

SWARA

THE FUTURE OF WORK:
CULTURE, COMPLIANCE, AND TECH.



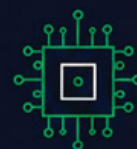
INNOVATE.
ADAPT.
LEAD.
SHAPE TOMORROW.



PEOPLE



COMPLIANCE



TECHNOLOGY



PROGRESS

THE ROADMAP

PILLARS OF WISDOM	03
THE STEERING PANEL	04
VISION AND WISDOM	05
EDITORIAL	07
THE PROFESSOR'S PERSPECTIVE	08
MARKET PULSE	10
CAMPUS CHRONICLES	12
FRESH FACES, BRIGHT MINDS – THE NEW HORIZONS	46
ARTICLES	47
ACHIEVERS' GALLERIA	57
FACULTY UNPLUGGED	62
MOVIE REVIEW	66
BOOK REVIEW	68
BEYOND CLASSROOMS	69
PUBLICATION AT A GLANCE	80

PILLARS OF WISDOM



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Chancellor, PU



Dr. Thiruvengadam S J
Vice Chancellor, PU

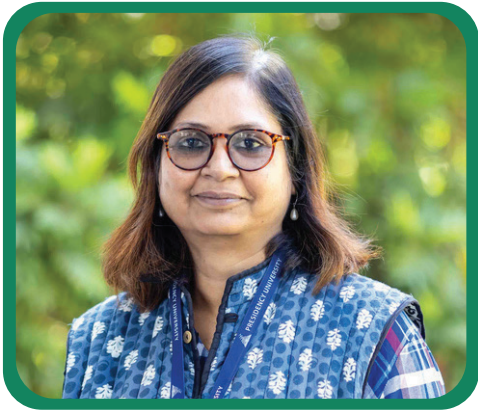


Dr. Dinesh Nilkant
Provost, PU



Dr. K. Krishna Kumar
Dean In-charge, PSOM

THE STEERING PANEL



Dr. Nandini Sinha
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VISION AND WISDOM

It gives me immense pleasure to present this edition of SWARA, our biannual newsletter from the School of Management, which continues to serve as a vibrant reflection of the school's ideas, achievements, aspirations, and evolving conversations. Over the years, SWARA has grown into more than a publication; it has become a collective voice of our academic community — capturing not only milestones and accomplishments but also the spirit of inquiry and innovation that defines our institution.

I extend my sincere appreciation to the editorial team, faculty contributors, and students whose dedication and creativity have made this edition both meaningful and engaging.

The theme of this issue, “The Future of Work,” is both timely and thought-provoking. Across the globe, the nature of work is undergoing a profound transformation. Technological advancements, artificial intelligence, automation, hybrid work models, and rapidly changing organisation expectations are redefining the professional landscape in unprecedented ways. Yet, even as industries evolve and digital ecosystems expand, one truth remains constant — the future of work will always be shaped by human values, adaptability, and purpose-driven leadership.

Management education today carries a greater responsibility than ever before. It is no longer sufficient to prepare students solely for jobs that exist today; we must prepare them for challenges, opportunities, and careers that are still emerging. The leaders of tomorrow must possess not only technical competence and business acumen, but also emotional intelligence, ethical sensitivity, creativity, resilience, and the ability to navigate uncertainty with confidence.



Dr. K. Krishna Kumar
Dean In-charge, PSOM

VISION AND WISDOM

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At the School of Management, we remain committed to nurturing future-ready professionals who can thrive in dynamic and diverse workplaces. Through industry interactions, experiential learning, interdisciplinary exposure, research initiatives, and innovation-driven pedagogy, we strive to create an ecosystem where students learn to think critically, lead responsibly, and adapt continuously. Equally important is our emphasis on cultivating empathy, collaboration, and social consciousness – qualities that will remain indispensable in an increasingly technology-driven world.

Our journey continues to be guided by the visionary leadership of our Hon'ble Chancellor, Dr. Nissar Ahmed; Vice Chancellor & Professor Dr. Thiruvengadam; and the Provost, Dr. Dinesh Nilkant, along with our committed academic and administrative teams. Their unwavering support and encouragement empower us to remain progressive, inclusive, and aligned with the evolving needs of industry and society.

As you explore the pages of this edition, I hope the articles, perspectives, and experiences shared herein inspire meaningful reflection on the changing world of work and the role each one of us must play in shaping it responsibly.

upskilling programmes, while Infosys, a leading IT firm, focuses on digital learning. The future belongs not merely to those who embrace technology, but to those who combine innovation with wisdom, ambition with integrity, and progress with humanity.

I extend my warm wishes to all our readers for continued growth, learning, and success.

Unlike electricity or the internet, AI is not merely a technological advancement; it is a disruptive force that is no longer a distant promise but a defining reality, reshaping industry, academia, and the very fabric of work.

AI is disruptive, but not destructive. It is compelling both industry and academia to reinvent themselves. Institutions that embrace this shift will not merely survive; they will thrive and emerge as leaders in the future of work.

The narrative of AI replacing jobs is only half the story. History appears to be repeating itself, much like the era of computerisation at the turn of the century. At that time, organisations that invested in training their workforce and individuals who were willing to acquire computer skills gained a significant advantage in their careers. Similarly, today, the future of work lies in augmentation rather than substitution. Routine tasks are being automated, freeing professionals to focus on creativity, strategy, and ethical decision-making. The jobs of the future will increasingly demand hybrid skills that combine technological proficiency with distinctly human capabilities.

The knowledge-disseminating academic institutions of today must become the skill incubators of tomorrow. AI is poised to have a profound impact on business schools, requiring them to revise curricula by integrating AI across disciplines. Assessment methods must evolve from traditional examinations to case-based evaluations that assess creativity, critical thinking, and ethical reasoning. Equally important is the transformation of the faculty's role—from merely imparting knowledge to creating meaningful and engaging learning experiences.

The challenges facing business schools are multifaceted. The task is not simply to teach AI tools but also to instill responsibility and ethical awareness in their use. AI literacy will soon become as fundamental as proficiency in Excel and spreadsheets is today. Business schools must integrate AI as a collaborative partner in learning, preparing students who are both industry-ready and future-resilient.

At the same time, the rise of AI makes human skills more valuable than ever. The need of the hour is to nurture graduates who are well-groomed, empathetic, culturally intelligent, and ethically grounded. Such qualities will enable them to lead effectively in an AI-driven world. The rest, perhaps, can be automated.



Dr. Nandini Sinha
Associate Professor
Programme Chair –
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THE PROFESSOR'S PERSPECTIVE

The Future of Work: Where Culture, Compliance, and Technology Redefine Success

The future of work is no longer a distant possibility—it is a vibrant reality unfolding before us. A software engineer in Bengaluru collaborates with a team in Singapore through virtual platforms, a recruiter uses artificial intelligence to shortlist candidates in seconds, and employees attend wellness sessions from home while organisations monitor cybersecurity risks across continents. The workplace has become borderless, technology-driven, and increasingly human-centred. At the heart of this transformation lie three powerful forces: culture, compliance, and technology.

Organisations worldwide are navigating a dynamic intersection of workplace culture, regulatory compliance, and technological innovation. Those who balance these forces will not only survive but thrive in tomorrow's workplace.

One of the most captivating shifts is how organisational culture is evolving. Gone are the days when employees simply clocked in and out. Today's workforce values flexibility, inclusivity, and purpose. Companies like Microsoft, for example, redefined hybrid work after the pandemic, giving employees the freedom to choose how and where they work. Similarly, Google redesigned its workspaces to foster collaboration, even across continents.



Dr. Shalini Acharya

Assistant Professor-
Senior Scale
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THE PROFESSOR'S PERSPECTIVE

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Culture also drives engagement beyond logistics. Unilever, a global consumer goods leader, has invested in mental health Programmes, recognising that wellbeing is critical to productivity. Salesforce, another trailblaser, has made equality a core value, from pay equity audits to employee resource groups. Such cultures foster loyalty—making employees feel seen, heard, and empowered. Yet, as culture reshapes, compliance is no longer a back-office formality; it's a strategic work imperative. The rise of remote work brought complex compliance challenges—how do companies ensure cybersecurity when employees work from home? Meta and TikTok, both digital giants, faced regulatory scrutiny around user data privacy under Europe's GDPR. Similarly, India's new Labour Codes reshape employment laws, balancing worker rights with Organisations agility. Compliance today is more than legal risk mitigation –it is a cornerstone of trust.

Technology, of course, is the engine propelling these changes. AI, automation, and digital platforms reshape how we work. IBM leverages AI in recruitment, enabling more efficient talent searches. Amazon, meanwhile, uses robotics in its warehouses to boost efficiency—yet it also invests heavily in reskilling workers for tech-driven jobs. Digital platforms like Zoom and Slack have become indispensable, connecting global teams in real time.

Yet, technology also brings anxiety. Automation sparks fear of job loss, as seen in manufacturing or even content creation. But history teaches us that new technologies create new opportunities. Amazon, for instance, is investing in major upskilling programmes, while Infosys, a leading IT firm, focuses on digital learning to prepare employees for a tech-centric future.

Ultimately, the future of work belongs to those who balance innovation with humanity. Technology drives efficiency, compliance ensures trust, and culture is the heart that keeps organisations human. Those who succeed will be agile, ethical, and inspiring.

MARKET PULSE

Gold Monetisation Scheme: Turning Idle Gold Into Economic Wealth

India is the world's second-largest gold consumer after China. Gold has always occupied a special significance in Indian culture and household savings. Indians have always viewed gold as a symbol of security, prosperity and hedge against inflation. While households across the country possess enormous quantities of gold in the form of jewellery and ornaments, a substantial portion of it remains idle in lockers without contributing to productive economic use. According to the World Gold Council, India imported around 721 tonnes in the year 2025–2026. High gold imports significantly affect India's trade deficit and foreign exchange reserves. In today's evolving economic environment, India needs gold monetisation more than ever before.



Dr. Anitha S. Yadav
Professor of Practice

In 2015, the Government of India introduced Gold Monetisation Scheme (GMS) to mobilise idle gold lying with households and institutions and bring it into productive use in the economy. GMS allows individuals, trusts, Temples and institutions to deposit gold in the form of jewellery, coins, or bars with authorised banks. After testing and purification, the gold is converted into deposits, and the depositor earns interest over a specified period. On maturity, the depositor may receive either gold or its cash equivalent, depending on the scheme conditions.

MARKET PULSE

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The scheme generally provides three categories of deposits: Short-Term Bank Deposit (STBD) – Usually 1 to 3 years Medium-Term Government Deposit (MTGD) – Around 5 to 7 years Long-Term Government Deposit (LTGD) – Around 12 to 15 years However, Medium and long term Government deposit were withdrawn in 2025. The scheme encourages people to deposit their unused gold with banks and earn interest on it, similar to a fixed deposit. Recently, the government also increased import duties on gold to curb excessive imports and support the depreciating Indian rupee. In May 2026, import tariffs on gold were raised from 6% to 15% to reduce gold imports.

GMS is a significant initiative aimed at converting idle gold into a useful financial asset. GMS enables households to earn income on unused gold. Though the scheme offers benefits such as interest on idle gold deposits and reduces the burden of locker charges and safety concerns while storing physical gold, challenges like emotional sentiments towards jewellery and lack of awareness limits its acceptance.

Large gold imports increase external vulnerability, especially if geopolitical instability increases oil prices, depreciation of currency and disruptions in global trade flows. If implemented effectively, this scheme would help reduce India's dependence on gold imports thereby support the country's foreign reserves and liquidity. The Gold Monetisation Scheme represents an innovative initiative to align India's long-standing affinity for gold with contemporary financial goals. It has the potential to convert idle household gold holdings into a productive resource that contributes to economic growth.

BRAND QUIZ COMPETITION



MARKQUEST, the Marketing Club of Presidency School of Management, successfully organised a Brand Quiz Competition on 30 January 2026 at MS09. The event aimed to strengthen students' understanding of branding concepts, marketing fundamentals, advertising campaigns, and brand strategies through an engaging and competitive learning experience. The event was structured into two exciting rounds.

The first round, "Brand Basics Blitz," tested participants' knowledge of brand taglines, logos, founders, ambassadors, and core marketing concepts. Based on their performance, the top participants advanced to the final round. The second round, "Identify the Brand from Image Clues," challenged students to recognise

brands using partial logos, product visuals, brand colours, and mascots, encouraging quick thinking and strong recall.

The competition witnessed enthusiastic participation from MBA students and was effectively coordinated by the MARKQUEST team under the guidance of Dr. Suresh K and judged by Dr. Aurobindo. Srinivas L, Harish N, and Abishek secured the first, second, and third positions respectively.

The event successfully enhanced students' analytical thinking, decision-making abilities, and practical understanding of branding while promoting healthy competition and experiential learning.

CEREBRUM–CELEBRATION OF MANAGERIAL EXCELLENCE AND INNOVATION



The School of Management, Presidency University, successfully hosted CEREBRUM 2026, its flagship National Management Fest, on 23 and 24 April 2026. The two-day event brought together talented students from leading institutions across the country, providing a dynamic platform for intellectual engagement, professional development, and experiential learning.

