

International School of Business and Research

Fellow Program in Management

Public Viva Voce Examination of Ms. Devadrita Dey Sarkar

Report on Public Viva Voce Examination of Ms. Devadrita Dey Sarkar

Date: 24 October 2024 - Thursday



Event overview

On 24 October 2024, ISBR Business School in Bangalore hosted the Public Viva Voce examination for **Ms. Devadrita Dey Sarkar (FPM05-2020)**, a candidate in the Fellow Program in Management (FPM), an AICTE-approved doctoral-level program. The event was conducted from 4:15 PM to 5:45 PM at the ISBR campus in Electronics City, Bangalore. Faculty, research scholars, and other attendees joined to witness and engage in the defense session.

Thesis Title

“Analyzing the Impact of Competitive Intelligence in the Indian Pharmaceutical Market”

The thesis focused on the role of competitive intelligence within the Indian pharmaceutical sector, aiming to shed light on how market insights influence competitive strategies and industry dynamics.

Examination Committee Members:

1. Chairperson & Research Guide: Dr. Kanagaraj K
2. Senior Director: Dr. Anandram K.S.
3. External Examiner (Indian): Dr. V. Prince Martin
4. RAC Member 1: Dr. Anand Shankara Raja M
5. RAC Member 2: Dr. Balachandar
6. Professor & Deputy Director -Research: Dr. M.R. Jhansi Rani

Research Guide

- **Dr. Kanagaraj K**

Under the expert guidance of Dr. Kanagaraj K, Ms. Devadrita Dey Sarkar conducted an in-depth exploration of competitive intelligence practices in the pharmaceutical industry, delivering insights into their impact on market positioning and organizational competitiveness.

Event details

- **Date**: 24 October 2024 (Thursday)
- **Time**: 16:15 PM – 17:45 PM
- **Venue**: Room 22, Floor 2, ISBR Business School, Electronics City Phase 1, Bengaluru

Key Highlights of the Viva Voce

During the Viva Voce, Ms. Devadrita Dey Sarkar presented her research findings through a detailed PowerPoint presentation, covering essential themes such as:

- The methodology and frameworks used to analyze competitive intelligence within the pharmaceutical sector.
- Findings on the influence of competitive intelligence on strategic decisions and market outcomes in Indian pharmaceutical companies.
- Recommendations for leveraging competitive intelligence to enhance competitiveness within the industry.

Ms. Sarkar engaged in a comprehensive discussion, addressing questions and observations from the committee members and attendees. Her well-articulated responses and clarity on the research findings highlighted her expertise and dedication to the subject.

Thesis availability

A copy of Ms. Devadrita Dey Sarkar's thesis is available for reference in the ISBR Business School library.

Closing remarks

The successful completion of the Viva Voce was a commendable achievement for Ms. Devadrita Dey Sarkar, showcasing the significance of her research within the competitive landscape of the pharmaceutical industry. The ISBR community extends its congratulations to Ms. Sarkar, acknowledging her hard work and the guidance of Dr. Kanagaraj K and the committee members.

Acknowledgment

ISBR Business School expresses its appreciation to the Research Guide, RAC members, and all participants who contributed to the success of this academic milestone.



Congrats poster: Ms. Devadrita Dey Sarkar



FELLOW PROGRAM IN MANAGEMENT (FPM)
AICTE APPROVED DOCTORAL LEVEL DEGREE

CONGRATULATIONS



Ms. Devadrita Dey Sarkar
Fellow Program in Management (FPM)
Research Scholar
FPM05 - 2020

For completing, an AICTE Approved Doctoral Level Degree

ON THE THESIS TITLED

"Analyzing the Impact of Competitive Intelligence in the Indian Pharmaceutical Market."

RESEARCH GUIDE

Dr. Kanagaraj K
Associate Professor
ISBR Business School, Bangalore

**WE WISH THE SCHOLAR, CONTINUED SUCCESS AND
REMARKABLE CAREER GROWTH AHEAD!"**