

Volume II

February 2026

SWARA

Cultural Vibrance and Rhythms of
Diversity



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THE PILLARS OF WISDOM



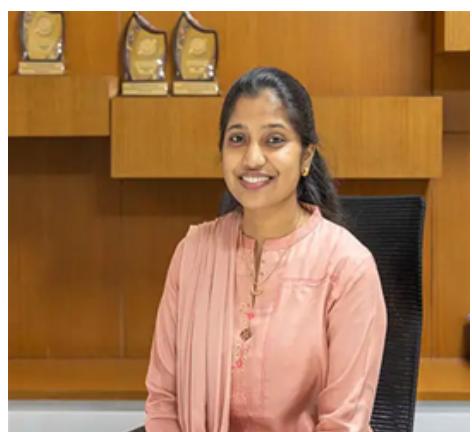
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THE STEERING PANEL



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Presidency School of Management

VISION AND WISDOM



SWARA: Voices of Progress and Purpose From the Dean's Desk

It gives me immense pleasure to present this edition of SWARA, a newsletter that has steadily evolved into a thoughtful chronicle of our School of Management's ideas, initiatives, and impact. I commend the editorial team for their continued commitment towards curating voices, experiences, and insights that reflect both academic rigour and lived realities within our community.

The theme of this issue - **Cultural Diversity** - is especially relevant in today's interconnected yet complex world. **Management education can no longer be confined to technical competence alone; it must consciously cultivate cultural intelligence, empathy, and an inclusive mindset.** Diversity is not merely about differences in language, geography, or customs—it is about perspectives, values, ways of thinking, and approaches to problem-solving. When nurtured thoughtfully, cultural diversity becomes a powerful catalyst for innovation, collaboration, and ethical leadership.

At the School of Management, we take pride in fostering an environment where diversity is experienced, respected, and celebrated—inside the classroom and beyond. Our students engage with peers from varied backgrounds, interact with industry leaders across sectors and regions, and are encouraged to question assumptions while learning to appreciate multiple viewpoints. Such exposure prepares them to lead with sensitivity and confidence in multicultural workplaces and global business contexts.

Our journey continues to be guided by the visionary leadership of our **Hon'ble Chancellor, Dr. Nissar Ahmed; Vice Chancellor & Professor Dr. Thiruvengadam; Pro Vice Chancellor, Dr. Vidya Shetty; the Registrar, Dr. Sameena Noor Ahmed Panali**, and the dedicated administrative and academic teams. Their unwavering support enables us to remain agile, inclusive, and forward-looking - responsive to changing market realities while staying deeply anchored in human values.

As you turn these pages, **I invite you to reflect on the narratives, achievements, and conversations showcased in this edition.** May they inspire us to see diversity not as a challenge to be managed, but as a strength to be embraced - one that enriches our learning, strengthens our institutions, and shapes wiser leaders for a pluralistic world.

Here's wishing all of you a very Happy New Year 2026!

Dr. Krishna Kumar

Professor and Dean In-Charge

School of Management, Presidency University, Bengaluru

EDITORIAL

Dreams, hopes, life: Modern India through the lens of diversity



A 24-year-old man from Tripura was recently beaten and stabbed to death by a mob in Dehradun, Uttarakhand's capital. Dreams, hopes, life and innocence- all things youth, you name it, all down the drain in mere moments. **His offence was neither criminal nor provocative; it was simply the way he looked.** Mocked and berated no end as "Chinese," he pleaded with his attackers, insisting, to no avail, that he was Indian. His words made no difference, for mobs take no prisoners. The taunts turned into blows, consequentially the blows into a brutal murder.

The cruelty of the incident is compounded by its very irony. The victim's father serves in the Border Security Force, protecting the nation's frontiers, having his son murdered within those very borders for failing to conform to a distorted and dystopian idea of Indian identity. The shockwaves this incident generated was not solely due to its violence, but because it shattered a belief Indians have long held about themselves, the idea that that this country, despite its innumerable flaws, fundamentally respects diversity and believes in unity. It compels us to ask whether cultural pluralism remains a lived value, or whether it has been reduced to a convenient myth, broken by the now all-too-common incidents like the one in question.

Across the country, attacks driven by religion, ethnicity, language, and regional origin are becoming alarmingly frequent. What were once dismissed as aberrations now reveal a deeper social malaise. One that suggests our society thrives on suspicion, hate, and a phobia of all things different.

Cultural diversity is not an abstract slogan or an idea we're alien or immune to. It is the daily negotiation of differences of races, faiths, languages, and identities within society. It is the quiet agreement that no single identity has a monopoly on belonging, nationalism, and most of all, society. India's diversity is unparalleled. Few nations can lay claim to having such a vast spectrum of cultures, traditions, cuisines, and histories coexisting within a single shared society and history. This plurality has not merely survived; it has sustained the nation, lending it resilience and depth.

The steady erosion of this very ethos should concern not only governments and institutions, but every citizen with open ears, eyes and a thinking cortex. While law enforcement must act firmly to ensure justice, accountability alone cannot heal a society that is increasingly comfortable with intolerance, hate, and a penchant for bullying anything which doesn't coincide with our idea of sentience.

The greater responsibility lies with us. To resist hatred when it masquerades as patriotism. To challenge prejudice before it metastasizes into violence. And to ensure that no Indian is ever forced to prove their nationality through their face, their language, or their ancestry. If we fail, we will not only be complicit in individual tragedies, we will also be responsible for surrendering the foundation of the republic itself.

Dr. Nandini Sinha

Associate Professor, Program Chair
-Banking & Finance Management

Presidency School of Management

THE PROFESSOR'S PERSPECTIVE

The rhythms of diversity: Reflections on cultural vibrance



Diversity is one of the most enduring truths of the human experience. Across the world, people differ in language, beliefs, customs, and ways of life, yet these differences do not distance us—they enrich our collective existence. At its core, diversity is about coexistence, shared spaces, and mutual respect. It is the quiet harmony that emerges when multiple identities find room to breathe together. This universal idea of diversity finds one of its most vibrant and enduring expressions in India.

The Beauty of Cultural Diversity in the Indian Context

India is not merely a nation defined by geographical boundaries; it is a living tapestry woven from countless cultures, traditions, and histories. Each region adds its own colour, rhythm, and texture to this vast canvas. From the snow-capped Himalayas to the sun-kissed coasts, diversity in India is not an abstract concept—it is a way of life. The vibrance of Indian culture is reflected in its festivals, art forms, languages, and everyday practices. Dance and music narrate stories of devotion, harvest, love, and resistance. Classical traditions like Bharatanatyam, Kathakali, and Odissi coexist seamlessly with folk expressions such as Garba, Bhangra, and Lavani. Each form carries the spirit of the land it comes from, yet all contribute to a shared cultural heritage.

Language in India flows like music, changing its tone and cadence with every few hundred kilometers. A greeting spoken in one region may sound entirely different in another, yet the sentiment remains universal—warmth, respect, and belonging. Food, too, becomes a powerful cultural marker. Every spice, every cooking method, and every shared meal tells a story of climate, community, and tradition passed down through generations.

Religious and spiritual diversity further enriches India's cultural landscape. Temples, mosques, churches, gurdwaras, and monasteries often exist side by side, shaping not only skylines but also shared social spaces. Festivals frequently overlap, turning streets into vibrant arenas of colour, sound, and celebration. Participation may vary, but respect and curiosity bind communities together.

What truly distinguishes India is the rhythm with which this diversity is lived. Differences are not erased in the pursuit of unity; they are acknowledged, respected, and celebrated. This delicate balance creates a social harmony where individuality thrives within collectivity.

Conclusion

India's cultural vibrance lies in its ability to transform diversity into strength. The rhythms of its many cultures—heard in music, seen in rituals, tasted in food, and felt in everyday interactions—create a harmony that is both dynamic and enduring. In celebrating this diversity, India offers a powerful lesson to the world: unity does not demand sameness. Instead, it flourishes when differences are allowed to coexist, converse, and dance together. It is this timeless rhythm of diversity that makes India not just diverse, but profoundly beautiful.

Dr. Shalini Acharya
Assistant Professor - Senior Scale

Presidency School of Management

Market Pulse

WARMTH, WORRY, AND THE QUIET PULSE OF THE ECONOMY



It was a regular Monday—a working day—and the night began with a small, familiar interruption.

At around 3:00 a.m., my younger daughter walked into our bedroom, rubbing the sleep from her eyes. The air was colder than usual. Without saying a word, she climbed onto the bed, instinctively seeking the warmth and reassurance of her parents. I pulled the blanket around her, and within moments, her breathing softened into the calm, steady rhythm of sleep.

For her, warmth was enough.

For me, sleep was not.

Lying awake, my mind drifted backwards, stitching together fragments of the day that had quietly lodged themselves in memory. Earlier, during a free hour at the university library, I had been reading *The Economic Times*, lingering over a short report on the Consumer Price Index (CPI). At first glance, the numbers appeared unremarkable—stable, controlled. Yet the commentary beneath them carried a subtle hesitation. Growth was present, but cautious. Confidence existed, but unevenly distributed.

As these thoughts hovered, the phone rang—startling, in the stillness of the night.

A colleague spoke, his voice measured but strained. His son had been admitted to the hospital. Blood pressure was very low. Doctors were monitoring the pulse. Blood tests were underway. The words were clinical, but the anxiety behind them was unmistakable. Later, clarity arrived: typhoid and a gastro-related infection. The doctors explained that the low BP was not the illness itself—it was merely the body's response to a deeper disruption.

He would be on leave for the day.

At that moment, the administrator in me also stirred—mentally reorganising schedules, arranging substitutions for the three hours he was meant to teach on Tuesday. Even in concern, systems quietly demand continuity.

