

Newsletter 2026

UDAAAN

Flying Higher to Achieve Dreams

Vol.No-3, Issue No. 1 | April 2026



National Conference on GST Reforms 2.0



NATIONAL MANAGEMENT DAY 2026



NATIONAL LEADERSHIP DAY 2026

Editor-in-Chief

Dr. K.M. Sharath Kumar

Editorial Team

Ms. Sujata Bijwe

Dr. Subhadeep Mukherjee

Mr. Trilok Reddy

Faculty of Management and Commerce

GG Campus, Bangalore

Our Vision

To be an institute of excellence imparting Management Education for various Stakeholders to be Co-creators, Leaders and Entrepreneurs for Societal and Global Prosperity

Our Mission

- To inculcate life-long learning attribute through contemporary Pedagogical Techniques and Assessment
- To cultivate critical thinking capabilities and promote multidisciplinary research for contextual problem solving through a scientific approach
- To instill innovative Business Practices and Entrepreneurial Intentions for Sustainable Growth and Outreach
- To develop Leaders with a holistic mindset sensible to humanity and Society

Table of Contents

- Academics
- FMC Achievements
- Guest Lecture / Expert Talk at FMC, RUAS
- Faculty Achievements
- Events @ Research Café
- Faculty Speak....
- Research, Publications & Participation
- Student Activities
- Placement Activity
- Events @ LEADS Next Gen Centre
- Valuable Insights to FMC Students: Industry Connect
- Student Achievements
- FMC Students Offer Service to Society
- Student Article
- Forthcoming Events
- Alumni Achievements

MESSAGE FROM DEAN'S DESK



Dear Esteemed Peer Members,

It gives me an immense pleasure to connect with our students, faculty members, alumni and stakeholders through this edition of Faculty of Management and Commerce (FMC) Newsletter. At FMC, we remain committed to fostering an environment that promotes innovation, critical thinking and holistic development. In today's rapidly evolving global landscape, management education must extend beyond traditional boundaries to equip learners with the ability to adapt, lead and create meaningful impact.

My message centers on a vital theme: **Future Skills for Managers**. In an era shaped by digital transformation, technological disruption, AI integration and global uncertainties, the role of a manager is being redefined. Tomorrow's leaders must go beyond conventional expertise and cultivate a diverse skill set to navigate complexity as well as uncertainty effectively to create a resilient organization. Key future skills include:

- **Data-Driven Decision Making and AI Literacy:** In the age of Big Data and Artificial Intelligence, the ability to interpret complex datasets and translate insights into actionable strategies is essential. Managers must be data-literate and adept at leveraging analytics and generative AI to drive informed decision-making, mitigate risks and uncover new opportunities.

- **Cognitive Flexibility and Resilience:** The capacity to adapt in the face of disruption is a defining trait of future-ready leaders. We should encourage our students to embrace lifelong learning, viewing every challenge as an opportunity for life-long learning to attain growth and innovation.

- **Emotional Intelligence and Collaborative Leadership:** As automation transforms routine tasks, unique human qualities such as empathy, integrity, negotiation and cross-cultural collaboration become increasingly valuable. Thus, leading diverse and hybrid teams require strong emotional and social intelligence.

- **Sustainability and Innovation Thinking:** Future managers must adopt a mind-set that balances People, Planet and Profit. Addressing ESG challenges while fostering creativity and purpose-driven strategies will be critical to long-term success.

At FMC, we are actively embedding these competencies into our curriculum through workshops, industry collaborative round tables and real-world projects. Together, let us work towards building a future where our graduates emerge as competent, compassionate and visionary leaders.

Wishing you all continued success and growth.

Warm regards,

Dr. K. M. Sharath Kumar

Professor and Dean, Faculty of Management and Commerce (FMC), RUAS

ACADEMICS

FMC Hosts ICSSR Sponsored National Conference on GST Reforms 2.0



Shri. Prashant Gokhale, President, BCIC, graced the inaugural session, alongside **Prof. K. K. Raina**, Vice-Chancellor, RUAS, who delivered the Presidential Address on academia's role in economic reforms.

The event drew policymakers, GST officials, industry leaders, academicians, tax professionals, research scholars & students for plenary talks, a policy panel on GST 2.0 and technical sessions on structural reforms, fiscal federalism and global competitiveness. From 140 submissions nationwide, 78 papers were shortlisted for presentation; selected full papers go to ICSSR for review, with proceedings to be published by ICSSR.

The Faculty of Management and Commerce (FMC) at Ramaiah University of Applied Sciences (RUAS) successfully organized a two-day National Conference, in collaboration with ICSSR, titled "**Next-Generation GST Reforms 2.0 – A Way Towards Viksit Bharat 2047**" on **March 13–14, 2026**. Chief Guest **Smt. Kajal Singh**, IRS, Chief Commissioner of Central Tax, Bangalore Zone and Guest of Honour,

Academic – Industry Symposium on Organic Food Markets



The FMC, RUAS, in association with the Bangalore Management Association (BMA), organized an Academic-Industry Symposium titled **“From Certification to Consumption: Understanding Consumer Behaviour in Organic Food Markets”** on **5 February 2026** at the MDP Room, FMC, RUAS.

The symposium brought together academicians, organic farmers, certification experts and industry practitioners to discuss certification systems, organic farming practices, market challenges and consumer behaviour in the organic food ecosystem. The discussions highlighted the gap between certification and consumption and identified research opportunities related to consumer trust, pricing and marketing communication in organic food markets.

FMC Panel Decodes Union Budget 2026–27

The FMC hosted a dynamic Panel Discussion on **“Decoding Union Budget 2026–27”** on **12 February 2026**, in the MDP Room. Co-organized with the Institution’s Innovation Council and Bangalore Management Association, the event featured Chief Guest **Dr. Vasudevan S** (Head, Aviation Travel and Tourism, India & APAC), moderated by **Mr. Sandeep Ohri**, and panelists including **Maj. Arun Sreedharan** (Defence), **Mr. Vineet Khurana** (Taxation), **Dr. Jitendra Kumar** (Services & Agriculture) and **Mr. Neeraj Agarwal** (Fiscal Policy). Student presenters Ganavi, Sneha and others kicked off proceedings, followed by expert insights on infrastructure, security, tax reforms and human capital, with lively discussions and Q&A. Dean Prof. K. M. Sharath Kumar provided patronage, reinforcing FMC’s applied learning ethos.



Empowering Tomorrow’s Leaders: National Leadership Day & Badging Ceremony



The LEADS Next Gen Centre at RUAS and FMC celebrated **National Leadership Day 2026** on **20 February 2026** along with a prestigious Badging Ceremony of LEADS office bearers held at the RMC Council Hall. The event formally inducted Advisory and Core Committee Members, recognizing their leadership potential and commitment to the Centre’s vision. The ceremony was graced by distinguished guests including Padmashree awardee **Dr. Vijayalakshmi Deshmane**, former Director of the Kidwai Memorial Institute of Oncology, who served as Chief Guest and personally conferred badges upon the student leaders. She was joined by **Mr. Kumar Ravi** and **Dr. Naganagouda S J**, who inspired attendees with insights from their professional journeys. The event highlighted

the university’s commitment to nurturing future-ready leaders. The ceremony not only strengthened a sense of responsibility and belonging among members but also provided valuable networking opportunities with industry stalwarts. The program concluded on a high note, reinforcing the LEADS Next Gen Centre’s role as a dynamic platform for leadership development and student empowerment.

FMC Celebrates National Management Day 2026 with Focus on Quantum Leadership & Innovation

The FMC at RUAS, in association with the Bangalore Management Association (BMA), celebrated **National Management Day 2026** on **23 February 2026** at Dwaraka Auditorium. The program centered on the theme **“Leadership through Quantum Management Revolution.”** The event featured insightful addresses by **Prof. K. K. Raina**, **Dr. K. M. Sharath Kumar** and keynote speaker **Prof. Kalyan Sinha**, Hon. Professor, JNCASR, highlighting the role of quantum thinking, AI and leadership in a VUCA world. Followed by special address by **Sri Venkat K. Narayan**, Chairman & Founder, KVN Group. The program also included the release of the **FMC Placement Brochure** and was followed by **“THE OFFICE – Season 4,”** a two-day management fest featuring multiple competitive events for students.



The event witnessed active participation from students and faculty, creating a vibrant platform for knowledge exchange and collaboration. Distinguished speakers emphasized the importance of innovation, adaptability and entrepreneurial thinking in modern management education. Overall, the celebration strengthened FMC’s vision of nurturing dynamic, industry-ready leaders equipped for future challenges.

