



PRESIDENCY
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Swara

NEWSLETTER

Presidency School of Management



Volume 1

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Vision and Wisdom

Foreword

SWARA: Voices of Progress
and Purpose

From the Dean's Desk

At the outset, I congratulate the editors of the Newsletter for conceptualising, collating and publishing this first edition. An enormous quantum of thoughts and efforts has been invested in this to bring the fresh updates to you.

It is my pure delight to present this inaugural edition of 'SWARA' to you – an unmissable member of the Presidency fraternity of students/alumni/recruiters and the industry and university partners. This is yet another platform to exhibit our unwavering commitment to offer meaningful learning experiences that are industry-relevant and are deeply rooted in the principles of sustainability and responsible leadership. Our progressive journey continues through the steadfast support of our Hon. Chancellor, Dr. Nissar Ahmed, Hon. Vice Chancellor; our Pro Vice Chancellor, Dr. Vidya Shetty; the Registrar, and several other offices. Their vision and encouragement have rendered our academic and administrative operations agile to respond to evolving market needs, while nurturing a workforce capable of bridging business strategy with sustainable impact.

As we celebrate this milestone, I invite you to explore the stories, achievements, and aspirations that define our collective pursuit of a better, greener future.



Dr. Subhashree Natarajan

Professor & Dean

Presidency School of Management

The Thinking Arena – Green Perspective

Dr. Nandini Sinha



Sustainability: A Collective Responsibility, not a Conference Buzzword

In a campus alive with career ambitions, placements, and deadlines, sustainability often gains attention only during seminars. But it is far more than a checkbox. It is a mindset, a commitment, and above all, a shared responsibility.

Sustainability means balancing present needs with those of the future using resources responsibly to ensure long-term well-being for all. It is about protecting ecosystems, reducing pollution, conserving resources, and promoting biodiversity.

Academic institutions play a pivotal role in shaping this consciousness. Gen Z are not just inheritors of the Earth—they are its stewards. Our campus can lead by example through initiatives like student-led waste audits, sustainable fashion drives, and carbon-neutral events. Real change requires everyone—students, faculty, and administrators to participate with purpose.

Faculty must weave sustainability into curriculum and daily practice; administration must rethink campus resource use; and as citizens, we must embrace conscious consumption and environmental responsibility.

Let this edition of our newsletter serve not just as an update, but as a call to action. The question is no longer, "Can we make a difference?" but "Will we?"

THE PROFESSOR'S PERSPECTIVE

Dr. Shalini Acharya

Embracing a Sustainable Future: Trends, Insights & Innovations in 2025

Introduction: As the world faces mounting ecological and social challenges, sustainability is no longer optional—it's a business imperative, a financial opportunity, and a moral compass. In 2025, these themes are advancing through fresh regulatory scrutiny, technological breakthroughs, and transformative design thinking.

Below are the key forces shaping our sustainable future.

1. Circular Economy & Regenerative Design: Beyond "Do No Harm"

The shift from a linear economy—“take, make, waste”—to a circular economy is gaining traction. By prioritising reuse, durability, and closed-loop systems, businesses are minimising waste and tapping into new economic potential. Meanwhile, urban design is embracing regenerative principles—not just reducing harm, but actively repairing ecosystems. Real-world exemplars include Singapore's energy-efficient towers and adaptive reuse projects transforming old buildings into vibrant, green spaces.

2. Regulation & Reporting: From Buzzwords to Accountability

Sustainability is trending toward formal accountability. The EU's Corporate Sustainability Reporting Directive (CSRD) demands rigorous, verifiable disclosures—and by 2025, affected companies must report under its framework. At the same time, a new focus on preventing greenwashing has emerged, bolstered by laws like the EU's Green Claims Directive.

3. Digital Transformation: Powering Smarter Sustainability

Technology is enabling leaps in sustainability. AI tools now handle carbon accounting with precision, unlocking strategic insights and freeing human teams to innovate. The EU's “twin transition”—linking green and digital transformations—underscores how digital infrastructure advances environmental sustainability. In business processes, IoT-powered systems offer real-time monitoring and sustainable optimisation, from healthcare workflows to tourism operations.

4. Sustainability at the Core: Businesses Rewiring Strategy

Sustainability is evolving from side projects to strategic anchors. CFOs are stepping up, with 32% of organisations placing sustainability reporting under their purview—surpassing Chief Sustainability Officers. Across industries like fashion, leaders are preserving their sustainability ambitions—even amid political and economic pressure—by embedding ESG into operational fabric rather than letting it slide.

5. Carbonomics & Sustainable Finance: Dollars Driving Change

Innovation isn't confined to tech. Carbonomics—the study of sustainability from an economic lens—is gaining ground, with institutions like the University of Derby launching dedicated research centres to align carbon strategy with financial planning. Global finance hubs like London, Abu Dhabi, and Singapore are investing heavily in green bonds, transition finance, and sustainable investment frameworks, signalling that climate-aligned capital is the new frontier.

6. Nature-Based Solutions & Biodiversity Preservation

Protecting nature is no longer separate from progress; it is progress. From regenerative agriculture to mangrove restoration, nature-based interventions are redefining carbon capture and disaster resilience—all while supporting biodiversity and community well-being. This reflects a growing realisation: true sustainability weaves economic, environmental, and social threads together.

ARTICLE

THE PROFESSOR'S PERSPECTIVE

Charting the Path Ahead

Four key takeaways for individuals and organisations:

Action		Why It Matters
Embrace circular design	—	Reduces waste, unlocks cost savings, and fosters innovation.
Invest in ESG technology	—	Enhances accuracy, boosts transparency, and strengthens compliance.
Integrate sustainability into leadership	—	Makes sustainability a strategic advantage, not an afterthought.
Support nature-first practices	—	Aligns profitability with ecological restoration and community resilience.

1. Circular Economy & Regenerative Design: Beyond “Do No Harm”

In 2025, sustainability is both a necessity and an opportunity—spanning regulatory rigour, technological innovation, financial strategy, and ecological renewal. By acting boldly and thoughtfully, we’re not just protecting the planet—we’re building a future where prosperity is defined by resilience, responsibility, and regeneration.

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WHAT NETFLIX TEACHES US ABOUT BUSINESS STRATEGY

By Rinitha R.

Netflix is not only for unwinding; it's a business strategy masterclass, hidden as entertainment. From survival shows to crime dramas and international romances, the streaming giant's most popular series have some impressive business lessons to teach us about branding, risk-taking, customer focus, and the art of reinvention.

Let's decode business strategy, the Netflix way.

Squid Game: Risk-Taking & Disruption

Business Lesson: Take bold bets to stand out.

When Netflix commissioned Squid Game, it was a Korean survival drama with an unknown cast and an edgy plot. But that risk paid off — it became a global phenomenon in 90 countries. Netflix proved that local thinking and global action can be a game-changer. For companies, daring innovation and cultural specificity can be winning strategies.

Student takeaway: Don't play it safe. Get innovative. Local concepts can become global with a good platform.

Money Heist: Branding & Community Building

Business Lesson: Create a brand that people wrap themselves in — literally.

The red tracksuits, Dali masks, and countercultural excitement turned Money Heist into a programme, not just a series; it became a brand. Netflix used compelling storytelling to establish an emotional brand image, leading to merchandise, Halloween costumes, and a passionate following.

Student takeaway: Emotional branding creates devoted communities. Your brand must be a movement, not just a message.

The Queen's Gambit: The Power of Data & Niche Markets

Business Lesson: Data reveals hidden opportunities.

Prior to The Queen's Gambit, chess wasn't cool. After, sales of chessboards jumped by 125%, and Google searches for "how to play chess" rose through the roof. Netflix leveraged viewership data to strike a chord with a niche audience — and succeeded.

