

The Voice of SIESCOMS

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Reaching out to the world!



The Myth Called Multi-tasking

By- Suryakumar Iyer

The ability to execute more than one task at a given time is termed as multitasking. An individual who has the ability to indulge in multitasking is considered a precious asset for any company. However, the term has become more of a fashion statement off-late.

Guy Winch, a clinical psychologist, stated, "Multitasking is a polished way to address the actual term - task switching. Moving back and forth between particular set of activities, actually reduces the overall productivity."

In the corporate world, people jump between tasks, without paying sufficient attention, thereby defeating the whole purpose of each activity. Hence, multitasking is more of a myth.

The commonly observed problems of multitasking are increase in stress, suppressed creativity, intentional blindness, resulting in short lived learning and strained relationships. It makes you a Jack of all trades and master of none.

However, multitasking has its own supporters, who believe there is a simple way to make this theory work. Don't go for task switching, instead plan in advance, prioritize, and allocate adequate time for each activity as per its merit.

It is high time one starts using this term in its right earnest and not just for the sake of making a statement. The beauty and success of a concept lies in how much importance we give to it.

CEO of the Month

Tim Cook



Born on 1st November, 1960 in Alabama, USA, Tim Cook is the CEO of Apple Inc. He joined Apple Inc. in 1998 and was then the Executive Vice President of the worldwide sales and operations. He was also the Chief Operating Officer (COO) until he succeeded Steve Jobs on 24 August, 2011 as the CEO of Apple Inc.

Tim played a pivotal role in establishing Apple as a key player in post-jobs era. He is considered as the driving force behind the profitable global supply chain network of Apple. He took the decision of closing down out of date warehouses and manufacturing units to cut down the costs. His approach towards efficient supply chain network resulted in increased profit and market shares. Besides his operational skills, he is also known for being market savvy. Tim has been an interim CEO while Steve Jobs took medical leave three times, where he was responsible for everyday operational work while Jobs made major decisions.

Tim has successfully steered Apple to not only retain its product innovation but also profits. No doubt, he was included in the Times 100 most influential people, 2012.

CEHC at SIESCOMS collaborates with SMSRC to conduct a value added certificate program for students of PGDM (Pharma /Biotech)

A certificate program on 'Marketing Analytics and Application of Strategic Prescription Research (SPR)' was conducted on 9th, 10th, 17th & 18th Dec at SIESCOMS. The prime objective was to equip students of Pharma and Biotechnology management with Strategic Prescription Research (SPR) methodology.

The program was organized by the Centre of Excellence in HealthCare [CEHC] led by Prof.Suniel Deshpande, in collaboration with SMSRC, Kolkata - a pioneering strategic consulting organization in India offering healthcare services through market research, training & clinical research.

This program immensely helped students to gain insights into an important subject of prescription audit and analysis as a basis for strategic and marketing decisions for the pharmaceutical industry. Use of SPR cloud to get the SMSRC data was also taught in this program.

The program was conducted by Mr Pravin Virkud, President, SMSRC and Ms Shruti Suryawanshi, Senior Executive-Business Development, SMSRC.

Senior Citizens' Day Celebration

SIESCOMS celebrated Senior Citizens' Day with All India Senior Citizens' Club on 12th December. The program was filled with poetry, songs, *shayari* and dance performances not only by students, but also by the senior citizens.

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NGO Internship

The last week of December saw students doing eight days internship with various NGOs as a part of social initiative taken by SIESCOMS. As a part of their internship, students went through an experiential learning through their engagement with senior citizens residing in various old age homes, cancer patients, disabled persons and children.

Acquisitions and Mergers

1. Lenovo acquired Motorola Mobility from Google.
2. Alibaba bought Bangalore based mobile application startup Dextera.
3. Cognizant Technology acquired digital solutions company Odecee in Australia.