FMC Signs MoU with DRDO - RTC for Knowledge Transfer and Training Collaboration



The FMC, RUAS, has signed a Memorandum of Understanding (MoU) with the **Recruitment and Training Centre (RTC), Defence Research and Development Organisation (DRDO)**, on **6 January 2026** to facilitate the transfer of knowledge from FMC to DRDO's Defence Accounts Employees. The MoU enables FMC to address RTC's training requirements as and when the need arises. Future plans under this collaboration include extending opportunities for RTC participants to attend Faculty Development Programmes (FDPs) at FMC or RUAS. The MoU was formally signed by **Shri. Shankar Manoharan**, Director, RTC, DRDO, and **Shri. Ashok Rao**, Registrar, RUAS, marking a significant step toward strengthening collaboration between the two organisations in training and capacity building.

FMC Signs MoU with Public Affairs Centre to Boost Policy Research and Capacity Building

The FMC has signed a Memorandum of Understanding (MoU) with the **Public Affairs Centre (PAC)**, an independent public policy research organization, on **8 January 2026**. The MoU establishes a collaborative framework for joint work in five key domains: policy research and development, public sector capacity building, transaction and advisory services, training and fellowship and internship opportunities. Under this partnership, FMC, RUAS faculty and MBA students will gain opportunities to participate in evidence-based policy studies, government and public sector research and socially relevant consulting and advisory assignments, thereby deepening their exposure to governance and developmental issues. The collaboration is expected to strengthen FMC's engagements with real-world policy challenges, while supporting PAC's mission



of improving public governance through research and citizen-centric initiatives.

FMC ACHIEVEMENTS/ HAPPENINGS

Research Incentives Appreciation Ceremony – Recognizing FMC Faculty Achievements



The **Office of Research & Innovation (ORI)** organized the **Research Incentives Appreciation Ceremony** on **5 March 2026** at the RMC Auditorium, to recognize and celebrate the achievements of research incentive awardees across the university. The ceremony was held in the gracious presence of **Mr. M. R. Jayaram**, Honorable Chancellor of Ramaiah University of Applied Sciences and **Prof. Kuldeep Kumar Raina**, Vice Chancellor, RUAS, who congratulated the awardees for their outstanding contributions to research and academic excellence. From FMC, several faculty members were recognized for their research contributions. The awardees included Mr. Manisankar Datta, Dr. K. M. Sharath Kumar, Dr. Anicar D. Manavi, Dr. S. Ajitha, Dr. Annapurna Prakash, Ms. Annette Nikita, Dr. Shivakami Rajan, Dr. Chandra Sen Mazumdar, Dr. Sushma B. S., Dr. Subhadeep Mukherjee, Mr. Ajay R., Dr. Chanchala Srivastava and Dr. Usha J. C. The recognition highlights the commitment of FMC faculty members to advancing research, innovation and scholarly excellence. Their achievements continue to strengthen the research culture and academic reputation of the university.

BCIC Membership



The FMC is proud to announce its membership with the **Bangalore Chamber of Industry and Commerce (BCIC)**. As part of this initiative, FMC representatives attended the BCIC New Members' Get-Together held on **9 January 2026** at Takshashila Hall, BCIC Office, Bengaluru. The event provided an opportunity to learn about BCIC's activities, share FMC's academic and research initiatives and explore potential collaborations with industry partners.

FMC Convenes 16th BoS Meeting



The **16th Meeting of the Board of Studies (BoS)** of FMC was convened on **28 February 2026**. Chaired by Prof. K. M. Sharath Kumar, Dean, FMC, the session welcomed 26 members - external experts from IIT Madras, IIM Bangalore, Oracle and UpGrad—plus invitees like Dr. Ganesaraman K and Dr. Maju Jacob. With quorum met, the Chairperson outlined the agenda for focused discussions, ensuring smooth proceedings on curriculum and academic matters.

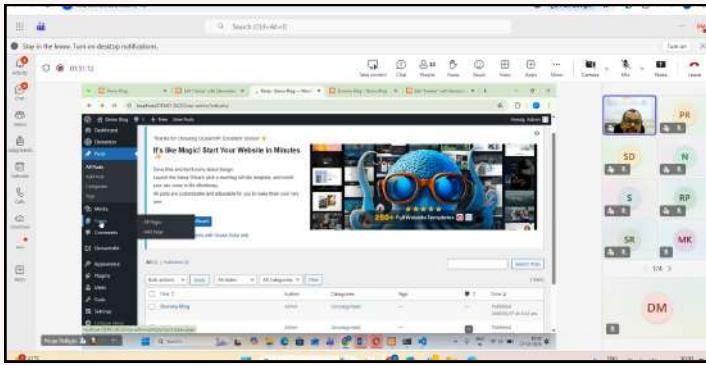
FMC ACHIEVEMENTS/ HAPPENINGS

FMC Teams Secure KSCST SPP Sponsorship Approval

On **3 March 2026**, faculty members and MBA students from FMC successfully secured sponsorship approval under the **Karnataka State Council for Science and Technology (KSCST) Student Project Program (SPP)** initiative for their innovative projects. The approved teams are: **Team 1: Dr. Bindu Nambiar**, Dr. A. Pramod Kumar, Mr. Yashas H. L., Mr. Prem D. Kanani, Ms. Maddilate Soumya; **Team 2: Mr. P. Rajeev Prasad, Prof. K. M. Sharath Kumar**, Ms. Harshitha J., Mr. R. Kaushik, Ms. Chandana P., Ms. Nikitha L. and **Team 3: Dr. Rajisha T.**, Mr. Shivakumara V., Mr. Kaushik H. R. FMC congratulates all teams on this achievement and wishes them success in the execution of their sponsored projects.



Two-Day Digital Marketing Training on Website Development



The FMC, R, conducted a two-day Digital Marketing Training on **“Developing Website for Marketing”** for its students. The programme was delivered on **20 February 2026** by **Mr. Sameer Bhosale** and focused on equipping participants with practical skills to design and develop marketing-oriented websites. Key areas covered included website strategy, wireframing, domain selection, hosting and building WordPress websites. The training enhanced students' understanding of websites as strategic marketing tools and strengthened their ability to align website development with business and marketing objectives. The programme was coordinated by Prof. H. S. Srivatsa, Dr. Anicar D. Manavi and Dr. Vaishaly Bopaiah G.

Participation in EPSI Interactive Sessions



Dr. Anicar D. Manavi, Dr. Chandra Sen Mazumdar, Ms. Vijaya Lakshmi and Dr. Bindu Nambiar from FMC, participated in EPSI Interactive Sessions held on **13 March 2026** at Hotel Gokulam Grand, Bengaluru. The program featured sessions on **“Building Awareness on NBA Accreditation & NIRF Ranking : A Pathway to Institutional Excellence towards Global Standards,”** jointly organized by EPSI and National Board of Accreditation (NBA).

Delivered Sessions at FHMCT, RUAS



Faculty from FMC, **Dr. Shivakami Rajan**, Professor and Programme Head and **Dr. Renee Namratha**, Assistant Professor, delivered guest lectures on **“Different Statistical Tools and Research Analysis”** to Faculty of Hospitality Management and Catering Technology students on **3 and 5 March 2026**. The session introduced key statistical techniques for research data analysis, with practical examples and demonstrations emphasizing real-world problem-solving.

FMC Faculty Conducted Workshop for MSRUAS Staff Development Program



On **11th March 2026**, **Dr. Shilpa R.G.** was invited as Trainer to conduct a workshop on **“Learn MS Office Tools for day-to-day operations and Advanced Excel”** to the staff of MSRUAS organized by the Centre for Professional Development (CPD) under the aegis of AIU – MSRUAS – AADC.



On **16th March 2026**, **Dr. Pallabi Mund**, was invited as Trainer to conduct a workshop on **“Lifelong Learning for Professional Development - Introducing MOOC Courses”** to the staff of MSRUAS organized by the Centre for Professional Development (CPD) under the aegis of AIU – MSRUAS – AADC.

GUEST LECTURE / EXPERT TALK AT FMC, RUAS



A guest lecture on **“Sales Management & Sales as a Career”** was held on **28 January 2026** at FMC, RUAS. The session was delivered by **Mr. Sourav Patrick Chakrabarti**, Head of Sales for the Nordics Region and International Markets at Publicis Sapient, for MBA (Marketing Specialization) students.

The event was coordinated by Prof. H. S. Srivatsa, Dr. Anicar D. Manavi and Prof. V. Nagendra and highlighted key insights into sales strategies and career opportunities in the field.

A guest lecture on **“Compensation Management”**

was conducted on **30 March 2026** for MBA third semester (HR specialization) students at RUAS. The session was delivered by **Mr. Manish Subodh**, HR Director, Ramaiah University and provided valuable insights into industry practices and real-world HR applications, enriching students' understanding of the subject. Coordinated by Dr. Annapurna Prakash.



A guest lecture on **“Building Luxury Retail Businesses in India”** was held on **20 Feb. 2026** at the MDP Room, FMC Building, RUAS. The session was delivered by **Mr. Nagarajan Subramanian**, Managing Partner, Entheos Consulting. Program was organized by Dr. Gururaj G. Phatak, Dr. Anicar D. Manavi and Dr. Bindu Nambiar, the session highlighted key insights into the growth and management of luxury retail businesses in India.

