

Activity: Seminar on Accuracy of Information in the context of Entrepreneurship

Date: 25 Feb 2023

Time: 10.00 am

Location: ISME

Resource Person(s): Dr. Yogesh Joshi

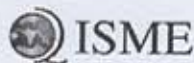
Faculty In-charge: Dr. Nisha Mary Thomas

Student In-charge:

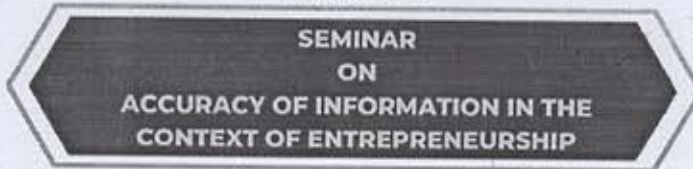
No of students/Participants present: 20

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**INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE
BANGALORE**



ABOUT ISME

ISME is a leading business school offering excellent education through a student-focused culture of excellence, international outlook, entrepreneurial thinking and industry alignment. It was founded in 2005 by alumni from Carnegie Mellon University, Purdue, and Wharton, USA. ISME has always been at the forefront of quality education, with the vision of nurturing holistic, socially responsible and competent professionals. ISME has been ranked as one of the top 20 Schools in Bangalore and top 15 B-Schools in India. At present ISME offers undergraduate, postgraduate and Doctoral programs in Management. ISME Bangalore is the recognized Research Centre of University of Mysore, and it also offers Fellow Program in Management recognized by AICTE. Our lush green campus at Sarjapura Main Road is an ideal ambience for study and research. The Institute consistently endeavours to expose its students to various methods of learning like industry visits, interaction with industry experts, participation in seminars, case study etc. so that they become successful in their journey as they move from campus to the next phase of their career.

ABOUT THE SEMINAR

The seminar will discuss the global supply chain, emphasizing its importance in business management and the complexities of reworking relationships, addressing challenges and the impact of COVID-19 pandemic.

RESOURCE PERSON - DR. YOGESH JOSHI

DR. YOGESH V JOSHI IS ASSOCIATE PROFESSOR AT THE ROBERT H. SMITH SCHOOL OF BUSINESS AT THE UNIVERSITY OF MARYLAND, USA. HE WORKS IN THE AREAS OF COMPETITIVE MARKETING STRATEGIES, INNOVATION, PRODUCT AND BRAND MANAGEMENT. HIS RESEARCH HAS BEEN PUBLISHED IN LEADING BUSINESS JOURNALS SUCH AS: MARKETING SCIENCE, JOURNAL OF MARKETING, MANAGEMENT SCIENCE, AND THE JOURNAL OF MARKETING RESEARCH. HE HAS RECEIVED GRANTS FROM NATIONAL SCIENCE FOUNDATION FOR HIS WORK ON DIFFUSION AND BANNING IN SOCIAL MEDIA. HE IS EDITORIAL REVIEW BOARD MEMBER OF MANY REPUTED JOURNALS LIKE JOURNAL OF MARKETING AND INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING.



PROGRAM CO-ORDINATOR

DR. NISHA MARY THOMAS

FOR MORE DETAILS CALL AT tel:+91 88806 13345 OR MAIL AT research@ismae.in

25TH FEBRUARY 2023

Event Report

Dr. Yogesh Joshi, an associate professor at the Robert H Smith School of Business at University of Maryland shared some valuable insights about accuracy of information. He cited a few examples and a project that he was working on to discuss media accuracy. He quoted the example of COVID 19 as to how people were apprehensive to wear masks as they doubted the efficiency/accuracy of the masks. He reflected on consumer's desire for accurate information, but the paradox is that information is frequently inaccurate.

He also stressed on the fact that consumers must value accuracy if the media is to invest more money in providing better information. These information products are designed based on the reporting costs and beliefs. He also spoke about various reporting strategies that the companies used. He discussed about the true state of the world model. The availability and accuracy of news leads to the determination of the "true" state of the world. Firms will be willing to provide information on the most likely state and less information on the less likely state.

