
Business Administration in India

www.businessadministrationinindia.com

Strength for Today and Bright Hope for Tomorrow

Volume 2:4 April 2021

Managing Editor and Publisher: M. S. Thirumalai, Ph.D.

Contents

Business Administration in India www.businessadministrationinindia.com is an open access journal. *Business Administration in India* www.businessadministrationinindia.com does not charge fee from the readers or their institutions for access.

Articles published in *Business Administration in India* are peer-reviewed by the Managing Editor or an outside scholar who is a specialist in the related field. Since the dissertations are already reviewed by the University-appointed examiners, dissertations accepted for publication in *Business Administration in India* are not reviewed again.

=====

Introducing a Book:

The Influence Effect –

- A New Path to Power For Women Leaders

Authors: Kathryn Heath, Jill Flynn,
Mary Davis Holt, and Diana Faison

1-3

Introducing a Book:

Business Analysis

Methodology Book

Author: Emrah Yayici

4-6

Introducing a Book:

How to Start a Business Analyst Career

Author: Laura Brandenburg, CBAP

7-9

Introducing a Book:

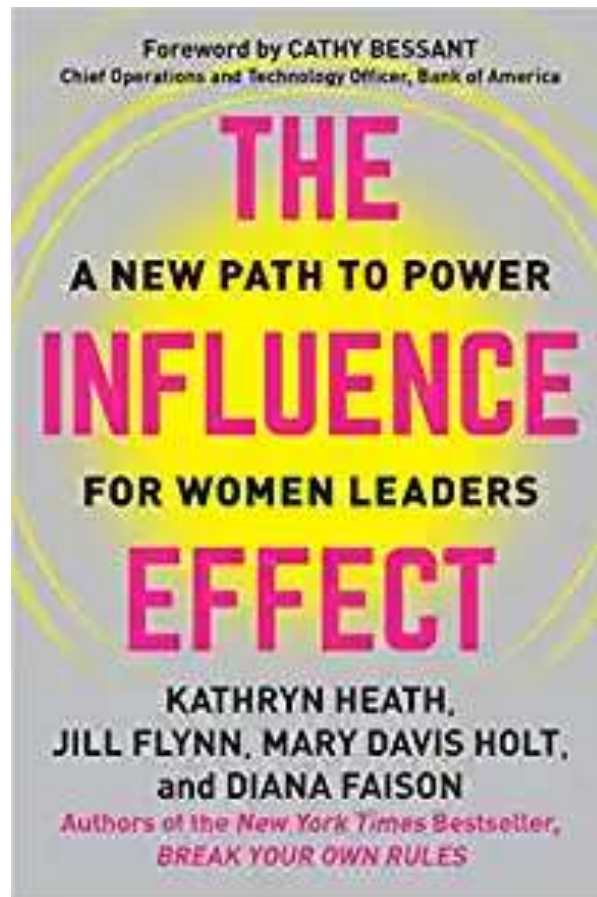
*How to Finish Your Dissertation in Six Months,
Even if You Don't Know What to Write*

Author: Scott Rank

10-12

Introducing a Book:
The Influence Effect –
- A New Path to Power For Women Leaders
Authors: Kathryn Heath, Jill Flynn,
Mary Davis Holt, and Diana Faison
Kindle Edition

=====



Courtesy: https://www.amazon.com/Influence-Effect-Power-Women-Leaders-ebook/dp/B071G932VJ/ref=tmm_kin_swatch_0?encoding=UTF8&qid=1619493572&sr=8-1

This book should be read not only by women but also by men. There are many common rules that will benefit all irrespective of their gender. The book is divided into three parts, preceded

by a powerful Introduction. Foreword for the book is written by Cathy Bessant, chief operations and technology officer at Bank of America. She finds that not many women are influencing business operations today. She offers extremely useful suggestions in the Foreword: Women “need to ensure that what we say gets heard.” She defines influence as “getting the right decision made even when people do not agree.” This Foreword is also a must-read section of this useful book.