Designed to bridge classroom knowledge with real-world business challenges, CEREBRUM 2026 featured a diverse range of competitive and industry-oriented events spanning key management disciplines. The fest included GRAVITAS (Corporate Walk), IMPERIUM (Best Manager), MAGNEX (Marketing), PEOPLEX (Human Resources), INTELLEX (Business Quiz), HARMONIX (Best Management Team), VALORA (Finance), PREDIX (Business Analytics), VORTEX (Startup Innovation), and VISORA (Management Reel Making). Each event was carefully curated to evaluate participants on critical competencies such as leadership, strategic thinking, communication, creativity, analytical ability, problem-solving, teamwork, and decision-making.

Throughout the fest, participants engaged in a variety of simulations, case analyses, business challenges, entrepreneurial pitches, negotiations, quizzes, presentations, and creative exercises that mirrored contemporary industry scenarios. The events not only encouraged healthy competition but also fostered collaboration, innovation, and professional networking among students from diverse academic backgrounds.

CEREBRUM-CELEBRATION OF MANAGERIAL EXCELLENCE AND INNOVATION



One of the most significant outcomes of CEREBRUM 2026 was the opportunity it provided participants to apply theoretical concepts in practical settings. The fest enabled students to strengthen their managerial and leadership capabilities, enhance their communication and presentation skills, develop entrepreneurial mindsets, and gain valuable insights into the evolving business landscape. Participants also benefited from interactions with experienced academicians, industry professionals, and judges, who offered constructive feedback and mentorship throughout the event.

The enthusiastic participation, high level of engagement, and positive feedback received from students, faculty members, and judges underscored the success of the fest. CEREBRUM 2026 reaffirmed the School of Management's commitment to creating transformative learning experiences that nurture future business leaders and innovators. The event concluded on a high note, leaving participants with enriching experiences, lasting connections, and a deeper appreciation of the challenges and opportunities within the world of management.

WOMEN'S DAY



Celebrating Pinks and Blues at the School of Management- Presidency University
The School of Management celebrated International Women's Day with great enthusiasm and spirit, recognising the invaluable contributions of women in academia and society. The occasion was marked by a vibrant and engaging Fashion Walk that brought together both women and men faculty members in a celebration of confidence, diversity, and inclusivity. The color code for women and men was Pinks and Blues respectively.

The event provided a platform for faculty members to showcase their individuality while fostering a sense of camaraderie and mutual appreciation. Dressed in elegant traditional attire, participants walked the ramp with grace and confidence, creating an atmosphere of joy and celebration. The active participation of both women and men faculty members reflected the institution's commitment to gender equality and collective support for women's empowerment.

Beyond the fashion walk, the event served as a reminder of the importance of recognising the achievements, resilience, and leadership of women across all spheres of life. It also reinforced the idea that creating an inclusive and supportive environment is a shared responsibility.

The celebration was met with enthusiastic participation and appreciation, making it a memorable occasion for all. The event successfully highlighted the spirit of Women's Day while strengthening the bonds among faculty members and promoting a culture of respect, equality, and collaboration.

MARKQUEST – KNOWLEDGE SERIES: ART OR ALGORITHM? – INTUITION- DRIVEN VS PROCESS-DRIVEN SOFTWARE SALES

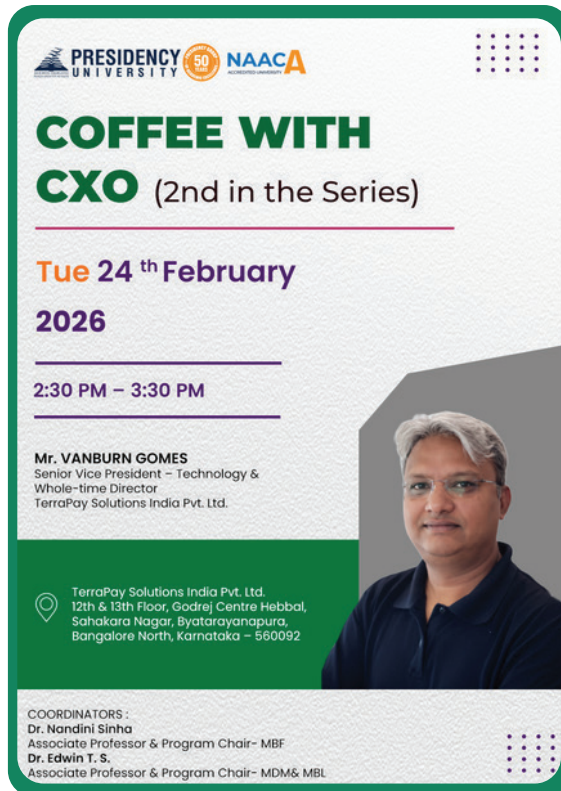


The MARKQUEST Marketing Club of Presidency School of Management organised a Knowledge Series session on 10 February 2026 titled “Art or Algorithm? – Intuition-Driven vs Process-Driven Software Sales.” The session was conducted at Seminar Hall 3, E-Block, and featured Mr. Kiran Koppada, Founder & CEO of Grahtek Solutions, as the guest speaker. The objective was to help MBA students understand the balance between intuition-based decision-making and structured sales processes in modern software sales.

Mr. Koppada shared practical insights from his industry experience, explaining how customer psychology, data analytics, CRM tools, and systematic follow-ups contribute to successful B2B software sales. Through real-world examples, he demonstrated that effective sales require both human intuition and process-driven strategies.

The event received positive feedback. The session successfully bridged the gap between academic learning and industry practice, reinforcing MARKQUEST’s commitment to providing meaningful, industry-oriented learning experiences for management students.

COFFEE WITH CEO



The Coffee with CEO session was organised by the Presidency School of Management on 24 February 2026 at TerraPay Solutions India Pvt. Ltd., Bengaluru. The event featured Mr. Vanburn Gomes, Senior Vice President – Technology and Whole-time Director, TerraPay Solutions India Pvt. Ltd., who shared valuable insights from his professional journey and the evolving FinTech industry. During the interactive session, Mr. Gomes reflected on his transition from a technical role to a senior leadership position, emphasising the importance of adaptability, strategic thinking, and continuous learning.

He highlighted how identifying real-world problems and creating technology-driven solutions can generate significant business value

and support long-term organisational growth. A key focus of the discussion was the global payments ecosystem and the role of cross-border transactions. TerraPay in simplifying

Mr. Gomes explained the challenges associated with international payment systems, including regulatory compliance, currency volatility, risk management, and operational efficiency. He also discussed the importance of balancing technological innovation with business objectives and noted that while emerging technologies such as Artificial Intelligence are gaining attention, organisations must prioritise reliability, infrastructure, and customer value.

The session provided students with valuable exposure to industry practices, leadership perspectives, and global financial trends. It encouraged participants to develop both analytical and managerial capabilities while understanding the importance of innovation, strategic decision-making, and continuous professional growth in today's dynamic business environment.

WALL STREET REWIND: RECREATING ICONIC MOMENTS IN GLOBAL FINANCIAL HISTORY



The School of Management successfully organised “Wall Street Rewind – Recreating Iconic Moments in Global Financial History” on 4 March 2026 for MBA II and MBA IV Semester students. Conducted at MF 10, the experiential case simulation aimed to bridge the gap between theoretical finance concepts and real-world financial events through immersive learning experiences. The event focused on helping students understand major financial crises, market bubbles, banking failures, and regulatory transformations that have shaped global financial markets. Participants were assigned significant historical financial events and guided through research.

Through innovative formats such as dramatized skits, mock press conferences, and boardroom simulations, students recreated critical moments in financial history and examined the economic, behavioral, and governance factors behind them.

The programme encouraged students to interpret complex financial information, develop analytical thinking, and understand the strategic implications of financial decision-making. Interactive discussions, audience participation, and live feedback sessions further enriched the learning experience by connecting historical events with contemporary financial challenges.

Judged by Dr. Asif Amin Kuchy and Dr. Kushini Prasad, the event received positive feedback, with participants appreciating its engaging and practical approach to finance education. Overall, the simulation successfully enhanced students' understanding of risk management, behavioral finance, crisis management, teamwork, and communication skills while fostering historically informed and ethically responsible future finance professionals.

AI DRIVEN DIGITAL MARKETING STRATEGY



The School of Management organised an insightful guest lecture on “AI-Driven Digital Marketing Strategy” on 25 March 2026 for I and II MBA Digital Marketing students. Conducted at MF04, the session was led by Mr. Ganesh Sakaleshpur and witnessed active participation from students eager to understand the growing impact of Artificial Intelligence on modern marketing practices.

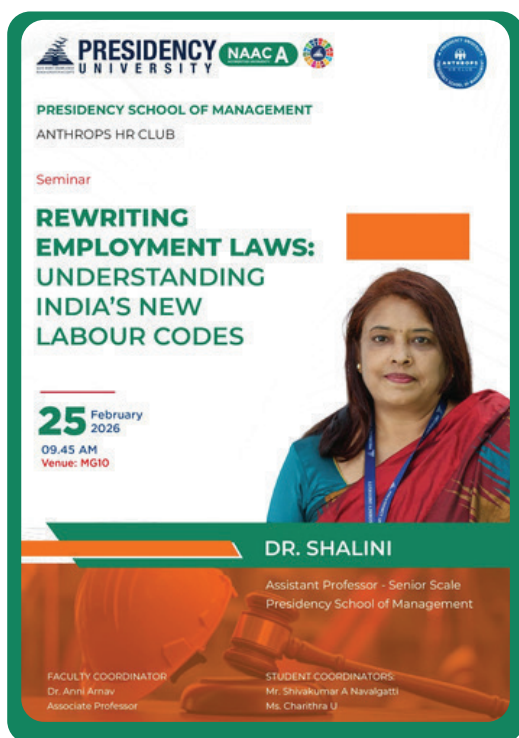
The session provided a comprehensive overview of how AI is revolutionising digital marketing by enhancing content creation, customer engagement, campaign management, and performance optimisation.

The resource person demonstrated the practical applications of advanced AI tools such as ChatGPT and Claude AI for generating marketing content, blogs, advertising copy, and creative campaign ideas efficiently. Students were also introduced to visual content creation platforms such as MidJourney and DALL-E, which enable businesses to produce high-quality marketing creatives with greater speed and cost efficiency.

Further, the session explored marketing automation tools like HubSpot and Hootsuite, highlighting their role in scheduling content, monitoring engagement, and streamlining campaign management. AI-powered analytics platforms, including Google Analytics and SEMrush, were discussed to demonstrate how marketers can measure campaign performance, gain customer insights, and optimise strategies in real time.

Through practical examples, industry use cases, and interactive discussions, students gained valuable knowledge about personalisation, audience targeting, and improving return on investment through AI-driven solutions. The session successfully equipped participants with future-ready digital marketing skills and enhanced their understanding of emerging technologies that are shaping the future of the marketing industry.

REWRITING EMPLOYMENT LAWS: UNDERSTANDING INDIA'S NEW LABOUR CODES



The HR Club Anthrops of the School of Management, Presidency University, successfully organised a seminar on "Rewriting Employment Laws: Understanding India's New Labour Codes" on 25 February 2026. The seminar was primarily for students from the HR specialisation, along with faculty members. The session was delivered by Dr. Shalini, Assistant Professor, an expert in Human Resource Management, Organisational Behaviour, and Labour Laws. The seminar aimed to provide students with a comprehensive understanding of India's labour law reforms and their implications for modern HR practices.

The resource person explained the key provisions of the Code on Wages, 2019, Industrial Relations Code, 2020,

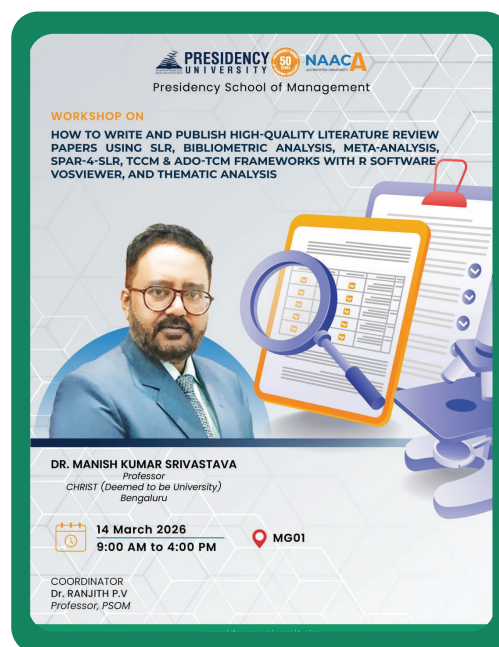
Occupational Safety, Health and Working Conditions Code, 2020, and the Code on Social Security, 2020. The discussion focused on compliance requirements, implementation challenges, employee responsibilities, rights, employer responsibilities, and the impact of these reforms on organisational policies and industrial relations.