The RUAS Arthabodha Economics Club organized an engaging webinar titled **“Macroeconomics in Action - Theory, Policy and Insights”** on **9 March 2026**, featuring **Shri Om Krishna**. Drawing from his self-authored books and research papers, Shri Krishna explored how macroeconomic theories translate into real-world policies and decision-making. The session deepened participants' grasp of the vital link between academic economics and practical applications.



The FMC organized a guest lecture on **Intellectual Property Rights (IPRs)** for BBA IV Semester students on **24 March 2026**. Delivered by IPR expert **Arshad Ulla Khan**, the session explored the critical role of IPRs in safeguarding innovations & their relevance in modern business



and entrepreneurship. Students gained practical insights into IP protection, enhancing their understanding of its applications in real-world scenarios.

FMC, organized a guest lecture on **“Managing Cross-Functional Teams: Communication Challenges and Best Practices”** for MBA Semester I students on **2 February 2026**. The session was delivered by **Mr. Shyam Sundar Radhakrishnan**, Technical Program Manager at



LAM Research. Coordinated by Dr. Renee Namratha, Dr. Somya Agarwal, Prof. V. Nagendra and Dr. Chethan Kumar.



FMC organized a guest lecture on **“Dharma Based Economic Framework in Ancient Bharat”** on **21 January 2026** via Google Meet. The session was delivered by **Mr. Sriram Balasubramanian** and provided insights into traditional economic principles rooted in ancient Indian thought. The lecture offered a unique perspective on integrating ethical values with modern economic practices.

The RUAS Arthabodha Economics Club organized a webinar on **“Think Economics. Manage Better: Economic Insights for Modern Management”** on **2 February 2026** via Microsoft Teams. The session, delivered by **Bruce Koerber**, highlighted his Divine Economy Model, offering insights into



value creation, human action and the integration of economic principles with modern management practices.

FMC Faculty Delivered Session Outside RUAS



The Presidency School of Commerce, Presidency University, organized a workshop on **“Essentials of Business Research”** on **21 January 2026** at Seminar Hall-2. The session was conducted by **Dr. Renee Namratha**, Assistant Professor, FMC and focused on key research methodologies, including

problem identification, research design and data collection techniques. The workshop was well-received by students and faculty.



Mr. Trilok Reddy, Assistant Professor, FMC, delivered an expert talk on **“Agricultural Marketing”** organized by Sanskrithi Business School, held at Puttaparthi, Andhra Pradesh on **16 February 2026** from 10:00 AM to 1:00 PM. The session provided valuable insights into

agricultural market systems and the contemporary marketing practices, enriching the academic discourse for participants.

FMC Alumni Delivered Session for Students

A workshop on **“Understanding HR Analytics in Organizational Practice”** was conducted on **28 March 2026** by **alumnus Mr. Moulik Gajjar** (MBA Batch 2022-24), Senior Market Research Analyst, Zyooin Group. The session provided MBA students with hands-on exposure to HR analytics using tools like Power BI, focusing on applications in compensation, attrition, recruitment and performance management. The workshop emphasized data-driven decision-making for effective HR practices.



An **Alumni Speak Session** was conducted on **30 March 2026** at 11:30 a.m. featuring **Mr. Shashank B N**, alumni of the 2017-2019 batch and Category Leader - Technology and Advanced Sourcing at Aptiv Components India Pvt Ltd. The insightful session focused on **“Supply Chain Management of Automotive Electronics,”** offering valuable industry insights to students of FMC, RUAS.



Faculty Achievements

Congratulations Faculty Members!



Dr. Chetan V. Hiremath, Professor, FMC, served as a panelist at the National Conference on **"Innovative Strategies for Sustainable Business Practices in the Digital Era (NCISSBPDE 2026),"** organized by GSSS Institute of Engineering & Technology for Women on **January 10, 2026.** His involvement highlights his expertise in the domain and contributes to a meaningful dialogue on sustainability and digital transformation in business.

The FMC has been awarded a Sponsored Research Project by Indian Council of Social Science Research on **15 March 2026.** The project, titled **"Developing a Framework for National-Level Diaspora Engagement to Leverage Returnee Entrepreneurs for Strengthening Innovation-Driven Entrepreneurship and Startup Ecosystems."** This project is led by **Dr. S. Ajitha**, Associate Professor, as Principal Investigator, with **Dr. Chandra Sen Mazumdar**, Associate Professor, as Co-Principal Investigator.



Dr. Chanchala Srivastava, Asst. Professor, FMC, has secured an Industrial Consultancy Project titled **"Diagnosis, Design and Implementation of Content Ownership Policy in Media Organizations."** She has also published a research paper in the Journal of the Knowledge Economy by Springer Nature, indexed in Scopus and Australian Business Deans Council (ABDC).



Dr. Bindu Nambiar, Associate Professor, FMC, served as Session Chair at the International Conference on Business Innovation and Transformation (ICfBIT 2026) held at CHRIST University on **18–19 Feb. 2026.** Her role at this conference highlights FMC's active academic engagement and contribution to global scholarly platforms focused on business innovation and transformation.



Dr. Navajit Borah, Assistant Professor, FMC, was conferred the Doctor of Philosophy (Ph.D.) degree by Assam University, Silchar, during the convocation ceremony held on **19 January 2026.** He completed his doctoral research on "Risk Perception of Retail Investors towards Investment in the Stock Market : A Study with Special Reference to Select Cities of Assam" under the guidance of A. S. Yarso, Associate Professor, Department of Commerce, Assam University.



Dr. K. M. Sharath Kumar, Dean FMC, was **invited as a distinguished panelist** for the Immersion and Valedictory Session of Batch 2 of the Diploma in Professor of Practice (PoP) Program organised by ISME Bangalore on **26 March 2026.** The session brought together eminent academic leaders to



deliberate on the evolving role of PoP and the growing importance of practice-oriented education in higher learning. Dr. Sharath Kumar's participation reflects his academic leadership and FMC's commitment to strengthening industry-academia collaboration.

Dr. Prof. K.M. Sharath Kumar, Dean, Faculty of Management & Commerce, RUAS, attended the **Industry Academia Leadership Workshop** hosted by Bosch-Rexroth Ltd. on **4 March 2026.** where an opportunity for setting up Centre of Excellence were discussed & deliberated. Best practices from the CoE were also demonstrated during the event.



Dr. Subhadeep Mukherjee, Associate Professor, FMC, attended **Nurturing Future Leadership Program** under the Malaviya Mission Teacher Training Program at Indian Institute of Management (IIM) Ranchi from **5 to 9 January 2026.** Organised by the Ministry of Education, GoI, aimed at strengthening academic leadership.



Dr. Pallabi Mund, Associate Professor, FMC, participated in **Nurturing Future Leadership Program** organised under the Malaviya Mission Teacher Training Program at IIM Ranchi from **5 to 9 January 2026.** The program, conducted under the Ministry of Education, Government of India, focused on developing academic leadership.



Dr. R.G. Shilpa & Dr. P.V.R. Murthy have been granted an Indian Patent (Patent No. 580567) on **12 February 2026**, for their research titled **"A System and Method of Risk Prioritization of Penetration Tests"** (Application No. 202241003996). This patent recognizes their innovative contribution to the field of cybersecurity, particularly in enhancing the efficiency and effectiveness of penetration testing by prioritizing risks systematically.



Dr. Vanishree K, Asstt. Professor, FMC been granted an Indian design patent (No. 476643-001) on **20 January 2026**, for **"Cloud Based Hotel Management Operation Processing Device."** Developed in collaboration with Dr. Ankita Sharma, Ms. Vineeta Kumari and Dr. Deepa T. M., highlights her contribution to technology-driven solutions. She also received **Best Paper Award** at the National Conference on Innovative Strategies for Sustainable Business Practices in the Digital Era.



Dr. Karanam Kavitha & Dr. Usha J C, Asstt. Professors, FMC, have been honored with the **Best Paper Award** at the **National Conference on Innovative Strategies for Sustainable Business Practices in the Digital Era (NCISSBPDE-2026)**, organized by Deptt. of MBA, GSSS Institute of Engineering & Technology for Women, Mysuru, on 10 Jan.



2026. Their award-winning paper, titled "A Study of FinTech on Customer Satisfaction Model: Public Sector Banks in Bangalore," highlights the growing impact of financial technology on enhancing customer satisfaction within public sector banks.

EVENTS @ RESEARCH CAFE

Research Café Event – 9 : Session on Research Excellence



The FMC hosted an enriching interaction session for PhD scholars with **Dr. A. Sivathanu Pillai, Professor Emeritus and distinguished scientist in launch vehicles and guided missiles, on 12 March 2026**. Dr. Pillai emphasized the importance of selecting research problems that are not only academically relevant but also socially impactful and aligned with national priorities. He encouraged

scholars to adopt an interdisciplinary approach, think critically and identify meaningful research gaps. In addition, he shared practical insights on effective research project management, highlighting the need for structured timelines, disciplined execution, efficient resource utilization and timely achievement of milestones. The session witnessed active participation & engaging discussions, making it a valuable learning experience for all scholars. It inspired participants to approach their research with greater clarity, rigor and purpose.