Student takeaway: There is hidden demand. Data will reveal opportunities others might not notice.

Stranger Things: Nostalgia Marketing & Cross-Media Strategy

Business Lesson: Build an ecosystem, not a product.

Stranger Things captured 80s nostalgia and translated it into a cross-industry strategy involving gaming, music, fashion, and social media partnerships. This strategy is an example of vertical integration with a cultural spin.

Student takeaway: Build experiences, not products. Your customers want connection, not just content.

You: Personalisation & Platform Power

Business Lesson: Get the customer to feel recognised — literally.

Netflix algorithms suggested "You" to the appropriate viewers at the right moment, making it a hit after having cut its cords with cable and made its move to Netflix. This demonstrates the strength of personalisation; intelligent data can resuscitate content and drive engagement.

Takeaway for students: Know your customer. Excellent product plus good delivery equals success.

What's Netflix's Strategy Secret?

Netflix mixes and matches data-based decisions and creative storytelling, local content with international appeal, and deep customer insight with risky experiments. That's a business school student's strategy cocktail of choice.

Next time you're binge-watching a Netflix series, remember that you're also witnessing a business case study in action. Behind every scene is a lesson in strategy, innovation, and what it takes to succeed in an era of unlimited choices.

SUSTAINABILITY: INDIA'S STRATEGIC IMPERATIVE FOR A RESILIENT FUTURE

Dr. Nandini Sinha

Netflix is not only for unwinding; it's a business strategy masterclass, hidden as entertainment. From survival shows to crime dramas and international romances, the streaming giant's most popular series have some impressive business lessons to teach us about branding, risk-taking, customer focus, and the art of reinvention.

In today's VUCA world, resilience means more than avoiding crises. It demands preparedness for the unforeseen. India's financial systems must evolve to absorb shocks while enabling inclusive growth, digital innovation, and climate adaptation. The Reserve Bank of India has already flagged climate change as a systemic financial risk, underscoring the urgency of this transformation, while SEBI has made Business Responsibility and Sustainability Reporting mandatory for the top 1,000 listed companies.

India Inc. is responding with purpose. Leading conglomerates such as Tata Group, Aditya Birla Group, and Reliance Industries are no longer treating climate risk and social responsibility as peripheral concerns. They are investing heavily in clean energy, green infrastructure, and ESG-aligned business models. This marks a decisive shift—from viewing sustainability as a compliance checkbox to embracing it as a strategic imperative.

Across sectors, firms are embedding sustainability into their core operations—strategic planning, risk management, and capital allocation. This integration signals a new mindset: sustainability is now synonymous with business continuity, competitiveness, and long-term profitability.

For Indian businesses, the message is clear: sustainability is not optional—it is foundational. As extreme weather events disrupt supply chains and investor expectations evolve, the stakes have never been higher. The shift toward ESG is not just about doing good; it's about staying relevant, resilient, and ready for the future.

India's economic ambitions must be matched by its environmental and social commitments. At the MBA level, we must prepare our students to lead with resilience, foresight, and a deep understanding of sustainability as a driver of innovation.

Showcasing Sustainability The Namma Bazaar Way!



The third edition of Namma Bazaar, the much-anticipated summer carnival hosted by the Presidency School of Management, was held on March 6 – 7, 2025. With the resonant theme of “Sustainability with Eco-Friendly Practices”, the event served as a vibrant platform for student entrepreneurship, innovation, and community engagement, bringing together over 280 MBA students in a spirited display of creativity and business acumen.

The carnival was inaugurated with enthusiasm at the University campus. The inaugural session was graced by Mr. Bharath Seeman, Founder and CEO of Veranda RACE, who served as the Chief Guest. His presence added significant value to the occasion, which also saw participation from university leadership, including Dr. Vidya Shankar Shetty, Pro Vice Chancellor; Dr. Prema Sankaran, Associate Dean –PSOM; and Dr. Prachi Beriwal, Assistant Dean–PSOM. The dignitaries addressed the students, encouraging them to embrace entrepreneurship with responsibility and sustainability at its core.

The inauguration was followed by a ceremonial tree plantation to honour the environmental contributions of Padma Shri awardee Saalumara Thimmakka, further reinforcing the event's commitment to ecofriendly practices. The University campus transformed into a buzzing marketplace, hosting over 35 student-run stalls offering a diverse range of food, fashion, games, and sustainable lifestyle products. Each stall embodied the spirit of innovation, with students showcasing not only products but also their marketing, budgeting, and teamwork skills.

Another remarkable presence was “Turtle Tales”, which championed sustainable living through products made from rice husk and recycled materials. Their bio-composite kitchenware and eco-friendly apparel demonstrated how innovation and sustainability can go hand in hand. “Frame-A-Bite”, which creatively combined healthy fruit desserts with personalised photo booth services, captured the attention of the audience and was eventually declared the winner of the event.

CAMPUS CHRONICLES

Adding an intellectual dimension to the festivities, a panel discussion on “Sustainability and Eco-Friendly Practices” was held on March 7th. This session featured student entrepreneurs from the University’s own Launch Pad initiative.

A distinguished panel of faculty members provided feedback, bridging innovation with real-world application. The session emphasised the need for collaboration between academia and industry in driving sustainable transformation.

The two-day event culminated with a valedictory ceremony on the University Lawn, chaired by Dr. Sivaperumal S., Pro Vice Chancellor. In his address, he commended the students for their professionalism and creativity, underscoring how initiatives like Namma Bazaar provide a live lab for nurturing managerial and entrepreneurial skills.

“Frame-A-Bite” was formally announced as the winner of Namma Bazaar 3.0, while “Turtle Tales” was declared the runner-up. Both teams were lauded for their innovation, teamwork, and alignment with the sustainability theme.

Namma Bazaar 3.0 proved to be more than just a carnival—it was a celebration of student potential, a demonstration of sustainable thinking in action, and a reaffirmation of the Presidency School of Management’s commitment to experiential learning and responsible entrepreneurship. Dr. Edwin coordinated the mega event.



CAMPUS CHRONICLES





5th International Conference Presidency School of Management



The 5th International Conference, hosted by the Presidency School of Management, focused on fostering dialogue and sharing innovative practices to build responsible and sustainable business ecosystems. Held over two days in a hybrid format, the event brought together academic leaders, corporate experts, diplomats, and researchers from across the globe.

The inaugural session took place on April 25, 2025, at the Presidency University Auditorium. It began with the welcome and seating of dignitaries, followed by an invocation and lamp-lighting ceremony. Dr. Prema Sankaran, Associate Dean, delivered the welcome address, and Dr. Uma P. Jaidev, Professor and Conference Chair, introduced the conference theme, stressing the urgency of sustainable transformation in business. Dr. Mohan Cherian - POP, Conference Convener, proposed the vote of thanks.

The Vice Chancellor emphasised integrating sustainability into everyday life, while Dr. Vidya Shankar Shetty, Pro Vice Chancellor; and Dr. Sameena Noor Ahmed Panali, Registrar, honored the chief guests:

Mr. M. SessaSai Mechineni, **Honorary Consul General of the Republic of Seychelles**, delivered the Inaugural Address, setting a powerful and optimistic tone for the conference. He emphasised the pressing need for global cooperation in addressing environmental, social, and economic challenges that transcend national borders. He engaged and inspired the students towards entrepreneurship, culture, diversity, empathy, patriotism and responsible innovation towards a sustainable future.

Ms. Aruna Newton, Global Head – Diversity, Sustainability & Governance, Infosys Ltd, delivered a powerful keynote on embedding ESG into core business strategy.

Ms. Suja Warriar, Director, WEQUITY, spoke passionately about gender inclusion in sustainable development.

