



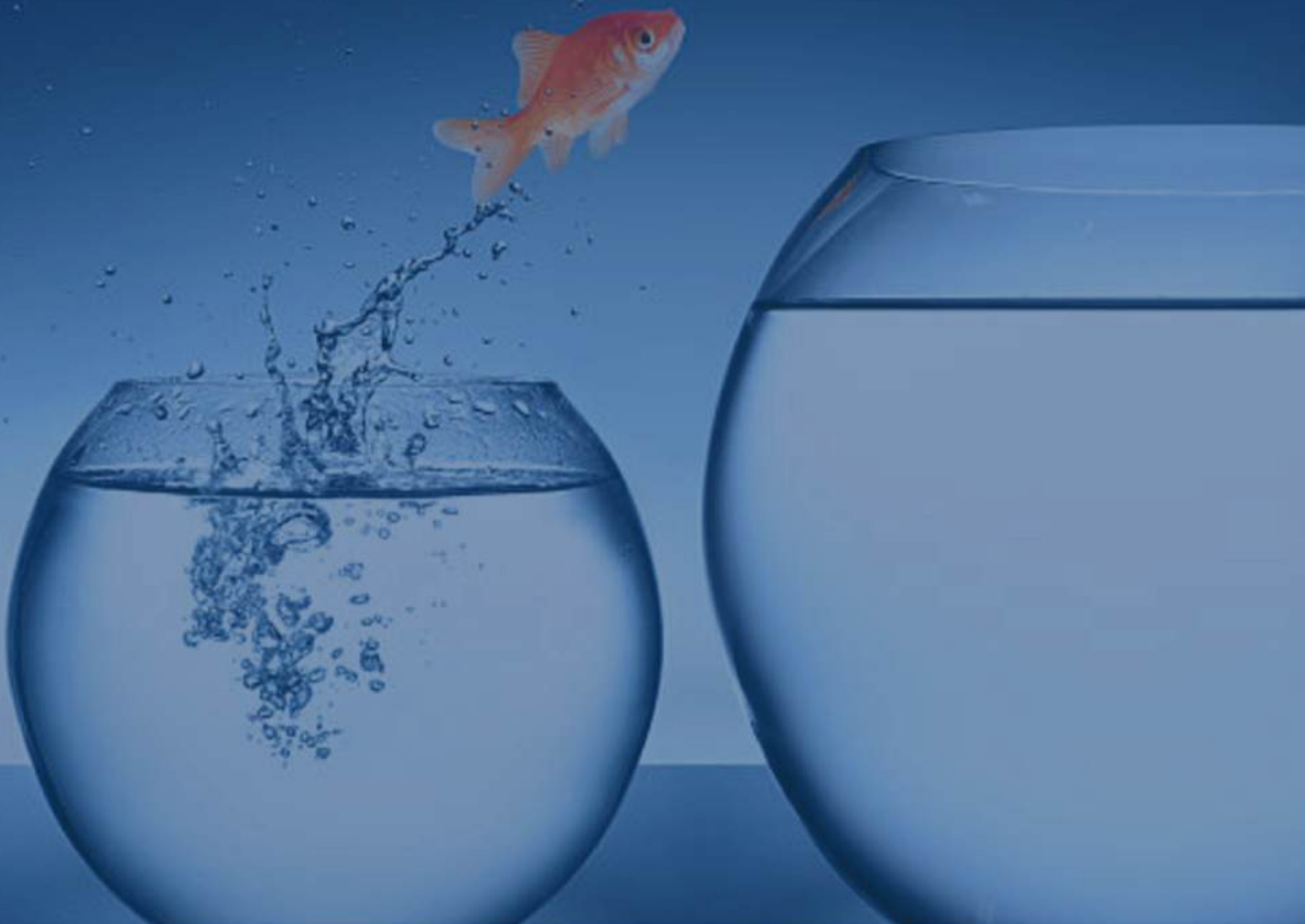
**SURANA COLLEGE  
AUTONOMOUS**

Affiliated to Bangalore University | Re-accredited by NAAC with A+  
Recognized by AICTE - New Delhi

# CATALYST

Sparking Change, Driving Ideas, and Initiating Growth

Volume 01 Issue 01 Quarterly Newsletter of Department of MBA & Research Centre March 2025



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*Editorial Speaks....*

# EDITORIAL MESSAGE

Greetings from the Department of MBA and Research Centre !

We are delighted to bring you the latest updates and highlights from our department, showcasing our unwavering commitment to academic excellence, industry collaboration, and the holistic development of our students.

The new academic year commenced with great enthusiasm with the MBA Inaugural Ceremony held on December 26th, 2024. We warmly welcomed our incoming batch of students – future leaders poised to make a difference. The event marked the beginning of their transformative journey in management education.

Our faculty members continue to play a pivotal role in shaping the academic and research landscape through their active involvement in publications, conferences, and industry engagements. Their contributions inspire students and elevate the academic standards of the department.

We believe in learning beyond the classroom. A variety of student-driven initiatives and industry-oriented programs were organized to foster practical insights and leadership skills through Sparkz – Club Activities, CXO Series, Entrepreneurial Series, Startup Day Competition, Industrial Visits & Corporate Mentoring, Innovesta 2K25 – Intercollegiate Management Fest, Student Participation in External Fests & Events. All these initiatives are designed to provide a vibrant and experiential learning platform, preparing our students to meet the demands of the dynamic business world.