Faculty Speak.....

Inspiring Minds, Advancing Research: My Academic and Research Journey at FMC, RUAS



"Education is not just the transfer of knowledge, but the transformation of lives through curiosity, dedication and continuous learning."

My association with the Ramaiah academic ecosystem began in 2008 at the M. S. Ramaiah School of Advanced Studies, an institution affiliated with Coventry University. Here, I developed a strong academic foundation and gained valuable exposure to industry-oriented education. With the establishment of M. S. Ramaiah University of Applied Sciences in 2014, I became part of a transformative phase focused on interdisciplinary learning, innovation and industry collaboration.

At the Faculty of Management and Commerce, (FMC) teaching has been a deeply fulfilling experience. Engaging with students and supporting their academic and professional growth remains central to my work. Alongside teaching, I pursued my Ph.D. in Security Testing from the Faculty of Engineering and Technology, which strengthened my research capabilities. This journey helped deepen my expertise and contribute to scholarly work in areas such as Software Engineering, Management Information Systems, Data Management and Business Intelligence and Analytics. Over the years, I have guided more than 120 undergraduate and postgraduate research projects, helping students develop analytical and research skills.

Beyond academics, I have contributed to institutional development through various administrative roles. I have served as Associate Head at the RUAS Innovation Center, coordinated undergraduate programmes and actively participated in curriculum development and non-statutory bodies. As IQAC Coordinator at FMC, I contribute to enhancing academic quality, accreditation processes and continuous improvement initiatives.

ISDC Session on ACCA Career Pathways & Global Accounting Practices



The FMC conducted an **ISDC session on 24 March 2026** for B.Com (Tech) students titled **"Industry Application of ACCA Papers, Career Aspects and Importance of Finance & Accounts in All Verticals,"** delivered by **Mr. Yogesh Sharma**. The session highlighted ACCA career pathways, global accounting practices and emerging changes such as IFRS 18, along with comparative insights into professional qualifications. Students also engaged in interactive learning activities and a Q&A session, gaining valuable exposure to industry expectations and global finance standards.

Research Café Event – 8 : Session on "Hands-on session on Financial Analysis using Python"

The FMC organized Research Café Event – 8, a hands-on training session titled **"Financial Analysis using Python"** on **10 January 2026** at the Computer Lab, FMC. The program was designed to introduce students, research scholars and faculty members to the practical application of Python in financial analysis and decision-making. The session emphasized experiential learning by enabling participants to work with real-world financial datasets, perform fundamental analytical operations and visualize financial trends.

The initiative aligned with the university's objective of strengthening analytical competence, computational literacy and data-driven thinking among management researchers and practitioners. The interactive structure ensured active engagement, making advanced analytical tools accessible even to beginner.



Additionally, I have conducted certification programmes and corporate training in areas such as Advanced Excel, SAP ERP and Financial Modeling bridging the gap between academia and industry. These efforts have been recognized through several awards, including the Exemplary Faculty Award (2022) by Chancellor, RUAS Dr. M. R. Jayaram on account of Teacher's Day, the Best Poster Award at the IEEE Bombay Section Conference (2021) and Best Idea Awards at the ASIP Conference (2022). A research project also secured second place at the IEOM International Conference (2024). I have published over 38 research papers in international and national journals and conferences and received a RUAS Seed Grant project on "Benchmarking of Smart Library Management System in HEIs". Recently, I was granted an Indian patent titled "A System and Method of Risk Prioritization of Penetration Tests."

An important milestone was visiting MAHSA University, Malaysia in 2022 as part of an International Immersion Programme. This experience provided valuable global exposure and insights into international academic practices, enriching both teaching and learning perspectives.

Reflecting on 18 years in academia, I feel grateful to be part of an institution that values innovation, research and student development. As management education evolves with greater emphasis on technology, analytics and experiential learning, FMC at RUAS continues to grow as a Center of Excellence. I look forward to continuing this journey of learning, teaching and contributing to the future of management education.

Dr. Shilpa R.G.

Sr. Assistant Professor, Department of Management Studies, FMC, RUAS
IQAC Coordinator, FMC

FMC Students Participating in Service to Society



As part of its Service to Society initiative, FMC organized a community outreach visit to **Janasnehi Charitable Trust** near Nelamangala on **27 February 2026**. A group of 14 first-year BBA students actively participated under faculty guidance, engaging with residents. Students donated essential groceries & hygiene products, served food and interacted with beneficiaries, gaining valuable insights into social challenges and the importance of empathy and civic responsibility. The visit reinforced FMC's commitment to nurturing socially conscious and responsible future leaders.

Faculty Participation: FDP / MDP/ Conference/Symposium/Workshop

FDP / MDP Attended by Faculty Members (Outside RUAS)

- **Reddy, T.** (2026). Attended an ATAL Faculty Development Program titled "Energy Engineering for a Sustainable World," organized by JIS School of Polytechnic, Kalyani, West Bengal, conducted online, from January 5 to 10, 2026.
- **Reddy, T.** (2026). Attended an AICTE Training and Learning (ATAL) Academy Faculty Development Program titled "Innovations in Smart Agriculture: Leveraging Machine Learning, IoT and Security Frameworks," organized by Canara Engineering College, conducted online, from January 5 to 10, 2026.
- **Reddy, T.** (2026). Attended an AICTE Training and Learning (ATAL) Academy Faculty Development Program titled "Next-Generation Technologies for Energy Efficiency and Sustainable Innovation," organized by Vikas College of Engineering & Technology, conducted online, from February 2 to 7, 2026.
- **Reddy, T.** (2026). Attended a Faculty Development Program titled "Redefining Economics Education," organized by the School of Arts, Humanities & Social Sciences, Chanakya University, held offline on February 7, 2026.
- **Reddy, T.** (2026). Attended a Faculty Development Program titled "Research Methodology in the Age of AI," organized by the School of Commerce and Management Studies, Dayananda Sagar University, Bengaluru, conducted online, from February 11 to 15, 2026.
- **Reddy, T.** (2026). Successfully participated in a one-day Faculty Development Program titled "AI, Machine Learning & Deep Learning: A Beginner's Guide for Undergraduate Students," conducted by Government Degree College, Avanigadda, Krishna District, Andhra Pradesh, India, on March 7, 2026.

LDP Attended by Faculty Members (Outside RUAS)

- **Mukherjee, S., & Mund, P.** (2026). Attended the Nurturing Future Leadership Program under the aegis of the Malaviya Mission Teacher Training Programme (MMTTP), Ministry of Education, Government of India, organized at IIM Ranchi, from January 5 to 9, 2026.

Faculty Attended Course/ Workshop / Webinar/ Hackathon (Outside RUAS)

- **Reddy, T.** (2026). Successfully completed an online course titled "Sustainability and Corporate ESG," offered by Reliance Foundation Skilling Academy, bearing Certificate Number: RFSA000356858, on January 2, 2026.
- **Reddy, T.** (2026). Successfully completed an online course titled "Python for Data Science," offered by Reliance Foundation Skilling Academy, bearing Certificate Number: RFSA000360130, on January 7, 2026.
- **Reddy, T.** (2026). Successfully completed an online course titled "ESG Process with Sustainable Technologies," offered by Reliance Foundation Skilling Academy, bearing Certificate Number: RFSA000367623, on January 19, 2026.
- **Narayana, B.** (2026). Attended a workshop titled "Redefining Economics Education," organized by Chanakya University, held at Bangalore, on February 7, 2026.
- **Reddy, T.** (2026). Successfully participated in the International Level Hackathon "360 Degree – 3.0," jointly organized by the Department of Computer Science & Engineering (AIML), KPR Institute of Engineering & Technology and ECLearnix EdTech Pvt. Ltd., showcasing outstanding innovation, creativity and problem-solving abilities, held on February 28, 2026.



Ms Rashmi R, Assistant Professor, FMC, served as a judge for the "Crafting Blue Ocean Strategy" event held on **10 January 2026** at Ramaiah Institute of Management, Bengaluru. She brought a strong marketing orientation to the evalua-

-tion, emphasising customer-centric value innovation & the practical relevance of strategic frameworks in identifying uncontested market spaces.