CAMPUS CHRONICLES

Professor Prabal Datta Barua, Academic Dean at AIHE, contributed via a recorded address on climate change as a critical global challenge. The Conference Abstract Book was released during the session.

Post-lunch, research papers were presented in multiple tracks, both online and offline. The conference successfully brought together over 100 delegates, including researchers, practitioners, and policy experts, fostering a collaborative space for knowledge exchange. It reaffirmed the Presidency School of Management's commitment to thought leadership in responsible business practices and sustainability.



1. THE AGILE EDGE IN ENTREPRENEURSHIP

Organized for: MBA- I Semester(1MBA13), II Semester(2MBA06), IV Semester(4MBA01)

Venue: MG02 Management Block

Resource Person: Mr. Sagin Sebastian, Deputy General Manager, M/S Siemens Healthineers India



PRESIDENCY
UNIVERSITY



SCHOOL OF MANAGEMENT
organizes
Guest Lecture

**The Agile Edge
in Entrepreneurship**

28 FEBRUARY
2024
10:00AM TO 1:00PM



Mr. Sagin Sebastian
Deputy General Manager
Siemens Healthineers India

VENUE: FI Seminar Hall

FACULTY COORDINATORS:
Dr. Ramesh M
Associate Professor

www.presidencyuniversity.in



CAMPUS CHRONICLES

The guest lecture titled “The Agile Edge in Entrepreneurship” was delivered by Mr. Sagin Sebastian on February 28, 2025. The session saw enthusiastic participation from over 120 MBA students across various semesters.

Objective of the Session:

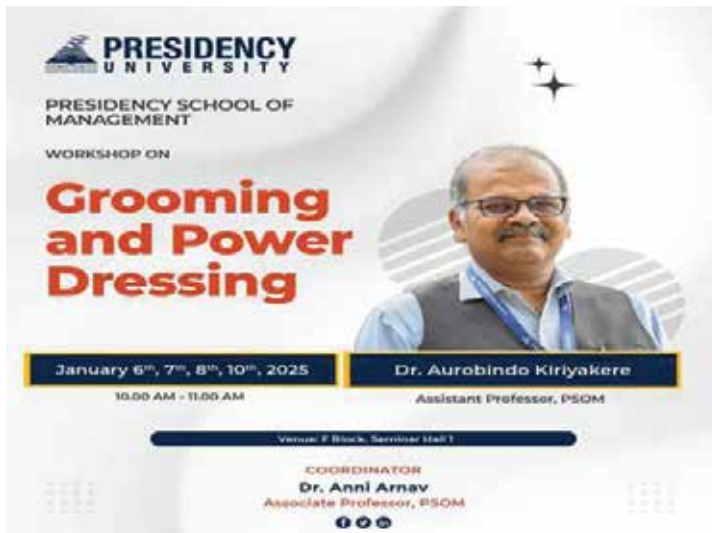
The primary objective was to introduce students to Agile Project Management principles and their application in entrepreneurship, particularly in startups. The session aimed to demonstrate how frameworks like Scrum, Kanban, and Lean Startup support integrated strategy development, iterative growth, and customer-centric innovation in global business contexts.

Key Takeaways:

Students gained practical insights into leveraging Agile for business scalability, innovation, and quality management. The session deepened their understanding of applying lean methodologies in real-world scenarios, enhancing their employability in operations and project management roles. Training resources and actionable tips were also shared with those interested in further exploration of Agile practices.



2. WORKSHOP ON “GROOMING & POWER DRESSING” JANUARY 6 – 10, 2025



Speaker:

Dr. Aurobindo Kiriyaakere is a performance-oriented and seasoned professional with 27 years of comprehensive experience in the IT industry.

Objective of the Session:

The workshop focused on the importance of grooming as a vital component of personal development. Dr. Kiriyaakere emphasised how grooming not only enhances physical appearance but also nurtures emotional well-being, contributing significantly to self-confidence. The session highlighted how a well-groomed appearance can help students navigate social settings more comfortably and make positive first impressions.

Key Takeaways:

Participants gained insights into how grooming contributes to increased self-esteem and confidence. The session reinforced the idea that looking good often leads to feeling good, which in turn positively influences both personal and professional interactions. Students walked away with a renewed understanding of how maintaining a well-groomed appearance can empower them in social situations and improve their overall presence.



3. FUTURE FLUENT: COMMUNICATION SKILLS FOR GEN Z



Objective of the Session:

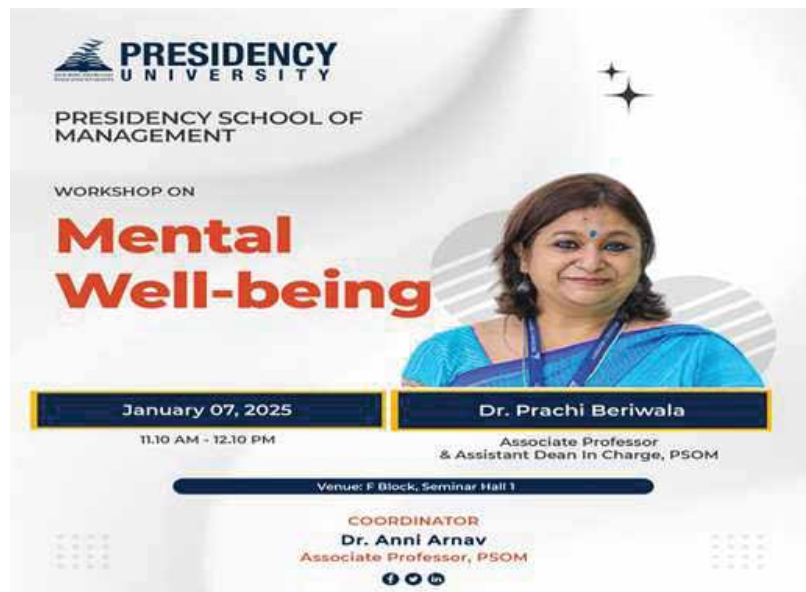
The workshop focused on the significance of effective communication in personal and professional settings. It highlighted the various dimensions of communication, including verbal, non-verbal, and written forms, and equipped students with practical skills to enhance their ability to convey ideas, collaborate effectively, and build relationship.

Key Takeaways:

The students understood the role of communication in managerial success and developed practical communication skills that are essential for effective leadership and collaboration. They were able to recognise and interpret non-verbal cues to enhance communication effectiveness.



4. MENTAL WELL-BEING



Objective of the Session:

To reiterate the importance of maintaining mental health among youngsters.

Key Takeaways:

This workshop highlighted the benefits of positive peer pressure for motivation and personal growth. and encouraged teamwork, collaboration, and mutual support in peer groups.



5. SIX THINKING HATS



Dr. R. Lathangi, who was the resource person for the event, effectively guided students through the structured methodology developed by Edward de Bono.

Objective of the Session:

The session aimed to introduce MBA students to the Six Thinking Hats technique—a powerful tool for enhancing strategic, creative, and collaborative thinking. It focused on helping participants explore problems from different perspectives, promoting balanced and bias-free decision-making.

Key Takeaways:

Students learnt to apply each of the six thinking modes—facts, emotions, caution, optimism, creativity, and control—to real-world problems. The workshop enhanced their critical thinking, teamwork, and problem-solving skills, fostering an openness to diverse viewpoints and innovative solutions.

6. EXPERT LECTURE ON HOW TO USE KNIMBUS FOR RESEARCH

Date: February 6, 2025

Organized for: MBA Students



Resource Persons:

Dr. Sheshadri and Dr. Sagendra

Objective of the Session:

The workshop aimed to introduce students to the effective use of the Knimbus platform for academic research. Key objectives included training students to perform advanced searches, access scholarly content, manage research accounts, and personalise settings to optimise research efficiency.