Through practical examples and interactive discussions, students gained insights into payroll management, labour compliance, grievance handling, dispute resolution, and workforce management under the new legal framework. The session effectively connected theoretical concepts from Labour Laws and Industrial Relations courses with real-world HR applications, enabling participants to better understand contemporary workplace regulations.

The seminar received positive feedback from attendees. Overall, the event enhanced students' legal awareness, critical thinking, and decision-making abilities while preparing them to address labour law and compliance challenges in their future HR careers.

HOW TO WRITE AND PUBLISH HIGH-QUALITY LITERATURE REVIEW

The School of Management, Presidency University, successfully organised a one-day workshop on “How to Write and Publish High-Quality Literature Review Papers Using SLR, Bibliometric Analysis, Meta-Analysis, SPAR-4-SLR, TCCM & ADO-TCM Frameworks”. The workshop was designed to enhance participants’ research capabilities by providing both theoretical and practical knowledge on conducting high-quality literature reviews and publishing in reputed academic journals. The resource person introduced participants to various review methodologies, including Systematic Literature Review (SLR), Bibliometric Analysis, Meta-Analysis, and advanced frameworks such as SPAR-4-SLR, TCCM, and ADO-TCM.



He explained the importance of identifying research gaps, developing conceptual frameworks, and following systematic procedures to improve research quality.

A significant highlight of the workshop was the hands-on training using R Software (Bibliometrix) and VOSviewer, where participants learned how to extract data from research databases, perform citation and keyword analyses, create bibliometric maps, and interpret research trends. The post-lunch sessions focused on thematic analysis, data interpretation, and effective presentation of findings in research papers.

The workshop received positive feedback. Overall, the programme significantly enhanced research competencies, equipping faculty and scholars with advanced tools and methodologies for conducting impactful academic research and publishing high-quality literature review papers.

CULTURE AS CAPITAL : LESSONS FROM A GLOBAL GRADUATE



The School of Management organised an engaging seminar on “Culture as Capital: Lessons From a Global Graduate” on 26 March 2026 for second-year MBA HR students studying Cross-Cultural Management. Conducted in an online mode from MS08, the session featured Ms. Pahal Patnaik as the resource person, who shared valuable insights drawn from her global academic and professional experiences.

The seminar aimed to help students understand how cultural experiences, diversity, and international exposure can serve as valuable forms of capital in personal, academic, and professional development. The speaker emphasised that culture should not merely be viewed as heritage but as a strategic resource that enhances leadership effectiveness, innovation, collaboration, and career growth in an increasingly interconnected world.

Drawing from real-life experiences, Ms. Patnaik discussed the opportunities and challenges encountered while working and studying in multicultural environments. She highlighted the importance of cultural intelligence, adaptability, empathy, communication, and negotiation skills in building successful global careers. Through practical examples and interactive discussions, students gained a deeper appreciation of how cultural awareness influences decision-making, teamwork, and organisational success.

The session encouraged participants to embrace diversity and leverage cross-cultural experiences to develop a broader worldview and stronger professional competencies. Students found the seminar insightful and relevant, particularly in understanding the expectations of modern global workplaces and the role of cultural sensitivity in effective people management.

GOAL SETTING AND MOTIVATION



The School of Management, Presidency University, organised an inspiring session on “Goal Setting and Motivation” under the X-Factor Initiative on 16 March 2026 at the University Auditorium. The event reflected the strong interest in personal development, leadership, and career growth. The session was conducted by Mr. Rahul Kapoor, a renowned mindset coach, motivational speaker, author, and guest faculty at IIM Bangalore.

The session focused on helping participants understand the importance of setting clear, meaningful, and achievable goals while developing the mindset required to accomplish them. Drawing from his extensive experience in coaching individuals and organisations across the globe, Mr. Kapoor shared practical strategies for overcoming mental barriers, building self-discipline, and maintaining consistency in the pursuit of success. He emphasised that success is not solely determined by talent but by clarity of purpose, focused action, and a growth-oriented mindset.

GOAL SETTING AND MOTIVATION

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Throughout the session, students were encouraged to reflect on their personal and professional aspirations and identify actionable steps toward achieving them. The speaker combined principles of psychology, science, and spirituality to explain how positive thinking, resilience, and self-belief contribute to long-term success. Interactive discussions, real-life examples, and motivational insights kept participants engaged and inspired throughout the programme .

The event successfully motivated students to unlock their potential, improve productivity, and adopt a high-performance mindset.



ROLE OF FACULTIES IN STARTUPS DEVELOPMENT AND FUNDRAISING



The School of Management, Presidency University, organised a workshop on “Role of Faculty Members in Startups Development and Fundraising” on 25 April 2026 at F-Block Seminar Hall-2. The event was aimed at enhancing awareness about the evolving role of educators in fostering entrepreneurship and supporting startup ecosystems within academic institutions.

The workshop featured distinguished resource persons, Mr. Akash Akku, associated with CEDAT and startup ecosystem development initiatives, and Mr. Ditto Mohan, Founder of Biogrithm and Head of Investments at CEDAT. Through their expertise and industry experience, they provided valuable insights into the startup journey, from idea generation and validation to scaling ventures and securing investments.

ROLE OF FACULTIES IN STARTUPS DEVELOPMENT AND FUNDRAISING

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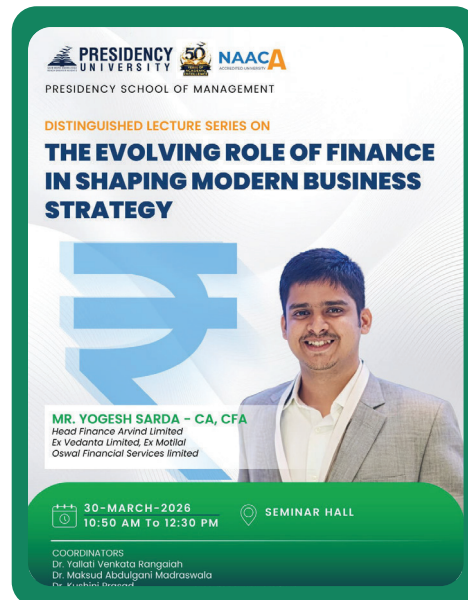
The session focused on equipping faculty members with practical knowledge to mentor aspiring student entrepreneurs. Participants learned about business model development, market validation, pitch deck preparation, and investor engagement strategies. The speakers also explained various fundraising avenues, including seed funding, angel investment, venture capital, grants, and government-backed startup support schemes. Special emphasis was placed on understanding investor expectations regarding innovation, scalability, market potential, financial planning, and team capabilities.

The workshop further highlighted the importance of faculty involvement in creating a robust entrepreneurial ecosystem through incubation support, innovation clubs, industry partnerships, mentorship programmes, and entrepreneur-ship-driven academic initiatives. Interactive discussions enabled participants to explore ways of integrating startup culture into the academic environment.



THE EVOLVING ROLE OF FINANCE IN SHAPING MODERN BUSINESS STRATEGY

The School of Management organised a distinguished guest lecture on “The Evolving Role of Finance in Shaping Modern Business Strategy” on 30 March 2026. The lecture was delivered by Mr. Yogesh Sarda, a Chartered Accountant (CA), Chartered Financial Analyst (CFA), and Head of Finance at Arvind Limited, with extensive professional experience at leading organisations including Vedanta Limited and Motilal Oswal Financial Services. The primary objective of the session was to help students understand the transformation of finance from a traditional support function to a strategic business partner that drives organisational growth and competitive advantage.



The speaker highlighted how financial decision-making influences business expansion, innovation, sustainability, risk management, and long-term value creation. Through real-world examples and industry insights, participants gained a deeper understanding of how finance contributes to strategic planning in modern organisations.

The lecture also explored emerging trends such as financial analytics, digital finance, fintech innovations, ESG (Environmental, Social, and Governance) considerations, and data-driven decision-making. Students learned how organisations leverage financial information and technology to improve performance, manage uncertainty, and gain a competitive edge in rapidly changing business environments.

The interactive nature of the session encouraged active participation, critical thinking, and meaningful discussions on contemporary financial challenges.

PMI BANGALORE CHAPTER – PRESIDENCY UNIVERSITY STUDENT CLUB INAUGURATION & MASTER CLASS



The School of Management, Presidency University, in collaboration with the PMI Bangalore Chapter, successfully organised the inauguration of the PMI Bangalore Chapter–Presidency University Student Club along with a Master Class on “Project Management – Campus to Corporate Career” on 6 April 2026. Conducted in a hybrid mode at the University Auditorium, the event was attended by MBA students specialising in Operations Management from the second and fourth semesters.

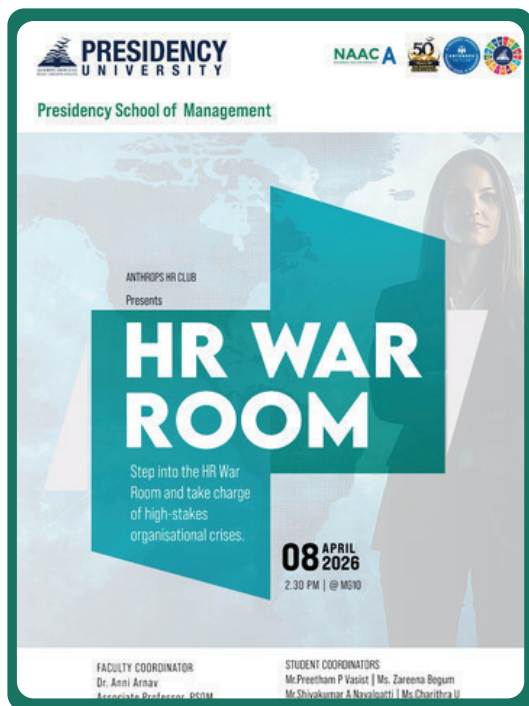
The Programme marked a significant milestone as the first-ever PMI-affiliated student club at Presidency University, aimed at bridging the gap between academic learning and professional project management

practices. The event featured distinguished industry leaders, including Mr. Balakumar Chinnaiyan, President of PMI Bangalore Chapter and Product Portfolio Director at GE Healthcare, and Dr. Parvez Alam, Regional Director of PMI South Asia. Other eminent PMI representatives and industry experts also shared their experiences and insights with the practices. The event featured distinguished industry leaders, including Mr. Balakumar Chinnaiyan, President of PMI Bangalore Chapter and Product Portfolio Director at GE Healthcare, and Dr. Parvez Alam, Regional Director of PMI South Asia.

The session focused on introducing globally recognised project management standards, methodologies, and certification pathways such as CAPM and PMP. Students gained valuable knowledge about project planning, execution, leadership, stakeholder management, and career opportunities available in project management across various industries. The speakers emphasised the growing importance of project management skills in today's dynamic business environment and highlighted the role of certifications in enhancing employability and professional growth.

The inauguration of the PMI Student Club created a platform for students to engage in industry-oriented learning, networking, leadership development, and project-based activities. Overall, the event successfully inspired students to pursue project management careers while strengthening the connection between academia and industry, thereby contributing to the development of future project leaders and professionals.

HR WAR ROOM



The Anthrops HR Club of the School of Management successfully organised “HR War Room” on 8 April 2026 at MG10. Designed as a high-intensity experiential learning activity, the event provided MBA students with a realistic simulation of executive-level HR crisis management scenarios. The event was structured as a time-bound simulation where participants assumed the roles of HR leaders responsible for handling multiple organisational crises simultaneously. Students were challenged to analyse complex workplace situations, evaluate stakeholder concerns, and make strategic decisions under pressure. The simulation recreated real-world HR war room environments, enabling participants to experience the demands of leadership, crisis management, and organisational decision-making.

The activity covered critical HR areas such as employee grievance handling, workplace conflict resolution, stakeholder communication, ethical decision-making, policy interpretation, and strategic workforce planning. Through collaborative discussions and problem-solving exercises, students applied theoretical concepts learned in MBA HR courses to practical and dynamic business situations.

The event significantly enhanced participants’ analytical thinking, negotiation, teamwork, communication, and leadership skills. Students appreciated the opportunity to engage in a realistic and challenging environment that required quick thinking and structured decision-making. Sanjana and Team emerged as the winners of the competition for their effective handling of the simulated crises. Overall, the HR War Room successfully bridged the gap between classroom learning and industry practice, strengthening students’ readiness for future HR leadership and managerial roles in organisations.

