

International School of Business and Research

Fellow Program in Management

Public Viva Voce Examination of Mr. Anoop Gurunathan



Report on the Successful Completion of FPM Viva-Voce Examination by Mr. Anoop Gurunathan

Date: 23rd January 2025 - Thursday

Mr. Anoop Gurunathan (**FPM17-2020**) has successfully completed his FPM Viva on January 23, 2025, at ISBR Business School in Bangalore. This report outlines the key details of the event, including an introduction, major highlights, and a conclusion.

Introduction

The Fellow Program in Management (FPM) public Viva-Voce Examination for Mr. Anoop Gurunathan (**FPM17-2020**) was held on **January 23, 2025, from 11:00 AM to 1:00 PM**. The examination focused on his thesis titled **“Proposing a Digital Marketing Strategy for the Promotion of Ayurveda Tourism in Kerala Among Generations X, Y, and Z,”** which was

conducted under the guidance of **Dr. K.S. Lakshmi**, Chairperson, Professor, and Research Guide.

Major Highlights

- **Thesis Presentation:** Mr. Anoop presented his research through a PowerPoint presentation that effectively outlined his proposed digital marketing strategy.
- **Committee Composition:** The examination committee included notable members such as:
 - Dr. K.S. Lakshmi (Chairperson & Research Guide)
 - Dr. Anandram KS (Sr. Director, ISBR Research Centre)
 - Dr. M.R. Jhansi Rani (Professor & Dy. Director of Research)
 - Dr. R. Sarala (Professor & Dean of Research & Publications at IIMR-Bangalore) - External examiner
 - Dr. Anand Shankar Raja M (RAC 1) and Dr. Sippee Bharadwaj (RAC 2).
- **Defense of Thesis:** Mr. Anoop satisfactorily addressed all questions and concerns raised by both internal and external examiners during the Viva-Voce.
- **Recommendation for Award:** Following a thorough evaluation of his presentation and responses, the doctoral committee unanimously recommended the award of the Fellow in Management degree to **Mr. Anoop Gurunathan (FPM17-2020)**.

Conclusion

The successful completion of Mr. Anoop Gurunathan's FPM Viva marks a significant milestone in his academic journey. His research on digital marketing strategies for Ayurveda tourism not only contributes to the field but also demonstrates his capability to engage with complex topics effectively. The committee's recommendation for awarding him the doctoral degree reflects their confidence in his research and presentation skills, paving the way for future endeavors in his professional career.

FPM Final Viva Image:



Congrats Poster: Mr. Anoop Gurunathan:

CONGRATULATIONS



Mr. Anoop Gurunathan. A

Research Scholar

FPM17-2020

**For completing the
Fellow Program in Management (FPM)**

ON THE THESIS TITLED

**“Proposing a Digital Marketing Strategy for the Promotion
of Ayurveda Tourism in Kerala Among Generations X, Y,
and Z.”**

RESEARCH GUIDE

Dr. KS. Lakshmi

Professor

ISBR Business School, Bangalore