



**Dr Shameem S**  
Asst. Prof. HR & Organizational Behaviour

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Great Lakes Institute of Management  
Chennai

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**Dr Shameem S.** is the Associate Professor in HR and Organizational Behavior at the **Great Lakes Institute of Management**. She takes a keen interest in workplace behaviours, the application of emotions and cognitions, consumer behaviour, and interdisciplinary behavioural studies. Read what she has to say in her interview.

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## What are the key factors that keep you connected with the education sector?

“Constant learning and having to upskill for the current trends”

Teaching and research are my passions. Since finishing my Ph.D., I’ve been associated with the education sector. As an educator, I don’t just teach students, I also have to keep upskilling and learn the current trends.

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## How does the curriculum of GREAT LAKES INSTITUTE, CHENNAI ensure the best practice of industry?

“Keeping close with the industry”

This is something we always look into and keep innovating. Our curriculum is a blend of academic theory and industry practices. We use business simulations, real-time case studies, live projects, and other pedagogical practices to make sure our students are well equipped to become industry managers and leaders.

*“Great Lakes Institute of Management focuses on many areas namely Karma Yoga (our social experiential learning program), research, hybrid learning, entrepreneurship, and analytics. We are the pioneers of AIMLAB – the Artificial intelligence, Machine learning, Analytics, and Blockchain course which we have been offering to our students for many years.”*

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## **What would you like people to know about your institute they may not know?**

“Being associated with industry speakers for the betterment of the students”

It is a great place to work, the best environment to be associated with. For students, one of the best business schools, where they can experience the blend of best practices of industry and academics. We have distinguished leadership series, where we invite industry speakers like Indra Nooyi, Kiran Mazumdar-Shaw, and academics such as Philip Kotler among others to interact with students, and we have a world-class full-time and visiting faculty.

*“One of the flagship programs at the Great Lakes Institute of Management is the MBA in Data Analytics with the Stuart School of Business at the Illinois Institute of Technology, Chicago. The founder, Dr Bala V Balachandran, has been closely associated with the*

*Kellogg School of Management at Northwestern University,  
having taught there for decades.”*

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## **What are some of the biggest challenges you see, both for higher education in general and for GREAT LAKES INSTITUTE, CHENNAI specifically?**

“Switching from campus life to the digital world”

At the moment, the coronavirus pandemic is our biggest challenge. We are conducting our classes digitally and like many other institutions, the transition from the classroom to digital has been challenging and also interesting. We have adapted our curriculum to address this issue and prior to the start of the academic year, we conducted an introductory program, Term Zero, which hosted lectures by academics from leading universities such as Harvard Business School, Stanford University, and Yale School of Management, among others. Ultimately, our challenge is not being at the campus at the moment.

## **Any suggestions you would like to give to the current youth and the aspiring students?**

“Understanding ‘survival of the fittest”

As far as students are concerned, a change in mindset is the required skill. They have to quickly adapt, reskill rather upskill and face the challenges. Given the current trends, students must learn fast to adapt to the changes imposed on us by COVID, or any future shock events.

**Read the original interview at this link:**

<https://collegedunia.com/news/c-17722-interview-dr-shameem-s-assistant-professor-in-hr-and-organizational-behaviour-at-great-lakes-institute-of-management-chennai>