We are immensely proud of the milestones achieved so far and look forward to continued success in the months to come. Our mission remains focused on empowering students with knowledge, skills, and values that drive meaningful careers and impactful contributions to society.

Stay tuned for more updates, events, and success stories from the Department of MBA and Research Centre.

## Director Speaks....

I am delighted to share with you the latest edition of our newsletter, which reflects the dynamic and inspiring journey that our MBA Department has undertaken over the past three months. It is with immense pride that I highlight our commitment to excellence in teaching, entrepreneurship, research, social responsibility, and the vibrant functional club activities that shape our community.

At the heart of our institution, teaching and learning remain paramount. Our faculty continue to provide cutting-edge knowledge and insights, equipping our students with the tools they need to navigate the complexities of the modern business world. We are dedicated to fostering a rich and stimulating academic environment that encourages critical thinking, creativity, and leadership.

Entrepreneurship is a key pillar of our mission, and we take great pride in nurturing the next generation of innovators. Through various initiatives, we empower our students to think outside the box, explore new ventures, and bring their ideas to life. Whether through workshops, mentorship, or hands-on startup experiences, we are creating an ecosystem that fosters entrepreneurship and drives growth.

Research continues to play a vital role in advancing both academic knowledge and real-world impact. Our faculty and students are actively engaged in groundbreaking research across various fields of business, providing valuable insights that contribute to the evolving landscape of management and society. We remain committed to producing research that addresses contemporary challenges and shapes future business practices.

Equally important is our deep commitment to social responsibility. We believe in the power of business to not only drive economic success but also to contribute positively to society. Through community outreach programs, sustainability initiatives, and ethical leadership, we encourage our students to be responsible leaders who make a difference in the world.

Lastly, our functional clubs continue to be a vibrant part of our student life. These clubs offer our students the opportunity to collaborate, network, and hone their skills in specific areas of interest. From marketing and finance to consulting and human resources, our clubs provide valuable platforms for students to learn, engage, and develop practical expertise that complements their academic journey.

As we move forward, we remain steadfast in our commitment to providing transformative education that balances academic rigour with practical application. I am excited for the opportunities ahead and the continued growth of our institution as we shape the leaders of tomorrow.

Thank you for your ongoing support and dedication to our shared mission



**Dr. Anitha Nallasivam**  
Director - MBA

# DEPARTMENT OF MBA & RESEARCH CENTRE



The MBA Program was established in 1999 with an initial sanctioned intake of 120 students. Over the years, due to growing demand and consistent academic excellence, the intake capacity has been increased to 240 students. This is a two-year, four-semester program affiliated with Bangalore University, and is recognized by the All-India Council for Technical Education (AICTE), New Delhi, and the Government of Karnataka.

The program currently operates under autonomous status with Bangalore University and follows a Choice-Based Credit System (CBCS). It offers dual specializations and is approved by the University Grants Commission (UGC), New Delhi. The department has been re-accredited by the National Assessment and Accreditation Council (NAAC), New Delhi with an A+ grade, and is ISO certified.

The department hosts a recognized research centre under Bangalore University, offering part-time Ph.D. programs in the Faculty of Management. Our faculty comprises 12 full-time and 4 adjunct professors, including 5 Ph.D. holders. With an average age of 30 and an average experience of 15 years, the faculty brings a balanced mix of industry insights, academic depth, and research expertise. Faculty members are actively involved in research and have published in reputed national and international journals.

The department also maintains professional memberships with key industry and academic bodies such as AIMA, NHRD, and BMA. We have established strategic MoUs with leading companies, professional bodies such as KASSIA, FKCCI, and other industrial associations, enabling strong industry-academia collaboration. The department also offers various certification programs in partnership with IBM, Nirman Foundation, and others, aimed at enhancing student skills and employability.

Student development is further enriched through active participation in various student-led clubs, including: HR Club, Marketing Club, Finance Club, Analytics Club, ISR (Institutional Social Responsibility) Club, Entrepreneurship Club.

Additionally, the department hosts a variety of interactive events such as the CXO Series, E-Series, and Alumni Interaction Series, providing students with valuable exposure to industry leaders and real-world business insights.

The department takes pride in its strong alumni base of over 2,000 graduates, many of whom are successfully placed in leading organizations across India and abroad. A significant number also serve as entrepreneurs, contributing to innovation and economic growth.

## WELCOMING THE NEW ERA OF EXCELLENCE

Surana College (Autonomous) under the flagship of SEI (Surana Educational Institutions) has proudly inaugurated its Fourth Autonomous MBA Batch of 2024-2026 on 26th December, 2024. Marking the beginning of the journey of our future leaders the celebrations took off on the wonderful inspirational insights on the valuable experiences and wisdom shared.

The Chief Guest of the Day was Mr. Sethuraman. K -Founder & CEO – Be Wise & The Guest of Honour was Mr. Kumarjit Pathak – Senior Manager Data Science – AB Inbev India .The inauguration was graced by Group Director, Dr. Punith Cariappa and Principal, Dr. Veena K N. Set to embark on a rigorous academic and experiential learning journey the new batch consisting of a dynamic mix of 125 students from various backgrounds, were put through a thorough 3 week planned and structured Induction Program spread over 3 phases between 27th December 2024 and 16th January 2025 !