The Introduction to the book has the title **The Politics Problem**. The authors declare: “we want to see women make up at least 30 percent of all top leadership positions ...” When this happens. “America’s corporations will be better led, and everyone will benefit.”

Throughout the book the authors offer examples that clearly exemplify what they state and what they want women to do to enable them to pursue a new path to power.

As stated earlier, the book *The Influence Effect: A New Path to Women Leaders* is divided into three parts:

Part One is given the title PREPARE to Influence. It has 3 chapters:

- Chapter 1 The Influence Effect
- Chapter 2 Think Bigger, Aim Higher
- Chapter 3 Construct Your Scaffolding

Chapter 1 begins with a powerful quote from Nancy Gibbs, former editor in chief of TIME magazine: “Power is a tool, influence is a skill; one is a fist and the other is a fingertip.” The authors come up with the finding that “what works for men at work won’t work for women”.

Part 2 is given the title PRACTICE. It offers BIG FIVE STRATEGIES. Together these strategies help women to acquire skills to strategies and use these strategies to maintain their leadership effectively and help the organization they lead to progress well and earn profit, etc. This part has five chapters.

- Chapter 4 The Power of the Informal
- Chapter 5 Relationship Maps
- Chapter 6 Scenario Thinking
- Chapter 7 Influence Loops
- Chapter 8 Momentum

This chapter presents how to effectively use the early successes to gain further influence.

Part 3 Influence in Action

- Chapter 9 Dance with Resistance
- Chapter 10 Meetings: A Case in Point

These chapters are followed by a powerful chapter or section of CONCLUSION: THE EFFECT OF INFLUENCE.

It is an extremely useful book for all to read who begin their career. It is also an extremely useful book for all to read when they face problems and issues at any stage of their career. We would highly recommend the book not only to women but also for men. Appendix A offers STRATEGIES FOR INFLUENCE. Appendix B offers METHODOLOGY. These appendices are better understood and effectively used when we read the entire book. The book offers many interesting and useful examples which clearly illustrate (both in pictures/maps and in words) the principles and practices under discussion.

=====

M. S. Thirumalai, Ph.D.

msthirumalai2@gmail.com

Introducing a Book:

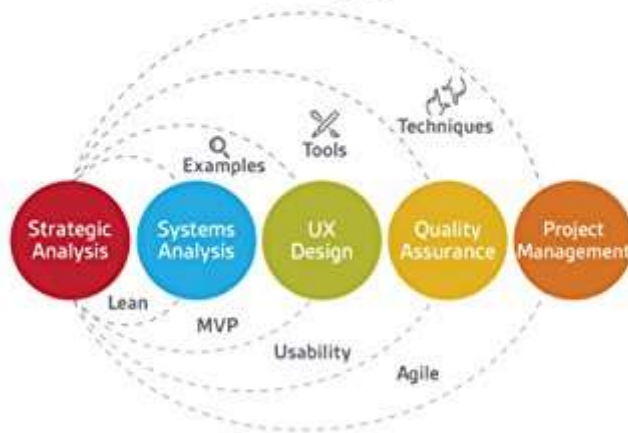
Business Analysis

Methodology Book

Author: Emrah Yayici

Kindle Edition

Business Analysis



Methodology Book

BA-WORKS
Inspiring Series

EMRAH YAYICI
Best Selling Author

Courtesy: https://www.amazon.com/Business-Analysis-Methodology-Emrah-Yayici-ebook/dp/B00U1Y0GOK/ref=sr_1_20?dchild=1&keywords=Business+analysis&qid=1619491937&s=digital-text&sr=1-20

This interesting book on Business Analysis Methodology has 10 Chapters:

Chapter 1 Lean Principles to Achieve Innovation, Quality and Project Speed.

Chapter 2 Project Portfolio and Demand Management

Chapter 3 Strategic Analysis and Scope Definition

Chapter 4 Project Planning and Methodology Selection: Waterfall or Agile?