Faculty Publications:

Scopus Indexed / ABDC/ / UGC Care Publication:

- **Vimal Raj, L., & Amilan, S.** (2026). Examining anxiety's role in embracing digital payments: An empirical investigation. *Journal of Financial Services Marketing*, 31, Article 19. <https://doi.org/10.1057/s41264-026-00341-2>
- **Antwi-Boasiako, S., Jamgade, S., & Manavi, A. D.** (2026). Functional cereal innovation with indigenous grains: Nutritional and sensory acceptability index of optimized Fonio-based breakfast mix. *Multidisciplinary Science Journal*.
- **Kumar, J., & Mukherjee, S.** (2026). Dynamics between Intellectual Capital and Firm Performance: A Study of Indian Listed Construction, Energy and Information Technology Firms. *MSW Management – Multidisciplinary, Scientific Work and Management Journal*, 36(1s), 310–317. <https://doi.org/10.7492/3an25363>
- **Kumar, J., & Mukherjee, S.** (2026). Intellectual Capital and Technical Efficiency in Indian Banks: An Empirical Note. *MSW Management – Multidisciplinary, Scientific Work and Management Journal*, 36(1s), 1021–1025. <https://doi.org/10.7492/Ort23y77>
- **Kumar, C.** (2026). Green miles: The influence of green brand awareness in shaping brand advocacy among marathon participants. *Event Management Journal (ABDC A / ABS 2 / Scopus Q3)*, published by Cognizant Communication Corporation.
- **Manavi A D, Ranjan KR, Rohit S, Ramachandran R** (2026), "Comparative meta-analysis of the effectiveness of inorganic and organic marketing communications". *European Journal of Marketing*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/EJM-11-2022-0806> (A* - ABDC, Q1 Scopus).

Web of Science:

- **Karanam, K.** (2026). Optimal level of working capital management in Indian FMCG manufacturing sector: Post-GST era. *SMART Journal of Business Management Studies*, 22(1), 42–54. <https://doi.org/10.34293/2321-2012.2026.0001.4>

Book and Book Chapter:

- **Usha Narayan, Sharath Kumar K.M., Sai Baba M. & Hamid Saremi** (2026). The Vital Role of Artificial Intelligence in the Dynamics of Human Resource Management. In the Book *AI Dynamics in HRM: Revolutionizing Practices for the Future Workplace* Kiran S. Kakade and Swati Amit Vispute (Eds.). Apple Academic Press, Inc. Co-published with CRC Press (Taylor & Francis), pp. 225 – 255.
- **Bala Subrahmanya M.H., Ganesaraman K., Sharath Kumar K.M. & Jon Thomas** (2026). *Returnee Entrepreneurs and Tech Startups in India: Distinctive Features, Innovativeness and Outcomes*. De Gruyter, Germany, ISBN No.: 978-3-11-914306-6.
- **Rajkhowa, S.S. and Manavi, A.D.** (2026). A study on heuristics role on the ease of apparel purchase decision. In: K.M. Sharath Kumar, K. Vanishree and A. Sharma, eds. *Integrating Investment Planning and Human Resource Policy: A Multidisciplinary Strategic Approach*. Vol. II. pp. 15–23. ISBN: 978-81-19567-29-4. Eureka Publications.
- **Mund, P., Kaul, A., Singh, B.K., Gowtham, S.** (2026). Exploring Social Entrepreneurial Intentions among Indian MBA Students: Motivation, Obligation, Support and the Role of Social Capital. In: K.M. Sharath Kumar, K. Vanishree and A. Sharma, eds. *Integrating Investment Planning and Human Resource Policy: A Multidisciplinary Strategic Approach*. Vol. II. ISBN – 978-81-19567-29-4. Eureka Publications.

Edited Books:

- **Sharath Kumar K.M., Vanishree K. & Sharma Ankita** (2026). *Integrating Investment Planning and Human Resource Policy: A Multidisciplinary Strategic Approach (Vol. – I)*. Eureka Publications, ISBN No.: 978-81-19567-29-4
- **Sharath Kumar K.M., Vanishree K. & Sharma Ankita** (2026). *Integrating Investment Planning and Human Resource Policy: A Multidisciplinary Strategic Approach (Vol. – II)*. Eureka Publications, ISBN No.: 978-81-19567-29-4

Conference/Symposium Faculty Paper Presentations (Outside RUAS)

- **Chandrakala, D. P., Sushma, B. S., & Vanishree, K.** (2026). Enhancing user acceptance and sustained use of banking chatbots. Paper presented at the National Conference on Innovative Strategies for Sustainable Business Practices in the Digital Era (NCISSBPDE 2026), organized by the Department of MBA, GSSS Institute of Engineering & Technology for Women, Mysuru, January 10, 2026.
- **Vanishree, K., Usha, J. C., & Karanam, K.** (2026). A study of FinTech on customer satisfaction model: Public sector banks in Bangalore. Paper presented at the National Conference on Innovative Strategies for Sustainable Business Practices in the Digital Era (NCISSBPDE 2026), organized by the Department of MBA, GSSS Institute of Engineering & Technology for Women, Mysuru, January 10, 2026.
- **Usha, J. C.** (2026). Cloud ERP implementation: An Empirical Study on Migration, Integration and Adoption Challenges. Paper presented at the 10th International Conference on Smart Trends in Computing and Communications (SmartCom 2026), Pune, January 20, 2026; published in the conference proceedings.
- **Shilpa, R. G.** (2026). Harnessing Business Analytics to reduce food waste in hotel kitchens. Paper presented at the 10th International Conference on Smart Trends in Computing and Communications (SmartCom 2026), organized by Global Knowledge Research Foundation (GKRF) and G R Scholastic LLP with Springer as publication partner, Pune, January 21, 2026; published in Springer LNNS Proceedings.
- **Rajan, S.** (2026). Automation to humanization: Reimagining ethical leadership for India's sustainable future of work. Paper presented at the International Conference on Frontiers of Sustainability – Global Responsibility for Innovation and Entrepreneurship (FOS 2026–GRIE), organized by Thiagarajar School of Management, Madurai, January 23, 2026.
- **Mund, P., & Mukherjee, S.** (2026). Resonance of compassion: Integrating Buddha Dharma and music in the development of humanitarian leadership. Paper presented at the 1st National Conference on Emerging Technologies and Industrial Applications, organized by Government Engineering College, Khagaria, January 25, 2026.
- **Nambiar, B.** (2026). A systematic literature review on the evolution of green bonds as a tool to transition towards sustainable finance practices. Paper presented at the International Conference on Sustainability-Led Transformation in Business and Society, organized by the School of Business and Management, CHRIST (Deemed to be University), Bangalore, February 25–27, 2026.
- **Narayana, B., & Reddy, T.** (2026). Integration of FinTech with India's e-Rupee: Opportunities and emerging risks. Paper presented at the XLII Annual Conference of the Andhra Pradesh Economic Association, sponsored by ICSSR and organized by the School of Economics, Andhra University, Visakhapatnam, March 7–8, 2026.
- **Reddy, T.** (2026). Agricultural transformation under climate change: Millets and food security in Andhra Pradesh towards 2047. Paper presented at the XLII Annual Conference of the Andhra Pradesh Economic Association, sponsored by ICSSR and organized by the School of Economics, Andhra University, Visakhapatnam, March 7–8, 2026.
- **Nambiar, B.** (2026). A conceptual framework connecting ESG indicators, green bonds issuances and SDG 13. Paper presented at the Interdisciplinary International Conference (IDIC 2.0) 2026, organized by Mar Baselios Christian College of Engineering & Technology in association with St. Aloysius (Deemed-to-be University), Mangalore, March 17–18, 2026.
- **Nambiar, B.** (2026). Assessing compliance gaps in Indian electrical safety standards: A comprehensive analysis of private healthcare facilities in India. Paper presented at the Interdisciplinary International Conference (IDIC 2.0) 2026, organized by Mar Baselios Christian College of Engineering & Technology in association with St. Aloysius (Deemed-to-be University), Mangalore, March 17–18, 2026.

Paper Presented inside RUAS

- **Mund, P.** (2026). Reforming gig work in India: The role of GST 2.0 and emerging HR regulations. Paper presented at the Two-Day National Conference on Next-Generation GST Reforms 2.0 – A Way towards Viksit Bharat 2047, in collaboration with ICSSR, March 13–14, 2026.

Conference / Seminar Student Presentation:

- **Suchithra, T.** (2026). From Crisis to Collective Action: Climate Change as a Catalyst for Social Transformation. Paper presented at the Two-Day Multi-Disciplinary International Seminar on Climate Change and Social Transformation: Challenges and Pathways, held online, March 30–31, 2026.
- **Suchithra, T.** (2026). Regulatory Volatility and Reform Persistence in GST Regime in India: A Notification-Based Assessment. Paper presented at the Two-Day National Conference on Next-Generation GST Reforms 2.0 (A Way Towards Viksit Bharat 2047), organized by the Faculty of Management and Commerce, M. S. Ramaiah University of Applied Sciences, Bengaluru, in collaboration with ICSSR, March 13–14, 2026.
- **Suchithra, T.** (2026). Curation and Museum Practice in the Digital World. Paper presented at the Two-Day International Multidisciplinary Conference on Navigating the Nexus: FinTech Innovation, Digital Transformation, Sustainability and Society in a Globalized World, organized by BMS College for Women in collaboration with ICERT, March 4–5, 2026.

