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DEPARTMENT E-NEWS LETTER



VOLUME - 7



ISSUE - 1



JULY 2026



DEPARTMENT OF MANAGEMENT STUDIES



JSS Academy of Technical Education, Bengaluru
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Bengaluru – 560 060



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SAMSMRITI

Volume 7, Issue 1, July 2026

From the Editorial Desk

Dear Readers,

It gives us great pride and pleasure to bring you this new edition of the Department of Management Studies Newsletter — our bi-annual window into the vibrant academic and cultural life of our department.

This edition captures a rewarding season for our department, one marked by insightful expert talks, immersive industrial visits, spirited fest participation, and memorable student achievements. From engaging with industry leaders on emerging technologies to celebrating our students' wins on national platforms, this compilation reflects the energy and initiative that define our academic community.

At the Department of Management Studies, we continue to believe that true learning extends beyond the classroom. Every talk attended, visit undertaken, competition entered, and responsibility embraced adds to the holistic growth of our learners, reinforcing our vision of shaping industry-ready, socially responsible management professionals.

This newsletter is more than a record of activities — it is a celebration of the curiosity, collaboration, and drive that our students and faculty bring to everything they do. It reflects a department that continues to grow, adapt, and reach for new milestones in academics, industry engagement, and institutional excellence.

We are grateful to all our contributors, student coordinators, faculty members, and well-wishers whose efforts have made this edition possible. Your dedication continues to give this publication its purpose and quality.

As you turn these pages, we hope you find both inspiration in the journeys shared and pride in the progress made. May this edition motivate us all to keep learning, leading, and contributing meaningfully to our academic community and beyond.

Happy Reading,



Warm regards,
The Editorial Team
Department of Management Studies

LEARNING FROM THE MARKETPLACE: A SEASON OF EXPERT INSIGHTS

Guest Lecture Series - Insight Beyond the Classroom

Guest Lecture Series

1. Industry Expert Talk on Machine Learning, Predictive Analytics, and the Future Role of Digital Analytics in Business

The Department organized an Industry Expert Talk on "Machine Learning, Predictive Analytics, and the Future Role of Digital Analytics in Business" on 30th June 2026.

Dr. Abhilash Basavaraj, Professor, Department of CSE-AIML, JSSATE Bengaluru, shared insights on how AI and predictive analytics help organizations forecast trends, understand customer behavior, and drive decision-making. The interactive session gave students a valuable glimpse into emerging career opportunities in AI, Data Science, and Business Analytics, reinforcing the link between academics and industry practice

JSS MAHAVIDYAPEETHA
JSS ACADEMY OF TECHNICAL EDUCATION, BENGALURU
(Approved by AICTE and Affiliated to VTU, Belagavi, Karnataka)

DEPARTMENT OF MANAGEMENT STUDIES
presents
Industry expert talk on
MACHINE LEARNING, PREDICTIVE ANALYTICS, AND THE FUTURE ROLE OF DIGITAL ANALYTICS IN BUSINESS

**Dr. Abhilash Basavaraj**
Professor
Department of Computer Science - AIML, JSSATEB

 Tuesday, 30th June 2026
 11:1 PM
 B Block

Dr. Pradeep M P
Head of department
Dr. Bhimsen Soragoan
Principal



LEARNING FROM THE MARKETPLACE: A SEASON OF EXPERT INSIGHTS

Guest Lecture Series - Insight Beyond the Classroom

2. Industry Expert Talk on Project Management

The Department organized an Industry Expert Talk on "Project Management" on 27th June 2026. Dr. Manjunatha Nanjappa, Business & Integration Architecture Manager, Accenture India Pvt. Ltd., shared practical insights on project planning, execution, risk management, and methodologies like Agile, highlighting the role of leadership, teamwork, and communication in successful project delivery. The interactive session gave students valuable exposure to corporate project management practices and related career opportunities, bridging academic learning with industry expectations.



LEARNING FROM THE MARKETPLACE: A SEASON OF EXPERT INSIGHTS

Guest Lecture Series - Insight Beyond the Classroom

3. Expert Talk on Leveraging AI for Brand Equity & Customer Engagement

The Department organized an Expert Talk on "Leveraging AI for Brand Equity & Customer Engagement" on 20th June 2026. Mr. Kiran Sampath, Director – Data Science & Analytics, WPP Media, highlighted AI's transformative role in branding, customer engagement, and data-driven marketing, explaining how tools like predictive analytics, chatbots, recommendation systems, and sentiment analysis help organizations enhance customer experiences and strengthen brand equity. The session effectively bridged academic learning with industry practice, preparing students for the evolving digital business landscape.



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JSS ACADEMY OF TECHNICAL EDUCATION, BENGALURU
(Affiliated to VTU, Belagavi, Karnataka approved by AICTE, New Delhi)
DEPARTMENT OF MANAGEMENT STUDIES

An Expert Talk On
"Leveraging AI for Brand Equity & Customer Engagement"
Mr. Kiran Sampath, Director, Data Science & Analytics
(WPP Media)

Mr. Kiran Sampath



DATE & TIME
20th June, 2026
9.30am

VENUE
Lecture Hall B005

Student Coordinators Prakruthi H.S, Tanuja & Gireesh Nayak	Faculty Coordinator Dr.Chaya J. Swamy
HOD Dr. Pradeep M.P	Principal Dr. Bhimasen Soragaon