As these thoughts settled, the silence of the room was broken once again.

The buzz of a lone mosquito cut sharply through the night—thin, persistent, impossible to ignore. In an instant, drowsiness gave way to razor-sharp focus. There was no confusion about what needed to be done. One disturbance had to be addressed for calm to return. A swift, decisive strike—and silence reclaimed the room.

That small episode lingered longer than expected.

Because sometimes, systems are not disturbed by chaos, but by one unresolved irritant.

Contd.

In the human body, blood pressure reflects internal pressure, while pulse signals responsiveness. High pressure strains the system. Low pressure weakens it. Yet when infection strikes, doctors know that correcting numbers alone is not enough. Fluids may stabilize BP, but recovery begins only when the infection is treated.

The economy behaves in much the same way.

CPI is the economy's blood pressure.

When it rises sharply, it resembles hypertension—stress builds, consumers feel squeezed, spending tightens, and the market's heartbeat grows uneasy.

When it falls too low, it mirrors hypotension—energy drains, demand weakens, and businesses hesitate.

The market pulse reflects how alive the system feels—confidence, activity, momentum.

Beneath both lies market impulse: the quiet, powerful force that propels consumers to spend, firms to invest, and markets to move forward. Economic shocks—policy uncertainty, weak demand, global disruptions—act like infections. They dull appetite, erode confidence, and quietly sap impulse. The market does not collapse; it slows. The pulse does not vanish; it weakens.

As with illness, the real danger often lies not in what is dramatic, but in what is persistent and unresolved.

In the hospital, doctors did not panic over the blood pressure reading alone. They treated the infection, monitored the vitals, and allowed the body to heal. At home, my daughter slept soundly once she felt safe and warm. In both places, the lesson was the same:

Stability precedes strength.

Markets demand similar care. Stabilizing CPI is necessary—but restoring market impulse requires something deeper: confidence, clarity, trust, and timely intervention. Identify the disturbance. Act precisely. Allow balance to return.

By the time dawn edged into the sky—somewhere between 4:00 and 5:00 a.m.—the article had taken shape on my laptop. I found myself silently thanking my schoolteacher, Mahadeva Iyer sir, who once told me that innovative thoughts visit only a calm mind in the early hours of the morning. This piece was woven from a child's quiet search for warmth, a worried parent's midnight call from a hospital corridor, a newspaper headline echoing in memory, and the thin, restless hum of a mosquito that refused to let the night sleep.

Whether it is a child, a patient, or an economy, the truth remains enduring:

Numbers may diagnose the condition, but care, confidence, and decisive action restore life.

When warmth returns and disturbances are addressed, the system—human or economic—finds its rhythm again.

Dr. Mohan Cherian

Professor of Practice, Program Chair
-Marketing & Finance

BIZTALK: DIGITAL MARKETING CAREER ENHANCEMENT SESSION – REVOLUTION 2030



The Presidency School of Management, Presidency University, organised an insightful academic-industry interaction titled “BIZTALK: Digital Marketing Career Enhancement Session – Revolution 2030” on Thursday, 27th November 2025. The session was organised by the Marketing Club - Marquest, to enhance students’ understanding of emerging trends and career opportunities in the field of digital marketing.

The event featured two distinguished industry professionals as keynote speakers. Mr Venkatesh Subbaiya, Director of Performance Marketing, FTA Global, delivered an engaging session on marketing strategy, consumer behaviour, and the growing importance of data-driven decision-making.

He highlighted how digital transformation is redefining traditional marketing roles and emphasised the need for analytical and strategic skills in today’s competitive environment.

The second speaker, Ms Srijita, Vice President of Brand and Communications, FTA Global, shared valuable insights on the role of data, automation, and communication technologies in shaping the future of marketing. She spoke on artificial intelligence, personalisation, and integrated digital platforms as key drivers of marketing innovation leading up to 2030.

The interactive session witnessed active participation from students and proved to be a meaningful platform that effectively bridged the gap between academic learning and industry expectations.

REVIVEX: A PLATFORM FOR CREATIVITY AND STRATEGIC THINKING IN MARKETING



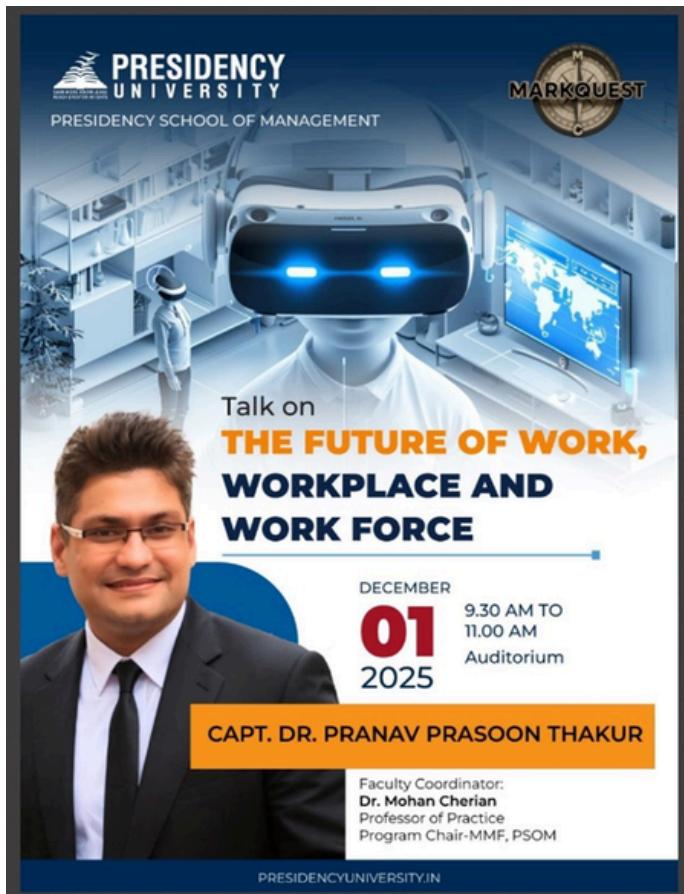
The Presidency School of Management, through its Marketing Club Marquest, organised the marketing competition REVIVEX on December 10, 2025, creating an energetic and inspiring environment for students to explore the creative side of marketing.

The event brought together enthusiastic participants across three engaging competitions — Marketing Poster Design, Digital Storytelling, and Strategic Brand Pitching. Each competition encouraged students to think creatively, communicate effectively, and apply classroom concepts to real-world marketing challenges. The diversity of ideas and the confidence displayed by the participants made the sessions lively and memorable.

The collaborative spirit between faculty members and students truly reflected the strong academic culture of the institution.

Overall, REVIVEX was not just a competition, but a meaningful learning experience that strengthened creativity, teamwork, and professional growth among students. The event stands as a proud milestone for Marquest in its continued journey of nurturing future marketing professionals.

THE FUTURE OF WORK, WORKPLACE, AND WORKFORCE



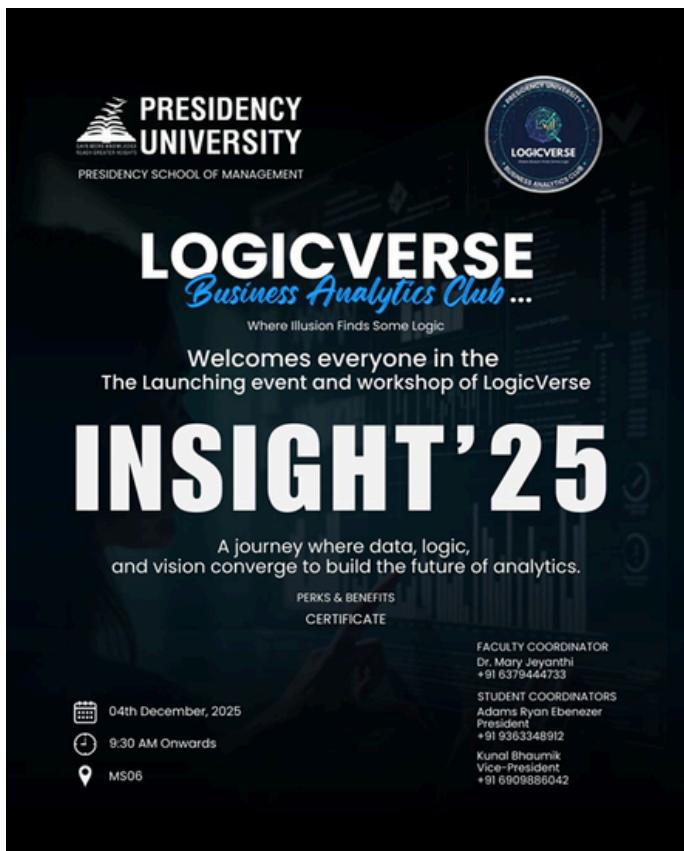
The Marketing Club, Marquest organised an insightful guest talk on "The Future of Work, Workplace, and Workforce" on December 01, 2025. The session was delivered by Capt. Dr. Pranav Prasoon Thakur, who shared valuable perspectives on the evolving nature of careers and professional environments.

The talk focused on how rapid technological advancements, changing organisational structures, and emerging work cultures are reshaping the way individuals work and collaborate. Capt. Dr. Thakur highlighted the importance of adaptability, continuous learning, and emotional intelligence as essential skills for the future workforce. His practical examples and engaging delivery helped students connect

theoretical concepts with real-world expectations.

The interactive nature of the session encouraged active participation, with students raising thoughtful questions and sharing their views on future career challenges. Overall, the talk proved to be a valuable learning experience that broadened students' understanding of the future of work and inspired them to prepare proactively for the professional world.