ESG REPORTING



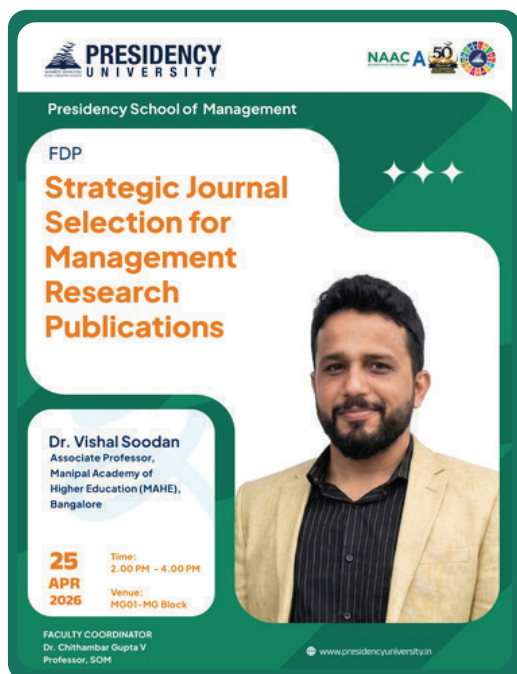
The School of Management organised a guest lecture on “ESG Reporting” on 20 April 2026 at E-Block Seminar Hall 3 for MBA students pursuing the Green Marketing course. The session was conducted by Dr. Shyna K.S., Assistant Professor, Kristu Jayanti (Deemed to be) University. The lecture aimed to provide students with a comprehensive understanding of Environmental, Social, and Governance (ESG) principles and their growing significance in contemporary business practices.

The session introduced students to the concept of ESG and its relationship with sustainability, corporate social responsibility (CSR), and responsible business management. The resource person explained the importance of ESG reporting in enhancing organisational transparency, accountability, and stakeholder trust.

Participants were familiarised with key ESG metrics, reporting standards, and globally recognised frameworks such as the Global Reporting Initiative (GRI), Business Responsibility and Sustainability Reporting (BRSR), and the Sustainable Development Goals (SDGs). Through practical examples and case studies of organisations such as TCP and Unilever’s Project Shakti, students gained insights into how companies integrate ESG principles into strategic decision-making and long-term business planning.

The lecture successfully enhanced students’ understanding of ESG concepts, reporting mechanisms, and sustainability practices. Participants appreciated the relevance of the topic and gained valuable knowledge about emerging expectations in corporate governance and responsible business conduct. Overall, the session strengthened students’ awareness of sustainable business practices.

STRATEGIC JOURNAL SELECTION FOR MANAGEMENT RESEARCH PUBLICATIONS



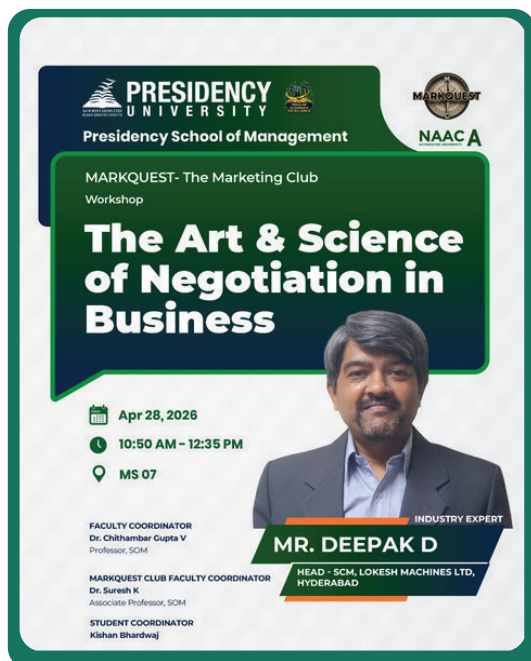
The School of Management organised a workshop on "Strategic Journal Selection for Management Research Publications" on 25 April 2026 at MG01 for faculty members and research scholars. The session was conducted by Dr. Vishal Soodan, Associate Professor at Manipal Academy of Higher Education (MAHE), Bengaluru, an accomplished researcher with significant publication experience and over 700 academic citations. The workshop aimed to enhance participant's understanding of journal selection strategies and improve the quality and impact of research publications.

The resource person shared valuable insights from his personal research journey and provided practical guidance on navigating the increasingly complex academic publishing landscape. The session focused on critical aspects of research publication, including identifying suitable journals, understanding indexing systems, avoiding desk rejections, recognising predatory journals, and differentiating legitimate journals from cloned or fraudulent publications. Participants were also introduced to the emerging role of Artificial Intelligence in academic research and publishing.

Through real-life examples and interactive discussions, Dr. Soodan highlighted the importance of selecting journals that align with research objectives, scope, and quality standards. He explained how improper journal selection can affect publication outcomes and emphasised best practices for improving manuscript acceptance rates. The workshop also addressed ethical publishing practices and strategies for enhancing research visibility and academic impact.

Overall, the workshop successfully increased awareness about quality research publishing and equipped participants with valuable knowledge and tools to make informed journal selection decisions, thereby strengthening their future research and publication efforts.

THE ART & SCIENCE OF NEGOTIATION IN BUSINESS



The School of Management organised a workshop on “The Art & Science of Negotiation in Business” on 28 April 2026 at MG13 for MBA students. The session was conducted by Mr. Deepak D, Head – Supply Chain Management at Lokesh Machines Ltd., Hyderabad, who brings over 30 years of industry experience, including extensive experience with Bosch. The workshop aimed to develop negotiation competencies among future managers and equip them with practical skills essential for achieving business excellence.

The session covered key topics such as the concept of negotiation, various phases of the negotiation process, characteristics of successful negotiators, and strategies for achieving mutually beneficial outcomes. Through real-life examples and industry anecdotes, students gained a deeper understanding of how negotiation influences business relationships, decision-making, and organisational success. A major highlight of the workshop was its experiential learning approach.

The speaker incorporated a business case study and facilitated a role-play exercise in which students actively participated in simulated negotiation scenarios. This hands-on activity enabled participants to apply theoretical concepts in a realistic environment, improving their communication, persuasion, analytical thinking, and conflict-resolution skills. Overall, the workshop successfully enhanced participants’ understanding of the art and science of negotiation and prepared them to handle complex business interactions with confidence and professionalism.

FROM CULTURE SHOCK TO CULTURAL INTELLIGENCE



The School of Management organised a seminar on “From Culture Shock to Cultural Intelligence – Managing People Across Borders” on 17 April 2026 for second-year MBA HR students studying Cross-Cultural Management. Conducted at MS08, the session featured Dr. Shalini Acharya as the resource person and aimed to equip students with the knowledge, skills, and awareness required to effectively manage cultural diversity in global business environments.

The seminar focused on helping students understand the concept of cultural shock, its causes, and its impact on individuals working or interacting in multicultural settings. Through engaging discussions, practical examples, and a video-based learning activity, the speaker explained the various stages of cultural adjustment and the challenges people encounter when exposed to unfamiliar cultural environments. An ice-breaking exercise further encouraged participation and helped students reflect on their own perceptions of cultural differences.

A key highlight of the session was the emphasis on developing cultural intelligence (CQ) as a critical competency for global managers and leaders. Dr. Acharya demonstrated how cultural awareness, adaptability, empathy, and effective communication can help individuals navigate cross-border interactions and build productive relationships in diverse workplaces. Students gained valuable insights into managing multicultural teams, resolving cross-cultural conflicts, and fostering inclusive work environments.

The session successfully connected theoretical concepts from Cross-Cultural Management with practical workplace applications. Participants appreciated the interactive approach and real-world relevance of the discussion. Overall, the seminar enhanced students’ understanding of global workforce dynamics and encouraged them to view cultural intelligence as a strategic asset for leadership, collaboration, and career success in an increasingly interconnected world.

ADIEU BATCH 2024–26



The School of Management organised the Farewell for Batch 2024–26 on 4 May 2026 at the University Auditorium. The event was conducted to celebrate the successful completion of the MBA journey of the outgoing batch and to provide a meaningful transition as students prepared to embark on the next phase of their professional and personal lives.

The event commenced with a warm welcome address by Dr. Krishna Kumar, Dean, School of Management, followed by an invocation song that set a positive and reflective tone for the celebration. The farewell featured a vibrant blend of cultural performances by both first-year and second-year MBA students, showcasing talent, creativity, and the strong bond shared among the batches. A fun-filled quiz session encouraged active participation and added excitement to the proceedings.

One of the most memorable segments of the event was the testimonial session, where graduating students shared their experiences, achievements, and gratitude towards the institution, faculty members, and peers. The certificate distribution ceremony recognised the accomplishments and contributions of students during their academic journey. Faculty performances, a special video tribute, and group photographs further enhanced the emotional significance of the occasion.

The Programme concluded with the closing remarks by Dr. Mohan Cherian, followed by a high-tea session that provided opportunities for interaction, networking, and reminiscing. Overall, the farewell was a well-coordinated and heartwarming celebration that created lasting memories while strengthening the lifelong connection between the graduating students and their alma mater.

INTRODUCTION TO OPERATIONS STRATEGY & PROCESS EXCELLENCE



The School of Management organised a guest lecture on “Introduction to Operations Strategy & Process Excellence – Airport Operations” on 6 January 2026 for MBA students specialising in Operations Management. Conducted at MF01, the session was delivered by Mr. Srivathsa E.S., Chief Consultant in Programme & Portfolio Management and Digital Transformation.

The lecture provided students with valuable insights into the strategic and operational aspects of managing one of the most complex service ecosystems—airport operations. Using Bangalore International Airport Limited (BIAL) as a case example, the speaker explained how operations strategy plays a critical role in ensuring efficiency, service quality, safety, and stakeholder coordination across airport functions. The discussion highlighted the interconnected nature of passenger services, cargo management, security operations, regulatory compliance, and digital governance.

Drawing from his extensive industry experience, Mr. Srivathsa demonstrated how process excellence frameworks, performance measurement systems, and digital transformation initiatives contribute to operational efficiency, resource optimisation, and customer satisfaction. Students were introduced to concepts such as process standardisation, capacity planning, performance metrics, risk management, and technology-enabled decision making within high-volume airport environments.

The session successfully bridged theoretical concepts of operations management with real-world industry applications. Participants gained a deeper understanding of how strategic planning and process excellence support scalability, sustainability, resilience, and continuous improvement in complex organisations. Overall, the lecture enhanced students’ knowledge of modern operations management and provided valuable exposure to the evolving challenges and opportunities within the aviation and airport management sector.

SIGMA CLUB ORIENTATION & ROADMAP SESSION



The School of Management organised the SIGMA Club Orientation & Roadmap Session on 20 January 2026 for MBA students specialising in Operations Management. Conducted at the Yoga Room, Management Block, the session aimed to introduce students to the vision, objectives, and planned activities of the SIGMA Club

The orientation was led by Dr. Ramesh Muthuswamy, Associate Professor and Faculty Coordinator of the SIGMA Club, along with Dr. Ranjith P. V., Professor and Faculty In-charge for X-Culture and Nusantara International Projects. The session provided students with a comprehensive overview of the club's mission to bridge classroom learning with practical industry exposure through workshops, guest lectures, analytics competitions, industry interactions, research initiatives, and experiential learning activities in operations and supply chain management.

A key highlight of the session was the discussion on international learning opportunities and global collaborative projects. Students were introduced to initiatives such as cross-cultural business challenges and international research engagements, which can help broaden their global perspective and professional competencies. The speakers also outlined the strategic roadmap for the academic year, encouraging active student participation in club activities to enhance leadership, teamwork, problem-solving, and industry-relevant skills.

Overall, the orientation successfully motivated students to actively contribute to the SIGMA Club and take advantage of the numerous learning, networking, and professional development opportunities available through the platform.

CAMPUS TO CAREER



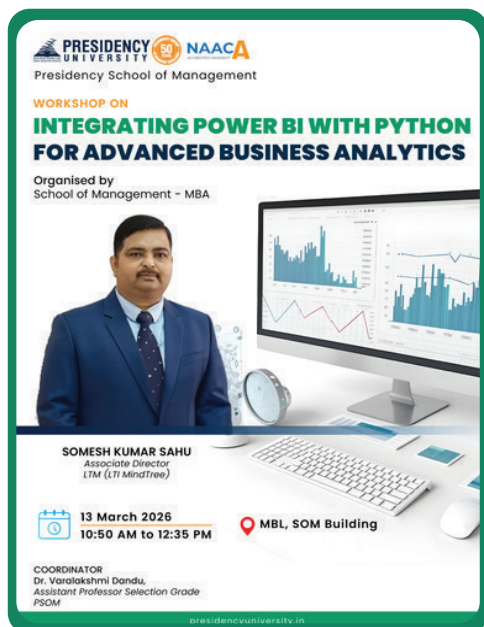
The Presidency School of Management organised the Campus to Career meeting on 26 February 2026 for MBA students associated with the MI-Presidency University Student Club, particularly students from MBA Sections 3 and 4. Conducted at MG03 and MG04, the session formed part of the PMI South Asia Powered Campus-to-Career Initiative, a structured Programme designed to prepare students for professional success through project management knowledge, leadership development, and industry engagement. The primary objective of the session was to introduce students to the Campus-to-Career framework and establish a roadmap for year-round engagement under the PMI ecosystem.

The Programme focused on onboarding student leaders, clarifying governance structures, aligning expectations, and communicating performance and recognition mechanisms.