The Objective of these sessions was to break the ice to understand the students mindset thus bridging the gap, since they come from various backgrounds and enable them to shape their future in accordance to their Goals


The Phase 1 was meant to mainly challenge the students to raise themselves and their thinking from what they were used to , to where it should be , to complete the course successfully and reach their dream state !

Key sessions were by the Group Director , Surana Educational Institutions (SEI) , Dr Punith Cariappa , on how to be thinking professionally ! The Head of Placements , Surana Educational Institutions , Mr Kiran V , shared his thoughts on what the young minds should be doing to be Career Ready when the Placement Season starts and this really set the students rethinking on what they should be focussing on !


Prof Kalyani Suresh shared insights on Mindfulness and how the students can apply this principle to make effective decisions ! Prof N Sreedhar touched upon the key aspect of Personality Development and the applicability of the concept of Universal Human Values in every transaction – be it personal or professional – as the lines between Personal Lives and Professional Lives are blurring at a rapid pace !

The Phase 2 While Libraries have been a regular part of a student's life right from the beginnings of their learning journey , the applicability of its usage would be most in the Post Graduate Program. This was emphasized by our most respected Librarian , Dr. Gururaj F. Duragannavar.






A good indicator of the progress made by organizations is the certification named Great Places To Work (GPTW) . An orientation and desk research on this topic was facilitated by Prof. Rinku Modoor, Prof. K. R. Soumya and Dr. R. Satheeshkumar. The expectations of the world from an MBA student is huge and this was the crux of the session facilitated by Prof. K. R. Soumya . to give them a reality check about themselves ! Dr. H. L. Sudarshan , touched upon the criticality of Mental Health on Performance , both personally and professionally !




Prof. Dr. Roopashree B R shared insights on Entrepreneurship , igniting the minds of the students to focus on the path of Entrepreneurship and not restrict themselves to looking at a corporate career alone ! Financial Literacy is a skill that any MBA student from any domain of specialization should possess ! This was an area covered by Prof. P. Supriya & Prof. Rinku Modoor shared insights on Emerging Technologies which are / would be impacting the world ! This was an eye opener to many , and this made the students realize how fast the world around them is evolving,

The Phase 3 Three key areas causing the biggest impact on the world currently and well into the future , were chosen and encapsulated into 3 Value-Added Programs that were offered to the students . Each of these Value-Added Programs were designed to have two credits of theory and one credit of practical component , and delivered as an audit course.



The key skill of Financial Analysis , which is critical to MBA students of any specialization , was delivered by the Value Added Program on Financial Analysis facilitated by Dr.Lasya K. R. to THINK in Financial Terms ! Economics rules the world and Management students are expected to manage the economics of anything that they deal with ! The Value Added Program on Economic Analysis which looked at sharp economic insights impacting the world , was facilitated by Dr. R. Satheeshkumar.

Data Analysis is a key skill that anybody should possess and more so by a Management Graduate , when we speak data ! Data acumen is a key skill for the future and this was brought to the minds of the students by Dr. S. Gokula Krishnan !



The Induction Program drew to its logical close on 16<sup>th</sup> January 2025. The various programs curated and delivered by the respective domain experts , ensured the effectiveness of the program ! This session promises to be one of the Flagship Programs in the annals of the Department of MBA & Research Centre , into the future !

## STUDENT SPOTLIGHT

The entrepreneurial spirits of the students were ignited by Mr. Dayakar Murthy, an accomplished entrepreneur, through the session titled Developing Entrepreneurial Mindset for MBA students coordinated by Dr. Roopashree B R. Through his insightful presentation, he emphasized the transformative power of entrepreneurial thinking and shared practical strategies for fostering innovation and resilience. His session offered invaluable guidance to students aspiring to venture into the entrepreneurial world, leaving them motivated and better prepared to navigate their journey toward success.



The Department of MBA organized an insightful industrial visit to Dairy Day, a leading South Indian ice cream company, for the MBA Batch of 2023–25. The visit was designed to provide the first & third semester students with practical exposure large-scale business operations and strategic management practices.

Dairy Day is renowned for its extensive portfolio of over 150 ice cream products, including cups, cones, sticks, and tubs. With a strong market presence across Karnataka, Tamil Nadu, Andhra Pradesh, Telangana, and Maharashtra, the company operates through a vast and efficient distribution network.

The first batch of 110 students from the batch 24-26 visited the facility on 22<sup>nd</sup> February 2025. 99 students from the batch of 23-25 visited the facility on 25<sup>th</sup> February 2025, followed by the second batch of 120 students on 27<sup>th</sup> February 2025. During the visit, students explored various facets of the business, including production processes, quality control measures, supply chain logistics, and marketing strategies.

This visit offered students a valuable opportunity to witness the inner workings of a successful FMCG company and understand how strategic planning, innovation, and distribution efficiency contribute to sustained growth in a competitive market.

The experience reinforced key management concepts and helped bridge the gap between classroom learning and industry practice, fostering deeper understanding and professional readiness among the students.



*Think like a strategist, act like a brand, and shine like a leader. Today is your canvas — paint it with purpose.*

## STUDENT SPOTLIGHT

A Start up day competition was organised for Students on January 16th, 2025, as part of the IISC-Startup Day by . This thoughtfully curated event provided an empowering platform for students to present their innovative startup ideas, sparking creativity and nurturing entrepreneurial ambition. fostering a spirit of innovation and collaboration, the competition stood as a testament to Dr. Roopashree B R's dedication to student success and entrepreneurship.