INSIGHT '25: THE LAUNCH OF LOGICVERSE



The Business Analytics Club, Logicverse, marked its formal launch with an inspiring inaugural event titled "INSIGHT '25: A Journey Where Data, Logic, and Vision Converge to Build the Future of Analytics" on December 4, 2025. The event symbolised the beginning of a dynamic platform dedicated to nurturing analytical thinking and data-driven decision-making among students.

INSIGHT '25 was designed to introduce students to the evolving world of business analytics and the critical role it plays in shaping modern organisations. The programme highlighted how data, when combined with logic and strategic vision, can transform business outcomes and create innovative solutions. The session created an engaging

environment that encouraged curiosity, discussion, and a deeper appreciation for the power of analytics.

The enthusiastic participation of students reflected a strong interest in the field of analytics and its future possibilities. Overall, INSIGHT '25 served as a meaningful beginning for Logicverse, setting the foundation for future learning, collaboration, and excellence in business analytics.

FINFLUENCE: QUIZ FOR FUTURE FINANCE LEADERS



The Finance Club, Artha, successfully organised FINFLUENCE – Quiz for Future Finance Leaders on November 25, 2025, creating an engaging platform for students to test and strengthen their knowledge of finance and business fundamentals. The event was thoughtfully designed to assess participants on key areas such as financial markets, corporate finance, accounting concepts, and current economic trends. The quiz encouraged healthy competition while promoting analytical thinking, quick decision-making, and teamwork. The enthusiastic participation and focused involvement of students made the event both lively and intellectually stimulating.

Overall, FINFLUENCE proved to be a meaningful academic experience that strengthened students' financial awareness, competitive spirit, and professional confidence. The event stands as a valuable initiative by Artha in nurturing future finance leaders.

FINOLVE 2025: STRATEGIC FINANCE CASE CHALLENGE FOR FUTURE CONSULTANTS

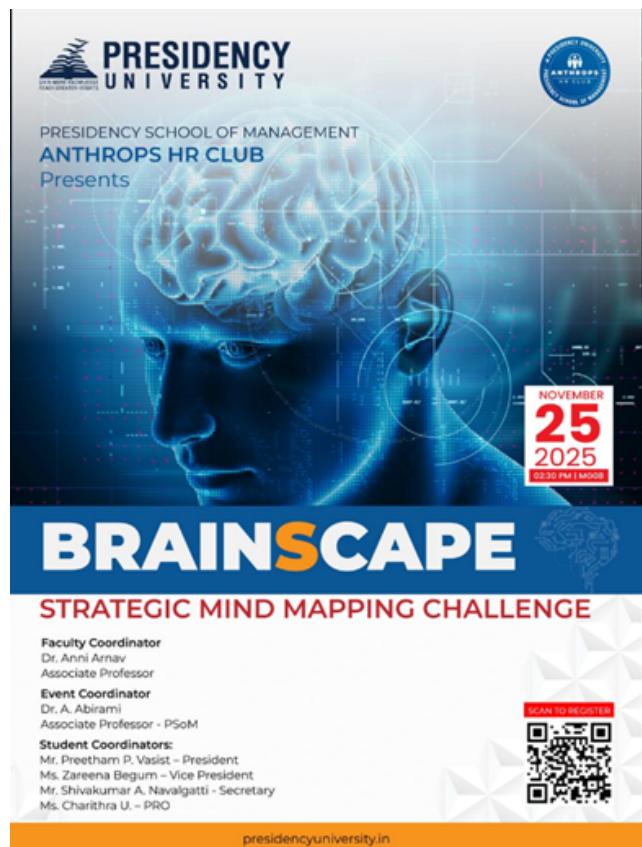


The Finance Club, Artha, successfully organised FinSolve 2025: Strategic Finance Case Challenge for Future Consultants on December 12, 2025, providing an intellectually stimulating platform for students to apply financial theory to real-world business situations.

The event was designed to test participants on strategic thinking, financial analysis, problem-solving, and decision-making under pressure. Teams worked on carefully crafted case studies that reflected contemporary financial challenges, encouraging them to analyse data, evaluate alternatives, and present well-reasoned solutions. The competitive yet collaborative environment helped students strengthen both their technical knowledge and professional communication skills.

FinSolve 2025 proved to be a valuable learning experience that enhanced students' analytical abilities, strategic outlook, and readiness for consulting roles. The event stands as a commendable initiative by Artha in nurturing future finance professionals.

MIND MAPPING: A CREATIVE LEARNING INITIATIVE



The HR Club, Anthrops, organised an enriching academic workshop titled “Organising Mind Mapping for MBA Students” on November 25, 2025, with the objective of strengthening students’ creative thinking, planning, and problem-solving abilities.

The session introduced students to mind mapping as an effective visual thinking tool for organising ideas, analysing problems, and supporting managerial decision-making. An introductory talk explained the principles, purpose, and practical advantages of mind mapping in academic and professional contexts. This was followed by a live demonstration of both manual and digital techniques using tools such as XMind and MindMeister.

The highlight of the programme was the hands-on workshop, where students, both individually and in groups, created mind maps based on selected business case studies. This activity encouraged critical thinking, creativity, and teamwork, while helping participants structure complex information clearly and logically. A sharing and reflection session enabled students to present their work and receive constructive feedback from peers and facilitators.

Overall, the workshop provided students with a valuable cognitive tool that will enhance their academic performance, collaboration, and strategic thinking skills.

Campus Chronicles

COFFEE WITH THE CEO: AN INSIGHTFUL INTERACTION AT PGIM



The visit to PGIM for the “**Coffee with the CEO**” session with Mr. Rakesh R. Pillai, Co-Head – Sales, on December 5, 2025, proved to be a refreshing and highly insightful learning experience for the students.

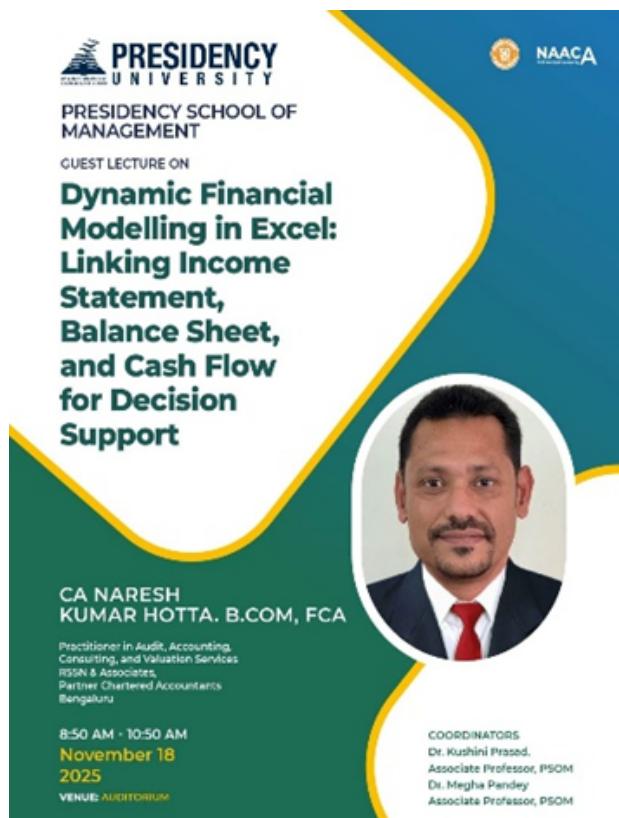
During the interaction, Mr. Pillai shared his inspiring career journey and reflected on the values that shaped his professional growth. He highlighted the importance of consistency, resilience, and continuous learning, emphasising that success is built gradually through dedication at every stage of one's career. His reflections encouraged students to view challenges as opportunities for growth rather than obstacles.

The discussion also covered current market trends, the impact of monetary policies, and the rapidly evolving landscape of the asset management industry. Mr. Pillai explained how increasing financial awareness is transforming the AMC space and opening new avenues for innovation and expansion. Sharing his perspective on the future, he expressed strong confidence in the sector's potential over the next five years.

On the subject of sales, he remarked that it is not merely about numbers, but about trust, perception, and building lasting connections. When asked about the role of luck, he aptly noted that luck matters only after sincere effort has paved the way.

Overall, the session was a short yet meaningful interaction that left the students motivated, curious, and deeply grateful for the opportunity to learn from an accomplished industry leader.

GUEST LECTURE ON DYNAMIC FINANCIAL MODELLING IN EXCEL



The School of Management (MBA) organized a Guest Lecture on "Dynamic Financial Modelling in Excel" on 18 November 2025 at the Auditorium.

Objectives of the Session:

The session aimed to enhance students' understanding of integrated financial statements and their role in managerial decision-making by introducing industry-oriented financial modelling practices using Excel.

Resource Person:

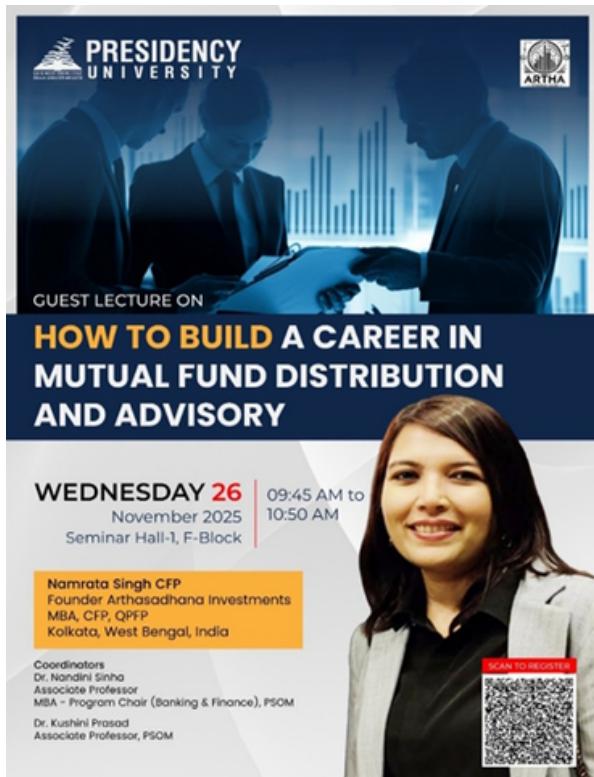
The lecture was delivered by CA Naresh Kumar Hotta, Partner at RSSN & Associates, Bengaluru, a seasoned practitioner in audit, accounting, consulting, and valuation services, who shared practical industry insights with the students.