A key highlight of the meeting was the discussion on the importance of project management competencies in enhancing career readiness. Students were introduced to globally recognised certifications such as Certified Associate in Project Management (CAPM®)

The event enabled students to understand the benefits of PMI student opportunities, membership, industry networking opportunities, and leadership pathways available through MI South Asia Programme. Overall, the session successfully strengthened awareness about project management as a career-enabling discipline and empowered students to actively participate in professional development initiatives that bridge the gap between campus learning and corporate expectations.

INTEGRATING POWER BI WITH PYTHON FOR ADVANCED BUSINESS ANALYTICS



The School of Management, Presidency University, organised a workshop on "Integrating Power BI with Python for Advanced Business Analytics" on 13 March 2026 at the Management Business Lab (MBL). The session was conducted by Mr. Somesh Kumar Sahu, Associate Director at LTIMindtree, Bengaluru. The workshop aimed to provide participants with practical exposure to advanced business analytics by demonstrating how business intelligence tools and programming languages can be integrated to generate meaningful business insights.

The session focused on the integration of Power BI and Python, showcasing how interactive dashboards can be enhanced using programming capabilities for advanced data processing, predictive analytics, automation, and customised visualisations.

The workshop also emphasised the significance of data storytelling, analytical thinking, and effective communication of insights. Students gained an understanding of how technical skills and visualisation techniques can be combined to create dynamic and intelligent business analytics solutions. In addition, the speaker highlighted emerging career opportunities in business analytics, data science, business intelligence, and digital transformation.

Overall, the event successfully bridged the gap between academic learning and industry practice, equipping students with valuable knowledge of advanced analytics tools and strengthening their readiness for data-driven business careers.

The session focused on the integration of Power BI and Python, showcasing how interactive dashboards can be enhanced using programming capabilities for advanced data processing, predictive analytics, automation, and customised visualisations.

INTEGRATION OF CUSTOMER NEEDS INTO SUPPLY CHAIN MODELS WITH DIGITAL TRANSFORMATION



The School of Management organised a guest lecture on “Integration of Customer Needs into Supply Chain Models with Digital Transformation” on 24 March 2026 for MBA fourth-semester students specialising in Operations Management. The session was delivered by Ms. Anuradha Laskar, Head – India Supply Chain, Merck Life Science, who brings over two decades of experience in customer service, supply chain leadership, project management, and organisational transformation. The lecture focused on how organisations can effectively integrate customer requirements into supply chain models through digital transformation and advanced technologies.

Ms. Laskar introduced students to key supply chain functions, including Demand Planning, Supply Planning, and Supply Network Planning, and explained how these processes contribute to operational excellence and customer satisfaction at Merck. A major highlight of the session was the discussion on Merck’s use of innovative technologies such as the SigmaAldrich.com platform for customer engagement, order management, and website analytics. Students were introduced to concepts such as predictive demand forecasting, customer profiling, clickstream analysis, and digital supply chain tools like Logility, which help organisations anticipate customer needs and optimise inventory and replenishment processes.

The session provided participants with practical exposure to real-world supply chain strategies and emerging industry trends. Overall, the lecture successfully bridged academic concepts with industry best practices and enhanced students’ understanding of customer-centric, technology-enabled supply chain management.

BFSI HORIZONS: EXPLORING CAREERS AND OPPORTUNITIES



The School of Management organised a seminar on “BFSI Horizons: Exploring Careers and Opportunities” on 19 March 2026 for first-year MBA students specialising in Banking and Financial Services (MBF). Conducted the session featured Mr. Srikumar Nair as the resource person and aimed to provide students with a comprehensive understanding of the Banking, Financial Services, and Insurance (BFSI) sector and its diverse career opportunities.

The seminar was designed to help students align their academic journey with industry expectations and prepare effectively for internships, placements, and future career growth. The speaker provided an overview of the BFSI ecosystem and explained its critical role in driving economic development, financial inclusion, and business growth. Students were introduced to a wide range of career opportunities across banking, insurance, investment management, wealth management, fintech, and financial consulting.

A significant part of the discussion focused on the skills, competencies, and professional mindset required to succeed in the BFSI industry. The speaker emphasised the importance of analytical thinking, communication skills, adaptability, technological awareness, and ethical decision-making in building a successful career.

Emerging industry trends such as digital banking, fintech innovations, risk management, regulatory compliance, and ESG-focused finance were also discussed, providing students with valuable insights into the future of the sector.

CAREER PLANNING (ALUMNI) – ALUMNI FROM DIFFERENT SPECIALISATIONS



The School of Management organized a Panel Discussion on Career Planning by Alumni for MBA students from various specializations. The session brought together accomplished alumni from Finance, Marketing, Digital Marketing, and Business Analytics backgrounds to share their professional experiences, industry insights, and career guidance with students.

The discussion focused on emerging career opportunities across domains such as FinTech, ESG Reporting, Risk Analytics, Corporate Finance, Product Strategy, Consumer Analytics, Digital Marketing, and Strategic Finance. The panelists highlighted the growing demand for professionals with hybrid skill sets who can combine technical expertise with analytical and strategic thinking.

A major theme of the session was the development of a professional mindset, including resilience, adaptability, strategic thinking, and a commitment to lifelong learning. The alumni stressed that while technological advancements and AI are transforming industries, human judgment, communication, ethical reasoning, and leadership remain invaluable competencies.

The panel concluded with practical placement preparation strategies, including participation in case competitions, portfolio development, interview preparation, and staying updated with industry trends.

UNION BUDGET 2026: FROM POLICY VISION TO BUSINESS REALITY

The Panel Discussion on “Union Budget 2026: From Policy Vision to Business Reality” was organized to provide MBA students with a comprehensive understanding of the strategic vision and economic implications of the Union Budget 2026–27. The session aimed to analyze India's growth outlook, fiscal priorities, and policy measures designed to accelerate the nation's journey towards a Viksit Bharat.

The panel discussion provided participants with valuable insights into the economic vision and strategic priorities outlined in the Union Budget 2026–27. Students gained a deeper understanding of India's growth trajectory and the role of fiscal discipline, deficit reduction, and sustainable debt management in ensuring macroeconomic stability.

Participants learned how public capital expenditure and infrastructure investments contribute to employment generation, industrial growth, and private sector confidence. The session highlighted the importance of youth-centric initiatives, entrepreneurship promotion, skill development, and innovation in achieving the vision of a developed India.

The panelists explained the practical implications of major reforms, including taxation changes, MSME support measures, manufacturing incentives, and sustainability-focused policies. Students were able to connect budgetary provisions with real-world business opportunities and corporate decision-making processes.

The discussion also enhanced participants' ability to interpret economic policies, evaluate their impact on industries, and understand their relevance in managerial and strategic contexts.



CAREER READINESS PROGRAM WORKSHOP



The Career Readiness Program Workshop, organized in association with the National Institute of Personnel Management (NIPM), Karnataka Chapter, was conducted on 31st March and 1st April 2026 for MBA II Semester students. The primary objective of the workshop was to enhance students' career readiness by providing practical exposure to LinkedIn branding, internship preparation, and industry expectations. The workshop featured panel discussions involving senior HR leaders and industry experts from organizations such as ITC Limited, Rittal India, Griffith Foods, and Tata Electronics.

The discussions focused on employability skills, corporate hiring practices, professional attitude, communication skills, adaptability, emotional intelligence, and career planning. Students gained valuable insights into current industry requirements and workplace expectations.

Technical sessions on LinkedIn Branding, conducted by Mr. Ashwin Upadhyaya, helped students understand profile optimization, personal branding, networking strategies, and recruiter engagement. Internship Orientation sessions led by Ms. Deeksha Shetty provided guidance on workplace etiquette, internship expectations, skill development, and converting internships into long-term career opportunities.

The workshop successfully bridged the gap between academic learning and industry requirements by exposing students to real-world corporate perspectives.



FINANCIAL MODELLING BOOTCAMP

The Financial Modelling Bootcamp – From Theory to Excel-Driven Decision Making was organised to provide MBA students with practical exposure to financial modelling techniques and their applications in business decision-making. The bootcamp aimed to bridge the gap between classroom learning and industry requirements by equipping participants with essential skills in financial analysis, forecasting, valuation, and Excel-based modelling.

The bootcamp commenced with an introduction to the fundamentals of financial modelling and its significance in corporate finance, investment analysis, and strategic planning.

The resource person explained how financial models are used by organisations to evaluate business performance, forecast future outcomes, and support managerial decision-making. Participants were introduced to key Excel functions, financial formulas, and modelling techniques used in developing structured financial statements and projections.

The session emphasized the importance of analytical thinking, data interpretation, and evidence-based decision-making in modern business environments. Interactive discussions and case-based illustrations enabled students to understand how financial models are applied in investment appraisal, business planning, and performance evaluation.

Overall, the bootcamp successfully strengthened participants' financial analytical skills, improved their understanding of financial modelling concepts, and increased their preparedness for careers in finance, consulting, investment analysis, and corporate decision-making.



GUEST LECTURE ON “CLEAN ENERGY SOLUTIONS”

The Guest Lecture on “Clean Energy Solution” was conducted on 2 March 2026 to create awareness among MBA students about sustainability, renewable energy, and the growing importance of environmentally responsible business practices. The session was delivered by Ms. Pratibha X.P., Associate Director, Arcadia, who provided valuable industry insights into clean energy adoption and green business strategies.

The lecture began with an overview of global environmental challenges, particularly carbon emissions and climate change, emphasising the urgent need for sustainable energy solutions.

The speaker introduced the concept of Green Marketing and explained how organizations are transitioning from promoting environmentally friendly products to integrating sustainability into their overall business strategy. Through examples of companies such as Tesla, Volkswagen, Patagonia, and Google, students gained an understanding of how leading organisations are implementing successful green initiatives.

The session further explored the key pillars of renewable energy, with a special focus on solar energy, its benefits, growth potential, and challenges. The role of governments and regulatory bodies in supporting the renewable energy ecosystem was also discussed.

Students were introduced to the concept of Community Solar Projects and learned how technology-driven platforms such as Arcadia contribute to expanding clean energy accessibility and adoption.



FRESH FACES, BRIGHT MINDS – THE NEW HORIZONS



Dr. S. Baranidharan serves as an assistant professor (senior scale) at the School of Management, Presidency University, Bangalore, where he integrates academic rigor with practical industry insight in his teaching and research endeavors. With a strong foundation in management studies and specialised pedagogical training, he contributes to the development of future business leaders through engaging coursework, mentorship, and curriculum innovation that bridges theoretical frameworks with real-world applications. A prolific researcher, he has published 39 articles in Scopus-indexed journals and 11 articles in Web of Science (WoS)-indexed journals, reflecting his sustained contribution to high-impact scholarly discourse. Beyond the classroom, he remains engaged in academic administration, industry collaboration, and continuous professional development, reflecting his dedication to academic excellence and research innovation within the School of Management.



Dr. Somnath Bhattacharya is an Assistant Professor at Presidency University, Bengaluru, specialising in Business Analytics, Marketing, and Information Systems. He holds a Ph.D. from IIT Kanpur and brings over seven years of combined academic and industry experience, including roles at CMS B School, RV Institute of Management, Alliance University, Tata Consultancy Services, and ICICI Bank. His expertise spans digital marketing, consumer behavior, data visualisation, and machine learning with Python and R. He has published in reputed journals and conferences, coauthored academic texts, and contributed to consultancy projects, blending research with practical industry insights.



Dr. Ujwala Kamble holds a Ph.D. in Economics from the prestigious Gokhale Institute of Politics and Economics, Pune. With over 10 years of professional experience, her expertise spans econometrics, international trade, input-output analysis, and the application of machine learning and AI, with research presented at several international conferences globally. She has served as an economist with Dun & Bradstreet and the Tata Group, Mumbai, contributing to economic and policy research, market research, and business strategy. A recipient of the Best Ph.D. Thesis Award and international research travel grants, she brings a distinguished blend of academic excellence and practical industry experience.

Article

THE SWARA OF TRUTH

One summer morning, several lakhs of students across India woke up carrying hope in their hearts. Some had spent years in coaching classrooms, while others had studied late into the night under dim lamps, supported by parents whose dreams quietly rested on their children's success. For many families, the medical entrance examination was never just a test- it was years of sacrifice, discipline, and belief coming together in a single moment. My younger daughter was one among them.

When she walked out of her NEET examination, there was quiet confidence in her eyes. She knew she had done well. As a father, I felt that rare sense of relief only a parent can understand. Months of preparation, sleepless nights, emotional struggles, and silent prayers finally seemed to be leading somewhere meaningful.

Then came the news of the NEET paper leak. What began as rumours soon became headlines. Almost overnight, confidence gave way to confusion. I still remember watching my daughter sit in silence, shattered, not because she had failed, but because she had done everything right and suddenly felt that honesty itself has no value.

As a father, I faced a challenge no profession had ever prepared me for. I had to steady my own emotions before helping her find hers. I reminded her that while a flawed system may delay outcomes, it can never take away effort, character, or capability. Slowly, I saw her regain her swara—that inner voice of courage, dignity, and self-belief that no unfair circumstance can silence.