*“Everything in life is connected. What we do to one, we do to all.” – Mahatma Gandhi*



The Office of Career Guidance & Placements, organized the flagship SEI Finishing School – Corporate Mentoring Program for the MBA Batch 2023–2025. Held across four Saturdays, the sessions focused on personal interviews, group discussions, industry insights, and mock interviews, aimed at enhancing students' corporate readiness.

The program featured industry experts from leading organizations such as Google, JP Morgan, PwC, Intel, IBM, Accenture, and more, who provided one-on-one mentoring and sector-specific guidance. This initiative empowered students with real-world insights, interview preparedness, and valuable networking opportunities.

MBA students completed an intensive five-day certification program in Advanced Business Analytics, conducted in the state-of-the-art MBA Lab. Under the expert guidance of Prof. Dr. S. Gokula Krishnan, the program focused on practical, hands-on training with leading analytics tools and techniques.

Designed to bridge theory with real-world application, the program equipped students with essential skills for data-driven decision-making—preparing them to harness the power of analytics in solving complex business challenges and driving strategic growth.



**SPARKZ-** The MBA Club Inauguration at Surana College (Autonomous) was an event designed to mark the commencement of a vibrant academic and extracurricular journey for the MBA students. The Department of MBA and Research Centre had meticulously curated a program to welcome new members into the club. The inauguration was not just a ceremonial event; it symbolized the beginning of an engaging and enriching experience for all students involved in the MBA program.

The event kicked off with an Invocation Performance and Song by Sahana and Vaishnavi-MBA students, who set the tone for the program with a soulful and uplifting performance, invoking blessings for a successful club inauguration. The opening was followed by the Welcome Address delivered by the Director of the Department of MBA & Research Centre Dr. Anitha Nallasivam, who provided valuable insights into the vision and goals of the MBA program and how the newly inaugurated MBA Club would contribute to the overall growth of the students.



Following this, Prof. Sreedhar N took the stage to give a brief presentation about the MBA Club, its purpose, and its significance in the academic and extracurricular lives of students. He highlighted how the club would act as a platform for skill-building, leadership, and personal growth, fostering a collaborative environment for students to work on various projects, events, and activities. The MBA Club would focus on organizing discussions, workshops, guest lectures, and cultural events, all of which would enhance the learning experience beyond textbooks.



The next segment featured addresses by Dr. Anitha Prasad, Founder of Anita Humanitarian Foundation and Mr. Sudhir Kiran, President, Marketing, Branding Consultant, Producer, Host, Actor & Director who are renowned personalities in their respective fields. Their inspiring words motivated students to explore new horizons, focus on their academic and career goals, and make the most of the opportunities available through the MBA program and the club activities.



One of the most pivotal moments of the event was the Badging Ceremony, where students received their official MBA Club badges. This moment symbolized their membership in the club and their commitment to actively participate in its activities, fostering a sense of belonging and responsibility among all members.

The event culminated with the Oath-taking Ceremony, where students pledged their dedication to academic excellence, professional growth, and ethical leadership. This solemn oath reinforced the values that the MBA program and the club stand for, encouraging students to uphold integrity and responsibility throughout their journey.

To conclude the program, the Club President delivered the final remarks, expressing gratitude to the dignitaries, guests, and students for their presence and support.

The Department of MBA and Research Centre conducted the ₹50 Smart Investment Challenge on 19th February 2025. Organized by the Entrepreneurship Development Club, the event witnessed participation from 95 students across 21 teams.

The challenge aimed to foster financial literacy, strategic thinking, and entrepreneurial skills among students. Participants were tasked with creating and executing business ideas using a starting amount of ₹50. Over a span of 4 hours, teams showcased creativity in product development and customer engagement.

The event included business pitching sessions judged by an expert panel. Likith and team (2nd year) secured the 1st prize, followed by teams led by Yashwanth and Monika in 2nd place. Students gained practical insights into smart investments and innovation. The initiative provided a unique hands-on learning experience. It concluded with appreciation for the organizers, faculty, and enthusiastic participants.

## STUDENT SPOTLIGHT



The Institutional Social Responsibility (ISR) Club successfully organized THE REACH, a blood donation camp, coordinated by students Skanda S. Sharma and S. Ujwala Sai Sri, under the guidance of Prof. Supriya P., the initiative was driven by the powerful theme, "Every drop of blood is a gift of life."

The event witnessed enthusiastic participation from students across the MBA, MCA, and Psychology departments, all coming together in the spirit of service and compassion. Through their voluntary contributions, the camp not only met its blood donation goals but also promoted health awareness, community involvement, and the vital importance of social responsibility.

The event stood as a testament to the Department's commitment to fostering socially conscious leaders and highlighted the collective impact of student-led initiatives in making a meaningful difference.





The Department of MBA & Research Centre marked International Women's Day with a vibrant and meaningful celebration that honored the remarkable achievements and contributions of women across various spheres of life. The event served as a platform to recognize the strength, resilience, and leadership of women, both within and beyond the academic community.

The celebration featured a series of inspiring speeches by distinguished guests, faculty members, and students, who shared powerful reflections on gender equality, personal growth, and the evolving role of women in business and society. The event was further enlivened by captivating cultural performances, including music, dance, and dramatic presentations, which highlighted themes of empowerment, diversity, and unity.