Value Add:

The session equipped students with practical exposure to linking Income Statement, Balance Sheet, and Cash Flow statements in Excel, strengthening their analytical, forecasting, and decision-support skills relevant to finance careers.

Campus Chronicles

GUEST LECTURE ON “HOW TO BUILD A CAREER IN MUTUAL FUND” DISTRIBUTION AND ADVISORY

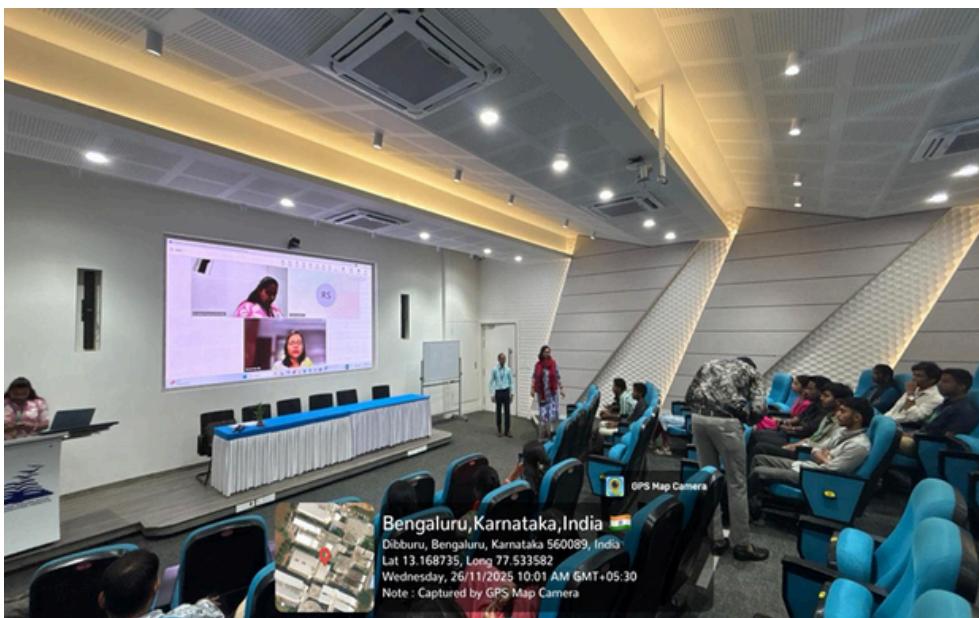


The School of Management (MBA) organized a guest lecture titled “How to Build a Career in Mutual Fund Distribution and Advisory” on 26 November 2025, from 9:45 AM to 10:50 AM, at F-Block, Seminar Hall-1.

The session aimed to create awareness among MBA Finance students about career opportunities, certifications, and skill requirements in the mutual fund advisory domain.

The lecture was delivered by Ms. Namrata Singh, Founder and Principal Financial Planner at Arthasdhana Investments, Kolkata, and a Certified Financial Planner (CFP®), who shared practical industry insights and career guidance.

The program helped students gain clarity on mutual fund careers, regulatory requirements, and real-world advisory practices, enhancing their career readiness.



Presidency School of Management

Campus Chronicles

INDUSTRY INTERFACE INTERACTION 2025 WITH FINANCE PROFESSIONALS



The School of Management (MBA) organized Industry Interface Interaction 2025 with Finance Professionals on 12 November 2025 from 10:30 AM to 12:30 PM at the Auditorium to strengthen industry-academia collaboration.

The session aimed to expose MBA students to real-world finance industry expectations, global accounting and taxation practices, and career pathways through professional certifications such as US CMA and Enrolled Agent.

The program featured Mr. Arun RamaSubramanian, Assurance Service Line Leader at Baker Tilly US and a CA-CPA professional, who shared insights on global finance careers, and Mr. Sripal Jain, CA, CPA, and Co-Founder of Simandhar Education LLP, who highlighted international certifications and structured upskilling pathways.

The interaction enhanced students' understanding of industry expectations, global certification value, and emerging finance roles, while motivating them toward career readiness and professional upskilling.



Presidency School of Management

RESEARCH PROPOSAL AND THESIS DEVELOPMENT



The School of Management (MBA) organized a guest lecture titled "Research Proposal and Thesis Development" on 19 November 2025, from 11:00 AM to 1:30 PM, at F-Block, Seminar Hall-1.

The session aimed to equip Ph.D. scholars and MBA faculty with structured approaches to research proposal formulation, thesis development, and publication-oriented academic writing.

The lecture was delivered by Prof. Raj Gururajan, Professor of Information Systems and Fellow of the International Engineering and Technology Institute (IETI), University of Southern Queensland, who shared a practical 10-stage research development model.

The program strengthened participants' research planning skills, improved methodological clarity, and provided a replicable framework for developing high-quality research proposals and theses.



ALUMNI INTERACTION DURING SIP VIVA VOCE



The School of Management organized an Alumni Interaction Session during the SIP (Summer Internship Programme) Viva Voce on 8th November 2025 for MBA III Semester students (Batch 2024–26). Conducted in offline mode, the event saw active participation from nearly 500 students.

Eminent alumni Mr. Adithya Hegde (Senior Data Engineer, LTIMindtree), Ms. Kiran Agarwal (Analyst, Tres Vista Analytics LLP; former Deloitte), and Mr. Aminul Hussain (Deputy Manager, IDFC) served as external experts during the viva process.

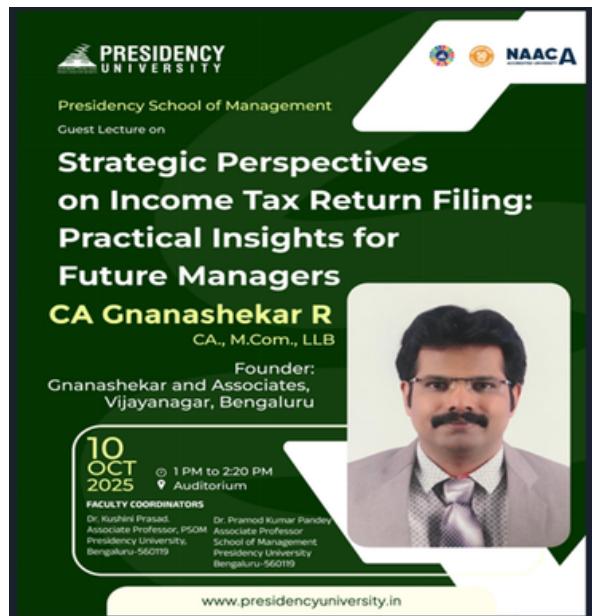
The primary objective of the session was to enable meaningful alumni-student interaction, evaluate SIP projects, and provide insights into corporate recruitment practices, onboarding procedures, and workplace expectations. The alumni were part of different viva panels and offered valuable feedback on project quality, practical relevance, and career applicability. They also shared their professional journeys, motivating students with real-world perspectives.

Key takeaways included the importance of brand value over salary packages during placements and the need for familiarity with industry-relevant software such as ERP systems, Tally, SAP, Oracle, Zoho, and QuickBooks.

Following the session, the alumni interacted with the Dean and faculty, recommending stronger faculty involvement through company visits during SIPs. Overall, the event was highly enriching, helping students align their skills with corporate expectations and prepare effectively for their future careers.

Campus Chronicles

PROFESSIONAL ABILITY ENHANCEMENT PROGRAM ON EFFECTIVE TEACHING–LEARNING PRACTICES



The School of Management (MBA) organized Strategic Perspectives on Income Tax Return Filing: Practical Insights for Future Managers on 10th October 2025 from 1:00 p.m. to 2:20 p.m. at the PRESIDENCY Auditorium.

The program aimed to enhance students perspectives on Income Tax Return Filing and give them practical insights into the process.

The session was conducted by an experienced professional who shared valuable insights on the nuances of tax filing.

The program built awareness and career readiness for students by helping them understand the process of filing, deductions, exemptions and rebates.



Campus Chronicles

FROM COMPLIANCE TO CULTURE: EMBEDDING RESPECT AND BELONGING AT WORK – WORKSHOP ON GENDER SENSITIZATION, POSH & WORKPLACE HARASSMENT



The School of Management, Presidency University, organized a workshop titled “From Compliance to Culture: Embedding Respect and Belonging at Work” on 12 November 2025 for final-year MBA students at the School of Management, Presidency University.

The workshop aimed to sensitize students to gender issues, create awareness of the POSH Act, 2013, and emphasize respectful, inclusive, and harassment-free workplace practices.