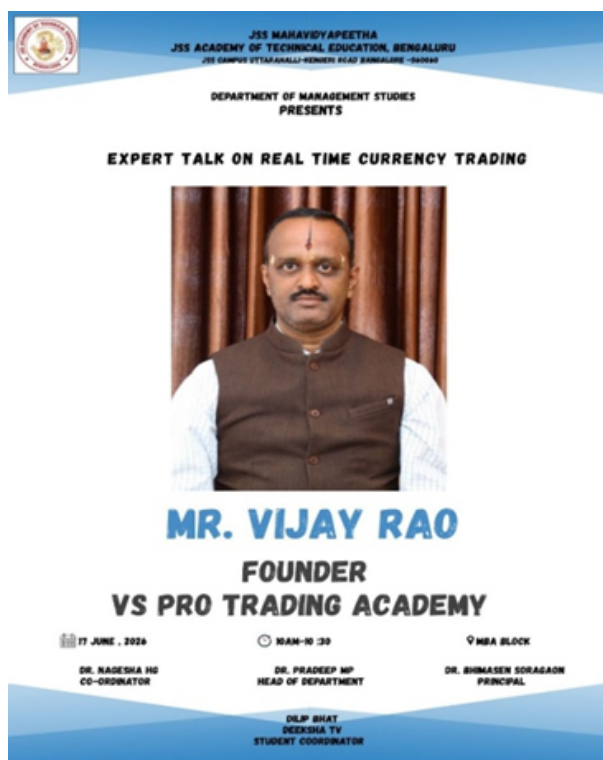


LEARNING FROM THE MARKETPLACE: A SEASON OF EXPERT INSIGHTS

Guest Lecture Series - Insight Beyond the Classroom

4. Expert Talk on Currency Exchange

The Department organized an Expert Talk on "Real-Time Currency Trading" on 7th June 2026. Mr. Vijay Rao, Founder of VS Pro Trading Academy, shared insights into the global Forex market, covering key concepts such as currency pairs, market volatility, risk management, and technical and fundamental analysis. Students gained a better understanding of career opportunities in finance, investment research, and trading, with the session effectively bridging theoretical knowledge and practical industry application.



LEARNING FROM THE MARKETPLACE: A SEASON OF EXPERT INSIGHTS

Guest Lecture Series - Insight Beyond the Classroom

5. Guest Lecture on Consumer Behaviour and Marketing from a Digital and Artificial Intelligence Perspective

The Department organized a Guest Lecture on "Consumer Behaviour and Marketing from a Digital and Artificial Intelligence Perspective" on 9th January 2026. Mr. Kiran Mandrawadkar, Growth Consultant, Neil Patel Digital India, shared insights on AI's impact on consumer behaviour and digital marketing strategies. The interactive session gave students practical knowledge of emerging digital marketing trends, AI applications, and related career opportunities, bridging academic concepts with industry practice.



JSS MAHAVIDYAPETHA
JSS ACADEMY OF TECHNICAL EDUCATION BENGALURU -60
DEPARTMENT OF MANAGEMENT STUDIES

PRESENTS
"CONSUMER BEHAVIOUR AND MARKETING FROM A DIGITAL AND ARTIFICIAL INTELLIGENCE PERSPECTIVE"

GUEST SPEAKER
Mr Kiran Mandrawadkar
Growth Consultant, Neil Patel Digital India

STUDENT CO-ORDINATOR
ANNAPOORNA PRIYADARSHINI

HOD
Dr. T.S. NANJUNDESWARASWAMY

FACULTY COORDINATOR
Dr. PRADEEP M.P

PRINCIPAL
Dr. BHIMASEN SORAGOAN

09 January 2026 at **02.00 PM**

Block - B Library Seminar Hall



LEARNING FROM THE MARKETPLACE: A SEASON OF EXPERT INSIGHTS

Guest Lecture Series - Insight Beyond the Classroom

6. Analytical Skills Development Program

The Department organized a two-day Analytical Skills Development Program on 5th and 6th January 2026. Mr. Raghavendra N., Director, DHaJ Media, focused on enhancing students' analytical thinking, logical reasoning, and problem-solving abilities through interactive activities, case studies, and real-world business scenarios, while emphasizing the importance of analytical skills and leadership in today's corporate environment. Students gained valuable insights into structured problem-solving and critical thinking, making the program an enriching step toward academic excellence and successful managerial careers.



JSS MAHAVIDYAPETHA
JSS Academy of Technical Education, Bengaluru- 60
Department of Management Studies
PRESENTS
ANALYTICAL SKILLS DEVELOPMENT PROGRAM



Mr. Raghavendra N
Director, DHaJ Media

Date: 5th and 6th January 2026
Time: 2.00 PM to 5.00 PM

STUDENT COORDINATOR
DILIP BHAT
KEERTHI KRISHNA NAIRY

HOD
Dr. T.S. NANJUNDESWARASWAMY

FACULTY COORDINATOR
Dr. PRADEEP M.P

PRINCIPAL
Dr. BHIMASEN SORAGOAN



FROM CLASSROOM TO CORNER OFFICE: ALUMNI RETURN TO GUIDE

Alumni Interactions - Bridging Campus and Corporate

1. Alumni Talk on “Transition from Campus to Corporate Excellence”



JSS ACADEMY OF TECHNICAL EDUCATION, BENGALURU
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DEPARTMENT OF MANAGEMENT STUDIES

Alumni Talk On
"Transition from Campus to Corporate Excellence"
By Mithun L & Shahistha Tarannum
Goldman Sachs, Bengaluru



DATE & TIME
25th April, 2026
11:00am
Venue
Library Seminar Hall

Student Coordinators	Faculty Coordinator
Dilip Bhat, Janavi	Dr. Lathamani B
HOD	Principal
Dr. Pradeep M.P	Dr. Bhimasen Soragaon



The Department organized an Alumni Talk on "Transition from Campus to Corporate Excellence" on 25th April 2026. Mr. Mithun L. and Ms. Shahistha Tarannum, alumni and professionals at Goldman Sachs, Bengaluru, shared their journey from academics to the corporate world, emphasizing technical knowledge, communication skills, adaptability, and continuous learning, along with practical guidance on resume building, interview preparation, and corporate work culture. The session left students inspired and better equipped with the confidence and skills needed for their professional careers.