FMC Faculty Member as Moderator/ Panelist / Session Chair/ Editor / Reviewer/ External Lab Examiner/ Coordinator/ Judge

- **Dr. Somya Agarwal** and **Dr. Pallabi Mund** served as Moderators for Technical Session II at the AIU – Association of Indian Universities South Zone Vice Chancellors' Meet 2025–26 on "Promoting Entrepreneurship & Startups in Higher Education Institutions (HEIs)," organized by Ramaiah University of Applied Sciences, Bengaluru, January 20–21, 2026.
- **Dr. Chetan V. Hiremath** served as Panelist at the National Conference on "Innovative Strategies for Sustainable Business Practices in the Digital Era (NCISSBPDE 2026)," organized by the Department of MBA, GSSS Institute of Engineering & Technology for Women, Mysuru, January 10, 2026.
- **Dr. Bindu Nambiar** served as Panelist for the National Student Innovation Challenge, organized by eVidyaloka, January 29–30, 2026.
- **Dr. Bindu Nambiar** served as Panelist in a panel discussion on "India-EU Free Trade Agreement: Economic Gains and Strategic Implications," organized by Ramaiah University of Applied Sciences, Bengaluru, February 11–12, 2026.
- **Dr. K. M. Sharath Kumar** served as Panelist for the Immersion and Valedictory Session of Batch 2 of the Diploma in Professor of Practice (PoP) Program, on behalf of ISME.
- **Dr. Bindu Nambiar** served as Session Chair at the International Conference on Business Innovation and Transformation (ICfBIT 2026), organized by CHRIST (Deemed to be University), Bengaluru, February 18–19, 2026.

FMC Faculty Member as Moderator/ Panelist / Session Chair/ Editor / Reviewer/ External Lab Examiner/ Coordinator/ Judge

- **Mr. Trilok Reddy** served as Session Chair for the 4th International Conference on Computer, Cybernetics & Education, virtually held at Bali, Indonesia, organized by Karakalpak State University, Tulsiramji Gaikwad Patil College of Engineering & Technology, February 27–28, 2026.
- **Dr. Vanishree K** served as Session Chair at the Two-Day National Conference on "Next-Generation GST Reforms 2.0," March 13–14, 2026.
- **Dr. Sushma B. S** served as Session Chair at the Two-Day National Conference on "Next-Generation GST Reforms 2.0," March 13–14, 2026.
- **Dr. Navajit Borah** served as Session Chair at the Two-Day National Conference on "Next-Generation GST Reforms 2.0," March 13–14, 2026
- **Dr. Subhadeep Mukherjee** served as Session Chair at the 1st National Conference on Emerging Technologies and Industrial Applications (NCETIA- 2026), organized by Government Engineering College, Khagaria, January 24-25, 2026.
- **Dr. Vanishree K** served as Reviewer for manuscripts at the International Conference on "Innovation, Technology and Sustainability: Driving an Evolving Business Landscape (ITSDEBL26)," organized by KLS Gogte Institute of Technology, Belagavi, February 13–14, 2026.
- **Mr. Trilok Reddy** served as Reviewer for the manuscript titled "Design & Development of Onion Storage Shed for Better Ventilation and Longer Life," published in the International Journal of Trends in Horticulture, March 3, 2026.
- **Mr. Trilok Reddy** served as Reviewer for the manuscript titled "Exploring Nutritional Knowledge and Lifestyle Risk Factors among Young Adults: A Reverse Learning Approach," published in Research & Reviews: Journal of Food Science & Technology, March 24, 2026.
- **Mr. Trilok Reddy** reviewed the paper titled "Reviving Indigenous Agricultural Practices through Curriculum Innovations in Rural Schools: A Case Study of Punjab," published in Research & Reviews: Journal of Agricultural Science and Technology, March 2026.
- **Mr. Trilok Reddy** reviewed the paper titled "Sustainable Production of Halal Butter from Mango Kernel Oil: Extraction, Characterization and Functional Evaluation," published in Research & Reviews: Journal of Food Science & Technology, March 2026.
- **Mr. Trilok Reddy** reviewed the paper titled "Indian Cashew Production," published in the International Journal of Trends in Horticulture, March 2026.
- **Dr. Chetan V. Hiremath** served as External Expert for PhD candidate selection at the School of Management Studies and Research, KLE Technological University, Hubballi, Karnataka, February 25, 2026.
- **Dr. Bindu Nambiar** served as External Examiner for "Holistic Development and Personal Values" at Presidency University, Bengaluru, February 28–March 1, 2026.
- **Dr. Chetan V. Hiremath** served as External Lab Examiner for the Excel course of MSc in Data Sciences & Analytics programme.
- **Dr. Chetan V. Hiremath** served as External Lab Examiner for the Database Systems course of MSc in Data Sciences & Analytics programme.
- **Dr. Shilpa R. G** served as Judge for the event "Stranger Things – Solve, Innovate, Lead" during National Management Day & THE OFFICE Season 4, organized at FMC, RUAS, Bengaluru, February 23–24, 2026.
- **Dr. Narayana B** served as Jury Member for a National-Level Management Fest at M.S. Ramaiah College of Arts, Science and Commerce (MSRCASC).
- **Dr. R. G. Shilpa** recognized as Approved Research Supervisor for the Doctoral Research Programme at Ramaiah University of Applied Sciences (RUAS).
- **Dr. Navajit Borah** served as a peer reviewer for the Scopus-indexed journal Economic and Regional Studies / Studia Ekonomiczne i Regionalne (ISSN: 2083-3725) in March 2026.

Publication in Journal of NIPM



EXPERT TALK

PERSONNEL TODAY

Human-Machine Interface (HMI) in Human Capital Management (HCM)

Society 5.0: Human Machine Interface – The Warranted Era for Viksit Bharat 2047

Society 5.0 was initiated by the cabinet office of Japan as a futuristic human-centric society. The line of maturity of the society comprises 1.0 dealing with hunting; 2.0 emphasised on agriculture; 3.0 upon industrialization; 4.0 focuses on information and 5.0 empowers human centred society to balance between economic advancement and resolutions to social problems. In summary, Society 5.0 deals with integrating cyberspace and physical space leading to the Human Machine interface era.

This is warranted as a new beginning for an Indian scenario which can leverage co-creative environment among the business ecosystems like Japan. Moreover extended producer responsibility can be attained by striking a right balance between economic development and sustainability. The Human-Machine interface shall consolidate on Data-Driven Decision Making and AI Literacy Cognitive Flexibility and Resilience; Emotional Intelligence and Collaborative Leadership; Sustainability and Innovation Thinking. In the age of big data and Gen AI, the ability to interpret complex datasets and translate insights into actionable strategies is essential through human intellectual capability and reliability of machine repeatability. Managers must be data-literate and adept at leveraging analytics and Gen AI to drive informed decision-making, mitigate risks, and uncover new opportunities through Human-Machine interface. Thus leading to contribution towards nation building exercise for attaining the vision Viksit Bharat 2047.

An article by **Dr. Prof. K.M. Sharath Kumar**, Dean, FMC, RUAS, published in Journal of National Institute of Personnel Management

FMC's Participation in Events



FMC participated in **IPMA Global Project Professionals Forum 2026** held on **13-14 February 2026** at Radisson Blu Resort, Temple Bay, Mahabalipuram



FMC participated in **BMA Symposium** on "AI and the Future of Management Education & Practice – Aligning Education, Employment & Employability" on **17 Jan. 2026** at Belaku Bhavana, Bengaluru



FMC participated in **AIU South Zone Vice Chancellors' Meet 2025-26** held on **20-21 January 2026** at Ramaiah University of Applied Sciences

STUDENT ACTIVITIES

Management Club Activity @ FMC



Marshmallow Tower Challenge, MBA Section D (9th January 2026)



Pitch Perfect: Brand Edition, MBA Section C (6th February 2026)



Greeting Card Challenge, MBA Section A (9th January 2026)



The Smart Accountant, MBA Section C (9th January 2026)



The Recruitment Lab: Dual Roles, Real Skills, MBA Section B (6th February 2026)



Clash of Convictions: A battle of Belief's begins here, MBA Section B (9th January 2026)

PLACEMENT ACTIVITY

Placements during January to March 2026

RAMAIAH UNIVERSITY OF APPLIED SCIENCES | FACULTY OF MANAGEMENT & COMMERCE
 NEW BEL RD, M S S NAGAR, MATHIHIRE, BENGALURU, KARNATAKA 560054
 FACULTY OF MANAGEMENT AND COMMERCE

Congratulations!
 on getting placed at
KENT RO - CTC 5.5 LPA

KENT Mineral RO
 Water Purifiers

MBA 2024 - 2026 BATCH

 SRIHAS S MBA - FINANCE	 ANUSHI GHARWAD MBA - MARKETING	 DEBANJAN ROY MBA - MARKETING
 KARTHIK R MBA - MARKETING	 ABHISHEK MBA - MARKETING	 PRANJAL BEHERA MBA - MARKETING