Dr. Mohan Cherian

Professor of Practice &
Program Chair -
Marketing & Finance

Article

THE SWARA OF TRUTH

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In that quiet struggle at home, I realized that ethics and integrity are not concepts reserved for textbooks, seminars, or corporate speeches. Their true meaning is understood when the consequences of someone else's dishonesty enter your own home, shake your child's confidence, and test the strength of your family.

The same pattern appears across society. In workplaces, recognition sometimes goes to the loudest voice rather than the most deserving effort. In organisations, impressive numbers can hide uncomfortable truths. In leadership, public words may inspire, but private choices reveal true character. Some of the world's most admired institutions have collapsed not because they lacked talent, but because truth was replaced by convenience.

Education carries an even deeper responsibility. Trust weakens when fairness is compromised, whether in an examination hall, a research lab, or a classroom. A teacher's lesson may be remembered for a semester, but a teacher's integrity often shapes a student for life.

Today, ethical choices are no longer confined to institutions. They appear in classrooms, laboratories, WhatsApp groups, hiring decisions, and even in a simple online post. In a world where information travels instantly and reputations can change overnight, integrity remains the one currency whose value never fades.

In the end, achievements, titles, and positions may be remembered for a while. What endures far longer is the trust one builds—and the swara of truth one leaves behind.

Article

FUTURE OF WORK: CULTURE, COMPLIANCE AND TECH

The workplace of the future is no longer defined by towering office buildings, fixed schedules, or strict corporate hierarchies. It is evolving into a flexible, technology-driven, and employee-centered ecosystem where innovation, adaptability, and ethics determine success. Across industries, organisations are reimagining how people work, collaborate, and grow in an increasingly digital world.

One of the most visible transformations is the rise of hybrid and remote work culture. What began as an emergency response during the pandemic has now become a permanent feature of modern business. Employees today seek more than salaries and promotions; they value flexibility, work-life balance, mental well-being, and meaningful engagement.

According to the “Microsoft 2025 Annual Work Trend Index,” nearly 70% of employees globally prefer flexible work arrangements. Companies such as Google and Microsoft have embraced hybrid work models, digital collaboration platforms, and wellness initiatives to improve both productivity and employee satisfaction. The office is no longer just a workplace—it is becoming a hub for creativity, teamwork, and human connection.

At the same time, organisations are recognizing that strong workplace cultures are built on inclusion and empathy. Diversity in gender, culture, and perspectives is increasingly viewed as a competitive advantage because it drives innovation and better decision-making. The pandemic also exposed serious concerns related to burnout, stress, and digital fatigue. As a result, many companies are investing in mental health support systems, employee assistance programs, and continuous learning opportunities to create healthier and more resilient workforces.



Dr. Somen Mitra

Asst. Professor,
School of Management.

Article

FUTURE OF WORK: CULTURE, COMPLIANCE AND TECH

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While workplace culture is evolving, compliance has become equally important. The expansion of remote work and digital operations has increased concerns regarding labour laws, cybersecurity, and data privacy. Governments worldwide are strengthening regulations to protect employee rights and digital information. The European Union's General Data Protection Regulation (GDPR) has significantly influenced global standards for data protection and corporate accountability. Today, compliance extends beyond legal obligations to include ethical governance, environmental responsibility, and responsible use of technology.

Cybersecurity has emerged as another critical challenge in the digital workplace. As businesses increasingly depend on cloud systems and online platforms, cyber threats continue to grow in scale and complexity. IBM's "Cost of a Data Breach Report 2025" highlighted the rising financial impact of cyberattacks, compelling organisations to strengthen cybersecurity infrastructure and employee awareness programs.

Technology, however, remains the strongest driver of workplace transformation. Artificial Intelligence (AI), automation, cloud computing, and advanced analytics are reshaping industries at an unprecedented pace. AI-powered systems are improving recruitment, customer service, financial analysis, and supply chain management. Research by McKinsey & Company suggests that automation and generative AI could add trillions of dollars annually to the global economy while significantly enhancing productivity.

Yet, technological progress also brings concerns about job displacement and widening skill gaps. Employees must continuously upskill themselves in digital competencies, creativity, adaptability, and problem-solving to remain relevant in an AI-driven world.

Ultimately, the future of work will belong to organisations that successfully balance technology with human values. Businesses that prioritize flexibility, ethics, innovation, and employee well-being will not merely survive—they will lead the workplaces of tomorrow.

Article

HOW TO CHOOSE THE RIGHT SPECIALIZATION IN MBA?

Choosing MBA specialisation is a crucial career decision. In general students exhibit herd mentality while selecting their MBA specialisation by simply following what peers, parents, or influencers recommend. This can cost two to three years of career growth, financial investment and mental burnout being in the role that doesn't match your personality or interest

How to choose right specialisation?

In the selection of specialisation, it is better to consider personality aptitude, interest, graduation background and market opportunities mainly but there can be many more things also.

Let us see here one by one the above mentioned.

1.Personality trait matching: Match your natural disposition to the day-to-day reality of the role. You know what you are better. Further to understand your personality traits, you can take up The Big Five Inventory(BFI) test, a widely used one which categorises personality traits into five and depending your score you can choose specialisation.

If you score high in 'Extraversion'(sociable, assertive and energetic), best fit is marketing specialisation which require pitching ideas, customer relationship management and leading teams.If you score high in 'Conscientious' trait(more organised, achievement-driven, numeric enthusiast, time-sensitive), the bit is finance/business analytics/operations/supply chain management where you need to manage corporate budgets, investments, logistics requiring rigorous analytical focus and heavy discipline and if your score is high in 'Agreeableness'(who have compassion, empathy, co-operation), the best is HR specialisation which demands conflict resolution, strong inter-personal relations, and employee wellness focus and scored high in 'Openness' means you have curiosity, innovativeness and creativity.



Dr. Ramanaiah
Professor School of
Management.

HOW TO CHOOSE THE RIGHT SPECIALIZATION IN MBA?

contd.....

This trait is perfect for establishing new business and designing business strategies, so pursuing career in entrepreneurship is suggested and finally if scored more in 'Neuroticism', (calmness) consulting is better where you play pivotal role in corporate crises or advice on restructuring.

2.Interest: Your interest is important here in selection that dictates your academic motivation, long-term career satisfaction, and overall success. As MBA curriculum requires deep dives into complex case studies, assignments, mini-projects and internships. Your intrinsic motivation yields better academic performance. If you are passionate with what you study, you can achieve what you want or else you get disengaged and become slow and achieve nothing.

3.Graduation Background: Graduation background is a competitive advantage. In general, engineering graduates can have easy transition into operations/supply chain management specialisation and commerce graduates will have natural inclination towards finance, they can leverage their undergraduate degree in commerce while choosing finance specialisation and excel also provided they are good in quantitative areas, and have good analytical and interpretation skills.

4.Market Opportunities: The last but not the least is to consider the market opportunities. You have to strike a balance between your passion and industry demand. Choose the specialisation that has strong job growth, good placement rates with decent salary packages for which you have to talk to placement coordinators/department concerned, talk to alumni and do research for understanding trends on platforms like Naukri/LinkedIn before deciding.

Conclusion

Finally, do not forget to talk yourself through the process and seek guidance from professors who know your personality, abilities, and skills. The task of choosing right MBA specialisation is more about aligning your skills, passions and long-term goals. Your choices should bridge the gap between who you are and where you want to be in the corporate world.

ALGORITHMIC CONSUMERS: THE MECHANICS BEHIND AUTONOMOUS SOURCING AND PURCHASE EXECUTION

McKinsey & Company's impact analysis states the global economic value dominated entirely by autonomous "machine customers" is estimated to reach an enormous \$3 trillion to \$5 trillion by 2030. Adobe Analytics' staggering 805% year-over-year surge in AI-driven traffic targeting major retail infrastructures during the Black Friday 2025 shopping window validates this monumental paradigm shift, substantiating that algorithmic proxies are swiftly capturing the digital transaction pipeline. This phenomenon supports the rapid rise of Algorithmic Consumers—autonomous digital agents designed to bypass conventional front-end user interfaces to source, evaluate, and order products programmatically.



Dr. Mudasir Raja
Professor School of
Management.

A study conducted by Grand View Research reveals that the world-wide agentic commerce market size already crossed \$5.71 billion in 2025 and is growing at a CAGR of 35.7%, pushed fast by an enterprise-wide shift from "human browsing" to "Machine-to-Machine" (M2M) interactions in the marketplace.

The Mechanics of Autonomous Sourcing

The sourcing architecture of an algorithmic consumer junks legacy Search Engine Optimization (SEO) system in favor of Agent Intent Optimization (AIO). Instead of construing visual metadata, promotional banners, or web copies stuffed with key-words, agents work within high-dimensional vector spaces, figuring out the semantic similarity across structured merchant datasets by applying specialised embedding models. To enable this technical handshake, modern infrastructures in enterprises is adapting to layers of open-source middleware like the Model Context Protocol (MCP), which lets autonomous agents to securely send queries to merchant databases, supply chain web-hooks, Service Level Agreements etc. in real-time.

ALGORITHMIC CONSUMERS: THE MECHANICS BEHIND AUTONOMOUS SOURCING AND PURCHASE EXECUTION

The merchants are now increasingly compelled to host standardised, machine-readable configuration files at such endpoints which these agents are able to locate deterministically, such as /.well-known/ protocols. These files do away with the human-centric HTML entirely, allowing the querying buyer agents to scrape the exact variables systematically e.g. coefficients of mechanical durability, formulas of material purity, and matrices of precise localised tax. The agent's assessment pipeline runs a stringent multi-objective optimisation script, promptly sweeping out online storefronts breaching the threshold of 200-millisecond latencies in API responses.

Distributed Execution Frameworks and Brand Adoption

The last stage of the algorithmic consumer loop requires automated checkout pipelines which remove the friction of the traditional multi-step shopping cart. To link this gap, the leading payment and technology ecosystems have created standardised transaction frameworks. A leading example is the Agentic Commerce Protocol (ACP), an open-source standard deployed through a joint infrastructure collaboration OpenAI and Stripe. ACP unites discovery of products, assembly of secure tokenised cart, and financial settlement across merchants into one automated cryptographic handshake.

Enterprise software giants are determinedly re-structuring their architectures to monetise these new machine buyers. For example, Salesforce has launched its Agentforce Commerce ecosystem complimented with Adobe Commerce to uncover programmable, direct endpoints particularly designed to take in the incoming autonomous purchase orders. Simultaneously, engines that face the consumers, for example, Perplexity AI have increasingly scaled their native "Buy with Pro" framework, enabling conversational agents to run end-to-end checkout cycles with tokenised merchant credentials stored in secure user vaults. Morgan Stanley's equity forecast predicts that these agentic transactions will cover up to 20% of the total U.S. e-commerce spend by 2030. This is evident by the digital storefronts increasingly evolving into dark marketplaces optimised selectively for the logic followed by algorithms than the visual persuasion of humans.

THE SYNERGY OF SUCCESS: SELF-DISCIPLINE, CONSISTENCY, AND ENHANCED BALANCE

In today's fast-paced world, everyone aspires to achieve success, whether in their career, relationships, or personal growth. However, true success is not a random stroke of luck or an overnight miracle. It is the result of a deliberate path and daily practice. Insights from leading psychological and philosophical analyses reveal that 'Self-Discipline', 'Consistency', and 'Emotional Balance' are the three critical cornerstones of a fulfilling life.

These traits do not just help you reach your goals; they completely transform your character. "A life without problems is a waste, a destination without challenges is futile. Your self-confidence is your weapon." — Dr. A.P.J. Abdul Kalam



Dr. B. Anupama
Assistant Professor
-Selection Grade

1. Self-Discipline: The Master Key to Your Intentions

A life without self-discipline and time management is like a ship navigating the ocean without a rudder. Self-discipline is not about punishing yourself or living a rigid, joyless life; it is about mastering your thoughts, emotions, and actions to serve your long-term good.

- **Conquering Distractions:** In the digital age, notifications, entertainment, and instant gratification constantly pull us away from our goals. Self-discipline acts as a shield, allowing you to say "no" to temporary pleasures to say "yes" to long-term achievements.
- **Beating Procrastination:** Laziness often whispers to delay tasks until tomorrow. Discipline forces you to take action today. It ensures you live by design, not by default.

THE SYNERGY OF SUCCESS: SELF-DISCIPLINE, CONSISTENCY, AND EMOTIONAL BALANCE

Real-World Example: India's former President, Dr. A.P.J. Abdul Kalam, faced severe hardships early in life. Despite these hurdles, he maintained a strict routine, waking up at 4:00 AM daily to work and study. This lifelong commitment to self-discipline took him from a small village to the highest office in the country.

"If you do not govern yourself, somebody else will govern you." — Swami Vivekananda

2. Consistency: The Compound Interest of Effort

"Nothing changes in a single day... but the effort put in every day changes history." Many people start a new project, diet, or career path with intense enthusiasm, only to quit when results do not appear immediately. The difference between those who succeed and those who fail is consistency.