FROM CLASSROOM TO CORNER OFFICE: ALUMNI RETURN TO GUIDE

Alumni Interactions - Bridging Campus and Corporate

2. Alumni Talk on “Transition from Campus to Corporate Excellence”



JSS MAHAVIDYAPEETHA
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DEPARTMENT OF MANAGEMENT STUDIES
Alumni Talk On
"Transition from Campus to Corporate Excellence"
By Mr.Subramanya S (Advanced Analyst, E&Y Global Delivery Services)
&
Ms.Ramya K.M (Assistant Professor, DBIMS)



Mr. Subramanya

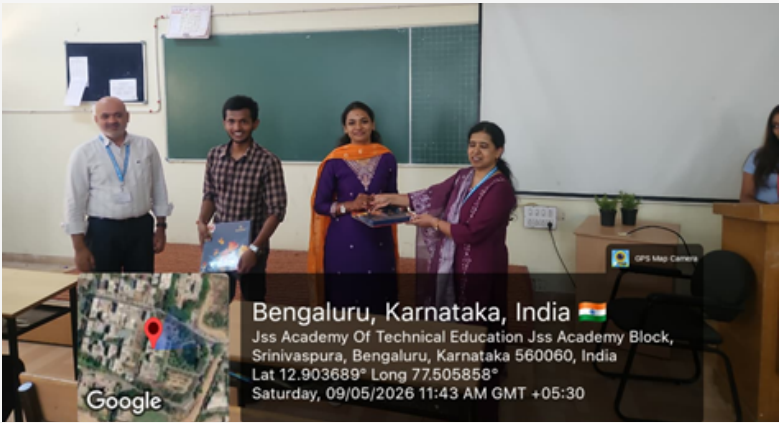


MS. Ramya K.M

DATE & TIME
9th May, 2026
9:30am
Venue
Seminar Hall 1

Student Coordinators
Dilip Bhat, Keerthi Parvati, Jayashree
HOD
Dr. Pradeep M.P

Faculty Coordinator
Dr. Lathamani B
Principal
Dr. Bhimasen Soragaon



The Department organized an Alumni Talk on "Transition from Campus to Corporate Excellence" on 9th May 2026. Mr. Subramanya S., Advanced Analyst at EY Global Delivery Services, and Ms. Ramya K. M., Assistant Professor at DBIMS, shared insights on career development, corporate expectations, and workplace readiness, emphasizing technical expertise, communication, teamwork, and adaptability, along with practical guidance on resume building and interview preparation. Interactive team-building activities encouraged active participation, leaving students better prepared and confident for their transition into the corporate world.



ADRISHT 2K26 – ANANTYA



ADRISHT 2K26 – ANANTYA, the flagship National Level Management Fest of the Department of Management Studies, JSSATE Bengaluru, was held under the theme "Unleash the Hidden Potential." The three-day

fest brought together students from over 150 colleges across Karnataka, with a footfall of nearly 1,500 participants, blending management excellence, sportsmanship, cultural talent, and innovation across a wide range of competitions. Through meticulous

planning & enthusiastic participation, ADRISHT 2K26 fostered leadership, teamwork, and experiential learning, emerging as one of the most successful and memorable editions of the fest.

WHERE THEORY MEETS THE SHOP FLOOR

Industrial Visits – Learning Beyond the Classroom

1. Industrial Visit to Balaji Metal Tech



On 18th February, first-semester MBA students participated in an industrial visit to Balaji Metal Tech, Nagasandra, bridging classroom learning with real-world business practices. Students gained practical insights into manufacturing processes, production planning, quality control, and operational efficiency, enhancing their understanding of how theoretical concepts translate into industry practice.



WHERE THEORY MEETS THE SHOP FLOOR

Industrial Visits – Learning Beyond the Classroom

2. Industrial Visit to IKEA

On 18th February, first-semester MBA students participated in an industrial visit to IKEA, Nagasandra, as part of their experiential learning journey. The visit provided valuable exposure to retail management, pricing strategies, merchandising, promotion, store layout, and customer experiential learning journey. The visit provided valuable exposure to retail management, pricing strategies, merchandising, promotion, store layout, and customer experience, offering students a practical understanding of how retail concepts are applied in a real business setting.



3. Industrial Visit to Sandal Soap Factory

First-semester MBA students undertook an industrial visit to Karnataka Soaps and Detergents Limited, gaining valuable exposure to the manufacturing and business operations of one of India's iconic brands. Students observed the complete production process — from sandalwood oil extraction to soap manufacturing, quality control, and packaging — while gaining insights into supply chain management, branding, marketing, and industrial safety practices. The visit helped connect classroom concepts with real-world business applications, enriching their overall learning experience.



