perfect detail about the housing market starting from the meagre cracks to the flood gates that were finally breached. Adapting it with a clear vision, screenwriters crafted a tight knit adaptation that begins the story right off scene 1. Incorporating many meta-moments like breaking the fourth wall they try to explain the complex financial jargons that common folk would be unfamiliar with. Those moments involve celebrities like Selena Gomez, Margot Robbie and Anthony Bourdain. Even the characters sometime break the fourth wall to clear some details or make an offhand joke. It is the strongest film explanation of the global financial crisis.

The film has three separate storylines connected to the central plot of the crisis. First story deals with Christian Bale playing the genius hedge fund manager who gave up his career as a neurologist. He foresees the crises so early that even the banks that provide the swaps that he asks to be created are willing and pass him off as a lunatic. He doesn't stop with one bank to make them rather he stops at every major bank that opt his crazy plan. His entire character with all its eccentricities is driven home by his lack of shoes at the office to listening to heavy metal and reading obscure fantasy novels.

The second story line deals with Front Point partners which was an LLC under Morgan Stanley. They are contacted by a Deutsche Bank salesman Jared Vennett played by Ryan Gosling who comes in contact with the investment made by Burry through another banker. With the information he stumbles on to Front Point by a wrong connection by the operators at the front desk. In order to deliver a personal I told you so card to the banks, the manager of Front Point Mark Baum played by Steve Carell buys as many swaps as possible to benefit at the bank's expense.

The third storyline deals with Brownfield Fund where two young investors accidentally discover a prospectus by Vennett, and after running the numbers are interested in shorting the market. With their below capital threshold they seek help from a retired securities trader Ben Rickert played by Brad Pitt.

Through the course of the film we are pushed into the cesspool that is the investment landscape of Wall Street and the ways in which these "weirdoes" find even more evidence for the crash and buy into the downfall. The characters are well fleshed out from the centre of action Michael Burry to the final piece of Ben Rickert.

The total lack of sincerity in part of the government and the banks are in full display. The small change in the mortgage bonds which made the banks millions made them blind to the risk that they were putting people in. Even after the realisation that they were about to lose money, they stayed with their hand knowing full well that the government will have to do a bail out in order for keeping them in business.

From a MBA student point of view, this movie is a wakeup call to all those who think that investment banking is just a slide in where hunches are easier and money comes with no weightage. As the characters learn that sometimes, the investments shrink people to a num-

ber on a page with which we do our calculations.

Ben Rickert:

"If we're right it means people lose homes, jobs, retirement, savings, and pensions. These aren't just numbers. For every point unemployment goes up, 40 thousand people die. Did you know that.

With a satirical point of view the film tries to fill us in on the drama and the chaos that went on during the housing crisis and bleak world where in money takes the centre stage rather than the people. We are left with information that are flooded on the field, whereas the frustration that the characters undergo, who are experts in

the fields are shown to us in order to get the gravity of the situation.

Finally to sum up, this may not be the full version or even the perfect version of the crisis that wrecked the world, but it's a damn entertaining one.