The session was concluded with Q and A

Geotagged Photographs with Caption



Dr. Yogesh Joshi – Seminar on Accuracy of Information in the context of Entrepreneurship

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List of Participants:

Sl No	Name of the Participant
1.	Dilip Kumar Gayen
2.	Debarun Chakraborty
3.	A Sridharan
4.	Dr Sunita Kumar
5.	Ravita Kharb
6.	Gokul G
7.	Afseer Majeed
8.	Shivani Peer
9.	Johnsi
10.	Sindu Akilesh
11.	Roopashree BR
12.	Samuel Vero Viegas
13.	Prof Haritha S
14.	P.S.S.N.Chandra
15.	Prof Stuti Agarwal
16.	Mr. Prakasha T M
17.	Dr. Vijaya Baskaran R
18.	Dr.Bhavya
19.	Parveen Siwach
20.	Sagar Gupta



Authorized Signatory (Dean/Principal/Head/Coordinator)

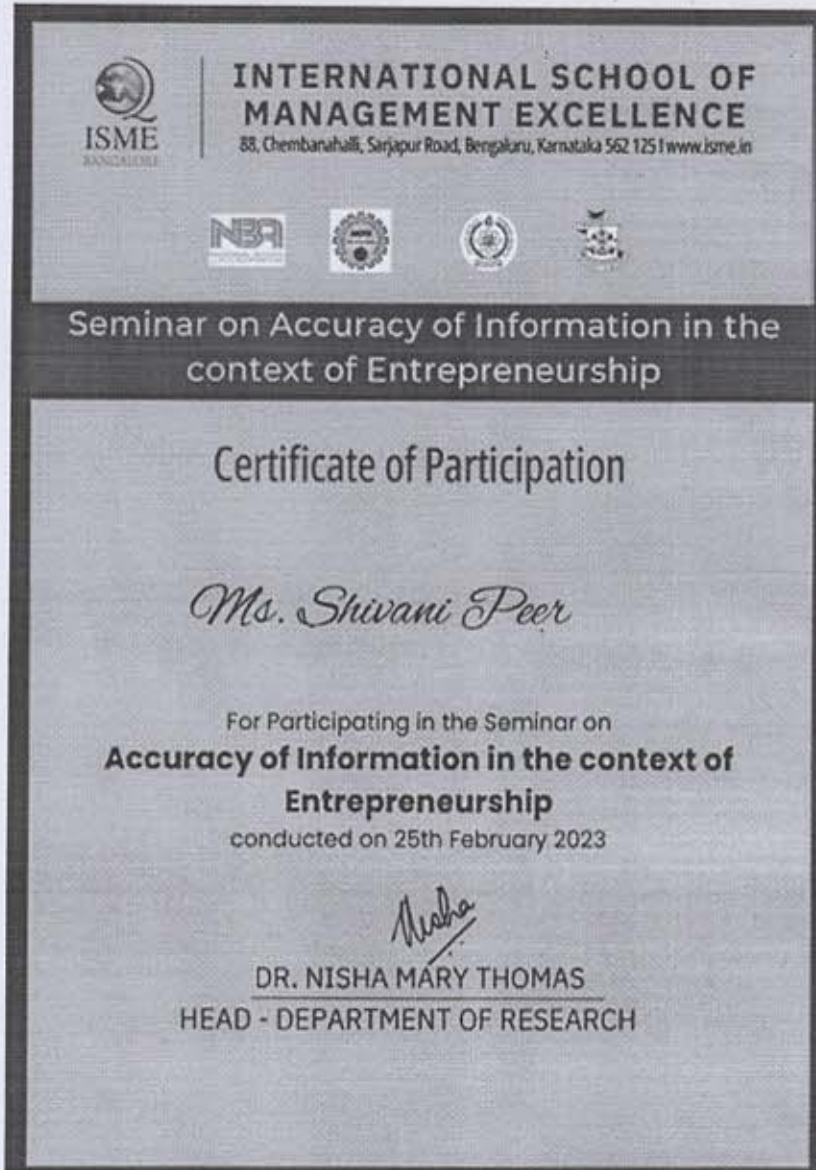
Name: DR. NISHA MARY THOMAS

Date: 25 Feb 2023



Nisha
Head-Research
ISME, Bangalore.

Sample Certificates (where Applicable) – Max 2 and Max 6





**INTERNATIONAL SCHOOL OF
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88, Chembanahalli, Sarjapur Road, Bengaluru, Karnataka 562 125 | www.isme.in



**Seminar on Accuracy of Information in the
context of Entrepreneurship**

Certificate of Participation

Ms. Shivani Peer

For Participating in the Seminar on
**Accuracy of Information in the context of
Entrepreneurship**

conducted on 25th February 2023

Nisha

DR. NISHA MARY THOMAS
HEAD - DEPARTMENT OF RESEARCH