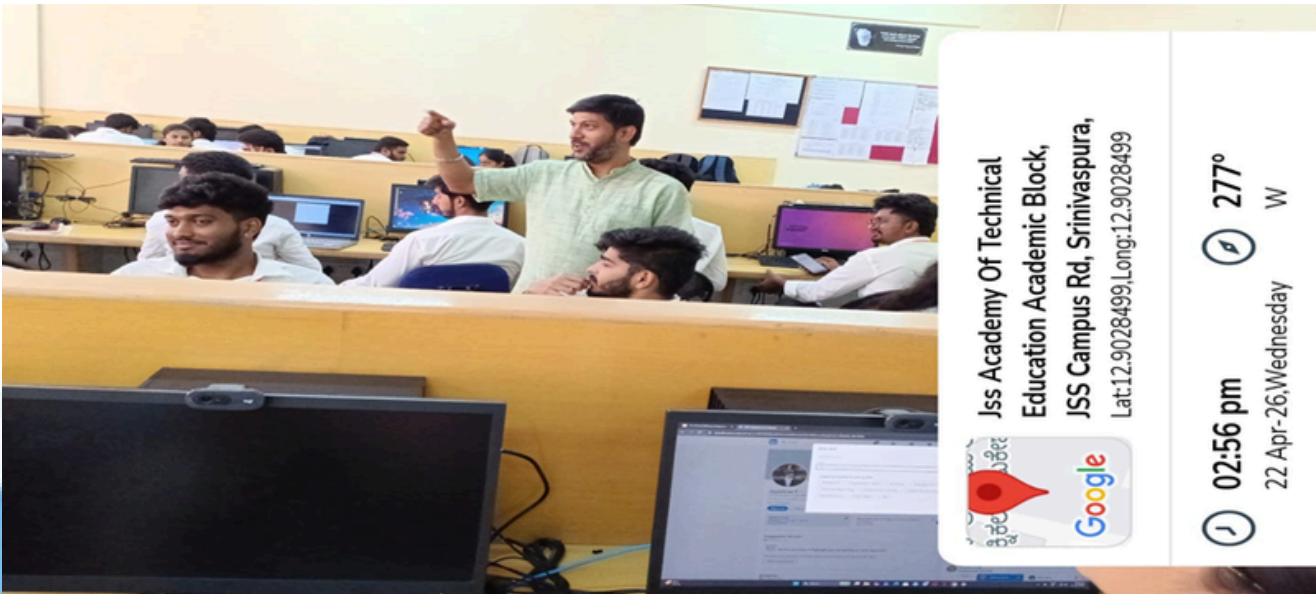
BUILDING BLOCKS FOR THE CORPORATE JOURNEY

Career Development & Skill-Building Initiatives

1. Linkdin Profile Building Workshop



The LinkedIn Profile Building Workshop, held on 22nd April 2026, provided first-semester MBA students at JSSATE Bengaluru with valuable exposure to professional networking and personal branding. Led by Mr. Suhas Rajput, Director, Proficient Minds, the interactive session covered profile optimization from crafting compelling headlines and summaries to showcasing skills, projects, and achievements along with digital presence, career development strategies, and algorithmic visibility. Hands-on exercises in the computer lab helped students connect academic learning with real-world professional platforms to boost future employability.



BUILDING BLOCKS FOR THE CORPORATE JOURNEY

Career Development & Skill-Building Initiatives

2. HR Role Play Activity



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DEPARTMENT OF MANAGEMENT STUDIES
Alumni Talk On
"Transition from Campus to Corporate Excellence"
Ms.Rekha B, Business Analyst
(Carelon Global Solutions)



Ms.Rekha B

DATE & TIME
10th May, 2026
9.30am

VENUE
Lecture Hall B005

Student Coordinators
Jayashree & Gireesh

HOD
Dr. Pradeep M.P

Faculty Coordinator
Dr. Lathamani B
Dr.Chaya J. Swamy

Principal
Dr. Bhimasen Soragaon

The Department of Management Studies organized a Student Development Program on Role Play for II semester MBA students on 13th June 2026, judged by Ms. Rekha B, Business Analyst, Carelon Global Solutions. The program gave students an opportunity to apply Human Resource Management concepts in simulated business situations, deepening their understanding of HR challenges and decision-making.



Trophies, Titles and Triumphs: Our Students Shine Again

STUDENTS ACHIEVEMENTS

Management Fest Achievements:

1. SJBIT Management Fest

Ms. Ananya V and Ms. Pooja from the Department of Management Studies, JSSATE Bengaluru, clinched the First Prize in the Business Quiz at the SJBIT Management Fest in May 2026, kicking off a winning streak for the department across intercollegiate management fests.



2. BMSCE Management Fest



At the BMSCE Management Fest held on 12th June 2026, second-semester MBA students excelled in core specializations — Srijia and Harini R. won the Second Prize in the Human Resource Management event, while Jayashree and Sinchana S. secured the Second Prize in the Finance event, showcasing the department's strength in analytical and functional domains.

3. JVIT Management Fest

The department dominated the cultural segment at the JVIT Management Fest on 12th June 2026, with Sinchana G.K. winning the Second Prize in the Solo Dance category and the college dance troupe securing the First Prize in the Group Dance competition, reflecting the versatility and talent of MBA students beyond academics.



Colours of Culture, Threads of Tradition

Beyond Academics - Student Engagement & Department Events

Spectrum Week (Ethnic Day & Saraswathi Pooja)

As part of the Adrisht 2K26 Pre-Fest Week, Spectrum Week (Ethnic Day & Saraswathi Pooja) was celebrated on 22nd May 2026 at Block B, organized by the Department of Management Studies, JSSATE Bengaluru. Students participated in the Saraswathi Pooja rituals and vibrant Ethnic Day celebrations, gaining insights into event planning, teamwork, and cultural inclusivity while fostering institutional pride and peer camaraderie.