As part of the prestigious CXO Series, the MBA Department hosted an insightful session by Ms. Juvi Alex from Speed | Lead | Transform. The session captivated attendees with a powerful exploration of leadership and transformation strategies designed for today's dynamic and fast-evolving business landscape.

Ms. Alex's engaging presentation emphasized the importance of driving meaningful change, fostering a culture of innovation, and leading with purpose. Through real-world examples and actionable insights, she empowered students to navigate complex organizational challenges with strategic clarity and confidence.

The session was a valuable opportunity for aspiring business leaders to gain a deeper understanding of the evolving demands of leadership in contemporary corporate settings, reinforcing the department's commitment to bridging industry knowledge with academic excellence.

*"Don't watch the clock; do what it does. Keep going." – Sam Levenson*

**DOMAIN-SPECIFIC CLUB ACTIVITIES**

**FINSIGHT** – The Finance Club organized a Digital Poster Making Competition to promote financial awareness and creative expression. Participants designed A4-sized digital posters based on recent financial news, integrating college and Sparkz logos within a 2-hour window. The event saw enthusiastic participation from 95 students across the first & second years.

**BRANDATHON** – Marketing Club hosted an insightful session focusing on marketing strategies and teamwork. The event included a case study on ZUDIO, a product identification challenge, and a quiz on marketing news. Team M Kings won the product identification competition, while Team Avengers emerged victorious in the quiz. A total of 29 MBA students participated, gaining valuable knowledge on market trends and brand strategies.



**METAMORPH** - HR Club hosted an engaging event focused on collaboration, discussion, and networking. Key activities included HR Huddle for informal networking, HR Quest for team-building, and HR Duel for debating HR topics. The debate covered trending topics such as virtual reality training, mental health leave, and employee disconnection after work hours. The event saw active participation from 25 students, fostering teamwork and insightful discussions.

**BIZLYTICS** launched its first event with a club introduction, poster unveiling, and tagline presentation. Activities included a quiz on analytics and AI, self-introductions, and a debate on whether AI-driven decisions should override human expertise. Winners of the quiz were Jeevitha S.K (1st), Hemanth Kumar M (2nd), and Lavanya G.P (3rd). Shreya Acharya B and Hemanth Kumar M won the debate, with 33 students actively participating.



MBA Students successfully hosted the E-Series: Entrepreneurs Unscripted, a vibrant platform connecting aspiring entrepreneurs with industry leaders. The event featured inspiring talks by Mr. Madhu Chandan, Founder of Organic Mandya, and Mr. Vishwanath V, Founder of India Sweet House.

Both speakers shared their entrepreneurial journeys, shedding light on real-life challenges and breakthrough moments. The session emphasized innovation, resilience, risk-taking, and adaptability in entrepreneurship. Students gained practical insights into startup execution and strategic problem-solving. The discussion also highlighted the importance of mentorship and professional networking.

Attendees were encouraged to think creatively and explore entrepreneurship as a career path. Key takeaways included actionable strategies for launching and scaling ventures. The interactive format fostered engaging dialogue and student participation. It helped nurture an entrepreneurial mindset and a culture of innovation. The event served as a valuable learning opportunity beyond the classroom. Students left motivated to pursue their ideas with purpose and confidence. E-Series continues to be a launchpad for future entrepreneurs at Surana College. The initiative reflects the college's ongoing commitment to fostering startup talent.



MBA Senior students organized a memorable Freshers' Day celebration to extend a warm welcome to the incoming Semester 1 batch. The event served as an engaging platform to foster camaraderie, break the ice, and integrate the new students into the academic and cultural environment of the institution.

The celebration featured lively interactions, creative performances, and team-building activities that encouraged participation and collaboration. The warm and inclusive atmosphere helped create lasting first impressions and laid the foundation for meaningful friendships and a strong peer network.

This initiative not only highlighted the leadership and organizational skills of the senior students but also set a positive tone for the academic journey ahead. The Freshers' Day celebration exemplified the spirit of unity, enthusiasm, and community that defines the MBA program at Surana College.

## STUDENT SPOTLIGHT

The Team of MBA students actively participated in “Granium 2025” an inter collegiate competition organized by Jain CMS Business School on 21<sup>st</sup> and 22<sup>nd</sup> February 2025, of which Ms. Pallavi S, Ms. Sahana H S, Ms. Pooja D M, and Mr. Deepak Kumar Sharma emerged as the top performing team among the six finalists. Notably Ms. Pallavi S secured 1<sup>st</sup> prize – A Foreign Immersion Sponsorship to London, UK. This is a remarkable milestone that underscores the talent and potential of our students.



The Team of MBA students participated in “Euphoria 2025” an inter collegiate competition organized by Mount Carmel College Bangalore on 24<sup>th</sup> and 25<sup>th</sup> February 2025. The team secured 3<sup>rd</sup> prize in the Treasure Hunt event which reflects their creativity, teamwork and competitive spirit.



*The world is your audience, and today is your pitch.*



Sparkz, the MBA Management Club, organized a meaningful World Water Day event for 1st-year MBA students. Held on 22<sup>nd</sup> March 2025, the event focused on raising awareness about water conservation and sustainability. The program featured impactful documentaries highlighting global and local water issues. Students gained insights into innovative Indian startups tackling water challenges. These real-world examples emphasized the role of entrepreneurship in sustainability. A poster-making competition allowed students to creatively express water conservation messages.