Key Takeaways:

Students gained hands-on experience in navigating Knimbus, learning to organise, collaborate, and access quality academic materials. The session significantly improved their ability to conduct efficient, high-quality dissertation research and boosted their confidence in using digital tools for academic success.

7. EXPERT LECTURE ON HOW TO USE KNIMBUS FOR RESEARCH



The Sigma Club at Presidency University organised a master class and panel discussion on “Trends and Transformation in Operations Management, 2025” on 13th February 2025. The event featured eminent external speakers, including Mr. Hanumantha Kulkarni, Director at Texcelead India Pvt. Ltd, and Mr. N.K. Prasanna, Director at Merck. Internal dignitaries included Dr. Vidya Shankar Shetty, Pro Vice-Chancellor, and Dr. Prema Sankaran, Associate Dean.

Objective of the Session:

The event aimed to expose MBA first-year students (2MBA 1-6 sections, 350 students) to emerging trends, strategic transformations, and best practices in operations, supply chain, and project management. The session focused on bridging the gap between academic learning and practical industry requirements by showcasing real-time applications of lean manufacturing, quality management, and project execution methodologies.

Key Takeaways:

Students gained valuable insights into the role of operations in driving organisational efficiency and innovation. They explored lean principles for waste reduction, operational excellence models, and the significance of agile project management frameworks in dynamic industries. The session enriched their understanding of how evolving technologies and strategic thinking are reshaping the future of global business operations and enhanced their preparedness for industry roles in operations and supply chain management.

8. SIX SIGMA CLUB YELLOW BELT CERTIFICATION



Resource Person: Mr. Bhanu Pratap Singh

CEO, ASQ; Executive Master Black Cross Belt, Cross Border Executive Management Group
(Chief Guest and Key Speaker)

Objective of the Session:

The primary objective of the workshop was to equip MBA students specialising in operations and business analytics with foundational knowledge and practical exposure to Six Sigma principles. The session aimed to develop participants' problem-solving abilities, enhance their employability, and prepare them for globally recognised Six Sigma Yellow Belt certification.

Key Takeaways:

The session provided an understanding of Six Sigma fundamentals and the DMAIC methodology. Additionally, it provided hands-on experience using tools such as Advanced Excel and Python for data-driven problem-solving. Furthermore, it promoted awareness of how Six Sigma can be applied to production, logistics, and operations management and provided exposure to Lean practices for process optimisation and waste reduction. It also enhanced employability through Yellow Belt Certification, signalling readiness for roles in operations, manufacturing, and supply chain management.

9. COMPENSATION IN HRM: BALANCING EQUITY, PERFORMANCE, AND COMPETITIVENESS



Date: April 3, 2025

Organized by: Presidency School of Management

Resource Persons:

Dr. Reena Ravi, HR Consultant and Academic
Ms. Vaishali Amrute, Senior HR Business Partner

Faculty Coordinator: Dr. Shalini

Objective of the Session:

The lecture aimed to bridge academic knowledge with industry practices in the field of compensation management, a critical area of human resource management.

Key Takeaways:

Both speakers highlighted how technology and data analytics are transforming compensation practices and enabling more informed, equitable, and performance-driven decision-making.

10. REEL MAKING COMPETITION



The Event: REEL MAKING COMPETITION

Conducted on: April 3, 2025 at Management Block – MG04

Organised by: MARKQUEST, The Marketing club of Presidency School of Management

Objective of the Session:

To make the participants more aware of their talents. To encourage students who are go-getters to explore their creative side and render them more confident in presentation skills.

Key Takeaways:

The event effectively achieved its core objective of providing a platform for students to showcase their creativity and gain confidence in presenting their skills.

11. BEYOND NUMBERS: INNOVATIVE APPROACHES TO FINANCIAL PLANNING & CAPITAL BUDGETING



The guest lecture on “Beyond Numbers: Innovative Approaches to Financial Planning & Capital Budgeting” was conducted on April 22, 2025. The session was led by Mr. Kishore, co-founder of Stockbyte and CEO & co-founder of Stock Market Institute, who holds a PGDBM in Finance. The event was coordinated by Dr. Sunil M. Rashinkar, Associate Professor, and Dr. Samiya Mubeen, Assistant Professor 3 Selection Grade, and was attended by 120 MBA first-year students.

Objective of the Session:

The session aimed to provide a fresh perspective on financial planning and capital budgeting, often confined to traditional number-crunching methods. The objective was to challenge conventional models by introducing innovative tools, strategic frameworks, and the integration of emerging trends such as data analytics, behavioural finance, and agile decision-making into financial processes.

Key Takeaways:

Participants gained an understanding of how modern financial planning extends beyond spreadsheets and formulas. The lecture emphasised the relevance of real-world applications and strategic adaptability in financial decisions. Students were encouraged to think critically, explore interdisciplinary approaches, and bridge theoretical concepts with practical market demands, preparing them for contemporary roles in finance and strategy. The resource person brought valuable industry insights that enriched the learning experience for MBA students.

12. BIAL AIRPORT OPERATIONS AND GOVERNANCE

Resource Person: Mr. Srivathsa E.S., VP–Partnership and Academic Alliances, PMI Bangalore India Chapter, Director, Shree PM Consultancy Services, Bengaluru.



A guest lecture on “BIAL Airport Operations and Governance” was held on May 13, 2025. The session was led by Mr. Srivathsa E.S, VP – Partnerships and Academic Alliances, PMI Bangalore Chapter, and Director, Shree PM Consultancy Services, Bengaluru. The event was coordinated by Dr. Ramesh Muthuswamy and Mr. Shivaprasad S., and witnessed active participation from over 100 MBA second-semester students (2MBA09 and 2MBA10).

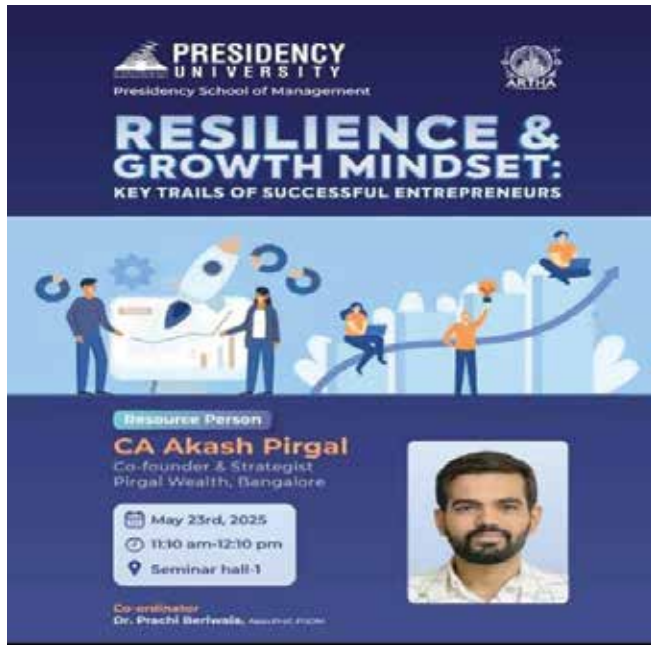
Objective of the Session:

The session aimed to provide students with practical insights into airport operations, governance structures, and infrastructure planning using Bengaluru International Airport (BIAL) as a case study. It focused on airside operations, cargo handling, terminal management, and public-private partnership models, linking them with production, logistics, and project management concepts in the MBA curriculum.