PLACEMENT/INTERNSHIP

Stepping Into Industry: Class of 2024-26 Placed



Mr. ABHISHEK S
IJS24BA001
M/s Pine Labs Bangalore



Mr. JAGADEESHWAR PRASAD S
IJS24BA014
M/s Garuda Biz Labs Bangalore



Mr. AKSHAYM
IJS24BA003
M/s SkillFlow Learn Bangalore



Mr. YASHWANTH G
IJS24BA043
M/s SkillFlow Learn Bangalore



Ms. SHRADDHA
IJS24BA038
M/s Tata Consultancy Services Bangalore



Ms. DHANYA. M. S
IJS24BA010
M/s SkillFlow Learn Bangalore



Ms. MANASA. A. M
IJS24BA019
M/s Asteya Services Bangalore



Ms. ASHA. H. J
IJS24BA006
M/s IBRIDGE360 Bangalore



Mr. PRANESH S
IJS24BA028
M/s Kalyani Techpark Pvt Ltd Bangalore



Ms. SANJANA
IJS24BA035
M/s Kalyani Techpark Pvt Ltd Bangalore

FACULTY ACHIEVEMENTS

1. **Dr. Chaya J Swamy** successfully completed her **Ph.D. from JSS Science and Technology University (JSSSTU), Mysuru**. The department extends its heartfelt congratulations to **Dr. Chaya J Swamy** on this significant academic milestone and applauds her dedication, discipline and perseverance throughout her doctoral journey.



2. The Department extends its heartfelt congratulations to **Dr. T. S. Nanjundeswaraswamy** on successfully completing his **Master of Business Administration (MBA)** from **IGNOU**. This remarkable academic achievement reflects his unwavering dedication, perseverance, and commitment to lifelong learning. The department applauds his accomplishment and wishes him continued success in all his future endeavours.
3. The Department proudly congratulates **Dr. Nagesha H G** on being recognized as a **Board of Examiners (BoE) Member** by **Visvesvaraya Technological University (VTU), Belagavi in the Academic Year 2025-26**. This prestigious recognition reflects his academic expertise, commitment to quality education, and valuable contributions to higher education. The department wishes him continued success in this esteemed role.



- 4.1. The Department congratulates **Dr. Lathamani B** for successfully mentoring a student project titled **"Digital Book Keeping with Emotional Intelligence,"** which has been **approved for financial assistance under the Karnataka State Council for Science and Technology (KSCST) Student Project Programme**. The project has been sanctioned a **grant of Rs.4,000** for a duration of **six months**. The department appreciates her dedicated guidance and mentorship in promoting student research and innovation.

RESEARCH ACHIEVEMENTS

PATENT GRANTED

1. Dr. Pradeep M P was granted an Indian patent titled “Vertical Abrasive Belts Grinding Machine” in the name of JSS Academy of Technical Education, Bengaluru (JSSATE-B). This innovation reflects the department's continuing engagement in interdisciplinary research and applied innovation, extending its research footprint beyond conventional management domains.

PUBLICATIONS

1. Nanjundeswaraswamy T S, Nagesh P, Bharath S. "The Role of Artificial Intelligence in Enhancing Employee Wellbeing and Performance: A Study of Hybrid Work Environments." Journal of Organizational Effectiveness: People and Performance (2026), DOI: 10.1108/JOEPP-09-2025-0858, Q1, IF: 5.45.

2. Nanjundeswaraswamy T S, Manoj B. "Resilient Supply Chains and Digital Transformation: How Agility Moderates the Performance Nexus." Journal of International Logistics and Trade (2026), DOI: 10.1108/JILT-10-2025-0098, Q2, IF: 2.78.

3. Sridhar K. S., Nagesh P., Sindu Bharath, Nanjundeswaraswamy T. S. "Emotional Intelligence and Subjective Happiness Among School Teachers: Exploring the Mediating Role of Self-Efficacy." Kybernetes (2026), Q1, IF: 4.41.

4. Kulkarni S. R., Nagesh P., Sindu Bharath, Nanjundeswaraswamy T. S. "Role of Career Aspirations Amid Proactive Personality and Career Growth with Intention to Quit Among IT Professionals: A Moderated Mediation Analysis." International Journal of Environment, Workplace and Employment (2026), Q4, IF: 0.50.

5. Vanishree Beloor, T. S. Nanjundeswaraswamy, Krishna N. "An Exploratory Expert-Based DEMATEL Analysis of Smart Lean–Green Lean Six Sigma Enablers in Indian Manufacturing Industries." International Journal of Lean Six Sigma (2026), Q1, IF: 8.40.

6. Mallesh P, Dr. Anupama Sundar D, Dr. Pradeep M. P. "Personalized Insurance Services in Enhancing Customer Experience: A Descriptive Analysis on Customised Insurance Products." International Journal of Drug Delivery Technology (IJDDT) (2026), DOI: 10.25258/ijddt.16.13.27, Q3, IF: 1.08.

7. Mallesh P, Dr. Anupama Sundar D, Dr. Pradeep M. P. "Digital Platforms in Enhancing Customer Experience in Insurance Services: An Overview." International Journal of Drug Delivery Technology (IJDDT), Vol. 16, Issue 9(S) (2026), pp. 1016–1025, ISSN: 0975-4415, Q3, IF: 1.08.

STUDENT ARTICLES

Emerging Trends in Management: Perspectives from Our Students

The Future of Work: Hybrid Models and the HR Mandate

The workplace of 2026 looks nothing like the workplace of a decade ago. Hybrid working arrangements, once an emergency response to the pandemic, have now matured into a deliberate organizational strategy that Human Resource departments must actively design rather than merely permit. Employees increasingly evaluate job offers not just on compensation but on flexibility, autonomy and the quality of digital collaboration tools provided to them.