The activity encouraged visual storytelling and environmental awareness. The event successfully blended education, creativity, and student engagement. It was curated and coordinated by Prof. Sreedhar N., Faculty Coordinator of Sparkz. Student leaders Davana Gowda L. (Vice President) and Shreya Acharya B. (Treasurer) supported the event. Their collective efforts ensured smooth execution and high participation. The event promoted water as a shared responsibility for a sustainable future. It encouraged MBA students to think critically about environmental challenges. Sparkz continues to foster awareness through impactful student-led initiatives. World Water Day 2025 was a step toward nurturing responsible future leaders.



Innovesta 2k25 is an Intercollegiate Fest Jointly organised by Departments of MBA, MCA and M.Sc Psychology of Surana College, Autonomous on 19.03.25 & 20.03.25. Mr.Ajay Pallegar, Project Manager, Cisco was the Chief Guest for the Inaugural Ceremony. Department of MBA conducted three events namely Treasure Hunt, Innovative Business Idea and Business Quiz for UG and PG Students.

Think Like a CEO and Virtual Trading Edition are the two events conducted exclusively for PG Students. Product Convergence and Best Management Team are the two events conducted exclusively for UG Students. In addition, Sports and Cultural Events were included as part of Innovesta 2k25 for both UG & PG.

All the Twelve events of Innovesta 2k25 conducted by Department of MBA and Research Centre have attracted 422 Participants across the state of Karnataka. 334 Students Registered for Management and Sports Events while 88 Number of Students Registered for Cultural Events. 119 teams have participated from various colleges and all the participants thoroughly enjoyed the two days event.

Vid.Latha Laxmish, Founder, Samyoga Kalashale, Centre for Art & Culture and Mr.Shivakumar Puttarachaiah, Dancer were the Chief Guests for the Valedictory ceremony of the Innovesta 2K25. The winners of the Management fest for PG Events are ST. Francis College, Koramangala and the runners of the PG event overall are RNS First Grade College, Bangalore. Over all winners of the Management fest for UG Events are Sheshadhiripuram Academy and Overall runners of the UG event are ASC Degree College, Bangalore.



## GUEST LECTURE / WORKSHOP DELIVERED BY FACULTY MEMBERS

Prof. Sreedhar N delivered session on **"Building Resilience and Confidence to Achieve Success"** for the Students of MBA Department at KSSEM, Bangalore on 2<sup>nd</sup>, January 2025.

Prof. Dr S Gokula Krishnan served as the resource person for a session on **"Generative AI Technology for Business"** for the Students of MBA Program at Symbiosis International (Deemed University), Pune on 11<sup>th</sup>, January 2025.

Prof. Dr. R. Satheeshkumar has Served as Chair for Scientific Session as Part of ICSSR Sponsored CAPSity 2025-The Leadership Summit organised by the Centre for Academic and Professional Support in Collaboration with the Department of Psychology, CHRIST University, Kengeri Campus, Bangalore on 24<sup>th</sup>, February 2025.

Prof. Dr. S. Gokula Krishnan has Served as Keynote Speaker and delivered a session on **Generative AI and Workforce Management** in the National Conference on Exploring the Significance of Commerce and Management in Today's World organised by AWC College, Karur, Tamil Nadu on 17<sup>th</sup>, February 2025.

Prof. Dr. S. Gokula Krishnan has delivered a session on **Predictive Analytics**, for the students of Department of MBA, SNS College of Technology, Coimbatore on 28<sup>th</sup>, March 2025.

Prof. Dr. S. Gokula Krishnan has served as Resource Person and delivered a Session on **Real World Applications of AI / ML in HR Analytics**, in the 5 Days FDP on Holistic Development and Innovation for Sustainable Success at Hindustan College, of Arts and Science, Coimbatore on 27<sup>th</sup>, March 2025.

Dr Anitha Nallasivam was invited as a resource person at NIFTEM to deliver the session on **"Retail and Marketing Strategy in Food Business"** for Entrepreneurs in food business on 20<sup>th</sup>, March 2025

Dr Anitha Nallasivam was invited as a resource person at NIFTEM to deliver the session on **"Design of New Learning Activities"** for centrally funded institutions professors on 11<sup>th</sup>, March 2025

## FACULTY RESEARCH & PUBLICATIONS

Prof. Dr R Satheeshkumar published a Book Chapter on **"Introduction to The Global Business Environment"** in the Book titled Global Business Environment: Challenges and Opportunities, published by Commerce and Management Association of India in association with IMPRINT: I I P Iterative International Publishers with the ISBN 978-93-6252-550-5 in Jan 2025.

Prof. Dr S Gokula Krishnan published a Book Chapter on **Employee Performances and Productivity in Hybrid Work Culture: A Descriptive Study** in the month of Jan 2025 published by IGI Global Scientific Publisher.

Prof. Dr S Gokula Krishnan published a Book Chapter on **The Mediating Role of Team Members' Empowerment in the Link Between Leadership Stages and Organizational Outcomes** with ISBN 978-93-48859-98-3 (Print), ISBN 978-93-48859-50-1 (eBook) by BP International.

Prof. Dr. R. Satheeshkumar has published a research article titled: **Application of Data Security in Organizations** with Reference to Bangalore in International Journal of Arts, Humanities and Social Sciences (ISRGJAHSS) with ISSN: 2583-7672 (Online), Volume III and Issue No.I.