- The Power of Small Habits: Giant leaps do not create success; small, repeated actions do. Exercising for twenty minutes every day builds a healthy body, whereas exercising for five hours once a month only causes injury.
- Building Trust and Momentum: When you perform consistently, you build momentum. In professional life, consistency makes you reliable, earning you the trust of colleagues, clients, and leaders.

Real-World Example: Cricket legend Sachin Tendulkar possessed immense natural talent, but his success relied heavily on his relentless consistency. He never skipped his morning practice sessions throughout his decades-long career, regardless of his fame or weather conditions.

"Success is not an action, but a habit." — Aristotle

3. Emotional Balance: Navigating Life's Storms

Life is unpredictable. It brings unexpected financial crises, health issues, workplace stress, and relationship conflicts. Emotional balance is the ability to keep your internal peace steady, even when external circumstances are chaotic.

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BEYOND THE PODIUM: IN CONVERSATION WITH DR. AUROBINDO KIRIYAKERE



For most students, lecturers exist within classrooms teaching, guiding, and grading. But beyond that space, there's often a story we don't see. Dr. Aurobindo Kiriyakere is someone who refuses to be defined by just one role. "What students see on campus is probably just a quarter of my life," he says. Outside academics, he is a public speaker, a traveller, a music enthusiast, and an avid learner, constantly exploring new experiences.

His journey, like many others, has been shaped by both experiences and lessons. Early in his career, he moved into a new role that offered greater responsibility and growth. While it seemed like the right step at the time, it also came with challenges that made him reflect on what truly defines success. Over time, he realised that success is not just about titles or pay, but about balance and well-being. With over two decades of experience in the corporate world, working with companies like IBM and Oracle, teaching was never part of the original plan. It happened unexpectedly, but once he stepped into the classroom, he found his calling. Today, he has taught over 10,000 students and hopes to reach one lakh. Yet, for him, impact isn't about numbers. "Even if 1% of students take one lesson from my life, my job is done," he says.

One of his most defining milestones came at the age of 50, when he earned his PhD graduating alongside his own students. It was a deeply personal achievement, dedicated to his late father. Beyond teaching, his life is driven by curiosity. He sings in multiple languages, travels extensively, and has built a strong presence in public speaking, earning the title of Distinguished Toastmaster. As an author, his works have also received recognition, reflecting his belief in continuous learning.

Faculty Unplugged

Contd....



That belief is rooted in a simple idea he carries with him: “The world of ignorance will always be bigger than the world of knowledge.” For him, this is a reminder to stay humble and keep learning.

He also believes students today often confuse access to information with understanding. “You know the price of everything, but not the value,” he says, pointing to the importance of effort and real-world application.

His advice is straightforward, “Never stop learning. Life will keep teaching the same lessons until they are understood”.

For Dr. Kiriyakere, however, the most meaningful moments are not awards or titles, but the impact he has on his students.

At a student’s wedding, a former student approached him and reminded him of a presentation she had once given on quantum computing—one that hadn’t gone as planned. He had offered her honest feedback at the time. She took it seriously.

Years later, during an interview with IBM, she presented the same topic with confidence and secured the job. She later told him she wanted to pursue a PhD and enter academia, inspired by him.

In that moment, his role as a teacher found its true meaning. Because the real impact of teaching isn’t limited to classrooms, it lives on in the journeys of students beyond them.

MIND OVER MUSCLE: HEALTHY BODY AND A HEALTHY MIND

IN CONVERSATION WITH MR. SARAVANAPANDIYAN P



The conversation didn't begin with stress—it began with perspective.

Mr. Saravanapandiyan pointed out something most students overlook: stress itself isn't the real issue. It often comes from outside deadlines, expectations, constant pressure. What truly matters is what happens when it goes unmanaged. That's when it turns into burnout.

And burnout, he explained, isn't sudden. It builds quietly.

What stood out was his emphasis on awareness. Before trying to fix stress, students need to ask themselves a simple question: Is the way I'm coping actually working? Because repeating what isn't working only pushes you further toward exhaustion. Sometimes, the immediate reset is surprisingly basic: pause, focus on your breathing, and eat something. Running on an empty stomach can affect your emotional state more than you realize.

As the discussion moved to early signs, it became clear why burnout is often missed. It doesn't look serious at first. It feels like tiredness, irritation, or just "one of those days." But one thing students shouldn't ignore is their emotional response. If reactions feel too intense or completely absent, that's a signal. Stress tends to show up in two extremes: either everything feels overwhelming, or nothing feels like anything at all.

MIND OVER MUSCLE: HEALTHY BODY AND A HEALTHY MIND



When asked about feeling constantly overwhelmed, his answer was simple: it's not about having too much to do but trying to handle too many things at once. Mixing emotional stress with academic pressure only makes it worse.

The solution? Learn to say no. Prioritize what actually matters in that moment. Some of his suggestions, however, weren't about fixing anything, but about creating space.

Spending fifteen minutes a day alone, without a phone, allows the mind to slow down and process. Reading, he added, is one habit that quietly protects you from unnecessary emotional chaos.

On digital exposure, his view was clear, phones aren't the problem, but the way we use them is. For many students, they've become a coping mechanism, an easy escape from discomfort. The answer isn't to quit, but to use them with intention. Toward the end, he emphasized something students often ignore entirely, food. Your gut, he explained, plays a major role in regulating your mood and stress. Without a stable physical foundation, everything else- motivation, discipline, focus becomes temporary.

In the end, the message wasn't about eliminating stress. It was about building a life strong enough to handle it.

Psychologist's Note

Fix your basics, eat well, sleep properly, move your body.

When your foundation is strong, everything else becomes easier to manage.

MOVIE REVIEW: MANAGEMENT THROUGH CINEMA

Film: The Intern

Why Human Connection Still Matters at Work? in a world dominated by automation, AI, deadlines, and constant digital communication, *The Intern* feels surprisingly refreshing. Unlike most corporate dramas, this movie does not rely on intense competition or boardroom politics to make an impact. Instead, it quietly reminds us that empathy, emotional intelligence, and human connection still matter in the workplace.



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Movie Review

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The story revolves around Ben Whittaker, a 70-year-old widower played by Robert De Niro, who joins a fast-growing e-commerce startup as a senior intern. Anne Hathaway plays Jules Ostin, the ambitious founder struggling to balance leadership, pressure, and personal life. What begins as an unusual professional arrangement slowly develops into a meaningful mentorship built on trust and mutual respect.

What makes this movie especially relevant for MBA students is its portrayal of modern workplace culture. It explores themes like generational diversity, startup pressure, work-life imbalance, women in leadership, and evolving definitions of success. The movie shows that while technology may transform workplaces, the emotional side of leadership cannot be replaced.

One of the most relatable aspects of "The Intern" is how realistic the characters feel. Jules is talented and driven, yet overwhelmed. Ben is calm, experienced, and emotionally intelligent in ways modern workplaces often overlook. Their interactions beautifully highlight the value of intergenerational collaboration in organizations.

The film also subtly comments on future workplaces where adaptability becomes more important than age or hierarchy. Ben's willingness to learn and contribute proves that experience and wisdom remain valuable even in fast-changing industries. Unlike many business films that focus only on profit and competition, The Intern focuses on people and that is exactly why it works so well. It is warm, thoughtful, and quietly inspiring.

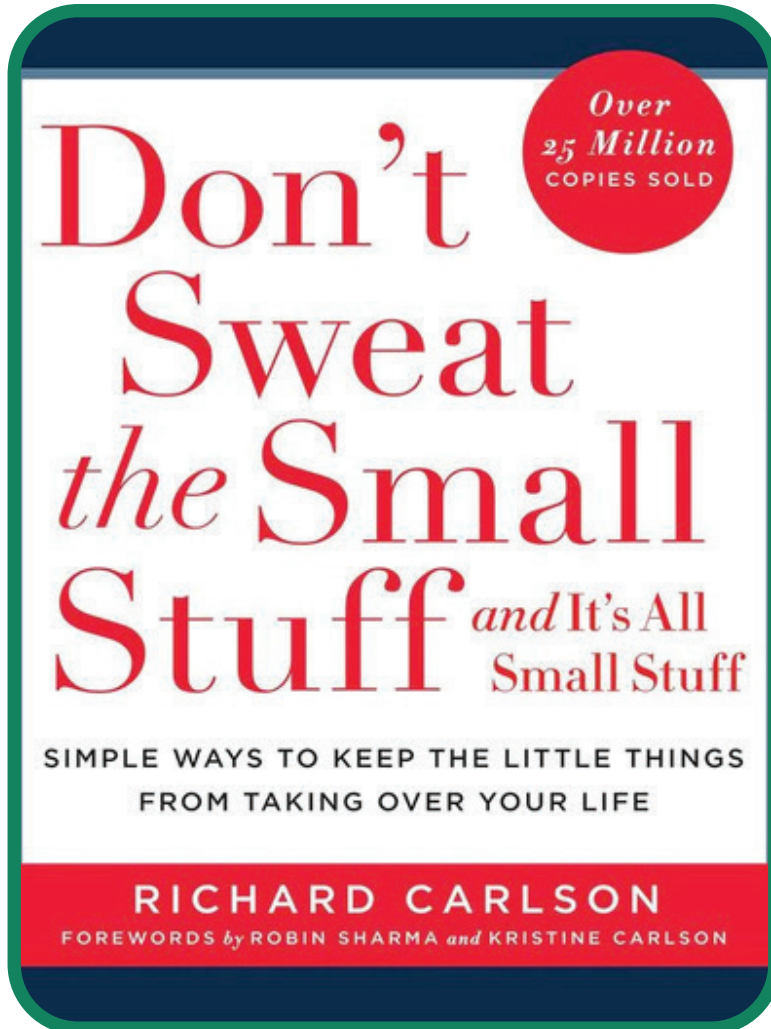
By the end of the movie, you do not just remember the company or the business. You remember the relationships, the conversations, and the humanity behind the workplace.

Management Takeaway:

Technology may shape the future of work, but empathy and emotional intelligence will always define great leadership.

Book Review

FROM NATIONAL IDENTITY TO GLOBAL BRAND: THE SONY STORY



CHARITHRA U
MBA

As an MBA student, *Don't Sweat the Small Stuff... and It's All Small Stuff* by Richard Carlson felt more like a conversation than a typical self-help book. In a lifestyle where assignments, presentations, deadlines, and career pressure can easily become overwhelming, this book gives a simple but important reminder, not every problem deserves our stress and attention.

What I liked most about the book is its simplicity. Carlson does not try to sound overly technical or philosophical.

Book Review

Contd...

Instead, he uses small everyday situations to explain how people often waste energy overthinking, arguing, or worrying about things that may not even matter after a few days. The short chapters make the book easy to read, and each chapter leaves the reader with a small lesson to reflect on.

From a management student's perspective, many ideas in the book connect well with leadership and workplace behaviour. The author talks about patience, listening, emotional control, and staying calm under pressure, qualities that are extremely important in corporate life. It made me realise that success is not only about productivity or competition, but also about maintaining peace of mind and healthy relationships with people around us.

Another thing that makes the book relatable is its positive and comforting tone. Rather than giving unrealistic advice, Carlson encourages readers to slow down, appreciate small moments, and avoid reacting emotionally to every situation. In today's fast-paced environment, these lessons feel very relevant and practical.

At times, a few ideas may feel repetitive because the book continues to focus on similar themes of positivity and patience. However, the simple writing style is also the reason why the message feels genuine and easy to apply in real life.

Overall, *Don't Sweat the Small Stuff...* and *It's All Small Stuff* is a meaningful and refreshing read. It is especially useful for students, young professionals, and anyone trying to balance stress, ambition, and personal well-being in everyday life.

Beyond Classrooms

AI AT IT'S BEST

ChatGPT – Writing, brainstorming & research

Canva AI – Design, posters & presentations

Grammarly – Professional writing & proofreading

Notion AI – Productivity & organisation

Microsoft Copilot – Workflow automation & office productivity

Perplexity AI – Research & fact-checking

Gamma – Instant presentation creation

Beautiful.ai – Smart slide designing

Jasper AI – Marketing content & copywriting

Power BI – Data visualisation & business analytics

Tableau – Dashboards & data storytelling

Otter.ai – Meeting transcription & summaries

Runway – AI video editing & content creation

Midjourney – Creative AI-generated visuals

DALL·E – AI image generation & concept art

GitHub Copilot – Coding assistance & debugging

Zapier – Business workflow automation

Figma – UI/UX design & collaboration

Synthesia – AI avatar videos & training content

Fireflies.ai – Meeting recording & action tracking

Claude – Long-form writing & analysis

Google Gemini – Research & Google ecosystem integration

Tome – Storytelling presentations & pitch decks

Durable – Instant business website creation

Pictory – Convert text into videos

QuillBot – Paraphrasing & academic writing

Murf AI – AI voiceovers & narration

ElevenLabs – Realistic AI voice generation

ClickUp – AI-powered task & project management

Slack AI – Team collaboration & AI workflow integration

ADVANCED AI PROMPTS FOR MBA STUDENTS

1. Create Presentations In Minutes

AI Prompt:

"Act as a professional business consultant and create a detailed MBA-level presentation on the topic 'The Future of Work: Culture, Compliance and Technology.' Include a professional title slide, introduction, industry trends, challenges, real-world examples, case studies, future predictions, and conclusion. Suggest slide titles, key bullet points, presentation flow, and visual ideas for each slide. Keep the tone professional, modern, and suitable for an MBA classroom presentation."