For HR professionals, this shift demands a new set of competencies. Policies must move beyond attendance tracking toward outcome-based performance management, where an employee's contribution is measured by results delivered rather than hours logged at a desk. Onboarding, mentoring and culture-building - traditionally anchored in physical proximity - now require deliberate digital rituals to prevent new hires from feeling disconnected.

At the same time, hybrid work has widened the talent pool available to organizations, allowing companies to recruit skilled professionals irrespective of geography. This creates opportunities for inclusive hiring but also introduces new challenges around pay parity, time-zone coordination and equitable access to promotions for remote employees.

Ultimately, the HR function is being asked to become an architect of experience rather than an administrator of policy. Organizations that treat hybrid work as a strategic capability - investing in training managers to lead distributed teams, and in technology that keeps communication transparent - will be the ones best placed to attract and retain talent in the years ahead.

- Mr. Charan N
1st Year MBA



Big Data and the New Face of Financial Decision-Making

Finance has always been a numbers-driven discipline, but the sheer volume, velocity and variety of data now available has transformed how financial decisions are made. Where analysts once relied on quarterly statements and historical ratios, today's finance teams draw on real-time transaction data, market sentiment feeds and even social media signals to forecast risk and opportunity.

Big data analytics allows organizations to move from reactive to predictive financial management. Credit risk models, for instance, no longer depend solely on a borrower's repayment history; they now incorporate behavioural and alternative data points to assess creditworthiness more accurately, particularly for individuals and small businesses with limited formal credit records. Similarly, algorithmic trading systems process enormous datasets within milliseconds to identify patterns invisible to the human eye.

For corporate finance functions, big data has enabled more granular budgeting and forecasting, with scenario planning models that can simulate the financial impact of hundreds of variables simultaneously. This has made financial planning far more dynamic and responsive to changing market conditions.

However, this data-driven future is not without its challenges. Data privacy, model transparency and the risk of over-reliance on automated systems remain pressing concerns. As finance professionals, the ability to interpret data critically - rather than simply trust the output of an algorithm - will remain an essential and irreplaceable skill.



- Mr. Pavan V
1st Year MBA



STUDENT ARTICLES

Emerging Trends in Management: Perspectives from Our Students

Influencer Economy: Redefining Brand Trust in the Digital Age



Marketing has undergone a quiet revolution over the past few years, with influencer collaborations moving from a novelty tactic to a core pillar of brand strategy. Today, consumers - particularly younger demographics - place greater trust in a familiar creator's recommendation than in traditional advertising, fundamentally altering how brands build credibility.

The influencer economy operates on a spectrum, from mega-influencers with millions of followers to niche micro and nano-influencers whose smaller, highly engaged communities often deliver stronger conversion rates. Brands are increasingly recognising that authenticity, not reach alone, drives purchase decisions, leading marketing teams to prioritise long-term creator partnerships over one-off sponsored posts.

This shift has also reshaped marketing budgets and metrics. Traditional measures like impressions and reach are being supplemented - and sometimes replaced - by engagement quality, sentiment analysis and direct attribution to sales through affiliate tracking. Marketing teams must now collaborate closely with creators as co-authors of brand narrative, rather than treating them purely as distribution channels.

For future managers, the influencer economy underscores a broader lesson: trust is the new currency of marketing. Brands that treat influencer partnerships as authentic relationships, backed by transparent disclosure and genuine product experience, will be far better positioned to sustain consumer loyalty than those chasing short-term virality.

- Mr. Sanjay J
1st Year MBA



Servant Leadership: The Quiet Force Behind Great Organizations

Leadership theory has long celebrated charisma, vision and decisiveness, but a quieter model of leadership is gaining renewed attention in contemporary management thinking: servant leadership. Rather than positioning the leader at the top of a hierarchy, servant leadership inverts the pyramid, placing the leader's primary responsibility on enabling the growth, wellbeing and success of the people they lead.

In practice, servant leaders prioritise listening over directing, and empowerment over control. They invest time in understanding the individual aspirations of team members, remove obstacles that prevent people from doing their best work, and measure their own success by the success of those around them. This does not imply an absence of authority or accountability; rather, it reframes authority as a responsibility to serve rather than a privilege to command.

Organizations led by servant leaders often report stronger employee engagement, lower attrition and higher levels of trust, because employees feel genuinely invested in rather than merely managed. In an era where talent has more choices than ever, this sense of being valued has become a genuine competitive advantage.

For MBA students preparing to step into managerial roles, servant leadership offers an important reminder: the most sustainable form of influence is not authority asserted, but trust earned - one team member, one decision, and one act of support at a time.



- Mr. Pranesh S
2nd Year MBA



STUDENT ARTICLES

Emerging Trends in Management: Perspectives from Our Students

Emotional Intelligence: The New Currency of Workplace Success

Technical competence alone no longer guarantees professional success. As workplaces become more collaborative, cross-functional and fast-changing, emotional intelligence - the ability to recognise, understand and manage one's own emotions while empathising with others - has emerged as a defining differentiator between good managers and truly effective ones.



Organizations are increasingly incorporating emotional intelligence assessments into hiring and leadership development programs, recognising that self-awareness and interpersonal sensitivity directly influence team performance, conflict resolution and customer relationships. A manager who can stay composed under pressure, communicate difficult feedback with empathy, and read the unspoken dynamics within a team is often far more effective than one who relies purely on technical authority.

Emotional intelligence also plays a critical role in change management. As organizations undergo digital transformation and restructuring, employees experience uncertainty and anxiety that purely rational communication cannot address. Leaders with high emotional intelligence are better equipped to acknowledge these emotions, build psychological safety, and guide teams through transition with resilience rather than resistance.