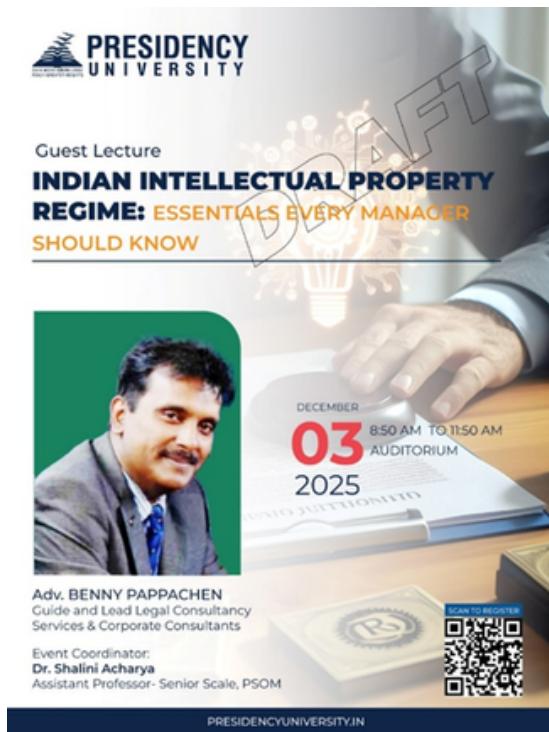
The session was conducted by Dr Shalini Acharya and co-led by Dr Nandini Sinha, Program Chair of the School of Management. The two resource persons provided practical insights into POSH, workplace harassment, HR responsibility, and ethical leadership.

The program helped students move beyond compliance-oriented thinking to viewing gender sensitivity as a core leadership value, fostering awareness, empathy, accountability, and preparedness for professional workplace environments



Campus Chronicles

INDIAN INTELLECTUAL PROPERTY REGIME: ESSENTIALS EVERY MANAGER SHOULD KNOW



The School of Management organized a guest lecture titled “Indian Intellectual Property Regime: Essentials Every Manager Should Know” on 3 December 2025 from 8:50 AM to 12:20 PM at the Auditorium.

The session aimed to familiarize MBA students with the Indian Intellectual Property Rights framework and highlight the strategic importance of IP in managerial decision-making and business innovation.

The lecture was delivered by Mr. Benny Pappachen, Advocate, Legal Consultant, and Visiting Professor, who brought rich academic, legal, and corporate experience to explain IP laws through practical business perspectives.

The program enhanced students' understanding of patents, trademarks, copyrights, and IP compliance, enabling them to appreciate intellectual property as a critical strategic asset in modern organizations.



GUEST LECTURE ON LEAN MANUFACTURING CONCEPTS



A guest lecture on **Lean Manufacturing Concepts** was organized for MBA students by the School of Management at Presidency University.

The session was conducted on 14 November 2025 and was held at the Yoga Floor Hall on the third floor of the Management Block, Presidency University.

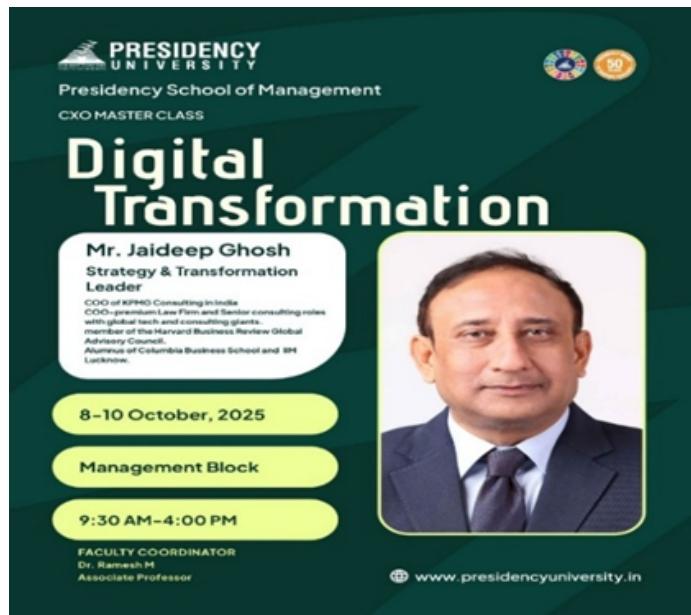
The session aimed to familiarize students with Lean Manufacturing concepts, principles, tools, and their practical application in operations management.

The session was delivered by Mr. Hanumanth Kulkarni, Founder Director of Texcelead India Pvt. Ltd., who brings over 35 years of extensive industry experience across manufacturing, strategic management, and operations in leading multinational organizations.

Value Add from the Program: The lecture enabled students to gain practical exposure to Lean tools such as TPS, 5S, TPM, JIT, and waste reduction through real-life examples and interactive discussions, thereby enhancing their operational and managerial understanding

Campus
Chronicles

THE CXO MASTER CLASS ON DIGITAL TRANSFORMATION



The CXO Master Class on Digital Transformation was conducted on 9th and 10th October 2025 at the Presidency University Auditorium, Bengaluru, for MBA III Semester students of the Presidency School of Management. The programme was designed to strengthen students' understanding of digital transformation frameworks, leadership responsibilities, and strategic decision-making in an increasingly technology-driven business environment.

The sessions were led by Jaideep Ghosh, Chief Operating Officer of KPMG Consulting India and an accomplished Strategy and Transformation Leader. Drawing from extensive industry experience, he provided deep insights into how organizations can successfully navigate digital disruption. The discussions were enriched with real-world case studies, illustrating the role of data, automation, analytics, and emerging technologies in driving operational efficiency and sustainable competitive advantage.

Mr. Ghosh also emphasized the importance of leadership mindset, change management, and cross-functional collaboration in implementing digital initiatives. Students gained clarity on aligning digital strategies with business objectives, managing risks, and measuring transformation outcomes effectively.

The master class encouraged interactive discussions, critical thinking, and practical reflection, enabling students to connect academic concepts with contemporary industry practices. Overall, the programme significantly enhanced students' strategic perspective, industry awareness, and readiness to take on future leadership roles in digitally evolving organizations worldwide contexts.

Campus
Chronicles

STRATEGIC CLIENT ACQUISITION: THE POWER OF SALES IN BUILDING A BANKING CAREER



The Presidency School of Management, Presidency University, Bangalore, organized a guest lecture titled "Strategic Client Acquisition: The Power of Sales in Building a Banking Career" on October 16, 2025, at the E-Block Seminar Hall-3 for MBA III Semester students.

The session was delivered by Mr. Siddhartha Sinha, National Program Head – Retail Assets at HDFC Bank, Mumbai, who shared practical insights from his extensive experience in banking sales, client acquisition, and customer relationship management.

The lecture aimed to highlight the strategic role of sales and client acquisition in the banking sector, familiarize students with customer-centric and trust-based approaches, and emphasize the importance of communication, networking, and digital literacy for sustained career growth.

The session provided students with real-world perspectives on modern banking practices, enhanced their understanding of building strong client relationships, and motivated them to adopt strategic and goal-oriented approaches while pursuing careers in the banking and financial services industry.



Presidency School of Management

SCHOOL OF MANAGEMENT (SOM) – EVENT HIGHLIGHTS

The School of Management (SOM) successfully conducted an offline guest lecture titled "Pay-for-Performance Systems & Incentive Design" on 18 November 2025, from 11:45 AM to 12:40 PM, at MF01, for 3rd semester MBA students. The session was designed to bridge the gap between classroom learning and real-world HR practices by offering practical insights into contemporary compensation strategies.

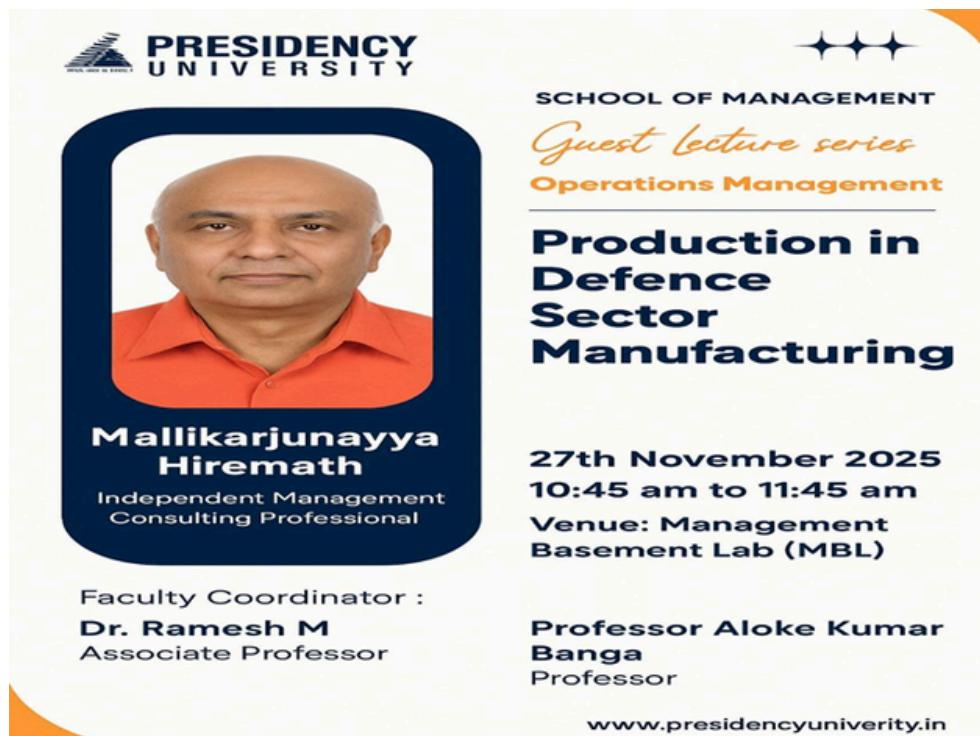
The session was delivered by Mr. Sanjay Mitra, Senior Human Resource Manager at ITC Limited, Bangalore, who brings over 20 years of extensive HR experience. His professional background spans organizational change, talent management, employee and industrial relations, statutory compliance, and global business partnering. With exposure across diverse industries such as FMCG, pharmaceuticals, and consumer durables, and experience across the organizational lifecycle—including mergers, acquisitions, and start-up phases—Mr. Mitra offered valuable industry-oriented perspectives.