RAMAIAH UNIVERSITY OF APPLIED SCIENCES | **asianpaints** 9.2 LPA

PLACEMENTS

 Mr. Tarun R	 Mr. Rajat G Patil
--	--

RAMAIAH UNIVERSITY OF APPLIED SCIENCES | FACULTY OF MANAGEMENT & COMMERCE
 NEW BEL RD, M S S NAGAR, MATHIHIRE, BENGALURU, KARNATAKA 560054
 FACULTY OF MANAGEMENT AND COMMERCE

Congratulations!
 on getting placed at
HILTON INTERNATIONAL CTC 6 LPA

Hilton

SOUTH ASIA FINANCE MANAGEMENT TRAINEE PROGRAM
 MBA 2024 - 2026 BATCH


MS. GANVITS
MBA - FINANCE

EVENTS @ LEADS NEXT GEN CENTRE

Catalyst Insight 6.0 : The Shift to Capability-Based Hiring



The LEADS Next Gen Centre organized Catalyst Insight: Leadership Talk Series 6.0 on **30 January 2026**. An engaging and interactive session featured **Mr. Ananth Mallya**, CEO & Co-Founder of Quan Tech Origin, an expert in talent acquisition strategy, consulting and leadership development, who spoke on the theme **“From Hiring for Roles to Hiring for Capabilities: The Strategic Leadership Shift in Talent Acquisition.”**

Mindful Leadership & Well-Being Workshop - FDP



International Workshop on **“Mindful Leadership and Well-Being in Higher Education Institutions”** was organized by LEADS Next Gen Centre at RUAS on 14 Feb. 2026. Featuring world-renowned spiritual consultant and coach **Swami Parameshwar Das Maharaj**, workshop focused on **“Mindfulness, Purpose, & Pedagogical Wisdom,”** guiding participants to integrate inner clarity, emotional balance & conscious decision-making into their roles as academic leaders.

Coffee With VC – Bharat LEAD Summit 2026 Preview



Team LEADS Next Gen, along with **Dr. Sharath Kumar**, Dean FMC, met the Hon. **Prof. Kuldeep Kumar Raina**, Vice Chancellor, RUAS, during **“Coffee With VC”** program on **10 Feb. 2026**, where they presented before him their forthcoming flagship program, **Bharat LEAD Summit 2026**. The interaction provided an excellent opportunity to receive valuable guidance from VC Sir .

Vanguard Leadership Retreat 2026



Vanguard Leadership Retreat 2026, organized by the LEADS Next Gen Centre at **RR Retreat** on **1 March 2026**, bringing together a dynamic cohort of student leaders for a dedicated day of reflection, learning and growth. The retreat created an ideal setting for participants to step away from routine campus life and immerse themselves in values-based leadership development aligned with the vision of RUAS.

Catalyst Insight 5.0 : From Campus to Corporate



The Catalyst Insight : Leadership Talk Series 5.0 was organized by LEADS Next Gen Centre on **23 January 2026**, as part of its ongoing efforts to groom future-ready professionals. Session featured **Mr. Hemanth Kumar V**, CEO, Bharat Careerconnect Solutions LLP, who delivered an inspiring talk on **“From Campus to Corporate: Building Future Leaders,”** sharing powerful reflections from his journey in the skilling and development ecosystem.

BCIC Post-Budget Analysis 2026



FMC faculty members & students from LEADS Next Gen Centre, participated in the **Post-Budget Analysis on the Union Budget 2026-27** organized by BCIC on **2 February 2026**, at ITC Windsor. The session featured eminent speakers including K R Sekar, F R Singhvi, Ullas Kamath and Siddarth Pai, who discussed key direct tax proposals and their implications for MSMEs, manufacturing and the digital ecosystem.

Global Circuit Summit 2026



Dr. Subhadeep Mukherjee had the privilege of sharing a Round Table Platform with two eminent leaders of India's Space Ecosystem at **The Global Circuit Summit 2026** held on **7 February 2026**, namely Group Captain Prashanth Balakrishnan Nair, Kirti Chakra awardee & astronaut (Gaganyaan), ISRO and Dr. Vinod Kumar, Director, Promotion Directorate, IN-SPACe, Deptt. of Space, GOI.

AIU South Zone Vice Chancellors' Meet 2025-26



AIU South Zone Vice Chancellors' Meet 2025-26, held on **20-21 January 2026**, was hosted by RUAS, Bengaluru and co-organised by the LEADS Next Gen Centre, a congregation of academic leadership from across South India. Anchored on theme **“Promoting Entrepreneurship & Startups in Higher Education Institutions (HEIs),”** meet focused on transforming universities from conventional teaching hubs into dynamic engines of innovation and economic self-reliance.

VALUABLE INSIGHTS TO FMC STUDENTS - INDUSTRY CONNECT

Visit to Swachagraha Kalika Kendra (SGKK), Bengaluru



Sixteen MBA students (Batch 2023, 3rd Semester) from the Faculty of Management and Commerce, Ramaiah University of Applied Sciences, Bengaluru, visited **Swachagraha Kalika Kendra (SGKK)** on **28 March 2026**, accompanied by two faculty members. The visit offered practical exposure to decentralized waste management and circular economy practices. Students learned how source segregation reduces waste entering municipal systems and explored SGKK's self-sustaining compost marketplace. The session highlighted stakeholder collaboration among citizens, NGOs and government bodies. Overall, the visit strengthened students' understanding of sustainable operations, logistics efficiency and real-world applications of waste management systems.

Industrial Visit to SEG Automotives, Bangalore

Fifty-one first-year MBA students (Section D) from FMC, RUAS, visited the **SEG Manufacturing Facility in Bengaluru** on **21 January 2026**, accompanied by two faculty members. The visit provided firsthand exposure to advanced automotive assembly and testing processes, including Lean Principles and OE Quality Standards. Students also gained insights into modern manufacturing systems through an informative session and guided facility tour. The session helped students understand the integration of technology and efficiency in large-scale production. Overall, the visit offered valuable industry exposure and strengthened their practical understanding of manufacturing operations. The interaction with industry experts further enriched the students' learning experience by bridging academic concepts with real-world practices.



Industrial Visit to TÜV SÜD, Bengaluru



MBA students from the Faculty of Management and Commerce, Ramaiah University of Applied Sciences, Bengaluru, visited **TÜV SÜD South Asia Pvt. Ltd.** on **22 January 2026**, to gain practical insights into testing, inspection and certification processes. The session began with an overview of safety protocols and operational workflows. Students explored advanced facilities including EMac/RF, Mechanical, Climate and Shock & Vibration laboratories, observing equipment used for emission, durability and environmental testing. They also visited Electrical Safety and Medical Testing labs, learning about compliance standards and Good Laboratory Practices (GLP). The visit enhanced understanding of quality assurance, safety regulations and industrial operations, effectively bridging the gap between academic concepts and real-world applications.

Industrial Visit for B.Com Final Year Students (2026)

An industrial visit was organized on **20 and 21 March 2026** for B.Com final year (19 batch) students to provide practical exposure and industry-oriented learning. The students visited **Manipal Technologies Limited, Hangyo Ice Creams Private Limited and Kalbavi Consumer Foods Private Limited (Unit 1)**, gaining insights into printing, dairy and cashew processing industries. The visit provided insights into real-time production processes, quality control and operational management. Students gained a better understanding of how theoretical concepts are applied in different industries. It also helped them learn about supply chain management and industrial practices. The visit was accompanied by Mr. Ajay R and Ms. Rashmi, Assistant Professors, FMC. Overall the industrial visit was highly beneficial for students' academic and professional development.



STUDENT ACHIEVEMENTS



Macneil J Dsouza, a student of the B.Com 2024 batch at FMC, has brought laurels to FMC by securing a **Bronze Medal** at the Karnataka Olympic Association Games. He further excelled in shooting by winning **two Bronze Medals in Air Rifle Shooting** at the **3rd Nagaraja Jagdale Shooting Competition, 2026**. His achievements reflect dedication and precision.



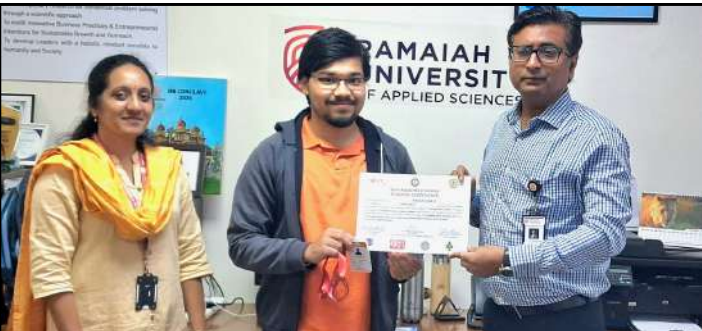
Chandranath Bouri, MBA 2nd Year student at FMC, received a cash prize of ₹5,000 and a gift for the **Best Project Report on HR activities and organizational performance during his internship at Eastern Coalfields Limited**. The recognition highlights his exemplary work in linking HR practices with organizational outcomes and brings pride to FMC.