Importantly, emotional intelligence is not an innate, fixed trait - it can be cultivated through deliberate practice: active listening, reflective self-assessment, and seeking honest feedback. For management students, developing this capability alongside technical and analytical skills is no longer optional; it is fast becoming a core requirement of effective, sustainable leadership.

- **Ms. Prakruthi**
1st Year MBA



Predictive Analytics: How Businesses Are Learning to See Tomorrow

Every organization generates data - sales transactions, customer interactions, supply chain movements - but the real competitive advantage lies not in collecting this data, but in predicting what it foretells. Predictive analytics, which uses statistical models and machine learning to forecast future outcomes from historical data, has moved from being a specialised technical function to a mainstream management tool.

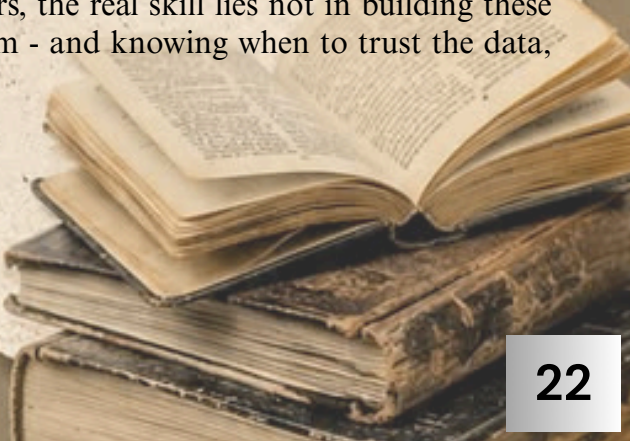
Retailers use predictive models to anticipate demand and optimise inventory before a season even begins. Banks use them to flag potentially fraudulent transactions in real time. Human resource teams use predictive attrition models to identify employees at risk of leaving, allowing managers to intervene proactively rather than reactively. Across functions, predictive analytics is shifting decision-making from intuition-based judgment to evidence-based foresight.

What makes predictive analytics particularly powerful for managers is its ability to quantify uncertainty. Rather than offering a single forecast, good predictive models provide a range of likely outcomes along with their probabilities, allowing decision-makers to plan for multiple scenarios rather than betting on one.

However, predictive analytics is only as good as the data and assumptions feeding it. Biased historical data can produce biased predictions, and over-reliance on models without domain judgment can lead organizations astray. For future managers, the real skill lies not in building these models themselves, but in asking the right questions of them - and knowing when to trust the data, and when to trust experience.



- **Ms. Pooja S**
1st Year MBA



STUDENT ARTICLES

Emerging Trends in Management: Perspectives from Our Students

Sustainable Marketing: Why Green Branding Is No Longer Optional



Sustainability has moved from a corporate social responsibility footnote to a central pillar of marketing strategy. Consumers - particularly younger, digitally-connected ones - are increasingly scrutinising the environmental and social footprint of the brands they support, and rewarding those that demonstrate genuine commitment with loyalty, while penalising those seen as engaging in superficial "greenwashing".

Sustainable marketing today extends well beyond eco-friendly packaging. It encompasses transparent supply chains, ethical sourcing, honest communication about a product's environmental impact, and long-term brand positioning around purpose rather than just profit. Brands that successfully embed sustainability into their identity - rather than treating it as an isolated campaign - tend to build far deeper and more resilient customer relationships.

This shift also changes how marketing success is measured. Alongside traditional metrics like sales and market share, brands are now tracking sentiment around sustainability claims, third-party certifications, and their standing in ESG (Environmental, Social and Governance) rankings, all of which increasingly influence consumer trust and investor confidence alike.

The risk, of course, is that consumers today are more informed and sceptical than ever, quick to call out claims that do not hold up to scrutiny. For future marketers, the lesson is clear: sustainable marketing must be backed by sustainable practice. Authenticity, not aesthetics, is what will define the green brands that endure.

- **Ms. Jayashree E**
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The Rise of Neobanks: Reimagining Retail Banking

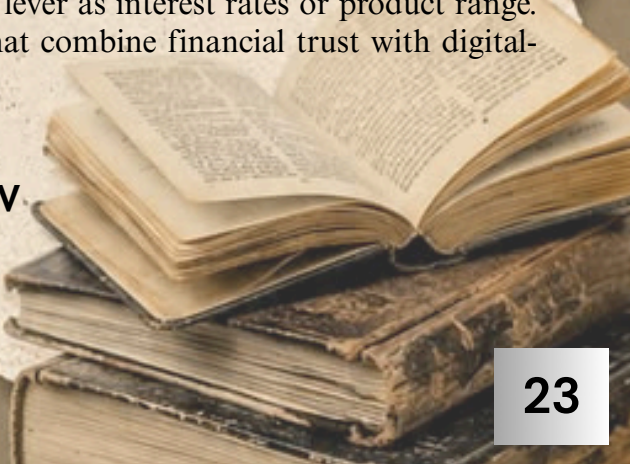
Traditional banking, with its branch networks and legacy systems, is facing a quiet but decisive challenge from neobanks - digital-only financial institutions that operate without physical branches, offering banking services entirely through mobile apps and online platforms. For a generation of customers who expect the same convenience from their bank as from their favourite e-commerce app, neobanks are proving to be an increasingly attractive alternative.

Neobanks differentiate themselves through faster account opening, minimal fees, real-time spending insights, and intuitive user interfaces designed around customer convenience rather than legacy processes. By operating without the overhead of physical infrastructure, they can offer more competitive interest rates and lower charges, while using data analytics to personalise financial products for individual customer needs.