Prof. Sreedhar N published a research article titled **"Sustainable Urban Development"** in Naturalista Campano- Web of Science indexed Journal in January 2025.

Prof. Balachandramurthy E has presented the paper titled **“Green Financing: Exploring Strategies, Challenges, and Opportunities for Sustainable Development”** in fourth International Conference on Resilience and Progress: Pioneering Transformative Pathways to Sustainability (ICRPPTPS) organised by the Department of Professional Accounting and Finance, Kristu Jayanti College, Autonomous, Bengaluru on 21<sup>th</sup> and 22<sup>th</sup>, February 2025.

Dr Anitha Nallasivam has published a research paper on **“Mapping the knowledge domain of machine learning methods in performance evaluation Interdisciplinary Approaches to AI, Internet of Everything, and Machine Learning”** pp. 367-381 in a scopus indexed journal

Prof. Kalyani Suresh has presented the paper titled **“The Evaluation of ESOPs and their Taxation in India-A Historical and Contemporary Analysis”** at the International Conference on Sustainable Finance and Accountancy held on 12<sup>th</sup> and 14<sup>th</sup>, March 2025 organized by the Department of Professional Studies at CHRIST(Deemed to be University), Bangalore.

## **AWARDS & RECOGNITION**

Dr Anitha Nallasivam has published National Utility Patent on Analysis of how e-commerce businesses maintain logistics unit in India in the year 2025 as Fourth author

Dr Anitha Nallasivam has published an International Design Patent UK on Supply Chain Management Systems in the month of January 2025 as the First author

Prof. Dr R Satheeshkumar received a Best Reviewer Award Received from Journal of Management Research and Analysis on 11<sup>th</sup>, January 2025. for the excellence in review of article.

Prof. Dr. S. Gokula Krishnan received Best Paper Award in ICSSR Sponsored National Conference titled **“Entrepreneurial Eco Systems and Capacity Development in South Indian Universities”** organized by Presidency College, Bengaluru on 27<sup>th</sup> and 28<sup>th</sup>, February for his research work titled Leveraging AI, IOT and Blockchain for Entrepreneurial Eco Systems-Development of Conceptual Framework.

Dr Anitha Nallasivam has received the seed grant worth of Rs.165000 from Surana Educational Institutions for a project Harnessing Solar Energy in India's Renewable Transition: Capacity, Policies, and Future Prospects in the month of March 2025

## **FDP ATTENDED & ORGANISED BY FACULTY MEMBERS**

Prof. Roopashree B R participated in Faculty Development Program on **“Data Analysis by SPSS from Basics to Advance”**, conducted by Swasthik Consulting services, Bengaluru on 2<sup>nd</sup>, January 2025.

Prof. Supriya P participated in the One Day Workshop on **“Unlocking Innovation: A Guide to Research, Publication & Patents”** on 1<sup>st</sup>, March 2025 organized by S-Vysya Deemed to be University, Bangalore.

Department of MBA and Research Centre organized a Faculty Development Program on **“AI-Driven Innovation in Research Paper writing and publishing”** on 22<sup>nd</sup> March 2025. Dr. S. Vinoth, Professor, CMS Business School, Jain Deemed To Be University, Bangalore served as the resource person and convened by S. Gokula Krishnan. 40 Participants including faculty members attended five-stage research paper writing process.

The Department of MBA & Research Centre is delighted to announce that 16 of our students have successfully secured placement offers as part of the 2025 placement season. This accomplishment reflects the dedication and preparedness of our students, supported by rigorous training sessions, soft skills development, corporate mentoring and personalized career guidance.



**Shashank G**  
ABFRL



**Rohith M**  
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**Yashwanth N**  
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**Yashaswini N**  
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## MARKETING REIMAGINED: NAVIGATING THE FUTURE IN THE AGE OF AI

In the age of advanced technology, AI has emerged as a powerful tool that can analyze data, solve problems, and automate tasks with unparalleled precision. But where does it stand when compared to the human heart, with its capacity for empathy, intuition, and emotion? AI may outperform us in logic, speed, and memory, but it lacks the emotional intelligence that is fundamental to human connection. While machines can simulate conversation and even mimic emotions, they cannot truly feel or understand the depth of human experiences. The heart, in its unpredictability and sensitivity, continues to guide us in ways no algorithm ever can. As we move toward a future powered by AI, the question remains: Can technology ever truly replicate the essence of what makes us human? The answer may lie in finding a balance between the precision of AI and the compassion of the human heart.

Theatre-Based Corporate Training: A Creative Path to Professional Growth. Theatre-based corporate training is an innovative approach that transforms traditional learning by incorporating drama techniques like role-playing, improvisation, and storytelling to enhance employee engagement and skill development. By immersing employees in real-world business scenarios through theatrical exercises, participants can improve their communication, leadership, and problem-solving skills in a fun and interactive way. This method not only builds confidence and emotional intelligence but also fosters a deeper understanding of team dynamics and collaboration. As individuals step into different roles, they gain fresh perspectives on conflict resolution, creativity, and adaptability—traits essential for navigating today's fast-paced, ever-changing business environment. Theatre-based training offers a unique opportunity to break away from the conventional, allowing professionals to connect with their work and each other on a more meaningful level.