The lecture focused on the fundamentals of pay-for-performance systems, emphasizing how incentive designs are strategically aligned with organizational goals. Students gained insights into various incentive tools, best practices in performance-based compensation, and challenges faced while implementing such systems. The session also highlighted the critical link between motivation, performance, and rewards in driving organizational effectiveness.

The interactive format encouraged active participation, enabling students to engage in discussions, ask questions, and relate theoretical concepts to practical HR scenarios. Feedback from participants was overwhelmingly positive, with students appreciating the clarity, relevance, and practical examples shared during the session. Overall, the event significantly enhanced students' understanding of incentive design and reinforced the strategic role of compensation systems in modern organizations.

Campus Chronicles

GUEST LECTURE “PRODUCTION AND OPERATIONS - MANUFACTURING CONCEPTS IN DEFENCE SECTORS”



The banner features the Presidency University logo at the top left. In the center is a portrait of Mr. Mallikarjunayya Hiremath, an independent management consulting professional. Below his photo, his name and title are listed: **Mallikarjunayya Hiremath**, Independent Management Consulting Professional. To the right of the portrait, the text reads: **SCHOOL OF MANAGEMENT**, *Guest Lecture series*, **Operations Management**, **Production in Defence Sector Manufacturing**. The date and time are listed as **27th November 2025** and **10:45 am to 11:45 am**. The venue is **Management Basement Lab (MBL)**. Faculty Coordinator is listed as **Dr. Ramesh M**, Associate Professor. The professor is listed as **Professor Aloke Kumar Banga**, Professor. The website www.presidencyuniversity.in is at the bottom right.

The School of Management successfully organized an insightful guest lecture on “Production and Operations – Manufacturing Concepts in the Defence Sector” on 27 November 2025, for 1st-year MBA students (Sections 4 and 6). The session witnessed active participation from 110 students, reflecting strong interest in operations and manufacturing management within strategic sectors.

The lecture was delivered by Mr. M. S. Hiremath, an Independent Management Consultant and seasoned Project Management Professional with over 37 years of industry experience, including an extensive tenure at Bharat Electronics Limited (BEL). Drawing from his rich professional background, the speaker provided a comprehensive overview of production and operations practices in India's defence manufacturing ecosystem, particularly in organizations such as BEL and Hindustan Aeronautics Limited (HAL).

The session highlighted how defence manufacturing relies on precision-driven, zero-defect production systems, supported by lean manufacturing, stringent quality management, and rigorous testing protocols. Mr. Hiremath explained the complexities of long project cycles, high-value components, global supply-chain coordination, and strict regulatory compliance that define the sector. Real-life industry examples, along with interactive elements such as Quick Changeover (pit-stop) demonstrations and insights into automated warehousing, made the concepts practical and relatable.

Students gained valuable exposure to the application of modern management frameworks such as OKRs, MBO, Six Sigma, and TQM, understanding how these tools collectively drive operational excellence, reliability, and global competitiveness. The lecture reinforced the role of world-class manufacturing in strengthening India's defence capabilities under initiatives like Make in India and Atmanirbhar Bharat, making it a highly enriching learning experience for aspiring management professionals

Presidency School of Management

INDUSTRY VISIT: BANGALORE INTERNATIONAL EXPORT CENTRE



The One Day Industrial Visit to the Bangalore International Exhibition Centre (BIEC) was conducted on 07 November 2025 for MBA Semester I students from Sections 8 to 13, with a total participation of 360 students. The visit was led by Dr. Edwin, Dr. Muthuswamy Ramesh, Dr. Ranjith, Dr. Anitha Yadav, Dr. Lathangi, Dr. Ameer, and Dr. Hariharan. Spread across 57 acres, BIEC is a world-class venue envisioned by the Indian Machine Tool Manufacturers' Association and features extensive exhibition halls, conference facilities, and modern infrastructure supporting national and international events.

During the visit, students gained exposure to large-scale event management, operational planning, quality standards, and organizational culture involved in hosting global exhibitions and conferences. Emphasis was placed on BIEC's adoption of green practices, eco-friendly design, and strict health and safety standards. The visit provided insights into how exhibitions and conferences serve as platforms for industry learning, innovation showcase, professional networking, and knowledge exchange across sectors, thereby enriching students' understanding of management practices in large infrastructure-driven organizations.

FRESH FACES, BRIGHT MINDS – THE NEW HORIZONS



Subash KS is a strategic leader in data, analytics, and emerging technology with over 25 years of impactful experience across financial services, enterprise IT, and academia. He specializes in mentoring current and aspiring leaders on translating complex technology capabilities into actionable roadmaps, measurable metrics, and realized stakeholder value.

His focus is on helping organizations bridge strategy and execution through AI, analytics, responsible digital transformation and value creation for leaders and learners. Subash has a proven track record of leading and delivering cross-functional, multi-geography programs for global enterprises, orchestrating business, technology, and teams around shared outcomes.



Dr. Mudasir Raja is a distinguished academic and dedicated educator with over 6 years of experience teaching courses in Marketing, Operations and IT. A UGC NET-JRF qualified professional, he holds a Ph.D. in Management and has published 18 research articles which have garnered over 125 citations in the academic community. Dr. Raja is proficient in "Activity-based Teaching" and utilizing simulations, ensuring that students are not just learning theory but preparing for professional success in the real world.



Dr. Hariharan R is an Associate Professor at the School of Management, Presidency University, Bengaluru, with 11 years of teaching and 13 years of research experience. He holds a Ph.D. in Finance (Banking Technology) from Pondicherry Central University. He has published 48 research papers in reputed journals including ABDC, Scopus, Web of Science, and UGC CARE, and has authored/co-authored nine books and eleven book chapters. He has guided four Ph.D. scholars and his research interests include Finance, Banking, ERP, Data Analytics, Information Technology, and Statistical Tools.

FRESH FACES, BRIGHT MINDS – THE NEW HORIZONS



Dr. Sushma has been associated with Presidency University, Bengaluru, for the past five months. She began her career in the corporate sector, with five years of experience in developing markets for specialty chemicals. She later transitioned into academia, teaching at reputed institutions in New Delhi, including the New Delhi Institute of Management (NDIM), Asia Pacific School of Management, and Jaganath Institute of Management. At NDIM, she contributed to the launch of the Organizational Sustainability course and supported institutional sustainability initiatives.

She has published research papers and case studies in reputed journals. Her areas of interest include public policy, social entrepreneurship, and sustainability. She holds a postgraduate degree in Chemistry from Delhi University, an MBA from Pune University, and a Ph.D. from Guru Gobind Singh Indraprastha University, Delhi.



Prof. Ranjith P. V. is a Professor in the Department of Operations and Supply Chain Management, School of Management, Presidency University, Bengaluru, with over 24 years of teaching experience. He has taught at institutions such as Jain University, CHRIST University, Ramaiah Institute of Management, and SIES College of Management Studies.

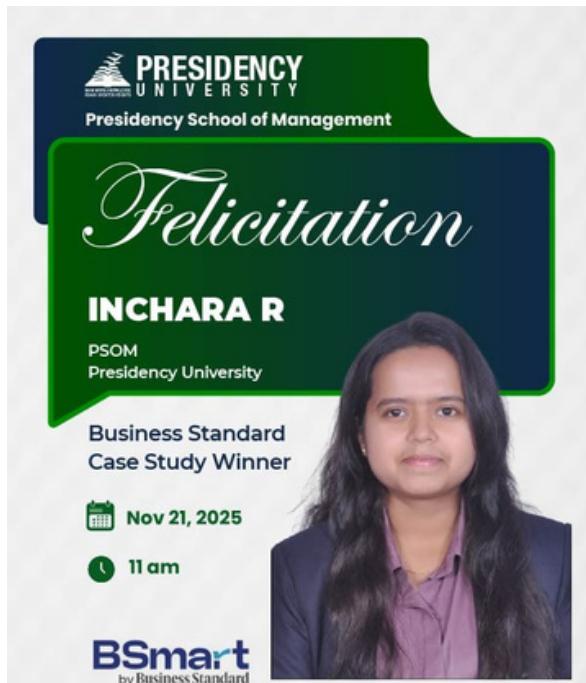
He teaches Operations and Supply Chain Management, Supply Chain Analytics, Service Quality, and Consumer Behaviour, and has published research in supply chain, service quality, and consumer engagement. A Ph.D. holder and UGC-NET qualified, he has received the MTC Global Award and the Dewang Mehta Award for Best Teacher, and is actively involved in international research initiatives, including the X-Culture program.



Dr. Bhaskar Yempelli is an Assistant Professor of Economics and has previously taught at SRM University and MVN University, Delhi-NCR. He holds a PhD in Economics from the University of Hyderabad, along with postgraduate degrees in Commerce and Economics from Osmania University and the University of Hyderabad, respectively. His teaching and research interests include microeconomics, political economy, agricultural and informal markets, and agrarian relations. Since 2025, he has been serving as Co-Principal Investigator on an interdisciplinary research project examining agricultural markets and social movements in Telangana.

Achievers' Galleria

BSMART CASE STUDY



Presidency University Student Stands tall at National Case Study Challenge

Presidency University proudly celebrates **Inchara R**, a second-year MBA student from the Presidency School of Management (PSOM), for securing **First Place in the prestigious Business Standard BSmart Case Study Challenge**.

The challenge issued for the month of September targeted an ever-relevant theme - Money Gaming Ban and its impact on platforms like Dream11. The participants were required to identify challenges faced by Dream 11 as a result of the ban imposed on them due to the ban on the money gaming in Karnataka and India, and develop solutions.

Inchara's nuanced perspective, structured problem-solving skills, and deep knowledge about digital business models were some factors that made her stand out among participants from premier institutions across the country.

Reflecting on her journey, Inchara shared, "My experience was nothing but excitement and encouragement."