CHRISTIAN  
BALE

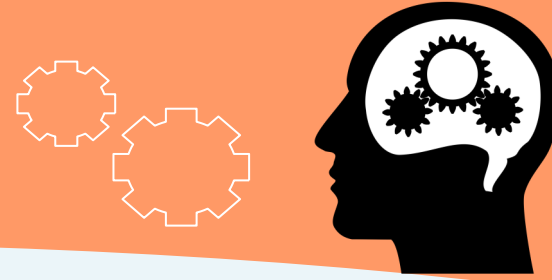
STEVE  
CARELL

RYAN  
GOSLING

BRAD  
PITT

THE  
BIG  
SHORT

# Term to ponder



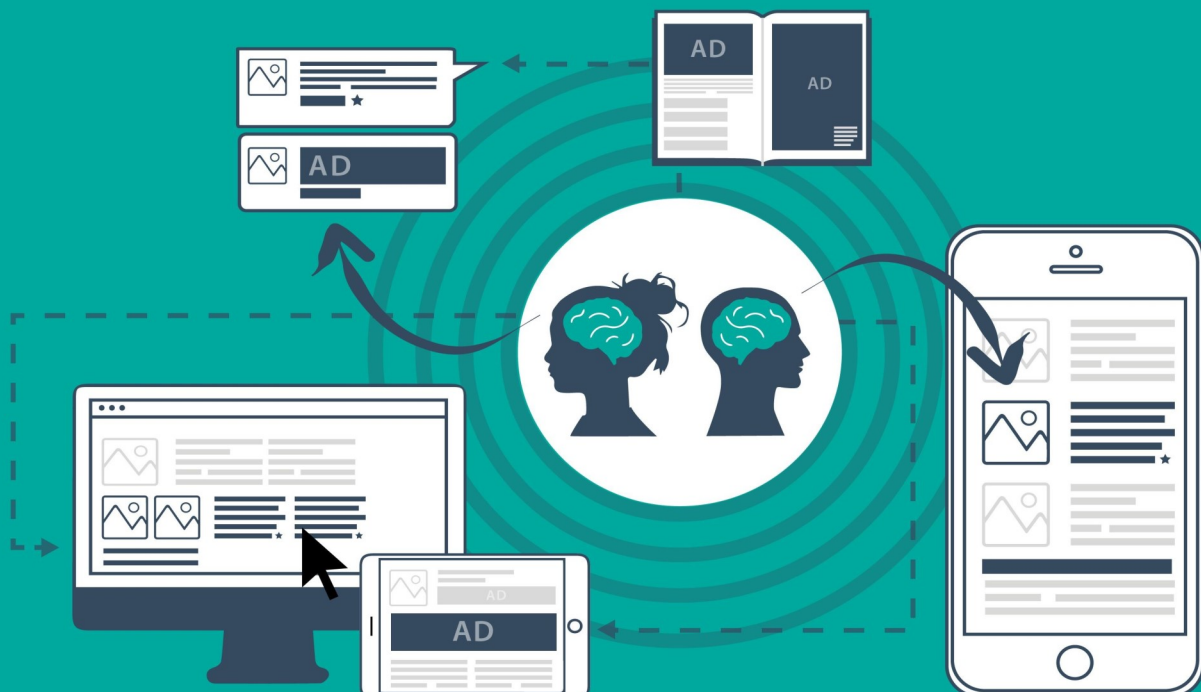
## Native Advertising

The tricks of advertising have no longer any charm on the viewers. It becomes harder every day to keep grabbing their attention to capture the market.

Native advertising tells about integrating advertising and promotion into a form that has been providing value to the viewers and customers.

The ad experience shows the natural form and hence, the offerings of the company will obtain a larger audience.

Print advertorials, online advertorials, video advertorials, sponsored content, branded content are some examples of native advertising.





## SNIPPETS



The team of The Ultimate Manager conducted an outreach program in Thiyagraj College of Engineering, Madurai, promoting the DoMS-organised event in Pragyan. Around 150 students participated, in the Pragyan outreach program-Square One, out of which 52 students registered for this event. It consisted of three rounds that tested the managerial aptitude of participants. The event was successfully conducted and left students eager and excited to participate in the main event.



A guest lecture was organised, by Prof. Dr. G Kannabiran of DoMS, to give an Insight on Venture Capital by Prof. G. Sabarinathan, PhD Associate, Finance and Accounting Area, IIMB. The lecture imparted knowledge about the process involved in funding projects and various roles played by venture capitalists in due course of the projects. The lecture gave a clear distinction between Angel investors and Venture capitalists, Venture capital and Private equity, the investment evaluation process, mutual fund structures, and focusing on basic aspects such as term sheets, non-binding orders, board seat, strategic and financial investors. The two-hour lecture also focused on the valuation methods like DCF and other various aspects of venture capital in a nutshell.