This has forced traditional banks to accelerate their own digital transformation, investing heavily in mobile banking, AI-driven customer service, and partnerships with fintech firms to remain competitive. In many markets, the line between neobanks and traditional banks is beginning to blur, as established banks launch their own digital-only sub-brands to capture the same customer segment. For finance students, the rise of neobanks illustrates a broader principle reshaping the industry: customer experience has become as important a competitive lever as interest rates or product range. The banks that thrive in this new landscape will be those that combine financial trust with digital-first convenience.



- **Ms. Priyadarshini V**
2nd Year MBA



STUDENT ARTICLES

Emerging Trends in Management: Perspectives from Our Students

Design Thinking in Management: Solving Problems Like an Innovator



Management education has traditionally emphasised analytical frameworks - SWOT analysis, Porter's Five Forces, financial ratios - that break problems down logically. Design thinking offers a complementary, and increasingly essential, approach: one that begins not with data, but with deep empathy for the people a solution is meant to serve.

The design thinking process typically moves through five stages - empathise, define, ideate, prototype and test - encouraging managers to first understand the lived experience of customers or employees before jumping to solutions. This human-centred starting point often surfaces problems that purely data-driven analysis misses, because it captures needs people may not even be able to articulate themselves.

Organizations across industries, from consumer goods to healthcare to public services, have adopted design thinking to drive innovation, precisely because it embraces rapid prototyping and iterative testing rather than waiting for a perfect solution before launch. This tolerance for early failure, paired with fast feedback loops, allows teams to arrive at genuinely useful solutions faster and with lower risk than traditional linear planning.

For management students, design thinking is a valuable reminder that not every business problem can be solved with a spreadsheet. Sometimes, the most innovative solution begins simply by sitting with a customer, asking better questions, and being willing to prototype an imperfect first attempt.

- Mr. Abhishek J
2nd Year MBA



Employee Wellbeing Programs: Investing in the Human Side of Business

Employee wellbeing has evolved from an occasional wellness workshop to a strategic priority woven into organizational policy. Progressive companies now recognise that an employee's physical health, mental wellbeing and financial security directly influence productivity, engagement and retention - making wellbeing programs a sound business investment rather than a discretionary perk.

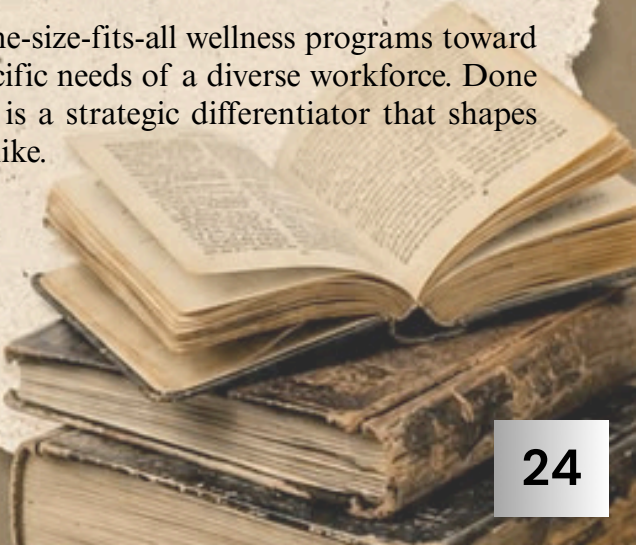
Modern wellbeing initiatives extend well beyond gym memberships and annual health check-ups. They increasingly include mental health support through counselling access, flexible leave policies that destigmatise taking time off, financial wellness programs that help employees plan for long-term security, and manager training that equips supervisors to recognise early signs of burnout within their teams.

The return on these investments is measurable: organizations with robust wellbeing programs consistently report lower absenteeism, higher employee engagement scores, and stronger employer branding in a competitive talent market. Wellbeing has also become a key factor in employee retention, with many professionals now prioritising organizations that visibly care for their holistic welfare over those offering marginally higher pay alone.

For HR professionals, the challenge lies in moving beyond one-size-fits-all wellness programs toward personalised, data-informed approaches that address the specific needs of a diverse workforce. Done well, employee wellbeing is not simply an HR initiative - it is a strategic differentiator that shapes organizational culture and long-term business performance alike.



- Ms. Janavi K
1st Year MBA



STUDENT CORNER: POEMS

The Classroom Clock

*The classroom clock ticks slow and true,
Through case studies old and lessons new,
A quiz at nine, a viva at three,
Coffee in hand, half asleep, half free.*



*We argue theories, debate what's right,
Marketing by day, finance by night,
Friendships built on borrowed pens,
And notes exchanged again, again.*

*Some days feel long, some feel too fast,
But every deadline becomes the past,
And what remains when we walk away,
Is more than what the grades convey.*

*So here's to boards and busy halls,
To presentations and nervous calls,
To growing up in a place like this -
Two years of learning we'll surely miss.*



- Ms. Annapurna V
2nd Year MBA

STUDENT CORNER: POEMS

Numbers and Dreams

*They said choose a number, choose a plan,
Fit your future in a five-year span,
But no ledger ever truly shows
The worth of the risk a dreamer takes and knows.*

*Balance sheets balance, but hearts do not,
They carry ambition, doubt, and thought,
Between debit columns and credit lines,
Lives are counted in a thousand signs.*

*So when the numbers do not add up right,
Remember why you started the fight -
Not just for profit, not just for gain,
But to build something worth the strain.*

*For every manager, every dreaming mind,
Success is more than the figures signed,
It's the courage to begin again,
And find new meaning in every ledger's pen.*



- Ms. Ananya Varnika R P
1st Year MBA

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- 2.Encourage Research, Innovation & Entrepreneurship.
- 3.Train to uphold highest ethical standards in all activities.

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