Chapter 5 Requirements Gathering

Chapter 6 Requirements Documentation

Chapter 7 UX Design and Usability

Chapter 8 Technical Design

Chapter 9 Quality Assurance and Testing

Chapter 10 Project Management

Chapter titles indicate that the readers will benefit greatly reading this book if they have some introduction to Business Analysis earlier. The Lean Principles suggested include, Be Value Oriented, Be Customer Centered, Be Iterative, Be Simplistic, Don't Be Afraid of Early Failure, and Optimize the Work Flow. The Lean Principles are given titles with simple terms, but these are elaborated with great details from Business Analysis points of view. Project Portfolio and Demand Management focus on corporate strategies including business requirements. Enterprise architecture is focused upon.

Chapters offer many examples for us to follow the basic principles and their application. One such presentation relates to Business Case Document (pages 17-23). Students and Faculty members will benefit a lot if they read this book with total attention and take notes for use in the following chapters.

This book is intended for those who would like to make business analysis as their career. However, others involved in decision-making in any business corporation will do well to acquire some basic knowledge of principles and practices adopted in business analysis. This book will help them also to understand the data, suggestions, recommendations, and conclusions offered by a Business Analyst and use such information for taking decisions relating to business.

Syllabus framers of our Universities and Colleges will greatly benefit from this book while framing the syllabus. Illustrations from Indian Corporations, both private and public sectors, should be given. Current examples from news reports should be used as additional examples. It may be also useful to give exercises for students to perform for every principle as well as the chapter.

When go through the specializations of faculty members in various universities and colleges in India, we see more people are interested in HR topics. M.Phil. and Ph.D. scholars also seem to be greatly interested in HR topics. HR and Business Analysis may be integrated in some suitable proportions. Doctoral Candidates may be encouraged to do additional courses on Business

Analysis. Importance of Business Analysis must be highlighted. Books such as *Business Analysis Methodology* will help develop business analysis of local corporations in India.

=====

M. S. Thirumalai, Ph.D.

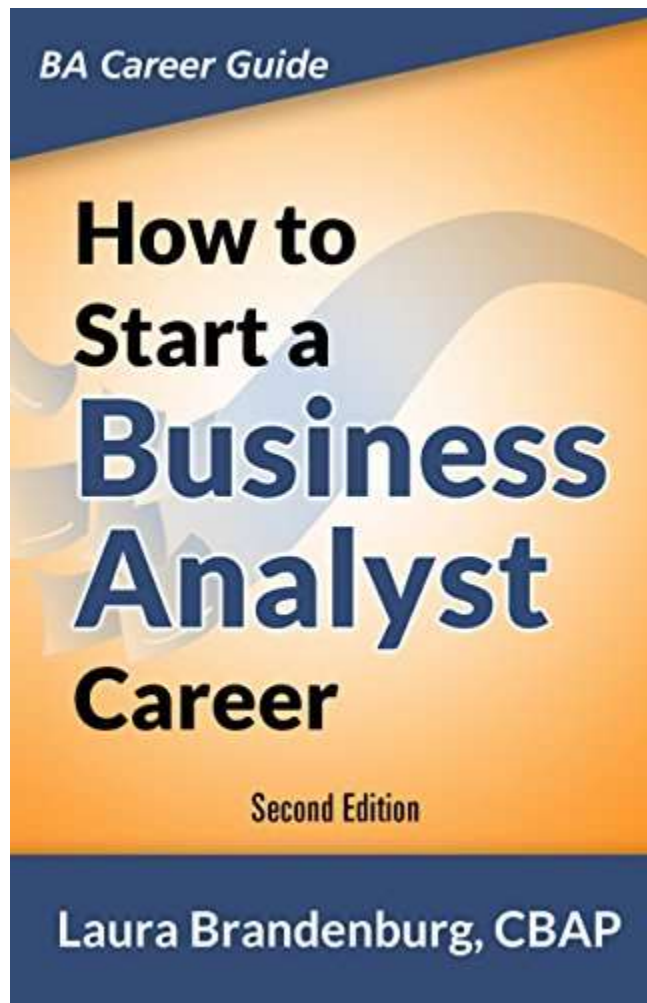
msthirumalai2@gmail.com

Introducing a Book:

How to Start a Business Analyst Career

Author: Laura Brandenburg, CBAP

Kindle Edition



Courtesy: https://www.amazon.com/How-Start-Business-Analyst-Career-ebook/dp/B00RW8WT2U/?encoding=UTF8&pd_rd_w=udVDR&pf_rd_p=49ff6d7e-521c-4ccb-9f0a-35346bfc72eb&pf_rd_r=GKWPVPQQZQK3FZTKNWP&pd_rd_r=e9add770-c3da-400d-8318-09e0e2f20f24&pd_rd_wg=TwCJV&ref=pf_rd_gw_ci_mcx_mr_hp_d

This book, *How to Start a Business Analyst Career*, has a descriptive title which presents the important elements of the book: *The handbook to apply business analysis techniques, select requirements training, and explore job roles leading to a lucrative technology career*. The phrase *a lucrative technology career* well describes the prospects of business analyst career.

The book contains seven chapters:

Chapter One: What It's Like To Be A Business Analyst

This chapter defines business analysis and presents a description of a real workday in the career of a business analyst. It also presents a no typical day in the career of a business analyst.

Chapter Two: What You Need To Know To Know About Business Analysis

Business Analysis skills and related skills are described and discussed.

Chapter Three: How To Expand Your Business Analysis Experience

Responsibilities in many work situations are discussed. Also, what people in technical roles should know and obtain relevant skills are discussed. Responsibilities and roles for those in business functions are also discussed and described. How one should reframe their current tasks is an important section of this chapter.

Chapter Four: How To Connect With Business Analyst Professionals.

Various ways to develop connections with other professionals are presented. The chapter also discusses how to deepen these connects to advance one's career. Very important chapter in terms of personal development in one's own career.

Chapter Five: Focus On The Right Business Analyst Role For You

A balance between business-oriented analysis and technology-oriented analysis is emphasized in this chapter. Some may be extremely good at direct analysis of business, but they may lack skills in the use of technology. The author argues in favor of a balance. Such a balance is achievable through deliberate education and practice. We do have a good number of courses offered by specialists on business-oriented analysis and technology-oriented analysis. With determination one can achieve this balance.

Chapter 6: Your Career Transition Strategy

If you are already a business analyst, this chapter offers you extremely useful practical suggestions.

Chapter 7: Move Toward Your Business Analyst Career Goals

The author asks us to stay open to new opportunities and suggests ways to gain momentum in your business analyst career.

The book is written in a language that is easy to read, understand and follow. Indian students will be able to read the entire book on their own and gain knowledge of business analyst

career. There are plenty of personal examples offered. There are also many business analysis examples.