Spirituality in the Workplace: Enhancing Well-being and Productivity

Incorporating spirituality into the workplace is a growing trend that fosters a sense of purpose, well-being, and fulfillment among employees. It's not about religion, but rather creating an environment where mindfulness, ethical behavior, and emotional intelligence are valued. Practices like meditation, reflection, and acts of kindness can reduce stress, improve focus, and encourage collaboration. When employees feel spiritually connected to their work, they bring their whole selves to the job, leading to higher engagement, better decision-making, and a more positive workplace culture. By embracing spirituality, companies can nurture a workforce that is not only more productive but also more resilient and compassionate, contributing to both individual and organizational growth.

**Dr. Anitha Nallasivam**  
Director - MBA

## AI VS. HEART: THE BATTLE BETWEEN LOGIC AND EMOTION

Artificial intelligence (AI) is transforming the world of marketing, ushering in a new era where data, automation, and personalization redefine how brands connect with consumers. No longer limited to enhancing existing strategies, AI is fundamentally reshaping the marketing landscape – from campaign creation to customer engagement and beyond.

One of AI's greatest contributions is its ability to deliver personalized experiences at scale. From recommendation engines on platforms like Amazon to AI-optimized email campaigns, marketers can now tailor messages and offers to individual consumers. Chatbots powered by natural language processing enable real-time, human-like interactions that improve customer support and satisfaction.

AI ensures that every touchpoint – from ads to social media posts – feels uniquely tailored, increasing engagement and loyalty.

AI moves marketers from being reactive to proactive. Predictive analytics forecast consumer behavior, allowing marketers to anticipate needs, prevent churn, and boost lifetime value. Prescriptive analytics go further by recommending specific actions – such as which channel to use, when to launch a campaign, or what price to set – based on historical and real-time data.

This level of insight significantly enhances decision-making, reduces waste, and improves return on investment.

While some fear that AI will replace human creativity, the reality is more collaborative. AI tools like ChatGPT or generative image models can assist in ideation, content creation, and even A/B testing. Rather than replacing marketers, AI empowers them by handling routine tasks and providing insights that inform more impactful creative strategies.

With powerful tools come serious responsibilities. Marketers must ensure ethical use of data and algorithms, maintaining transparency and fairness. Consumers expect brands to protect their privacy and be clear about how data is collected and used. Bias in AI systems must also be monitored to avoid reinforcing harmful stereotypes.

Building trust through ethical marketing practices will be key to long-term success.

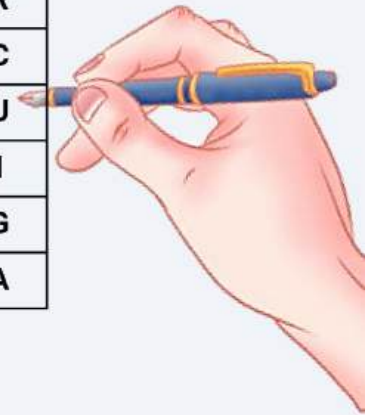
AI is changing the skills marketers need. Today's professionals must combine creativity with data literacy and technical know-how. The future marketer will be part analyst, part storyteller – using AI tools not just to automate, but to elevate campaigns with deeper understanding and empathy.

AI is not replacing marketing – it's reinventing it. By blending machine intelligence with human creativity, marketers can deliver more relevant, timely, and impactful experiences. As the technology advances, those who adapt, remain ethical, and embrace innovation will lead the next generation of marketing.

**Asst. Prof. Sreedhar N**  
MBA Department

## MARKETING CROSSWORD PUZZLE

	1	2	3	4	5	6	7	8	9
1	C	O	N	S	U	M	E	R	S
2	M	A	R	K	E	T	I	N	G
3	P	E	R	C	E	P	T	O	
4	L	O	Y	A	L	T	Y	A	R
5	S	O	C	I	A	L	F	A	C
6	P	R	O	D	U	C	T	B	U
7	B	U	Y	E	R	D	E	C	I
8	P	S	Y	C	H	O	L	O	G
9	D	I	S	S	A	T	I	S	A



### Clues for Across:

1. The study of how people behave when purchasing goods or services.
2. The management and promotional activities that influence consumer buying decisions.
3. The process of organizing and interpreting information to form attitudes about products.
4. The term for a consumer's preference for a particular brand or product.
5. Factors like family, friends, and culture that influence consumer decisions.
6. A specific good or service that a consumer buys.
7. The individual who makes a decision to purchase a product.
8. The study of human behaviour and mental processes as they relate to purchasing decisions.
9. The feeling a consumer has when the product does not meet their expectations.

### Clues for Down:

1. People who make buying decisions in a market system.
2. A condition where the consumer feels they need something but does not know what.
3. The feeling of discomfort or regret a consumer might feel after a purchase.
4. When a consumer looks for information about a product before making a decision.
5. The need to feel part of a group or community often influencing consumer buying behavior.
6. A person's enduring characteristics, such as personality, that influence buying decisions.
7. The process of evaluating different options before making a final purchase.
8. This behavior is common when consumers make quick, low-cost purchases without much thought.

STUDENT ARTS



**BY DEEKSHITHA B S**  
1<sup>st</sup> Sem - MBA



**ANUPAM P**  
1<sup>st</sup> Sem - MBA



**HRITHIK N REVANKAR**  
3<sup>rd</sup> Sem - MBA



## **SURANA COLLEGE AUTONOMOUS**

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