In honour of her achievement, a felicitation ceremony was held at Presidency University on November 21, 2025, where the School of Management recognized her dedication, analytical excellence, and representation of the university at a national level.

Her accomplishment continues to remain as a source of inspiration for her fellow schoolmates and emphasizes PSOM'S dedication to developing well-rounded and future-ready management professionals.

Achievers' Galleria

BSMART CASE STUDY



Presidency University takes pride in the remarkable achievement of **Jayanth N, a second-year MBA student** from the Presidency School of Management (PSOM), who secured **Second Place in the esteemed Business Standard BSmart Case Study Challenge**.

The September edition of the competition revolved around the pressing issue of the money gaming ban in Karnataka and India, and its implications for online platforms such as Dream11. Participants were tasked with critically examining the regulatory and strategic challenges triggered by the ban and proposing practical, sustainable business solutions.

Jayanth's case study stood out for its logical structure, data-driven analysis, and realistic recommendations. His ability to balance regulatory compliance with business continuity reflected a strong grasp of contemporary digital business challenges. Competing against students from leading institutions nationwide, Jayanth demonstrated clarity of thought and strategic maturity well beyond his academic level.

His achievement highlights PSOM's emphasis on experiential learning and analytical thinking, and serves as motivation for fellow students to engage with real-world business problems through innovative and responsible approaches.

Presidency University proudly congratulates **Aparna, a second-year MBA student** from the Presidency School of Management (PSOM), for securing **Third Place in the highly competitive Business Standard BSmart Case Study Challenge**.

The challenge focused on analysing the impact of the money gaming ban on digital platforms like Dream11, requiring participants to evaluate legal, ethical, and business implications while crafting feasible strategic responses. Anupama's submission impressed the jury with its balanced perspective, ethical sensitivity, and well-articulated problem-solving approach.

Her case study demonstrated a thoughtful understanding of how regulatory changes affect digital ecosystems, consumer trust, and long-term business sustainability.

By integrating policy awareness with managerial insight, Anupama showcased the qualities of a future-ready management professional.

Her accomplishment not only reflects her individual dedication and academic excellence but also reinforces PSOM's commitment to nurturing socially responsible leaders equipped to navigate complex business environments.



Achievers' Galleria

ACADEMIC EXCELLENCE IN GLOBAL COLLABORATION: MS. RAKHI SINGH WINS BEST TEAM AT X-CULTURE 2025



Ms. Rakhi Singh achieved a significant academic milestone by securing the **Winner – Best Team title in the X-Culture 2025 Winter Session**, a globally recognized virtual collaboration program that brings together students from universities across the world to work on real-time international business challenges. This accomplishment reflects not only her individual competence but also the collective excellence demonstrated by her team throughout the program.

The successful completion of the project was carried out under the expert guidance and mentorship of **Dr. Renjith and Dr. Mohan Cherian**, whose academic insight, strategic direction, and continuous support played a pivotal role in shaping the team's performance. Their guidance enabled the team to approach complex global business problems with analytical depth, cross-cultural sensitivity, and professional rigor.

Throughout the X-Culture program, Ms. Rakhi Singh and her team demonstrated exceptional capabilities in international collaboration, strategic decision-making, research analysis, and professional communication while working with peers from diverse cultural and academic backgrounds. Winning the Best Team award in such a competitive global platform stands as a testament to the quality of mentorship, disciplined teamwork, and academic excellence upheld throughout the project.

This achievement brings recognition to both the student and her guides, highlighting their commitment to global learning, academic excellence, and experiential education

Achievers' Galleria

PLACEMENT SUCCESS STORIES (2025–26)



The School of Management proudly showcases the Achievers' Galleria for the Academic Year 2025–26, celebrating the placement success of its MBA students and the continued trust of leading corporate organizations. This section reflects not only numerical achievements, but also the quality of opportunities secured and the growing industry confidence in the institution's academic and professional ecosystem.

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Among the prominent recruiting organizations, Insplore Consultants Pvt. Ltd. has emerged as the top recruiter, extending offers to 30 students across key consulting and business roles. HDFC Life has followed closely, recruiting 23 students with competitive packages in insurance, sales, and management domains. Genpact has placed 19 students through its certification-linked recruitment process, providing structured career entry points along with industry-recognized exposure.

Global and national brands have also played a significant role in shaping placement outcomes. Deloitte has recruited 14 students with roles aligned to consulting and professional services, offering strong learning curves and career growth opportunities. Aditya Birla Lifestyle Brands Limited has placed 12 students across retail and corporate functions, while Accenture and HDFC Bank have each recruited 10 students, offering roles supported by stable compensation structures and long-term career progression.

Achievers' Galleria

PLACEMENT SUCCESS STORIES (2025–26)



Several other reputed organizations have contributed meaningfully to the placement success. Baker Tilly has recruited 8 students, followed by the Muthoot Group with 7 offers. Berger Paints India Ltd. has placed 5 students, while companies such as Kimberlite Chemicals, HCL Technologies, Translon Holdings, Zepto Marketplace, Allcargo GATI, Fractal Analytics, Nikhaar Jewels, and IIM Bangalore have offered selective and specialized roles, further diversifying the placement portfolio.

The Achievers' Galleria also highlights placement success across varied compensation levels, ranging from premium high-value offers to strong average packages, ensuring inclusive career opportunities for students across specializations. The wide spread of recruiters and packages reflects the adaptability, skill readiness, and professional competence of the graduating batch.



In addition to final placements, students have benefited from value-added initiatives such as alumni interactions, industry-led sessions, and certification-based hiring models. Programs like the Genpact–FCRM certification and Deloitte Process Alumnae talk sessions have enhanced employability and prepared students for real-world corporate environments.

With several recruiters still engaged in pre-placement talks, assessments, group discussions, and interviews, the placement season remains active. The School of Management continues to work towards maximizing opportunities and ensuring meaningful career outcomes. Each placement celebrated in the Achievers' Galleria represents a milestone of perseverance, preparation, and professional excellence achieved by our students.

THE HUMAN EDGE: LEADING IN THE AI ERA



The future of work is changing rapidly. AI is here now. Machines handle complex decisions. While leaders still handle the people. Business Strategy is now more human than ever. In this VUCA age, focus on the following human skills. Blend in and stay ahead of Tech. Lead with real impact.

1. Radical Empathy

While AI calculates vast data, it never feels emotion. Leaders must bridge gaps – Connect with your team. Listen to their needs. Validate their silent struggles. Care is your power. Trust builds high performance. Without heart, work fails. People follow real leaders. Be that human anchor. Machines cannot replicate love. Empathy is your foundation. Use it daily. It builds everlasting bonds.

Takeaway: Empathy wins over algorithms.

2. Fluid Adaptability

Old rules are gone. New tech arrives daily. Do not cling to the past. Learn new tools quickly. Change is very constant. Keep a growth mindset. Update your mental software. Be fast to pivot. Flexibility is a shield. Stay sharp and ready. Fear kills your career. Curiosity saves your future. Move with the tide. Never stop learning now. Speed is your asset.

Takeaway: Adapt fast to lead.

3. Moral Sensitivity

AI lacks a conscience: It follows cold logic. Bias hides in code. You must decide right. Values are your guide. Think of long consequences. Protect the public good. Lead with pure intent. Ethics define your brand. Never trade truth away. Be the moral compass. Machines have no soul. You provide the meaning. Integrity is non-negotiable here. Stand for what is right.

Takeaway: Character trumps raw data

4. Strategic Storytelling

Data needs a voice. Reports feel very dry. People need a "why." Tell a bold story. Paint a vivid future. Link data to dreams. Inspire your whole team. Words create real action. Influence starts with narrative. Master the spoken word. Win the board room. Speak with clear purpose. Stories create shared belief. Facts tell; stories sell. Be the chief storyteller.

Takeaway: Meaning moves human spirit.

5. Sharp Reasoning

AI often makes mistakes. Do not follow blindly. Verify every single fact. Ask "why" five-times. Challenge the machine's logic. Think for yourself. Logic is your weapon. Use your sharp intuition. Bias is everywhere now. Seek the hidden truth. Filter the digital noise. Sharp minds win wars. Machines suggest, you decide. Be a critical thinker. Trust your gut feel.

Takeaway: Thinking is your duty.

The Way Forward

The future is human. Tech is a tool. You are the pilot. Master your soft skills. Lead the AI age. Success starts with you. Go make an impact. Use your human gifts. They are your edge. Lead using radical empathy, fluid adaptability, moral sensitivity, strategic storytelling, and sharp reasoning.

The world needs leaders. Be the best one.

Dr. Aurobindo Kiriyakere
Assistant Professor

VRIKSHA MATA - MOTHER OF TREES

A Feature on Purpose, Sustainability & Leadership



Who is Vriksha Mata?

Saalumarada Thimmakka, lovingly known as “Vriksha Mata” (Mother of Trees), is a legendary environmentalist from Karnataka whose remarkable life is an inspiration for overcoming adversity, spreading kindness and acting with a purpose. Born into poverty with no formal education, she went through personal struggles such as being discriminated against in society and remaining childless in a traditional society.

Along with her husband, she began planting banyan saplings along long stretches of highways, often walking miles to carry water, fencing young plants to protect them from cattle, and nurturing them as her own children. What began as a personal act of meaning gradually transformed barren roadside landscapes into thriving green corridors, improving biodiversity, shade cover, and ecological balance.

Thimmakka's lack of riches, power and governmental support did not deter her from being recognized nationally and gain worldwide admiration. Her journey highlights how individual commitment can create large-scale environmental and social impact, making her story deeply relevant even in today's corporate and managerial contexts.

Her story proves that leadership is not defined by position, but by purpose.