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2. Prepare For Placements & Interviews

AI Prompt:

"Act as an experienced HR recruiter conducting a placement interview for an MBA student applying for a Management Trainee role at a multinational company. Ask technical, HR, situational, and behavioral questions one by one. After each answer, provide constructive feedback, suggest improvements, and explain what recruiters usually expect in strong interview responses."

3. Simplify Research & Assignments

AI Prompt:

"Summarise the following research article in simple MBA-level language. Include the research objective, methodology, key findings, business implications, limitations, and conclusion. Convert complex academic concepts into easy-to-understand points while maintaining professional and academic clarity."

ADVANCED AI PROMPTS FOR MBA STUDENTS

Contd...

4. Build Stronger LinkedIn & Personal Brands

AI Prompt:

"Write a professional LinkedIn post for an MBA student who attended a guest lecture on digital transformation, leadership, and AI in business. The post should sound genuine, insightful, and professional. Include key learnings, appreciation for the speaker, and a reflection on how the session improved understanding of future workplace trends."

5. Learn Data Analytics Faster

AI Prompt:

"Explain Power BI dashboards, KPI visualisation, and business analytics concepts in simple terms for MBA students with no technical background. Include practical business examples from marketing, finance, and operations, along with suggestions on how organizations use dashboards for decision-making."

6. Generate Business Ideas & Startup Models

AI Prompt:

"Act as a startup mentor and suggest 5 innovative startup ideas suitable for MBA students in the fields of AI, sustainability, fintech, or digital business. For each idea, explain the target market, problem being solved, revenue model, scalability, competitive advantage, and potential business risks."

7. Improve Communication Skills

AI Prompt:

"Rewrite the following email in a professional corporate tone suitable for communicating with senior management. Improve clarity, professionalism, structure, and business etiquette while keeping the message concise and impactful."

8. Save Time Through Automation

AI Prompt:

"Convert the following meeting discussion into professional meeting minutes. Include agenda points, key discussions, decisions taken, action items, deadlines, and responsible team members in a clean corporate format."

CORPORATE/BUSINESS BUZZWORDS

CORPORATE TERM	WHAT PEOPLE SAY	WHAT IT ACTUALLY MEANS
Synergy	"We need better synergy."	Teams need to collaborate effectively.
Bandwidth	"I don't have the bandwidth."	I'm too busy right now.
Circle Back	"Let's circle back."	Let's discuss this later.
Deep Dive	"We need a deep dive analysis."	Detailed examination of a topic.
Leverage	"Leverage your network."	Use strategically for advantage.
Touch Base	"Let's touch base tomorrow."	Let's connect briefly.
Alignment	"We need strategic alignment."	Everyone should work toward the same goals.
Pivot	"The company pivoted."	Change business direction or strategy.
Low Hanging Fruit	"Focus on low hanging fruit."	Easy opportunities or quick wins.
Move the Needle	"Will this move the needle?"	Will this create meaningful impact?
Boil the Ocean	"Don't boil the ocean."	Don't overcomplicate or do too much at once.
Game Changer	"This is a game changer."	Something highly impactful or innovative.
Win-Win Situation	"It's a win-win."	Both parties benefit equally.
Scalability	"Is the model scalable?"	Can the business grow efficiently?
Disruptive Innovation	"A disruptive product."	Innovation that changes industries dramatically.
Stakeholders	"Manage stakeholder expectations."	People affected by business decisions.
Onboarding	"Employee onboarding process."	Training and integrating new employees.

MBA LINGO

MBA EXPECTATION	MBA REALITY
"I'll network professionally."	Sends LinkedIn requests to everyone after one guest lecture.
"Group projects will build teamwork."	One person makes the PPT, everyone presents equally.
"MBA will improve my sleep schedule."	Submission deadlines say otherwise.
"I'll become a future CEO."	Currently fighting with Excel formulas at 2 AM.
"Internships will be exciting."	Mostly updating spreadsheets and attending meetings.
"I'll speak confidently in class."	"Good morning everyone..." <i>forgets entire answer.</i>
"I'll maintain work-life balance."	PPT is life now.
"Networking is easy."	Overthinking a simple LinkedIn message for 30 minutes.
"MBA students love analytics."	Until Tableau stops working before submission.
"This semester will be relaxed."	Famous last words.

CORPORATE CONFESSIONS

WHAT COMPANIES SAY	WHAT THEY ACTUALLY MEAN
"We are a family."	You might work beyond office hours sometimes.
"Fast-paced work environment."	Things can get chaotic quickly.
"Wear multiple hats."	Be ready to handle multiple responsibilities.
"We value work-life balance."	Except during deadlines.
"Flat organizational structure."	Everyone still knows who the boss is.
"Open door policy."	But maybe schedule a meeting first.
"We encourage innovation."	As long as it fits the budget.
"Great learning opportunity."	You'll figure things out while doing them.
"Dynamic role."	Your job description may keep changing.
"Startup culture."	Energy, pressure, and unpredictability together.

OFFICE SLANGS DECODED

CORPORATE PHRASE	WHAT IT REALLY MEANS
“Gentle Reminder”	This is probably the third reminder.
“Per my last email...”	Please read the previous email carefully.
“Let’s take this offline.”	Let’s stop discussing this in the meeting.
“Interesting idea.”	Not fully convinced yet.
“Please advise.”	I need help immediately.
“As disscussed...”	Written proof starts now.
“Just looping you in.”	Adding you to the email chain for awareness.
“Quick sync?”	This may not actually be quick.
“Happy to discuss further.”	The conversation is definitely not over.
“For visibility.”	Keeping everyone informed to avoid confusion later.
“Action items.”	Things people forgot to do during the meeting.

MYTH VS REALITY OF CORPORATE

1. Myth: Corporate life is always glamorous and exciting.

Reality:

Prior to working in the corporate sector, I presumed that the work environment was always glamorous and exciting for employees. In reality, a major chunk of time goes into dealing with stress, working under pressure, handling unexpected problems, coordinating with others, and managing work schedules.



Rinitha
Batch 2024-2026

2. Myth: HR only conducts interviews and hires people.

Reality:

I initially thought that the HR manager had limited responsibilities like interviewing candidates and hiring them. On the contrary, HR handles tasks related to coordinating among employees, onboarding employees, facilitating communication among departments, addressing grievances of employees, documentation, and process management.

3. Myth: Employees always know what they're doing.

Reality:

Prior to joining the corporate world, I believed that the employees knew everything about their job roles. However, after gaining experience in the workplace, I realise that most employees continuously ask questions and make mistakes due to lack of knowledge.

4. Myth: Corporate communication is always formal.

Reality:

Although professionalism is vital, communication within the organization is not necessarily highly formalised. Many jobs are done by having informal chats, coordinating, and collaborating. Approachability and clear communication tend to be valued above formal language.

MYTH VS REALITY OF CORPORATE

contd...

5. Myth: Freshers are given only minor responsibilities.

Reality:

Initially, I thought freshers would only be given small or basic tasks, but I quickly realised that if you show interest, take initiative, and are willing to learn, people start trusting you with important responsibilities much sooner than expected.

6. Myth: Every task follows proper planning.

Reality:

Contrary to my assumptions, plans may be altered anytime based on needs and priorities. There have been cases when plans were abruptly modified or urgent tasks appeared without warning. Adaptability is highly valued in corporate settings.

7. Myth: HR has a stress-free role.

Reality:

Most people think the job of an HR professional is an easy task. However, in reality, it entails managing many different things simultaneously, including coordinating with the employee, documenting processes, ensuring follow-ups, helping the team, and managing urgent requirements.

8. Myth: Meetings solve every issue.

Reality:

I believed that all major decisions and issues were sorted out through meetings. On contrary, most of the time, such issues are sorted out on the spot through quick discussion, follow-ups, and coordination between teams.

9. Myth: Corporate work is only about technical knowledge.

Reality:

During my tenure, I learned that soft skills are equally vital for professional development. The abilities of communication, teamwork, patience, time management, and problem-solving go hand in hand in solving problems faced daily. Only technical skills cannot help you grow in your career.

10. Myth: Professionalism means being serious all the time.

Reality:

I learned that professionalism is not about being serious and strict. Professionalism means behaving respectfully, responsibly, and managing to complete work in time. Good relationships and a positive outlook on work go a long way in building teamwork.

AI EDGE



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PRO TIPS FOR WORKING SMARTER WITH AI

1. Write better prompts, get better results

AI works best when instructions are clear and specific. Instead of short commands, explain the purpose, audience, tone, and expected outcome. A detailed prompt often produces more professional and accurate results.

Pro Tip: Treat AI like a smart intern, the clearer your briefing, the better the output.

2. Use ai for the first draft, not the final decision

AI can quickly generate reports, presentations, summaries, and ideas. But final decisions should always involve human judgment, creativity, and critical thinking. Remember: AI speeds up work. Human intelligence gives it meaning.

3. Prompting is becoming a Career Skill

In modern workplaces, knowing how to ask AI the right questions is becoming as important as using Excel or PowerPoint.

The future belongs to professionals who can:

- Guide AI efficiently
- Analyse outputs critically
- combine technology with business thinking

Publications at a Glance

No.	Title of the Paper	Author Name	Name of the Journal	Publication Date	SCOPUS / WOS / ABDC / UGC / OTHERS	Volume and Page	DOI/Publication URL Link	Link to the recognition in UGC enlistment of the Journal.	Home Page of the Journal Publication
01.	Sustainability, financial performance and creditworthiness in small enterprises: A bibliometric review with insights for KVIC entrepreneurship	Rajeshwari MC, Dr. Pramod Kumar Pandey	The Journal of Theoretical Accounting Research ISBN 1556-5106	01 Jan 2026	ABDC B	Vol' 22, Pg 194	https://itar.org/index.php/JTAR	https://itar.org/index.php/JTAR/article/view/90/57	https://presidencyuniversityin-my.sharepoint.com/personal/aurobindo_k_presidencyuniversity_in/Documents/Forms/PUSOM%20Journal%20
02.	Bengaluru Namma Metro Through the Servqual Lens: A study of passenger experiences	Dr. Ranjith PV, Dr. Kumuda P R, Dr. Kiran Kumar Thoti, Dr. Manish Kumar Srivasatava, Dr. C N Udaya Shankar	International Journal of Economic Practices and Theories ISBN 104-115	02 Feb 2026	ABDC C	Vol' 2026. Pg 104-115	https://ijapt.org/index.php/journal/issue/view/12	https://ijapt.org/index.php/journal/issue/view/12	https://presidencyuniversityin-my.sharepoint.com/personal/aurobindo_k_presidencyuniversity_in/Documents/Forms/PUSOM%20Journal%20
03.	UPSKILLING AND RESKILLING STRATEGIES FOR EMPLOYEES IN INDUSTRY 5.0	Dr. Ranjith PV, Dr. Sagar Manjunath, Dr. Kiran Kumar Thoti, Dr. Oscar Abhishek	THE BIOSCAN ISBN 0973-7049	02 Feb 2026	WOS	Vol' 21(1). Pg 938 - 950	https://thebioscan.com/index.php/pub/article/view/4863/3877	https://thebioscan.com/index.php/pub/article/view/4863/3877	https://presidencyuniversityin-my.sharepoint.com/personal/aurobindo_k_presidencyuniversity_in/Documents/Forms/PUSOM%20Journal%20
04.	Role of Digital Media Campaigns in Improving TB Health Literacy at the Community Level	Dr. Yogendra Narayan Prajapati, Dr. Avdhesh Gupta, Dr. Binoy Mathew, Dr. Mohan Cherian, Dr. Vishwas Gowda, Dr. Balamuralitharan	Indian Journal of Tuberculosis	02 Feb 2026	Scopus	NA		https://www.sciencedirect.com/science/article/abs/pii/S0019570726000247	https://www.sciencedirect.com/science/article/abs/pii/S0019570726000247
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06.	AI's transformation of digital consumer behaviour in marketing: A PRISMA-guided systematic review and thematic synthesis (2016-2025)	Dr. Chithambar Gupta V, Pallavi TS	The International Tax Journal ISBN 0098-9258	02 Feb 2026	ABDC C	Vol' 3 Pg. 345 - 359	https://internationaltaxjournalonline.org/index.php/itj/article/view/579/686	https://internationaltaxjournalonline.org/index.php/itj/index	https://asiaentrepreneurshipjournal.com/index.php/jaes/index
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