Key Takeaways:

Students gained clarity on integrated airport operations, lean methodologies, and global supply chain practices. The lecture emphasised the role of BIAL in enhancing connectivity and economic development and showcased its use of sustainable infrastructure and advanced governance frameworks. Certificates were also awarded to students who completed dissertation projects under Mr. Srivathsa’s guidance, further reinforcing applied learning outcomes.

13. RESILIENCE & GROWTH MINDSET: KEY TRAILS OF SUCCESSFUL ENTREPRENEURS



Resource Person: CA Akash Pirgal, Co-founder, Pirgal Group, Bangalore

A dynamic business mentor and educator, CA Akash Pirgal brings entrepreneurial insights grounded in real-world experience. He is known for his engaging approach to entrepreneurship, drawing on personal experiences and practical frameworks to inspire young business minds.

The entrepreneurship workshop titled "Resilience & Growth Mindset: Key Traits of Successful Entrepreneurs" was held on May 23, 2025, for MBA Semester II students. Led by CA Akash Pirgal, the session delivered valuable insights into starting and scaling businesses with a strong foundation in emotional strength and strategic thinking. Through vivid case studies of Reliance, Colgate, and Zerodha, students were encouraged to think innovatively and embrace risk with a long-term vision. The workshop emphasised that resilience and adaptability are at the heart of entrepreneurial achievement.

Objective of the Session:

To equip MBA students with the mental agility and emotional resilience necessary for entrepreneurial success and to develop a growth mindset among budding entrepreneurs through reflective discussions and interactive case analyses.

Key Takeaways:

Entrepreneurship begins with small, clear steps rooted in self-belief and strategic thinking. Besides, financial understanding is essential at every stage of entrepreneurial growth, from survival to self-actualisation. Success stories like Reliance, Colgate, and Zerodha highlight innovation, customer focus, and brand trust as key elements.

14. MASTERING EQUITY DERIVATIVES

TIME: 10 am to 11 am

DATE: 07-04-2025



Resource Person:

The session was conducted by Mr. Akash, a SEBI-registered Research Analyst with over six years of hands-on experience in capital markets.

Objective of the Session:

The primary aim of the event was to demonstrate the use of equity derivatives for hedging against market fluctuations, identifying arbitrage opportunities, and managing portfolio risks. The session focused on understanding price volatility in real time and exploring strategies involving options and other derivatives to mitigate associated risks. It also emphasised portfolio structuring and diversification using derivative instruments.

Key Takeaways:

Participants gained a practical understanding of derivatives trading and its real-world applications. Mr. Akash's engaging delivery, coupled with real market examples, helped demystify complex financial instruments and strategies. Students left the session with enhanced knowledge of risk management, hedging techniques, and strategic use of options—equipping them to make informed financial decisions in dynamic market conditions.

15. FINANCE UNFOLDED: REAL CASES, REAL DECISIONS



Objective of the Session:

This interactive session dives deep into actual business case studies, allowing participants to explore critical financial decisions faced by companies across various industries. It also enhances strategic thinking, analytical skills, and decision-making abilities—core competencies for aspiring finance professionals.

Key Takeaways:

Teams were tasked with analysing the cases, preparing brief presentations, and defending their recommendations before a panel of faculty and industry professionals. The session encouraged hands-on application of financial concepts, improved teamwork and communication under time constraints and built confidence in analysing and presenting financial strategies. The case study activity served as a powerful experiential learning tool, making financial concepts more tangible and memorable for the MBA participants.



16. HRM–PAST, PRESENT AND FUTURE

Resource Person: Mr. Sunder Rajan, Ex-Vice President and HR Expert

Objective of the Session:

To provide students with a comprehensive understanding of the evolution of Human Resource Management (HRM) over time and to explore the changing roles and functions of HRM.

Session Summary:

The guest lecture titled “HRM – Past, Present and Future” delivered by Mr. Sunder Rajan offered MBA second-semester students a rich perspective on the strategic importance of Human Resource Management. Tracing its roots from ancient management practices to contemporary applications, the session emphasised how HRM has continuously adapted to technological, economic, and cultural shifts.

Key Takeaways:

HRM is foundational to effective organisational functioning, transcending eras and industries. The role of HR has evolved from administrative functions to becoming a strategic partner in business growth. Understanding historical transitions helps predict and prepare for future HR trends.

WELCOME ABOARD

FRESH FACES, BRIGHT MINDS – THE NEW HORIZONS

We extend a warm welcome to the newest members of our School of Business faculty, who bring fresh perspectives, expertise, and energy to our academic community



Dr. Asif Amin Kuchey, PhD in Management (Finance), is an accomplished academician with more than seven years of teaching and mentoring experience at UG and PG levels. He specialises in financial management, derivatives, and investment analysis, with additional expertise in cyber security and big data analytics. A published author and patent holder in AI-based HR operations, he has several peer-reviewed papers and certifications in FinTech and capital/derivative Markets. Proficient in Python, R, and Excel, he is committed to academic and career mentoring.



Dr. Javed Shaikh, PhD in Marketing from Gujarat University, is a postdoctoral fellow at IIM Amritsar with more than 14 years of experience in academia and industry. His interdisciplinary research focuses on transformative consumer research (TCR), marketing systems, and marginalised communities. He has published in leading journals like the Journal of Macromarketing, Journal of Consumer Affairs, and the Journal of Food Products Marketing, and presented widely. His current work explores AI's impact on global inequality

WELCOME ABOARD



Dr. Megha Pandey, Associate Professor of Finance and Analytics, holds a PhD in Finance from Dayalbagh Educational Institute. With over a decade of experience at institutions like CHRIST University, ICFAI Jaipur, and IMT Ghaziabad, her expertise spans corporate finance, project appraisal, fintech, and ESG-integrated finance. She has published in ABDC and Scopus-indexed journals, co-authored textbooks, and supervised doctoral research. Proficient in R, Python, Bloomberg, and SPSS, she is actively involved in AACSB processes, curriculum innovation, and institutional development.



Dr. P. Mary Jeyanthi is a business analytics professor and decision intelligence strategist with over a decade of industry experience at HDFC Bank's Business Intelligence Unit. A certified CBT practitioner, she now leads academic efforts in AI, analytics, and digital transformation. She has authored 13+ books with top publishers, including a textbook adopted by the International University of Applied Sciences, Germany. Her work spans sports analytics, metaverse, and marketing analytics. A strong advocate for ethical leadership, she coined the term "leadwashing", with her article featured in Economic Times Government.

WELCOME ABOARD



Mr. Somen Mitra is a management professional with over 23 years of experience in industry and academia and has recently submitted his PhD to Aligarh Muslim University, focusing on financial performance analytics in the Indian banking sector. His interests include BFSI performance, corporate valuation, and AI in finance. He has published in peer-reviewed journals, presented at IIMA and IIT Roorkee, and won two Best Paper Awards. A case-based teaching advocate, he has six cases published with The Case Centre, UK. He previously worked with ABFSG and ICICI and helped launch industry-focused MBA programmes.

ACHIEVERS' GALLERIA

BEYOND BOUNDARIES–THE RISING STARS

The Rising Stars celebrates the achievements of our students, shining a spotlight on their talent, dedication, and hard work.

By showcasing these accomplishments, we aim to inspire every student to set higher goals, persevere, and realise their fullest potential.



1st Prize in the HR event at Nitte Meenakshi Institute of Technology, Bengaluru, on June 6, 2025

UPSKILL TO UPLIFT: THE TOP TRENDING ONLINE CERTIFICATIONS FOR EVERY CAREER PATH

In today's fast-paced world, where industries can change overnight, staying relevant requires keeping ahead of the curve. While degrees provide a solid foundation, certifications offer a competitive edge. Whether you're interested in finance, marketing, HR, or analytics, there's an online course out there that could transform your career.