The **Inter-Faculty Cricket Tournament 2026** was held on **7-8 March 2026** at MSR Cricket Ground, witnessing enthusiastic participation from sixteen teams across the university. The FMC cricket team delivered an impressive performance, securing the **Runners-up position** after a closely fought final against the Department of Computer Science and Engineering.



BBA student **Shreyas M** from FMC, RUAS, has secured First Prize in the Inter-College Photography Competition **"PRERANA'26"** organised by GITAM University and by winning Second Place (Runner-Up) in "Lens Focus (Photography)" at **Yuva Spandana – Youth Fest 2026** hosted by Mount Carmel College Autonomous, a dual achievement.



Nagarjuna P of FMC successfully completed the prestigious 7-day **Residential Training Program under the Yuva Aapda Mitra Scheme** from **24-30 January 2026**. Selected among 150 participants nationwide, he earned certification as a "Yuva Aapda Mitra," gaining hands-on training in disaster response, crisis leadership and civic preparedness.



Yathish U and **Nagarjuna P** from FMC, secured Second Place in the **"7P's Marketing"** event at SYNECTICS National Intercollegiate Management Fest, organized by Kristu Jayanti Institute of Management, Kristu Jayanti (Deemed to be University), Bengaluru, on **20-21 February 2026**. Team demonstrated strong marketing acumen to achieve this recognition.



Students from FMC showcased an impressive performance at **Spoorthi 2026 – Annual Athletic Meet**, held on **20-21 February 2026**. FMC athletes secured multiple podium finishes across track and field events, including medals in 200m, 800m, 1500m and jumping events. Notable performances included multiple medals by **Karthik HK** and **Bheru Arjun Gadde**, along with podium finishes by **Vinesh Vakada**, **Rishidev Singha** and **H. Varsha**.



A team of 19 MBA students from FMC participated in the Management Fest held in Bengaluru on **20-21 February 2026** at Kristu Jayanti Institute of Management. Competing across 10 events, the team delivered an impressive performance, securing second and third positions in four events. Notably, **FMC students achieved 2nd place in the Fintech and 7Ps Marketing events**, each earning a cash prize of ₹2000.

STUDENT ARTICLE

Transformative Two Years: MBA in Supply Chain at FMC, RUAS



The past two years at the Faculty of Management and Commerce (FMC) at Ramaiah University of Applied Sciences in Bangalore have represented a significant period of academic and personal development. Choosing to pursue an MBA with a specialization in Supply Chain and Operations Management provided a structured framework to explore the complexities of logistics, distribution and organizational efficiency. The curriculum was designed to be comprehensive while remaining accessible, ensuring a steady transition from theoretical study to professional readiness. A defining feature of the MBA program at FMC is the caliber of instruction. My experience with the professors was particularly impactful due to their wide subject knowledge and professional backgrounds. Many faculty members bring decades of industry experience into the classroom, allowing them to illustrate abstract operational theories with practical, real-world examples. This grounded approach made the coursework easier to grasp and highlighted the direct application of management principles within the current business landscape.

Learning at the university consistently extended beyond the traditional classroom setting. My experience attending conferences across various fields, including Artificial Intelligence, Finance and Strategic Management offered a broader perspective on the global economy and provided opportunities to engage with industry experts. Additionally, my experience participating in the fashion show during the Akaira Fest provided a different form of engagement with the student body. It served as a creative outlet that complemented the analytical rigors of the MBA program. Leadership opportunities also played a central role in the journey at FMC. My experience organizing the management event called "The Office" required significant coordination and problem-solving. Managing the logistics for such an event served as a practical exercise in teamwork and project management, which are essential components of an operations specialization. It was a useful opportunity to handle multiple moving parts and meet specific deadlines in a high-pressure environment.

The university provides well-maintained facilities and a variety of spaces that support different learning styles. Whether utilizing specialized labs for data work or collaborative areas for group assignments, the infrastructure is built to ensure every person has the resources to do well. Ultimately, my experience here was enjoyable because of the balanced environment and the consistent support from both faculty and peers. These two years at Ramaiah University of Applied Sciences have been a productive and fulfilling chapter of my education, providing the necessary tools for the next stage of my career.

Ms. Danica B Aiyappa, MBA (Operations Management Specialization) – Sem III,
Second Year, 3rd Sem, FMC, RUAS

FMC Students Participating in Service to Society



As part of the 'Service to Society' initiative, five FMC, RUAS students from BBA Second Semester led by Dr. Girish R visited **"Sumangali Seva Ashram"** on **28 March 2026**. The team donated essential supplies and gained inspiration from 2026 Padma Shri Awardee Mrs. S.G. Susheelamma's lifelong dedication to empowering destitute women & children. This visit reinforced values of empathy through community engagement.



MBA students from FMC visited **AMBA Foundation** on **28 March, 2026** under this, gaining experiential learning on social responsibility and inclusion. The visit helped students understand the challenges faced by differently abled children and strengthened their sense of empathy and community engagement. Dr. Vanishree K and Mr. Rajeev were part of the visit, making it a meaningful and enriching experience.



In a "Service to Society" initiative, 37 BBA students visited **Janadhwani Old Age Home**, Bengaluru, on **11 March 2026** under the guidance of Dr. Gururaj Pathak and Dr. Pallabi Mund. Students actively engaged with residents, contributed essential supplies and participated in meal service, fostering empathy, social responsibility and community awareness. This reflects FMC's commitment to experiential learning & holistic student development.



45 students from FMC visited **Nrithyagram**, Hesaraghatta, on **18 March 2026** under the guidance of Dr. Sushma B S. The visit provided hands-on exposure to biodiversity conservation, rainwater harvesting & sustainable plantation practices. Students participated in sapling plantation & gained practical insights into environmental stewardship which reinforced their commitment to sustainability and social responsibility.

ALUMNI SPEAK



My journey at Ramaiah University of Applied Sciences as both an MBA student and PhD scholar has been deeply transformative, shaping my academic, professional and personal growth. The institution provided a strong foundation in management education

during my MBA, enhancing my leadership, analytical and strategic thinking abilities. Pursuing my PhD further strengthened my research capabilities, critical inquiry and academic expertise. Ramaiah's supportive faculty, enriching learning environment and emphasis on excellence played a vital role in preparing me for a successful career in academia and research. The exposure to diverse opportunities, practical learning and mentorship significantly contributed to building confidence, resilience and a commitment to lifelong learning. My experience at Ramaiah has not only advanced my professional career but also fostered personal development, enabling me to contribute meaningfully to education and organizational growth.

Dr. Gauri R Javali
MBA Batch (2014-2016)
PhD Scholar 2017 -2025



My MBA in Business Analytics from the Faculty of Management and Commerce, Ramaiah University of Applied Sciences, played a key role in shaping my career by combining strong classroom learning with hands-on project experience. The program helped me build a solid base

in data analysis, problem-solving and business understanding. Through practical assignments and real-world case studies, I developed the skills needed to transition confidently into the professional world. My journey began with my first role at KDEM, where I applied these learnings in a dynamic environment and this experience further paved the way for me to move into an MNC as an analyst, continuing to grow and refine my expertise.

This journey has strengthened my analytical capabilities and also shaped my confidence, communication and decision-making as a young professional. I am grateful to FMC, RUAS for providing an ecosystem that blends academics with practical exposure, mentoring and industry connect, enabling a smooth transition from campus to corporate.

Mr Moulik Vinod Gajjar
MBA Batch (2022-2024)

STUDENT ACHIEVEMENTS (CONTD.)



BBA student **Shreyas M**, from FMC, RUAS secured First Prize in Photography at the inter-collegiate fest "**RANVITA'26**" organised by CMR University, as well as 1st Place in the "Mobile Photography" event at **ANADYANTA 2026**, hosted by Nitte Meenakshi Institute of Technology (NMIT), showcasing his exceptional creativity and talent in visual storytelling



MBA student **Nihal Nanjappa** from FMC, proudly represented the institution in the **National Financial Literacy Quiz 2026** (College Round, PG Category), organised by the National Institute of Securities Markets (NISM) & the Securities and Exchange Board of India (SEBI)



Suchithra T of 3rd Yr B.Com Hons presented her research paper in the **3rd International Financial and Accounting Conference held at IIM Jammu from 27th to 28th Feb. 2026**. Paper titled: "Financial Inclusion in Digitalization without Financial Literacy: A Structural Constraint on Trust, Adoption and Well-being." secured 2nd place under the Fin-tech track.



Ms. Sneha and **Ms. Dhanyashree** from FMC secured Second Place in the "FINTECH: House of Aegis" event at the National Intercollegiate Management Fest, organized by Kristu Jayanti Institute of Management,, Bengaluru, on **20-21 February 2026**. Their achievement highlights strong analytical & financial acumen of FMC students on a national platform.



Connect with us



Ramaiah University of Applied Sciences
University House, Gnanagangothri Campus
New BEL Road, M S Ramaiah Nagar, Bangalore
Karnataka, INDIA - 560 054

Email & Online



Email: sujatabijwe.mc@msruas.ac.in
Web: www.msruas.ac.in