Another Guest Lecture was organised by Prof. Thamaraiselvam of DoMS on Web Analytics, Metrics and Online Marketing by Mr. Naresh Kumar, Product Manager, Zoho and an alumnus of DoMS. The lecture included formal definition of web analytics, its evolution and corresponding metrics like visits, percentage of new visits, bounce rate, pages per visit, time on site and conversion rate. Mr. Naresh spoke about the arsenal for digital marketers which includes Marketing Automation Tools, Personalisation Tools and CRO Tools. Furthermore, he dealt with the driving of Business goals using web analytics, and the current trends in Digital Marketing.



DOMS conducted Onam celebrations on 12th September. It consisted of a traditional Sadya, complete with all the delicacies of Kerala, brief history of the event and a slew of games like Uriyadi and Vadamvali (tug of war). The day ended with a fabulous DJ night which included the viral 'Jimmikki Kammal'.

## SNIPPETS (contd..)



To mark the great teacher Dr. Sarvapalli Radhakrishnan's birthday, Teacher's day was celebrated in DOMS NIT, Trichy. The function was inaugurated with lamp lighting by the HOD and the professors. There were many events that were organised for both teachers and students. The programme ended with the distribution of gifts as a token of love and appreciation. The efforts of the students was appreciated by all the teachers.



A guest lecture was organised, by Prof. G Murugananatham of DoMS, to provide an Insight on Brand Identity and Image by Prof. Suresh Paul Anthony, Fellow of IIM Lucknow, Marketing Connoisseur, IIM Trichy. It started from the roots of a brand to its 3 main components and the opportunities available to brand any commodity. Speaking of Brand Strategy Tree, he unfolded many concepts in marketing specific to brand management.. Emphasis was laid upon the parent and child association of a brand which go cyclic in nature in the long run. The approach of companies in practicing SEC methods helps in analysing the customer needs well in advance was pointed out. Lastly, it was understood that there is a reason to believe in the features of the product and a brand does that job.

Festember 2017, the annual cultural fest of NIT Trichy was held from 21st September to 24th September. DoMS saw an active participation in the off-stage events, especially in the Tamil Lits and Hindi Lits event category. Dinesh R, Rajesh Kumar and Srinivas V from MBA I Year were adjudged the winners of the event Kodambakkam (Tamil cinema quiz). Several other events were held by the sponsors, with Foodathon by Barbeque Nation seeing maximum participation from DoMS. Ihjaz V from MBA I Year was crowned as the Foodathon champion.



Social Entrepreneurial & Cultural (SEC) Club, an initiative of Department of Management Studies (DoMS) - NIT, Trichy, conducted a plantation drive on the occasion of 71st Independence Day. The plantation drive covered the area within the premises of the DoMS as well as the area in front of the CCD.

## SNIPPETS (contd..)



'Start-up Weekend' powered by Google for Entrepreneurs was organised on September 15th to 17th. It was a 54 hour frenzy of business model creation, coding, designing, and market validation. Over 15 DoMS students took part in this event and among them, the group with Mr. Ganesh Kumar T and Mr. Tharunprakash A of our second year achieved 2nd position and the group with Mr. Deepanshu Yadav of our first year achieved 3rd position. The weekend culminated with presentations in front of local entrepreneurial leaders with another opportunity for critical feedback.



On 23<sup>rd</sup> of September DoMS carried forward the tradition of conducting a 'Boot Camp'. Following the vision of our Professor Dr. G Kannibaran, this two-day camp is conducted for the students who have taken Business Analysis and IT Consulting as Minor Specialization. During this event, alumni working in reputed organizations shared their experience and knowledge with DoMS students. Their informative sessions helped students in relating academic concepts with real-time projects of their respective companies. During the Boot Camp, DoMS becomes home for adept IT Consultants and Business Analysts who once used to sit on the benches of the same classroom.



## Team Xtravagate

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For Xtravagate Archives



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