Here is a curated list of top trending online certifications across key business domains, all available on popular, accessible platforms for learners.

Banking

Certified Credit Research Analyst (CCRA)

- Platform: NSE Academy / Imarticus
- Why it's worth it: Tailored for careers in banking and credit analysis, especially in the Indian banking sector.
- Skill Boost: Credit appraisal, financial analysis, risk modelling.
- NISM Certification Modules
- Platform: NISM India
- Why it's important: SEBI-recognised certifications for those entering banking, mutual funds, and securities markets.
- Popular modules: Equity Derivatives, Mutual Funds, Investment Adviser.

Finance

Financial Markets by Yale University

- Platform: Coursera
- Why it stands out: Taught by Nobel Laureate Robert Shiller, this course gives you a solid global perspective on financial systems.
- Skills: Risk management, asset pricing, behavioural finance. Financial Modelling & Valuation
- Platform: Udemy / Coursera
- Why it's practical: Learn to build models in Excel – a core skill for investment banking, corporate finance, and FP&A roles.

Business Analytics

Google Advanced Data Analytics Certificate

- Platform: Coursera (by Google)
- Why it's trending: Comprehensive training in Python, R, regression, and visualisation – highly job-ready.
- Extra: Taught by Google experts; no experience required.
- Business Analytics for Decision Making
- Platform: edX (Indian Institute of Management Bangalore – IIMBx)
- Why it's ideal for Indian learners: Real Indian business cases with global-quality instruction.

Digital Marketing

Meta (Facebook) Digital Marketing Associate

- Platform: Coursera / Meta Blueprint
- Why it's impactful: Get hands-on with Facebook and Instagram ads – straight from the source. Great for: Beginners entering the digital space.
- Google Digital Marketing & E-Commerce Certificate
- Platform: Coursera
- Why it's loved: Google's certification. Covers SEO, email marketing, analytics, and ecommerce strategies.

MBA ESSENTIALS

Marketing

Marketing Analytics by the University of Virginia

- Platform: Coursera
- Why it's powerful: Teaches how to measure customer value, analyse campaign performance, and track ROI.
- Who it's for: Aspiring brand managers and marketers.
- Neuromarketing: Tap into Consumer Psychology
- Platform: Udemy
- Why it's fascinating: Learn how psychology and behaviour drive marketing decisions 3 a great skill in a cluttered ad world.

Human Resource Management (HR)

AI in HR: Data-Driven Decision Making

- Platform: LinkedIn Learning / AIHR
- Why it's futuristic: HR is no longer just <people skills= 3 this course preps you for a tech-enabled HR world.
- Skills: HR analytics, predictive hiring, people metrics.
- Human Resource Management 3 IIM Bangalore
- Platform: NPTEL / Swayam
- Why it's credible: Taught by IIM faculty and tailored for the Indian workplace context.

Operations & Supply Chain

Operations Analytics 3 Wharton, University of Pennsylvania

- Platform: Coursera
- Why it's insightful: Learn to optimise processes using analytics and data models.
- Best for: Operations managers, logistics executives.
- Six Sigma Yellow/Green Belt
- Platform: Simplilearn / Udemy
- Why it's practical: globally recognized lean management certification.
- Use it for: Improving efficiency, quality, and cost control.

Fintech

Fintech: Foundations, Payments & Blockchain

- Platform: edX (University of Hong Kong)
- Why it's modern: Understand how blockchain, payments, and AI are reshaping finance.
- Industry-ready: Great for aspiring fintech product managers or startup founders.
- Introduction to Fintech 3 CFTE (Centre for Finance, Technology and Entrepreneurship)
- Platform: edX
- Why it's unique: A well-rounded overview from global experts, accessible to non-techies.

Soft Skills & Career Edge

Communication & Leadership 3 LinkedIn Learning

- Skills: Team management, public speaking, and leadership for hybrid workplaces.
- Excel to Power BI
- Platform: Udemy / Coursera
- Why it's useful: Data literacy is needed everywhere 3 from marketing to HR to finance.
- Certifications don't just add to your resume 4 they boost your confidence, expand your network, and help you discover your true interests. The best part? These platforms offer affordable, flexible, and globally relevant courses 4 many even offer free trials or financial aid for students.

VOCABULARY

“WHAT’S THE GOOD WORD?” — CORPORATE PHRASES THAT MEAN BUSINESS

In the corporate world, how you communicate is just as important as the message itself. Whether you are pitching an idea, sending an email, or leading a meeting, using the right language can make you sound more confident, capable, and connected. If you want to communicate like a future CEO, here’s a list of polished phrases commonly used by professionals in boardrooms, Zoom calls, and LinkedIn posts.

From Classroom to Conference Room: Level Up Your Language

Everyday Words		The Corporate Upgrade
Let’s start	—	Let’s kick off
Think about it	—	Let’s circle back / put a pin in it
Finish it	—	Let’s wrap it up
I agree	—	I’m aligned
Work together	—	Let’s collaborate/synergise
Make it better	—	Let’s optimise/enhance
Do it quickly	—	Let’s fast-track this
Big change	—	A paradigm shift
Check this	—	Let’s deep-dive
Good idea	—	That’s a value-add
Solve the problem	—	Let’s find a resolution
Talk later	—	Let’s touch base offline
Take responsibility	—	Let’s own it
I’ll update you	—	I’ll keep you in the loop
Delay it	—	Let’s put it on the back burner

Pro Tip for Students

Start using these terms during presentations, group projects, or campus club meetings. Not only will it train your tongue for the corporate world, but it’ll also leave a lasting impression on professors and peers alike. Remember, the right vocabulary is more than just business jargon — it’s your verbal brand. Use it well, and you’ll be heard, respected, and remembered.

CONCEPT VS REALITY: MBA VS CORPORATE

EXPECTATION MEETS EXECUTION

MBA Teaches		Corporate Reality
Lead teams & drive change	—	Send follow-ups, and then follow up on those follow-ups.
Communicate with clarity	—	Write “Noted” five different ways in one day.
Build strategic roadmaps	—	React to last-minute “urgent” emails.
Innovate and challenge norms	—	Hear “We’ve always done it this way” repeatedly.
Network for synergy	—	Collaborate with that teammate who often disappears.

REALITY CHECK:

MBA isn’t just theory — it’s your toolkit. The world presents challenges, and through these experiences, you learn, evolve, and grow.
Between concepts and chaos... lies growth.

Ms. Rinitha R.
II year MBA

BEYOND CLASSROOMS

CONFERENCES, SEMINARS AND WORKSHOPS CONDUCTED IN EACH DEPARTMENT

School / Department — SOM/MBA				
SI No	Date	Title of the Workshop /FDP organized	Scope of the FDP (Only for Internal Faculty / Both Internal and External Faculty)	No of participants
1	Jan 6, 2025	Future Fluent: Communication Skills for Gen Z	Dr. Anni Arnav	98
2	Jan 10, 2025	Grooming and Power Dressing	Dr. Anni Arnav	100
3	Jan 7, 2025	Mental Well-Being	Dr. Anni Arnav	98
4	Jan 8, 2025	Success through Happiness	Dr. Anni Arnav	97
5	Jan 9, 2025	Public Speaking and Social Confidence at Workplace	Dr. Anni Arnav	100
6	Jan 9, 2025	Design Thinking	Dr. Anni Arnav	96
7	Jan 10, 2025	Six Thinking Hats	Dr. Anni Arnav	98
8	Jan 12, 2025	MDP Workshop on Power BI for Business Intelligence	Dr. Krishna Durba	18
9	Jan 16, 2025	Role of Artificial Intelligence in Transforming the Future of HR	Dr. R. Lathangi	60
10	Feb 6, 2025	Workshop on How to Use Knimbus for Research	Dr. Farhat Ali Syed	8
11	Mar 11, 2025	6 Sigma Yellow Belt Try Wave 1	Dr. Ramesh Muthuswamy/ Dr. Shivaprasad S.	200
12	Mar 11, 2025	Six Sigma Yellow Belt Training – Wave 2	Dr. Ramesh Muthuswamy	98
13	Mar 14, 2025	Money Mastery	Dr. Samiya Mubeen	72
14	Apr 16, 2025	Forecasting Future and Customer Segmentation	Dr. Senthil Kumar	43
15	May 23, 2025	Resilience & Growth Mindset	Dr. Prachi Beriwal	57
16	Jul 2, 2025	Unlocking the Big Four: Strategies to Shine in Every Round	Dr. Samiya Mubeen	51
17	Jul 9, 2025	Finance Unfolded: Real Cases, Real Decisions	Dr. Samiya Mubeen	7