=====

M. S. Thirumalai, Ph.D.

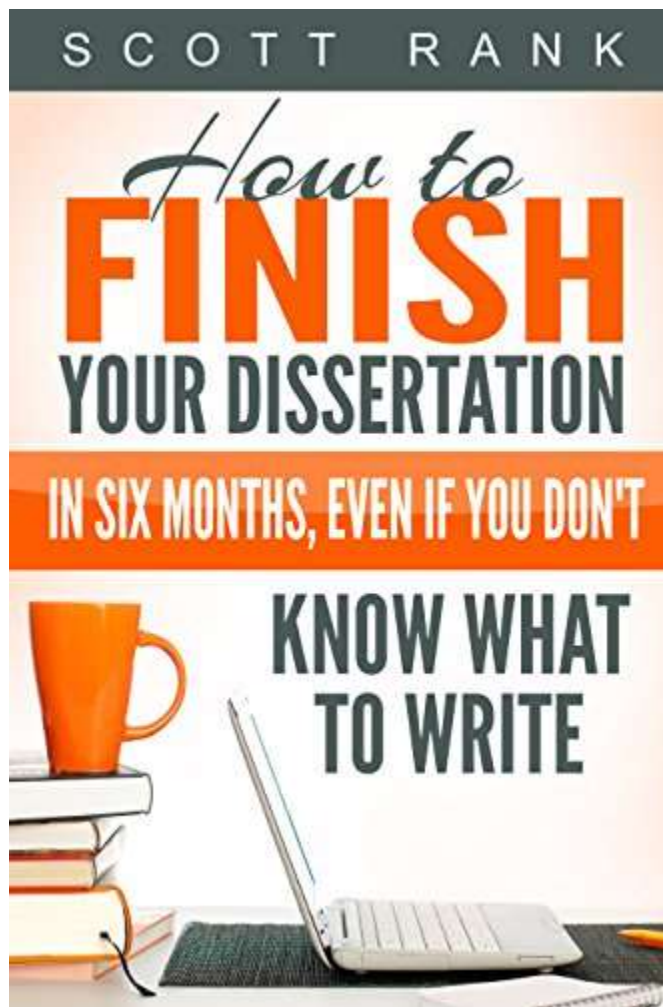
msthirumalai2@gmail.com

Introducing a Book:

*How to Finish Your Dissertation in Six Months,
Even if You Don't Know What to Write*

Author: Scott Rank

Kindle Edition



Courtesy: https://www.amazon.com/Finish-Your-Dissertation-Months-Write-ebook/dp/B011R61PTK/ref=sr_1_3?dchild=1&keywords=how+to+finish+your+dissertation+in&qid=1619494674&s=digital-text&sr=1-3

Indian M.Phil. and Ph.D. research scholars will find this short book very encouraging. The author Scott Rank reports how he managed to overcome his “crippling writer’s block” to achieve the skill and comfort to write everyday 500 to 1000 words of his dissertation. Initial hesitation, reluctance, and inferiority complex all should be overcome with confidence. But this confidence should result in real progress of writing the dissertation. For this the author Scott Rank shares his own experience with us in a language easy to follow, understand and practice.

The author had published several books in Kindle Direct Publishing already. But when it came to writing the first draft of his dissertation, “nothing would come out.” He had already collected plenty of data for his Ph.D. in history. Initially he could write only one paragraph per hour. Unlike most of our Indian students and faculty members, Scott Rank seems to have had usually no difficulty in listening, speaking, reading, and writing skills. However, when it came to writing the dissertation, a long report usually with several chapters, his speed was slow, indeed. It is all some sort of paralysis, and most Ph.D. scholars suffered from it initially. Scott Rank had the mental image of how his advisors would look at his first draft of his dissertation: He saw them scrutinizing his chapter critically as usual, “recommending a change here, a deletion there or even calling my entire first chapter into question.”

Scott Rank considered the writing career of two great authors, Isaac Asimov and Ernest Hemingway. Both were prolific writers, but they had different approach to writing. Their examples encouraged them. Rabindranath Tagore, Prem Chand and R. K. Narayan, Dr. M. Varadarajan, C. N. Annadurai and Kalaignar Karunanidhi, et al. are good examples for us to follow. Arignar Anna (C. N. Annadurai) was a busy statesman-politician with so many programs to participate in every day. Yet, he wrote many stories, novels, plays and movie dialogues, etc., apart from daily powerful political commentaries he wrote. Hopefully, the Supervisors of the M.Phil. and Ph.D. students would have their own ways to encourage their students how to go about writing the dissertation bit by bit every day.

Scott Rank offers five basic steps or principles. For each of these principles he gives the source of origin, that is, the individual writer or famous persons in different fields, who presented and practiced that step:

1. Don’t Break the Chain.
2. How to Make It Impossible Not to Write Every Day.
3. How To Write Even If You Don’t Know Your Thesis Statement.
4. How To Get Your Friends To Help You Finish Your Dissertation.

This short book is available in Kindle. Scott Rank also offers less expensive but detailed online course (<https://www.udemy.com/course/finish-your-thesis/>).

Writing a dissertation is a great challenge for all students. However, with systematic plan and pursuit, when daily writing strategy is adopted, we should be able to complete our first draft

of the dissertation. Do not get exasperated. Equip yourself with ideas from experienced scholars-writers such Scott Rank.

=====

M. S. Thirumalai, Ph.D.

msthirumalai2@gmail.com