Rinitha R
II MBA

QUIZ – VRIKSHA MATA

1. Why is Saalumarada Thimmakka honored with the title “Vriksha Mata”?

- She led a government afforestation program
- She planted and nurtured thousands of trees on highways
- She discovered a rare tree species
- She chaired an environmental NGO

2. Which tree species defines her legacy?

- Neem
- Banyan
- Peepal
- Tamarind

3. From a management perspective, Thimmakka's journey is a powerful example of:

- Capital-intensive growth
- Grassroots leadership and perseverance
- Corporate social branding
- Policy-driven change

4. Despite limited financial resources, Thimmakka ensured tree survival by:

- Hiring labourers
- Using advanced irrigation systems
- Carrying water herself and protecting saplings
- Seeking corporate sponsorship

5. Which national recognition did Saalumarada Thimmakka receive for her work?

- Padma Shri
- Bharat Ratna
- Arjuna Award
- Jnanpith Award

6. Which MBA concept best aligns with Thimmakka's environmental impact?

- Shareholder primacy
- Cost-benefit arbitrage
- Triple Bottom Line (People, Planet, Profit)
- Blue Ocean Strategy

Answer Key

B – She planted and nurtured thousands of trees on highways

B – Banyan

B – Grassroots leadership and perseverance

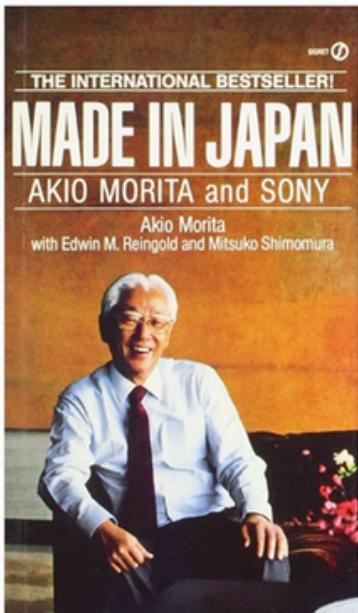
C – Carrying water herself and protecting saplings

A – Padma Shri

C – Triple Bottom Line (People, Planet, Profit)

BEYOND CLASSROOM

BOOK REVIEW: FROM NATIONAL IDENTITY TO GLOBAL BRAND: THE SONY STORY



Akio Morita's *Made in Japan* is not just an autobiography, it is a powerful narrative of vision, resilience, and nation building told through the journey of one man and one company, Sony. The book offers a rare insider's view of how a small post war Japanese firm grew into a global technological icon.

What makes this book compelling is Morita's honest and reflective tone. He does not romanticize success, instead, he walks the reader through uncertainty, failed ideas, cultural misunderstandings, and bold decisions. His storytelling blends personal memories with strategic thinking, making the book both intimate and instructional.

A major strength of the book lies in how Morita explains Japanese management philosophy, long-term thinking,

employee loyalty, collective responsibility and contrasts it with Western short-term profit orientation. Rather than arguing superiority, he highlights the importance of cultural context in business decisions, a lesson that feels especially relevant in today's globalized corporate world. Morita's discussion of innovation is another highlight. He emphasizes that technology alone does not guarantee success, understanding consumers, taking calculated risks, and believing in products before the market does are what truly differentiate leaders. Sony's breakthroughs are presented not as accidents, but as outcomes of courage and conviction.

From a leadership perspective, the book stands out for its human approach. Employees are portrayed not as resources, but as partners in growth. Morita's belief that companies exist to serve society, not just shareholders, adds ethical depth to the narrative and makes the book more than a corporate success story.

That said, readers looking for technical details or critical counter opinions may find the book somewhat one-sided. Since it is an autobiography, the perspective naturally favours Morita's worldview. However, this does little to diminish its value as a leadership and business classic.

Made in Japan is an inspiring and thoughtful read that combines entrepreneurship, culture, leadership, and history. It is especially valuable for management students, aspiring leaders, and anyone interested in international business. More than a story about Sony, it is a story about how belief, patience, and purpose can turn a national identity into a global brand

Charithra U
I MBA

PUBLICATIONS AT A GLANCE

SL NO	TITLE OF THE PAPER	AUTHOR(S) NAME(S)	NAME OF THE JOURNAL	PUBLICATION MONTH	PUBLICATION YEAR	SCOPUS / WOS / ABDC / UGC / OTHERS	PUBLICATION NUMBER/ VOLUME NUMBER	VOLUME	PAGE	DOI/ PUBLICATION URL LINK
1	REVOLUTIONIZING EMOTIONAL INTELLIGENCE ASSESSMENT IN THE MODERN WORKPLACE: INTEGRATING SIGNAL AND IMAGE FUSION WITH CATBOOST	LOGASAKTHI KANDASAMY A.ABIRAMI , N.R. SHANDY, D.BARANI	TPM – Testing, Psychometrics, Methodology in Applied Psychology	08. Aug	2025	Scopus Q3	Vol. 32 - 17th July(2025)	32	558 – 575	https://www.tpmap.org/volume-view/?id=14
2	Comparitive effiency analysis of high-speed cross-belt sorters using the SCOR model: A case study from India's courier network.	P. Kranthi Dr. M Geeta Dr. C.N. Udaya Shankar Dr. Ranjith. P. V Dr. Kiran Kumar Thoti Mrs. Niharika Mishra	INTERNATIONAL JOURNAL OF BASIC AND APPLIED SCIENCES	09. Sep	2025	Scopus	2227-5053	14 (4)	786 -794	https://doi.org/10.14419/7bnz2v49
3	To assess the impact of digital marketing on attitudes and perceptions of customers and businesses	Dr.Akhila R Udupa	Applied Management Perspectives	08. Aug	2025	Others	E - ISSN - 2583 - 0546	4 (1)	126 -135	https://journal.presidentcuniversity.in/Articles.html

PUBLICATIONS AT A GLANCE

4	Effect of Job Hopping and Search Behavior on Employee Turnover intentions	Dr. Sethumadhavan	Journal of Environmental Protection and Ecology	08. Aug	2025	Scopus	ISSN 1311-5065	26	1011-1020	https://scibulcom.net/en/journal/1311-5065/issues
5	comparative Efficiency Analysis of High-Speed Cross-Belt Sorters Using The SCOR Model: A Case Study from India's Courier Network	P. Kranthi 1 Dr. M Geeta 2 Dr. C.N. Udaya Shankar 3 Dr. Ranjith. P. V. 4. Dr. Kiran Kumar Thoti 5. Mrs. Niharika Mishr	International Journal of Basic and Applied Sciences	10. Oct	2025	Scopus	2227-5053	14 (4)	786-794	https://www.sciencelibrary.com/index.php/IJBAS/issue/archive
6	A study on the positive and negative effect of conflict in financial performance of channel partners with work relationships as a mediator	Hussain, A. A., Padhy, S. C., & Vijaykumar, N. C.	Jordan Journal of Business Administration	11. Nov	2025	Scopus	2308-6149	21	934-953	https://journals.ju.edu.jo/index.php/JJBA
7	To assess the impact of digital marketing on attitudes and perceptions of customers and businesses	Ravikeerthi, J. V., & Udupa, A.	Applied Management Perspectives	08. Aug	2025	Scopus	2583-0546	4	126-129	https://journal.presidentuniversity.in/

PUBLICATIONS AT A GLANCE

8	Linking employee experience to organizational commitment in higher education institutions: An empirical assessment.	Banerjee, A., & Sinha, N.	TPM - Testing, Psychometrics, Methodology in Applied Psychology	12. Dec	2025	Scopus Q3	ISSN: 1972-6325	32(S9)	1557-1565.	https://www.tpm-ap.org
9	Critical Factors of Mobile Payment Usage in the Unorganized Retail Sector in Kerala	Kumar, N. K., & Yadav, A. S. (2025).	VIKALPA The Journal for Decision Makers	10. Oct	2025	Scopus	0256-0909 for the print version and 2395-3799 for the online version	50(4)	351-388	DOI: 10.1177/02560909251357663
10	Technological Trends in Social Enterprises for Community Health: Regional Planning and Development Perspectives	Begum, Ameena, Syed, Shaik Mahaboob, Pasha, Syed Mansoor, Dandu, Varalakshmi, Reddy, B. Raghava	Journal of Applied Bio Analysis	10. Oct	2025	Scopus	2405-710X	0	0	https://journalofappliedbioanalysis.com/
11	The Importance Of Business Communication In The Workplace For Success: A Focus On Millennials And Generation Z	Dr. Harsha Eswaraiah, Dr. Aurobindo S. Kiriyakere, Dr. Narasimha Murthy S.V	European Economic Letters (EEL)	11. Nov	2025	ABDC C	2323-5233	15(3)	3986-4040.	https://www.eel.org.uk/index.php/journal/index

PUBLICATIONS AT A GLANCE

12	Switching OTT Platforms: PPM Framework to Identify Consumers' Behavior	Mini Rajora, Aurobindo Kiriyakere Pratika Mishra	Advances in Consumer Research	11. Nov	2025	Scopus	ISSN (Print): 0098-9258 ISSN (Online): 3079-1766	2(6)	294-305	https://academic.acr-journal.com/
13	CAREER RESILIENCE AND ADAPTABILITY AMONG WOMEN RETURNING TO WORK: A SYSTEMATIC LITERATURE REVIEW	Sowmya R, Dr. Farhat Ali Syed	Lex Localis	10. Oct	2025	Scopus	5009-5025.	23(56)		https://lex-localis.org/index.php/LexLocalis/article/view/802529
14	Leveraging Artificial Intelligence in India's Food Processing Industries: Advancing Sustainable Agriculture through Large Language Models	Uma Chandrakant Swadimath and Shalini Acharya	Bentham Science	November	2025	Scopus Book Chapter	ISBN : 979-8-89881-019-1	1-21 (21)		DOI: 10.2174/97988988101841250101