PUBLICATIONS AT A GLANCE

SI No	Title of paper	Name of the author/s	SOM Faculty Name	Name of journal	Year of publication	ISSN number	Vol. No.	Scopus / ABDC Category
1	The Enduring Power of a Brand Mascot: The Utterly Butterly Amul Girl	Mr. Venkatesh Ganapathy Dr. Chithambar Gupta Dr. Radhika Arora	Dr. Chithambar Gupta	Journal of Informatics Education and Research	2024	1526-4726	Vol. 4 No. 3	C
2	Adoption of Sustainable Practices by E Commerce Companies in Grocery Marketing in India	Ms. Priya Mary Jacob Dr. Akhila R. Udupa	Dr. Akhila R. Udupa	Empirical Economics Letters	2024	1681-8997		C
3	International Laws and Perspectives on Green Human Resource Practices in India	Ms. Naila Aaijaz, Dr. Elgin Alexander, Mr. Pratheep Kumar R., Dr. P. Maheswari, Dr. D. Elamparuthi, Dr. Jagdeep Singh	Dr. Jagdeep Singh	VEGUETA	2024	ISSN 1133-598X e-ISSN 2341-1112		Q2
4	Quality of Work Life among the Faculty Members of Higher Education Institutions in India	Dr. Abirami Arunachalam, Mr. Arun Vijay Subbaryulu, Mr. Balamourougane Ramalingam, Mr. Sivasankar Prabaharan, Ms. Deepa Samiappan, Mr. Palanivel Rubavathi, Mr. Marimuthu, Mr. Sivkumar Chinnusamy, Ms. Gokila Shanmugavelu, Mr. Prabu Neethidoss, Mr. Balamurugan Ganesan, Ms. Nithya Jayaseeli	Dr. Abirami A.	Asian Journal of University Education (AJUE)	2024	ISSN Print 1823-7797 ISSN Online 2600-9749	Vol. 20 No. 3	Q2
5	The Economics of Innovation: Analysing the Relationship between R&D investment	Dr. R. Sethumadhavan, Mr. Chandan Kumar, Rakesh Kumar, R. Thiru Murugan, Mohd Asif Shah	Dr. Sethumadhavan	European Economics letters	2024	ISSN 2323-5233	Vol. 14 Issue. 3	C
7	Allocating Marketing Funds: A Multigoal Approach	Dr. Bipasha Maity, Ms. Supriyo Ghose	Dr. Bipasha Maity	Management Research Review	2024	2040-8269	Vol. 47 No. 9	Q1

PUBLICATIONS AT A GLANCE

SI No	Title of paper	Name of the author/s	SOM Faculty Name	Name of journal	Year of publication	ISSN number	Vol. No.	Scopus / ABDC Category
8	Path Analysis of Agile Methodology and Its Influence on Industrial Revolution 4.0 Adoption in IoT	Mr. Somesh Kumar Sahu Dr. Senthilkumar Ranganathan	Dr. Senthilkumar Ranganathan	Review of Contemporary Philosophy	2024	ISSN:1841-5261E- ISSN:2471-089X	Vol. 23 No. 1	Q2
9	Sustainable Privatisation Framework with Special Reference to India and Emerging Democratic Economies	Dr. Virupaksha Goud Dr. Chithambar Gupta V. Dr. Aurobindo KiriyaKere Dr. Sunil M. Rashinkar	Dr. Virupaksha Goud Dr. Chithambar Gupta V. Dr. Aurobindo KiriyaKere Dr. Sunil M. Rashinkar	European Economics letters	2024	ISSN 2323-5233	Vol. 14 No. 2	C
10	Strengthening Customer Relationships Through Social CRM	Mr. Venkatesh Ganapathy Dr. Chithambar Gupta Dr. Radhika Arora	Dr. Chithambar Gupta	aWEshkar	2024	ISSN: 0974-11196		
11	Zepto - Creating Customer Value Through Online Grocery Delivery Service: A Case Study (IIMRC29-10/2024)	Mr. Venkatesh Ganapathy Dr. Chithambar Gupta Dr. Pratika Mishra	Dr. Chithambar Gupta	IIM - Rohtak Digital (Case) Repository	2024	IIMRC29-10/2024		
12	Behavioural Factors Influencing Investment Decision Among Knowledge Workers in Bangalore	Ms. Varshini S.K. Dr. P. Srinivasan	Dr. Srinivasan P.	European Economics letters	2024	ISSN 2323-5233	Vol. 14 Issue. 2	C
13	How to Take Modern Healthcare Facilities to Rural India	Dr. Akhila R. Udupa	Dr. Akhila R. Udupa	International Journal of Multi Disciplinary Research	2024	E-ISSN: 2582-2160	Vol. 6 Issue. 5 September -October 2024	

PUBLICATIONS AT A GLANCE

SI No	Title of paper	Name of the author/s	SOM Faculty Name	Name of journal	Year of publication	ISSN number	Vol. No.	Scopus / ABDC Category
14	Leveraging AI for Predicting Marketing and Customer Insights An Overview	Dr. Mohan Cherian Jeevitha M., Dr. Koonathi Grace Manoja Dr. Abhinav	Dr. Mohan Cherian	Journal of Informatics Education and Research	2025	ISSN 1526-4726	Vol. 5 Issue. 1(2025)	C
15	The Impact of Leadership Styles on Employee WellBeing: A Social Science Perspective	Dr. Srigouri Kosuri, Dr. Nagesh Mantravadi, Dr. Binoy Mathew, Dr. Mohan Cherian, and Dr. Allah Bakash	Dr. Mohan Cherian	Metallurgical and Materials Engineering	2025	ISSN 2812-9105	Vol. 31 No. 1(2025)	WOS
16	Socioeconomic impact of IPM Practices in Indian Agriculture	Mr. Aman Ahlawat Mr. Sameer Yadav Ms. Sasikala Devi Cmak Zeelan Basha Dr. Sethumadhavan R. Banumathy D.	Dr. Sethu madhavan	Journal of Environmental Protection and Ecology	2024	ISSN 1311-5065	Vol. 25 Issue. 8	Q4
17	The Role of AI in Enhancing Sustainability and Financial Transparency: A Case Study of Indian Companies	Dr. Mohd. Shoeb Dr. Mohsina Hayat Dr. Rachana Saxena Dr. G. Ramanaiah	Dr. G. Ramanaiah	South Eastern European Journal of Public Health (Scopus)	2025	2197-5248	XXXVI, S2	Q4
18	Bridging the Gap: Quality Education as a Pathway to Decent Work and Economic Growth	Dr. Prachi Beriwala Li Minmin Dr. G. Venkate shwaran Dr. Sunitha Kanipakam	Dr. Prachi Beriwala	Journal of Information Systems Engineering and Management	2025	2468-4376	Vol. 10 (17s)	Q3
19	Sustainable Finance and It's Model to Achieve Economic Stability	Dr. Mohd. Shoeb Dr. Mohsina Hayat Dr. Rachana Saxena Dr. G. Ramanaiah Dr. Ajay Kumar Srivastava Ruba Fatima	Dr. G. Ramanaiah	Journal of Information Systems Engineering and Management	2025	e-2468-4376	Vol. 10 (21s)	Q3
20	Factors Affecting Customer Decision Making in Online Retail Clothing: An Exploratory Study	Dr. Mrinmoy Biswas Dr. Bipasha Maity Dr. Aurobindo Kiriyaakere Dr. Akhila R. Udupa	Dr. Bipasha Maity Dr. Aurobindo Kiriyaakere Dr. Akhila R. Udupa	Empirical Economics Letters	2025	1681-8997	Vol. 24 (3s)	C

PUBLICATIONS AT A GLANCE

SI No	Title of paper	Name of the author/s	SOM Faculty Name	Name of journal	Year of publication	ISSN number	Vol. No.	Scopus / ABDC Category
21	Key Issues of Organisational Governance - an Empirical Analysis	Deepak Harlalka Suresh Chandra Padhy Ameer Hussain	Dr. Ameer Hussain	International Journal of Public Sector Performance Management	2025		Vol. 15/1	Q4
22	A Strategic Process to Manage the Right Value Proposition with Retailers in the B2C Sector	Mehir Baidya Dr. Bipasha Maity	Dr. Bipasha Maity	Business Process Management Journal	2024	1463-7154	Vol. 30 (6)	Q1
23	Beyond The Paycheck: Unleashing Employee Satisfaction Through Meaningful Corporate Social Responsibility (CSR)	Ms. Archana M Dr. Jagdeep Singh	Dr. Jagdeep Singh	Journal of Informatics Education and Research	2025	1526-4726	Vol. 5 (1)	C
24	Emotional Intelligence as A Mediator Between Employee Well-Being and Commitment to Organization	Ms. Archana M Dr. Jagdeep Singh	Dr. Jagdeep Singh	Advances in Consumer Research	2025	ISSN (Print): 0098-9258 ISSN (Online): 3079-1766	Vol. 2 (2)	C
25	Behavioral Shifts in Remote Work and their Environmental Implications:	Dr. Shalini Acharya	Dr. Shalini Acharya	Indian Journal of Natural Sciences	2025	ISSN: 0976 -0997	Vol.16 / Issue 89 / April/ 2025	
26	Behavioural Intention of the Employees Working Under Digital Transformation of Higher Education Institutions	Y.S. Kavitha, Dr. Prema Sankaran	Dr. Prema Sankaran	International Journal of Management in Education	2025	1750-3868	Vol. 19/No. 4	Q3

PUBLICATIONS AT A GLANCE

SI No	Title of paper	Name of the author/s	SOM Faculty Name	Name of journal	Year of publication	ISSN number	Vol. No.	Scopus / ABDC Category
27	Assessing Service Quality Dimensions in Open and Adaptive Pedagogies: A Servqual Model for 21st Century Teaching – Learning Ecosystems	Dr. Binoy Mathew, Dr. Mohan Cherian	Dr. Mohan Cherian	Power System Technologies	2025	ISSN 1000-3673	Vol. 49 Issue. 2	Q1
28	Unlocking Online Success: The Crucial Role of Meta Ads Manager in Elevating Content Reach and Engagement for Market Penetration in Digital Marketing Agency	Surjadeep Dutta, R. Arivazhagan, Sarthak Sengupta, B. Shyamaladevi and Dr. T. S. Edwin	Dr. T. S. Edwin	Journal of Business Strategy Finance and Management	Aug, 2024	ISSN: 2583-2832,	Vol. 06, No. (1) 2024	
29	AI Powered Chatbots in Meta Marketing (Facebook and Instagram): A GameChanger for Brand Communication and Engagement in ECommerce Industries	Dutta, S., Ramanathan, A., Sakthi Prasath G., & Dr. Edwin, T.S	Dr. T. S. Edwin	Journal of Information Technology Teaching Cases	May, 2025	EISSN:20 43-8869		Q2
31	AI Driven Risk Prediction in Investment Portfolios	Dr. Sofia Khan, Dr. Samiya Mubeen, Susmitha T.P., G. Tilak Babu, Dr. K. Shyam Kumar	Dr. Samiya Mubeen	Frontiers in Health Informatics	2025	2856-2864	Vol 13 Issue 8	Q4
32	The Role Of Human Resources In Managing Knowledge Within Digital Libraries	P. Muthamil Thirumagal, Dr. Samiya Mubeen, M. Prabhu, A. Sudarvizhi, Tejashree Tejpal Moharekar, Parashuram Shankar Vadar, M. I. Niyas Ahamed	Dr. Samiya Mubeen	Library Progress International	2025	2320-317X	Vol 44 No. 3	Q4

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SI No	Title of paper	Name of the author/s	SOM Faculty Name	Name of journal	Year of publication	ISSN number	Vol. No.	Scopus / ABDC Category
33	Integrating Climate Change Education Into School Management Practices: A Pathway to Resilient Communities	Dr. E. Nirupama Dr. Chithambar Gupta Vankadari Zhang Yuteng R. Nivethikha Liangyan Lu Dr. Sik	Dr. Chithambar Gupta	International Journal of Environmental Sciences	2025	ISSN: 2229-7359	Vol 11 No 14	Q4
34	Integrating SDGs into Management Curriculum: Redesigning Business Education for Global Responsibility	Dr. Kumuda P.R. Dr.P. Krishnaveni Dr. S. Vidhya Dr. Prachi Beriwal	Dr. Prachi Beriwal	International Journal of Environmental Sciences	2025	ISSN: 2229-7359	Vol 11 No 15	Q4
35	Navigating the Digital Frontier: Past and Recent Information Technology Trends, Risks and Challenges	Nisha Sunil Dr. Anitha Yadav	Dr. Anitha Yadav	Indian Journal of Natural Sciences	2024	0976 -0997	Vol 15/ Iss. 86	
36	Steiner 3-Wiener Index of zigzag Polyhex Nanotubes	Medha Itagi Huilgol, Shobha P.H., Dr. Jayakrishna Udupa H. and Ismail Naci Cangul	Dr. Jayakrishna Udupa	Combinatorial Chemistry & High Throughput Screening	2024	PMID: 39411966		Q3
37	"M, NM-Polynomials Based on Reverse, Reduced Reverse Degree and Neighborhood Degree Based Topological Indices with Applications to Bond Energy of YJunction Nanotubes."	Medha Itagi Huilgol, Shobha P.H., Dr. Jayakrishna Udupa H. and Ismail Naci Cangul	Dr. Jayakrishna Udupa	Combinatorial Chemistry & High Throughput Screening	2024	PMID: 39360532		Q3

PUBLICATIONS AT A GLANCE

SI No	Title of paper	Name of the author/s	SOM Faculty Name	Name of journal	Year of publication	ISSN number	Vol. No.	Scopus / ABDC Category
38	Role Of Self Management as a Component of Emotional Intelligence – With Special Reference to It Industry in Bangalore City	Sadia Tarannum Dr. Anni Arnav	Dr. Anni Arnav	Journal of Information Systems Engineering and Management	2025	2468-4376	Vol. 10/ Iss. 40	Q3
39	Tackling the Resource Discovery Failure in Cloud Computing	Priyanka Bharti Dr. Gopal Krishna Shyam, Sheelavathy K.V.	Dr. Anni Arnav	Grenze International Journal of Engineering and Technology	2025	2518-2523	Vol. 11/ Iss. 1	

Thank You



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